

## **Gallery Guides Use in the *Tête-à-Tête* Exhibit**

Frye Art Museum  
Summative Evaluation  
*New Directions* Project  
Spring 2010

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Funded by



*New Directions* Partner Institutions

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UNIVERSITY of WASHINGTON



## **Executive Summary:**

Our study at the Frye Art Museum examined the use of the gallery guides by visitors in *Tête-à-Tête*, the salon-style hang of the museum's founding collection. Our goal was to see who was using the guides, how, what effect this had on their experience, and what they expected from the guides. We discovered that the average gallery guide user was female, over 35 years of age, previously been to the Frye Art Museum but had not yet seen *Tête-à-Tête*. Although gallery guide users spent more time in the exhibit and were able to recall art historical information more readily, the use of the guides did not effect how much they enjoyed *Tête-à-Tête*.

## **Introduction:**

The Frye Art Museum is a small art museum located on Seattle's First Hill, just east of Downtown with a single floor of gallery space housing exhibitions of contemporary and public art along side the Founding Collection of German artists from the late 19th and early 20th Centuries.

The Frye Art Museum's mission statement reads:

The Frye Art Museum is a living legacy of visionary patronage and civic responsibility, committed to artistic inquiry and a rich visitor experience. A catalyst for our engagement with contemporary art and artists is the Founding Collection of Charles and Emma Frye, access to which shall always be free.

Charles Frye's will stipulates that a number of paintings of the Founding Collection must be on exhibit under particular conditions at all times. *Tête-à-Tête* is the museum's current response to this stipulation. The exhibition displays 150 pieces of the Founding Collection in a salon-style hang in larger of the two rooms of the Greathouse Galleries. In addition a Kerman rug is spread in the center of the room, with a gossip chair at end and a silk palm between the two. The exhibition is designed to provide the visitor with an idea of how the collection would have been viewed when on display in the Frye's residence. There are laminated, 11x17", four page maps of the gallery displaying the titles, artists, and date of the different paintings available for visitors to use at both entrances to the exhibition. On the back wall directly next to the far entrance into the exhibition is painted in a deep fuchsia with the curatorial text introducing and explaining the exhibition. In order to reach *Tête-à-Tête*, the visitor must travel through the Frye Founding Collections Rooms, which are currently housing contemporary art, or down the Graphics Gallery, past the Museum Store, restrooms, coat hang, elevator, and stairs. Just past the Museum Store, if one is looking up, they will see a sign in the same deep fuchsia pointing the way to the exhibition.

Our summative evaluation on the use of the gallery guides in *Tête-à-Tête* is aimed at examining how affect the visitor's experience of the exhibition, concentrating on the following questions:

- What percentage of visitors to *Tête-à-Tête* uses the gallery guides?

- Who is using the gallery guides? Are they only reaching a specific audience?
- How are visitors using the gallery guides?
- Is the experience of the guide-using visitor the same as the non-guide-using visitor?
- What information do visitors expect from the gallery guides?
- Are they effective in fulfilling the function they were designed to serve?  
The function they were designed to serve is defined here as: To assist visitors in identifying paintings

This study is done as part of the New Directions project at the University of Washington. New Directions is an IMLS funded project designed to train museum studies graduate students to understand, support and engage in audience research. A key component of the training is using museums as learning laboratories where students work with an institution to conduct audience research, under the guidance of evaluation mentors and support staff.

### **Literature Review:**

There have been several studies of visitor behavior relating to how labels effect the visitor experience. In that the gallery guides are modified labels, we thought this would be the correct literature to turn to. Steven Bitgood's 1989<sup>1</sup> examination of Serrall's "8 Deadly Sins" with regard to label making in museum settings. It lists, length/wordiness, jargon and technical terms, boringness or misinformation, grammatical errors, size and difficulty to read, use of colors that makes reading tiresome, and poor placement choices (that might cause neck pain or eye strain for the viewer. Important in regards to the gallery guides at the Frye Art Museum is the size of the font , multi-sensory inputs (the visitors are carrying their labels), and failure to "address visitor knowledge, interests, and misconceptions."<sup>2</sup> In a study aimed at determining which style of labels were preferred by eighth grade students, and which style was related to the highest amount of recollection from the exhibit, Shaffer found that viewers preferred the most complete labels, which contained information about the painting and the artist, and remembered most about the paintings.<sup>3</sup>

Evaluators have used interviews and observations, as well as occasionally timing and tracking, in order to collect data on how visitors interact with labels. In a study to tested a series of goals for a label project within the context of the art on display at the Art Gallery of Nova Scotia (including the goal to increase visitor understanding, comfort and confidence thereby helping visitors to feel part of the Gallery, extend their contact with art, and return to AGNS) Barbara Soren used a combination of unobtrusive observations and informal, conversational interviews.<sup>4</sup> Steve Yalowitz summative evaluation for Jellies: Living Art at the Monterey Bay Aquarium used timing and

<sup>1</sup> Bitgood, S. (1989). Deadly Sins Revisited: A Review of the Exhibit Label Literature. Visitor Behavior, 4(3), 4-11.

<sup>2</sup> Bitgood, 7.

<sup>3</sup> Shaffer, N. (1993). *Processing paintings under different c and response conditions*. Unpublished doctoral dissertation, Arizona State University.

<sup>4</sup> Soren, B. (1998). Labels that Stimulate Exploration. [Barbara J. Soren, PhD] Art Gallery of Nova Scotia.

tracking, interviews, and unobtrusive observations of label use in order to answer questions including: What affective responses are occurring in the exhibition? What are visitors attending to, where are they spending their time? How much reading is going on in the exhibition?<sup>5</sup>

### **Methods:**

Data collection took place from May 2nd through the 16th during both the morning and afternoon on Tuesdays, Saturdays, and Sundays. Depending on the time and the day either one or both data collectors were at the Frye during these periods.

Our study looked at all adult museum visitors entering the *Tête-à-Tête* exhibition, as well as the guests they were with. Although this was a large number of people visiting the Frye Art Museum, it was not everyone, nor do we know what percentage of people saw this exhibition. We attempted to only interview people who were at least 18, but this was not always the case and some older teenagers were interviewed.

We used a combination of both unobtrusive observations and short, informal, conversational interviews with visitors for our evaluation. Observations were guided by sheets with different categories (see appendices) to be checked or leave unchecked depending on whether or not visitors engage in various activities, and how they acquired a gallery guide. In addition, during observations, time spent by visitors in the gallery was recorded, making note of whether they were holding a gallery guide, and how long a group member was in possession of a gallery guide. Interviews were guided by a list of open-ended questions asked by data collectors of each visitor interviewed regarding their experiences in the gallery. In addition, there were four other questions regarding the gallery guides, which were asked only to those visitors who used them.

For both observations and interviews, we followed a policy of next available visitor to enter/exit. Because of the multiple exits from the gallery, this made the policy a little difficult to follow when we only had one interviewer.

When analyzing our data we looked at the information gathered from observations and interviews, especially in regards to answering the question “What percentage of visitors are using the gallery guides?” because it is likely that there is some those individuals interviewed and are the same as observed and therefore we would be counting some individuals twice. In order to determine if guide-using visitors had a different experience than the non-guide-using visitor, we looked for their response to be less than 30% or more than 50%.

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<sup>5</sup> Yalowitz, S. (2004). *Jellies: Living Art Summative Evaluation*. [Monterey Bay Aquarium] Monterey Bay Aquarium.

**Results:**

***What Percent of Visitors Are Using Gallery Guides?***

*From Observations:*

- 13 of 33 of visitors used the gallery guides (39.4%).

|              |              | <b>Visitors Observed Using the Gallery Guide</b> |                |                      |                           |
|--------------|--------------|--|----------------|----------------------|---------------------------|
|              |              | <b>Frequency</b>                                 | <b>Percent</b> | <b>Valid Percent</b> | <b>Cumulative Percent</b> |
| <b>Valid</b> | <b>yes</b>   | <b>13</b>  | <b>39.4</b>    | <b>39.4</b>          | <b>39.4</b>               |
|              | <b>no</b>    | <b>20</b>  | <b>60.6</b>    | <b>60.6</b>          | <b>100.0</b>              |
|              | <b>Total</b> | <b>33</b>  | <b>100.0</b>   | <b>100.0</b>         |                           |

*From Interviews:*

- 17 of 35 visitors used the gallery guides (48.6%).

|              |              | <b>Answers for "Did You Use the Guide?"</b> |                |                      |                           |
|--------------|--------------|---|----------------|----------------------|---------------------------|
|              |              | <b>Frequency</b>                            | <b>Percent</b> | <b>Valid Percent</b> | <b>Cumulative Percent</b> |
| <b>Valid</b> | <b>Yes</b>   | <b>17</b>                                   | <b>48.6</b>    | <b>48.6</b>          | <b>48.6</b>               |
|              | <b>No</b>    | <b>18</b>                                   | <b>51.4</b>    | <b>51.4</b>          | <b>100.0</b>              |
|              | <b>Total</b> | <b>35</b>                                   | <b>100.0</b>   | <b>100.0</b>         |                           |

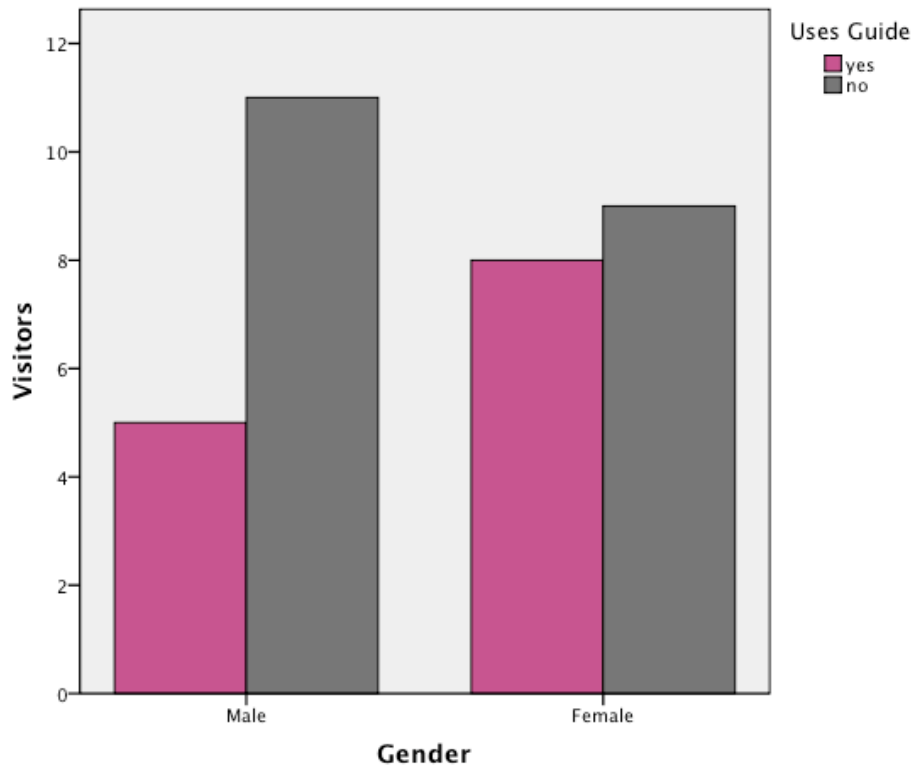
**Who Is Using the Gallery Guides?**

*From Observations:*

- Of the 13 people observed using the gallery guides, 5 were male and 8 female (38.4%, 61.5% respectively).

|        |        | Uses Guide |    | Total |
|--------|--------|------------|----|-------|
|        |        | yes        | no |       |
| Gender | Male   | 5          | 11 | 16    |
|        | Female | 8          | 9  | 17    |
| Total  |        | 13         | 20 | 33    |

**Gallery Guide Use Compared to Gender Based on Observations**



- Of the 13 individuals using gallery guides, seven individuals picked up gallery guides when entering the gallery (53.8%).

**Visitors Observed Picking Up Gallery Guide When Entering Count**

|                                      |     | Uses Guide |    | Total |
|--------------------------------------|-----|------------|----|-------|
|                                      |     | yes        | no |       |
| Picks Up Gallery Guide When Entering | Yes | 7          | 0  | 7     |
|                                      | No  | 6          | 20 | 26    |
| Total                                |     | 13         | 20 | 33    |

- Of the 13 individuals using gallery guides, six individuals picked up gallery guides after walking around the gallery first (46.1%).

**Visitors Observed Picking Up Guide After Walking Around**

|                                     |     | Uses Guide |    | Total |
|-------------------------------------|-----|------------|----|-------|
|                                     |     | yes        | no |       |
| Picks Up Guide After Walking Around | Yes | 6          | 0  | 6     |
|                                     | No  | 7          | 20 | 27    |
| Total                               |     | 13         | 20 | 33    |

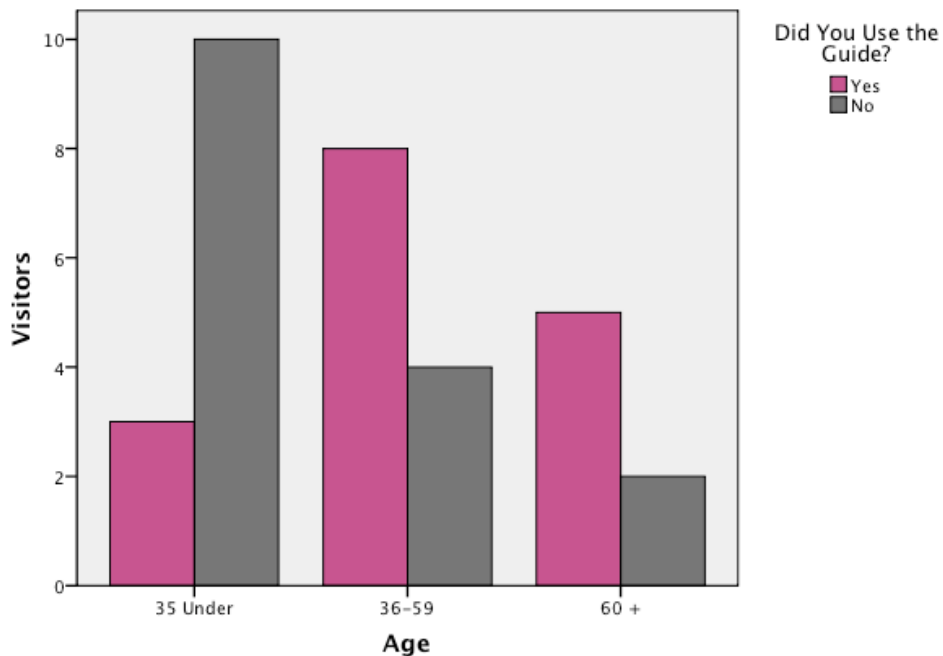
*From Interviews:*

- Of the 13 people 35 years and younger, three used the gallery guides (23%).
- Of the 12 people between 36 and 59, eight used the gallery guides (66.6%).
- Of the seven people 60 and older, five used the gallery guides (71.4%).

**Use of Gallery Guide Compared to Age**

|            |          | Did You Use the Guide? |    | Total |
|------------|----------|------------------------|----|-------|
|            |          | Yes                    | No |       |
| Age Groups | 35 Under | 3                      | 10 | 13    |
|            | 36-59    | 8                      | 4  | 12    |
|            | 60 +     | 5                      | 2  | 7     |
| Total      |          | 16                     | 16 | 32    |

**Use of Gallery Guides Compared to Age**

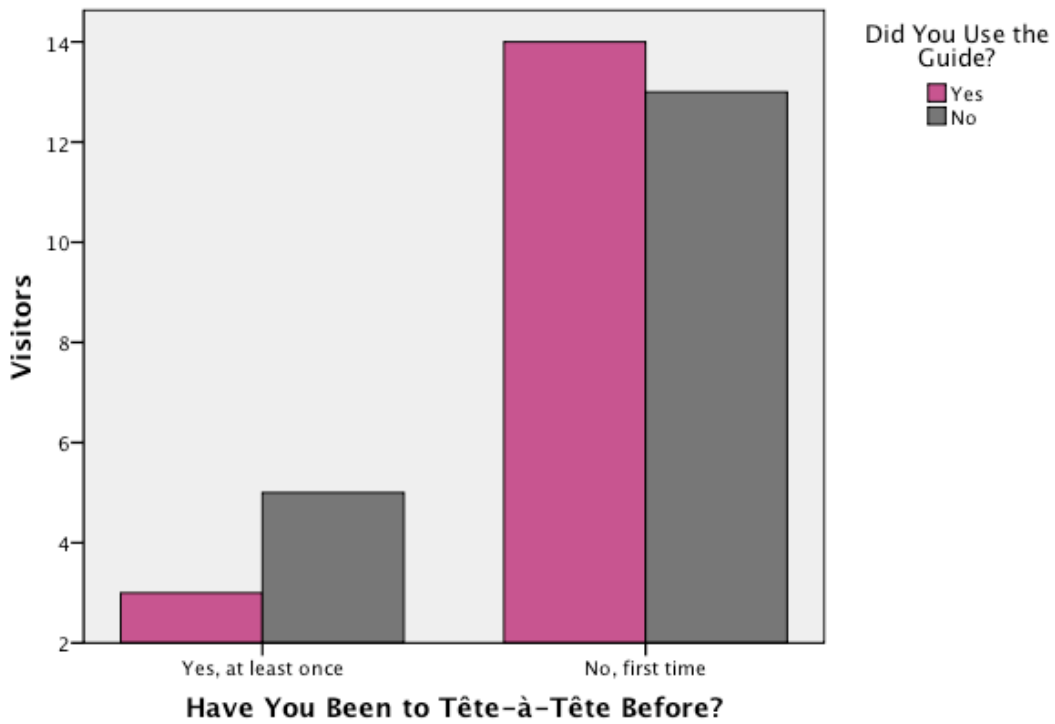


- Of the 27 who answered that this was their first time visiting *Tête-à-Tête*, 14 used the gallery guide (51.8%).
- Of the eight who answered that they have visited *Tête-à-Tête* before, three used the gallery guides (51.8%)

**Use of Gallery Guides Compared to Having Seen *Tête-à-Tête***  
Count

| First Time? Been Before? | Yes, at least once | Did You Use the Guide? |    | Total |
|--------------------------|--------------------|------------------------|----|-------|
|                          |                    | Yes                    | No |       |
|                          | No, first time     | 3                      | 5  | 8     |
|                          |                    | 14                     | 13 | 27    |
| Total                    |                    | 17                     | 18 | 35    |

**Use of Gallery Guides Compared to Having Seen *Tête-à-Tête***



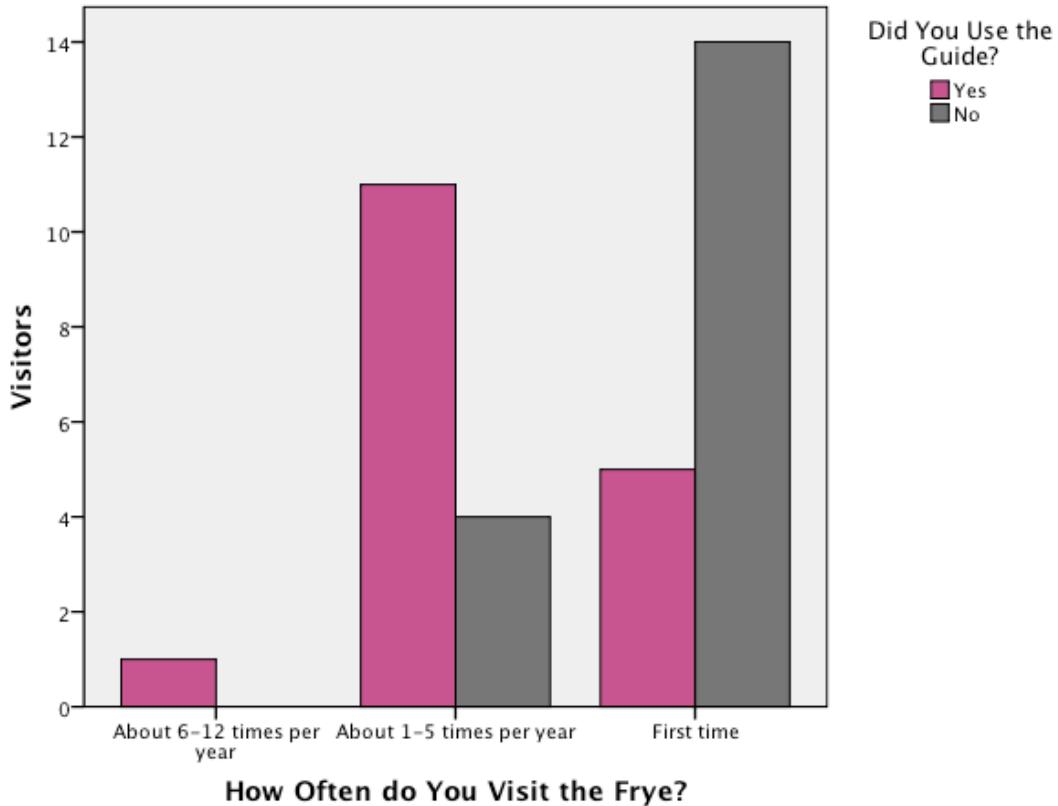


- Of the 19 who said that this was their first time visiting the Frye Art Museum, five used the gallery guides (26.3%)
- Of the 15 who answered that they visit the Frye Art Museum between one to five times a year (or in a few cases, at least once before), 11 used the gallery guides (73.3%).

**Gallery Guide Use Compared to Frequency of Visiting the Frye Art Museum**  
Count

| How Often do You Visit the Frye? | Count | Did You Use the Guide? |    | Total |
|----------------------------------|-------|------------------------|----|-------|
|                                  |       | Yes                    | No |       |
| About 6-12 times per year        | 1     | 1                      | 0  | 1     |
| About 1-5 times per year         | 15    | 11                     | 4  | 15    |
| First time                       | 19    | 5                      | 14 | 19    |
| Total                            | 35    | 17                     | 18 | 35    |

**Gallery Guide Use Compared to Frequency of Visiting the Frye Art Museum**



***How are visitors using the gallery guides?***

- Of the 18 visitors who used gallery guides, 15 used them to look up information on specific paintings (83.3%).

**Looked up Info for Specific Paintings**

|         |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---|-----------|---------|---------------|--------------------|
| Valid   | Looked up Info for Specific Paintings         | 15        | 42.9    | 83.3          | 83.3               |
|         | Did Not Looked up Info for Specific Paintings | 3         | 8.6     | 16.7          | 100.0              |
|         | Total   | 18        | 51.4    | 100.0         |                    |
| Missing | Not Applicable                                | 17        | 48.6    |               |                    |
| Total   |   | 35        | 100.0   |               |                    |

- Of the 18 visitors who used gallery guides, six used them to look up information to compare paintings (33.3%).

**Number of Visitors Who Used Guides to Look Up Information to Compare Paintings**

|         |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--|-----------|---------|---------------|--------------------|
| Valid   | Looked up Information to Compare Paintings       | 6         | 17.1    | 33.3          | 33.3               |
|         | Did Not Look Up Information to Compare Paintings | 12        | 34.3    | 66.7          | 100.0              |
|         | Total  | 18        | 51.4    | 100.0         |                    |
| Missing | Not Applicable                                   | 17        | 48.6    |               |                    |
| Total   |  | 35        | 100.0   |               |                    |

- Of the 18 visitors who used gallery guides, two used them to look up information for all or most of the paintings (11.1%).

**Looked Up Information on All/Most of the Paintings**

|         |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--|-----------|---------|---------------|--------------------|
| Valid   | Looked Up Information on All/Most of the Paintings         | 2         | 5.7     | 11.1          | 11.1               |
|         | Did Not Looked Up Information on All/Most of the Paintings | 16        | 45.7    | 88.9          | 100.0              |
|         | Total  | 18        | 51.4    | 100.0         |                    |
| Missing | Not Applicable   | 17        | 48.6    |               |                    |
| Total   |  | 35        | 100.0   |               |                    |

***Are the maps effective in fulfilling the function they were designed to serve?***

*When answering the questions "How did you feel in the Tête-à-Tête exhibit?" and "What surprised you?":*

- Of the 19 people who described paintings by characteristics (“the painting of the girl in the valley”, “the lovely ducks”, “all those portraits”, etc.), nine had used a gallery guide (47.4%).

**Painting Characteristics \* Did You Use the Guide? Crosstabulation**

|                                 |  | Did You Use the Guide? |    | Total |
|---------------------------------|--|------------------------|----|-------|
|                                 |  | Yes                    | No |       |
| <b>Painting Characteristics</b> | <b>References Painting Characteristics</b> | 9                      | 10 | 19    |
|                                 | <b>No Response/ Not Mentioned</b>          | 8                      | 8  | 16    |
| Total                           |  | 17                     | 18 | 35    |

- Of the six people who mentioned painting by specifics (“the Bouguereaus”, “the painting of Venice”, “the Shepherdess”, etc.), four had used a gallery guide (66.7%).

**Painting Specific Info \* Did You Use the Guide? Crosstabulation**

|                               |                                     | Did You Use the Guide? |    | Total |
|-------------------------------|-------------------------------------|------------------------|----|-------|
|                               |                                     | Yes                    | No |       |
| <b>Painting Specific Info</b> | <b>Mentioned Painting Specifics</b> | 4                      | 2  | 6     |
|                               | <b>No Response/ Not Mentioned</b>   | 13                     | 16 | 29    |
| Total                         |                                     | 17                     | 18 | 35    |

- Of the seven people who mentioned the Fries, five had used a gallery guide (71.4%).

**Use of Gallery Guide Compared to if Visitor Mentioned Fries**  
Count

|                 |                            | Did You Use the Guide? |    | Total |
|-----------------|----------------------------|------------------------|----|-------|
|                 |                            | Yes                    | No |       |
| Mentioned Fries | Mentioned Fries            | 5                      | 2  | 7     |
|                 | No Response/ Not Mentioned | 12                     | 16 | 28    |
| Total           |                            | 17                     | 18 | 35    |

*When answering the question "What did you remember?":*

- Of the seven people who recalled some sort of art historical information (eg. name of painting, artist, school, etc.), six had used a gallery guide (85.7%).

**Use of Gallery Guide Compared to Recalling Art History Information**  
Count

|                          |                            | Did You Use the Guide? |    | Total |
|--------------------------|----------------------------|------------------------|----|-------|
|                          |                            | Yes                    | No |       |
| Recalls Art History Info | Recalls Art History Info   | 6                      | 1  | 7     |
|                          | No Response/ Not Mentioned | 11                     | 17 | 28    |
| Total                    |                            | 17                     | 18 | 35    |

- Of the four people who mentioned the Fries, three had used a gallery guide (75%).

**Use of Gallery Guide Compared to Recalling Information on the Fries**  
Count

|                   |                            | Did You Use the Guide? |    | Total |
|-------------------|----------------------------|------------------------|----|-------|
|                   |                            | Yes                    | No |       |
| Recalls Frye Info | Recalls Frye Info          | 4                      | 1  | 5     |
|                   | No Response/ Not Mentioned | 13                     | 17 | 30    |
| Total             |                            | 17                     | 18 | 35    |

- Of the 18 people who described a particular painting (by location, subject matter, or title), eight had used a gallery guide (44.4%).

**Guide Use Compared to Visitors Who Recall Particular Painting**  
Count

|                             |                             | Did You Use the Guide? |    | Total |
|-----------------------------|-----------------------------|------------------------|----|-------|
|                             |                             | Yes                    | No |       |
| Recalls Particular Painting | Recalls Particular Painting | 8                      | 10 | 18    |
|                             | No Response/ Not Mentioned  | 9                      | 8  | 17    |
| Total                       |                             | 17                     | 18 | 35    |

***Is the experience of guide-using visitor the same as the non-guide-using visitor?***

*Observations:*

- Of the 13 people observed conversing in the gallery, seven had used the gallery guides (53.8%).
- Of the 20 people who did not converse in the galleries, 8 had used the gallery guides (40%).

**Converses in Gallery \* Uses Guide Crosstabulation**

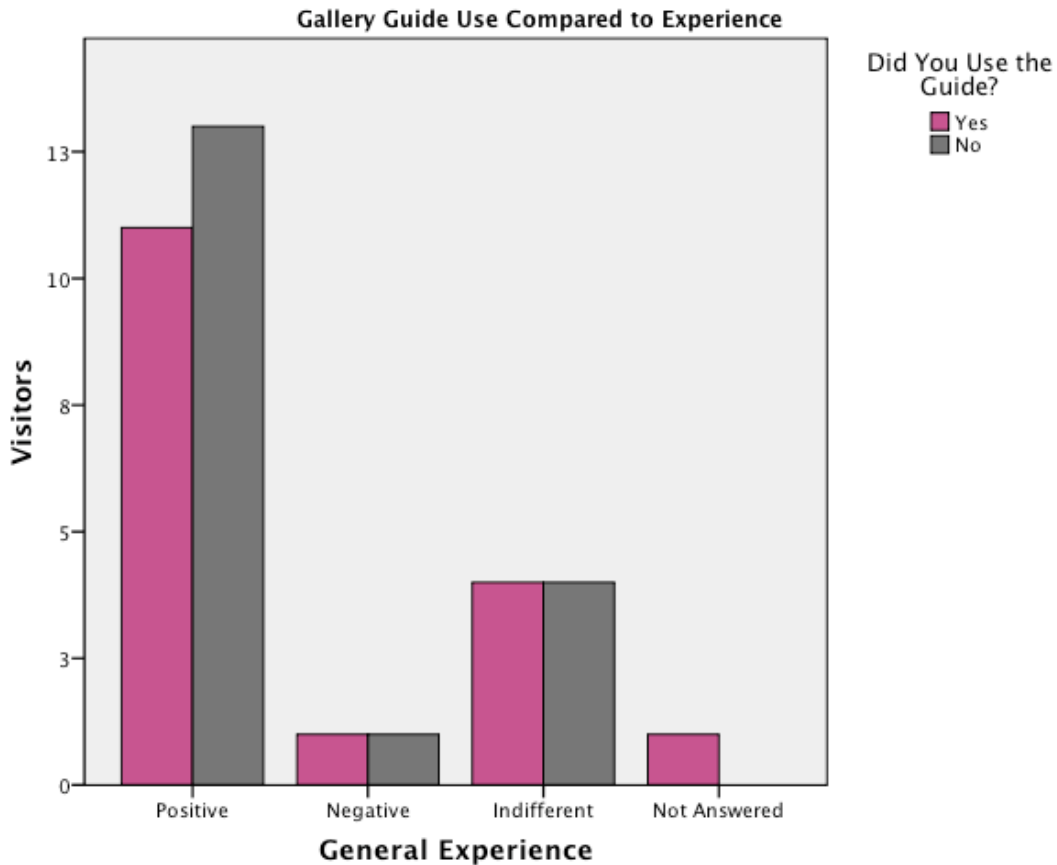
|                      |     | Uses Guide |    | Total |
|----------------------|-----|------------|----|-------|
|                      |     | yes        | No |       |
| Converses in Gallery | Yes | 7          | 8  | 15    |
|                      | No  | 6          | 12 | 18    |
| Total                |     | 13         | 20 | 33    |

When answering the questions "How did you feel in the Tête-à-Tête exhibit?" and "What surprised you?":

- Of the 24 people who described their general experience as positive, 11 had used the gallery guide (45.8%).
- Of the 2 people who described their general experience as negative, 1 had used the gallery guides (50%).
- Of the 8 people who described their general experience in neither positive nor negative terms, 4 had used the gallery guides (50%).

**Use of Gallery Guide Compared to General Experience**

|                    |              | Count |    | Total |
|--------------------|--------------|-------|----|-------|
|                    |              | Yes   | No |       |
| General Experience | Positive     | 11    | 13 | 24    |
|                    | Negative     | 1     | 1  | 2     |
|                    | Indifferent  | 4     | 4  | 8     |
|                    | Not Answered | 1     | 0  | 1     |
| Total              |              | 17    | 18 | 35    |



- Of the 11 people who described *Tête-à-Tête* as overwhelming, 5 had used the gallery guides (45.5%).

**Overwhelmed \* Did You Use the Guide? Crosstabulation**

|             |                            | Did You Use the Guide? |    | Total |
|-------------|----------------------------|------------------------|----|-------|
|             |                            |                        |    |       |
| Overwhelmed | Overwhelmed                | 5                      | 6  | 11    |
|             | No Response/ Not Mentioned | 12                     | 12 | 24    |
| Total       |                            | 17                     | 18 | 35    |

- Of the 11 people who mentioned being transported or reminded of another gallery, nine had used the gallery guides (81.8%).

**Transported \* Did You Use the Guide? Crosstabulation**

|             |                            | Did You Use the Guide? |    | Total |
|-------------|----------------------------|------------------------|----|-------|
|             |                            |                        |    |       |
| Transported | Transported                | 9                      | 2  | 11    |
|             | No Response/ Not Mentioned | 8                      | 16 | 24    |
| Total       |                            | 17                     | 18 | 35    |

- Of the 20 people who mentioned the number of paintings/style of hang, 11 had used a gallery guide (55%).

**Number of Paintings/ Hang Style \* Did You Use the Guide? Crosstabulation**

|                                 |  | Did You Use the Guide? |    | Total |
|---------------------------------|--|------------------------|----|-------|
|                                 |  |                        |    |       |
| Number of Paintings/ Hang Style | Mentioned Number of Paintings/ Style of Hang | 11                     | 9  | 20    |
|                                 | No Response/ Not Mentioned                   | 6                      | 9  | 15    |
| Total                           |  | 17                     | 18 | 35    |

- Of the five people who mentioned the layout of the room (the chairs, Kerman rug, etc), one had used the gallery guide (20%).

**Layout of Room \* Did You Use the Guide? Crosstabulation**

|                |                            | Did You Use the Guide? |    | Total |
|----------------|----------------------------|------------------------|----|-------|
|                |                            |                        |    |       |
| Layout of Room | Mentioned Layout           | 1                      | 4  | 5     |
|                | No Response/ Not Mentioned | 16                     | 14 | 30    |
| Total          |                            | 17                     | 18 | 35    |

*When answering the question "What did you remember?":*

- Of the seven people who recalled some aspect of their experience, six had used a gallery guide (85.7%).

**Recalls Experience \* Did You Use the Guide? Crosstabulation**  
**Count**

| Recalls Experience | Experience Recalled        | Did You Use the Guide? |    | Total |
|--------------------|----------------------------|------------------------|----|-------|
|                    |                            | Yes                    | No |       |
|                    | No Response/ Not Mentioned | 6                      | 1  | 7     |
|                    |                            | 11                     | 17 | 28    |
| Total              |                            | 17                     | 18 | 35    |

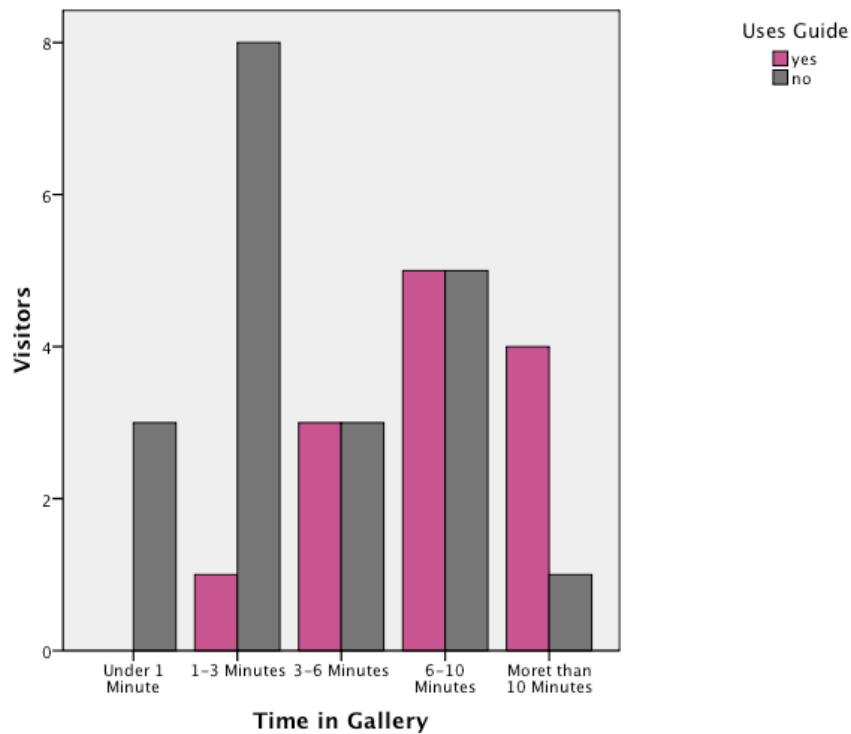


- Of the three visitors who spent less than one minute in the gallery, none had used gallery guides (0%).
- Of the nine visitors who spent between one and three minutes in the gallery, one had used gallery guides (11.1%).
- Of the six visitors who spent between three and six minutes in the gallery, three had used gallery guides (50%).
- Of the 10 visitors who spent between six and six minutes in the gallery, three had used gallery guides (50%).
- Of the five visitors who spent more than 10 minutes in the gallery, four had used gallery guides (80%).

**Time In Gallery Compared to Guide Use  
Count**

| Time In Gallery      | Uses Guide |    | Total |
|----------------------|------------|----|-------|
|                      | yes        | no |       |
| Under 1 Minute       | 0          | 3  | 3     |
| 1-3 Minutes          | 1          | 8  | 9     |
| 3-6 Minutes          | 3          | 3  | 6     |
| 6-10 Minutes         | 5          | 5  | 10    |
| More than 10 Minutes | 4          | 1  | 5     |
| Total                | 13         | 20 | 33    |

**Gallery Guide Use Compared to Time In Gallery**



***What information do visitors expect from the gallery guides?***

Of the visitors who said that they used the gallery guides:

- Of the 18 visitors who used the gallery guides, 10 said they found what they expected in the gallery guides (55.6%).

|         |                                  | Found What S/he Expected |         |               |                    |
|---------|----------------------------------|--------------------------|---------|---------------|--------------------|
|         |                                  | Frequency                | Percent | Valid Percent | Cumulative Percent |
| Valid   | Expected Just What Was in Guides | 10                       | 28.6    | 55.6          | 55.6               |
|         | No Response/ Not Mentioned       | 8                        | 22.9    | 44.4          | 100.0              |
|         | Total                            | 18                       | 51.4    | 100.0         |                    |
| Missing | Not Applicable                   | 17                       | 48.6    |               |                    |
| Total   |                                  | 35                       | 100.0   |               |                    |

- Of the 18 visitors who used the gallery guides, two said they suggested that the artists' nationality be included in the gallery guides (11.1%).

|         |                                   | Expected/ Suggested Location or Origin |         |               |                    |
|---------|-----------------------------------|--|---------|---------------|--------------------|
|         |                                   | Frequency                              | Percent | Valid Percent | Cumulative Percent |
| Valid   | Expected/ Suggested Location Info | 2                                      | 5.7     | 11.1          | 11.1               |
|         | No Response/ Not Mentioned        | 16                                     | 45.7    | 88.9          | 100.0              |
|         | Total                             | 18                                     | 51.4    | 100.0         |                    |
| Missing | Not Applicable                    | 17                                     | 48.6    |               |                    |
| Total   |                                   | 35                                     | 100.0   |               |                    |

- Of the 18 visitors who used the gallery guides, three said they suggested medium be included in the gallery guides (16.7%).

|         |                            | Expected/ Suggested Medium |         |               |                    |
|---------|----------------------------|----------------------------|---------|---------------|--------------------|
|         |                            | Frequency                  | Percent | Valid Percent | Cumulative Percent |
| Valid   | Expected/ Suggested Medium | 3                          | 8.6     | 16.7          | 16.7               |
|         | No Response/ Not Mentioned | 15                         | 42.9    | 83.3          | 100.0              |
|         | Total                      | 18                         | 51.4    | 100.0         |                    |
| Missing | Not Applicable             | 17                         | 48.6    |               |                    |
| Total   |                            | 35                         | 100.0   |               |                    |

- Of the 18 visitors who used the gallery guides, seven said they suggested curatorial information be included in the gallery guides(38.9%).

|         |                                     | Expected/ Suggested Curatorial Info |         |               |                    |
|---------|-------------------------------------|-------------------------------------|---------|---------------|--------------------|
|         |                                     | Frequency                           | Percent | Valid Percent | Cumulative Percent |
| Valid   | Expected/ Suggested Curatorial Info | 7                                   | 20.0    | 38.9          | 38.9               |
|         | No Response/ Not Mentioned          | 11                                  | 31.4    | 61.1          | 100.0              |
|         | Total                               | 18                                  | 51.4    | 100.0         |                    |
| Missing | Not Applicable                      | 17                                  | 48.6    |               |                    |
| Total   |                                     | 35                                  | 100.0   |               |                    |

***Additionally:***

- Of the 33 visitors who responded to the question "Are you a member of the Frye?" all 33 answered no (100%).

**Discussion:**

*What Percent of Visitors Are Using Gallery Guides?*

The gallery guides are being used by more than a third but less than half of the visitors to *Tête-à-Tête*. As previously stated, we do not believe we can combine the 33 visitors observed and 35 visitors interviewed into one single count of 68 people because observations and interviews did take place at the same time on occasion and combining these two numbers might count some individuals twice. The difference between the number of people observed using the gallery guides and those interviewed might be related to our smaller sample size, although there is the possibility that the interviews unexpectedly target an audience slightly more likely to use the gallery guides, or at least excluded those individuals who spent the least amount of time in the gallery.

*Who Is Using the Gallery Guides?*

Guide-users are less likely to be male than female. They are more likely to be over 35 years in age. They probably have visited the Frye Art Museum before, but it is their first time seeing *Tête-à-Tête*.

*Are the maps effective in fulfilling the function they were designed to serve?*

Visitors who used the gallery guides are more likely to be aware of the title, artist, and in cases where it is not initially apparent the subject, of the paintings in *Tête-à-Tête*. Equally, they are more likely to be aware of the Fryes, whose two large portraits hang in the gallery. Therefore it seems that the gallery guides were effective in providing basic information about the paintings to those visitors using the guides.

*Is the experience of guide-using visitor the same as the non-guide-using visitor?*

Using the gallery guide does not seem to affect how visitors rate their general experience in *Tête-à-Tête*, although gallery guide-using visitors spend more time in the gallery than non-guide users by an average of \_\_\_ minutes.

Guide-users are more likely to describe their experience as being "transported" and draw parallels to galleries in Europe or other salon-style hangs they have seen. They are less likely to comment on the layout of the room – the chairs, Kerman rug, etc. They are more apt to be aware painting specific information (eg., artists, titles, and subjects not initially apparent) and several guide-users are comparing paintings based on information found in the gallery guide.

*What information do visitors expect from the gallery guides?*

Majority of the visitors who used the gallery guide found the information they expected in the gallery guides. More than one third would have like to have some sort of

curatorial information available to them, including insight into how the art was arranged and more information on the artists like place of birth. Some guide-using visitors (16.7%) expected to have the medium/media of the paintings listed. One visitor commented that the type on gallery guides should be at least 14 point font in order to make them more accessible to older patrons or those whose vision is impaired.

*Limitations:*

Because of the limited amount of time we had for this study based around the University of Washington's quarter system, we had only two weeks to collect data and were unable to pilot test our instruments. Had we been able to pilot test, the instruments would have been reworked to better fit the questions we aimed to answer. For example, the survey question "Who are you visiting with today?" would have been reworded or discarded if we were able to pilot test because visitors found it unnecessarily confusing. More importantly, we were unable to reach our goal of 100 observations and interviews. With a little more than 30 of each, our sample size is limited and may not accurately reflect the visitor experience in *Tête-à-Tête*, and therefore many correlations observed in the data are too small to be conclusive.

Data collection took place only on the weekends and Tuesdays because of limitations placed on our availability because of school and other commitments. Interviews were mostly conducted on weekend afternoons, representing one particular type of visitor more than others.

**Conclusion:**

*Tête-à-Tête* is semi-permanent hang of the Founding Collection, it is important that the Frye Art Museum is able to present this exhibition in the most effective manner possible. The gallery guides are the most mutable part of this exhibition and therefore the easiest place to make changes to improve the visitor's experience. Additionally, in that this is the second salon-hang of the Founding Collection, it seems likely that it will be displayed in a similar fashion at some future point, ergo information on the visitor's experience with *Tête-à-Tête* may be useful in designing the future exhibition.

Some of the guide-using visitor is engaging with the art in a way only possible with the information available on the guides. In order to compare art based on the artist, a visitor needs the gallery guide. But this does not affect how much they enjoy *Tête-à-Tête* as a whole, only changes the manner in which they engage with the art. Although guide-users spend more time in the gallery, we do not know if they are in general more apt spend a longer period of time in a gallery or to be label readers.

Although we have a sense of the gallery guide-using visitor we do not have a profile of the average Frye Art Museum Visitor. We do not know why is it that we did not see a single individual who stated they were a Frye member. We do not know how visitors respond to the contemporary art exhibitions and if those target a different audience than the Founding collection. In regards to the Founding Collection itself, this salon-style hang is only one manner in which the Founding Collection is displayed. It would be interesting to know how the visitor responds to different styles of displaying the Collection compares to *Tête-à-Tête*. The Founding Collection itself provides an excellent control for study how visitors respond to different hangs because the art and the space change only minimally, minimizing over time the responses to the art itself and

highlighting the hang. Equally, it would be interesting to conduct a study focusing specifically on the visitor's response to the salon-style hang instead of the gallery guides.

**Acknowledgements:**

We would like to thank Deputy Director Jill Rullkoetter and Frye Art Museum for allowing us to conduct this study in their space. Thank you to Kris Morrissey, Nick Visscher, and Kathryn Owen, as well as all the students involved in the New Directions Project at the University of Washington, for their help, insight, and guidance in this process. And of course the Institute of Museum and Library Science whose funding for this project made this possible.

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