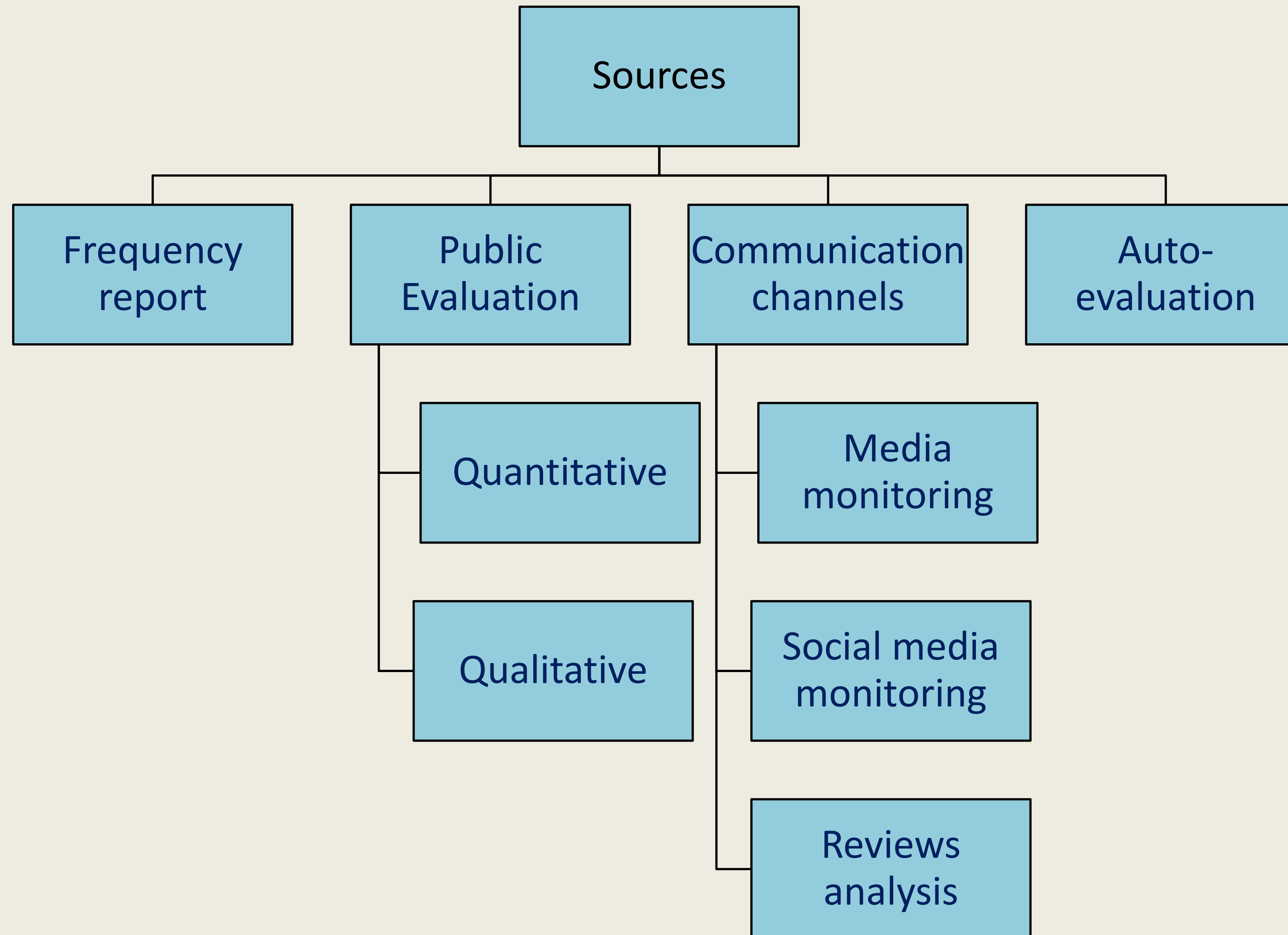


Blood Uniting and Dividing The Visitor's Perspective.

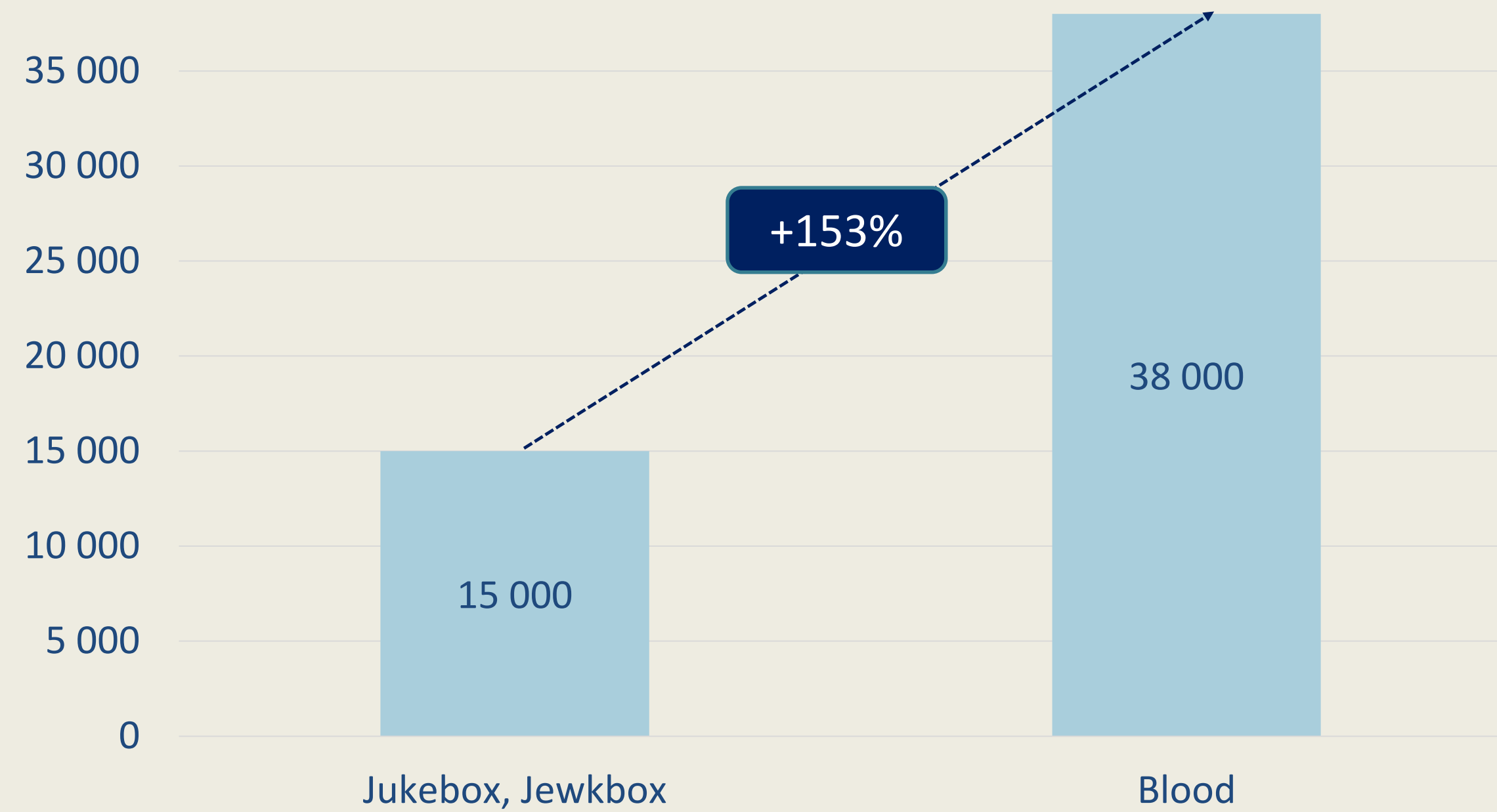
Katarzyna Krauze

Warsaw, 22 January 2018

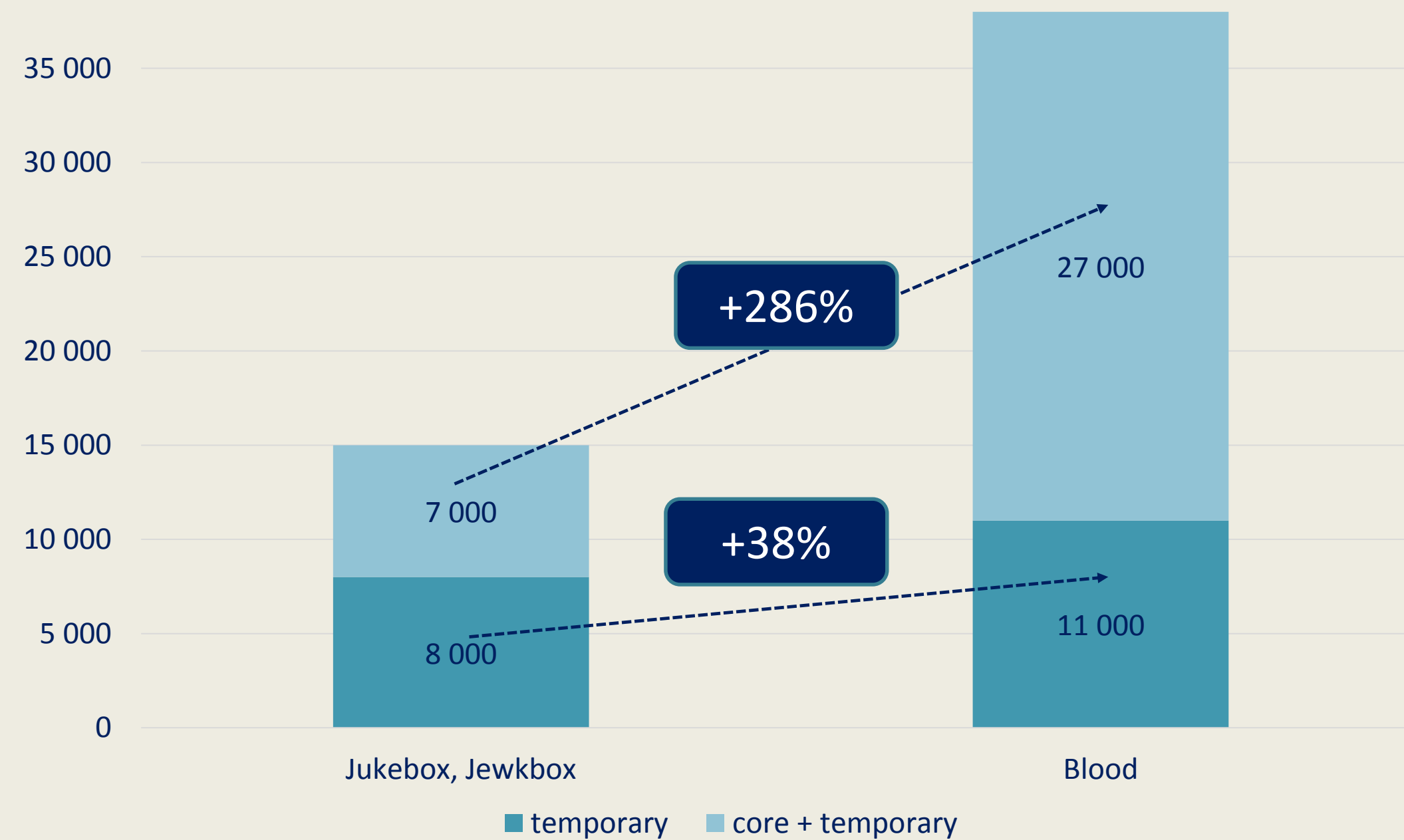
Sources and evaluation methodology



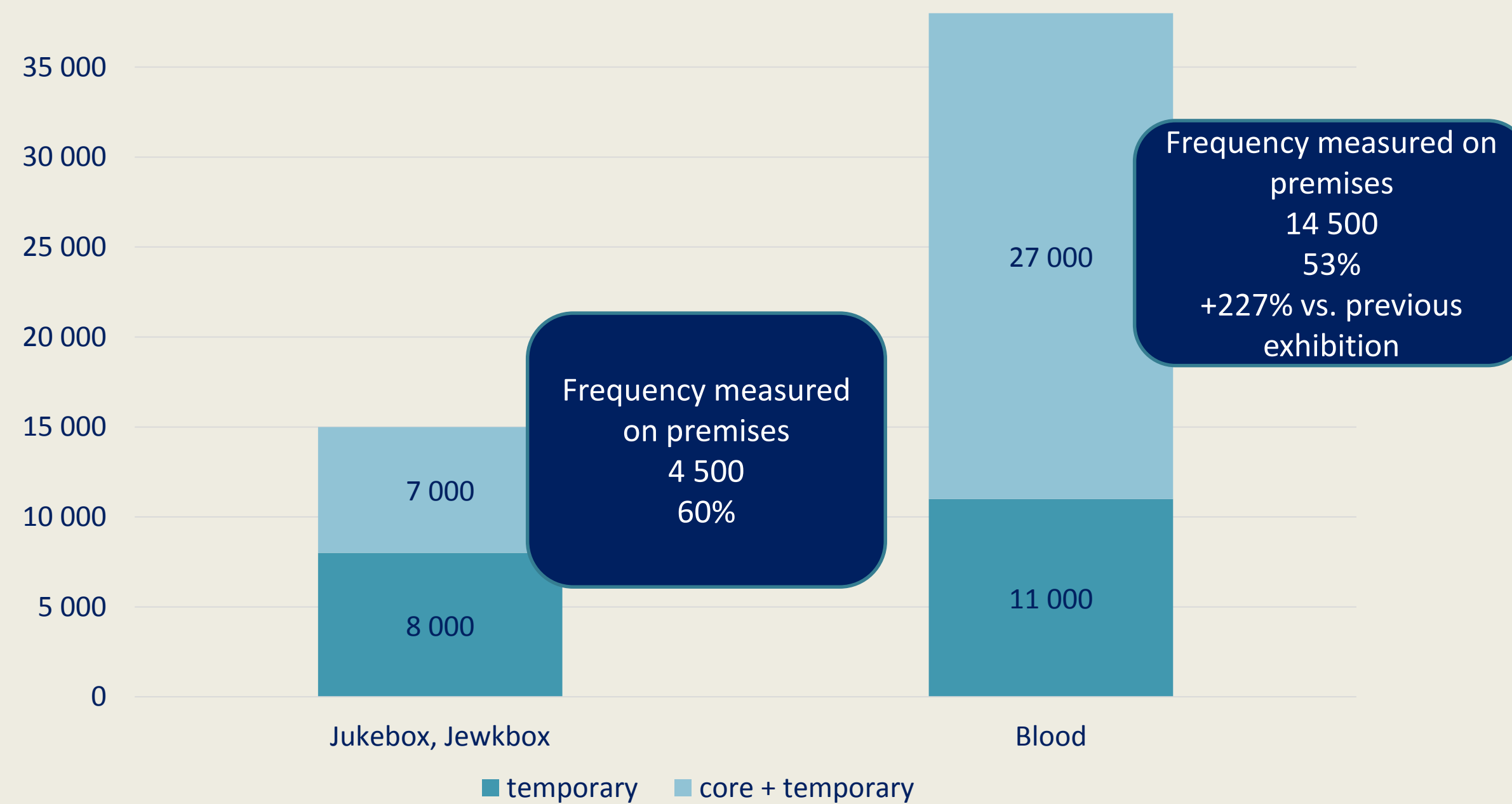
Frequency results 15 weeks



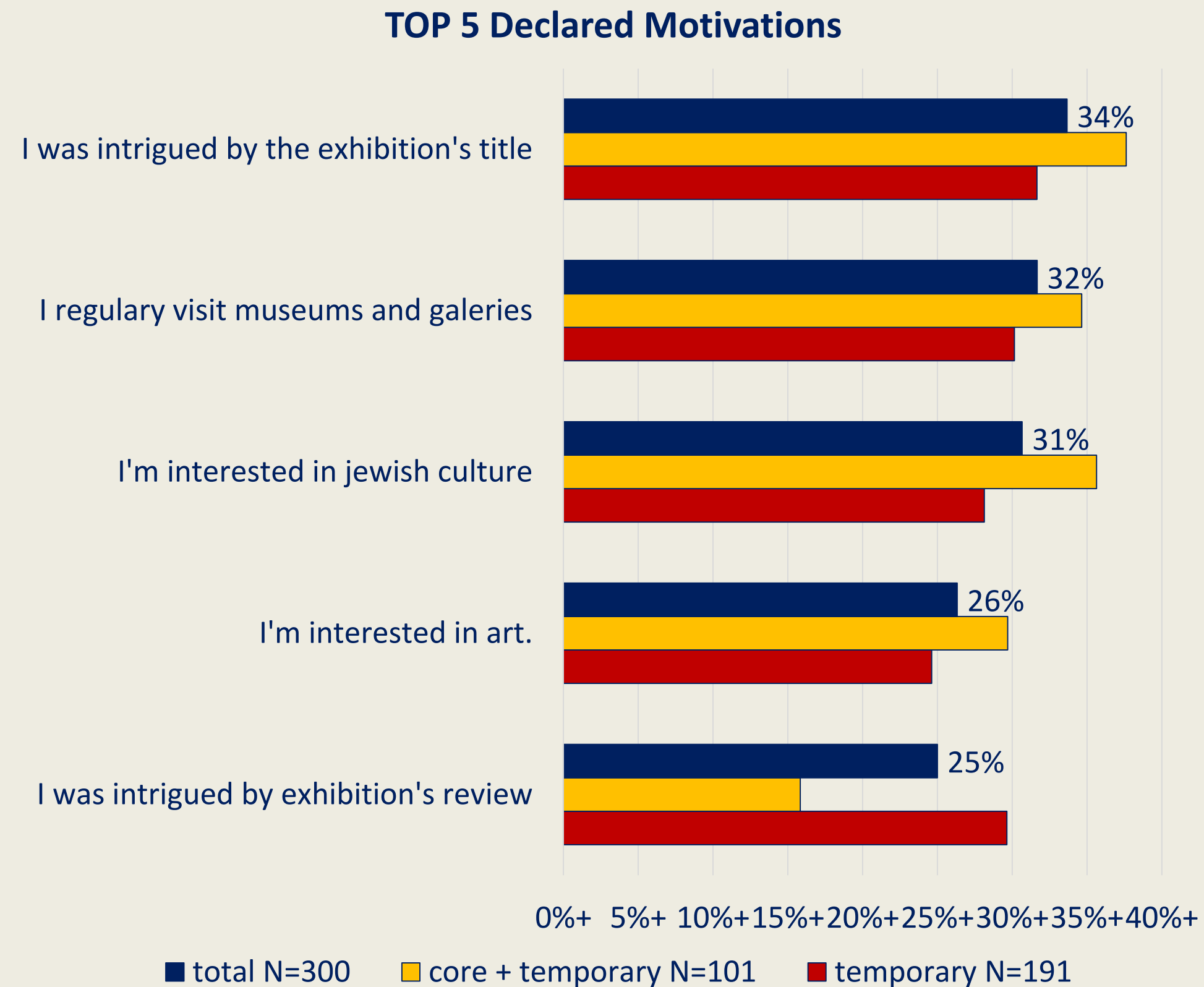
2 different public groups



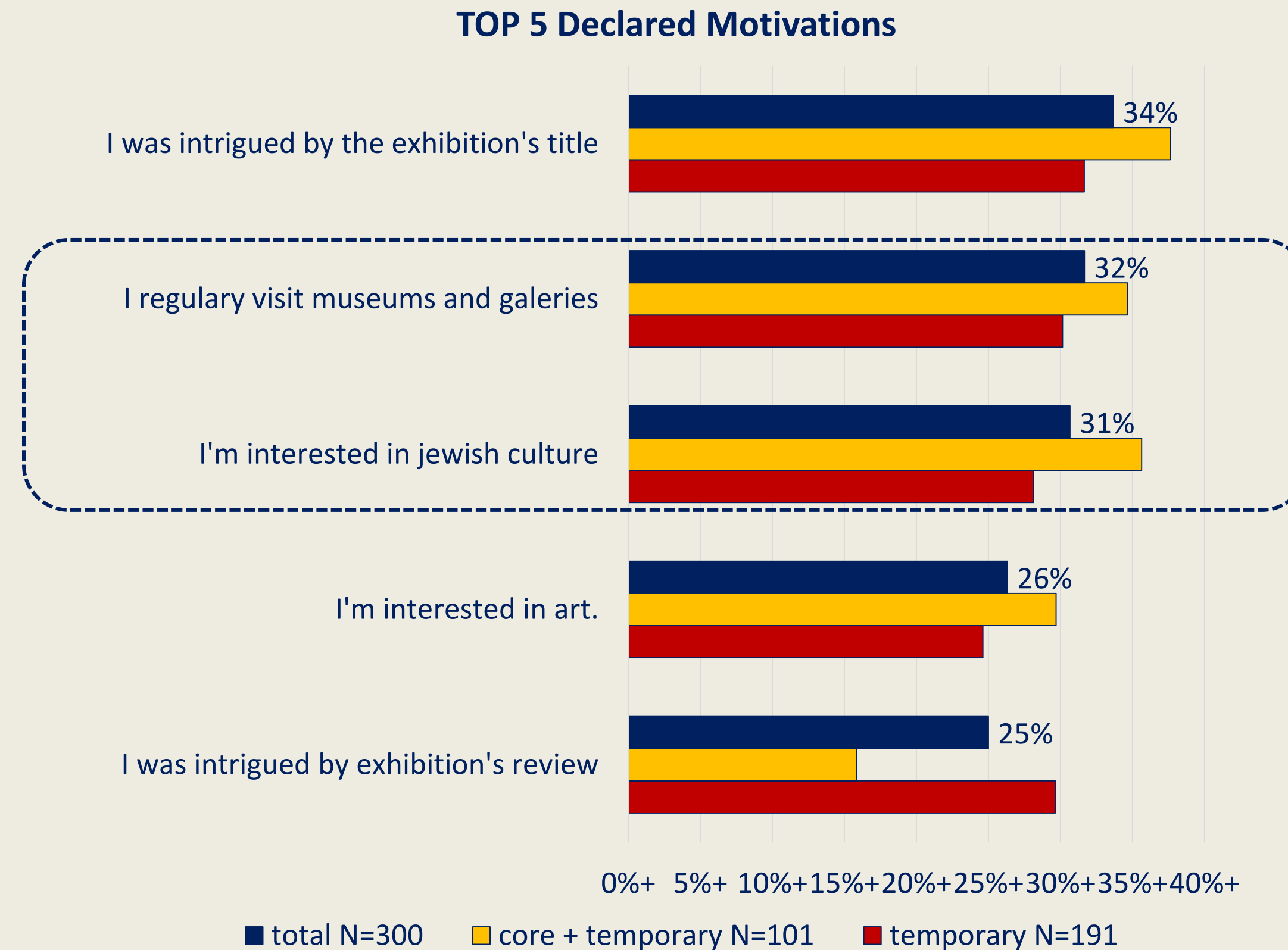
2 different public groups



Similar motivations for both groups



Frequent motivations for all exhibitions



Specific motivations for particular exhibition

TOP 5 Declared Motivations

I was intrigued by the exhibition's title

34%

I regularly visit museums and galleries

32%

I'm interested in jewish culture

31%

I'm interested in art.

26%

I was intrigued by exhibition's review

25%

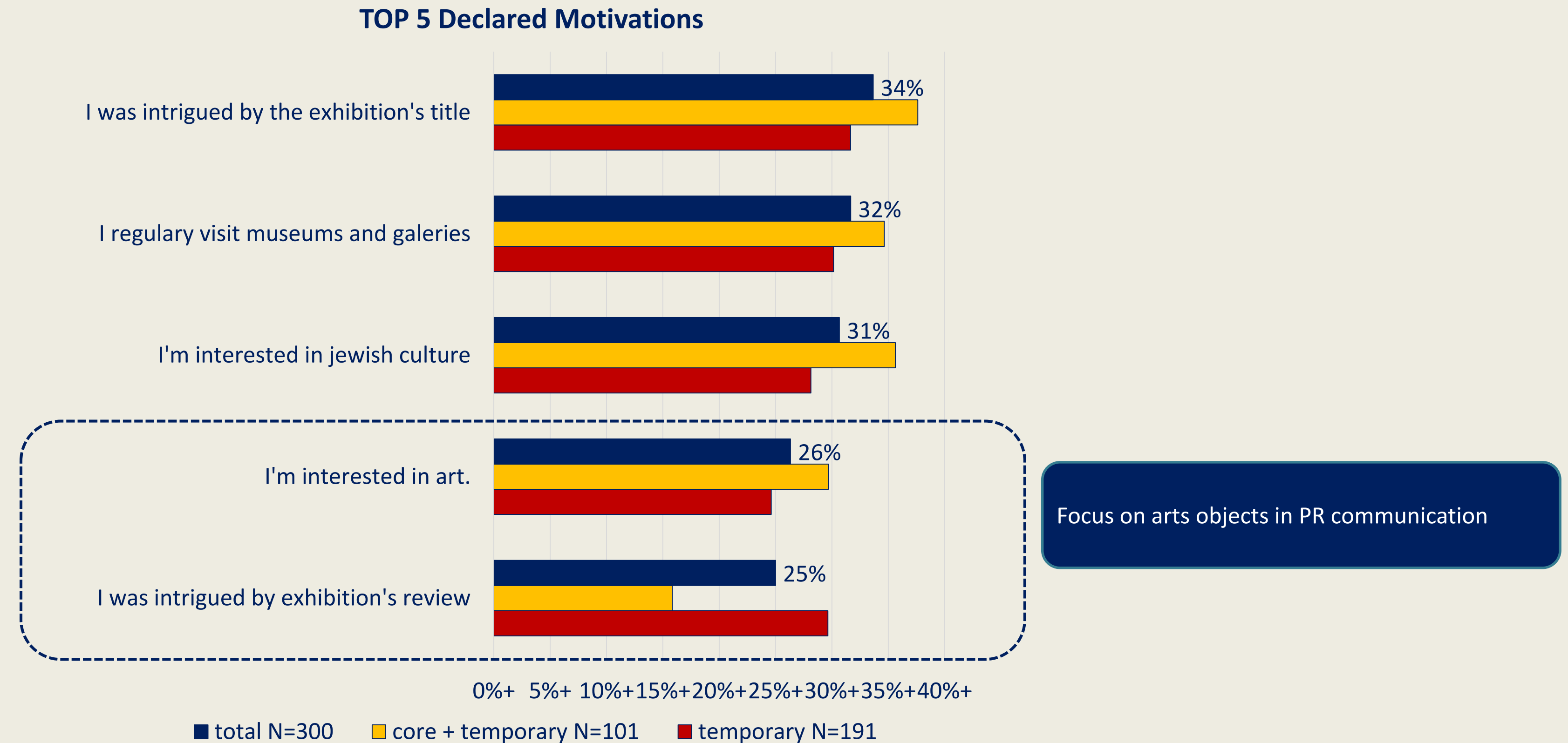
The title itself and title visibility on promo material is key to frequency success



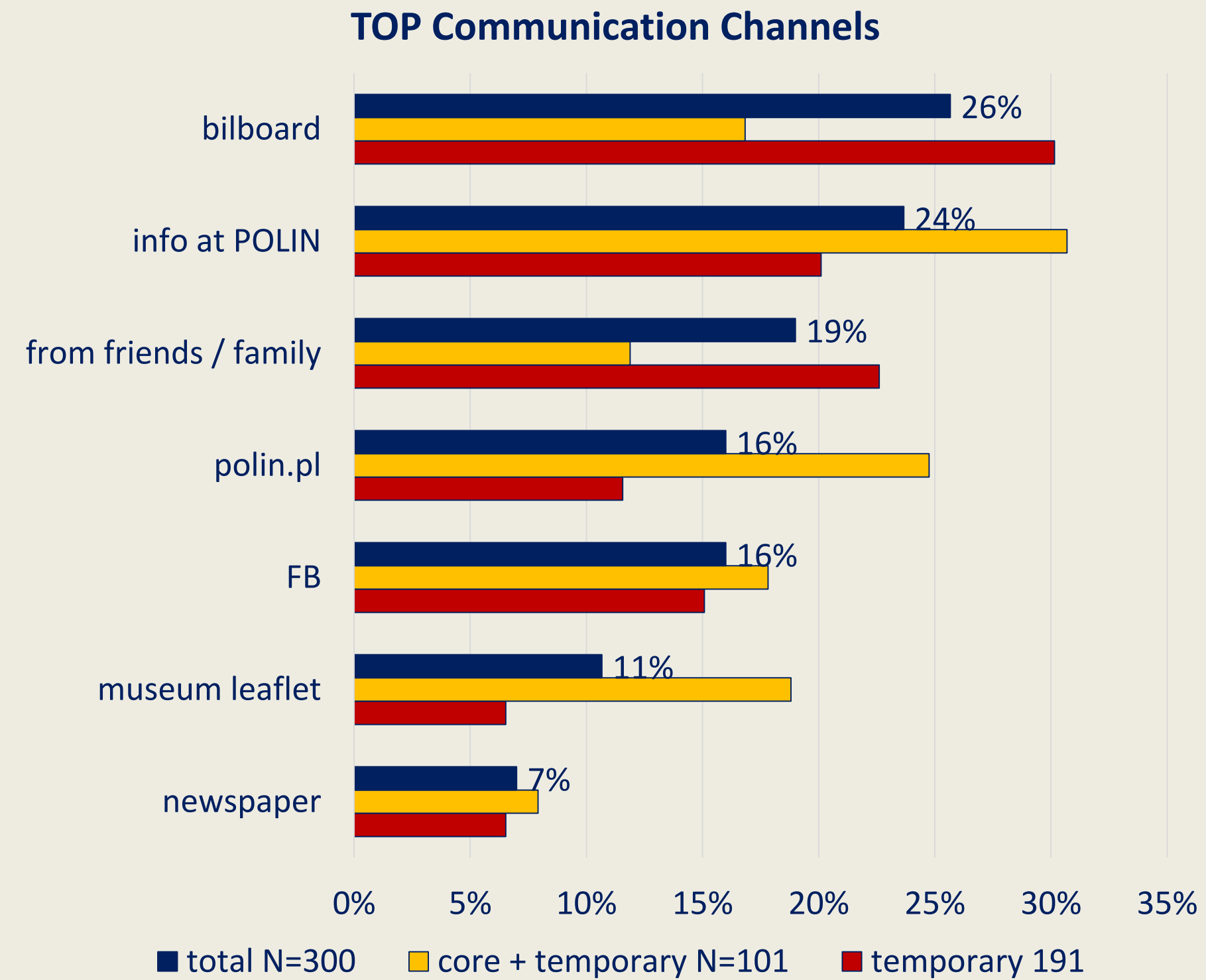
0%+ 5%+ 10%+ 15%+ 20%+ 25%+ 30%+ 35%+ 40%+

■ total N=300 ■ core + temporary N=101 ■ temporary N=191

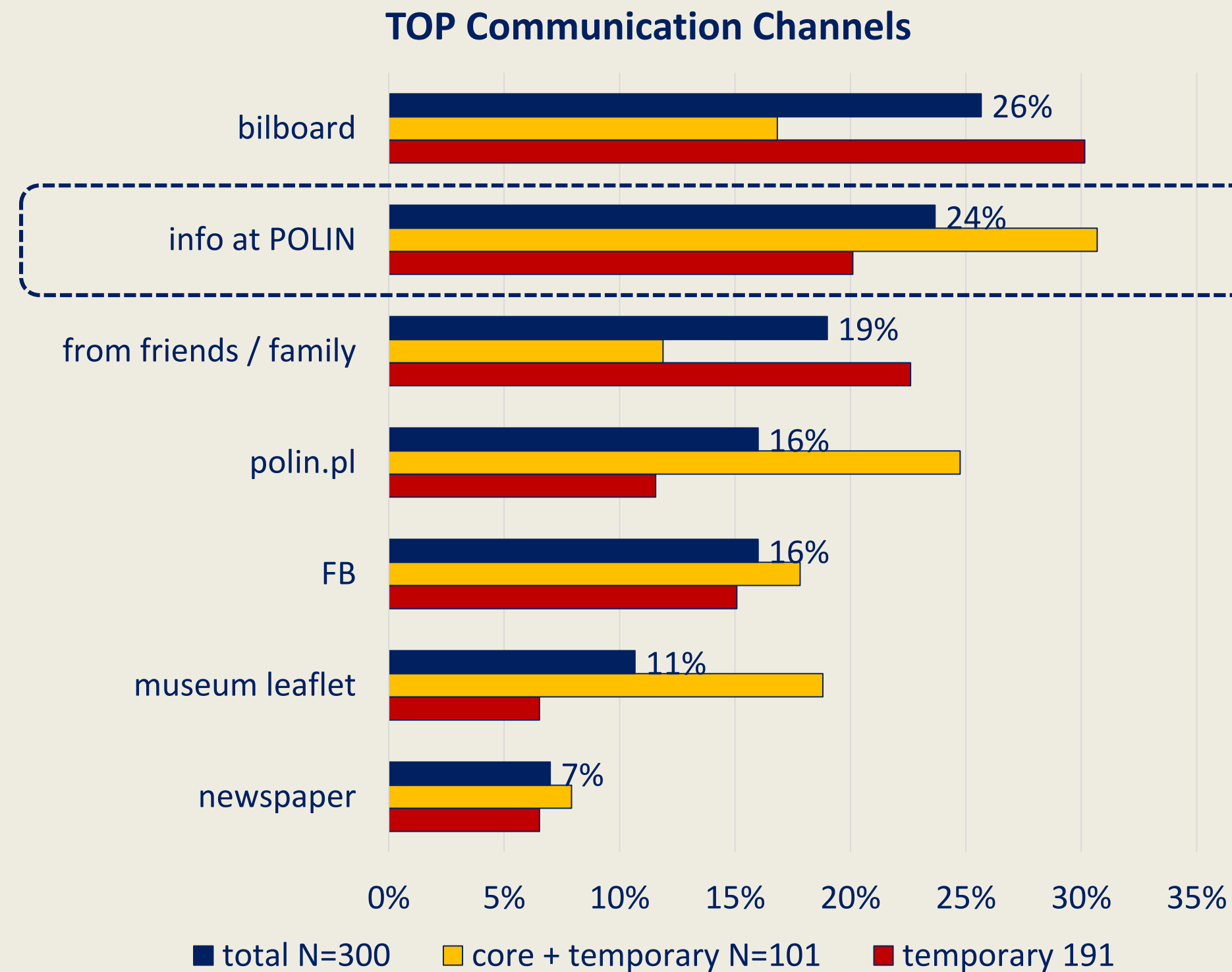
Specific motivations for particular exhibition



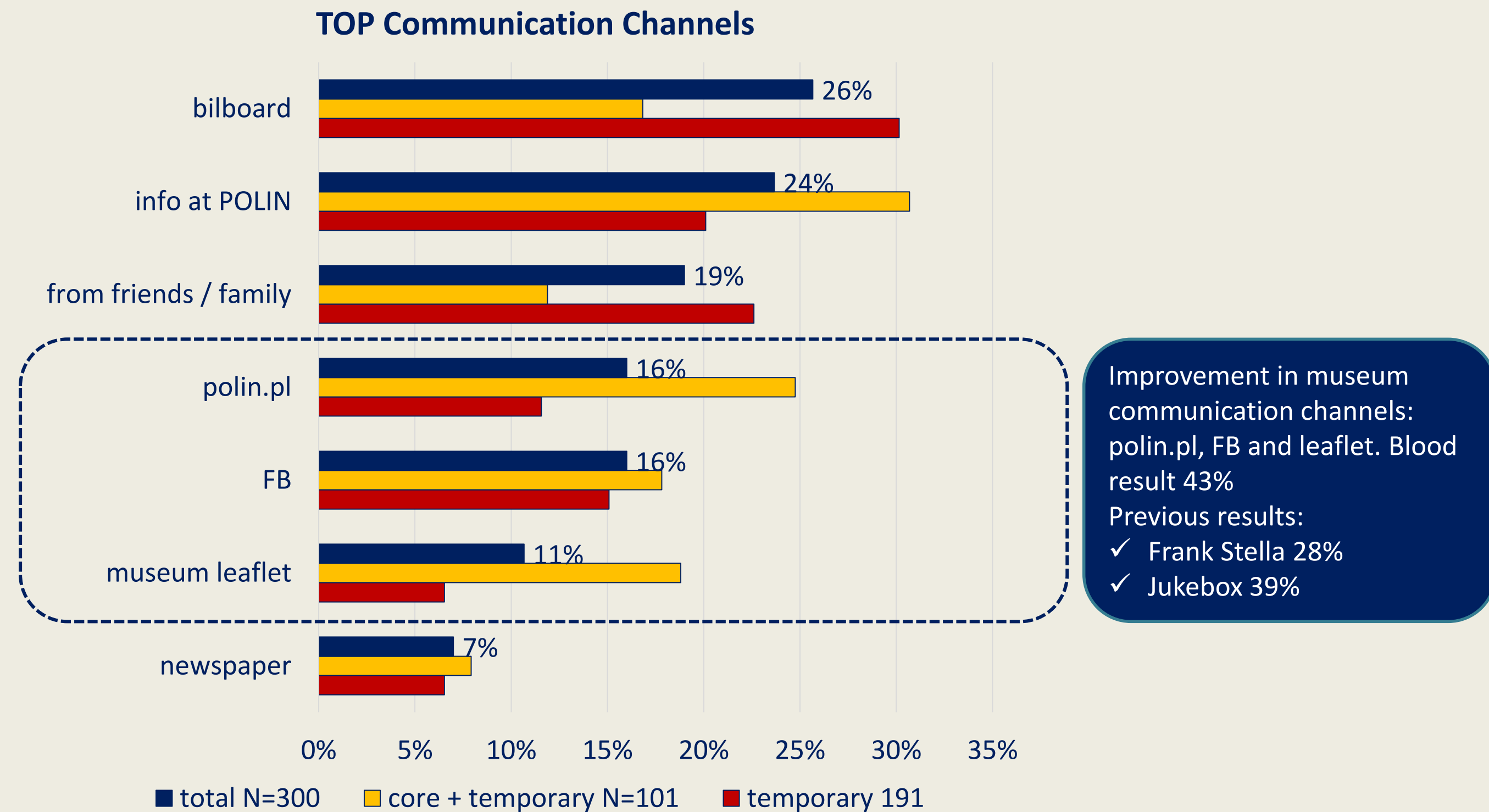
Communication channels



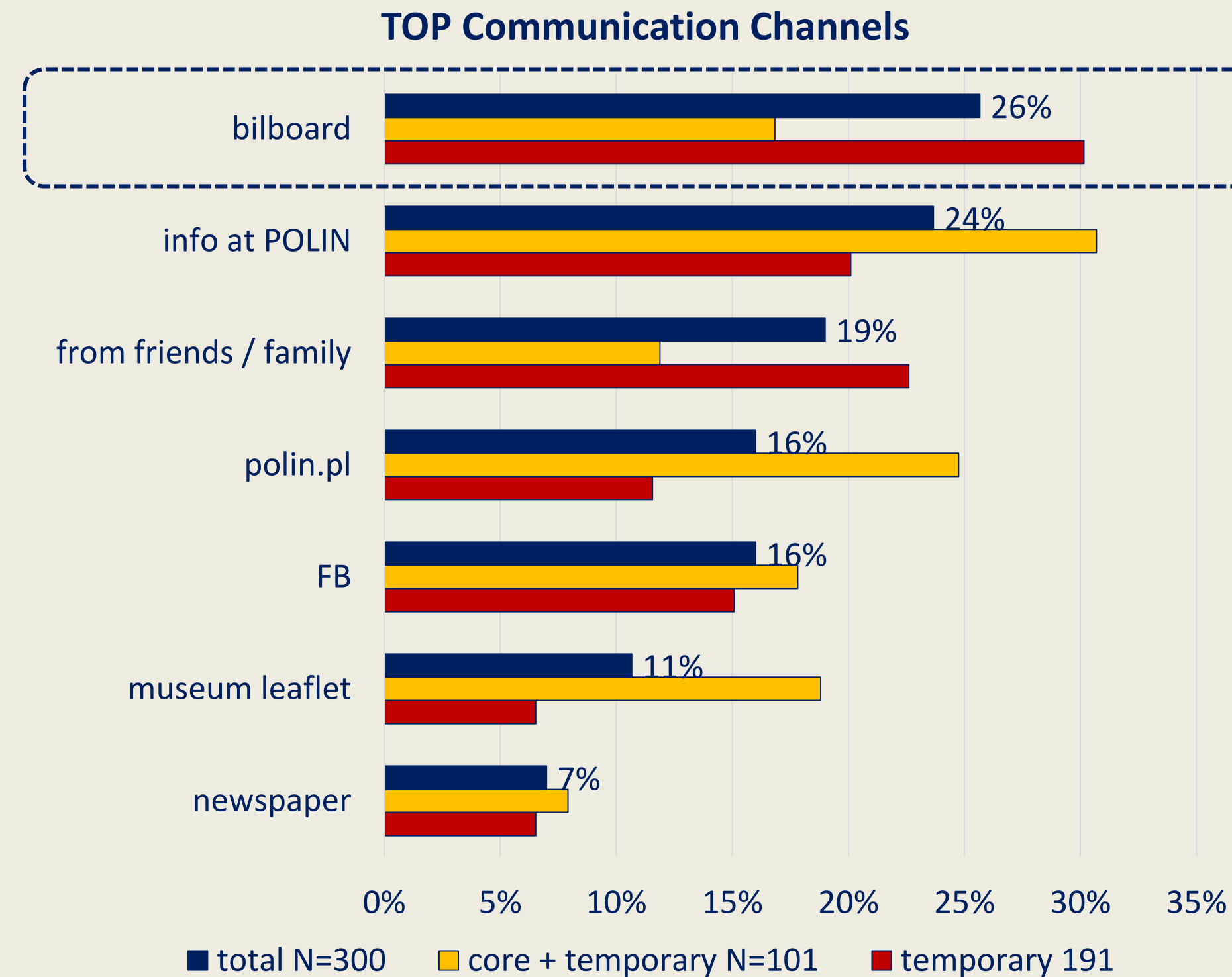
Touch points inside the museum



Focus in museum's communication channels



Effectiveness of outsourced communication channels



Crucial – strong visual
Previous billboard
results:
✓ Frank Stella 12%
✓ Jukebox 6%



Exceptional exhibition in visitors eyes

75% rate exhibition exceptional or very good (scale: 1-7)

94% don't see any controversial elements

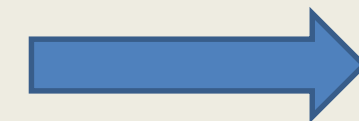
87% don't want to change anything

Exceptional exhibition in visitors eyes

75% rate exhibition exceptional or very good (scale: 1-7)

94% don't see any controversial elements

87% don't want to change anything



Elements to improve:

1. Navigation
2. More information
3. More multimedias
4. Descriptions put too low

Exhibition moves emotions and provokes thinking

Esthetics

Moves imagination



Unknown content

Surprises
Provokes thinking



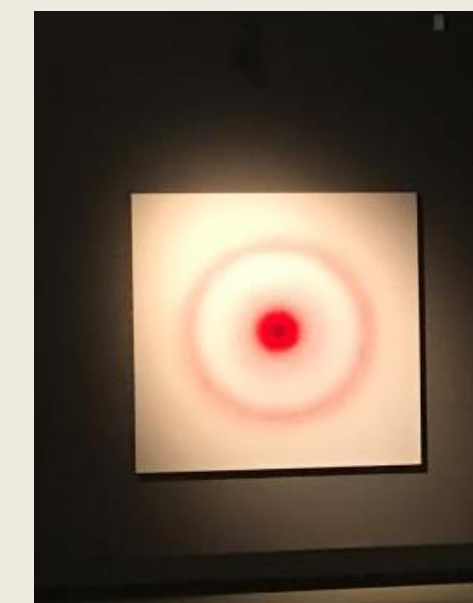
Use of contemporary
objects

Brings the subject closer



Art objects

Complement the content
Evoke emotions



Questions?