

# **It's All About You: Adult Identity Work in Museums**

Dawn Eshelman, The Rubin Museum of Art

Sarah Brockway, The Discovery Museums

Amy Kirschke, Milwaukee Art Museum

Karleen Gardner, Memphis Brooks Museum of Art

# Falk's Visitor Identities

- Explorers: driven by personal curiosity and urge to discover new things
- Facilitators: visit the museum on behalf of others' interests
- Experience Seekers: desire to see and experience a special place, program, moment, person, or people
- Professionals/Hobbyists: those with specific knowledge; the aficionados
- Rechargers: seek a contemplative or restorative experience

**It's all about you....**

**ADULT VISITORS**

Recharger

Facilitator

Hobbyist



Experience  
Seeker

Explorer



The Dream-Over, **Rubin Museum of Art**, March 5 & October 22, 2011  
Photographs by Aaron Colussi & Michael Palma







# Putting visitors at the center with personalization



1. Why are you attending?

2. What have been the three most important events in your life?

3. What color do you resonate with most strongly?



**Learning about**

**CONTENT (art, culture, dreams)**

**LOOKING DEEPLY**

**MUSEUM**

**SELF**

# Learning through multiple portals



Look  
Listen  
Discuss  
Write  
Draw  
Imagine  
Dream  
Interpret





d.worden "Museum Fatigue" photo by Wayne Worden, meanderinginlotusland.com



marks Tools Help

http://www.facebook.com/#!/media/set/fbx/?set=a.10150102548726975.277266.15263636974

Wikipedia, the free en... P http://www.pandora.... Rubin Museum of Art |... (230 unread) Yahoo! ... CMS



Like · 505,14

80 adults joined us for our first ever Dream-Over from March 5-6, 2011. Dreamers: add your thoughts and descriptions!

Like · Share

93 people like this.

- Corey Tucker** fantastic!  
March 8 at 12:29pm · Like · 2 people
- Deborah Conway de Prieto** When is the next "Dream Over"?  
March 8 at 12:30pm · Like · 2 people
- Rubin Museum of Art** Hey, Deborah: not sure, but we'll definitely you posted! We have a sleepover for kids every year, too: <http://www.rmanyc.org/events/load/1083>  
March 8 at 12:32pm · Like · 2 people
- Jacqueline Scotti** This looks amazing!!! Wish I knew about it!!!  
March 8 at 12:34pm · Like · 1 person
- Jynne Dilling Martin** PLEASE have another! I called and called but stayed sold out, so bummed.  
March 8 at 12:35pm · Like · 1 person
- Jerome James Green** This is great.

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http://www.facebook.com/#!/media/set/fbx/?set=a.10150102548726975.277266.15263636974

Wikipedia, the free en... P http://www.pandora.... Rubin Museum of Art |... (230 unread)

**Ellen Scordato** This was a fantastic experience, I have to say. I want to post my photos here, too!  
March 8 at 12:48pm · Like · 1 person

**John Altyn** "DREAMS" by John Altyn  
Our Dreams of Dreams ... See More  
March 8 at 12:48pm · Like · 1 person

**Deborah Conway de Prieto** I hope museums in connection-- will take note in Los Angeles, CA at this amazing "Dream Over".  
March 8 at 12:49pm · Like · 1 person

**Rubin Museum of Art** Ellen, please do post your pics here, too! You can post them right to our FB page.  
March 8 at 12:54pm · Like · 1 person

**Liz Fukushima** This looks amazing! I want to come to the next one!  
March 8 at 1:06pm · Like

**Erik C. Bruce** amazing idea amazing!  
March 8 at 1:44pm · Like

**Mark Patterson** i wanna go to the next one!  
March 8 at 1:48pm · Like

**Janet Morgan** yes, please have another! Maybe once a month...  
March 8 at 1:58pm · Like

**Deborah Conway de Prieto** Where can I read about any results from those who were participants in the "Dream Over"?  
March 8 at 2:01pm · Like

**April Dolkar** just a thought, maybe suggest that the visitors point their feet away from the buddhist deities :)  
March 8 at 2:55pm · Like

**Valerie Apollo Fitzmaurice** Wow, looks like it was amazing! Any plans

Next Previous Highlight all Match case

net...

marks Tools Help

http://www.facebook.com/#!/media/set/fbx/?set=a.10150102548726975.277266.15263636974

Wikipedia, the free en... P http://www.pandora.... Rubin Museum of Art |... (230 unread) Yahoo! ...

**for another?**  
March 8 at 3:53pm · Like

**Rubin Museum of Art** Our Programming Team is still recovering from this one, but it was such an incredible experience, I think we just have to do it again!  
March 8 at 4:04pm · Like · 1 person

**Lilly Atlihan** @ April- I was a participant and am a practicing Buddhist, so I was not keen on the idea of having my feet facing the images. They suggested that for those who were uncomfortable with the idea of their feet facing the images we should angl... See More  
March 8 at 9:27pm · Like

**Miyuki Kurihara** If I were in NY!!! Fantastic idea!  
March 9 at 2:59am · Like

**Darcey Morgan Howard** Great event! wonderful experience. can't wait to do it again  
March 9 at 3:01pm · Like

**Valerie Lera** Lovely experience all around. I think most participants were able to take away whatever they wished from it: a fun sleepover, a spiritual experience, an interesting dream analysis, or all of the above.  
March 9 at 7:20pm · Like · 1 person

**Anna Bridges** I only wish I was there.  
March 10 at 8:41am · Like

**Gian Luigi Diana** It was a real pleasure playing there at midnight for all the dreamers. i think next time i will stay for the night too.  
March 10 at 4:40pm · Like

Write a comment...

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Next Previous Highlight all Match case

net...



Like Comment

**The Dream-Over**  
By Rubin Museum of Art · 16 of 28

- Tag This Photo
- Share
- Download
- Report This Photo

In this photo: Ryan Pogy, Holly Block

Photo by Tina Fineberg  
March 8 · Like · Comment

4 people like this.

-  **Ellen Scordato** O hammock person, you rocked!  
March 8 at 12:46pm · Like
-  **Holly Block** Thanks ;) It was super comfortable!  
March 8 at 12:54pm · Like
-  **Darcey Morgan Howard** That pretty much sums it up!  
March 9 at 3:00pm · Like

**Classic Harbor Line**



Turning 40? Throw a Party!

273 people like this.

Chat (10)



Like Comment

**The Dream-Over**

By Rubin Museum of Art · 10 of 28

- Tag This Photo
- Share
- Download
- Report This Photo

In this photo: Ellen Scordato

Photo by Michael J. Palma

March 8 · Like · Comment

3 people like this.



**Ellen Scordato** I wound up loving my photo. Atta Kim is cool.  
March 8 at 12:45pm · Like

**Classic Harbor Line**



Turning 40? Throw a Party!

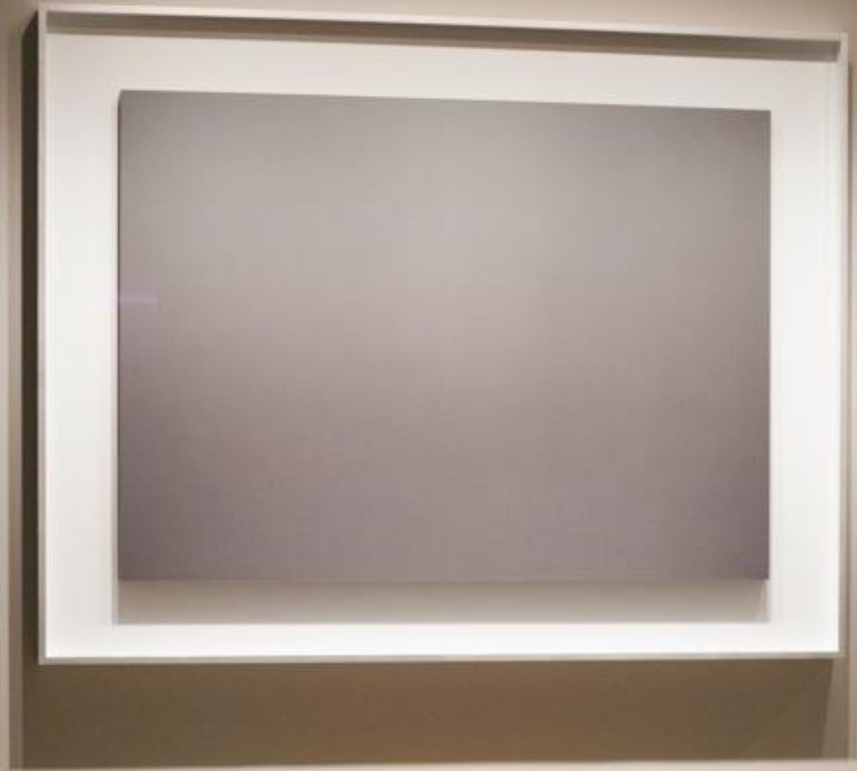
Like · 273 people like this.

Sponsored

Chat (10)

**“I've never felt more intimate  
with a piece of art in my life.”**

- **94% left feeling a personal connection to their artwork**
- **66% had a dream; 42% had an art-related dream**
- **Over 50% participation in evaluation (lots of written comments)**





**It's all about you....**

**PARENTS**



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**It's all about you....**

**DOCENTS**

# Docent Program



The museum's largest adult multiple visit program



# Learning and Motivation

“Most human learning is self-motivated,  
emotionally satisfying and personally rewarding.”

- John H. Falk

# Why are you interested in the docent program at MAM?

*My life has been colored and enriched by the beauty and complexities of the world of art. To have an opportunity to walk among the works of masters, study and share the knowledge with others seems like the most natural thing for me to do.*

*It would be personally rewarding to pass the wonders of the museum to others through guided tours.*

I enjoy museums,  
have a European history minor,  
and like to learn.

Learning about art and sharing that knowledge would be an exciting new type of teaching career. As schools are cutting fine arts programs, exposing young people to art outside of school is more important than ever.

# Meeting adult learners where (who) they are and helping them along their own development continuum





Photo by Laci Coppins

- ✓ Personal responses
- ✓ Team projects
- ✓ Object lessons
- ✓ Mentoring
- ✓ Workshops

It's all about you....



Ok, so it's not totally all about you....



**It's all about you....**

**STAFF**





# Motivations...

Why do we choose to work in art  
museums?

Where else could I work with art in a non-commercial environment and make an impact on the community?

Art museums have always seemed to be a wonderful respite from the crazy world, a place to slow down, be in the moment and reflect.

It empowers me to make a difference in people's lives.

Overall I just enjoy learning about all sorts of things to broaden my scope of knowledge.

Because you can discover and learn about so many different things. The opportunities are almost endless.

Only the Museum allows a people>art>people dialogue.

I make art (working in a museum allows you to be creative), but I also believe in living with art, the power/impact art has on people, learning for a lifetime, and public service.

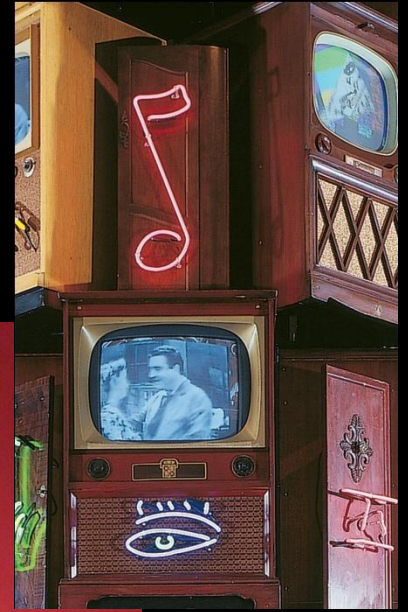
**It's all about...**

**Developing experiences for our staffs, which encourage team-building, learning, reflection, and inspiration.**

“As a group or organization practices learning together, open communication, mutual trust, shared meaning and a sense of collective ownership emerge. Senge refers to this as "communities of commitment where people are continually learning how to learn together" (Senge, 1990). Thus, people can venture out of their comfort zones and take the risks inherent in managing change.”

Leadership in the Twenty-First Century

*By Kathleen E. Allen, Juana Bordas, Gill Robinson Hickman, Lorraine R. Matusak, Georgia J. Sorenson, and Kathryn J. Whitmire in Rethinking Leadership Working Papers (Academy of Leadership Press, 1998)*



Find a work of art that has something to say about modern life.

Find a work of art that has something to say about grief or loss...

Find a work of art that reminds you of something from your past... think about connections

Find an object that, for you, embodies pure JOY!!!

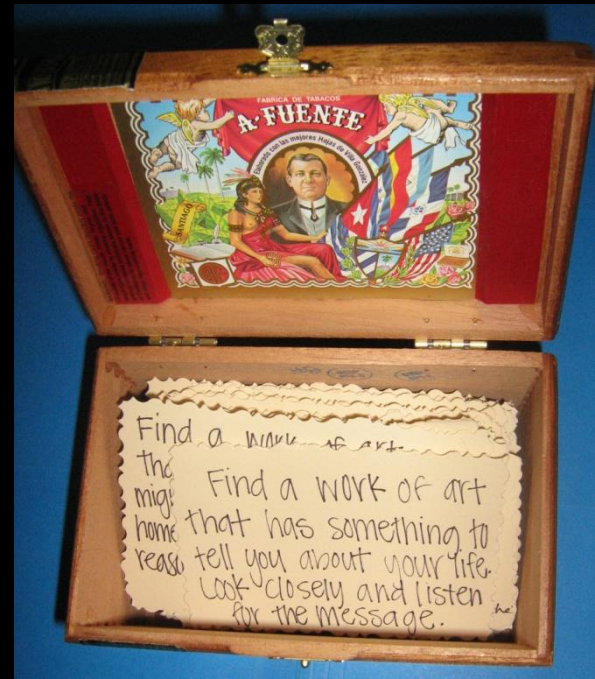
Find an image of a person they would have been like at a hother stage in their life.

Find a work of art that is most like you. What qualities do you have in common?

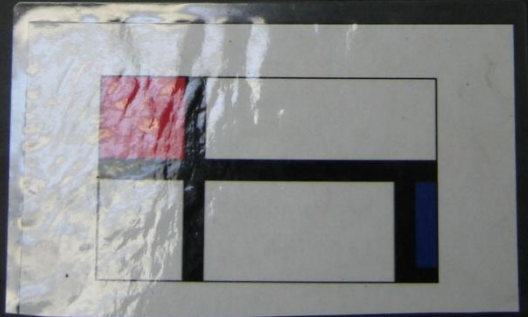
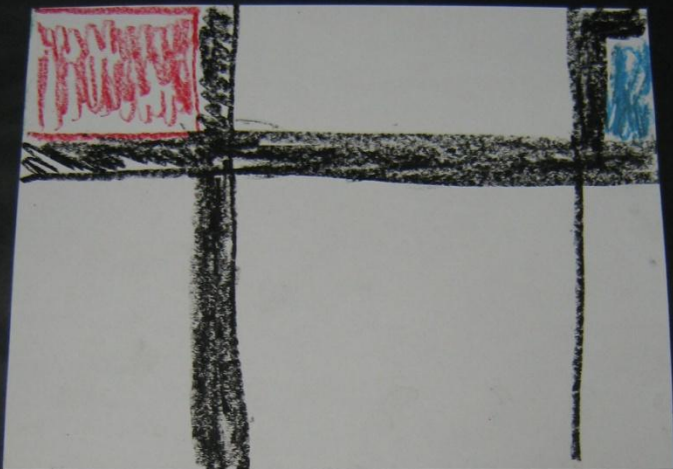
Find a work of art that has something to say about some aspect of Love.



# Personal Response Tour











Find a woolly coffin. Now travel to the Renaissance gallery, across the way, to find its later imitation. What is it?

Among Christian objects, find two examples of religion "on the go." What are their titles?



Gallery Scavenger Hunts