GALLERY ONE:  
Transforming the Museum Experience

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League of American Orchestras  
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interactives test-bed

GALLERY ONE + ARTLENS
Some Goals

• Attract new visitors and surprise existing visitors

• Use technology to help visitors see and understand art in new ways

• Technology is not the art – technology showcases the art

• Invite visitors of all ages to learn and play in ways that they enjoy (rather than dictating a single method of interactivity)
Design Through Collaboration

• Technology, Education & Interpretation, Design, Curatorial, and Collections Management departments

• Through this new collaborative development methodology, the Cleveland Museum of Art is leading the way not only in the robust blend of art and technology throughout the gallery experience but also in museum practice itself.
Studio Play Goals

A place for families to play together while becoming familiar with the museum and its collection

– Encourage familiarity with the breadth of the collection & create a connection between children’s art-making and the art in the museum’s collection
Goals of Gallery One

**Build audiences**—including families, youth, school groups, and occasional visitors by providing a fun and engaging environment for visitors with all levels of knowledge about art.

**Highlight featured artworks** to the Greater Cleveland community and the world.

**Propel visitors into the primary galleries** with greater enthusiasm, understanding, and excitement about the collection.

**Develop and galvanize visitor interest**, bringing visitors back to the museum again and again.
Allowing visitors to:

Feel empowered to browse, explore, and create personal meaning around the museum’s collection

Employ engaging interactives, that use investigative methods and tools for critical observation to develop an engagement with the collection and interpretive concepts about the collection

Create a personalized profile driven by their interests
Use interactive games and interpretation as the spark for understanding, social experiences with art, and...
Find transformative moments of discovery that make them relevant for today
Sustainable design/process

MAINTENANCE
Rules

- Easily maintained parts on-site 45 minute repair window
- Established technologies
- Alternate content during software failure condition
Collection Wall is modular Christie MicroTiles.
Each MicroTile can be trouble-shot, and repaired or replaced individually.
The modular system accommodates rapid repair cycles.
MicroTile can be removed entirely,
…without effecting the behavior of the Interactive on any other tiles.
Final Product
Dutch Painting

See Also
POLYPHONIC • 1940s

Landscape with a Windmill (1646)
Jacob van Ruisdael
ON VIEW IN GALLERY 25
SAVE ARTWORK
RFID tags are provided for visitors bringing their own devices
A unique tag (RFID sticker) is permanently assigned to the visitor, allowing them to save their favorites and tours for future visits.
RFID tag communicates wirelessly with docking station
Visitors then explore the entire museum with ArtLens
A GIFT OF THE MALTZ FAMILY FOUNDATION

GALLERY

ONE
WHO IS OUR TARGET AUDIENCE?

- visitors who are already familiar with using apps
- visitors who are looking for a certain kind of experience

WANDERERS

View recommended artworks

INFORMATION-SEEKERS

View specific artworks

NAVIGATORS

Take a tour of artworks
ARTLENS IS...
LOCATION-AWARE RECOMMENDATIONS
Paul III, 1996
Chuck Close (American, b. 1940)
Oil on canvas, Mr. and Mrs. William H. Marlatt Fund, 1997:50 © Chuck Close, courtesy The Pace Gallery.

Throughout his career, Chuck Close has relied
CONTEXTUAL HOTSPOTS
GUIDED TOURS
PERSONALIZATION

FAVORITES
Create a tour out of your favorite artworks or share them with friends.
ARTLENS

• All works interpreted from Gallery One
• 250+ interpreted works in collection galleries
• 900+ videos & narrated slideshows
• 700+ text & image offerings
• Many predefined tours
• wayfinding via 175+ APs
• 12,000 downloads to date
• 2,000+ visitor tours created
Why we are using iBeacons for Near You Now function of ArtLens

How does Near You Now know where you are?
The Near You Now portion of the ArtLens app uses a technology called iBeacon to locate a visitor's location in the Museum.
iBeacon uses Bluetooth low-energy (BLE) wireless technology that was developed by Apple. Using a series of small Bluetooth transmitters Apps installed on the mobile device listen out for the signal transmitted by these beacons and respond accordingly when the device comes into range.

iBeacon technology is compatible with mobile devices from Apple running iOS7 and Android running 4.3 and above.
What does an iBeacon look like?
Where are the iBeacon’s located?
How are the iBeacon’s?

Since the iBeacon nodes are very compact and require very little power, CMA was easily able to use multiple ways to discretely install.
looking at the big picture

DIGITAL STRATEGY
OBJECTIVES

• activate the collection
• connect art and audience through active experience
• promote new scholarship
• support research
• facilitate internal and external collaboration
• drive attendance
• increase revenue
• streamline work
Technology Implementation

- innovative
- intelligent
- in-line with industry best practices
How do we do it?

• build backend systems
  – flexible
  – Interoperable
• key data for artwork, people, events
  – clean
  – current
  – one version of the truth
• reusable content
• no one-off projects!
Evaluating Digital Technologies
ANALYTICS
COLLECT
ANALYZE
SHARE
COLLECTS:

• Which game(s)?
• Time spent
• Repeat(s)
• Object(s) matched
• Share(s)
Visitor’s
See Results
See it on the wall
EXPERIMENT
Each iteration try something new…
Analytics

User data from Lens stations/ArtLens tracked via Google Analytics

More difficult to track the Lenses than ArtLens

Very valuable counterpoint to qualitative data

Will be adding development to Wall/ArtLens to catch more data.
How did the Cleveland Museum of Art pull this off?
Convergence

Technology

Art
Collaborative & Unified
RESTRUCTURE
We share a common goal:
Attract, entertain, educate and engage more visitors.
Essentials for Success

AV integrator goes here

Concept ➔ Design ➔ Technology
Open Architecture/ Dynamic
Wayfinding
TIMELINE

Adaptable and Responsive
Committed and Passionate
THE PEOPLE
Design through Collaboration

CMA’s Technology, Education and Design Departments
+

Local Projects - media design
Gallagher and Associates (exhibit design)
Zenith Systems (AV Integration)
Piction (CMS/DAM development)
Earprint Productions (app content development)
Navizon (way-finding).

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When everyone can create the museum they want, it becomes the museum for everyone.