

# **ENHANCED ENGAGEMENT**

**New Tools Of The Trade For Docents**

# **IT'S ALL ABOUT THE GUEST EXPERIENCE**

- ▶ **The goal is to blend art, enthusiasm, and fun with an educational value.**
- ▶ **Things to avoid that have been shown to disengage visitors - use of highly academic terms, lecturing to your audience, and covering too many or too few artworks.**

# What “Fits” In Your Toolbox?



# Guest Tools



**Tablets (iPad)**



**Camera Phones**



**Earbuds**



**MUSEUM HACK**

**Museum Hack Experiences**





## Museum Hack Experiences





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**Museum Hack Experiences**



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# Why Add Games?

- By their nature, games:
- > Provoke Thought.
  - > Challenge Perspective.
  - > Elicit Emotional Response.

## Games are often:



real-time,  
**active**  
experiences



addictive, in a  
good way



about problem-  
solving skills



learning  
experiences



social  
experiences



knowledge-  
based

## In Museums, games:



engage  
visitors



foster repeat  
visitorship



increase  
learning  
outcomes



create  
connections  
between visitors



offer entry  
points into  
collections



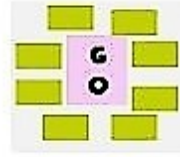
be fun

# Games People Play

Explore,  
Experiment  
& Engage



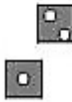
1



## Board Games

These social are often content-based. While game play is often time-consuming, there is deep engagement. Wonderful way to bring collection ideas out of the galleries.

2



## Other Analog Games

Card games and dice game can be played by one or many players. They can be quick or slow.

3



## Live-Action Games

These social games are often content-based. While game play is often time-consuming, there is deep engagement. Great for programmatic experiences in the galleries.

4



## Mobile Games

Mobile games are easily played in the galleries or anywhere, but often develop time and costs are greater than analog games.

5



## Other Digital Games

Digital games can also be played on desktops and in fixed positions in galleries. Like mobile games, there are often have costs associated with development and maintenance.

# Tell Me Why – Provoking Thoughts

- > **Pick Three** – Select 3 artworks in this gallery, one that you love, one that you hate, and one that you are indifferent about. Then share and explain WHY?
- > **Buy, Steal, Burn** - Pick 3 artworks, one that you would buy, one that you would steal, and one that you would burn. Then share and explain WHY?
- > **Blind Man's Bluff** - Pick an artwork and describe it to me as if I were blind.
- > **Sales Pitch to a Billionaire** - “Let’s assume these artworks are all for sale and I am a billionaire planning on buying only one. Pick one artwork, take 3 minutes to develop your best sales pitch, and convince me to buy the one you have chosen. Use any criteria - investment value, quality, uniqueness, conversation starter, hot artist, etc.”



# A New Perspective - Photo Challenge

- > **Edit** - Photograph an artwork and edit it more to your liking, then share and explain why it is more pleasing.
- > **Crop** - Photograph close-up detail of an artwork and have the rest of the group guess which artwork it came from. Why did you focus on this area of the artwork?
- > **Before & After** - Photograph 2 artworks and tell a story that connects the 2 sequentially.
- > **The Subject Is The Art** - Photograph yourself or someone in your party in front of an abstract artwork to create a narrative of your own. Share the narrative.
- > **Love It Or Leave It** - Photograph artworks you love through hands shaped into a heart or behind crossed hands. Tell us why you made your decisions.

# Emotional Response – Evoking Reactions

- > **Guess The Security Guard's Name** - This is a playful way to engage with others in the group as well as the museum staff. It's a good exercise to introduce the concept of creating our own narrative or examining our emotional response to an artwork.
- > **Name That Tune!** - Ask, "What song would go best with this artwork?" Another way to explore our emotional responses to different artworks.
- > **Riddle Me This!** - Develop a riddle based on artworks in a gallery. Once assembled, read the riddle and give the guests 10 minutes to decipher which artworks or artists are being referenced. Encourage them to examine the art as well as read the placards.

# IT'S PLAY TIME!

