

P O L E M I C S
in THREE forms

Entertainment over substance. Focus on the experience rather than exclusively to specific artwork or objects.

- Economic Evolutions:
- 1. Agrarian
 - 2. Industrial
 - 3. Service
 - 4. EXPERIENCE

Increased focus on performance measurement and program evaluation. Museums want to prove worthiness by bringing a large number of visitors.

- generate revenue
- gift shops
- restaurants
- commercial partnerships
- marketing and public relations

Listening and responding to visitors and to provide experiences specifically to their needs. This takes the emphasis away from objects and the content within.

Learning

structured or unstructured
informal
chosen
you doing it
active
long-term
individual
social
deep
fun, enjoyable

key words of each concept
Comparing between...

Education

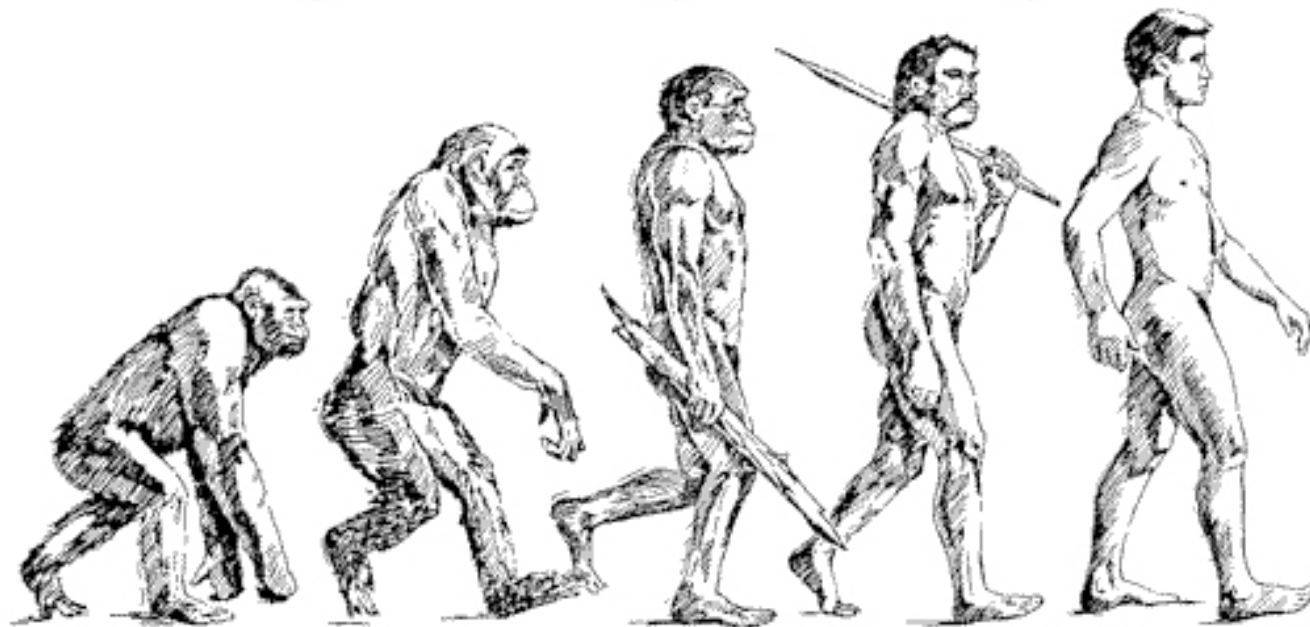
structured
formal
teaching
someone telling you
active
short and long-term
group
social

Entertainment

free-flowing, relaxing
informal
chosen
you doing it
active
short-term
group
social
superficial and deep
fun, enjoyable
feelings, emotions, sensual

Traditional Museums

First public museums were Natural History Museums showing the curiosities of animal, plant, and human origin. Social History Museums focused not solely on exhibition of objects, but rather the telling of stories about peoples' lives.



Number of visitors

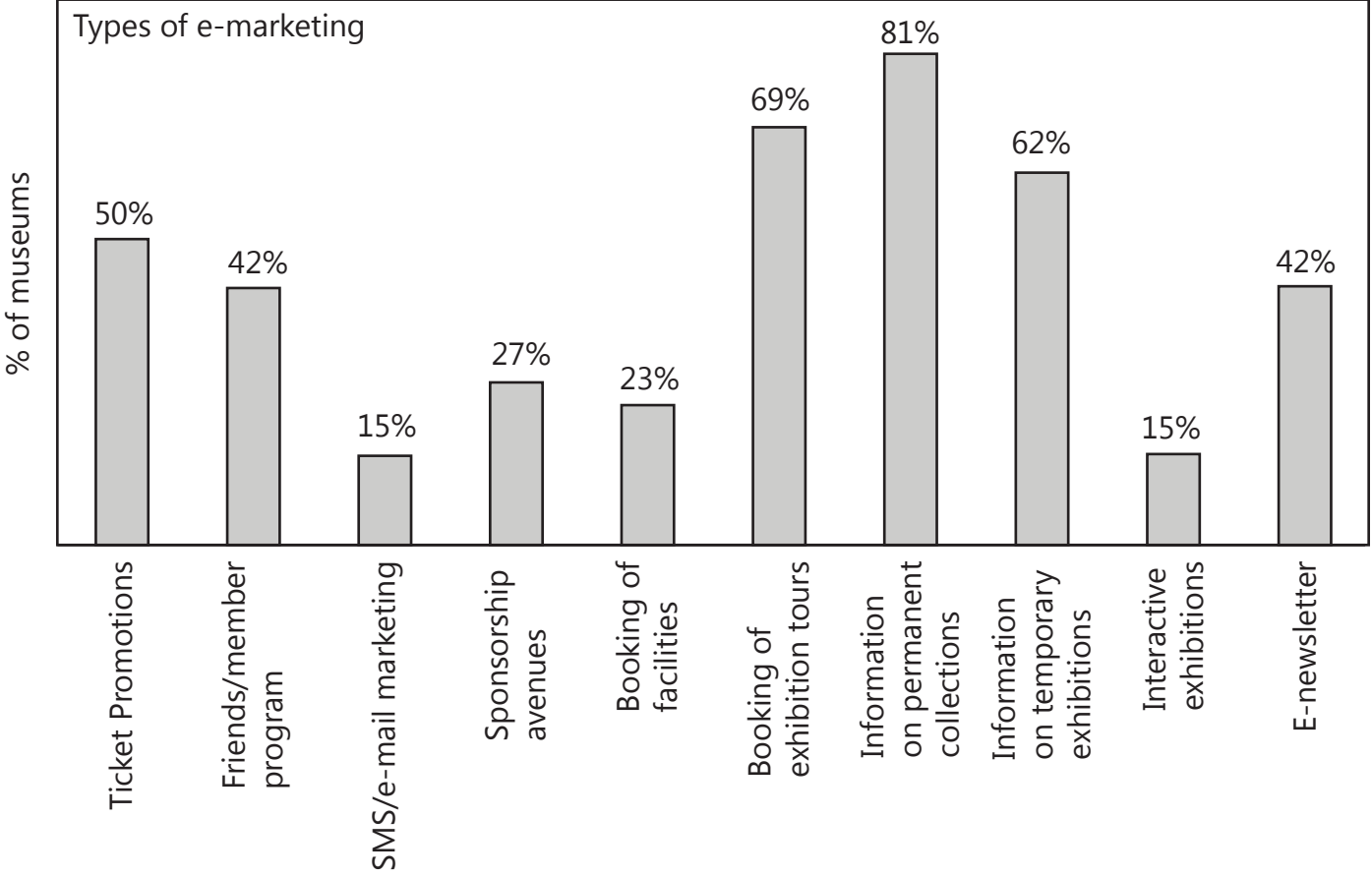
Increased revenue

Blockbuster Exhibitions

Public Relations Value

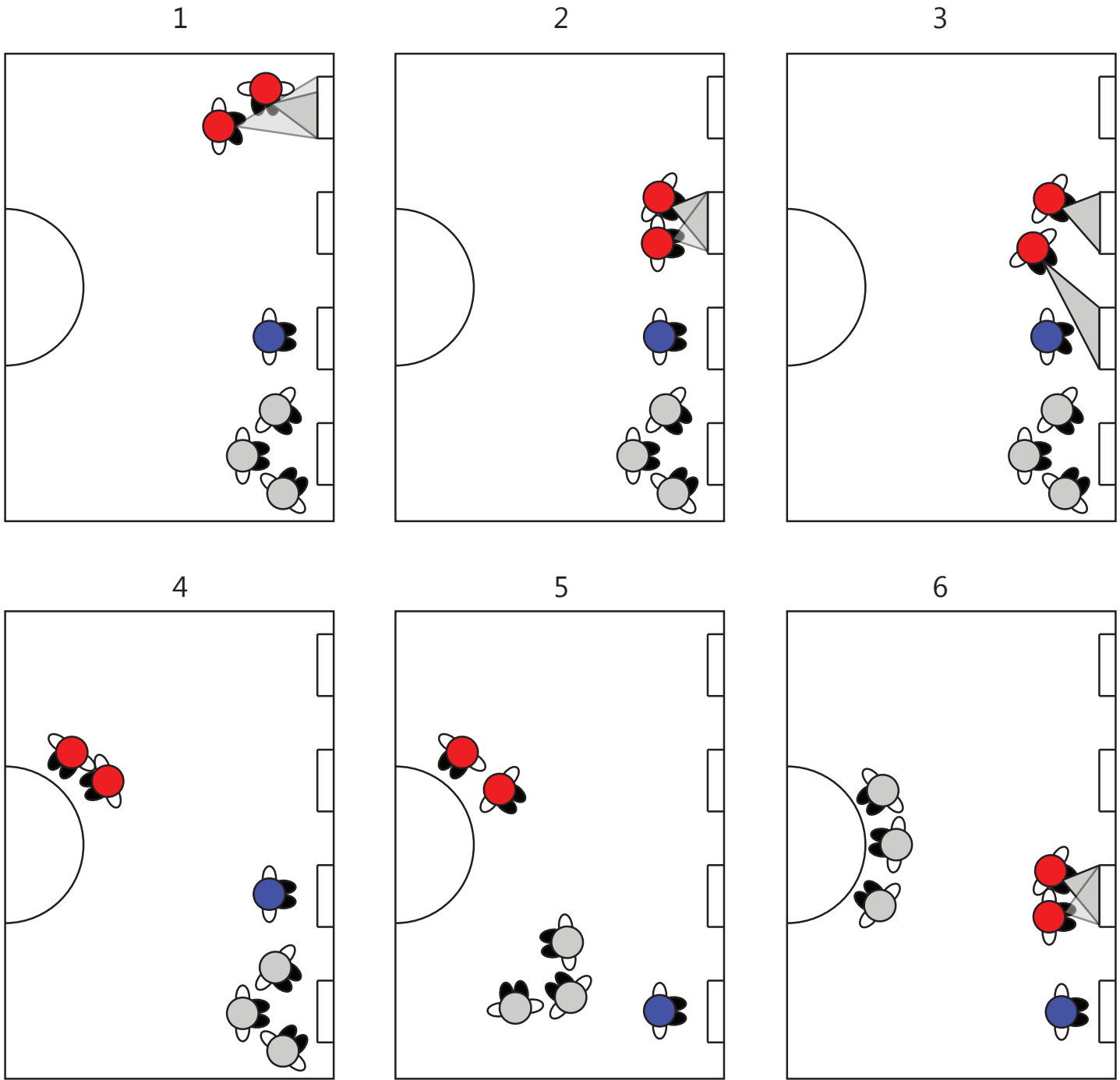
Appreciation from visitors

- encourages visitation
- appeal to international audience
- theme-based works from all around the world
- expensive and time consuming to organize
- souvenirs specific to the exhibition sold in gallery shops
- museum restaurants alter menu for exhibition
- advance-sale ticketing
- "packaging" the various experiences



Rentschler,Ruth. Museum Marketing: Competing in the global marketplace. Burlington: Butterworth-Heinemann, 2007.

Configuring of View Spaces



Posture, feet position, gaze and head movement anticipates the trajectory of other people’s actions where people are able to coordinate naturally with others to create an environment undisturbed and uninterrupted so that everyone can view and appreciate the artwork. This system creates a seamless movement along exhibits, neatly coordinated between all those in locale.

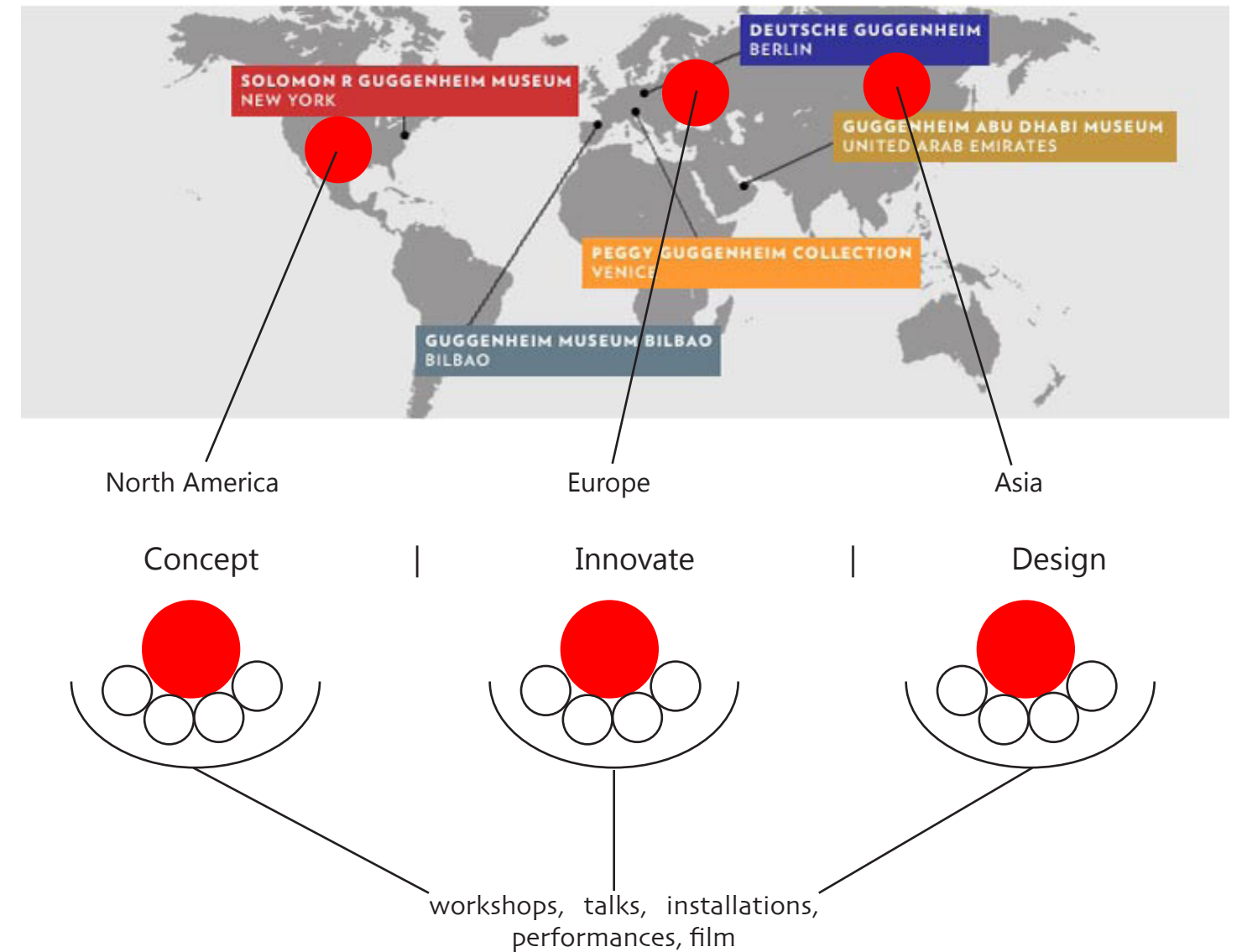
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V...i...s...i...t...o...r...s...
 R...e...v...e...n...u...e...s...
 D...o...n...o...r...s...
 E...n...g...a...g...i...n...g...
 C...o...l...l...a...b...o...r...a...t...i...o...n...
 M...U...S...E...U...M...S...
 P...U...B...L...I...C...
 E...d...u...c...a...t...i...o...n...
 I...n...s...p...i...r...a...t...i...o...n...
 E...n...c...o...u...n...t...e...r...r...e...a...l...o...b...j...e...c...t...s...
 L...e...a...r...n...i...n...g...
 E...x...p...e...r...i...m...e...n...t...a...t...i...o...n...



BMW Guggenheim Lab



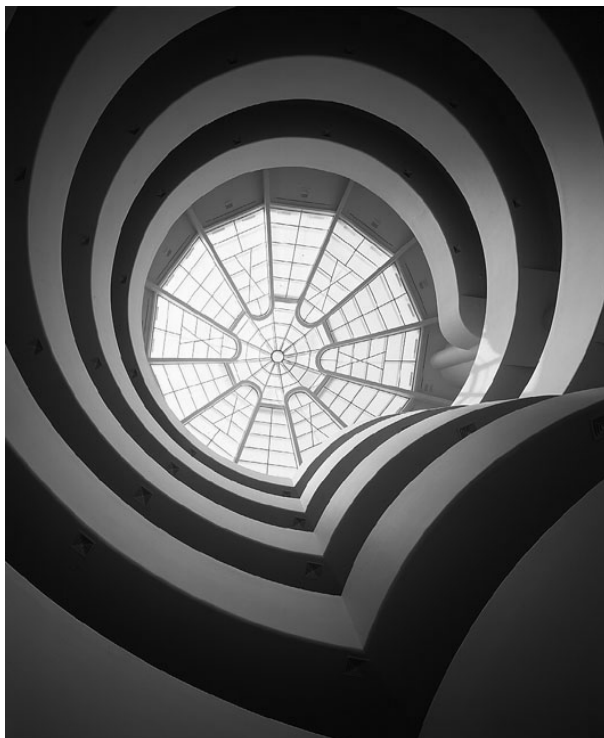
The Guggenheim collaborating with BMW, have come up with the idea of setting up three labs located in 9 cities within North America, Europe, and Asia. In two year intervals in each lab, a total of six years. Each lab would have a multidisciplinary group of four in charge who will undergo a diverse series of experiments and events. These labs look to develop concept of cities for tomorrow by examining reality of the future, and come up with innovative ideas and design. In order to incorporate community, the labs will hold free workshops, talks, performances, film, installations and much more.



The museum has a circular, horizontal, and sculpted facade.

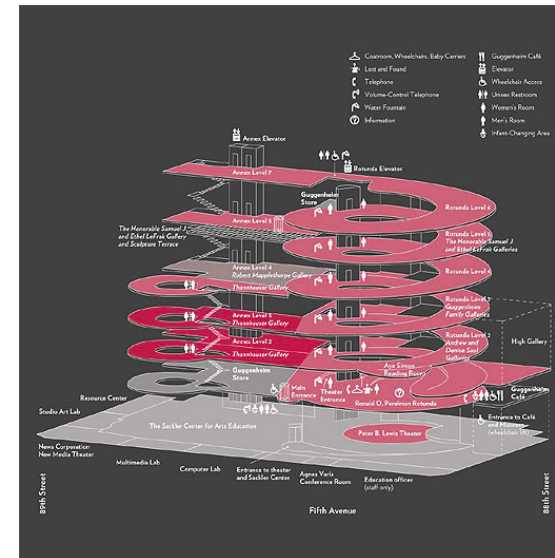
Three distinct formations:

- Large Rotunda
- Smaller rotunda mimics the large rotunda at a smaller scale (used to be administrative offices, but now open to the public)
- Rectangular building becomes an addition to provide more exhibition and office space.



The experience of the building is that no artworks can be seen, but allows attention to the skylight once entering.

The way to circulate through the museum is to enter the building, take the elevator to the top floor and gradually move down the ramp back down to the entrance.



The way to circulate through the building.

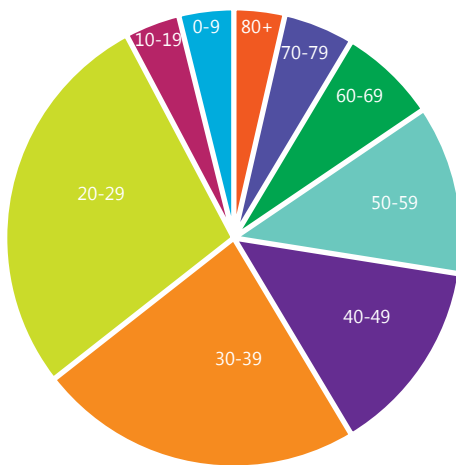


The main experience is the movement through space, moving along the rotunda at a steady pace while looking at exhibits from far away then experience looking at it close up.

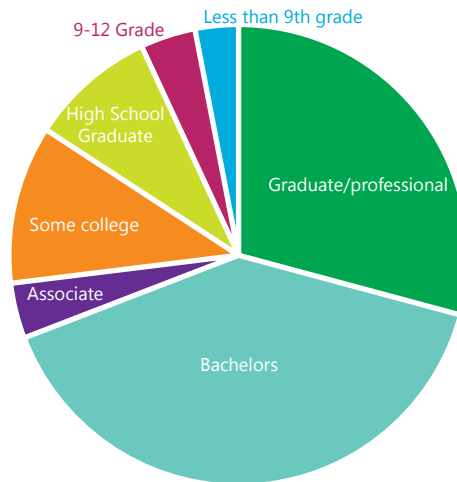
Science, Industry, and Business Library

188 Madison Ave & 34th Street, 10016

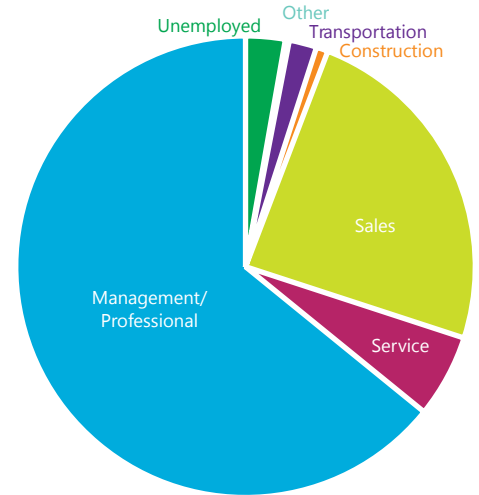
Age Composition



Education



Field of Work



The Science, Industry, and Business Library provides research services through both an open and closed stack system- this reflects the library's two collections: the research and the circulating.

collaborative relationship with the community in which it is located as the library and surrounding neighborhoods have evolved.

a research center but also as an extension of the office. Services provided include conference rooms, meeting rooms [both which are available to the public], "business center services" [which includes printing, faxing, wireless internet, etc], and small business counseling.

The library has developed a strong

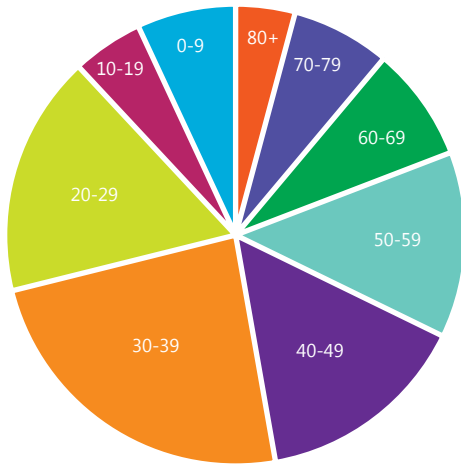
The SIBL fully embraces the idea of the evolving library by operating not only as



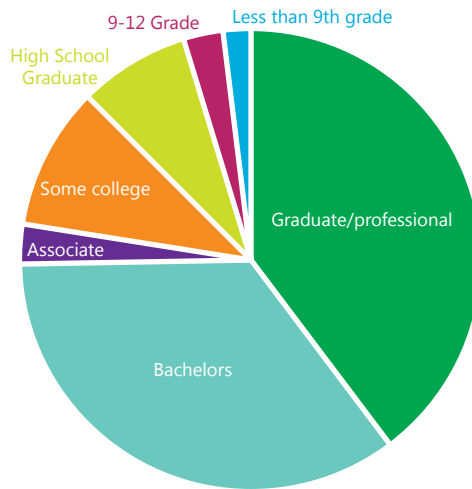
New York Public Library for the Performing Arts: Dorothy & Lewis B Cullman Center

40 Lincoln Center Plaza, 10023

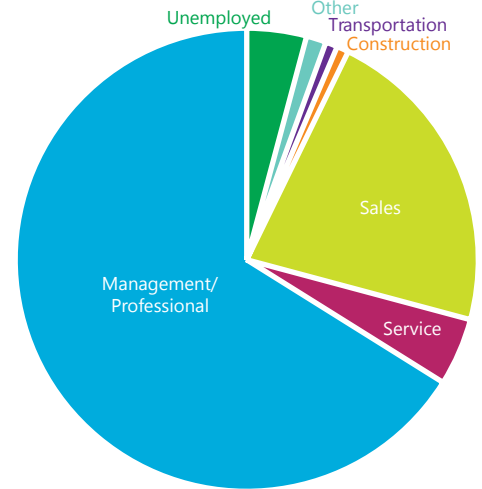
Age Composition



Education



Field of Work



The New York Public Library for the Performing Arts is fully integrated into the community for which it supplies information. The location at Lincoln Center Plaza places the library at the fulcrum for the entertainment industry.

The unique collections within the library span the topics of music, dance, theater, and film. Because of its location, the library becomes not only a public research library but also an extension of the school that

surround the site- this includes Juilliard School of Music, the American Ballet Academy, the Fiorello LaGuardia High School of the Arts, and numerous others.

In addition to its integration into the academic realm, its proximity to numerous performance halls and studios encourages a relationship between professionals [musicians, actors, dancers] and the information provided by the archive.

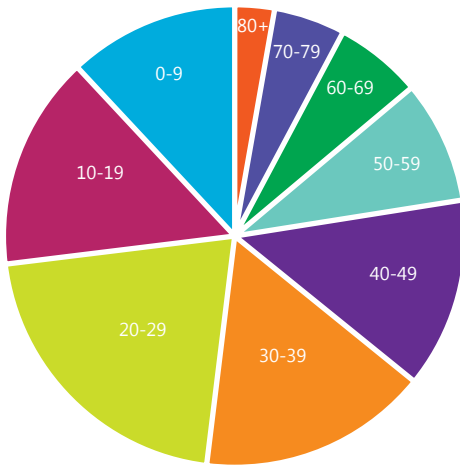
KAITLYN FITZGERALD



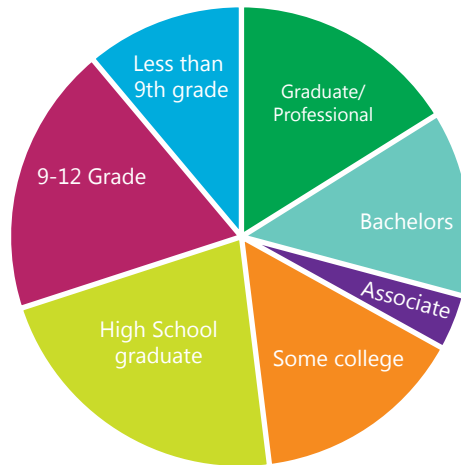
Harlem Public library

9 West 145th Street, 10027

Age Composition



Education



Field of Work



The Harlem Branch of the New York Public Library has become uniquely integrated into the structure of the existing neighborhood. The relationship between the community and the library has evolved from one of ignorance into a collaborative, developing cooperation.

The largest issue facing the community is that of literacy among all age groups. The goal of the library is to provide a learning center for adults [post-high school] so that they may further themselves within

the larger social context. This is achieved through the literacy center which operates through the library. There are also separate reading rooms for all levels with age appropriate materials provided.

A second innovative program included in the library is the public theater which can be rented by members of the community for meetings and social events, while also being used by the library to provide free entertainment and education materials to members of the community.

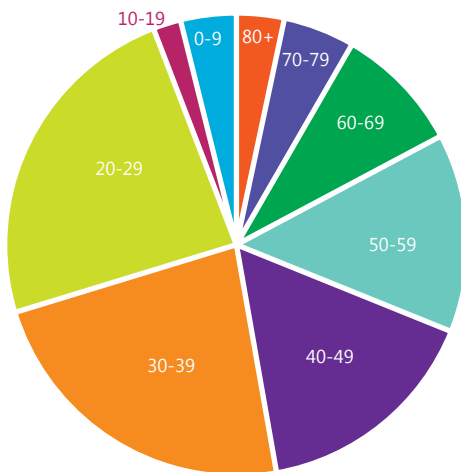
The Harlem library recognizes the unique needs of the community and provides the necessary services to the area while focusing on the involvement and interactions between various groups [age, racial, social] within the community.



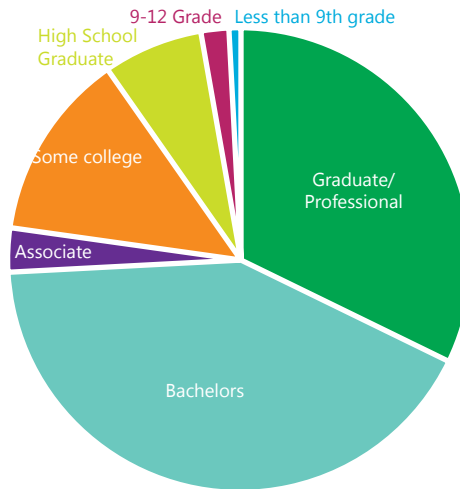
Grand Central Public Library

135 East 46th Street, 10017

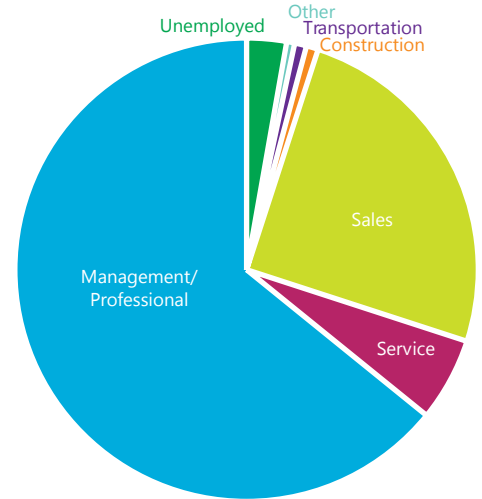
Age Composition



Education



Field of Work



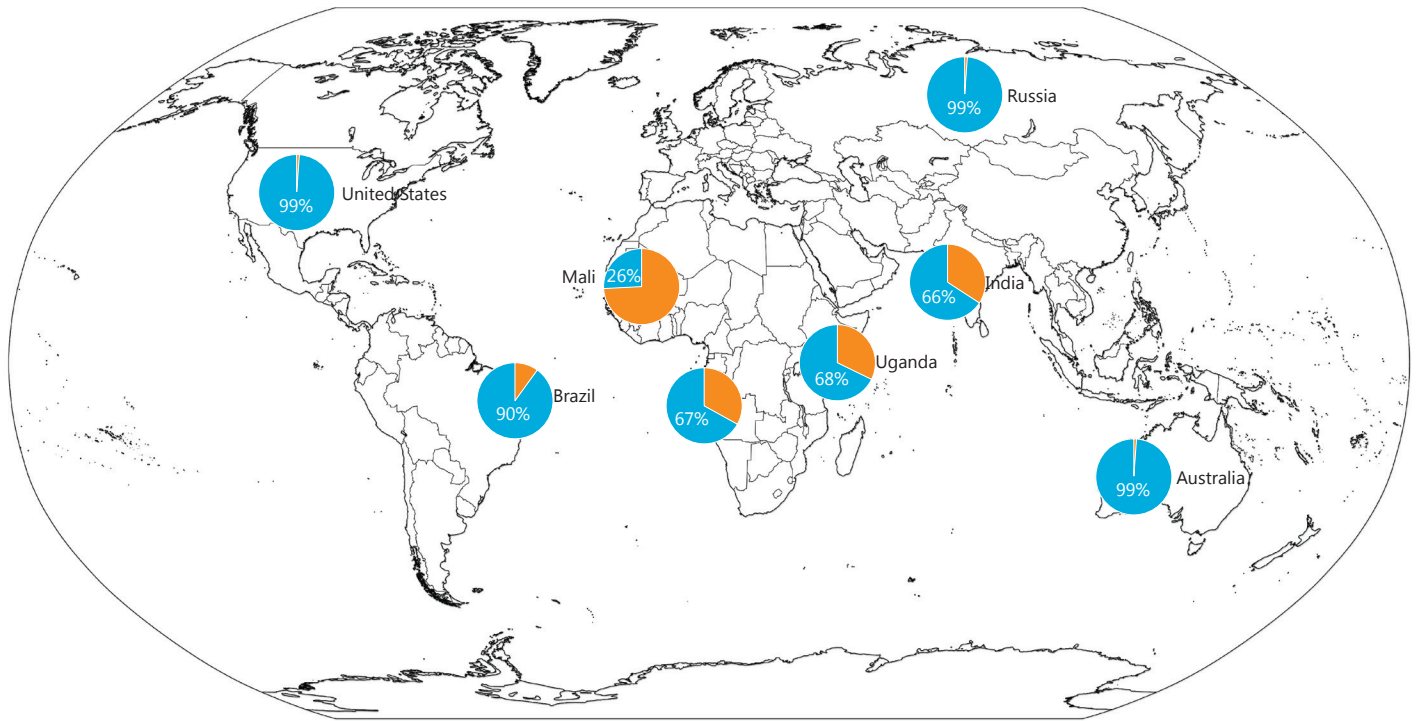
The Grand Central branch of the New York Public Library system approaches the idea of the evolving library from an entirely different direction. The library focuses on the need of the library to be attractive to younger members of the community demographic [early twenties and teens].

towards evolving into the new library is the digitizing of its collection. The Grand Central branch provides its patrons with numerous CDs,, DVDs, etc. This digitization is appealing to the younger demographic as it is familiar and similar to the lifestyle they already lead.

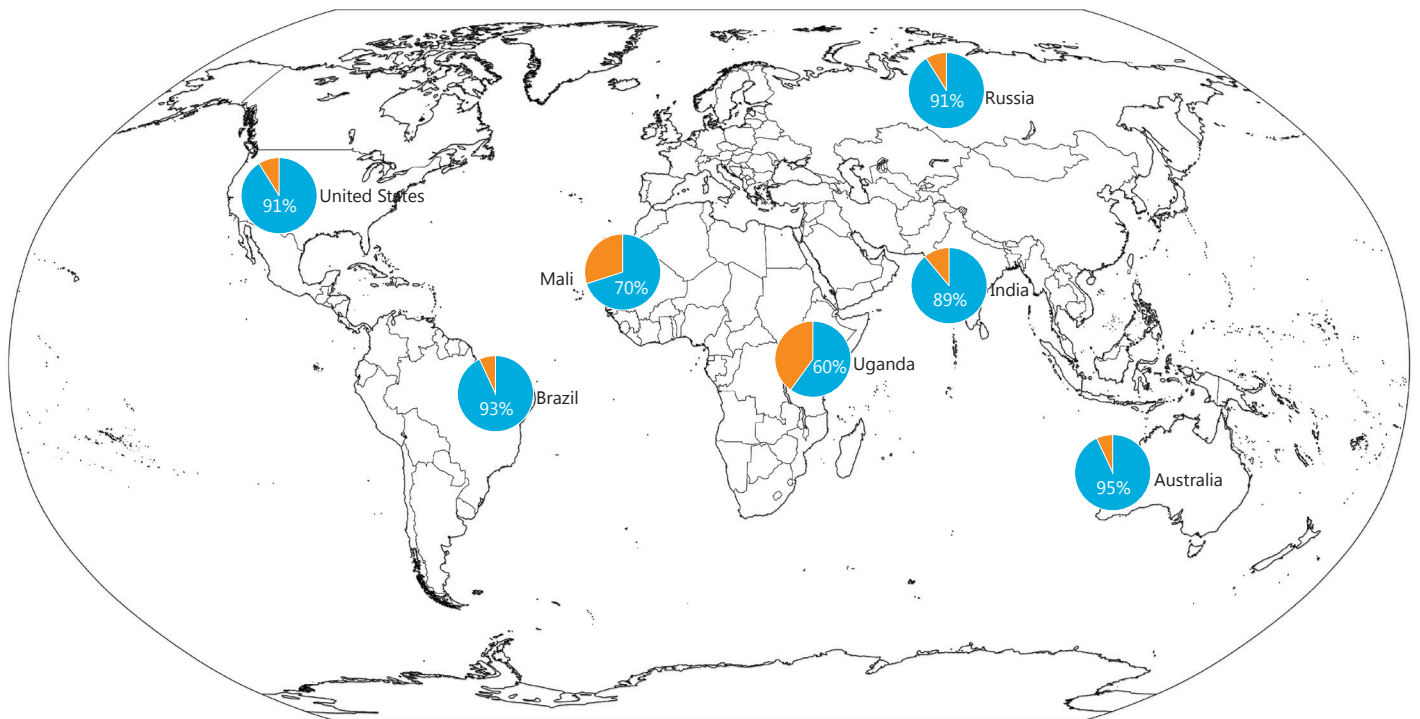
The program that has been introduced is the "teen central" theme- this consists of numerous events that occur almost daily within the library. The program has been so effective that several other branches have begun to adopt similar programs based on their own regional demographic.

A second measure that the library is taking





International Literacy Rates



International Employment Rates