

QUESTIONS ABOUT THE STUDY?

This study is being conducted by the *Institute for Learning Innovation*, a nonprofit research and evaluation organization based in Edgewater, MD.

If you have any questions about this study, please contact **Jessica Luke**, Principal Investigator, at artmuseumresearch@ilinet.org.

 INSTITUTE FOR LEARNING INNOVATION

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(410) 956-5144
www.ilinet.org



This research study is being conducted with generous support from the Institute for Museum & Library Services, and involves the following museums:



919 Broadway, Nashville, TN 37203
(615) 244.3340
www.fristcenter.org

HIGH

HIGH MUSEUM OF ART ATLANTA

1280 Peachtree Street, N.E., Atlanta, GA 30309
(404) 733-4400
www.high.org



The Speed Art Museum

2035 South Third Street, Louisville, KY 40208
(502) 634-2700
www.speedmuseum.org

What do interactive spaces mean to you and your family?

Be part of groundbreaking research to help museums create spaces that better meet the needs of visitors like you.



How you can help:

- ◆ Meet a researcher at the exit of the museum and participate in a 10-minute interview today
- ◆ Complete an online survey later this week and enter to win a \$100 gift card

ABOUT THIS RESEARCH.

More and more art museums around the country are developing interactive galleries in hopes of attracting broader audiences, especially groups and families with children. While some research suggests these hands-on areas are appreciated by visitors, the museum field does not fully understand the value these experiences add to families visiting art museums.

This museum, along with two other art museums in the southeast region, is participating in a three-year study to address this gap. The goal is to better understand what intergenerational groups, like yours, do during their visit, and what they value about their experience; particularly as it relates to the interactive galleries in art museums.

PARTICIPATION IS VOLUNTARY.

Your participation in this research is completely voluntary. You may choose not to take part at all, or if you decide to be included in this research, you may stop participating at any time.

Family Learning in Art Museums

A Regional Study of Interactive Spaces



HOW YOU CAN PARTICIPATE.

Our study involves two parts. The first is a 10-minute interview at the museum today. The second is an online survey that can be done after your museum visit, in the comfort of your own home. You will be sent an email invitation to participate in this online survey in the next few days. Your interview and survey responses will be kept completely confidential.

AND FOR YOUR EFFORT...

In appreciation for your participation in this study, you will be given a small thank-you gift at the end of your interview today. Upon completion of the online survey, you will be entered into a monthly drawing for a **\$100 American Express gift card** that can be used anywhere in the United States where American Express is accepted.

