

# Art Taste

Giving young adults confidence to talk about art

Service System Workshop  
Fall 2017

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**How can Art Institute of Chicago (AIC)  
and Chicago Public Library (CPL)  
collaborate to engage millennials?**

## Research plan

### 5 Events



### 8 Observations

Event participants  
Library and museum patrons  
Local business owners

### 30+ Intercepts



### 5 Interviews

1 5-year resident West Town couple  
1 CPL West town branch manager  
1 CPL West town branch teen librarian  
1 AIC Assistant Director of Community Engagement  
1 AIC Director of Adult Learning and Associate Curator of Interpretation

### Secondary research

Existing programs  
Theories of engagement  
Behavioral patterns of young adults



AIC

"Art has the ability to tell stories, start conversations.

A museum is a space to revisit history, unpack the world."

- AIC Assistant Director of Community Engagement





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## CPL

"We put information out there, we don't take a stand, but we want to inform.

We don't want to be too political, but can still be socially active."

- West Town Branch Manager

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## Young adults

"Back then, the neighborhood was a little rough, but now the neighborhood has changed."

- West Town business owner

"I'm curious about how the neighborhood had changed over time (...)

Gentrification is a big topic."

- West Town intercepts (alderman representative, residents)

## Strategy 1

**Tell stories through art**

**Create space for controversial community topics**



## Prototype 1: West Town Library

A digital/physical platform to share stories  
using art pieces as a trigger



Read  
stories



Type your  
story



Record  
your story

**Prototype 1**

**Users: 0**



## West Town Library Learnings

### Mindset

Many young adults go to the library to pick up books, but they are fully focused on their task.

### Environment

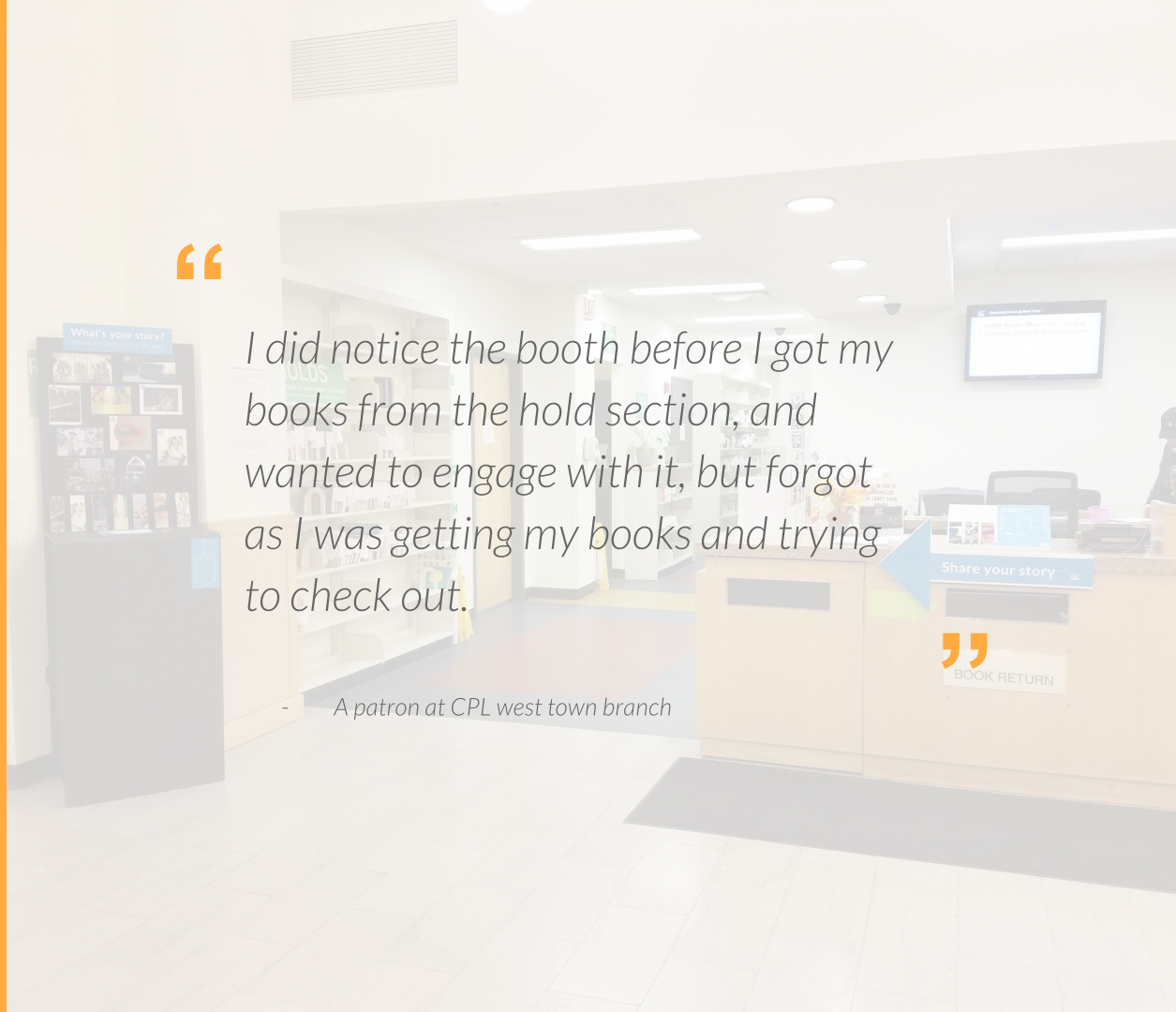
Activities are constantly going on in the library, so the booth is just as easily ignored.

“

*I did notice the booth before I got my books from the hold section, and wanted to engage with it, but forgot as I was getting my books and trying to check out.*

- A patron at CPL west town branch

”  
BOOK RETURN





## West Town Library Learnings

### Appeal

Art pieces were not attractive enough for patrons to stop. There are too many images.

### Signage

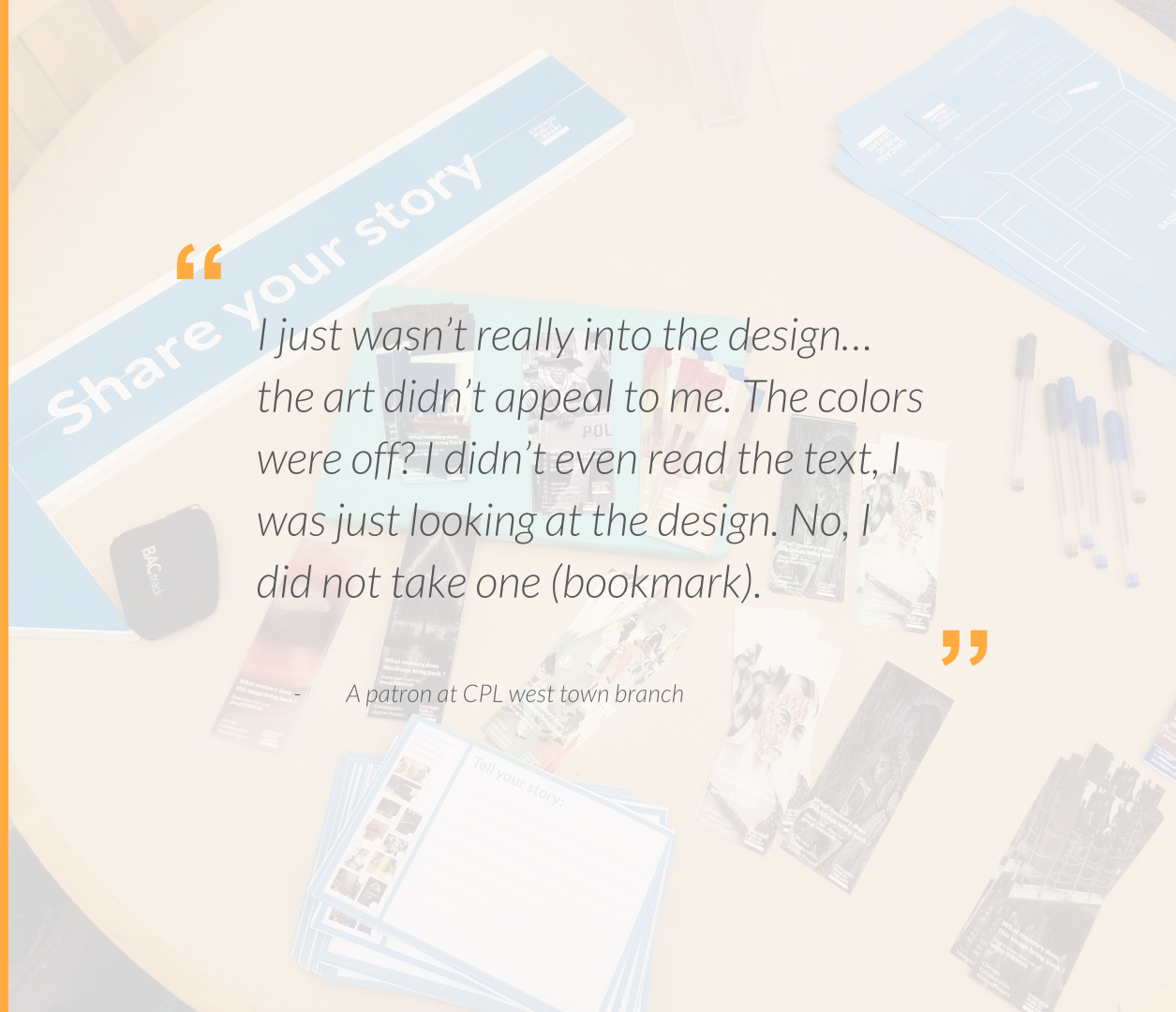
Large sign, extra flyers don't help to call attention.

“

*I just wasn't really into the design... the art didn't appeal to me. The colors were off? I didn't even read the text, I was just looking at the design. No, I did not take one (bookmark).*

”

A patron at CPL west town branch



## West Town Library Learnings

### Interaction / Engagement

Art pieces triggered memories and opinions but no stories. Telling stories is a high cognitive load and people feel shy.

The value of the activity was not clear and direct.

Digital touchpoint is easier to engage with than paper-based.

“

*No, I didn't interact with it. I'm not really that good at art. And in terms of storytelling, I haven't done that since middle-school.*

”

- A patron at CPL west town branch



**Strategy 1**

**So we tried again...**

## Strategy 2

Test in locations where millennials already are

Make the prototype more direct & quick

*But what subject?*

## Tested ideas with people first

*“It would be really cool if I could use pre-existing words to express my thoughts about art, because I don’t have the right language, but I want to learn.”*

- ID Student



## Young adults

“A lot of art can be so...  
unreachable, you know? I just  
don't understand it.”

- *West Town intercepts*





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## AIC

“We offer ways to reflect [upon art] to help facilitate that conversation.”

- AIC Director of Adult Learning and Associate Curator of Interpretation

## CPL

“We want events that are more social, comfortable and relaxed. The library can seem a formal and official place sometimes.”

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## AIC

“We offer ways to reflect [upon art] to help facilitate that conversation.”

- AIC Director of Adult Learning and Associate Curator of Interpretation

“We have partnerships with park districts, schools... to better understand the people we serve.”

- AIC Assistant Director of Community Engagement

## CPL

“We want events that are more social, comfortable and relaxed. The library can seem a formal and official place sometimes.”

“We've had partnerships with bars, like Forbidden Roots.”

- West Town Branch Manager

## Strategy 2

Test in locations where millennials already are

Make the prototype more direct & quick

Give people confidence to talk about art



## Thank you!

Here are some local art events:

*Abstract Thinking: Between Art & Design*

Nov. 30 @ Graham Foundation

*Gallery Night*

Dec. 2 @ Arts Midwest Point

*Podium: Sculptor and Educator*

Thru Jan 18 @ Art Institute

Enter your email to get reminders and stay connected to Chicago art programming.

Done

@ coffee shops

## IIT Library Elevator Bank

**Users: 12**

### Mindset

People were more willing to stop while looking for a break.

### Environment

It stood out because it was in a place where no or few activity usually happens.

Because it's at school, it felt more intimate and trusted, so people felt comfortable to give their age, zip code and even Instagram and handle and email.

“

*I stopped because I'm here everyday, and this was different and seemed fun.*

”

- A student from IIT Downtown Campus



## Hoosier Mama Pie Company

**Users: 4**

### Mindset

People were focused on the pie display or the menu and didn't always see the iPad. People would use it while waiting for coffee or after finishing their food.

### Personal information

People did not leave their personal information, perhaps because it was a more public space and they did not understand why the restaurant would want it.

“

*I thought it was interesting, so I did it (...) But I didn't put info because I just wanted my coffee. I didn't feel the need to give my information.*

— Restaurant patron

”





## Ignite Chicago Event

**Users: 16**

### Promotion

Engagement is more successful when participants know about :

- The presence of an activity
- The time and value of the commitment

### Sharing with others

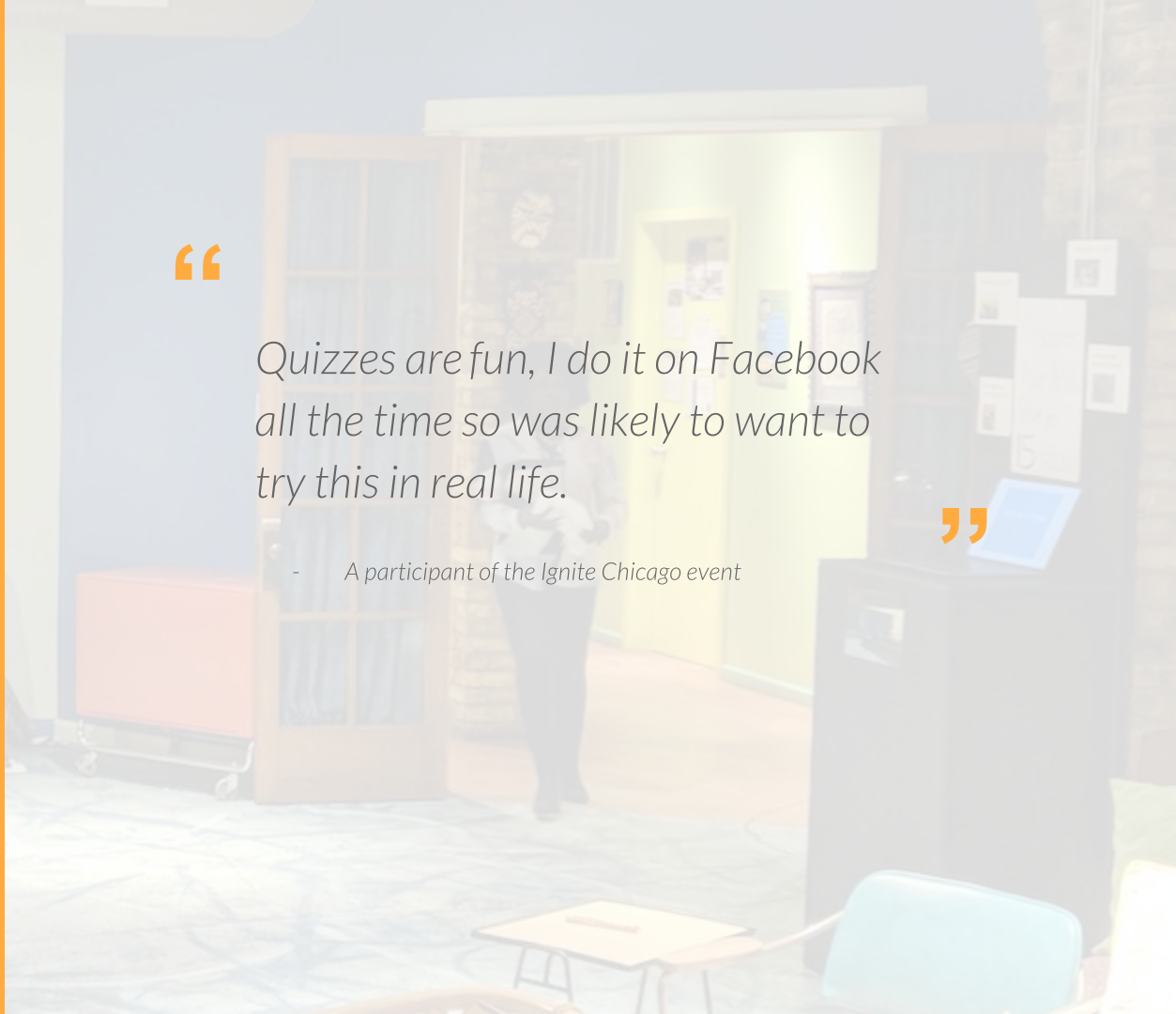
After trying it, some would bring their friends to try it too to compare their results.

“

*Quizzes are fun, I do it on Facebook all the time so was likely to want to try this in real life.*

”

- A participant of the Ignite Chicago event





“

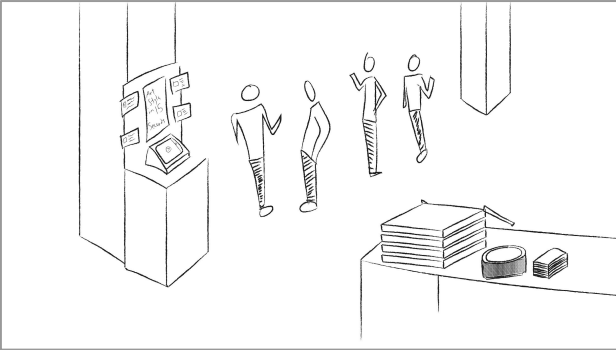
*Why don't you bring this to AIC?... Oh, I'd want to go to AIC after testing the prototype and learn more about the art pieces.*

*- A participant of the Ignite Chicago event*

”

**What does the whole service look like?**

## Design criteria

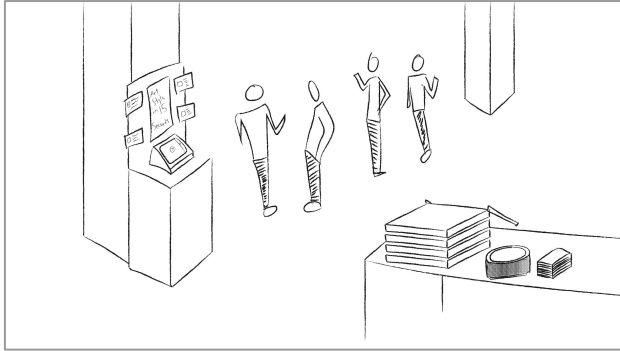


### Context

Go to where  
millennials are  
already relaxing  
and/or socializing

Events, elevator  
banks..

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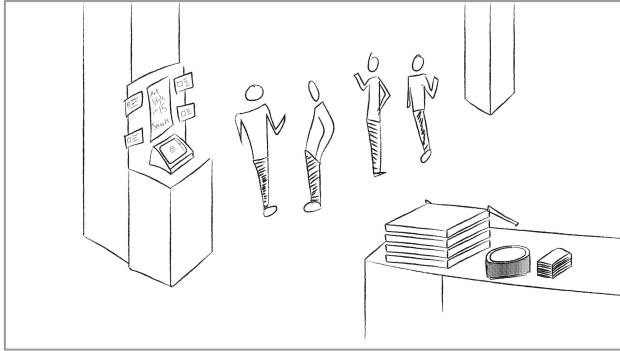


### Interaction & Content

Be clear and direct

Make art content  
fun, appealing and  
simple to use

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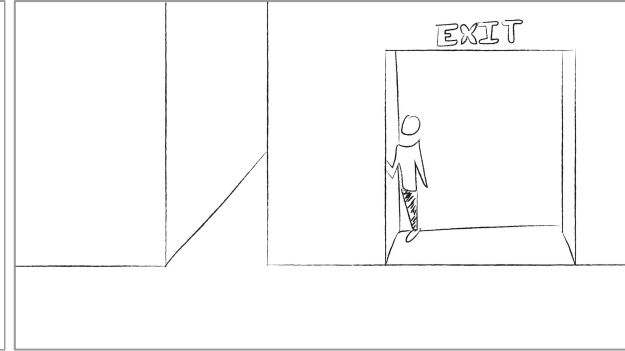
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### Interaction & Content

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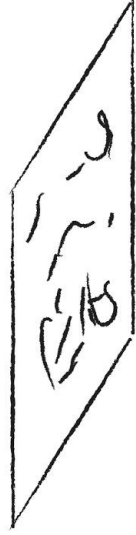
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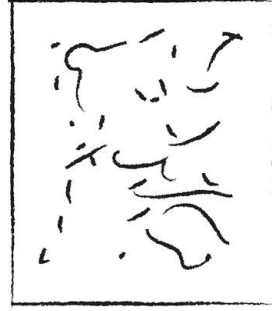
### What next?



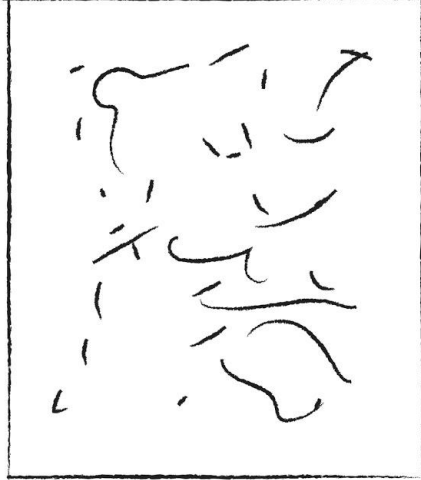




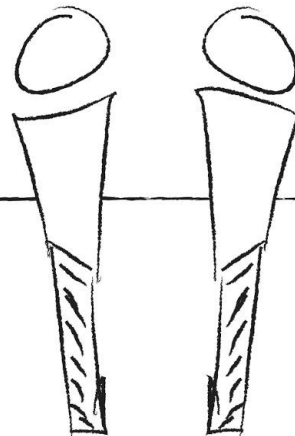
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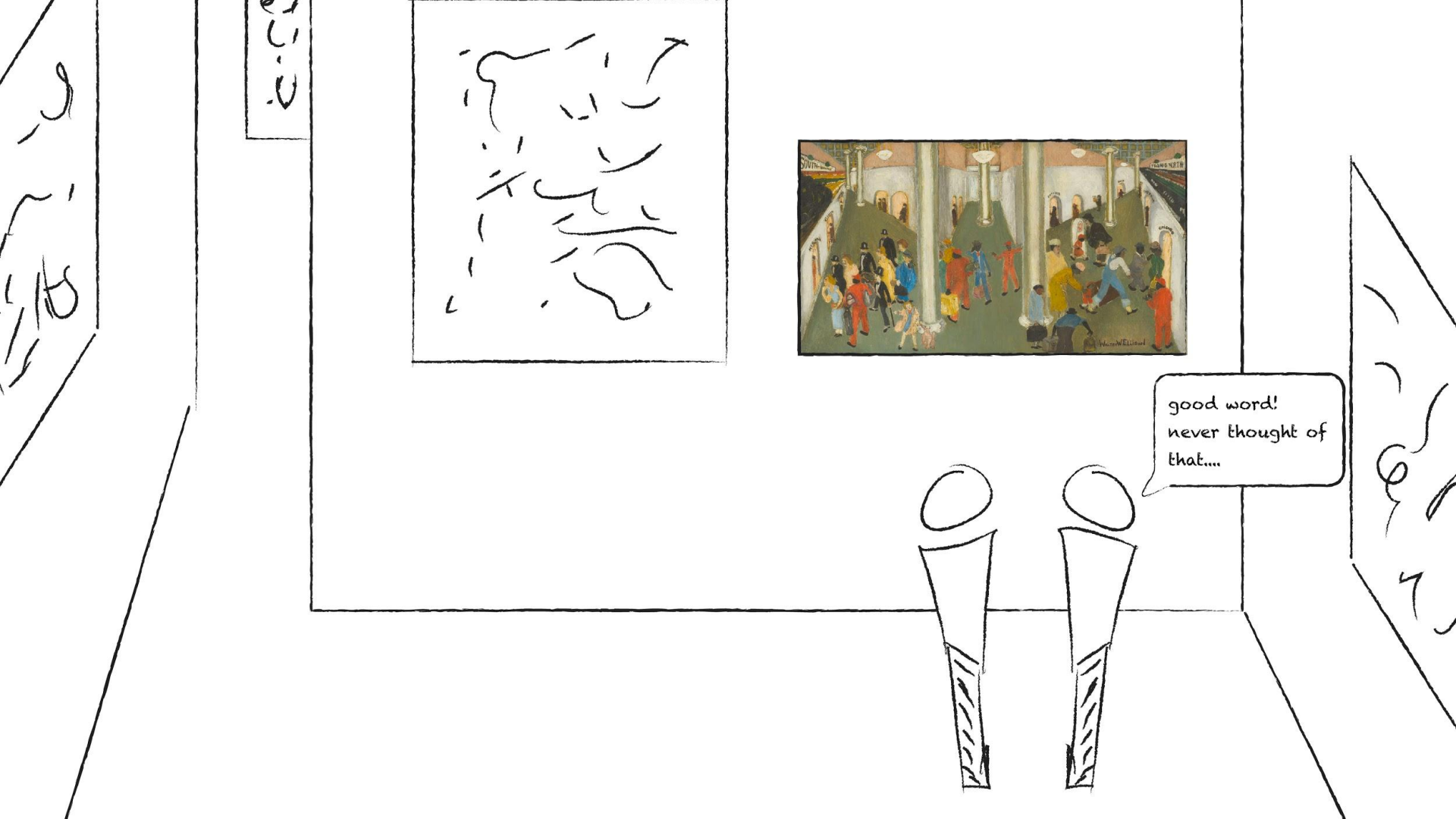


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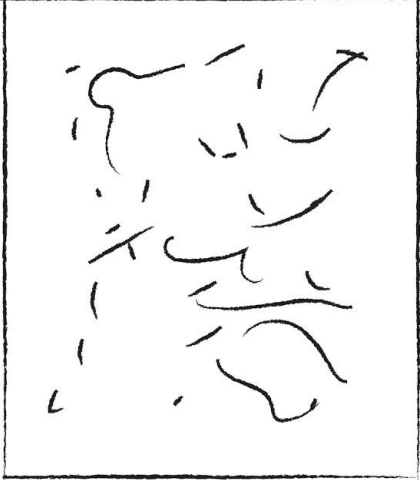


This painting  
looks vibrant





train



good word!  
never thought of  
that....



Service continues at other events.....

A background image showing a man and a woman in a workshop setting. The man is standing and holding a board with several yellow sticky notes. The woman is sitting at a table, looking at the board. The image is overlaid with a teal gradient.

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Provide opportunities  
for them to connect to  
art (i.e. artist profile)

Gain confidence and  
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Share with friends

Something fun



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Entryway to art  
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Outreach for AIC  
events



## CPL

Entryway to art  
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Library brand  
awareness





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Database of contacts  
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**Thank you**

# Appendix



# ART TASTE SERVICE BLUEPRINT

