




ALISON JAMES PROFESSIONAL DEVELOPMENT BURSARY

David Francis, British Museum & UCL



ALISON JAMES ANNUAL PROFESSIONAL DEVELOPMENT BURSARY

- Alison James (1963-2010) specialised in learning, evaluation and visitor studies and served on the committee, including in the role of Chair, of the Visitor Studies Group between 2001 and 2003.
- The bursary is offered to cover travel, conference registration fees or other related expenses up to £500.
- To be eligible for a bursary, applicants must have been a member of VSG for at least 12 months prior to the date of application and not be a current committee member.

DISCURSIVE SPACE CONFERENCE: RYERSON UNIVERSITY, TORONTO (20 – 23 JUNE 2013)



FUNDING – WHAT IT PAID FOR



Alison James Bursary Professional Development Bursary covered conference fees, accommodation, access to heritage institutions not available via an ICOM card



Arts & Humanities
Research Council

Covered the cost of travel

WHY THIS CONFERENCE?



Narrative Space
Leicester
20 – 22 April 2010



Discursive Space
Toronto
20 – 23 June 2013

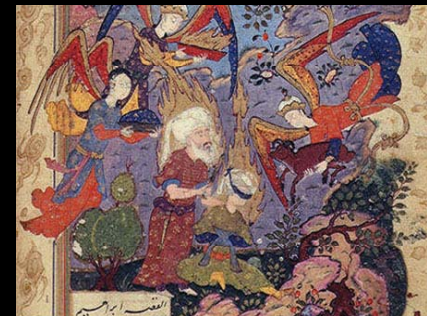
CONFERENCE – BENEFITS

- First ever international conference
- Possible publication opportunities
- Chance to meet some of the big names in American museum studies/visitor research
- Opportunity to represent visitor studies as a discipline
- Chance to visit other heritage attractions in Canada

EVALUATION AS A DISCURSIVE PRACTICE



Hajj: Journey to the Heart of Islam (2012)





Tom McIntyre, New
York University



Cassandra Tilson,
Canada Science and
Technology Museums

CREATING CONNECTIONS



Jona Piehl, Central St
Martins



Jonny Fraser, Curator

MY VISITOR RESEARCH JOURNEY



Chester Zoo



British Museum

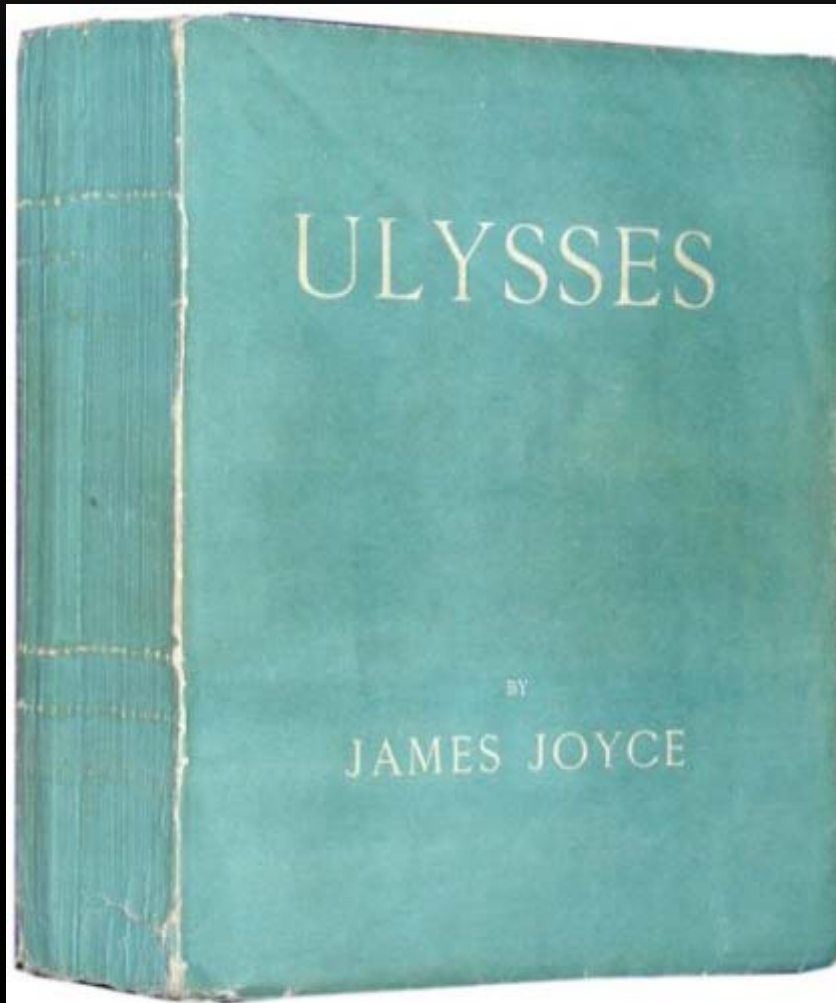


University College London

COMMUNITY OF PRACTICE (WENGER 1998)



MA ENGLISH LITERATURE



CHESTER ZOO – VISITOR RESEARCH (2004 - 2006)



MAGGIE
ESSON

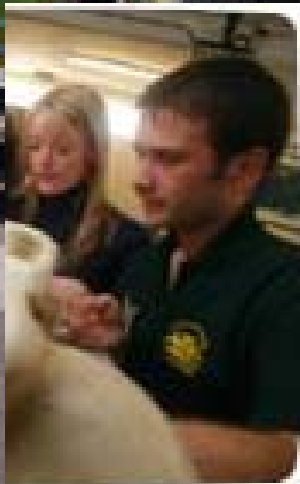
COMMUNITIES

BIAZA

Zoo Educators

DOMAINS

Environmental psychology



ANDY MOSS



PRACTICE: VISITOR TRACKING

Nebamun Gallery

Refusal to answer
Reason:
Lang. Time Other.....

Walkthroughs

#	D	T	G C	D T	L M

#	Date	Door	Time	Group Comp.	Dwell Time
1	05-02	stairs	3:30	4A	27:34

Overall Viewing Strategy: BROWSE

Viewing Strategy
B= Browser
F= Follower
S= Searcher
R= Researcher

Level of engagement
L1= Glance
L2 <10 secs
L3= 10-40 secs
L4= 40 secs +

X= Stop
D= Discussion
P= Photograph
A= Audio Tour engaged

D= Door
T= Time
GC= Group comp
DT= Dwell Time
L= Leaflet M= Map

BRITISH MUSEUM – INTERPRETATION OFFICER (2007- PRESENT)



XERXES MAZDA



ANDREW MCINTYRE

COMMUNITIES

VSG

London Museums reading group

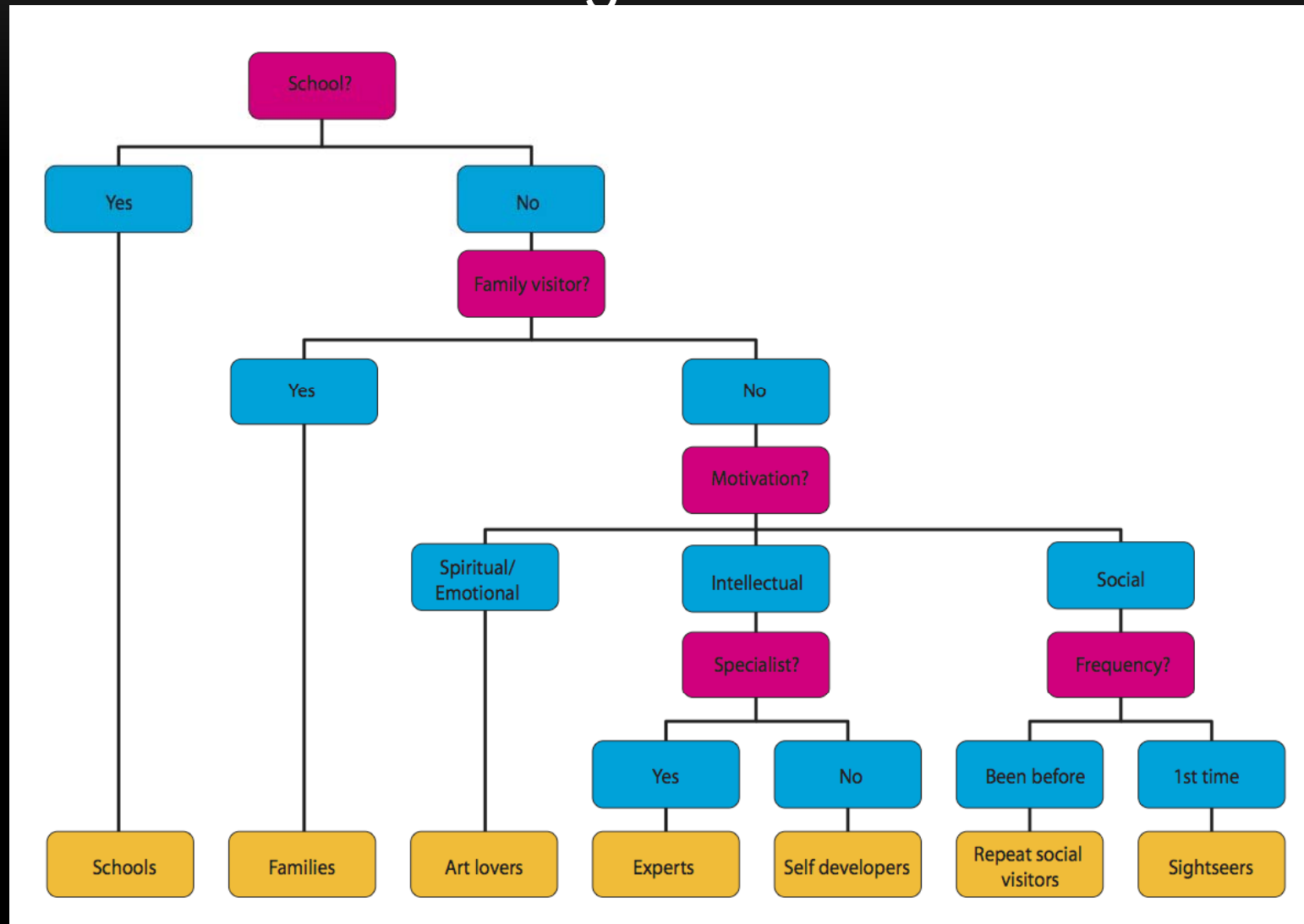
DOMAINS

Interpretation

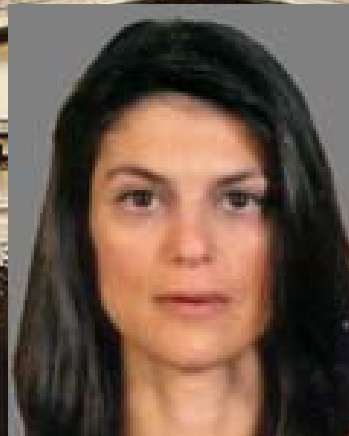
Visitor studies

Museum studies

Closed questionnaire – segmentation



UCL – PHD ON NARRATIVE, IDENTITY AND THE VISITOR EXPERIENCE (2011 – PRESENT)



THEANO
MOUSSOURI
MUSEUM STUDIES



BEVERLEY BUTLER
CULTURAL HERITAGE



TIM SCHADLA HALL
PUBLIC ARCHAEOLOGY

PhD – visitor narratives

Interviewer : You mentioned before that with your background as a doctor that you'd seen a lot of corpses and so were familiar with death, what was your take on seeing the bodies?

EW1: When you're a medical student you see your first corpse for dissection and that's a shock and you dissect, and then on your first night shift , or your first stint as a very junior doctor you'll see a patient who dies for the first time and that's a massive deal and it's very emotional and then there's a lot of brave facing after that. That you care for your patient but when you're faced with a body you know, it's fine, it's fine I don't care. And everyone does care, no one gets away from the fact that this was a human being. Whereas my mother who won't even have the word foot says when she's eating because it's too disgusting. I think she would have run out of there. It doesn't lessen it. The pugilist poses and the baking tendons and the child's face. The parents with the child on their lap, you can't get away from that. These are people that existed 2000 years ago and the problem with history is, you study it, and you read about it and you're fascinated by it and then every so often something gets under the skin and you think to yourself – hang on this was a real person. This is what they dealt with and you get a little shock of reality. And you still get that but I think it had less of an impact because I see death more than most people.

TORONTO IMPACTS 1: NEW CONNECTIONS/ NEW DOMAINS OF KNOWLEDGE



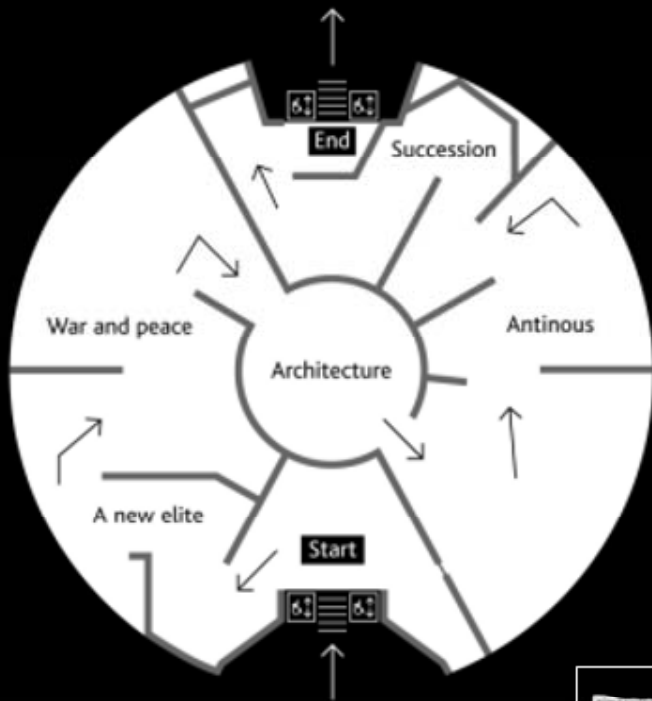
Spatial design theory
Tricia Austin, Central St
Martins



Legible learning cities
Jonny Fraser, New
Knowledge Org , New York



911 Memorial Museum
Tom Hennes Principal, THINC
Design, New York



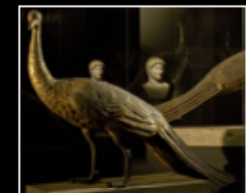
Hadrian: Empire and conflict



Relationship and death of Antinous

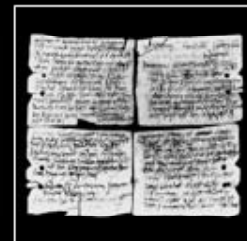


Builds
Pantheon



Succession
and death

Jewish revolt



Withdraws troops
from Iraq

Meet
his family



Introduced
to Hadrian

TORONTO IMPACTS 2: FORMER INTERNS



Cassandra Tilson, Canada Science and
Technology Museums

TORONTO IMPACT 3: OTHER CONFERENCES



Tom McIntyre, New
York University

Creating cultural connections between Muslim
Majority countries and the West, Belagio, Italy



TORONTO IMPACT 4: Designing for exhibitions, Central St Martins, Friday, 25th April 2014



Jona Piehl,
Central St
Martins



TORONTO IMPACT 5: ROM – ROYAL ONTARIO MUSEUM



XERXES
MAZDA
Deputy
Director



Questions

