

# 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

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# WHY THIS CONFERENCE?



Narrative Space  
Leicester  
20 – 22 April 2010

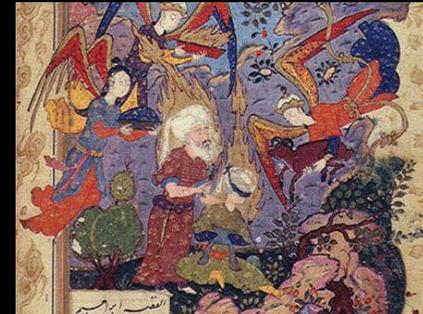


Discursive Space  
Toronto  
20 – 23 June 2013

# 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

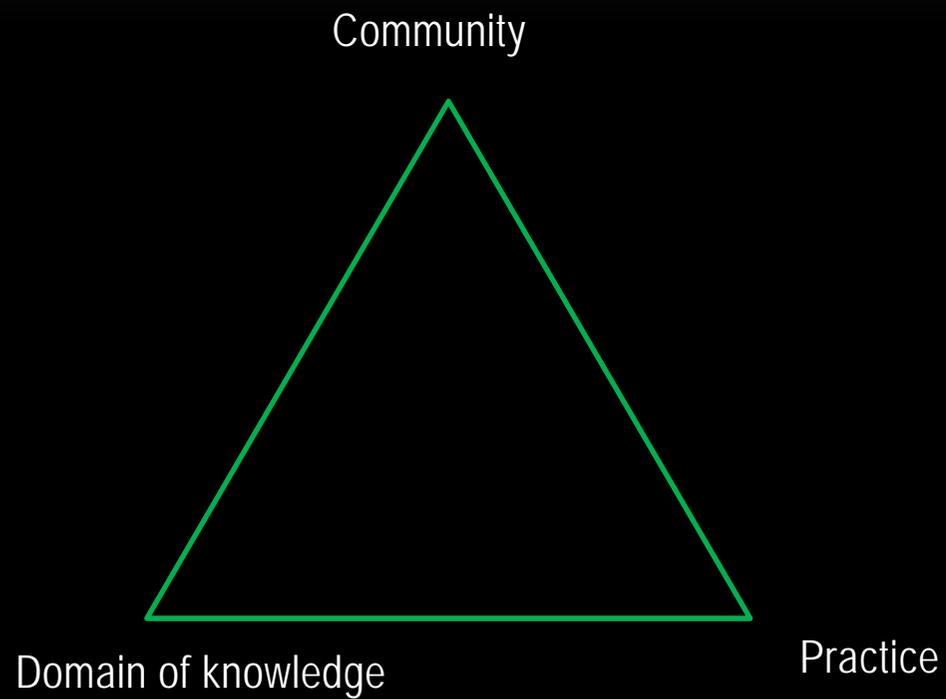


British Museum

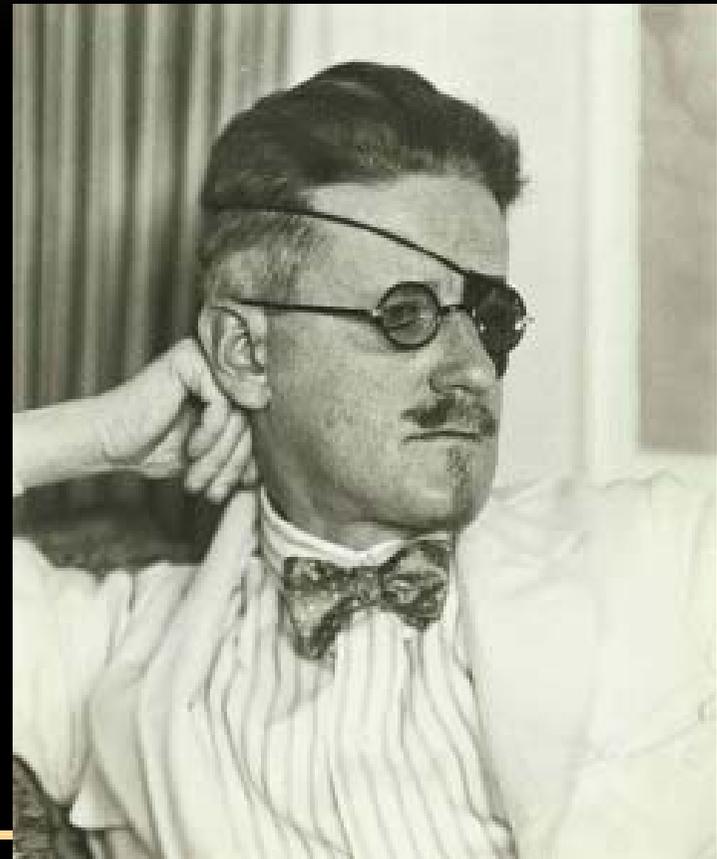
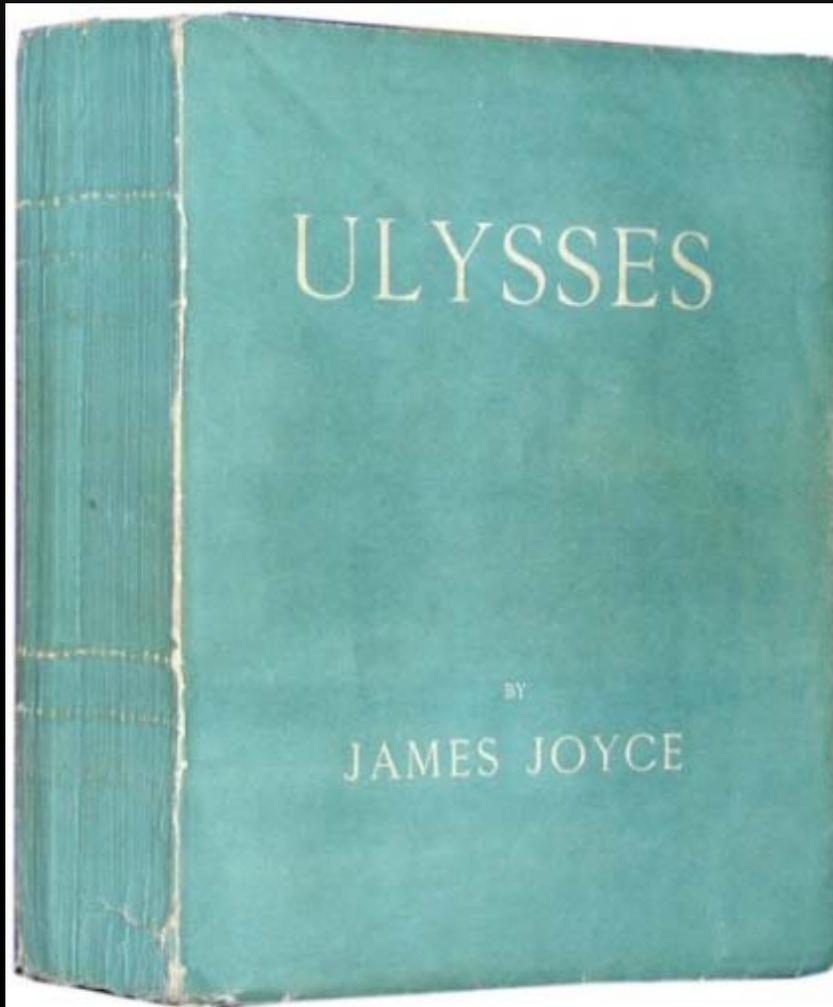


University College London

# 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

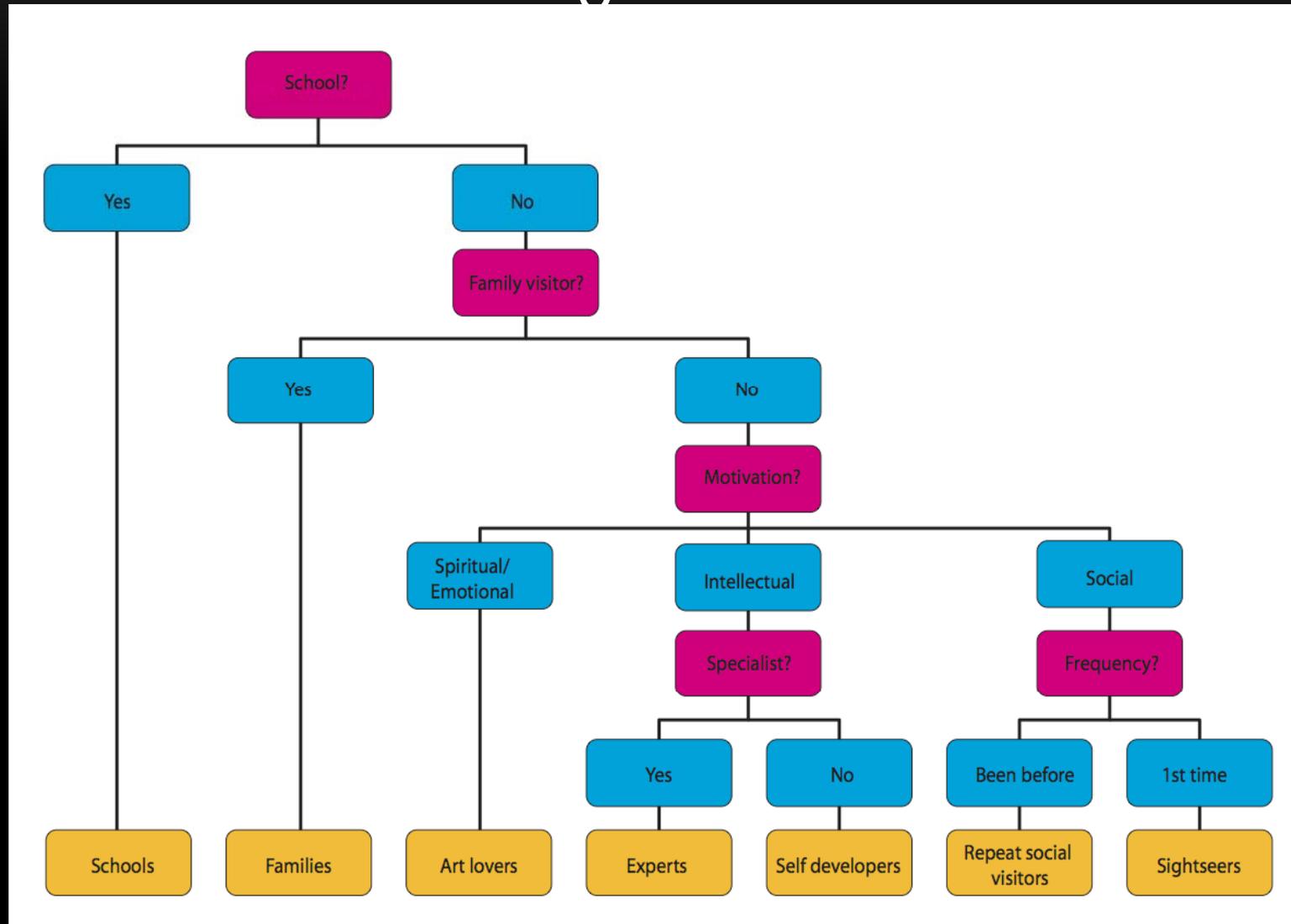
DOMAINS

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.

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# TORONTO IMPACTS 1: NEW CONNECTIONS/ NEW DOMAINS OF KNOWLEDGE



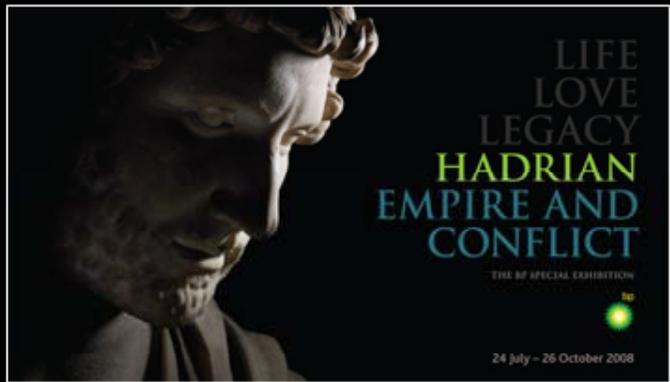
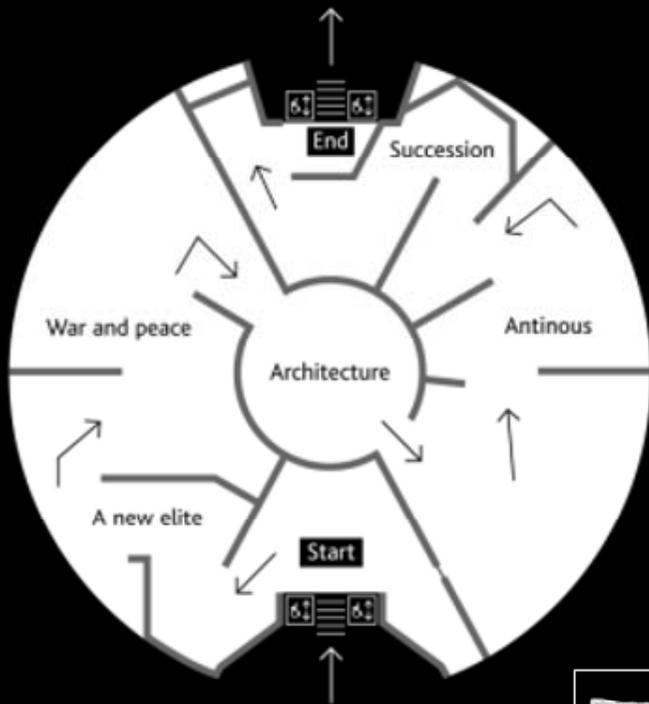
Spatial design theory  
Tricia Austin, Central St  
Martins



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**



Introduced to Hadrian



Meet his family



Withdraws troops from Iraq



Builds Pantheon

Jewish revolt



Succession and death

# 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, 25<sup>th</sup> April 2014



Jona Piehl,  
Central St  
Martins

# TORONTO IMPACT 5: ROM – ROYAL ONTARIO MUSEUM



XERXES  
MAZDA  
Deputy  
Director



# Questions

