

GaTech Design Lab

the Tools, the Team, the Technology, & the Time

The Problem

- There is often no staff capacity to receive, understand and act on feedback from interested non-attenders who have not yet become “buyers.”
- As a result, arts organizations tend to speak to one another and to their most loyal (current) customers.
- This prevents audience building innovation.

The Mission

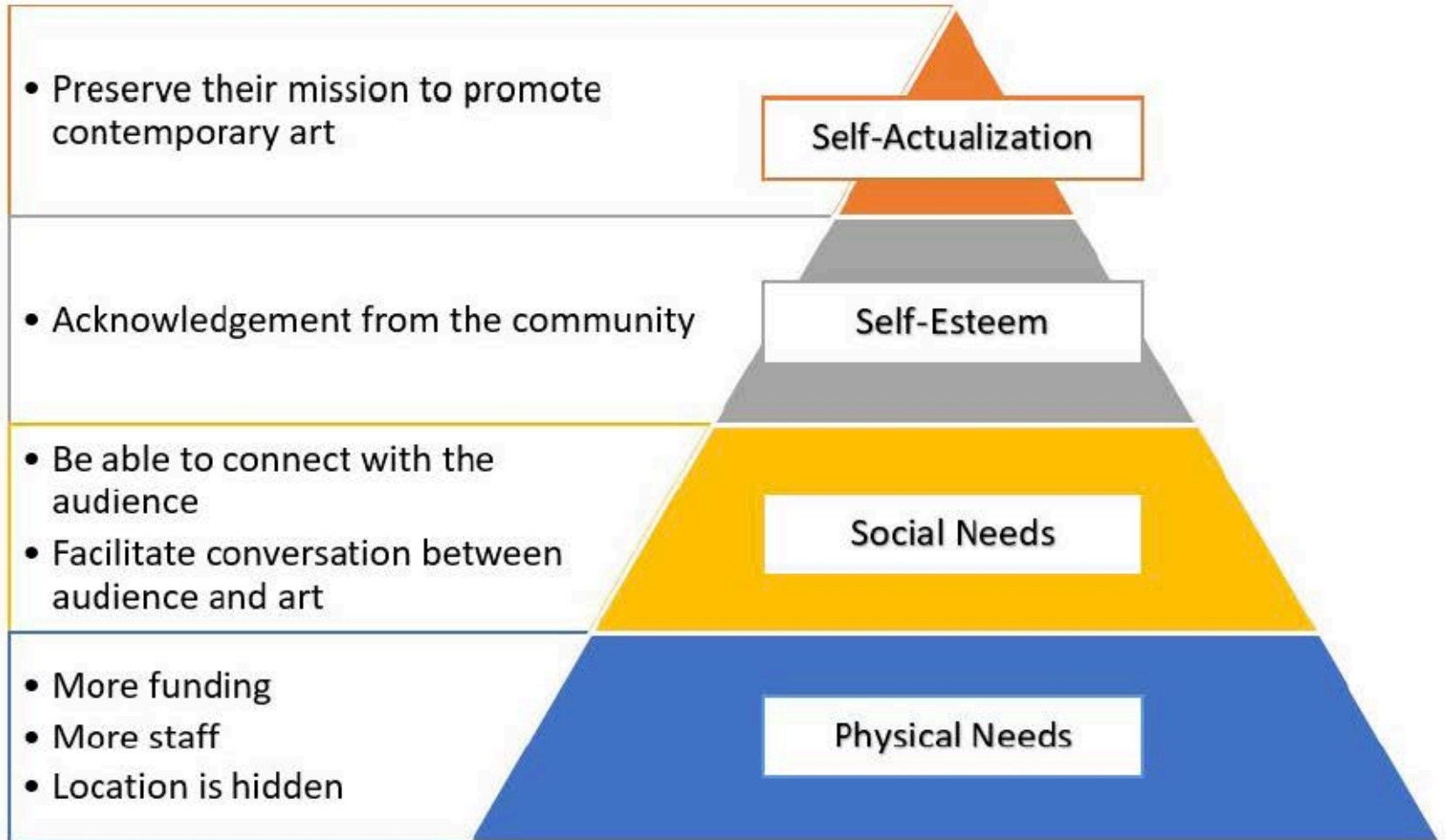
- The work will begin with students understanding the experience of arts groups (empathy,) defining the issue from the user point of view, and then ideating possible solutions. Key questions might be:
 - What is the experience that the audience is seeking from the organization?
 - What is the perception of potential audience members about the experience?
 - What might the organization do to offer an experience that will more closely align with potential audience needs?

THE SOLUTION....

NOT A KIOSK!!!



Maslow's Hierarchy of Needs



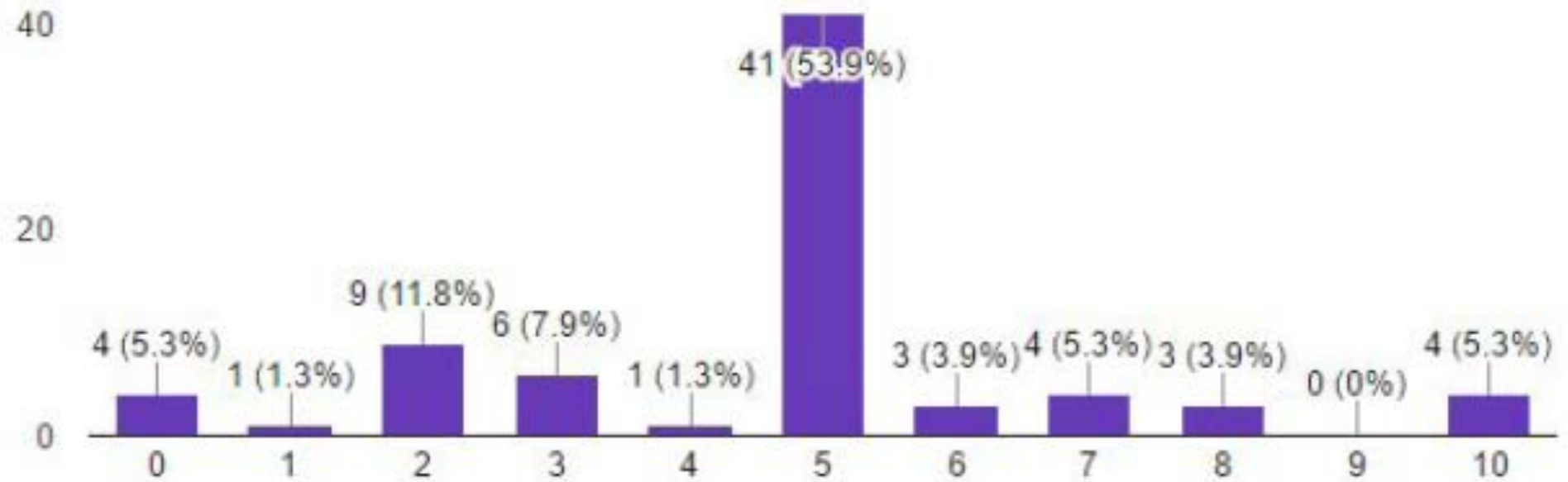
Insight 1

Atlanta Contemporary is
well-known in the “bubble”
of the contemporary art world but
unknown in its own community

Insight 2

Free admission has changed the way we
function and perceive ourselves

In fact ...



Insight 3

Operating under a contradiction: While free admission increases community engagement, identity and purpose are confusing to new audiences.

A pink speech bubble with a white outline, containing the word "Real!" in a white, italicized serif font.

Real!

THE SOLUTION....

A Living Art Wall

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A place for local artists, organizations,
and individuals, to contribute
collaborate with Atlanta Contemporary.

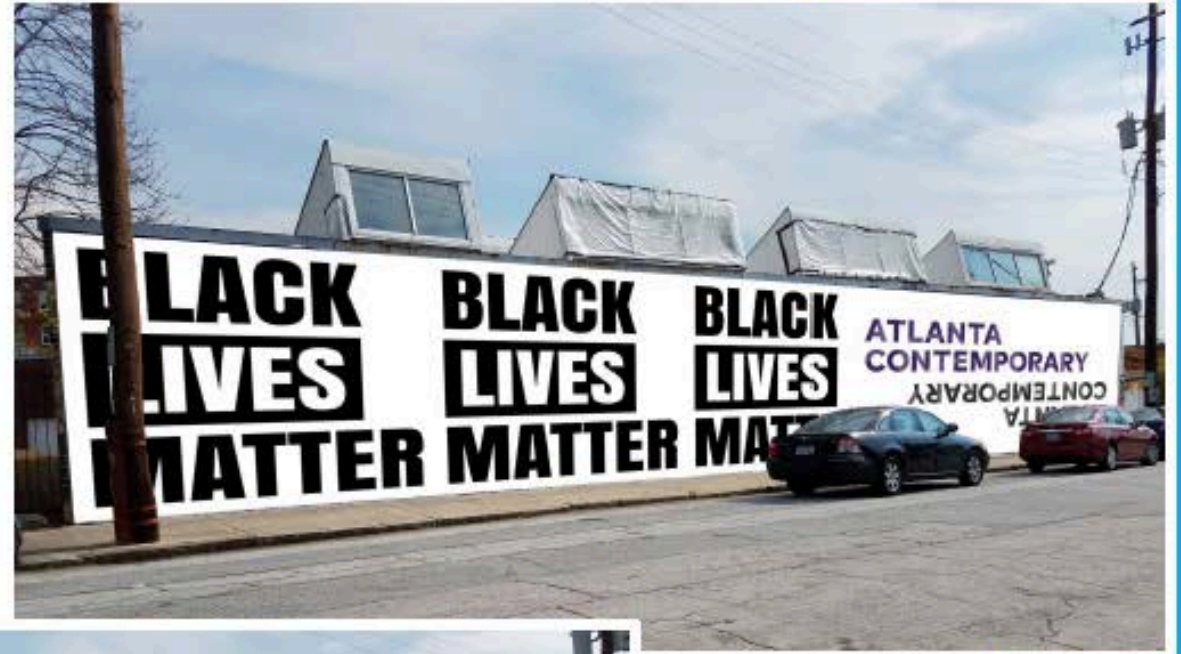
PRESENT DAY



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I commend them on this idea ... BUT the things they did not think about (or know to consider) are:
the (at the time) pending legal battle around murals and the fact that we are in a designated landmark district

So ... what we did



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The. End.