



# What Can We See?

## Museums and Galleries and the International Visitor Experience

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# Museums, Galleries and the International Visitor Experience (MGIVE)

- Department of Modern and Applied Languages
- University of Westminster Pilot Project
- London's Leading Museums and Galleries
- Knowledge Exchange: linguistic and intercultural knowledge/museum knowledge base and needs
- Conception and Evolution: from Round Table to AHRC-Funded Workshop Series



# Pilot Project Scope and Context

- Focus groups:
  - France; Germany; Spain; Russia;
  - Hong Kong; Arab Gulf States
- Linguistic and cultural expertise
- Concept of intercultural communication



# Sample Findings

- Information, Translation and Cultural Expectations
- Cultural sensitivities and insecurities; cultural needs and assumptions
- Negative messages and current dissatisfaction



# What can we do?

- Challenge assumptions
- Be a “generous host” and a “cultural inspiration”
- Share experiences and knowledge
- Develop communication protocol



# AHRC Workshops

- Aim: provide a readily applicable, accessible and adaptable model for the development of culturally-informed, high value, customised information for international visitors
- Outcome: theoretical model and process for 'intercultural navigation' in partnership with individual museums and galleries

# AHRC WORKSHOP SERIES

JULY – DECEMBER 2007

- Workshop 1                      July 2007
- Further understanding, experience and questions regarding international visitor expectations and needs
- Analysis of existing material
- Testing of new material in galleries and museums
- Partnership between intercultural specialists and museum and galleries' marketing directors



# What did we learn?

- Workshop 2                      October 2007
- Experience of using new project material in selected museums and galleries
- The aims of printed information (promotion? information?)
- Cultural Sensitivities and the Issue of Branding
- Cultural Assumptions and the English Text
- A Look at Websites



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# What did we learn?

- Workshop 3                      December 2007
- Further feedback on the project material
- Exchange views and experiences of providing printed and online information for international visitors with colleagues new to the project
- Work on Best Practice Guidelines and a 'Toolkit'
- Dissemination and Application
- The Experience of Working Together



# The Way Forward

- package model developed in different forms and different media allowing international visitors to navigate richer and more relevant journeys through the museums and galleries
- contribute to the image of London as a “generous host” and “cultural inspiration”
- further discussions and work with the National Gallery as a role model for the sector
- further interest from Tate and the Rijksmuseum in Amsterdam