

Minneapolis Institute of Art

Gale Asian Art Initiative

2016

mia

Purpose and Study Objectives

Baseline Measurement

In anticipation of Asian art support from the Gale Family Endowment, Mia wants to methodically and strategically assess audience awareness, perceptions and knowledge over the three-year funding cycle. With multiple Asian art programs, exhibitions, events, ceremonies, lectures, digital offerings planned over the next three years, Mia has abundant opportunities to measure audience attitudes and take actions to elevate overall engagement. As an initial step in September 2016, Mia implemented this Asian Art Baseline Study.

The Asian Art Baseline Survey was designed to:

1. Assess audience current awareness/perceptions/knowledge/understanding of Asian art
2. Compare baselines results by age group, Falk “Visitor Category,” gender, Mia membership, other pertinent demographics and behaviors
3. Provide Mia leadership with a general overview of the community’s current understanding and knowledge of Asian art in order to best guide and enhance future programs and initiatives

Methodology

Online Survey

The process to implement the baseline survey included:

1. Initial content input from Mia leadership and curators
2. Survey design, development and pretesting with Mia team
 - Survey completion time between 8 and 10 minutes
 - No more than 20 closed-end and one open-end questions
 - Asian art visuals
3. Sample identification of 8,000 names and email addresses via Mia's Salesforce program
4. Invitation and web link for Asian Art Study sent by Kim Huskinson, Senior Manager, Marketing & Insights
5. Goal to include a minimum of 400 respondents in baseline measurement
6. Data collection: September 13 to 22, 2016
 - Reminder email sent September 20, 2016
7. Report for review: October 4, 2016

Final response: 492 returns (6% response rate)

Key Findings

Demographics

The “average” Asian Art survey respondent age is *older* than the typical Mia visitor, possibly influenced by the “Asian Art” entitled survey. Accordingly, data weighting has been applied to more realistically understand how attitudes/behaviors would fall if given the more typical (younger) Mia audience demographics.

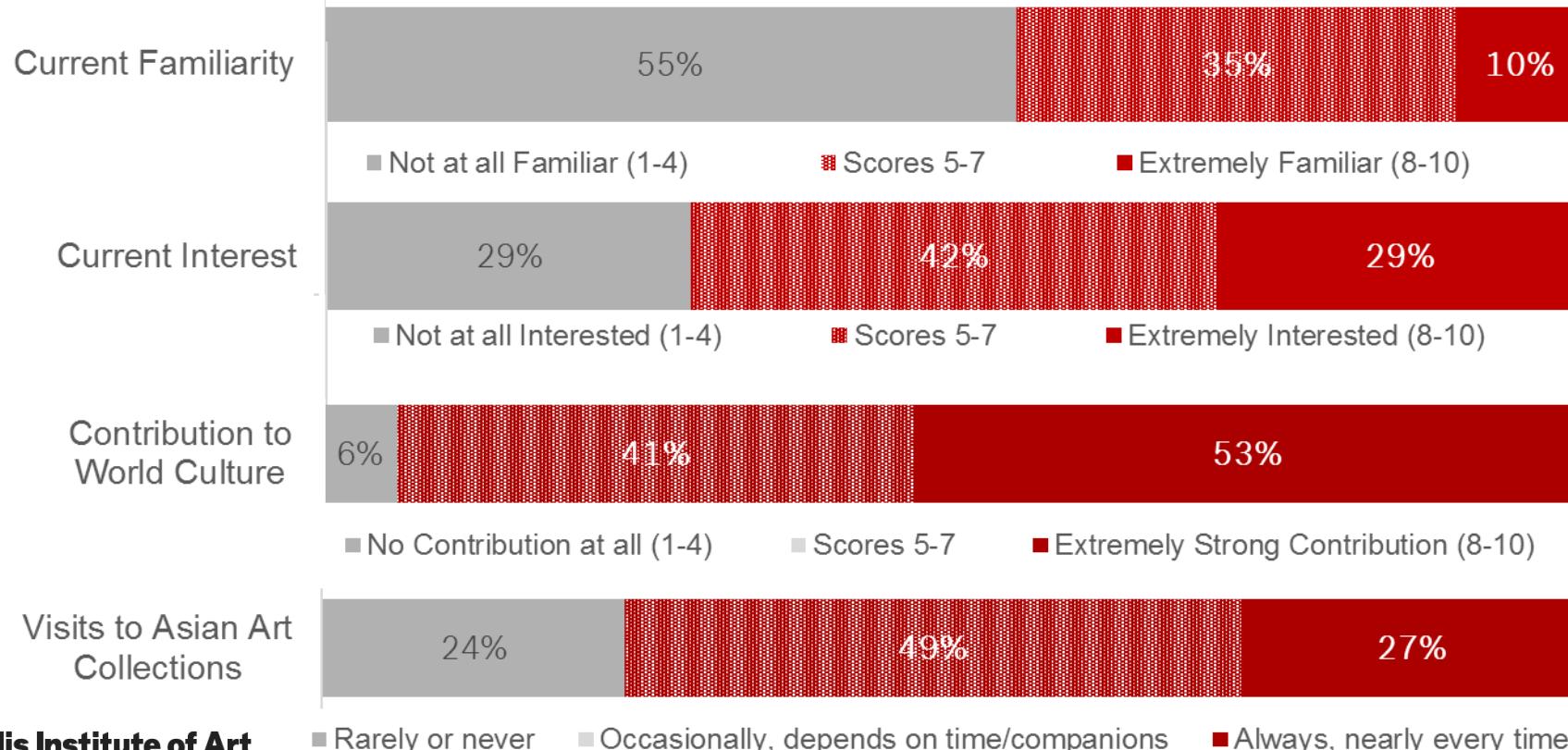
Higher proportions of women, Caucasians, BA+ education and current Mia members are also represented in these Asian Art survey findings.

Mia Studies	Average Age	Female	Households with Any Children	Caucasian	Average Household Income	Education: BA+ Degree	Current Members
2016 Asian Art	55/44* years	76%	43%	89%	\$93K	88%	68%
2016 Visitor	40 years ↓	61%	40%	77% ↓	\$82K	61% ↓	22%
2014 Visitor	42 years	61%	39%	82%	\$84K	66%	18%
2012 Visitor	42 years	59%	35%	86%	\$77K	69%	21%
Base	462-891	458-889	455-880	449-873	421-836	463-881	431-885

Key Findings

Familiarity/Interest in Asian Art

Over half of survey respondents (55%) consider themselves “not at all familiar” with Asian art, yet a sizeable group (29%) report being “extremely interested.” Even more respondents (53%) believe Asian art provides an “extremely strong contribution to world culture.” Another positive indicator, substantial numbers “occasionally” (49%) and “always” (27%) visit Asian art collections when they frequent Mia and other museums.



Key Findings

Image Familiarity/Likelihood to Attend Events

Familiarity/knowledge of Mia images ranks traditional over contemporary artworks. Interest in future events follows a similar pattern.



Baiitsu
Landscape

#1



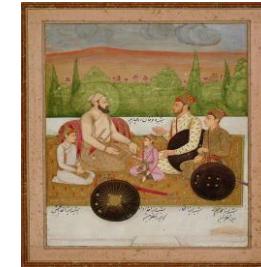
Thai Walking
Buddha

#2



Chinese Imperial
Dragon Vase

#3



Fakir Khan and
His Sons

#4



Chicho
City

#5

In-Gallery Special Exhibition	Pop-up Tea Ceremony	Chinese Dance Theater	Third Thursday Event	Four Session Class
Minn #1	#2	#3	#4	#5

Key Findings

Asian Art “Attention Grabbers” and Best Learning Formats

Top draws include paintings, sculpture, prints and drawings. Lectures, docent tours and self-study are favored learning modes.

Paintings 71%	Sculpture 69%	Prints/Drawings 62%	Textiles 52%	Decorative Arts 43%
#1	#2	#3	#4	#5



Lectures from
Experts

#1

Docent
Tours

#2

Self Study

#3

Combined Art/
Music/Dance

#4

Interactive
Seminars

#5

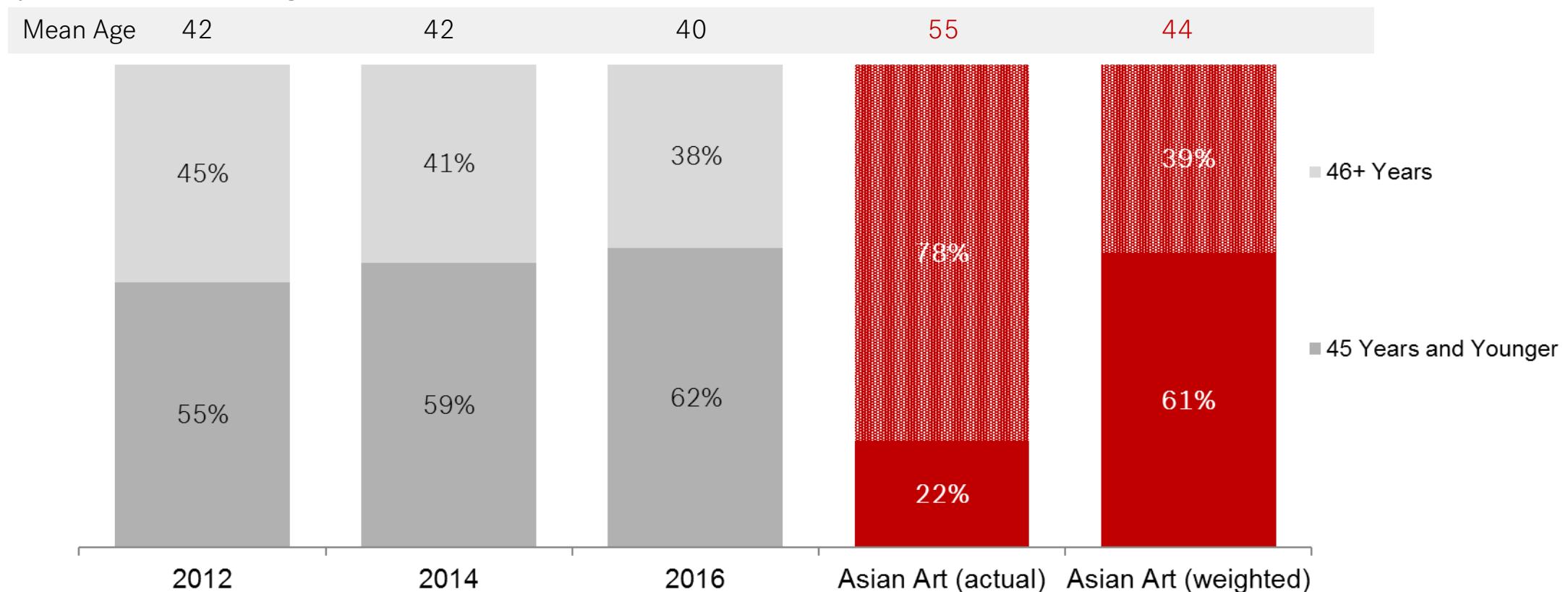
Demographics

Who participated in the Asian Art survey?

Visitor Ages

The “Asian Art” entitled survey attracted an audience significantly older than recent Mia visitor tracking studies.

To offset this skewed response, “data weighting” has been applied to these report results. Data weighting is conducted with demographic data (age, in this case) to more realistically understand how attitudinal or behavioral factors would fall if given respondents representing more typical audience demographics.



Falk's Museum Visitor Categories

Experience Seekers (39%) emerge as the predominant Asian Art survey respondent – notably higher than recent Mia visitor studies.

Possibly the survey invitation subject line of “Asian Art” impacts this response pattern.



Base answering question:

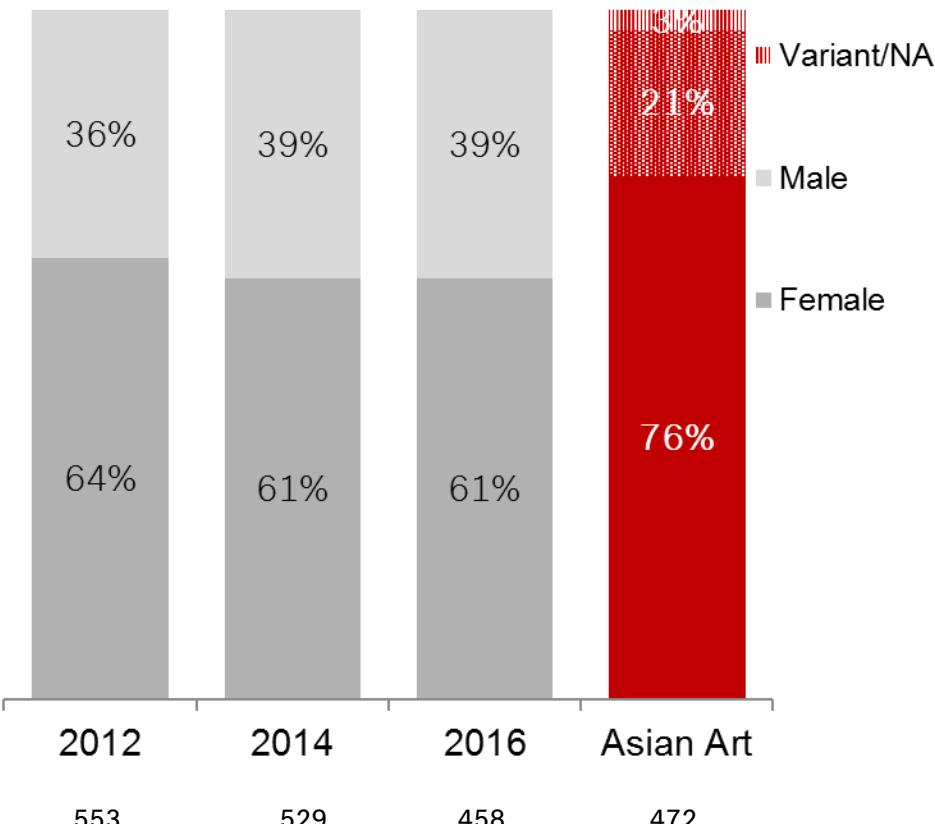
Minneapolis Institute of Art

See Appendix for descriptions of Visitor Categories

* % from January 2014 GoodWorks Follow-up Study

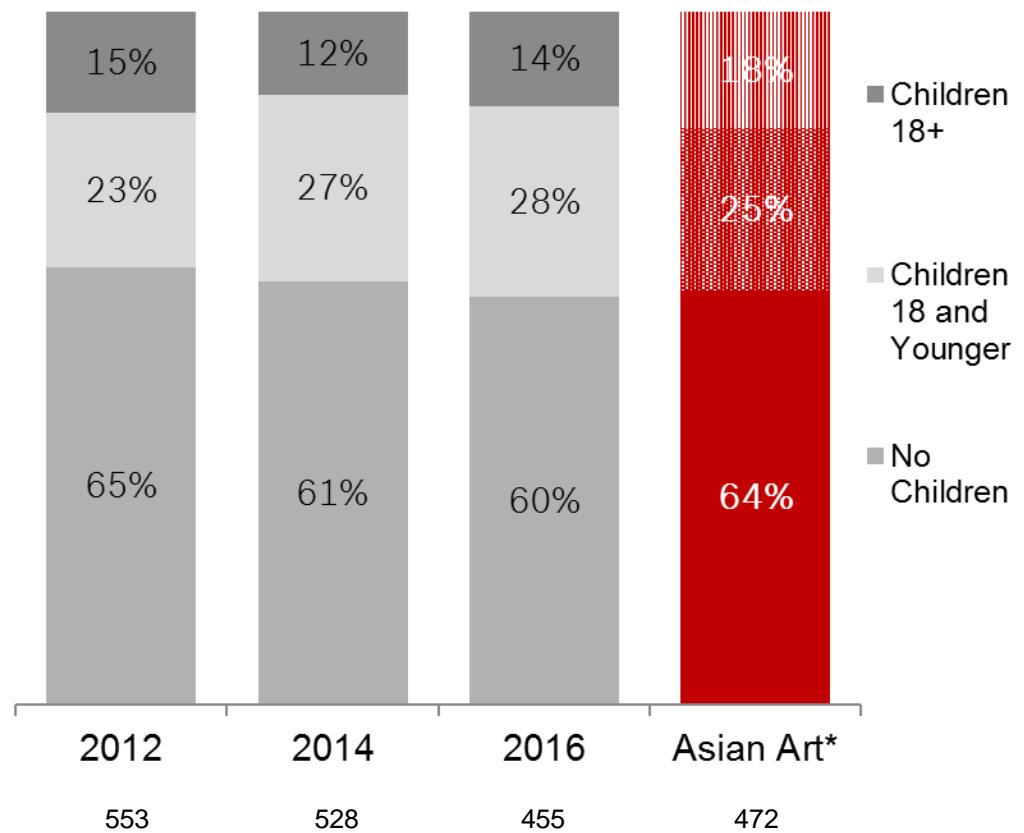
Gender

The representation of females in the Asian Art survey is higher than recent Mia tracking.



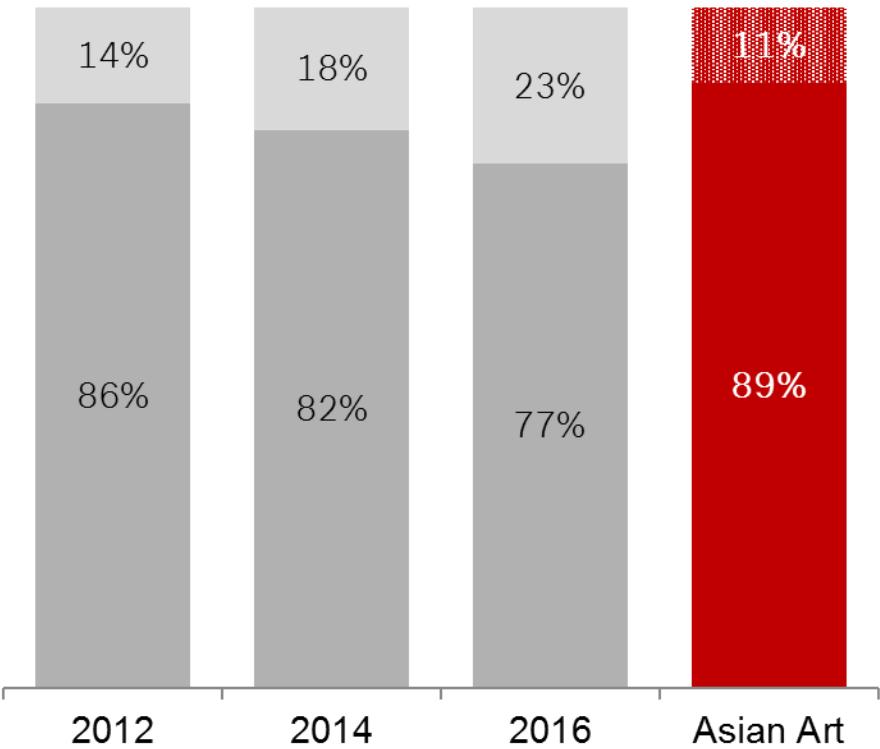
Household Composition

Household composition tracks very similarly with Mia visitors. Over 40% of households include children; over 60% do not.



Background

The Asian Art survey base is *less* diverse than prior Mia visitor tracking results.



Base

544

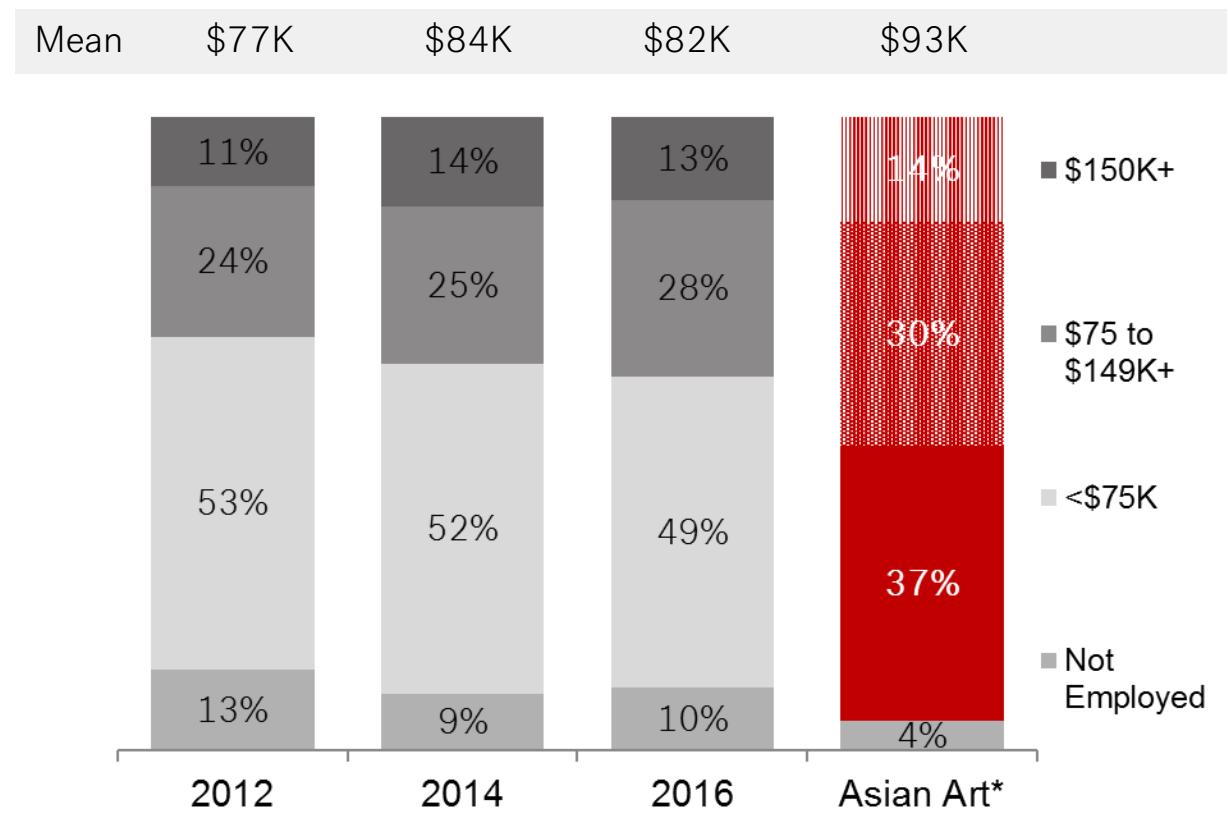
533

449

461

Household Income

Average household income levels are *higher* than recent visitor studies.



513

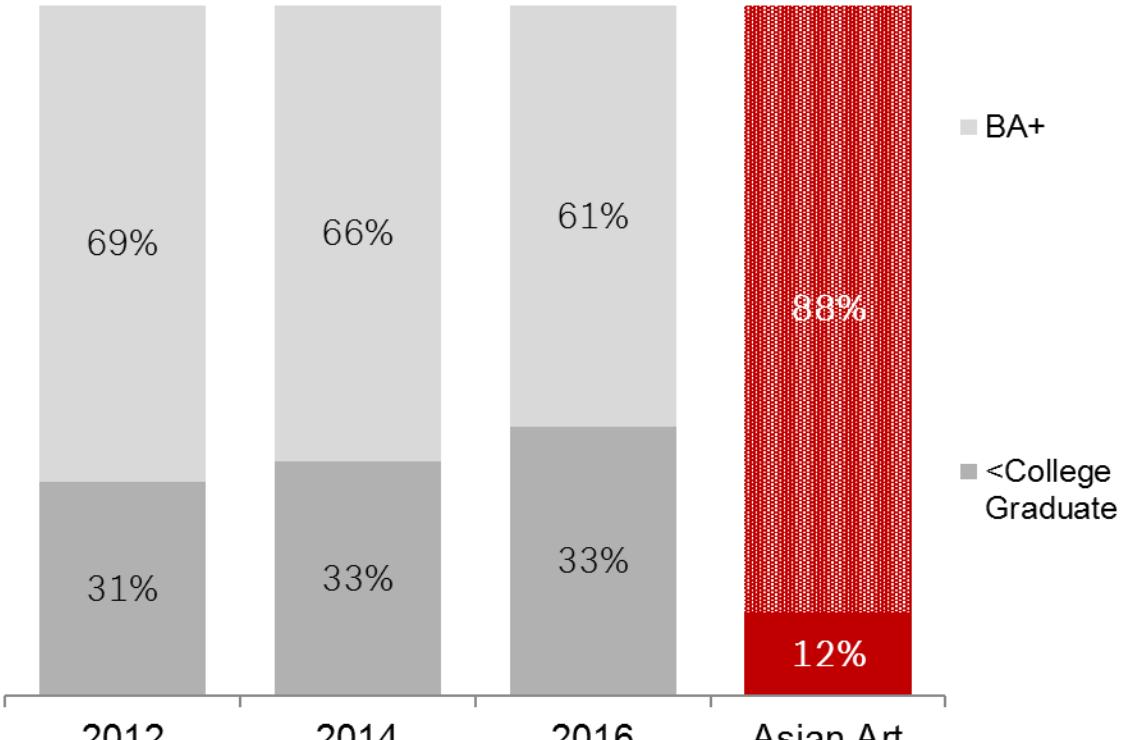
501

421

471

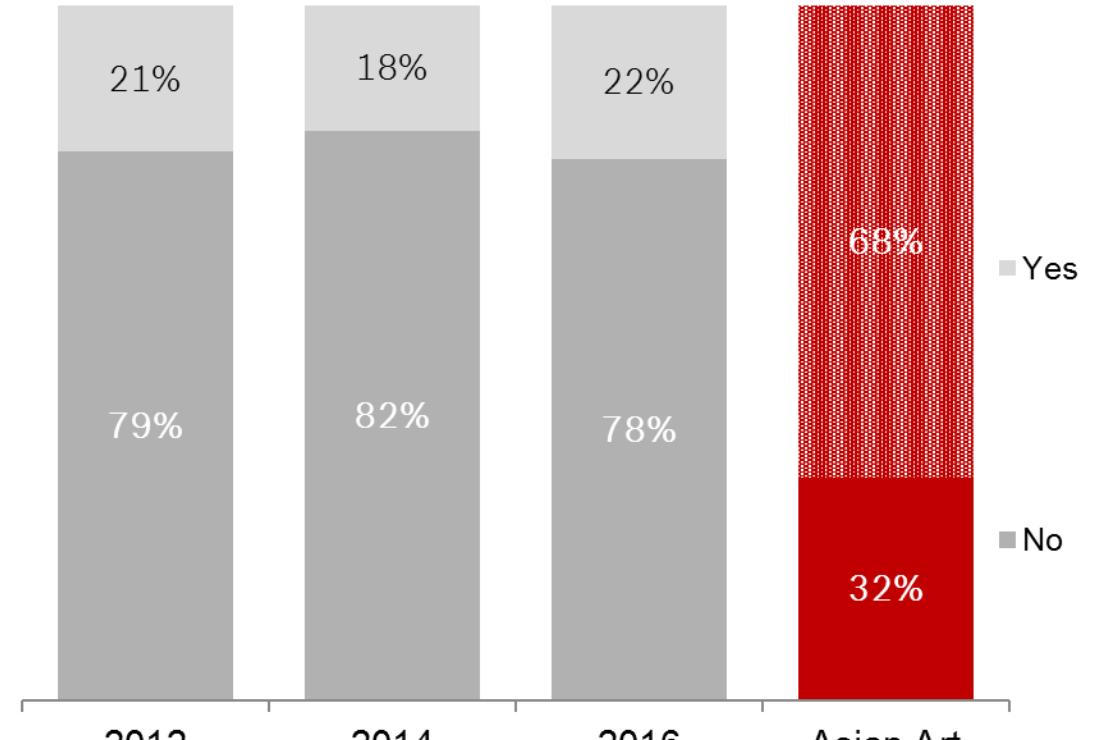
Education

Asian Art survey respondents are *more educated* than recent Mia tracking data.



Mia Membership

Mia membership is definitely *higher* among the Asian Art survey participants.



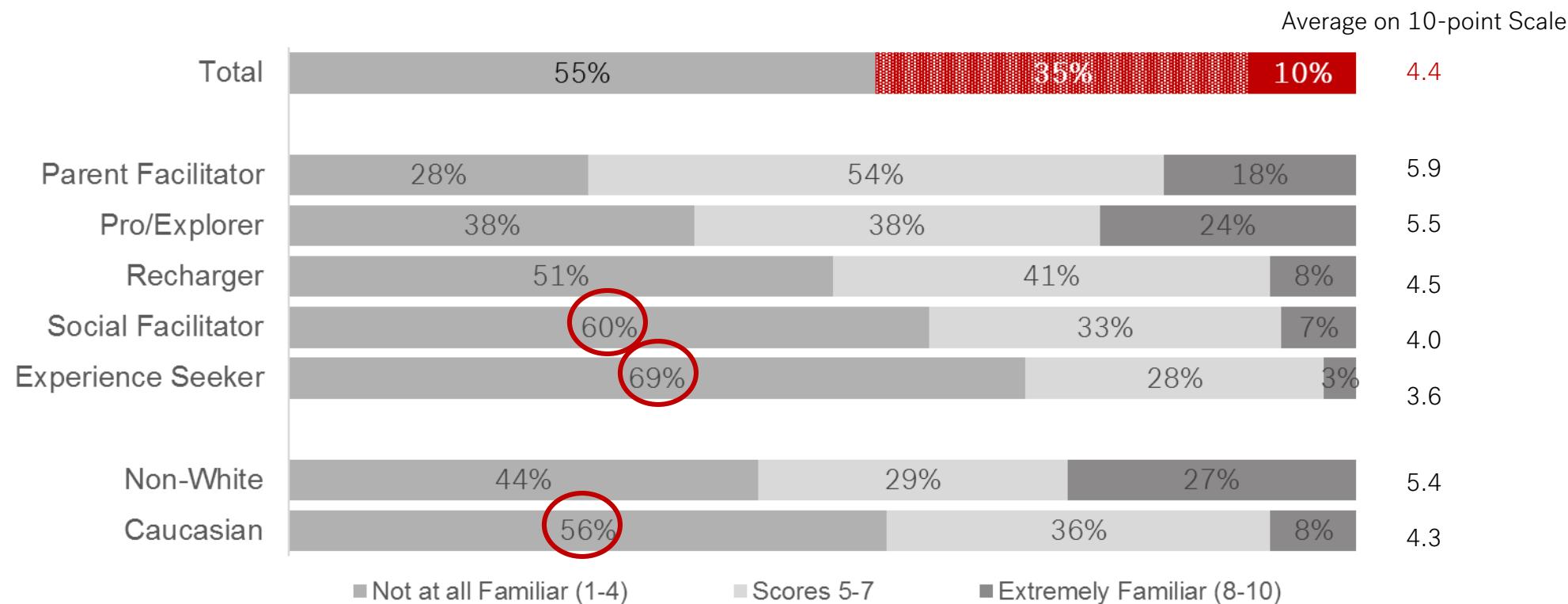
Familiarity and Interest

How do respondents perceive Asian Art?

Current Familiarity with Asian Art

Over half of all respondents (55%) report having no or very little familiarity with Asian art; just 1 in 10 describe strong familiarity. Differences by visitor category and primary background are evident. Social Facilitators (60%) and Experience Seekers (69%) record lowest familiarity levels. Caucasians register lower familiarity than their non-white counterparts.

No differences, however, are noted by age group or gender.

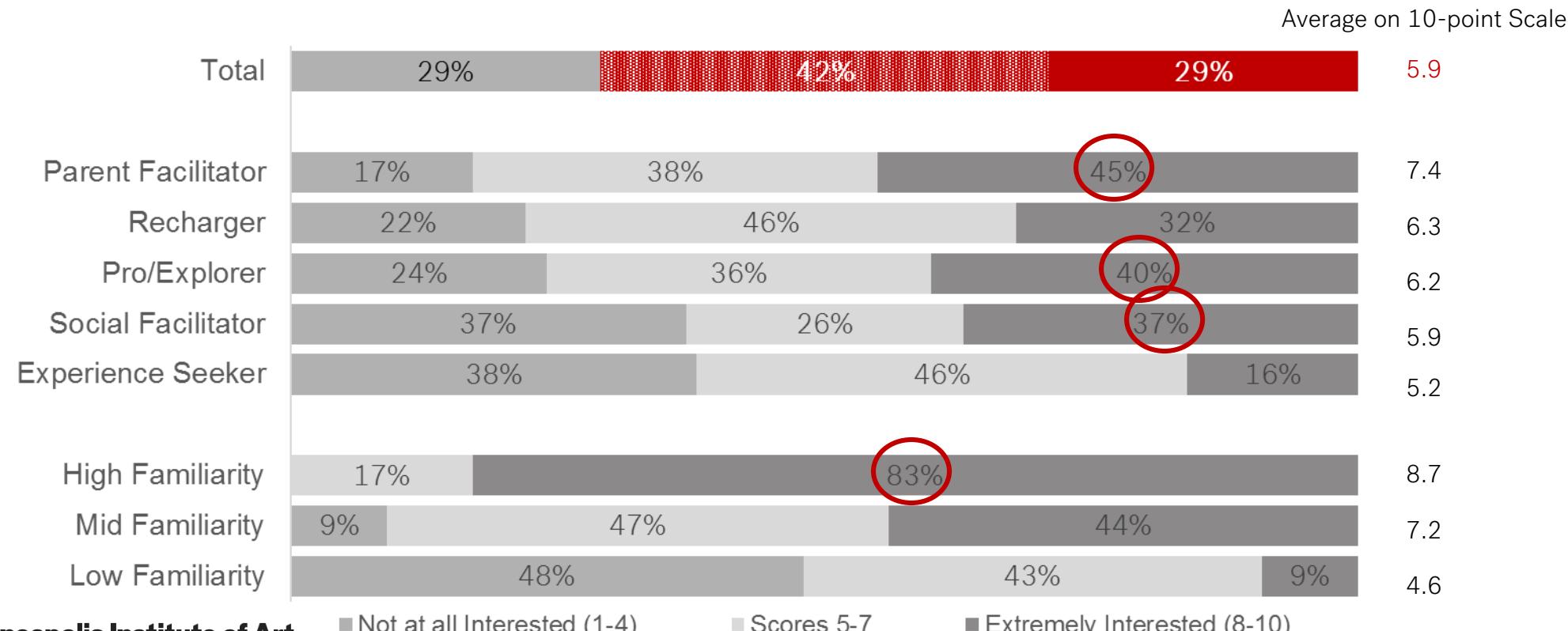


Current Interest in Asian Art

A sizeable group (29%) is “extremely interested” in Asian art, possibly attributed to their acknowledged lack of familiarity.

Parent Facilitators (45%), Professional/Explorers (40%) and Social Facilitators (37%) report highest interest levels. As would be expected, those most familiar with Asian art are also *most* interested (83%).

No differences are apparent by age, gender or background.

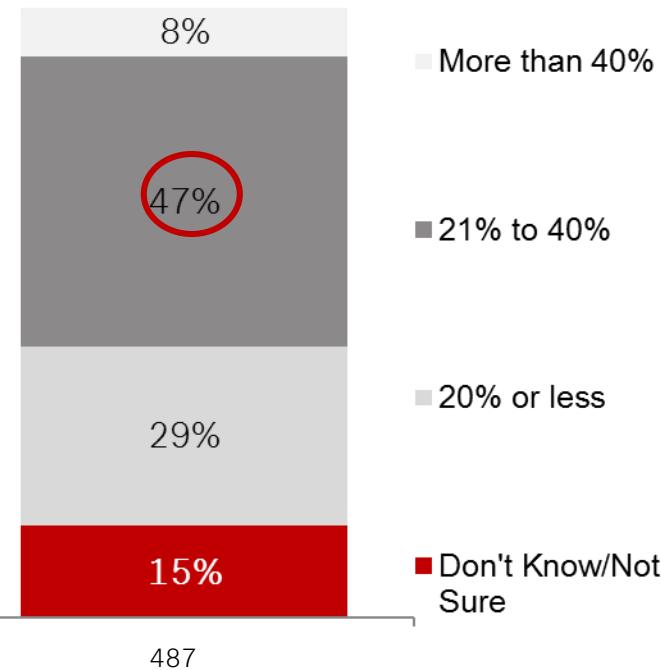


Asian Art Collection Perceptions

Nearly half (47%) estimate that Asian art comprises 21% to 40% of Mia's entire collection.

These impressions are consistent across all respondent categories.

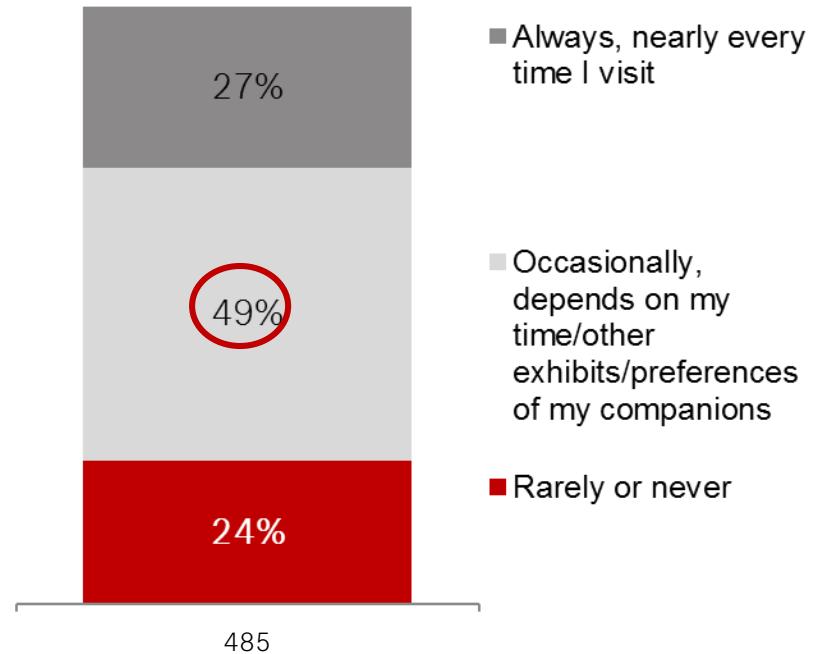
Note: At present, Asian art occupies 20% (32,200 sq. ft.) of the total display space (161,000 sq. ft.) for art at Mia.



Frequency of Asian Art Visits

Respondents most often identify themselves as "occasional" visitors of Asian art collections (49%).

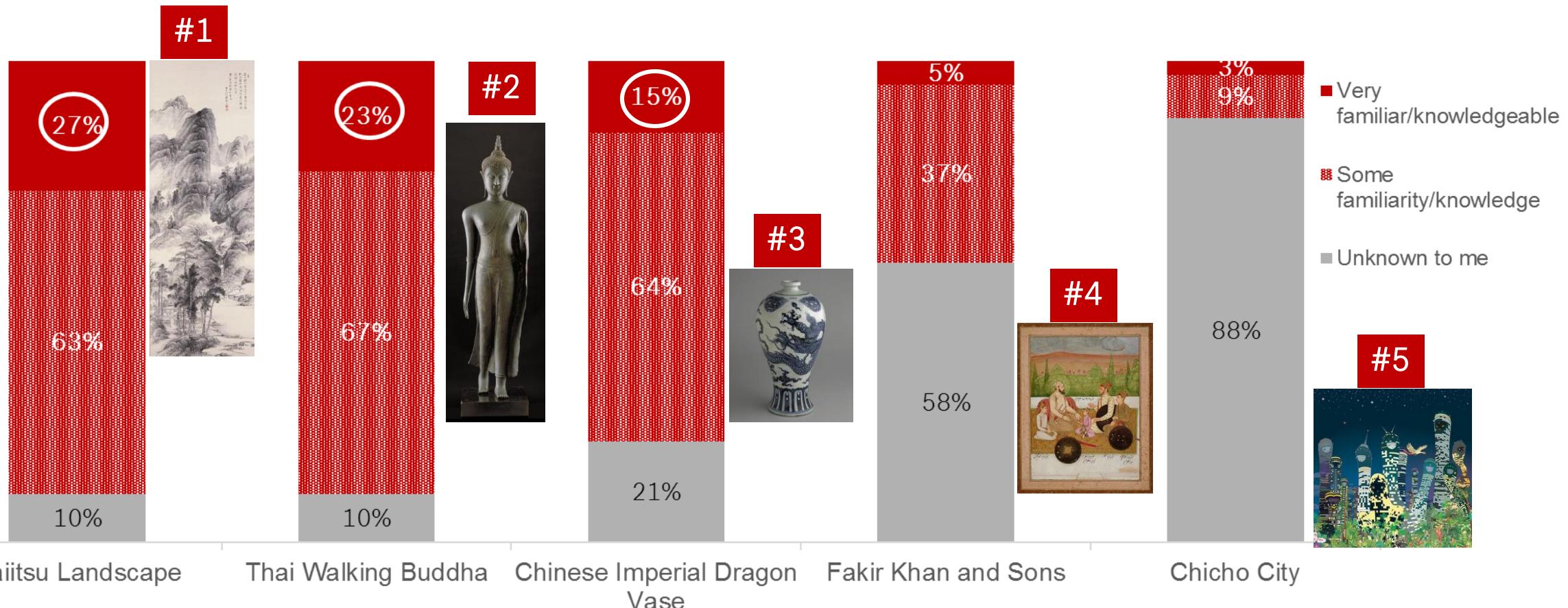
Note: Survey programming error limits analysis by visits to *Mia* or "Other Museums" and respondent categories.



Familiarity/Knowledge of Asian Art Images

Significant differences are apparent in familiarity with and knowledge of these five selected artworks.

These findings are consistent throughout each of the demographic groups. As would be expected, *all* art images are more well-known among Professional/Explorer visitors and those respondents who identify themselves as “extremely familiar” with Asian art.

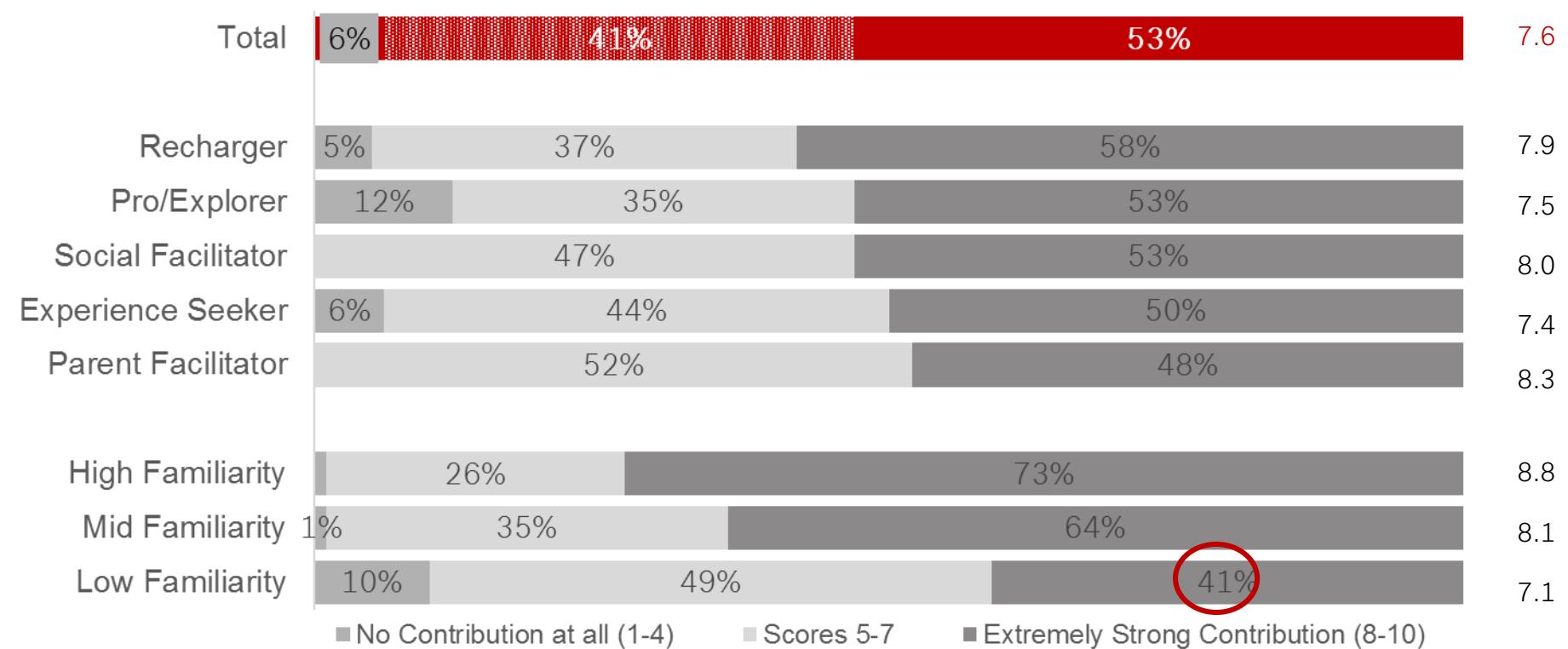


Contribution of Asian Art to World Culture

A solid share (53%) acknowledge the “extremely strong contribution” of Asian art to world culture – even those who are *not* very familiar or knowledgeable about Asian art (41%).

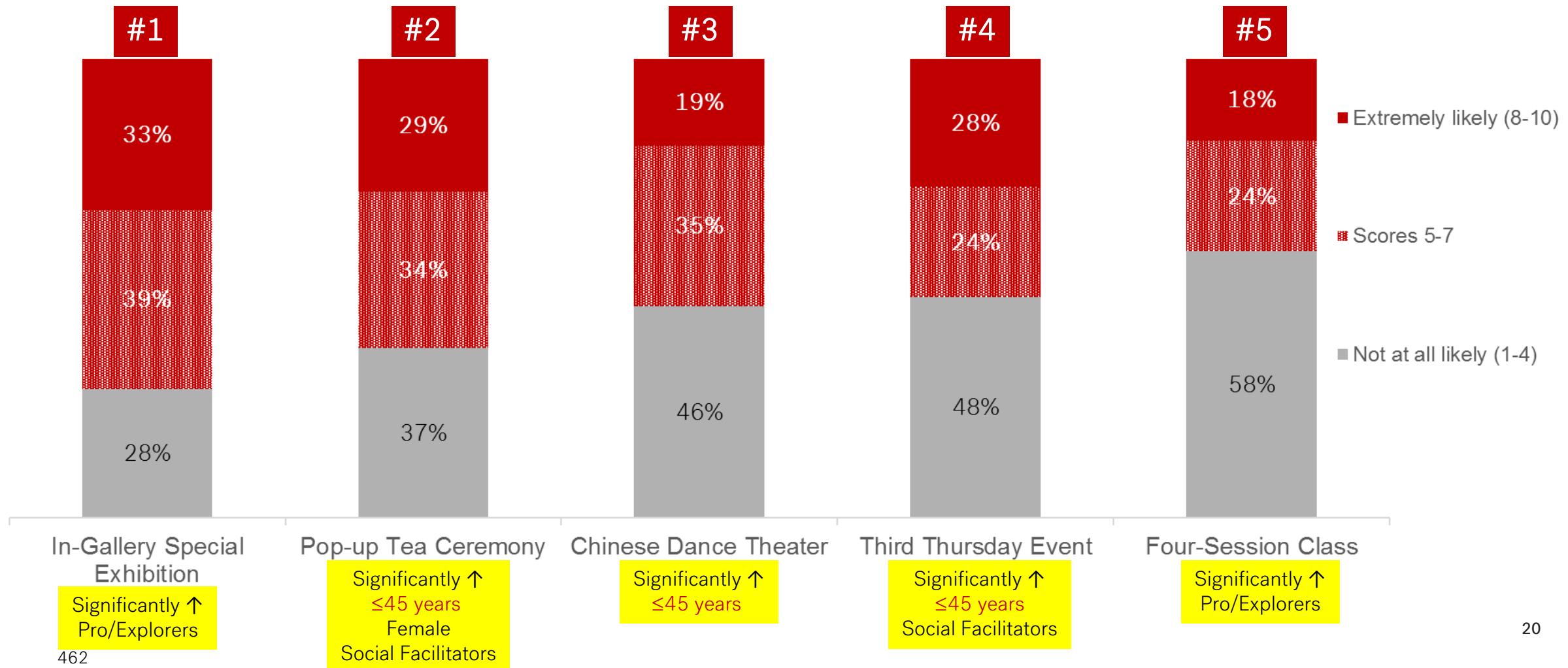
With the exception of Asian art familiarity levels, there are no significant perceptual differences by visitor category, age, gender or background.

Average on 10-point Scale



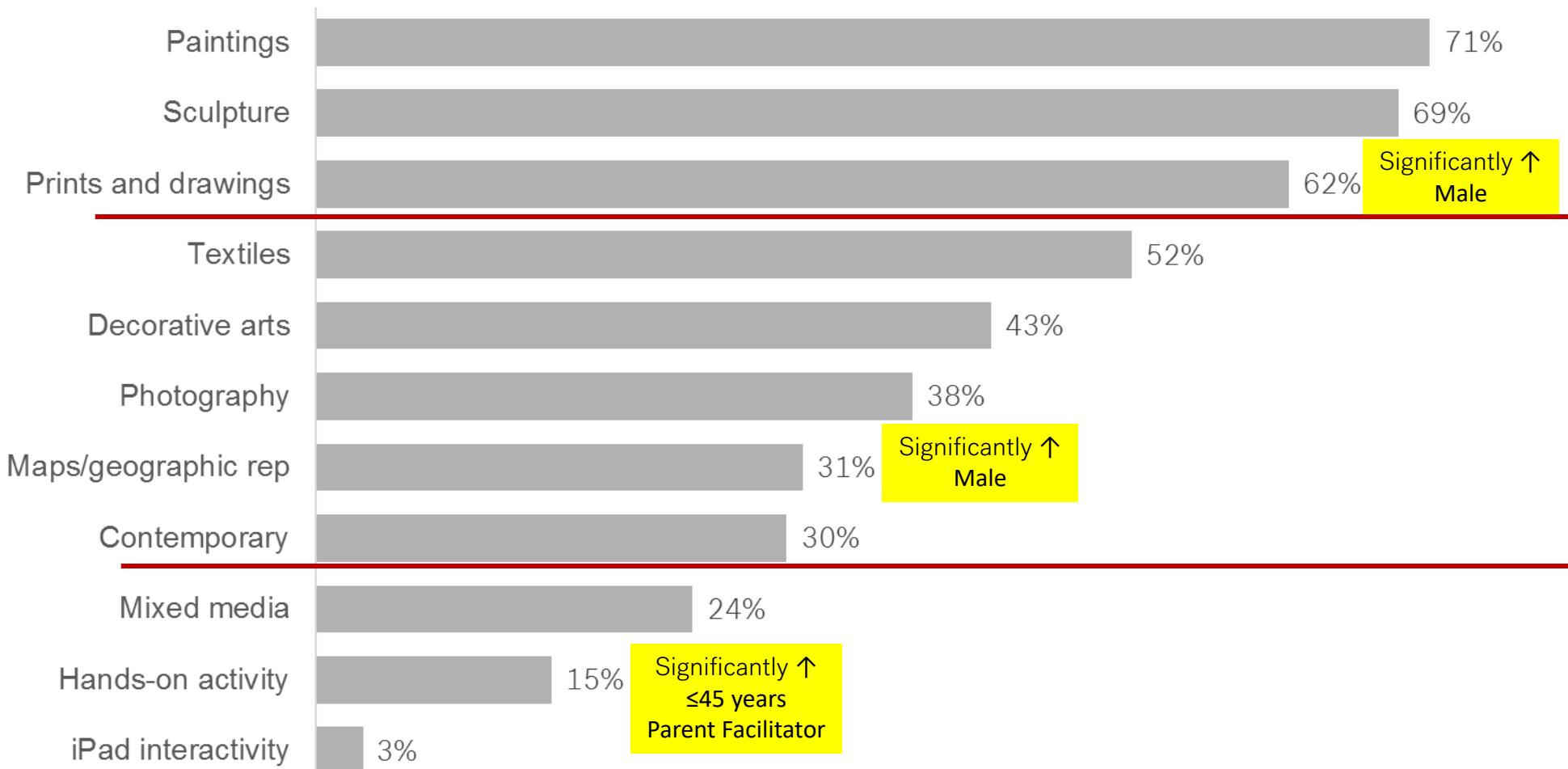
Likelihood to Attend Asian Art Special Events or Exhibitions

Preference for types of events and activities is ranked – with specific favorites clearly highlighted by the 45 and younger crowd – Pop-up Tea Ceremony, Chinese Dance Theater and Third Thursday Event.



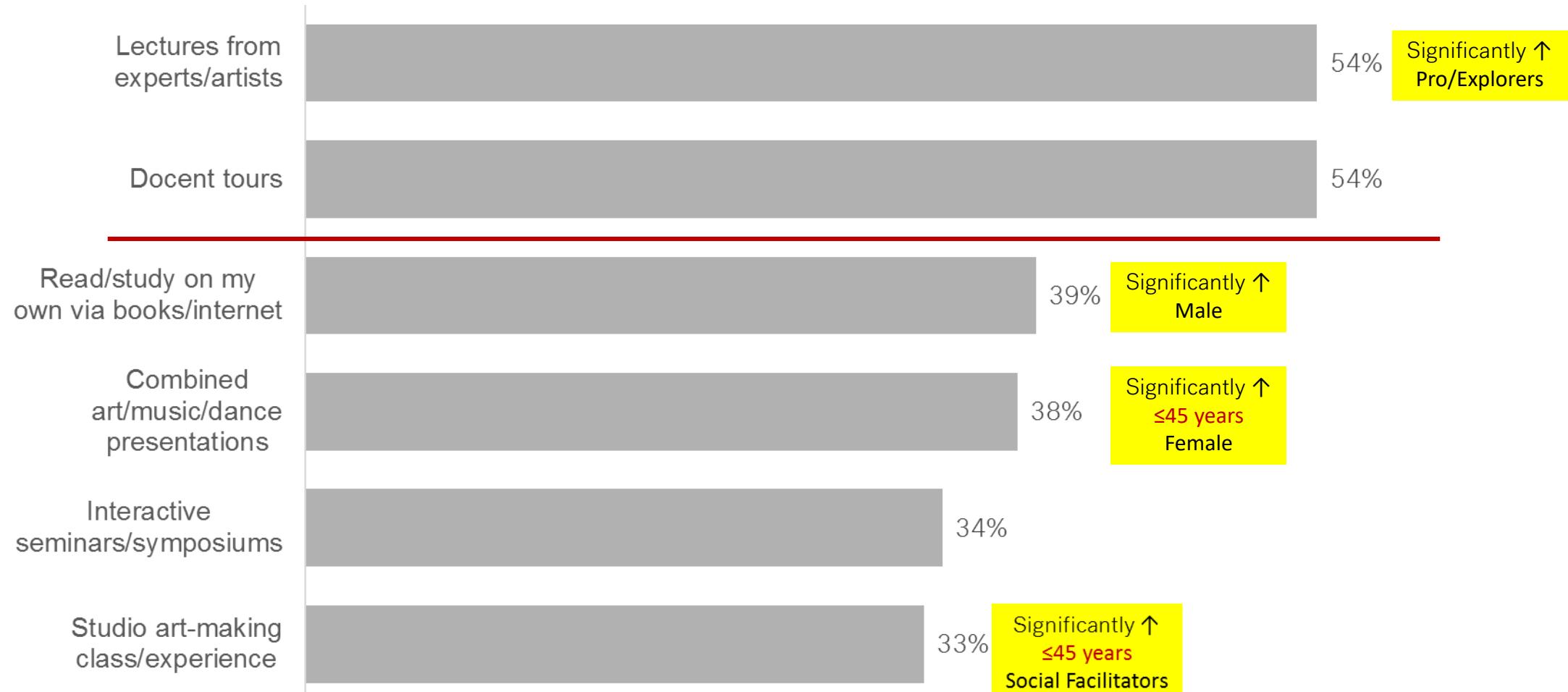
Asian Art Attention Grabbers

Across all survey responses, three tiers of “attention grabbers” emerge. Traditional art forms lead as “attention grabbers” while interactive activities trail behind. Very few demographic or category differences stand out.



Learning Formats

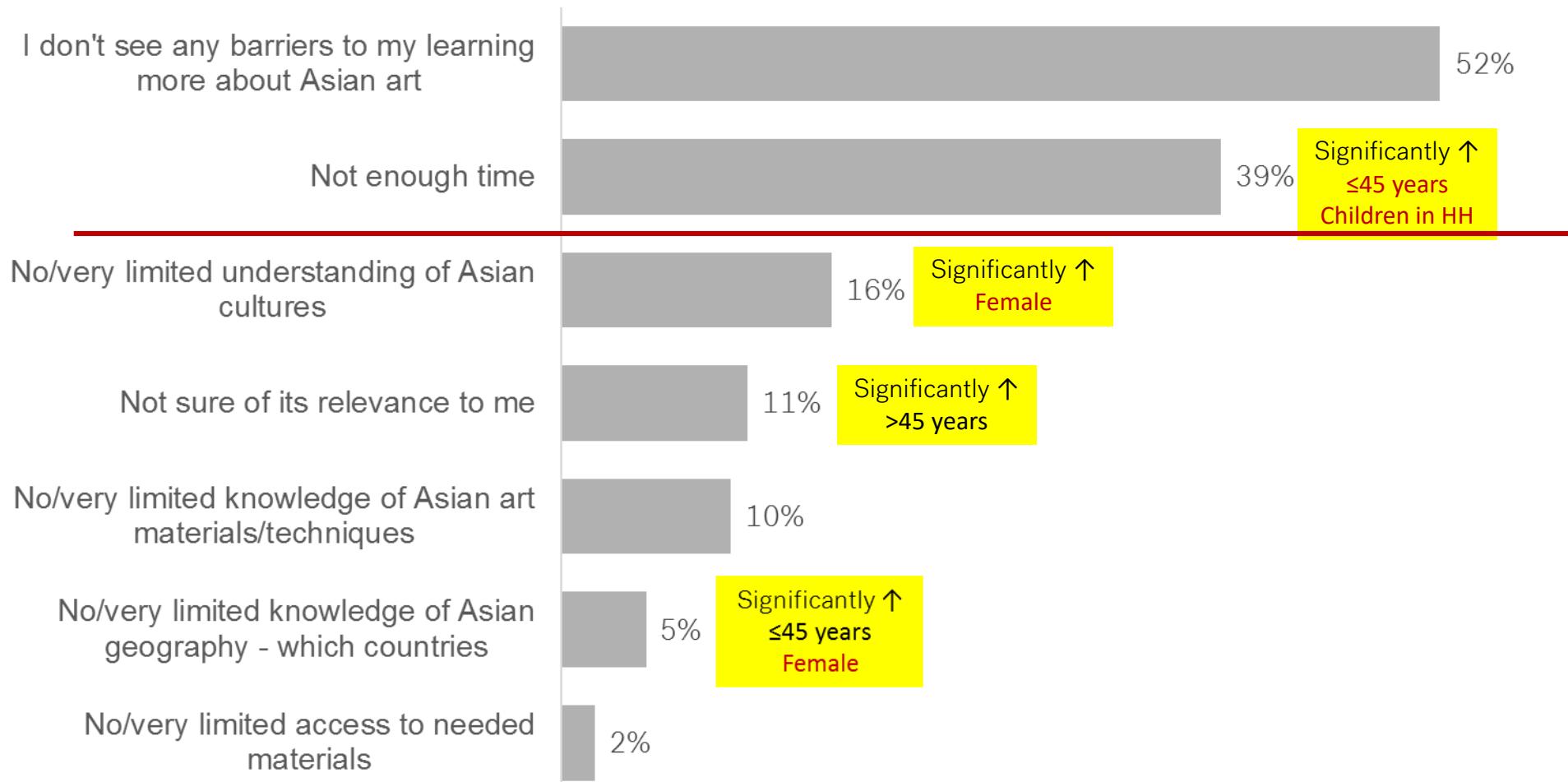
Presentations via expert lectures or docent tours share top standing as most appealing learning modes. Although several groups register significantly stronger preference for certain formats, only one pattern is evident – those ≤45 years are more likely to prefer multimedia formats including art/music/dance and studio art-making.



Barriers to Learning More about Asian Art

Consistent across all cohort groups, over half of all respondents (52%) perceive *no barriers* that would limit their learning.

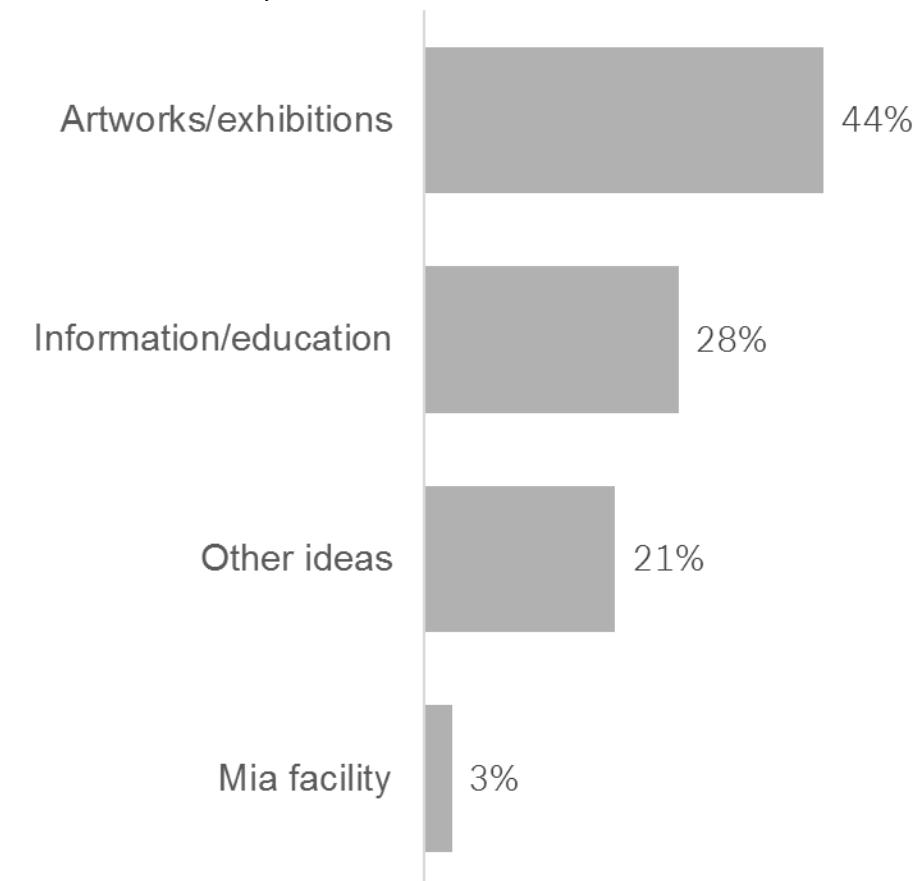
Not surprisingly, youngest respondents (≤ 45 years) and those with children living at home indicate that “enough time” is a barrier. Women are more likely than men to report “limited knowledge” of Asian cultures and geography poses obstacles for continued learning.



What Draws into Museum and Enhances Asian Art Understanding?

Respondents focus on artworks and exhibitions when describing what engages and enhances their museum experiences.

Verbatim examples are listed on the next slide.



Artworks/exhibitions (NET – all comments related to Artworks/exhibitions)	44%
Special exhibits	16%
Curated exhibits/docent tours	8%
New exhibitions	4%
More contemporary/current Asian art	4%
Art arranged thematically/themed exhibitions	3%
Jade exhibit	2%
Information/education (NET)	28%
Provide relevant history/historical content	7%
Lectures	6%
Increased publicity/awareness	5%
Contrast various cultures/influence on cultures	5%
Connection between art and philosophy/spirituality/current civilization	3%
Context/facts in annotations/improved descriptions	2%
Classes	2%
Other ideas (NET)	21%
Special events	7%
Family/child-friendly activities/events	4%
Interactive sessions/groups	4%
Weekend hours/wider hours/flex scheduling/evening hours	3%

What Draws into Museum and Enhances Asian Art Understanding?

Sample Verbatims: Artworks/exhibitions

- Curated exhibits. Contemporary work that shows the interplay of artists in a multicultural world.
- Mixed, like the Hapsburg exhibition which I really loved.
- I visited the retrospective of the five Japanese print masters at least six times last winter. This was a fantastic show - letting us compare & contrast individual visions from the same historic period. You gave us technical context, brief artist bios, and just enough criticism/interpretation without being judgmental. A wonderful show !
- A really nice show on Asia cartography
- Themes: Specific Artists, Specific History, Specific Styles
- Textile exhibit. I would like to see Kimonos and Japanese quilts. Japan has the largest quilt show in the world and there must be a traveling exhibit of some of the quilts featured each year.
- Well curated exhibits. The Delacroix was the best curated exhibit I have seen in years.
- Mix of contemporary and ancient work arranged thematically and special exhibits. I like the familiar objects, as well.
- Hmong art
- An exhibition/interactive piece that parallels Asian history and aesthetic evolution to that of our more familiar western art history... for example what was found here in North America in 600 BC
- An exhibit which collects Asian art around some theme of significance beyond the art world, such as "Sacred."
- Having an exhibit for a certain time period. All forms of art and give information on the history surrounding the art and culture.
- An exhibit on a focused topic as you do with the paid exhibits, collection of art that in some way is linked with explanation of how it is linked and how it represents the time, with the explanation through audio sets or special films.
- Perhaps specific small shows of individual artists, or related-school artists with explanations about the evolution of the artistic style involved.
- An exhibition about the roots and sources that influence Anime.

What Draws into Museum and Enhances Asian Art Understanding?

Sample Verbatims: Information/Education

- Holistic points of view from different cultures and influences to each other and to other cultures outside of Asia.. influences to Mayan/Incan/First Nation cultures
- Asian artist-in-residence, preferably ceramic. Lecture, studio, demonstration opportunities to attend.
- The spiritual significance of the Hindu and Buddhist pieces from India and Tibet is more important to me than the aesthetics of the Chinese and Japanese exhibits.
- I find Asian art to be boring and hard to tell the pieces apart. I don't know any artists or why they matter. I don't know the progression of art, the value of art in Asian history, or anything about Asian history. The art is unmoored from culture and thus boring and opaque.
- I love docent led tours - they help me gain an appreciation of areas/cultures/art I didn't think I had an interest in.
- Short lectures on major Asian movements combined with gallery tours
- Daily life of the people compared to emperors
- Understanding the connection between art and philosophy/spirituality
- Seminar which might contrast Chinese, Japanese, Korean, Thai, Lao, and Vietnamese styles. Other seminar on S Pacific art: Indonesian, Balinese, etc.
- 45-minute focused tours by someone knowledgeable. Maybe not the whole Asian collection, but some aspect, epoch (time period), or geographical context.
- The "I spy" ideas you had / have for kids makes it fun. Game- oriented way to introduce or explain the art
- An in-depth review of a particular aspect that interests me - say Japanese printmaking-showing old masters and current practitioners.
- How Asian art has influenced Minnesota Artists
- Appreciation of the historical references, it's beauty and significance to Asia. It's unique to their culture and we should admire, respect and encourage it.
- Interactive lecture/discussions of Asian Art as it reflects history and culture, performance events such as dance, docent tours focused on both art and culture of the period.
- I know they're beautiful, but I don't find myself particularly discerning when I view Asian Decorative arts or sculpture. Yet there seems to be a presumption that they are to be appreciated. A lecture that talked about their significance, from a somewhat basic standpoint, would likely increase my appreciation and provide connections to art being produced concurrently in other parts of the world.

What Draws into Museum and Enhances Asian Art Understanding?

Sample Verbatims: Other Ideas

- An affordable evening aimed at a specific demographic - i.e.. 30 to 50 year-olds with a lecture from a curator and cocktail hour. Or a singles event.
- I am bothered by the non-contiguous break in the Japanese galleries by the theatre. It would be great to have more, or clearer signage to direct people to the other portion of this collection. It would also be nice to give more space to Japanese art after the acquisition of the Burke and Clarke collections. I can only assume that a fraction of the collection is being displayed at any time. It would be great for all of the Asian galleries to more clearly indicate the eras in which the art was created. Perhaps you could come up with a unified signage system that indicates this. It's fascinating to see how the different cultures of Asia have influenced each other throughout the millennia.
- Live traditional music in the Asian Galleries would pull people into the galleries.
- I would love to see art from Vietnam, including the American/Vietnam war period and how American & French exposure changed their art. I visited Vietnam recently, and was myself exposed to a whole different outlook of their art and culture.
- Mia does a wonderful job with events; I don't have as much time as I would like to partake in multiple events, can usually only attend third Thursdays. Possibly dedicating the room across from the gift shop to a month long exhibit that focuses on Asian art.
- Involvement of local Asian community
- Advertisement. I think I would have missed Some Asian collection events. I would like to see More Japanese pop culture. Anime, manga, etc.
- An intimate event with the Asian Curator
- Email ads listing specific dates, times and admission fees, sent in a timely manner
- Social media is the only way I know about events, so please confirm to us Facebook to publicize events
- I just had a docent led tour of Seeing Nature. I loved the new way of using headphones and a microphone for the docent. It was an incredible experience, allowed for listening and looking and a little wandering at the same time. I usually have to set aside a particular time to get to mia and will generally sign up for a tour and come by myself.
- Mia has always had a strong showing of its Asian collections, which I've known since 1971. The Pillsbury jades are there still; look and learn. Please do not pursue the avenue many museums have: it's an art museum, not an amusement park. Provide first-rate didactics, benches or seating if practicable, and quiet. The serious will find their way to the library and revisit those galleries. I did, at AIC and Mia. But if those galleries were loud or overly informative (think: spoon feeding), I'd stay away. In today's world, the quiet gallery is a boon. Go to your galleries on a hectic day and spend a time there; if you don't find them both calming and inspiring, I'd be surprised.

Appendix

Which best describes you?



1. I love to show my friends and family a good time by finding the perfect activity at Mia.



2. I visit Mia to see the special exhibits or exclusive highlights. I like to cross the must-sees off my bucket list.



3. I come to the museum to relax and rejuvenate in a quiet space. I just love to quietly wander the galleries.



4. I bring my kids and we have so much fun. Mia encourages them to become more imaginative and creative.



5. I am a loyal and knowledgeable art aficionado who frequently tours art museums. Visiting Mia provides me the ideal opportunity to satisfy my art passions and curiosities.