Object Encounters at the Baltimore Museum of Art  
Fall 2018  
Jennifer P. Kingsley  
Assignment 1: Museum Map DUE 9/13  
Submit on Blackboard in the appropriate area of “Assignments”

Sample map of the first room in the European Galleries at the BMA:

Plan to spend about 2 hours at the Baltimore Museum of Art during its operating hours (Wed-Sun 10am-5pm). Make note of the date and time of your visit.

This activity is an invitation to look closely at how the museum presents and interprets artworks and to think about how those choices affect visitors. You will walk through select areas of the museum (choose THREE from the list to visit, pick ONE to turn into a map).

You will consider physical layout and architecture, aspects of the museum’s ambience: style, design, light, sound, and the behavior of visitors in the gallery. You are welcome to use any medium you like (physical, digital, multi-media) to express your findings. Your goal is to visually
express your observations of the site, the art interpretation and peoples’ experiences – not to make an architecturally accurate plan of the museum.

Permanent or Long-Term installation Galleries (choose three).
American Art
Contemporary Art
Modern Art
European Art
African Art
Asian Art
Joseph Education Center Gallery

indicators to consider:
Size and design of the spaces // light, style, ambiance
Distribution of artworks, types of works in gallery, how they are grouped, style of installation (e.g. densely or sparsely hung?)
Organizing principles of the gallery (thematic? Chronological?)
Types of interpretation available (object labels, wall texts, other words, brochures, maps, other graphics) // key storylines
Number of visitors & time spent doing different things (maybe a bench leads people to spend more time in front of a work, or a sculpture interrupts the direct flow of visitors and forces people to stop for a minute...?)
How visitors are navigating the space (their pathway, where they spend time or don’t)
How long they are spending in front of artworks and which ones. Are they reading labels? Interacting with other people? Taking photos? Other observed behaviors?

Ultimately, the map is a visual expression of your findings at the “executive summary” level. It will help us compare choices made in different galleries of the museum and serve you as a mnemonic for what you observed.

Some advice:
Don’t try to include every little detail. Focus on showing the big picture. Use words and images to your advantage – for example, you don’t have to say the gallery is very sparsely hung if you space your marks for the artworks in a way that makes the point obvious.