

The effects of gallery layout on presenting the exhibition content are investigated by comparing the exhibit concept organization with spatial organization of the galleries, in particular, configuration of rooms and atria along with visual and physical connections between them. The role of the gallery layout shaping visitors' experience is investigated by correlating measures of visitors' space use patterns with measures of visibility relationships, which describe visual access from each space to its neighboring locations, visual connection of one room to entire configuration.

Thesis

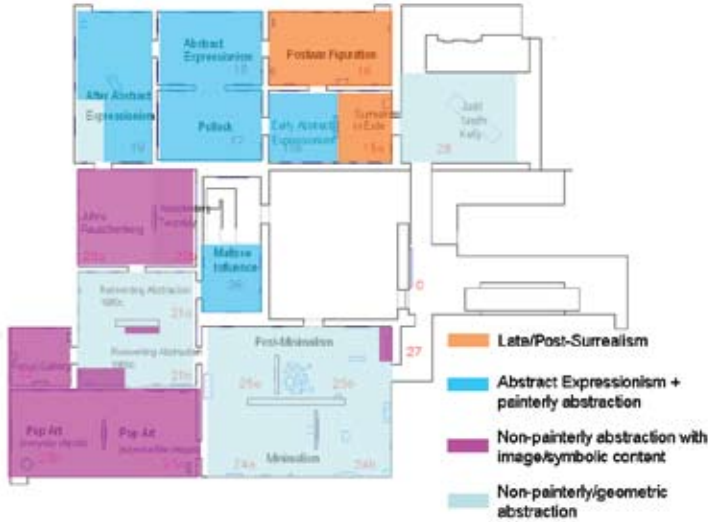
INFLUENCE OF MUSEUM GALLERY LAYOUT ON EXHIBITION NARRATIVES AND SPACE-USE PATTERNS: Analysis of the Museum of Modern Art, Fourth floor

Role: Principal Investigator

Results:

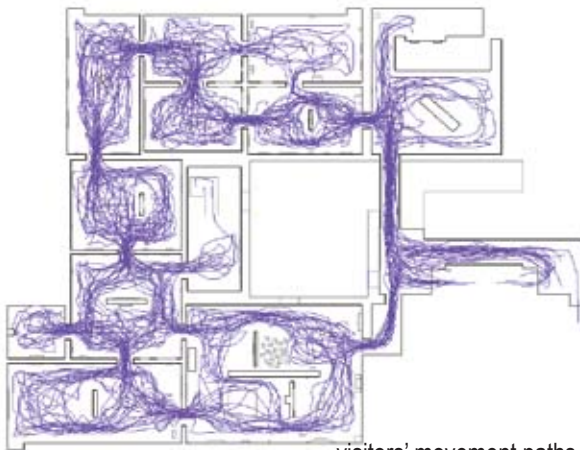
in the MoMA local level visibility relationships are widely available due to interconnectivities between the gallery rooms, yet few openings to the atrium space along with connections between the rooms concentrates the higher global visibility in the south galleries. While the gallery layout is utilized to present a structured and scholarly interpreted narrative on the Late Modern and Pre-contemporary art, interconnectivities among the south galleries afford to present complex relations or contrasting and reactionary developments between the art movements. The gallery layout guides visitors through visibility of neighboring locations, and this facilitates reading complex relationships between the subsequently developed art movements in the narrative. On the other hand, the absence of global visibility in most galleries and placement of popular paintings in visually segregated locations motivate the behavior of viewing displays in different locations than those frequently explored. The seldom available global visibility levels seem to motivate visitors' only to scan the gallery space and have the opportunity of experiencing the architecture. These suggest that the MoMA's layout dissociates the explorative behavior from the behavior of viewing displays and experiencing the architecture. The dissociation between viewing displays and experiencing the architecture promotes the architecture of the building as an independent entity in the museum visit experience.

SCRIPT



interpretation of exhibition content

SPACE USAGE

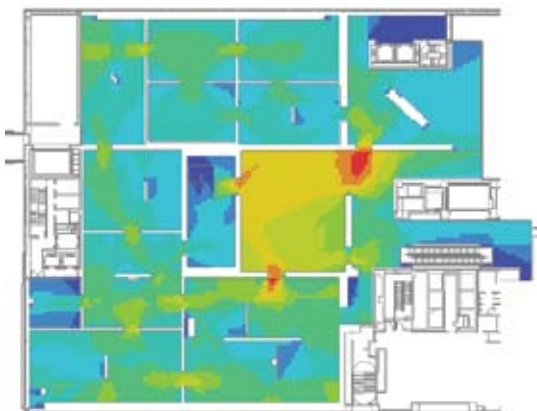


visitors' movement paths

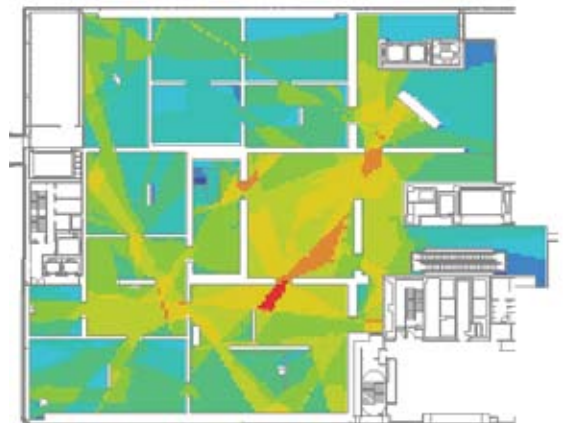


visitors' stops to view displays

VISIBILITY STRUCTURE



degree of visual connection to neighborhood



degree of visual connection to entire layout