

How long do Museum Visitors look at Art?
- 10huonetta: Heroes of Art -series.

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This is a "sketchy study", which shows the time visitors of the Ateneum Art Museum (Finnish National Gallery) in Helsinki, Finland spend looking at individual paintings/sketches by Pablo Picasso (1881-1973). The study measures "Singular Artwork Time" which means the time individual people spend looking at individual paintings/sketches. Also the time people spend reading the titles (of some works) was measured. The study is published openly under the <http://oree.storijapan.net/cool/> license in the framework of "10huonetta: Heroes of Art -series" by Pietari Kylmä, Henna Tanskanen and Eero Yli-Vakkuri. The project is produced and funded by Circus Maximus (2012).

10huonetta: "Heroes of Art": <http://www.storijapan.net/10huonetta/>
How long do Museum Visitors look at Art? Study raw-material: <http://www.storijapan.net/10huonetta/blockbuster/>

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This study is to be understood as a "mere prototype or a sketch of a study". This is because data on visitor behaviour was not collected in a methodologically accurate manner. The study was not intended to become a detailed dataset and analysis of museum visitor behaviour.. It was (and is) motivated by self-interest of a performance artist, wanting to learning how long people look at paintings. Because of this museum visitor behaviour patterns where not defined beforehand and it was NOT articulated what counts as "looking at an artwork". Does one have to 'see' an artwork to 'look' at it? A bias "common sense" approach was used. The time visitors focused on a specific painting was measured (glimpses where not counted).

Defining "Common Sense Approach to Visitor Painting Gaze Time":

A. If the subject halted, posed as s/he was looking at art (People often assume a pose when they want to appear as they are looking at art. //The pose indicates that the person should not be disturbed.) "Singular Artwork Time" was measured.

B. If the subject walked directly towards an artwork, clearly looking at it "Singular Artwork Time" was measured, even if the subject did not halt.

C. If the person in the presence of the painting, ended up looking at something non-art (mobile-phone, friends) the stop-watch was halted. Measurement was continued if the subjects focus returned to the artwork.

D. If a subject remained in the proximity of the artwork but did not directly "look at it", "Singular Artwork Time" was not measured. Similar unclear cases where not measured.

For similar studies it will be obligatory to define in detail what counts as looking at an artwork. The presence of groups and pedagogical content, present a challenge. While a person might not be directly looking at an artwork s/he may be discussing it with members of a group. Also visitors focus might drift into singular artwork related pedagogical material (audiobooks, catalogues etc.). Would such add to "Singular Artwork Time"?

In this case only artworks which where installed on walls, so that it was "difficult" to look at other works simultaneously where measured. Measurements where conducted around seven different paintings/sketches. "Femme à l oreiller (Jacqueline) 10.07.69" (<http://www.pablo-ruiz-picasso.net/work-513.php>), "Enfant jount avec camion 27.07.53", "Femme lisant 9.1.1935", "Mandoline sur une table (1924)" (<http://www.pablo-ruiz-picasso.net/work-2344.php>), "Buste d'homme à la Cigarette (1964)", "Portrait

de Dora Maar (1937)" (<http://www.wikipaintings.org/en/pablo-picasso/portrait-of-dora-maar-1937-1>), "Le Baiser (26.10.1969)" (<http://www.flickr.com/photos/artimageslibrary/3761251325/>).

The "Singular Artwork Time" of 571 visitors and the time 128 visitors spend reading the titles of the works was measured. The average time was 13,78 seconds per painting out of which 3,31 seconds was spend reading the title. This adds to 10.47 seconds per artwork. The data in the study was measured using a mobile phone stop-watch, operated discreetly in the proximity of the painting and museum visitor under study. After the "Singular Artwork Time" of guests was measured it was marked on a analog notepad by hand. The gender and company of subjects looking at art was also marked. The gender data can be used to validate that the proportions of guest (by gender) corresponds to analysis of guests made by the museum.

The works where a part of a Picasso exhibition presenting some 200 works. The exhibition was the largest blockbuster exhibition ever held in Finland. Ateneum Art Museum had some 314 755 visitors. It was open 18.09.2009 – 28.01.2010. The works where on loan from "Musée national Picasso Paris". The study was conducted between 19.9.2009–3.1.2010 as I was employed by Finnish National Gallery as an Museum Attendant (see work description by a colleague <http://ihatepicasso.wordpress.com/>). The task of measuring "Singular Artwork Time" was my personal past time activity and was not in any way endorsed (or talked of) with senior museum customer service staff. The study was discussed with some colleagues like Pietari Kylmälä who also begun to measure "Singular Artwork Time". However data Kylmälä produced is not added to this study. I also kept a daily work journal but it's not public yet. More on the blockbuster exhibition: <http://www.ateneum.fi/fi/pablo-picasso>)

The data is accurate but this study only gives only an estimate on "the time people spend watching at paintings by Picasso". For further study it is recommended that the following ideas are taken into consideration.

1. Museum visitors should be followed from the moment they enter the museum and their entire exhibition behaviour observed. People do not watch "all of the paintings" in an exhibition and spend more time focused on specific works. It should be calculated how many paintings people actually watch. The "Time People Spend in the Museum" could be cross-referenced to "Singular Artwork Time" for evaluating how accurate "Singular Artwork Time" is.

2. Time people spend in a single room should be calculated. This "Total Room Time" should be cross-referenced to "Singular Artwork Time".

3. Different exhibitions in the same museum should be studied; To cross-reference exhibition architecture effects on "Singular Artwork Time".

4. If a particular painting is featured in in museum marketing or pedagogical content – How does this effect "Singular Artwork Time"?

Future researchers should invest in creating an application for mobile-phones, which can be used for inserting data on site. The application should feature a simple stop-watch and an intuitive interface for inserting other data. It would be best that the application could offer haptic feedback. This way it could be operated form inside the pocket of the observer. Also the collected data would be natively digital and easily further processed – Possibly in real time.

The data could also be collected from museum visitors directly. Example. A mobile-phone application could be programmed which would collect sensor input data from device accelerometers, digital compass, gps, other proximity sensors, audio input (collecting visitor chatter volume etc.). This data could be used to see what kinds of patterns visitors go through during an exhibition.

The simplest variation would be to offer a preconfigured mobile-phone for visitors to be used as an audio guide. Visitors would then trigger tracks of the audio guides using reading QR codes us or NFC. After activation the application would also collect data on visitor behaviour. The application could also run spontaneous queries, questionnaires during the museum visit. Answering queries could add up to credits to be used in the museum cafeteria.

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21.11.2012 Helsinki
Eero Yli-Vakkuri [Pietari Kylmä&Henna Tanskanen](10huonetta: Heroes of Art –series for Circus Maximus)

eero //ääät storijapan.net
00358-505729743
10huonetta: "Heroes of Art":
<http://www.storijapan.net/10huonetta/>
How long do Museum Visitors look at Art? Study raw-material:
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TEOKSEN KATSOMINEN**Työpäivän kesto:**

7h

09/18/09

*People Looking at Artworks**Duration of the day*

Selvitys mittaus keinosta: Mittasin ajastimella aikaa, jonka miehet tai naiset käyttivät eri töiden katsomiseen. Työskentelin kahdessa eri huoneessa. Laskin koko teoksen edessä käytetyn ajan. Kirjasin havainnot muistivihkoon.

*Method of Observing:**Genders marked separately. Worked in two rooms.***Teos nimi:** Femme á l'oreiller 10.07.69

Enfant jount avec camion 27.07.53

Title

(Eng.)

(Fi.)

Miehet katsoo

Naiset katsoo

*Men looking**Women looking*

15.3	9.99	11.41	10.83
13.05	25.86	16.6	15.14
20.41	2.3	11.96	27.76
9.37	15.32	3.39	11.39
17.36	28.05	5.09	24.13
13.8	16.34	8.6	30.04
9.14	14.28	13.96	11.26
15.31	15.03	8.4	11.08
25.37	8.07	10.72	27.39
14.43	14.33	9.24	6.38
9.19	20.77	7.31	10.78
7.77	8.6	7.74	7.16
16.11	13.43	9.96	8.25
5.99	13.78	14.87	8.35
17.48	19.27	26.77	22.97
5.91	15.29	24.77	17.08
9.35	21.32	10.03	13.98
15.06	26.84	17.54	26.8
7.97	2.43	48.7	5.42
7.4	13.73	16.53	17.55
14.54	12.12	14.27	9.58
18.64	43.96	15.07	8.45
10.72	10.91	13.74	23.44
	9.6	12.93	8.66
		6.97	31.05
		10.49	22.15
		18	13.57
		19.47	12.09
			11.41

*Average*Keskiarvo

Kpl.

47

Sek.

14.49553191

*Average*Keskiarvo

Kpl.

57

Sek.

14.88894737

*Average*Keskiarvo

Kpl.

104

Sek.

14.71115385

Femme lisant 9.1.1935

TEOKSEN KATSOMINEN:

People Looking at Artworks

Työpäivän kesto:

7h

09/20/09

Duration of the day

Selvitys mittaus keinosta: Mittasin ajastimella aikaa, jonka miehet tai naiset käyttivät eri töiden katsomiseen. Työskentelin yhdessä huoneessa. Laskin koko teoksen edessä käytetyn ajan. Ja erillisesti ihmisten teostietojen lukemiseen käyttäneen ajan.

NOTE: Worked in only one room.

Teos nimi: Femme lisant 9.1.1935

(Eng.) Woman reading

(Fi.) Lukeva nainen

x	4.04	x	18.33	yy	9.61
xx	21.01	y	12.04	x	34.43
y	10.94	x	8.63	x	11.77
x	18.27	yx	2.73	x	17.84
x	2.65	xx	22.18	xx	20.38
yx	17.66	y	11.57	x	9.02
x	9.12	y	12.9	x	12.08
x	9.37	xx	39.72	y	6.04
y	11.24	yy	7.2	xy	11.97
x	11.41	xx	5.82	xy	25.31
x	8.86	y	100.1	x	8.97
xx	11.75	yx	4.76	xy	1.37
xx	12.74	xy	17.54	x	29.55
xx	49.9	y	12.01	x	10.37
xx	2.6	y	9.63	x	34.35
y	11.57	xx	12.06	yy	5.1
yx	10.47	x	4.04	y	11.49
y	12.59	yx	22.74	y	3.54
yx	13.87	y	35.63	x	12.1
xx	15.29	xy	10.42	x	10.92
xy	8.98	y	2.86	x	3.25
x	36.39	yx	13.9	y	10.93
yx	6.03	xy	49.74	y	15.98
xx	19.22	x	4.42	y	22.46
xy	3.29	yx	13.31	yx	17.56
x	8.97	x	25.85	yx	4.96
y	10.55	y	14.29	y	26.18
x	9.68	x	3.73	yxx	13.01
y	6.71	yx	8.99	x	4.45

Huom. Sukupuolet eroteltu. Ensimmäistä merkintäkohdetta seurattu. Mikäli perässä + ryhmä on 3 isompi.

Note. Genders separated. The first target observed. If followed by + then a group larger then 3 was followed,

x
y

Kpl
62
46

Havainto kpl.
Sek.

Keskiarvo

87
14.79655172

TEOSTIETOIHIN KÄYTETTY AIKA:

09/20/09

Observing the titles of the work(s)

Selvitys mittaus keinosta: Mittasin ajastimella aikaa, jonka miehet tai naiset käyttivät eri töiden katsomiseen. Työskentelin yhdessä huoneessa. Laskin koko teoksen edessä käytetyn ajan. Ja erillisesti ihmisten teostietojen lukemiseen käyttäneen ajan.

Teos nimi: Femme lisant 9.1.1935

(Eng.) Woman reading

(Fi.) Lukeva nainen

x	3.38	xx	1.25
y	2.81	xx+	0.68
xy	14.19	xx	1.44
xyx	2.38	x	1.6
x	2.18	xy	1.7
x	4.46	x	2.4
x	1	y	0.98
x	5.78	x	2.45
x	4	x	0.98
x	2.16	xx	4.78
y	11.13	xx	2.89
y	2.24	y	0.6
yy	2.6	xx	1.59
yx	2.99	x	5.93
y	3.67	x	3.11
x	2.02	x	3.1
x	1.97	y	1.01
xx	14.9	y	1.41
x	2.93		
y	1.91		
xy	2.99		
x	3.12		
x	0.95		
yy	4.44		
xyy	1.77		
y	4.44		
y	2.49		
y	3.3		
xx	4.22		

Huom. Sukupuolet eroteltu. Ensimmäistä merkintäkohdetta seurattu. Mikäli perässä + ryhmä on 3 isompi.

Note. Genders separated. The first target observed. If followed by + then a group larger than 3 was followed,

	Kpl
x	33
y	20

	Keskiarvo
Havainto kpl.	47
Sek.	3.256666667

Mandoline sur une table 1924

TEOKSEN KATSOMINEN:

Työpäivän kesto:

7h

10/01/09

Selvitys mittaus keinosta: Mittasin ajastimella aikaa, jonka miehet tai naiset käyttivät eri töiden katsomiseen. Työskentelin yhdessä huoneessa. Laskin koko teoksen edessä käytetyn ajan. Ja erillisesti ihmisten teostietojen lukemiseen käyttäneen ajan.

Teos nimi: Mandoline sur une table 1924

(Eng.) x

(Fi.) Mandoliini pöydällä

xy	12.07	yx	17.15	yx	26.09
x	15.19	yy	10.19	xx	20.75
yx	28.6	x	42.9	x	12.28
yxy	5.85	x	14.92	y	2
xx	2.1	xx	14.28	y	13.07
y	27.25	x	13.38	x	1.69
x	19.58	x	17.71	x	14.49
x	11.15	x	13	xx	11.17
xx	6.69	x	4.03	xx	32.88
yx	14.4	y	32	y	9.74
x	6.65	x	7.64	xx	15.47
y	4.69	x	8.74	yx	33.06
xy	22.68	xx	7.11	yx	12.19
xy	14.14	xx	14.48	xy	6.54
xx	5.75	xx	29.79	yx	21.68
xy	48.75	yx	19.58	yx	9.87
x	16.33	x	3.3	xy	4.35
x	4.16	y	20.92	y	4.67
x	13.22	xx	14.99	x	4.99
xy	6.79	xx	10.69	x	7.75
x	5.95	yx	10.32	y	14.49
xxx	22.98	x	17.43	xx	19.09
xy	15.9	x	14.05	yx	13.92
x	5.51	yx	3.45	xx	28.85
xy	7.34	yx	16.05		
xy	14.8	xxx	21.02		
xx	25.43	x	25.18		
xy	24.95	x	16.57		
xx	11.94	x	13.43		

Kpl

x ?
y ?

Keskiarvo

Havainto kpl. 82
Sek. 14.83195122

Mandoline sur une table 1924

TEOSTIETOIHIN KÄYTETTY AIKA:

Työpäivän kesto:

7h

10/01/09

*Observing the titles of the works***Teos nimi:** Mandoline sur une table 1924

(Eng.) x

(Fi.) Mandoliini pöydällä

xx	1.81	x	8.35
xy	1.8	xx	3.75
xxx	3.08	x	3.88
x	4.04	yx	3.11
xx	3.37	x	4.09
xx	2.53	y	3.22
xx	2.66	x	3.34
xx	3.48	x	5.79
xx	2.07	y	6.17
x	2.16	x	5.69
xy	2.6	y	6.55
yx	1.91	x	1.84
yx	2.83	xx	3.23
y	2.82	x	2.49
x	2.37	x	2.59
x	3.17	y	3.87
xx	5.12	y	3.58
x	1.67	y	1.68
yx	8.87	y	4.61
x	1.03	y	3.08
x	3.64	y	2.04
xx	3.72	x	2.69
x	1.81		
yx	2.38		
x	3.78		
x	2.31		
xx	4.25		
x	3.64		
y	1.68		

Kpl

x	?
y	?

Keskiarvo

Havainto kpl.	51
Sek.	3.350769231

Buste d'homme ála cigarette (1964)

TEOKSEN KATSOMINEN:

Työpäivän kesto:

7h

Selvitys mittaus keinosta: Mittasin ajastimella aikaa, jonka miehet tai naiset käyttivät eri töiden katsomiseen. Työskentelin yhdessä huoneessa. Laskin koko teoksen edessä käytetyn ajan. Ja erillisesti ihmisten teostietojen lukemiseen käyttäneen ajan.

Teos nimi: Buste d'homme ála cigarette (1964)
(Eng.) x
(Fi.) Savuketta polttavan miehen rintakuva

y	4.75	y	6.89	x	14.26
y	7.78	y	15.28	xx	25.42
x	15.68	yx	8.02	xx	15.34
x	7.13	xx	4.97	xxx	7.23
xx	13.89	y	10.67	y	7.95
y	1.65	y	6.44	xx	8.98
xx	22.63	xx	10.38	xxx	9.28
x	1.89	x	10.87	y	6.74
xy	19.65	y	7.9	x	8.35
x	9.06	yx	12.14	x	2.7
x	10.31	x	18.17	x	8.2
x	8.6	x	12.16	xy	10.24
x	7.31	y	6.37	x	1.41
x	9.06	y	5.01	y	10.92
x	10.36	x	6.07	y	2.19
y	0.79	x	5.62	xx	16.18
x	7.33	xy	11.89	yx	5.34
x	11.11	yxx+	18.52	xyx	10.59
xx	8.82	y	6.72	yx	23.7
x	8.3	yx	16.55	xx	9.24
y	3.35	xx	15.04	y	3.93
yy	18.79	y	3.36	yx	18.41
y	2.58	x	15.69	y	117.3
y	5.6	y	7.92	x	11.6
x	12.98	x	5.54	x	10.49
xx	12.4	y	36.9	xy	13.74
yx	18.17	xx	2.25	xx	3.09
yy	19.07	yx	7.41	yx	10.2
x	53.33	yx	19.73	yx	22.09
				x	8.99

Kpl

x ?
y ?

Keskiarvo

Havainto kpl. 88
Sek. 12.16988636

Portrait de Dora Maar(1937)

TEOKSEN KATSOMINEN:

Työpäivän kesto:

7h

Selvitys mittaus keinosta: Mittasin ajastimella aikaa, jonka miehet tai naiset käyttivät eri töiden katsomiseen. Työskentelin yhdessä huoneessa. Laskin koko teoksen edessä käytetyn ajan. Ja erillisesti ihmisten teostietojen lukemiseen käyttäneen ajan.

Teos nimi: Portrait de Dora Maar(1937)

(Eng.) x

(Fi.) Dora Maarin muotokuva

xx	17.74	x	11.98
y	31.77	xx	24.83
yx	13.6	y	15.14
yx	10.5	y	16.78
x	21.97	y	4.61
x	14.94	y	8.06
y	10.26	y	16.49
y	42.93	x	15.65
yy	14.26	xx	27.21
xx	27.37	xy	20.43
y	29.89	yx	10.03
x	14.95	xy	7.59
x	20.4	xy	14.21
x	14.94	xx	6.55
x	13.97	yx	9.93
y	7.68	x	4.64
x	15.22	xy	6.57
y	16.66	y	5.69
x	16.55	y	13.63
x	21.26	x	25.5
y	2.65	y	14.29
x	29.29	y	14.72
x	20.73	xy	20.96
x	3.34	y	11.47
y	34.12	xy	21.33
x	9.11	x	18.61
xx	23.97		
x	16.55		
x	20.94		

Kpl

x ?
y ?

Keskiarvo

Havainto kpl. 55
Sek. **16.44472727**

Le Baiser (26.10.1969)

TEOKSEN KATSOMINEN:

Työpäivän kesto:

7h

Selvitys mittaus keinosta: Mittasin ajastimella aikaa, jonka miehet tai naiset käyttivät eri töiden katsomiseen. Työskentelin yhdessä huoneessa. Laskin koko teoksen edessä käytetyn ajan. Ja erillisesti ihmisten teostietojen lukemiseen käyttäneen ajan. Piste sukupuoli merkin perässä merkitsee Että henkilö on lukenut myös teos nimikyltin.

Teos nimi: Le Baiser (26.10.1969)
(Eng.) The Kiss
(Fi.) Suudelma

*Dot [...] at the end of the gendermark
signifies that subject read the title*

yx.	3.09	x.	6.79	x	8.84
y	4.44	x.	3.03	xx	18.35
x.	9.4	y.	3.96	x.	15.07
y.	19.66	x	7.31	x	3.93
x.	4.68	y.	33.43	y.	7.77
x.	15.23	y.	4.87	x.	12.57
x.	10.01	yx.	4.34	y.	27.62
xx	4.66	x+	12.63	x	4.42
xy	19.65	x	11.56	y.	7.75
x.	10.74	y.	12.92	x	5.95
y	8.39	xy	5.59	y.	15.94
x	6.86	y.	8.1	yx	8
x	9.75	x.	12.47	y.	10.93
y	18.14	yx.	21.41	y.	27.31
xy	9.47	y.	9.97	y.	11.78
xx.	4.13	x.	8.44	x.	27.42
xx.	13.19	y.	6.17	xx.	10.37
x.	7.6	x	5.36	xxx.	7.8
x.	4.21	y	19.37		
x.	6.88	yx.	13.69		
yx.	16.18	y.	4.22		
yx.	14.57	y.	5.78		
yx.	27.51	x.	5.65		
x	5.64	x	6.05		
yy.	41.51	xy.	4.56		
xx.	11.47	x.	11.27		
yx	23.96	xy	17.92		
xx.	9.72	yx.	16.21		
x.	5.57	xx.	8.81		

Kpl

x ?
y ?

Keskiarvo

Havainto kpl. 76
Sek. 11.4475

Le Baiser (26.10.1969)

TEOKSEN KATSOMINEN:

Työpäivän kesto:

7h

Selvitys mittaus keinosta: Mittasin ajastimella aikaa, jonka miehet tai naiset käyttivät eri töiden katsomiseen. Työskentelin yhdessä huoneessa. Laskin koko teoksen edessä käytetyn ajan. Ja erillisesti ihmisten teostietojen lukemiseen käyttäneen ajan. Piste sukupuoli merkin perässä merkitsee Että henkilö on lukenut myös teos nimikyltin.

Teos nimi: Le Baiser (26.10.1969)
(Eng.) The Kiss
(Fi.) Suudelma

*Dot [...] at the end of the gendermark
signifies that subject read the title*

y	5.65	x	15.54	x	22.16
x	6.6	x	13.03	yx	6.07
x	8.68	y	8.22	y	8.07
x	27.4	xx	10.67	xy	1.93
x	6.54	x	6.24	xx.	15.53
y	14.14	x	6.05	y	18.4
xy	12.58	yx	7.42	y	10.56
yx	7.82	xy	17.17	x	6.68
yx	48.02	xy	10.11	x	8.02
x	10.74	xx	13.81	x	4.07
x	17.74	yx	10.88	x	5.37
xxx	42.35	x	10.64	y	10.97
x	13.94	x	12.76	x	15.28
xx	8.83	xx	13.87	xy	8.3
y	17.18	x	16.14	x	3.03
y	20.28	x	9.09	xy	16.32
yx	12.03	x	7.33	xx	13.18
xxx	15.59	yx	10.26	xx	12.42
xx	9.99	xx	28.05	y	3.07
xy	12.02	xx	11.07	xx	48.88
yx	6.94	x	3.05	xy	7.94
x	8.35	x	5.49		
x	19.2	x	22.27		
xx	7.85	x	13.32		
x	5.74	x	9.6		
x	9.11	x	8.95		
yx	26.06	x	15.3		
xy	5.96	x	8.9		
y	4.04	y	5.29		

Kpl

x ?
y ?

Keskiarvo

Havainto kpl. 79
Sek. 12.50810127

TEOSTIETOIHIN KÄYTETTY AIKA:

Observing the titles of the work(s)

Teos nimi: Le Baiser (26.10.1969)
(Eng.) The Kiss
(Fi.) Suudelma

xx	2.29	x	2.66
x	2.57	x	4.5
x	5.58	x	3.24
x	2.17	yx	2.86
y	4.83	x	3.53
y	4.14	x	1.07
x	1.05	x	1.15
x	2.45	yxx	0.91
x	1.13	x	1.41
x	2.45	x	2.22
x	1.13	x	3.18
y	4.16	xy	2.65
x	1.27	x	4.45
y	2.54	yx	1.25
xy	1.33	y	2.28
y	1.16		
x	2.14		
x	1.47		
x	5.11		
x	8.63		
xy	2.18		
xx	1.56		
xy	7.54		
yx	6.4		
y	5.69		
y	6.52		
x	1.83		
xy	3.95		
xy	1.68		

Kpl

x	?
y	?

Keskiarvo

Havainto kpl.	44
Sek.	2.984666667