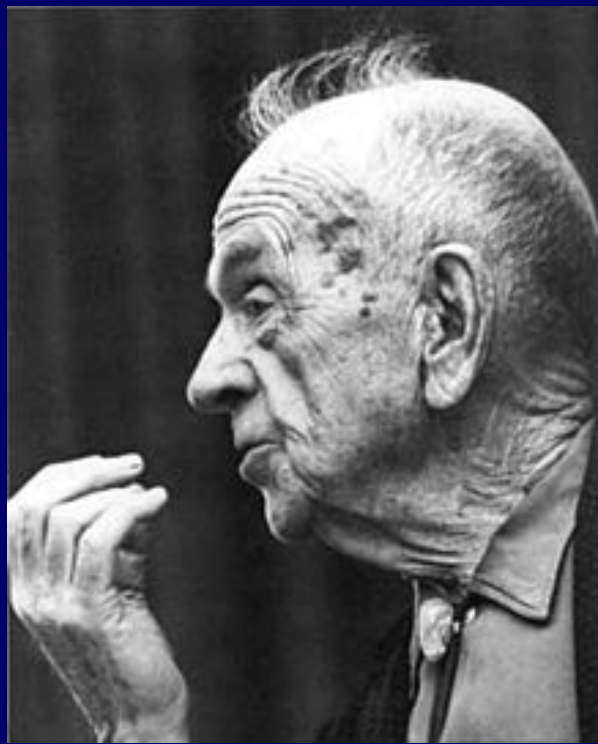


# Intellectual access





Interpretation is neither facts nor  
literary fiction, but “revelation  
through information”.

Freeman Tilden

## DEFINE **TARGET AUDIENCE:**

What are we going to say

**content**

How are we going to say it

**style, language, construction**

How are we going to present it

**design**

# Intellectual access

## Portuguese Museums Network Access: information / texts

- 73% “yes” – language used
- 53% “yes” – font size
- 63% “yes” - contrasts font / background
- 63% “yes” - positioning of texts
- 66% “yes” – object exhibition
- 62% “yes” - illumination of objects and texts

# Intellectual access

“Instead of saying that it comes from the Bronze Age (or whatever), it’s more interesting to know that it was a needle to sew furs.”

“They say it’s very old, but I’m interested in knowing what it was for.”

“The kind of information given is minimal (what and when); it doesn’t have to be exhaustive, it has to be fast, clear, concrete.”

## VICTORIA AND ALBERT MUSEUM

**50% degree**

**21% masters or PhD**

**26% specific knowledge on art and design**

**50% socio-economic groups 1 and 2**

**74% do not have specific knowledge on art and design**

# Orientations

## V&A Museum



*Before*

MIRROR FRAME

Painted Cartapesta (papier mâché)

Workshop of NEROCCIO DEI LANDI (1447–1550)

SIENNESE; last quarter of the 15th century

850–1884

This type of mirror frame, showing an emblematic female head, exists in several examples in various media; a maiolica version (C.2111-1910) is exhibited in room 14. This work is characteristic of NEROCCIO DEI LANDI, who trained under Vecchietta and was active in Siena both as a painter and a sculptor.

# Orientations

## V&A Museum



*After*

MIRROR FRAME

About 1475–1500

Workshop of Neroccio dei Landi (1447–1550)

The mirror, which is now missing, would have been a disc of blown glass or polished metal. As well as being an expensive novelty, mirrors were thought to reveal the inner truth. This frame invited a moral comparison, since the viewer's face appeared below the beautiful (and therefore virtuous) image above. [52 words]

Italy, Siena

Painted *cartapesta* (papier mâché)

Museum no. 850-1884

V&A, Room 17, *Renaissance 1400–1600*



# Orientations



Imperial War Museum, Londres

## CONSTRUCTION

### Hierarchization of information

**Attract** » Title (1-5 words)

**Introduce** » Introductory text (50 – 100 words)

**Deepen** » Text of 2nd level (up to 100 words)

**Interpret** » Object labels (25-75 words)

**Introduction: 12-13 year-olds**

**Rest of text: up to 15 year-olds**

# Orientations



Dachau Concentration Camp Museum, Munich

# Orientations



**Dachau Concentration Camp Museum, Munich**

# Orientations



## RABELO - RABELO

O DOURO FOI A GRANDE ESTRADA DE BARCOS RABELO, POR ONDE SE PROCESSAVA A VIDA ECONÓMICA DA REGIÃO, COM ESPECIAL RELEVÓ PARA O COMÉRCIO DE VINHOS A PARTIR DO SÉCULO XVII, QUANDO A EXPORTAÇÃO DO VINHO DO PORTO, ASSUMIU SIGNIFICATIVA IMPORTÂNCIA NA ECONOMIA DO REINO.

O Douro em Espanha, onde nasce, é um pacífico rio. No tipo interaccional, entre a fronteira e Barca d'Alva, transformase num acidentado rio de montanha, cuja navegação se limita a passagem entre margens ou a pequenas traças. Acidentes geográficos, como o Cachão da Valcira eliminado em 1792, dificultavam a navegação, sendo necessária uma embarcação específica.

Adaptados as necessidades de navegação do curso difícil do Douro, os Rabelos eram construídos nas margens do rio, pelos próprios navegadores, que se designam, não por barqueiros mas por caudales, mas sim por marinheiros, devido as suas origens em embarcações marítimas, cujas técnicas e construtivas, ainda que não fossem decodificadas no Mediterrâneo, seriam comuns aos povos atlânticos.



**RABELO**  
The rabelo was the most important type of sailing boat in the Douro valley. It was used for the transport of wine from the Douro valley to the city of Oporto. The rabelo was a long, narrow boat with a single mast and a large sail. It was built by the Douro fishermen and was used for centuries. The rabelo was the only boat that could navigate the Douro river, which is a very difficult task. The rabelo was built with wood and was very sturdy. It was built by the Douro fishermen and was used for centuries. The rabelo was the only boat that could navigate the Douro river, which is a very difficult task. The rabelo was built with wood and was very sturdy. It was built by the Douro fishermen and was used for centuries. The rabelo was the only boat that could navigate the Douro river, which is a very difficult task.



Port Wine Museum, Oporto

## **STYLE AND LANGUAGE**

- **Simple, concise, direct sentences**
- **Put the words in usual order, write as we speak; read aloud**
- **Divide long and complicated texts in sections**
- **Verbs in active voice, refer immediately to subject**
- **Brief quotes or colloquial expressions**
- **Avoid jargon and technical terms (or explain them)**
- **Ask questions**
- **Associate information to everyday experiences**

# Orientations

**Welcome to the People's History Museum. Join a march through time following Britain's struggle for democracy over two centuries. Meet the revolutionaries, reformers, workers, voters and citizens who fought our battle for the ballot. Gather amongst their magnificent banners and discover how time off was won (and spent). With lots of hands-on activities and regular events for children, the museum is fully family friendly.**

our  
d and  
erside  
stocks  
venirs  
**e Hall**  
nity  
eir own  
**lery**  
exhibits  
ctions  
our

# Orientations





## The Fight for Shorter Hours

People often worked a 16 hour day during the Industrial Revolution. People campaigned for a shorter working week throughout the 19th and 20th centuries. Government intervention meant fewer hours. However, people still work long days, either through choice or because they are told to. Is this right?

# Orientations



Museum in Docklands,  
London

## Londinium: City of the Roman Empire

The Roman Empire stretched from northern Africa to Scotland and from Spain to Turkey. Within it, Londinium became an important centre of administration, communication and redistribution.

Most of the goods and people travelling through Britannia passed through Londinium. Soon its harbour was the busiest in the province. By AD 100, a timber bridge had been built over the Thames, the first crossing for 50 miles.

The town now lay at the junction of a main road leading from the south coast to York, Colchester and beyond. On the river, barges coming downstream from the West Country met with ships coming upstream from overseas.



This map shows the main roads in Roman Britain. How many pass through Londinium?



A plan showing the Roman bridge and key buildings of Londinium.



Largely being unloaded at the Port of Londinium.

10	11
12	13
14	15
16	17
18	19
20	21
22	23
24	25
26	27
28	29
30	31
32	33
34	35
36	37
38	39
40	41
42	43
44	45
46	47
48	49
50	51
52	53
54	55
56	57
58	59
60	61
62	63
64	65
66	67
68	69
70	71
72	73
74	75
76	77
78	79
80	81
82	83
84	85
86	87
88	89
90	91
92	93
94	95
96	97
98	99
100	101

# Orientations



## *Why is this house in the Museum?*

A call to the Smithsonian on a summer's day in 1963 from concerned Ipswich residents saved this old house from demolition. Smithsonian staff brought the house to this museum as an example of early New England building practices. By saving one house, they also saved more than a dozen family stories and 200 years of American history. Five of those stories are told here.

# Intellectual access



**Museu Francisco  
Tavares Proença  
Júnior, Castelo  
Branco**



**Dover Castle**



**Municipal Museum of Penafiel**



**Municipal Museum of Penafiel**

# Intellectual access



Transports and Communications Museum, Oporto



Interpretation Centre of the Battle of Aljubarrota



# The reality

- Very small texts, badly illuminated
- Bad contrasts
- Text on graphics and photos
- Panels behind cases, shadows, reflexes
- Unsufficient illumination or badly located lights
- Labels without inclination, very low
- Labels away from objects
- Texts just in capital letters

# Orientations

## Is it just a question of size?

The x-height of a typeface plays a key role in its legibility. For example, this is 13 pt Baskerville.

This is 13 pt Helvetica Neue 55. Looks bigger, doesn't it? That's because it has a taller x-height.

13 pt Mrs. Eaves!  
Now that's a small x-height!

# Orientations

AaBbCc Sans-serif font

AaBbCc Serif font

# Orientations

## **Flush Left/Rag Right**

Paragraphs of type can be aligned in several different ways. The axis can be central, left or right. Text can also be set so that both sides of the column are aligned or justified. The unaligned side of the paragraph that creates a more jagged shape is called the “rag.”

## **Justified**

Paragraphs of type can be aligned in several different ways. The axis can be central, left or right. Text can also be set so that both sides of the column are aligned or justified. The unaligned side of the paragraph that creates a more jagged shape is called the “rag.”

# Orientations

- Align on the left
- Paragraph width
- 45-50 characters per line
- Spacing between lines
- Density between letters
- Avoid italic and bold
- Combination of capital and small letters

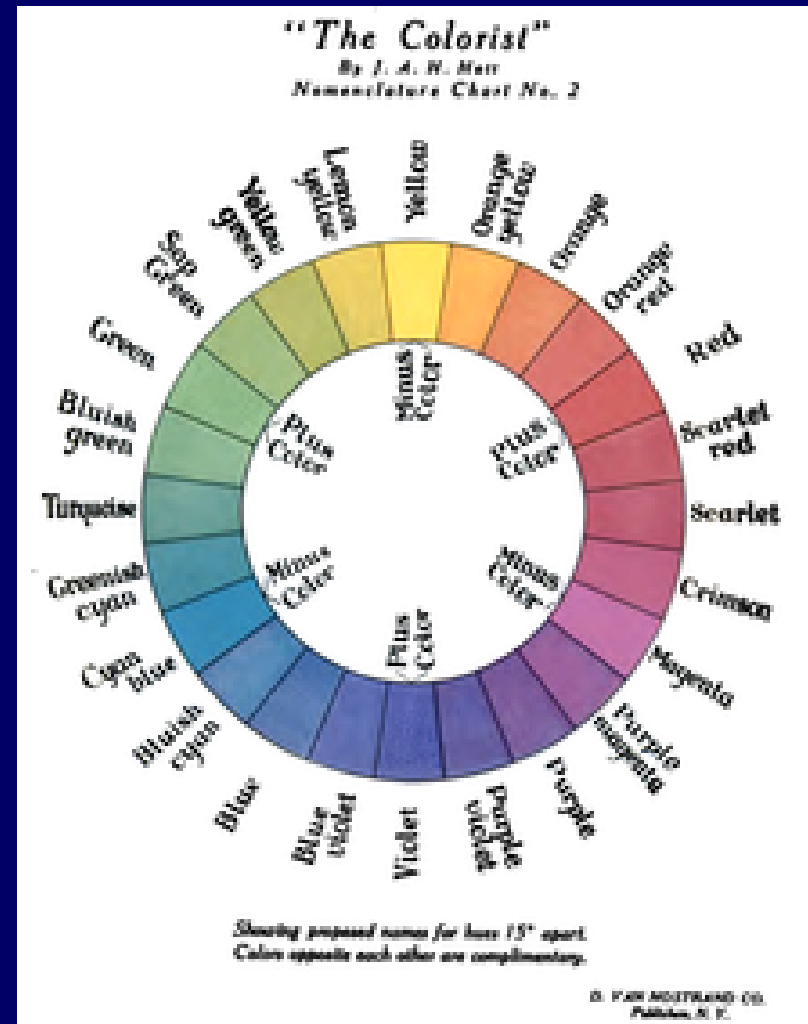
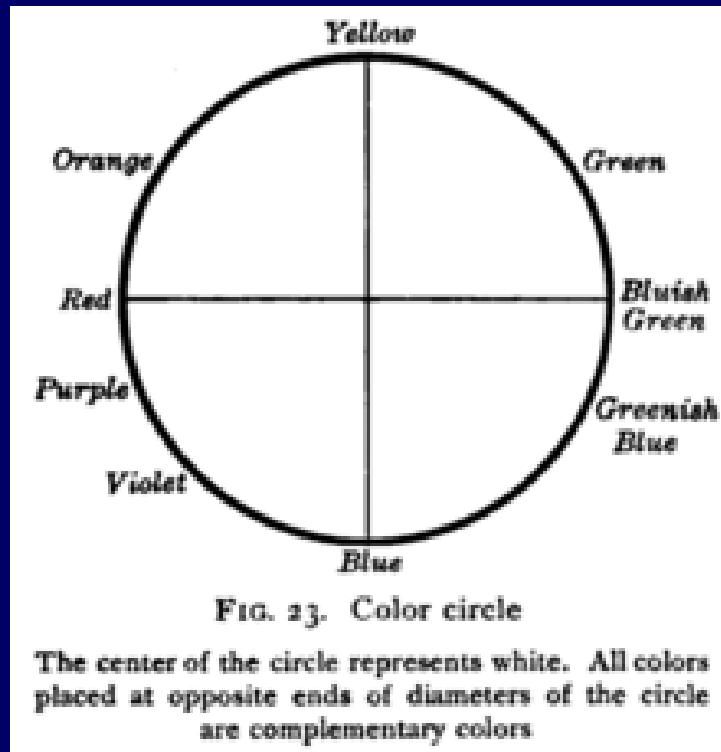
# Orientations

People read the  
shapes of whole words

---

➤ When type is set in upper and lowercase, readers recognize the shapes of familiar words, rather than reading each individual letter.

# Orientations



THE PINKY SHOW

PRESENTS

**We Love  
Museums**

**...Do Museums  
Love Us Back?**





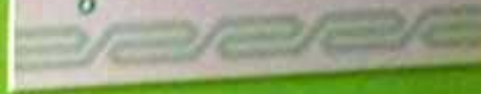


IL QUANTO  
AL QUALITÀ

IL QUANTO AL QUALITÀ

Il primo è quello di creare un  
ambiente sicuro, salubre e  
adatto alle esigenze di ogni  
attività. In questo senso il  
design del spazio non consiste  
solo in un progetto, in  
una serie di linee guida e  
regole, ma in un processo  
che coinvolge tutti gli  
attori del progetto, dal  
cliente al progettista, dal  
costruttore all'utente finale.  
Il design è il risultato di un  
processo di dialogo e di  
collaborazione, che porta  
alla creazione di uno spazio  
che è sia funzionale che  
estetico. Il design è un  
processo che si evolve nel  
tempo, che si adatta alle  
cambiamenti e alle nuove  
esigenze. Il design è un  
processo che si evolve nel  
tempo, che si adatta alle  
cambiamenti e alle nuove  
esigenze.

Il secondo è quello di creare  
un ambiente sicuro, salubre e  
adatto alle esigenze di ogni  
attività. In questo senso il  
design del spazio non consiste  
solo in un progetto, in  
una serie di linee guida e  
regole, ma in un processo  
che coinvolge tutti gli  
attori del progetto, dal  
cliente al progettista, dal  
costruttore all'utente finale.  
Il design è il risultato di un  
processo di dialogo e di  
collaborazione, che porta  
alla creazione di uno spazio  
che è sia funzionale che  
estetico. Il design è un  
processo che si evolve nel  
tempo, che si adatta alle  
cambiamenti e alle nuove  
esigenze.



# preparant-nos per viatjar

## L'Atlas Català

L'any 1375 Cresques Abraham i el seu fill Jafudà Cresques varen fer, per encàrrec del príncep Joan I -fill de Pere el Cerimoniós-, un atlas que volia comprendre tot el saber del món, en un període en què realitat i fantasia es confonien sovint. L'Atlas Català és un clar exemple de quin coneixement i quina concepció es tenia a la Corona d'Aragó del món durant l'edat mitjana.

## El Atlas Catalán

En 1375, Cresques Abraham y su hijo Jafudá Cresques elaboraron, por encargo del príncipe Juan I -hijo de Pedro el Ceremonioso-, un atlas que comprendía todo el saber del mundo, en un tiempo en que realidad y fantasía a menudo se confundían. El Atlas Catalán es un claro ejemplo del conocimiento y la concepción del mundo que se tenía en la Corona de Aragón durante la edad media.

## The Catalan Atlas

In 1375 Cresques Abraham and his son Jafudá Cresques -on the orders of Prince John I -son of Peter the Ceremonious- prepared an atlas which sought to collect all knowledge of the world, in a period when reality and fantasy were often confused. The Catalan Atlas is a clear example of the knowledge and the conception of the world that Crown of Aragon had in the Middle Ages.







# Musée - parc archéologique du lac de Paladru

Le Musée - parc archéologique du lac de Paladru est un lieu unique où l'histoire se mêle à la nature. Situé à l'extrémité ouest du lac, ce musée est un véritable sanctuaire de la mémoire. Il est construit en bois et se fond parfaitement dans son environnement. Le musée est ouvert de mai à septembre, de 10h à 18h. Les tarifs sont de 5€ pour les adultes et de 3€ pour les enfants. Le musée est accessible aux personnes à mobilité réduite.

## Historique de l'édifice

Le Musée - parc archéologique du lac de Paladru a été construit en 1984. Il est le fruit d'un projet de réhabilitation de l'ancien site de la ferme de Paladru. L'édifice a été conçu par l'architecte Jean-Louis Pons. Le musée est un véritable sanctuaire de la mémoire. Il est construit en bois et se fond parfaitement dans son environnement.

## Accès et horaires

Le Musée - parc archéologique du lac de Paladru est ouvert de mai à septembre, de 10h à 18h. Les tarifs sont de 5€ pour les adultes et de 3€ pour les enfants. Le musée est accessible aux personnes à mobilité réduite.

## La mémoire du tissage

Imaginons la scène dans un narais protégé, à l'extrémité ouest du lac de Paladru où, pour se camoufler, le musée s'est habillé d'une combinaison en bois. Il cherche à se confondre avec son environnement, à s'adapter aux formes et à la couleur des lieux et à profiter de la proximité d'une dense roselière pour gagner en discrétion. Ses concepteurs n'ont pas voulu « dissocier contenant et contenu. L'architecture est l'élément premier de la scénographie ». Ce long tunnel aux allures d'insecte - 160 m de long au total - se prolonge par un pontant-antenne. Aussi remarquablement mimétique que le phasme ou la nante religieuse, il devient branche et ramifications qui s'infléchissent pour finir dans l'axe du lac. Son épiderme de bois repose sur une série de portiques en li qui lui tient lieu de squelette.

## Le musée est tissé

Imaginons la scène et se présente protégé en el extremo oeste del lago de Paladru, donde para camuflarse, el museo se ha vestido con una combinación de madera. Para de confundirse con el entorno de algarrobo a las flores y al color del lago y de aprovechar la proximidad de un tupido carrizal para resultar más discretos, sus responsables se decidieron tan pronto "ocultar" el contenido y el contenido. La arquitectura es el elemento esencial de la escenografía". Este largo túnel con aspecto de insecto - 160 m de largo al total - se prolonga en un puente-antena. Un uso caprichoso que también se nota como el insecto palo o la nante religiosa, se convierte en rama o estiramiento que se curva y se ramifica, como un plano que el lago. Su epidermis de madera descansa en una serie de porticos de li que le sirven de esqueleto de columna de sustentación. Este museo sirve como estructura para los objetos descubiertos en las salas de exposición, y el uso del material vegetal bajo el agua del lago hace del museo un elemento de integración perfecta.



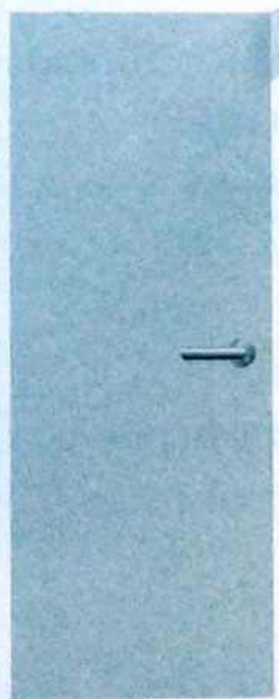
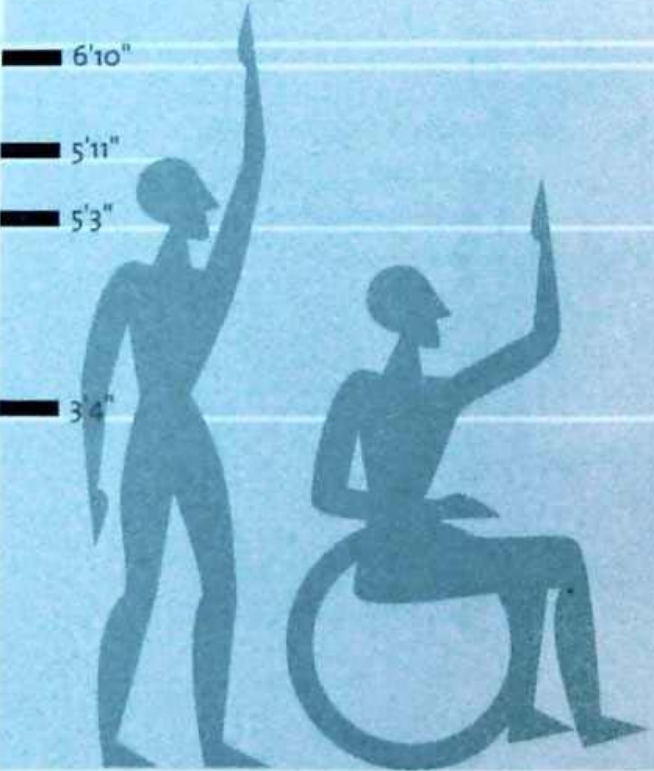
2.50 m 8'3"

2.08 m 6'10"

1.80 m 5'11"

1.60 m 5'3"

1.02 m 3'4"

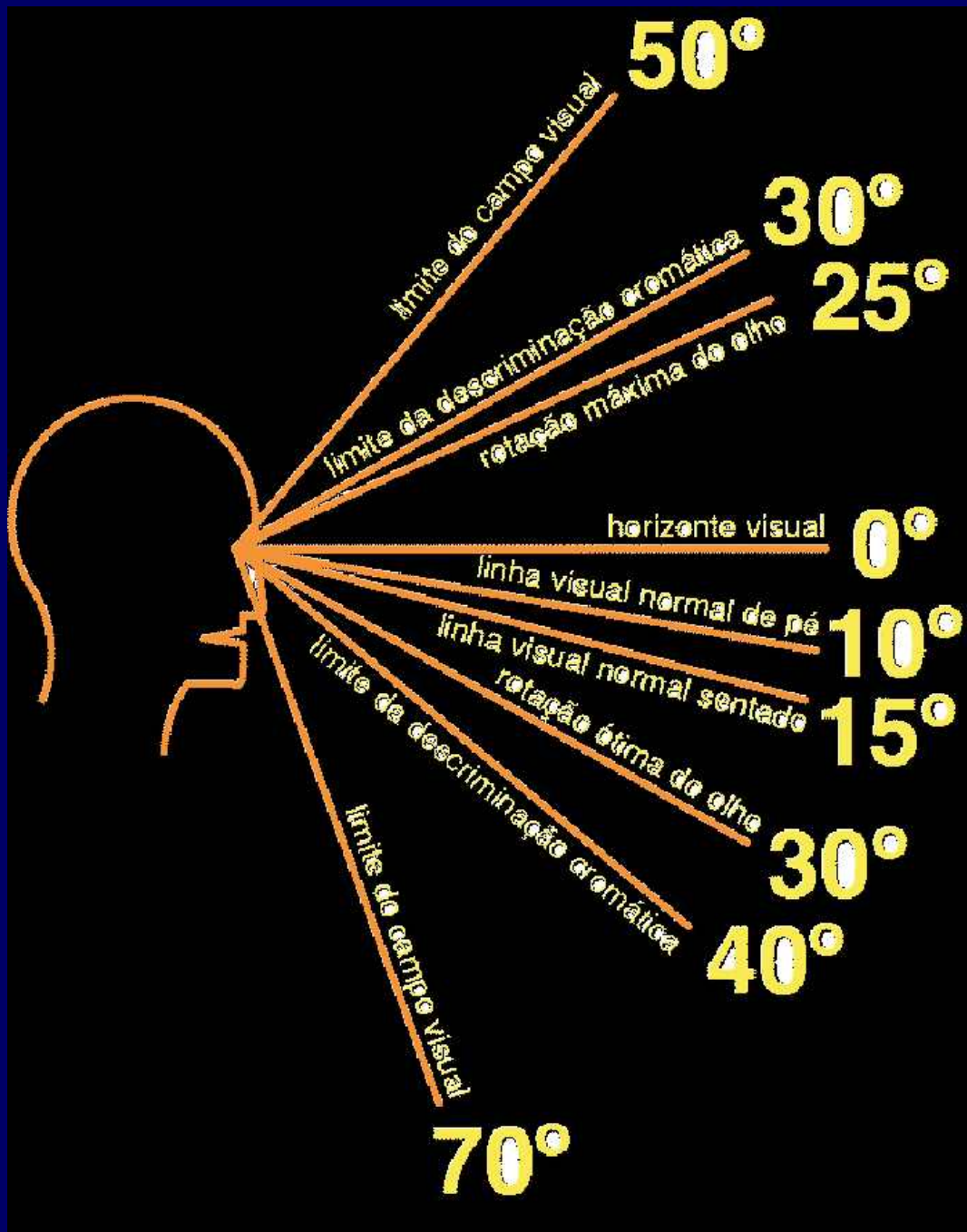


216



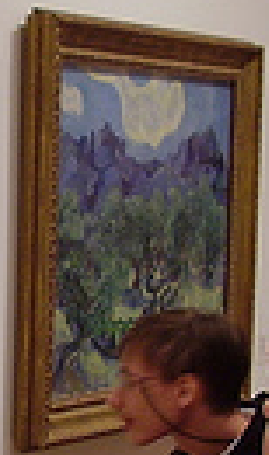
- C
- B
- A
- D







Informational text label on the wall.







## Úrano



Distância ao Sol: 2 870 000 000 km  
Raio: 51 800 km  
Período de rotação: 16,3 horas  
Período de translação: 84 anos

# 1810-2000 De stad The city

In de afgelopen 200 jaar heeft Amsterdam zich ontwikkeld tot een bruisende stad met een eigenzinnig karakter. Sinds de tweede helft van de 19de eeuw groeide de stad explosief. Deze afdeling schetst twee eeuwen ontwikkelingen aan de hand van vier perioden: 1816-1875, 1875-1940, 1940-1945 en 1945-2000.

In de zalen 18, 19, 20 en 21 worden de belangrijkste thema's van Amsterdam, de stad die we nu wonen in de stad. Zaal 18 vertelt het verhaal van stadskinderen in de laatste eeuwen. Aan de hand van persoonlijke verhalen van Amsterdamse kinderen over kinderarbeid, opvoeding en school, komen sociale en culturele ontwikkelingen aan de orde. Op de bovenste verdieping worden de oorlogsjaren en de naoorlogse periode van 1945-2000 behandeld. In de filmzaal tenslotte draait een doorlopend programma over Amsterdam in documentaire en speelfilm.

In the past 200 years Amsterdam has developed into a lively city of great individuality. Since the second half of the 19th century the city has grown rapidly. This section surveys four periods of development spanning two centuries: 1815-1875, 1875-1940, 1940-1945 and 1945-2000.

In the halls 18, 19, 20 and 21 we deal with the most important themes of the city. Room 18 tells the story of the children of Amsterdam in the last two centuries. Children's personal stories about child labour, their upbringing and schooling, throw light on cultural and social developments. The war years and the postwar period from 1945-2000 are dealt with on the top floor. A compilation of documentaries and films featuring Amsterdam is shown in the film theatre throughout the day.



**AMSTERDAMS**

AMSTERDAMS  
Historisch Museum

[www.ahm.nl](http://www.ahm.nl)

*Historisch Museum*

AMSTERDAMS  
Historisch Museum

[www.ahm.nl](http://www.ahm.nl)



# Physical access



Pavilion of Knowledge – Ciência Viva, Lisbon

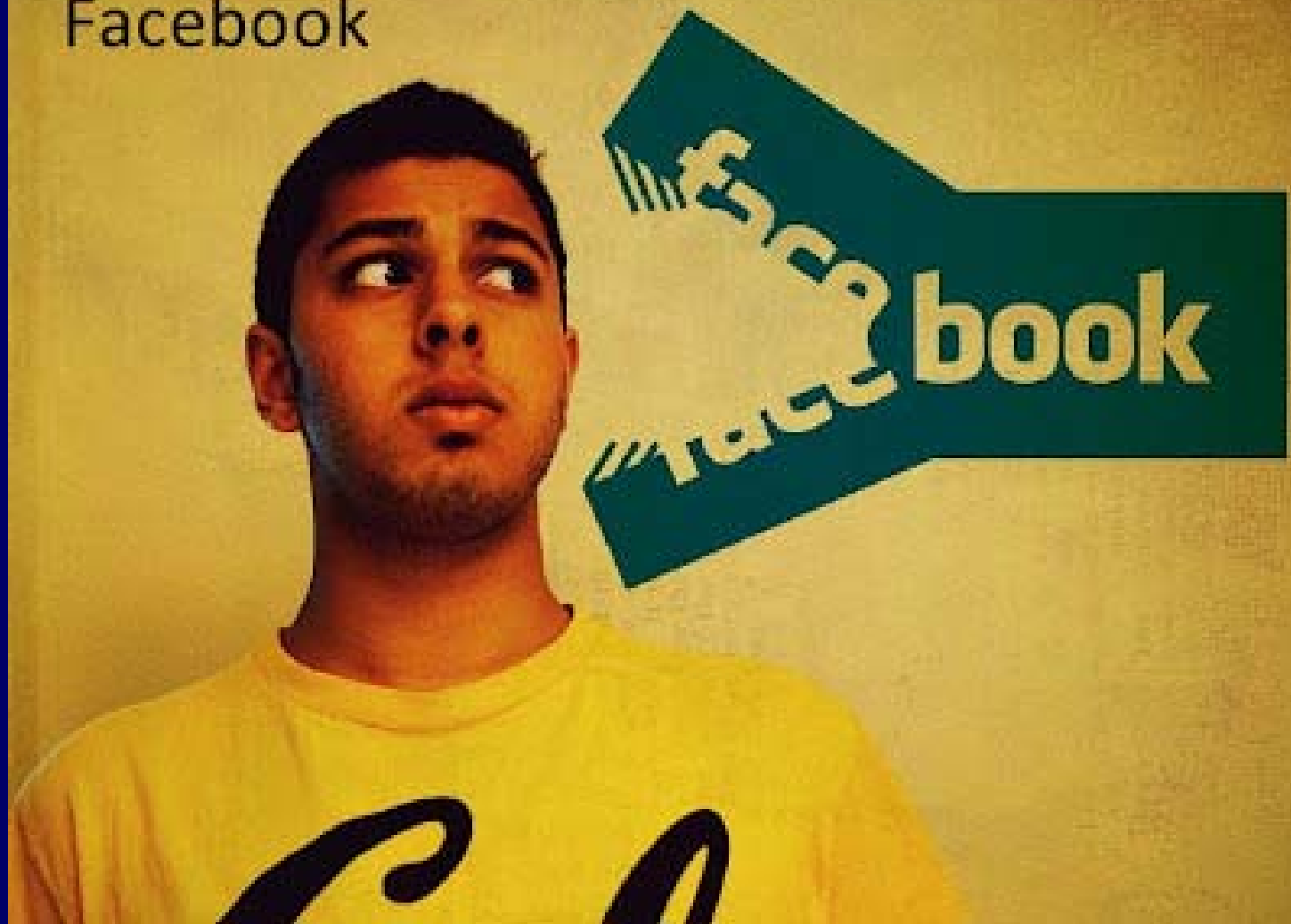




**Community Museum of Batalha**



Facebook



# these sell tickets

artistic content



your website



your direct mail campaigns



customer service by  
your box office





Fundação Calouste Gulbenk...

Timeline ▾

October ▾

**Lou Petrus** ▶ **Fundação Calouste Gulbenkian**October 26 

Olá! Sou eu, do Brasil, quem estive assistindo "Conversas Musicais" e fiz contato para receber material da Fundação Gulbenkian. Assisti também ao concerto belíssimo da Missa si menor de Bach. Adorei conhecer a Fundação. Grande abraço a todos. Sucessos!

[Like](#) · [Comment](#)

Paula Faia likes this.



Fundação Calouste Gulbenk...

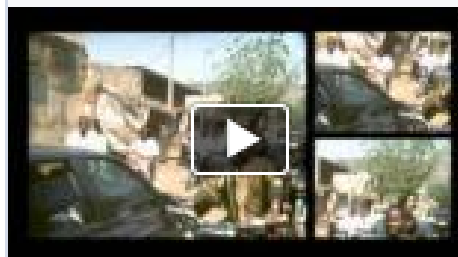
Timeline ▾

Now ▾

Este domingo será um belo domingo, Amadou & Mariam vão estar no palco do Grande Auditório.

Bom fim de semana

[See Translation](#)



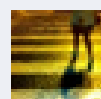
**Amadou & Mariam - Beaux Dimanches (Dimanche à Bamako) [Clip Officiel]**

Subscribe to Amadou & Mariam's official channel <http://bit.ly/RTmAqr> Subscribe to the official channel :

Like · Comment · Share

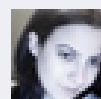
 26

 Alzira Arouca and 62 others like this.



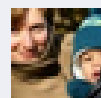
**Cristina Godinho** Ivone Lourenço, bamos?

21 hours ago · Like ·  1



**Helena Batista** então e não ha um passatemposinho? 😊

21 hours ago · Like ·  1



**Emi Borys** Quanto custa entrada?

17 hours ago · Like

**MoMA PS1** · 179,954 like this

about an hour ago ·

Like

A letter from our director, Klaus Biesenbach, to our friends and neighbors:

dear new yorkers,

Please consider MoMA PS1 a HOME and a SHELTER during this time of difficulty in New York. MoMA PS1 will be open to the community. We know it's not much, but we're happy to offer you a free cup of coffee, a place to rest and charge your cell phone, and to convene with other members of the community and be dry and safe....

greetings,  
Klaus

Like · Comment · Share

279

1,479 people like this.

View previous comments

48 of 59

**Lisa Adams**

about an hour ago · Like

**Ashli Sisk** sadly regular Moma still charges 25 a head this week. lol

about an hour ago · Like ·

RIJKS

Rijksmuseum

Only 85 more nights... until we'll drink a Heineken beer together. Starting today, Heineken is our new sponsor. Cheers! <http://bit.ly/10DPfqm>



Like · Comment · Share · 99 2 15 · 15 minutes ago · Chat (Off)





## Rijksmuseum

Only 68 more nights... until we can see all the Old Masters again. But today we get to see the New Masters as well, because today the new away strip of the Dutch national football team is being unveiled in the Rijksmuseum.





## Rijksmuseum

Only 74 more nights... until Queen Beatrix will open the new Rijksmuseum. It will be one of her last great appearances before she abdicates. We are honoured (and a bit emotional). This Thursday we will open the presentation 'Beatrix Regina', featuring 30 photos of her life and work. <http://bit.ly/1268CYn>



Like · Comment · Share · 1,086 · 48 · 237 · 2 hours ago ·



Vote for your **MISS SEPTEMBER**  
↓ Decide who will make it to the Miss Rijks Calendar

Rembrandt's timeline

[http://www.youtube.com/watch?feature=player\\_embedded&v=WaiG-pZGQIU](http://www.youtube.com/watch?feature=player_embedded&v=WaiG-pZGQIU)



World Food Programme

Timeline

Now

As easy as ABC? Not for everyone.

For the first time, these Afghan women from Kandahar are learning to read. And WFP helped make it possible:  
<http://bit.ly/WaxerM>





World Food Programme

Timeline ▾

Now ▾

Our Web Editor Martin Penner is in the Democratic Republic of Congo where he met Liberata, a mother of 5, forced to flee her home by a wave of violence sweeping across the country. Write a question for Liberata in the comments and we'll post her answers tomorrow.





World Food Programme

Timeline

Now

✓ Liked

Winter is coming. Are you ready?

WFP's winter food distributions to mountain villages in Afghanistan are helping 125,000 people get through the harshest winter months: <http://bit.ly/NWAG9j>





World Food Programme Timeline Now

✓ Liked

Can you remember who you used to eat lunch with at school when you were nine years old?



World Food Programme

November 5 🌐

What inspires you at work? Meet Aziza. She works behind the scenes in East Darfur ensuring lifesaving deliveries go out with the right food at the right time. It's a big job, but she's up to the challenge.

Colleagues like her inspire us: <http://bitly.com/Tj00Lo>



👤 Chat (Of





**MUSÉE  
RODIN  
PARIS**

Musée Rodin

Liked · February 13

Mercredi, en Nocturne jusqu'à 20h45, venez déclarer votre flamme pour la St Valentin devant le Baiser de Rodin.

On wednesday, for Valentine's Day, come to the museum and say I love you in front of the Kiss by Rodin.

Like · Comment · Share

1,353 people like this.

600 shares

View 36 more comments



**Edwige Kuhnel** J'ai toujours aimé cette sculpture !



February 14 at 11:23am · Like



**Elena Patricia Rodriguez Robles** Oui!

February 14 at 10:02pm · Like

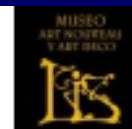


**Cidinha Martins** lindo pura expressao do amor

February 14 at 10:41pm · Like



Write a comment...



## Museo Casa Lis

Liked · February 12

"El amor es el arquitecto del universo." (Hesiodo) De éste y de todos los universos. Por ello, queremos que lo celebres en Casa y te invitamos a dejar tu dedicatoria en la Tienda de Lis de la Calle Prior. Hoy es el último día para participar en el concurso: ¡aún puedes ganar a Kewpie y un desayuno para dos en el Café de Lis! El 14 de febrero tú serás nuestro universo. ¿Nos celebramos?

'Amantes'. Ernst Seger. Bronce, marfil y ónice. 40 cm. C. 1920. Fotografía: Imagen M.A.S.

Unlike · Comment · Share

 You and 107 others like this.


 24 shares



**Alicia Ruano Santos** Que preciosidad " Los amantes" una de mis favoritas

February 12 at 12:51pm · Like ·  3

**Ana Llyr Thuatha Dé Danann** Una maravilla más de ese museo

February 12 at 3:10pm · Like ·  4



Write a comment...



The Metropolitan Museum of Art, New York

Liked · February 13

When did you first realize you loved the Met? Share your connection to the Museum with someone special this Valentine's Day, and this could be you! Give a Gift Membership: <http://met.org/Vao9VJ>

Painting by Riza-yi 'Abbasi (ca. 1565–1635) | The Lovers | dated A.H. 1039/ A.D. 1630


Like · Comment · Share

👍 2,918 people like this.


🗨️ 1,114 shares

💬 View previous comments 6 of 65

 **Anton Frenkel** No, she just preparing to be  
February 16 at 5:14pm · Like

 **Dijwar Navgundi** she just had to much shawarma all de times  
February 16 at 8:03pm · Like

 **Arash Khaman** (زیبا) So beautiful  
February 17 at 7:29pm via mobile · Like

 Write a comment...



MoMA The Museum of Modern Art

Liked · February 14

Happy Valentine's Day! 14 works from our collection for you on Valentine's Day ("The Scream" not included): <http://bit.ly/vfMLw9>

[Jim Dine. "The Little Heart in the Landscape." 1991]

Like · Comment · Share

5,705 people like this.

2,679 shares

View previous comments

3 of 73



Galip Hasret

<https://www.facebook.com/pages/Foto%C4%9Fraf-D%C3%BCnyas%C4%B1ndan/374781082607271>



Fotoğraf Dünyasından

YAŞADIĞIMIZ DÜNYADAN GÜZEL, İLGİNÇ YA DA SİZE DEĞİŞİK GELEN FOTOĞRAFLARI HEP Bİ...[See More](#)  
Page: 1,451 like this



Write a comment...




## Museu Nacional dos Coches

Liked · November 23, 2012

Coche dos Condes da Ericeira - pormenor - Cupido que, armado do seu arco e flechas tenta, por entre uma espessa nuvem de fumo, alvejar um coração ardente colocado sobre uma pira.

Like · Comment · Share

 7 people like this.

 30 shares



Write a comment...



**Casa-Museu Frederico de Freitas**

Liked · February 14

BOM Dia de São Valentim

[Unlike](#) · [Comment](#) · [Share](#)

 You and 16 others like this.

 1 share




**Casa-Museu Frederico de Freitas** alguns dos   
que por aqui palpitam

February 14 at 9:40am · Edited · Like ·  1



**Madalena Sousa Jolie!**

February 14 at 9:57am · Like ·  2



Write a comment...



**Casa-Museu Frederico de Freitas**

Liked · February 14

outros ...

Unlike · Comment · Share

 You and 22 others like this.

 2 shares



**Casa-Museu Frederico de Freitas** ...  mais naturais

February 14 at 4:38pm · Like ·  1




**Elsa Gonçalves** Novelo em forma de coração!!!  
LINDO!!! A natureza é mesmo fantástica :)))

February 14 at 9:44pm · Like ·  1



**Casa-Museu Frederico de Freitas** É daqui de Casa 😊

February 15 at 9:31am · Like ·  1



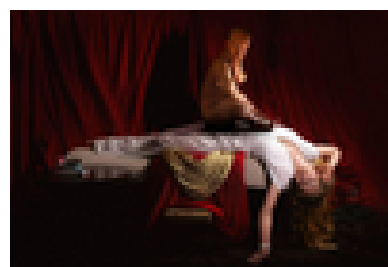
Write a comment...

Status

Photo / Video

Offer, Event +

A Shape Collection é um arquivo de trabalhos que representam o calibre e o significado cultural de obras de arte criadas por e sobre pessoas com deficiência. Amanhã, dia 27, estará aberto ao público. A exposição procura desafiar preconceitos e promover um debate crítico sobre a arte contemporânea criada por artistas com deficiência. Mais no website da Shape Arts.



### The Shape Collection at HSBC | ART & EXHIBITIONS | Shape Arts



<http://www.shapearts.org.uk/artandexhibi...>

To attend you must RSVP to [exhibitions@shapearts.org.uk](mailto:exhibitions@shapearts.org.uk) by 25 February 2013. Please let us know of any access requirements. Limited to 30 places so please reply ASAP



1 of 3 Choose a Thumbnail

No Thumbnail



Promote ▾

Post





**GAM - Grupo para a Acessibilidade nos Museus**

Liked · 13 hours ago

A Shape Collection é um arquivo de trabalhos que representam o calibre e o significado cultural de obras de arte criadas por e sobre pessoas com deficiência. Amanhã, dia 27, estará aberto ao público. A exposição procura desafiar preconceitos e promover um debate crítico sobre a arte contemporânea criada por artistas com deficiência. Mais no website da Shape Arts: <http://tiny.cc/agy3sw>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

5 people like this.

1 share

Write a comment...

# TINY

shorter URLs + QR codes



Howdy, Guest!

login

http://

tiny!

tiny.cc/

Log stats for this URL

## Recent URLs

[tiny.cc/7rz4sw](#)

<http://musingonculture-pt.blogspot.com>

[Remove From History](#)

➔

Share URL

Get QR

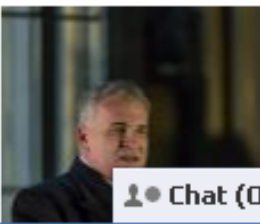
## What's Tiny.cc ?

1 2 3

### Shorten URLs

Make email-friendly links. Use on blogs, forums, social networks, instant messages, publications or ad campaigns. Shorten and track it for business and educational projects.

AdChoices



# Visitor studies

slaves and given former slaves, as well as women, the right to vote.

Our Constitution has been consistently about defending and extending freedoms - including the right of each and every American to speak their mind.

## QUESTION OF THE WEEK

If the election was today, would you vote for Obama or Romney?

Yes 44%  
(29 votes)

No 56%  
(37 votes)

Cast your vote at [www.rrleader.com](http://www.rrleader.com)

---

## WHO REPRESENTS ME?

---

U.S. Senators

Kay Bailey Hutchison

Round Rock City Council

# Why doing visitor studies?

## Profile identification

- Sociodemography
- Leisure time
- Needs, expectations, barriers

## Evaluation

Results towards objectives

# Types of studies

<b>STUDY</b>	<b>USE</b>	<b>TYPE</b>
Attendance	Trends and performance indicators	Quantitative
Demographic survey	Who visits and trends	Quantitative
Comments	Identification of things that can be improved	Qualitative
Specific studies	Evaluation	Quantitative and qualitative

# Carrying out a study

- **What** do we want to know?
- **Why?**
- **How** are we going to know?
- **What are we going to do** with the results?

Concentrate on what is important  
Leave irrelevant data

# Grand Tour





# The sample

1. What kind of people do we wish to survey?

2. How many?

Qualitative: 10-40

Quantitative: 100-150

Demographic: 300 - 600

3. How do we choose them?

# Types of studies

## Sociodemographic survey

- Sex
- Age
- Qualifications
- Socio-economic group
- Distance
- Duration of journey
- Nr. visits in the past
- Reasons for visiting
- Planned duration of visit
- Plans to see exhibition
- Expectations
- Duration of visit
- Rooms visited
- What do they remember or liked best?

# Types of studies

Focus group

Preparation of the session

**Objective**

**Questions**

**Planning**

**Contacts**

# Types of studies

## Focus groups



# Types of studies

## Focus groups



# Types of studies

## Surveys

	<b>VANTAGENS</b>	<b>DESVANTAGENS</b>
Self-administered	Less time, cheaper	Partially complete, not representative sample
Interview	Complete answers, guarantees sample	More time, more expensive, people less critical
Telephone	Allows to reach non-audiences, evaluate perceptions	Expensive, limited number of questions

# The questionnaire

- The questions
  - what kind of information are we looking for?
  - why are we asking the question?
- Forms of answers
  - closed / open
- Choice of words
  - avoid ambiguities
- The sequence
  - logic
- The questionnaire layout / clear instructions

**TEST!!!!**

# The questionnaire

## Questions

**What kind of toothpaste do you use?**

**What is the toothpaste brand you have been personally using at home in the last six months?**

**If you have more than one, please indicate them all.**

**What kind of car do you use?**

**How many sugar packs do you buy per year?**

**How do you occupy your leisure time?**

**What do you think of television and its effects on children?**

**Do you think that the threat of drug consumption requires harsher legislation?**



# The questionnaire

1. What's your income?
2. Do you visit occasionally or frequently?
3. Do you like this museum? Yes No
4. How many spots have you seen or heard on the radio about this museum this season?
5. What are the more determining attributes in your evaluation of museum exhibitions?
6. Don't you think that the current cuts in national museum budgets are unacceptable?

Maria Vlachou

[mariavlachou.pt@gmail.com](mailto:mariavlachou.pt@gmail.com)

[www.facebook.com/mariavlachou.pt](http://www.facebook.com/mariavlachou.pt)

<http://musingonculture-pt.blogspot.com>