



NATIONAL RESEARCH
UNIVERSITY

Working with the Museum Audience through Art therapy Programs

Borovskaia I.L., Ph.D., Ass. Prof.
Genkina I.
Gordin V.E., D.Sc., Prof.

St.Petersburg
09.12.2015

Art therapy

«method of psychological work that uses art in order to achieve positive change in human intellectual, emotional and personal development»

Purpose of the Research

To identify the features of art therapy programs created as a museum product in museums of St. Petersburg

Research Question

How to organize the work and interaction of key stakeholders in the process of the creation high-quality museum product as an art therapy program?

Features of Current Museum Activities

Type of activity	Educational	Expositions	Events	Social and Therapeutic
Purpose	Information transfer	Preserving cultural heritage	Attracting the audience, PR	Increasing clients' quality of life
The main functions	Educational and upbringing function, the function of socialization and organization of free time	Alarm function, the research function, expositions feature	The function of the organization of free time	The function of the museum as an object of social change, the function of socialization
Target audience	Schoolchildren, students, families	Professionals, people interested in museum sphere	Mass audience	People with disabilities, migrants, low-income category of citizens
Criteria for assessing the quality and social efficiency of programs	Supply /demand balance	Level of museum scientific activities – increasing number of publications	Increase the number of visitors, enlarge target audience	Increasing clients' quality of life (improved health, the level of socialization)
Marketing strategy	Focusing on the sale of a product	Focusing on product	Focusing on market	Focusing on product

Research Methodology

Sampling
method:

- snowball method

Method of
collecting
data:

- semi-structured interview

Amount of
the
interviews:

- 12

Groups of
respondents:

- Museum employees
- Employees of social centers and projects of charitable organizations and foundations, specialized agencies
- Volunteers

Criteria for Art therapy Museum Programs Analysis

Organizational features of art therapy programs (content, duration etc)

Process of program creation and implementation (The working group, the presence of outside experts, recruiting participants for the program)

The criteria and ways of evaluation

Availability of art therapy programs for the mass audience

Distinctive features of the museum's art-therapy compared with other forms of art therapy

Working Hypothesis

The peculiarity of art therapy program creation as a museum product is the need to involve targeted group representatives, namely employees of social centers, projects, foundations and associations, as well as medical professionals.

The Main Directions of Art therapy Activities in Museums of St. Petersburg

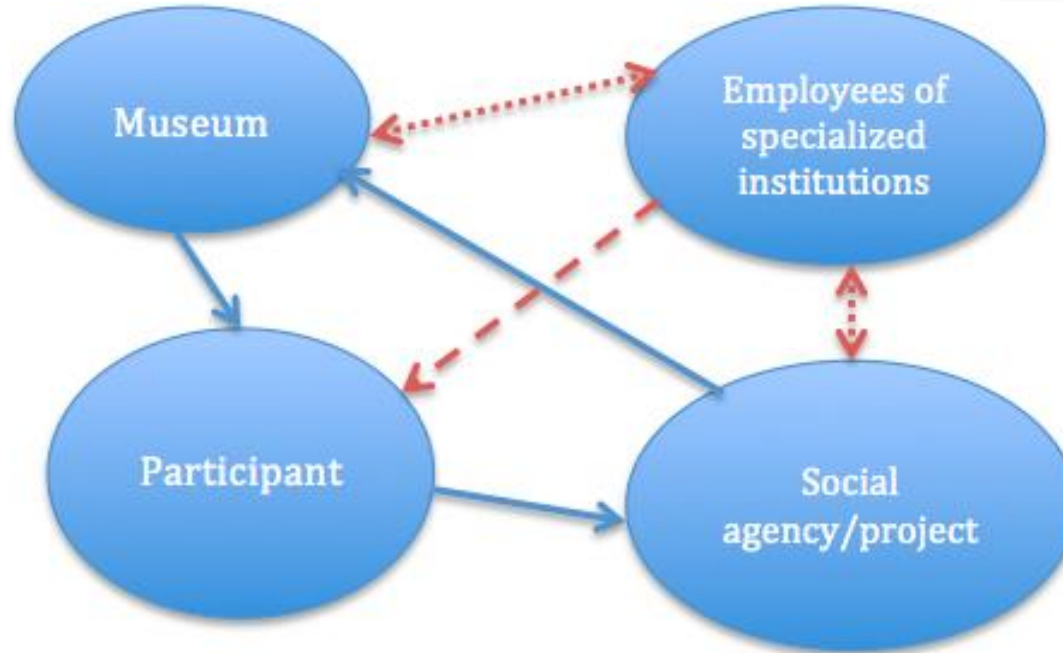
Long term art therapy programs

One-time art therapy events

Exposure of art created by people with special needs

Organization of theme conferences and educational events

Interaction between Stakeholders in the Process of Creation and Implementation of Museum Art therapy Programs

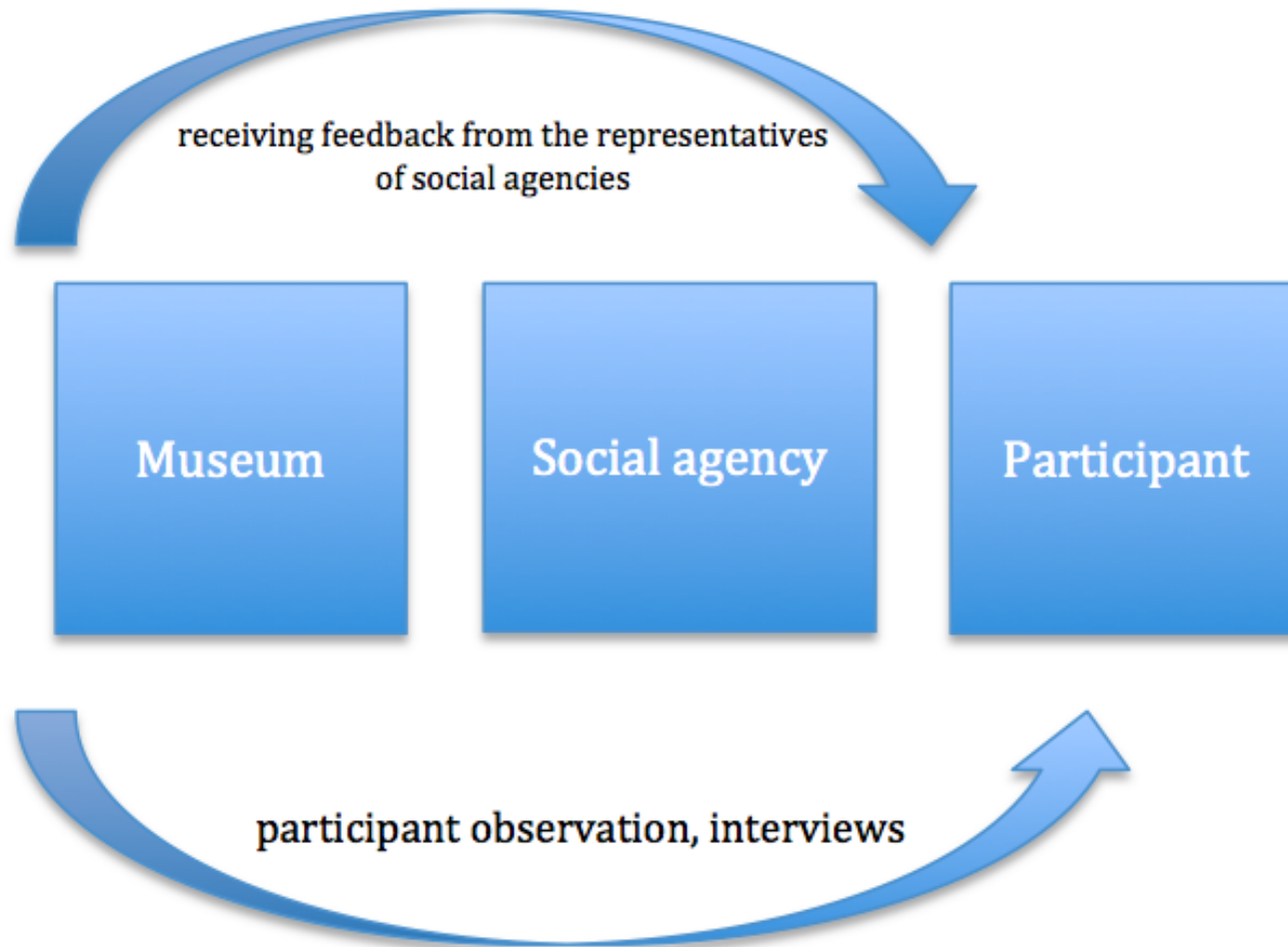


← Strong interaction

↔ Weak interaction

↔ Different interaction force
(depending on experts
personality)

Determining Efficiency of Art therapy Programs



Research Results (1)

- Public museums are open to cooperation with social projects and organizations
- Museums proclaim themselves as a socially-oriented organizations, but museums are not always able to meet the needs of specific groups of visitors
- There is a lack of professional psychologists in museums

Research Results (2)

- According to museum and social agencies employees, workload and rapid burnout of specialists such as psychologists and social workers who work directly with clients is an obstacle productive cooperation
- Not all the representatives of social agencies acquainted with museum opportunities in art therapy sphere

Management Recommendations

- Creation of a permanent system of professional training for special visitors at museums
- Organization of conferences and round tables which would present the maximum number of representatives of both museums and social institutions.
- Extension of the museum staff: Involve psychologists



NATIONAL RESEARCH
UNIVERSITY

Thank you for attention!