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**CURATING AN IMMERSIVE  
AND INTERACTIVE  
VISITOR EXPERIENCE  
INCLUSIVE OF VARIOUS  
LEARNING STYLES.**

**JESSICA VAIL.**

# JESSICA VAIL

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INTERIOR DESIGN

CLASS OF 2023

ROCHESTER INSTITUTE OF TECHNOLOGY



## COMMITTEE CHAIRS



**Kelly Jahn**

NCARB, LEED AP  
Visiting Lecturer of Interior  
Design at RIT



**Mary Golden**

NCIDQ, Associate Professor of  
Interior Design at RIT

## MENTORS



**Dr. Juilee Decker**

Ph.D., Program Director of  
Museum Studies at RIT



**Chris Elcock**

AIA, IIDA, LEED AP, Associate  
Principal at GWWO



In a post pandemic world, how can  
the museum experience engage  
visitors inclusive of various learning  
styles?

# PROJECT STATEMENT

The project is the design of an **interactive and technological exhibit** that focuses on learning styles and a post pandemic experience.

Utilizing passenger rail cars of the 1950's era to design a unique **mobile** art experience for those willing to get on board.

# CONCEPT STATEMENT

After the Covid-19 pandemic the world is experiencing a **paradigm shift**. Not only have people reevaluated their reasons for leaving the house but we witness a **society dependent on digital technologies**. The museum world is charged with keeping visitors engaged and interested in **free-choice learning**. Visitors in this age are more likely to leave their home and pay for something they deem as a **unique experience**. Through this design visitors will have the ability to learn about art and artists as well as sightsee beautiful landscapes, an experience like no other.

# THE JOURNEY

- 19th-century art movement: **Hudson River School**.
- Highly **customizable** to the visitor.
- Travels from **Hudson, NY to Penn Station in NYC**. Making stops in Rhinecliff, Poughkeepsie, Croton-Harmon, and Yonkers.
- Traveling on the Amtrak route along the scenic Hudson river.
- From Hudson to Penn Station the trip is approximately 2 hours.
- Connect to views the artists saw many years ago while being able to enjoy and analyze their work.

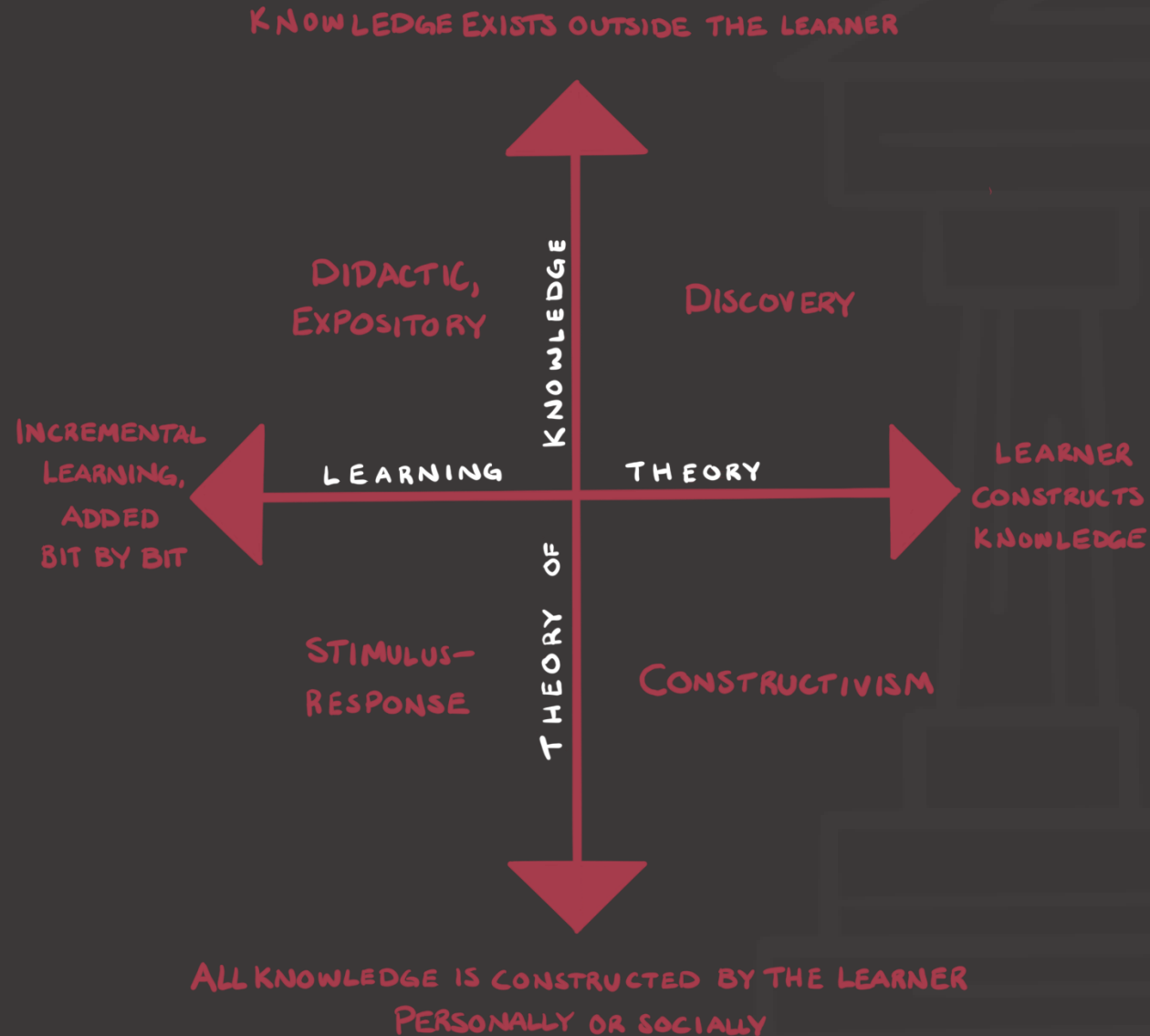


# DESIGN IN MUSEUMS

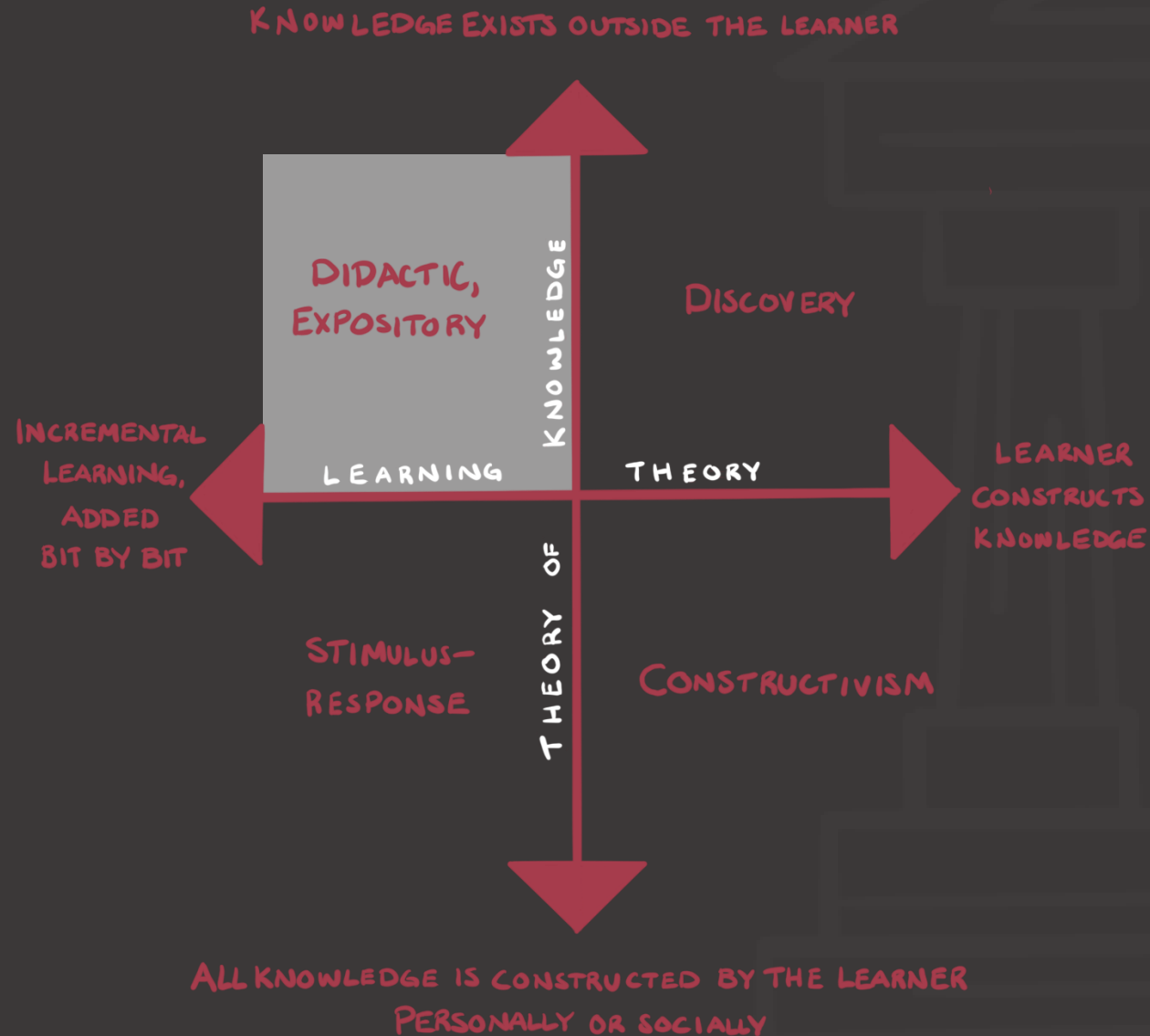
Most visitors only stop and attend to between 20% and 40% of the exhibit elements within an exhibition.



# LEARNING STYLES & THEORIES



# LEARNING STYLES & THEORIES



# LEARNING STYLES & THEORIES



Sequential, with a clear beginning and end, and an intended order

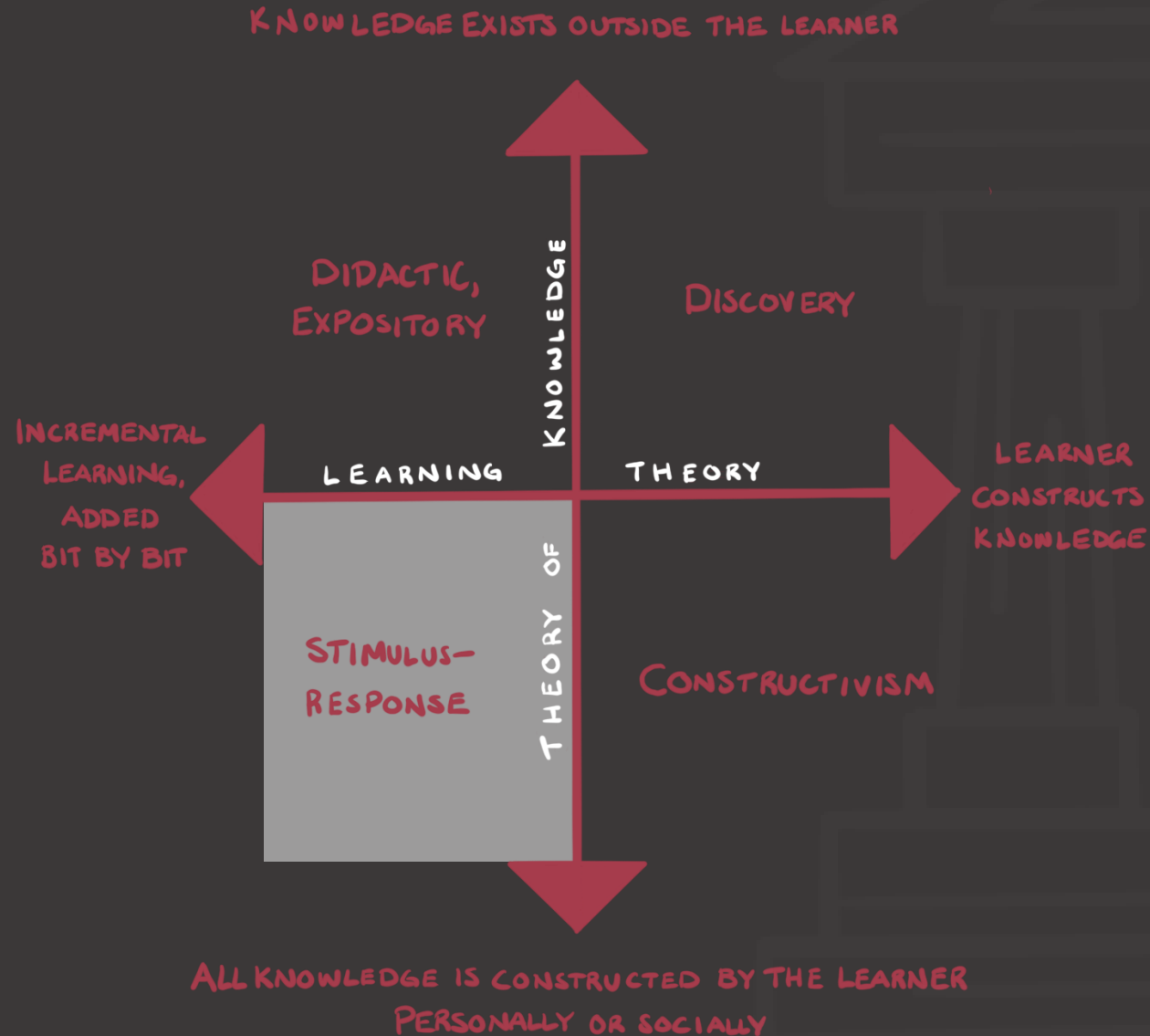


Labels/panels that describe what is to be learned from the exhibition



Hierarchical arrangement of subject from simple to complex

# LEARNING STYLES & THEORIES



# LEARNING STYLES & THEORIES



Sequential, with a clear beginning and end, and an intended order

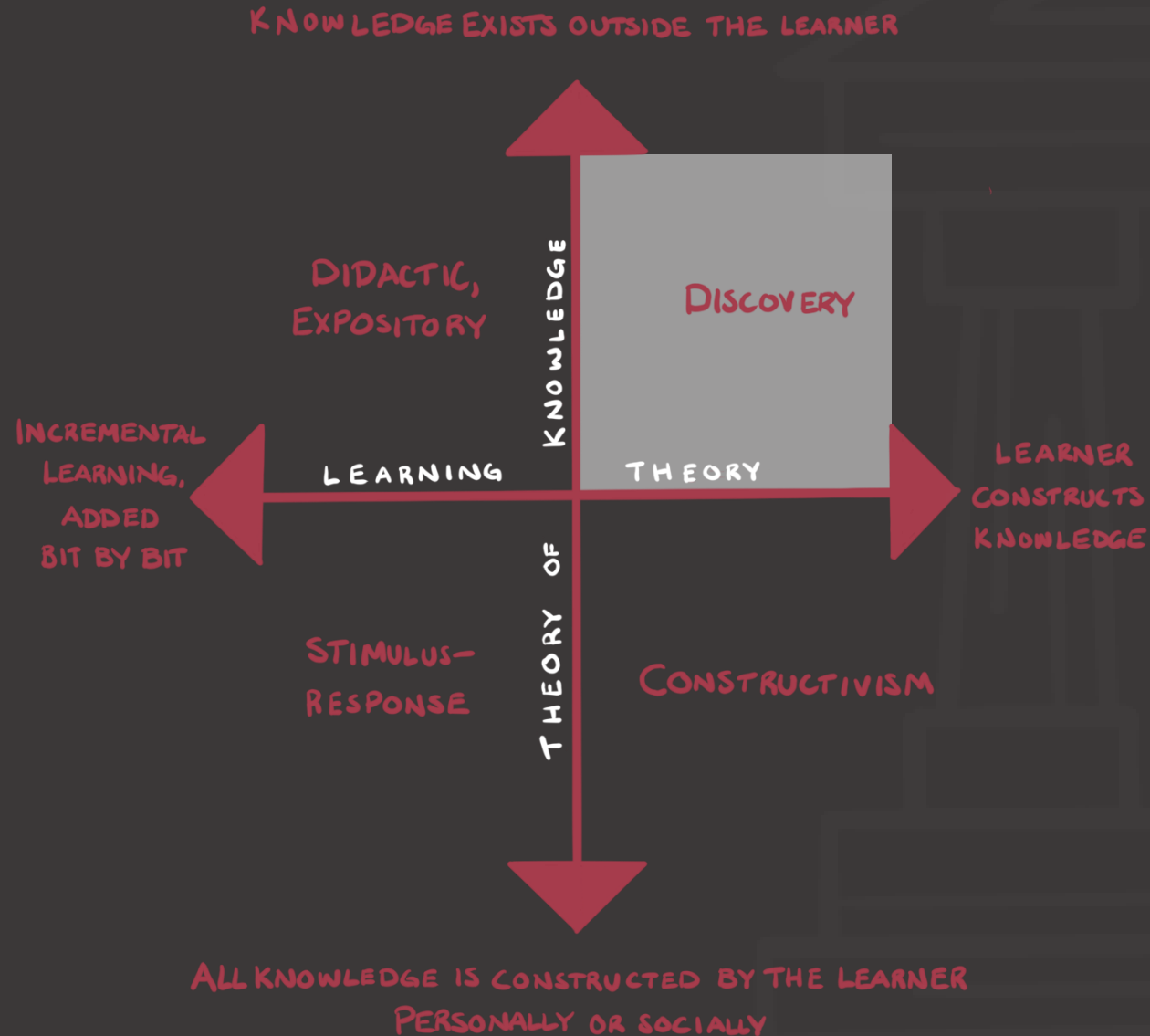


Labels/panels that describe what is to be learned from the exhibition

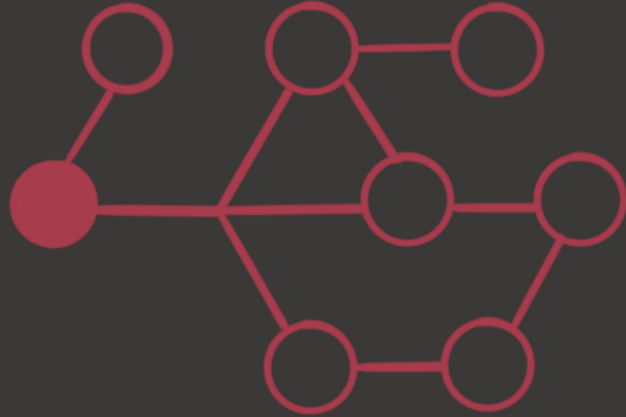


Reinforcing components that repeatedly impress the stimulus on the learner and reward appropriate response

# LEARNING STYLES & THEORIES



# LEARNING STYLES & THEORIES

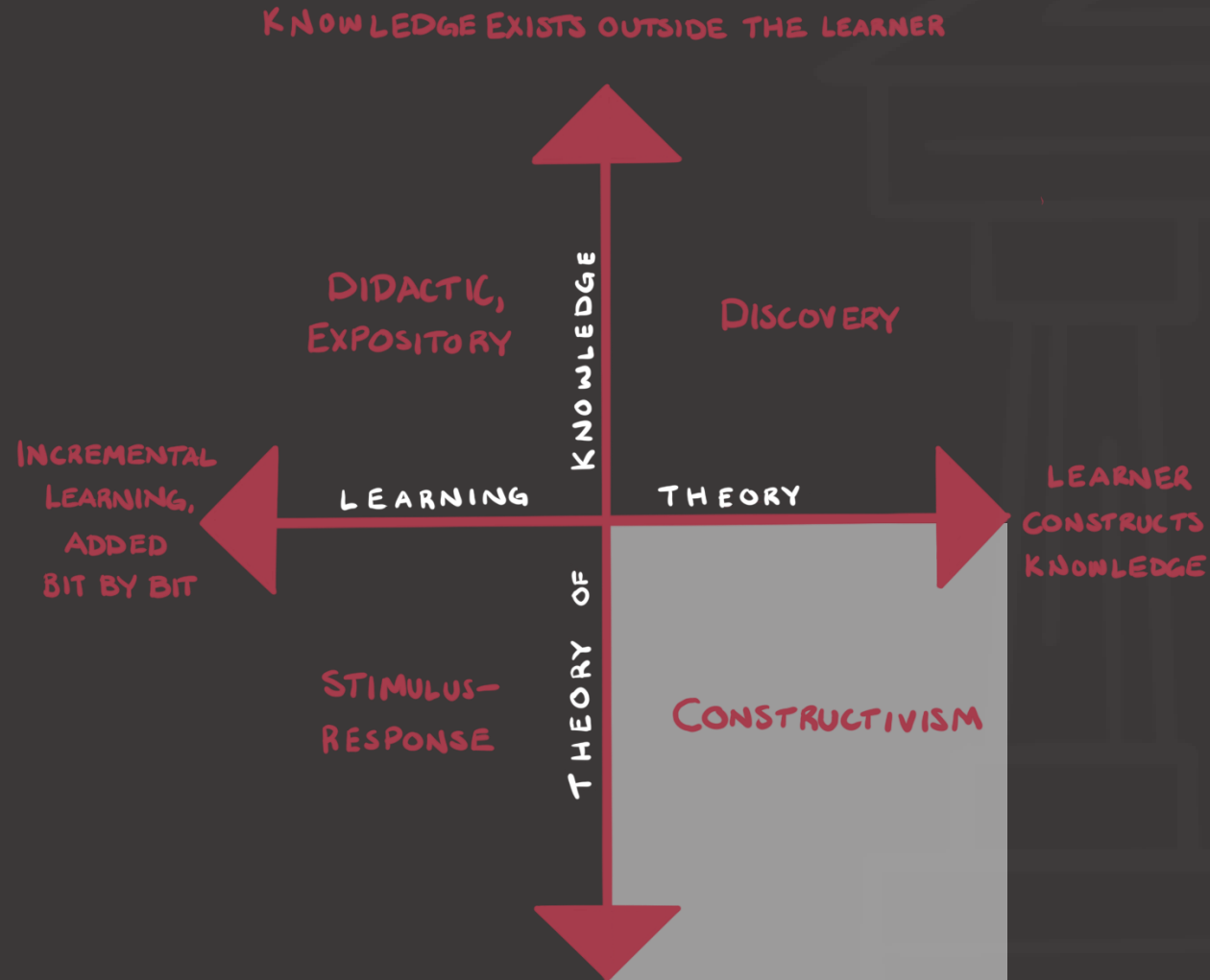


Exhibitions that allow exploration



Labels/panels that describe what is to be learned from the exhibition

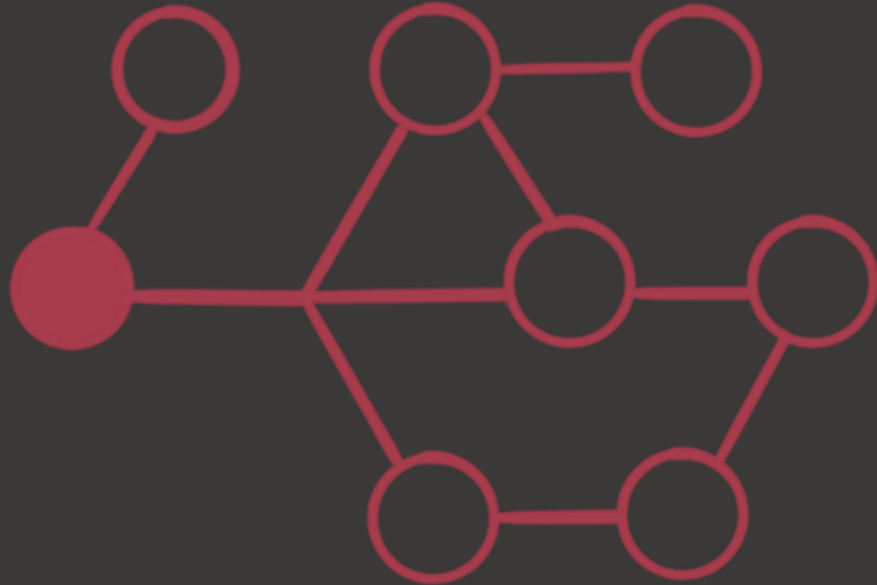
# LEARNING STYLES & THEORIES



ALL KNOWLEDGE IS CONSTRUCTED BY THE LEARNER  
PERSONALLY OR SOCIALLY

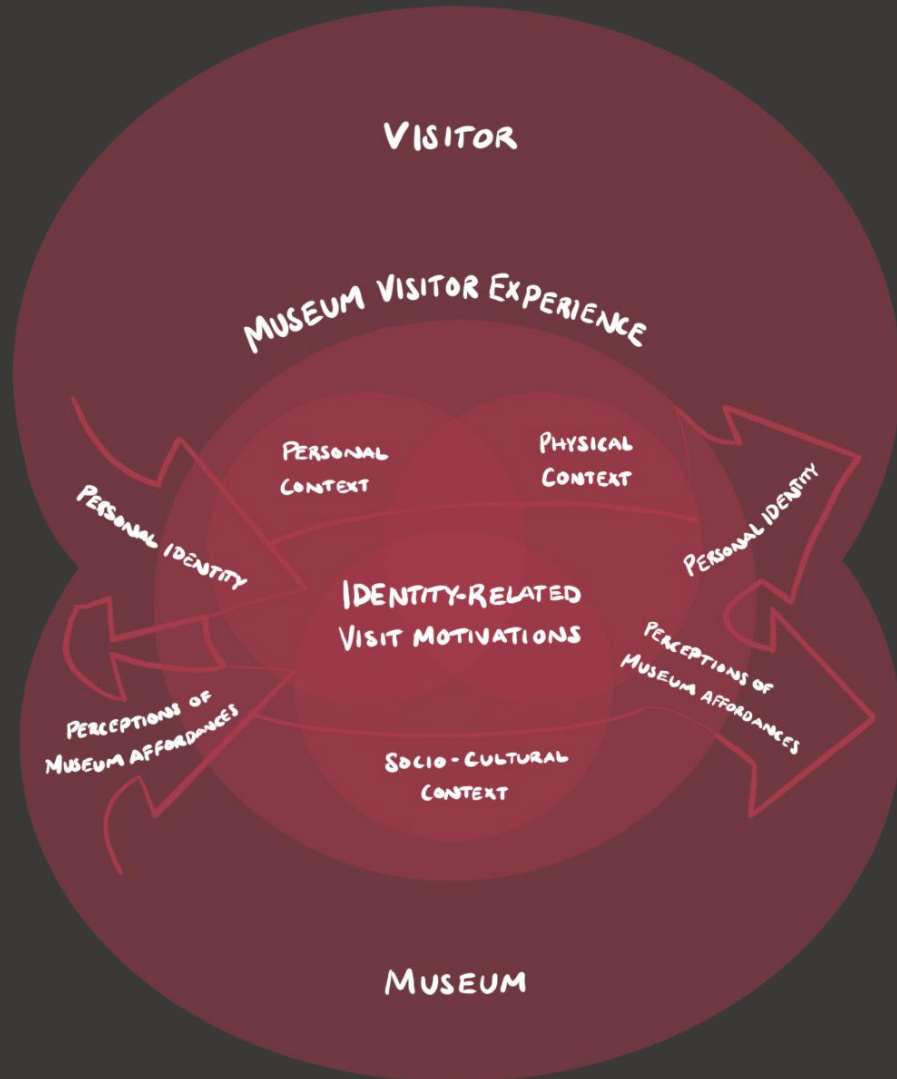


# LEARNING STYLES & THEORIES



Will have many entry points, a wide range of active learning modes, and present a range of points of view

# VISITOR EXPERIENCE



Explorer

Facilitator

Experience Seeker

Professional/Hobbyist

Recharger



# Laura

## Explorer

### About

 Age: 28

 Profession: Marketing

### Needs

Rotating/New Exhibits  
Rare or Unusual things  
New Experiences

### Motivations

- Curiosity
- General Interest
- Reinforcing Self-image
- Learning for Fun

### Museum Visit Habits

Regular  
Attendance

**2+** Hours  
Spent

# Jade

Facilitator/Socializer

## About

 Age: 35

 Profession: Mother

## Needs

- Experience framed within time context
- Word of mouth recommendations


## Motivations

- Taking her kids to new educational experiences
- Socializing with friends and family

## Museum Visit Habits

Regular  
Attendance

1+  
Hours  
Spent



FACILITATOR/  
SOCIALIZER.

# Grant

## Experience Seeker

### About

Age: 23

Profession: Accounting

### Needs

- One of a kind experiences
- Food
- Gifts

### Motivations

- "Collect" an experience
- See the iconic display
- Socializing with friends or family
- Learning

### Museum Visit Habits

Infrequent  
Attendance

45+ Min.  
Spent



EXPERIENCE  
SEEKER.

# Rich

Professional/Hobbyist

## About

 Age: 52

 Profession: Curator

## Needs

- Internet groups
- Collector/Hobbyist Fairs

## Motivations

- Expert in the field
- Critical analysis
- Inspiration

## Museum Visit Habits

Regular  
Attendance

2+ Hours  
Spent



PROFESSIONAL/  
HOBBYIST.



# Leia

## Recharger

### About

👤 Age: 21

👩 Profession: Design

### Motivations

- Reflection, rejuvenation, wonder
- Remove themselves from their daily lives and tasks

### Museum Visit Habits

Regular  
Attendance

2+ Hours  
Spent

### Needs

- Peace and tranquility

# SURVEY DEMOGRAPHICS

119

94

25

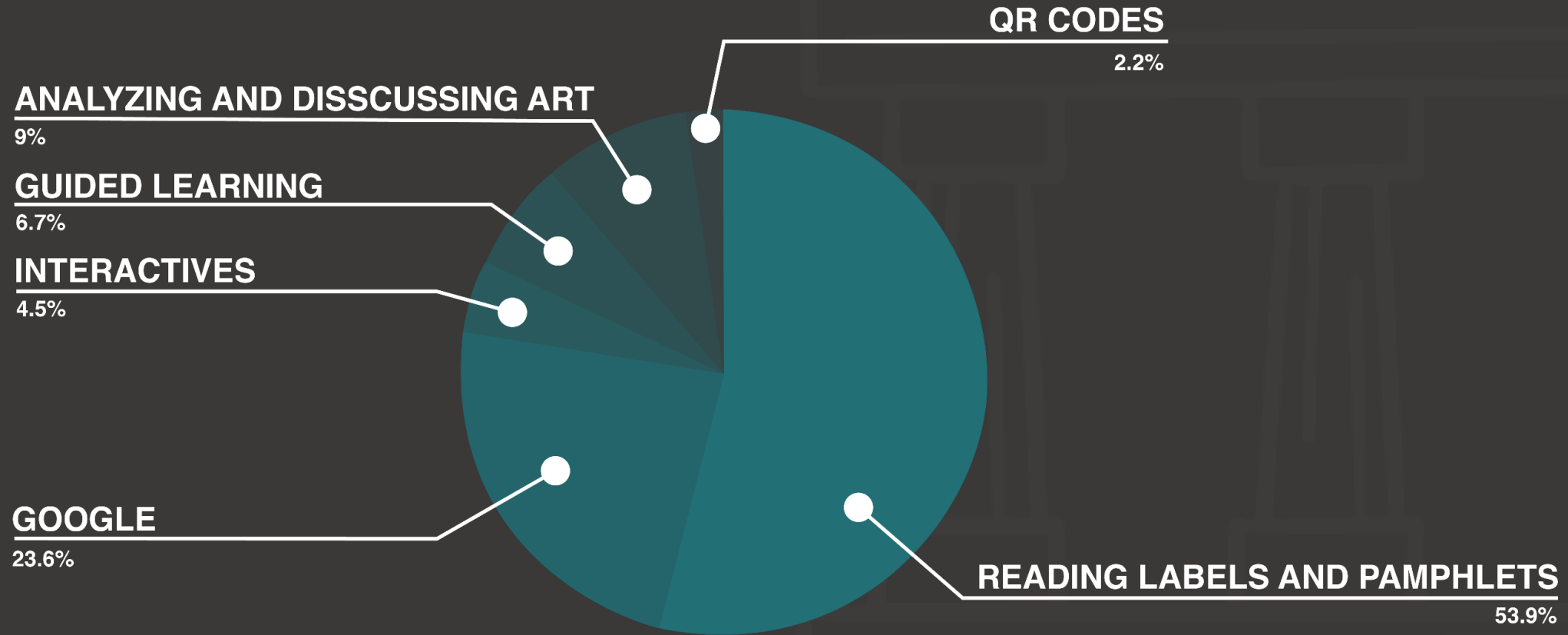
Responses to Survey

Ages 18-24

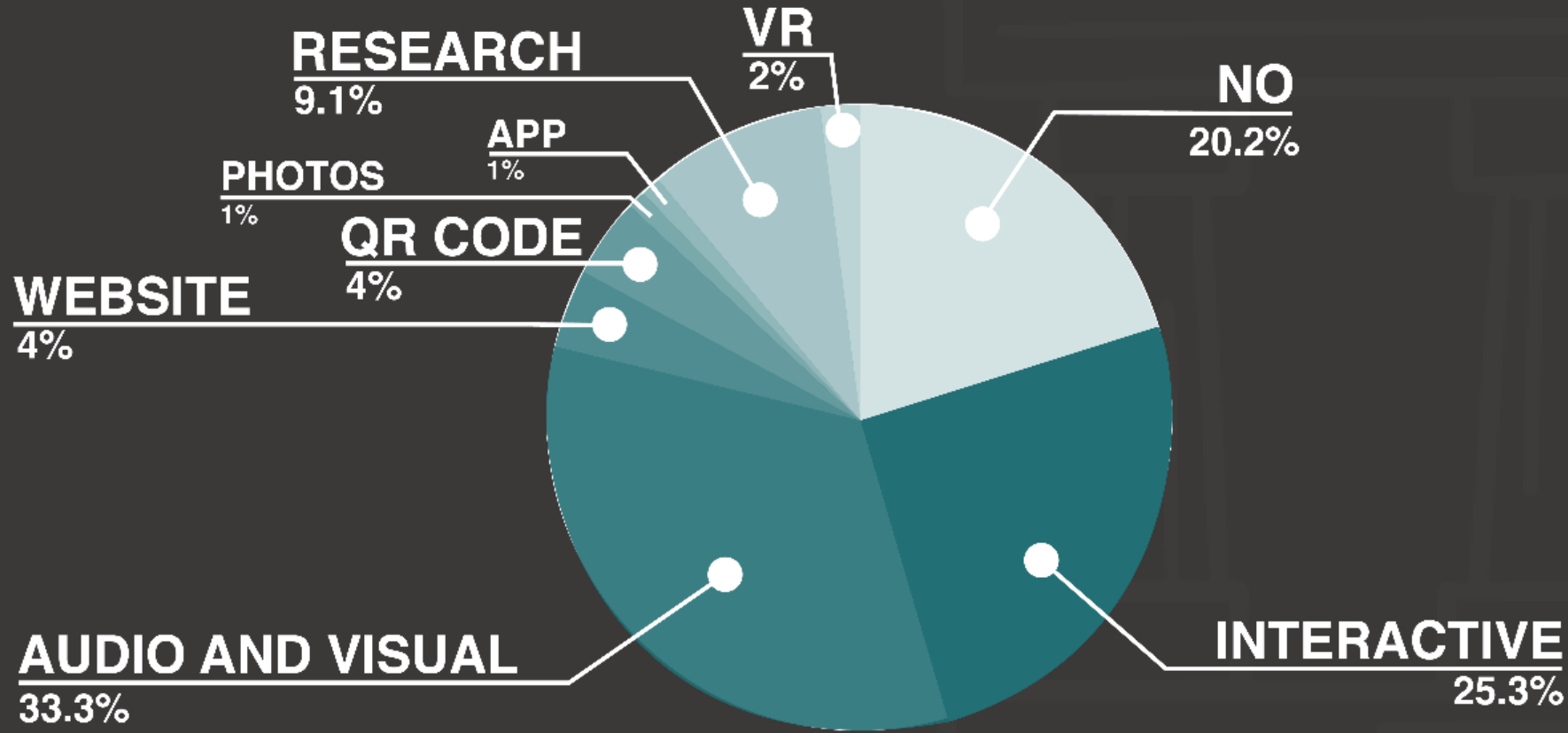
Ages 25-64



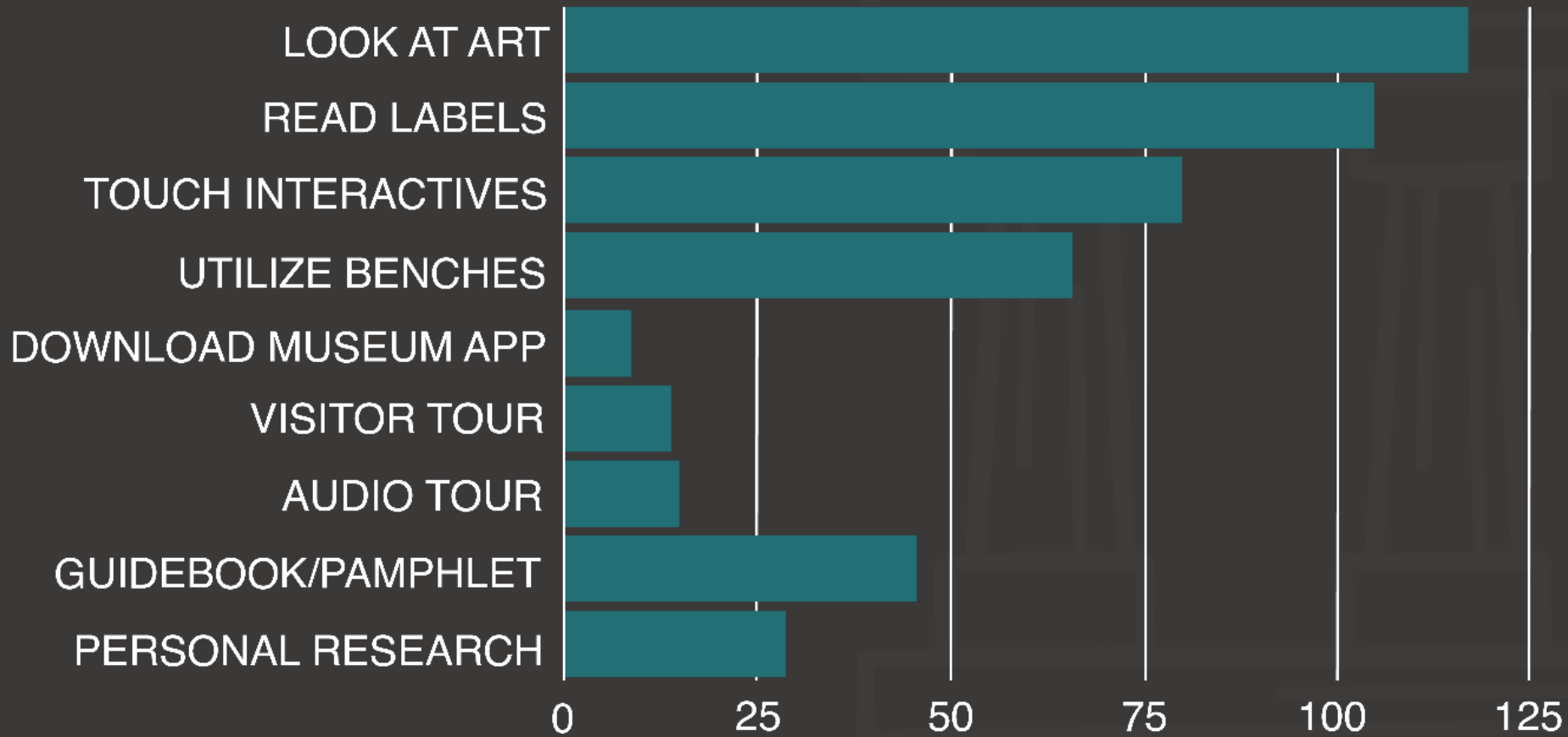
# INFORMATION LEARNED



# TECHNOLOGY IN MUSEUMS



# ENGAGEMENT IN MUSEUMS



# OBSERVATIONAL STUDIES

The Guggenheim

Cooper Hewitt

DIA Beacon

# OBSERVATIONAL STUDIES

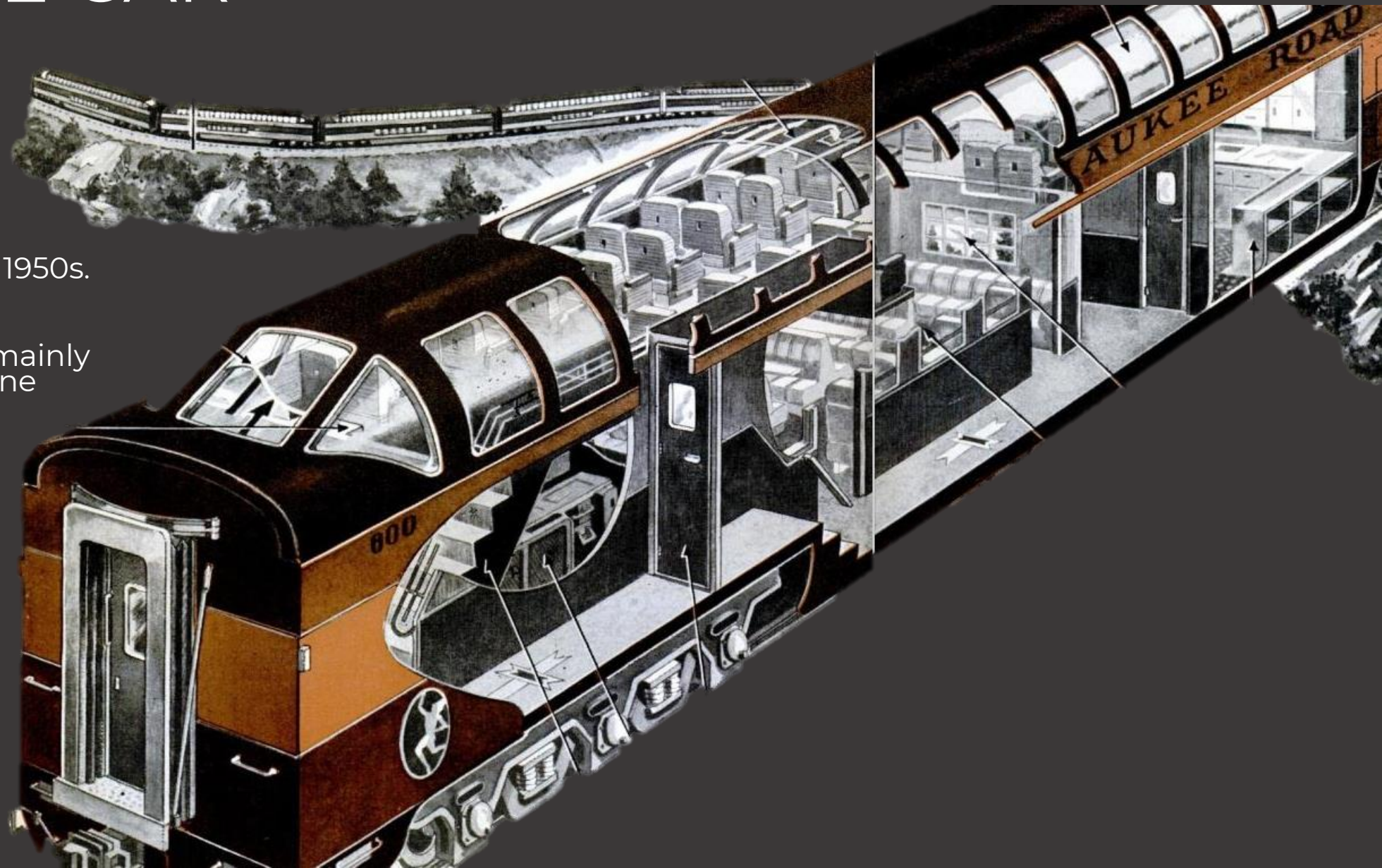
The shell impacts the  
experience.

# THE DOME CAR

“The ultimate travel experience aboard a passenger train.”

Largely popular in the 1950s.

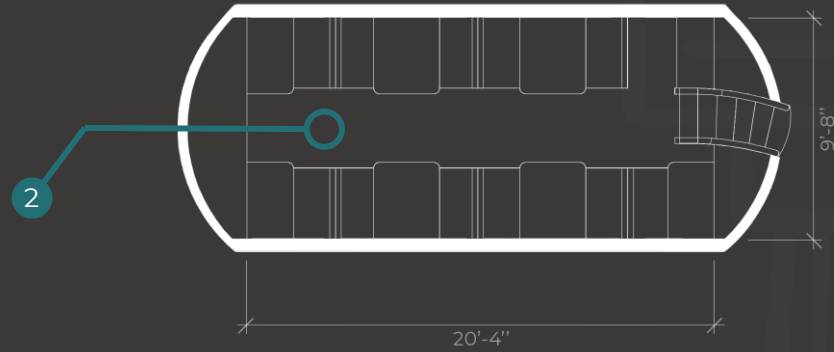
Used today in the US mainly for sightseeing and wine trains in Napa Valley.



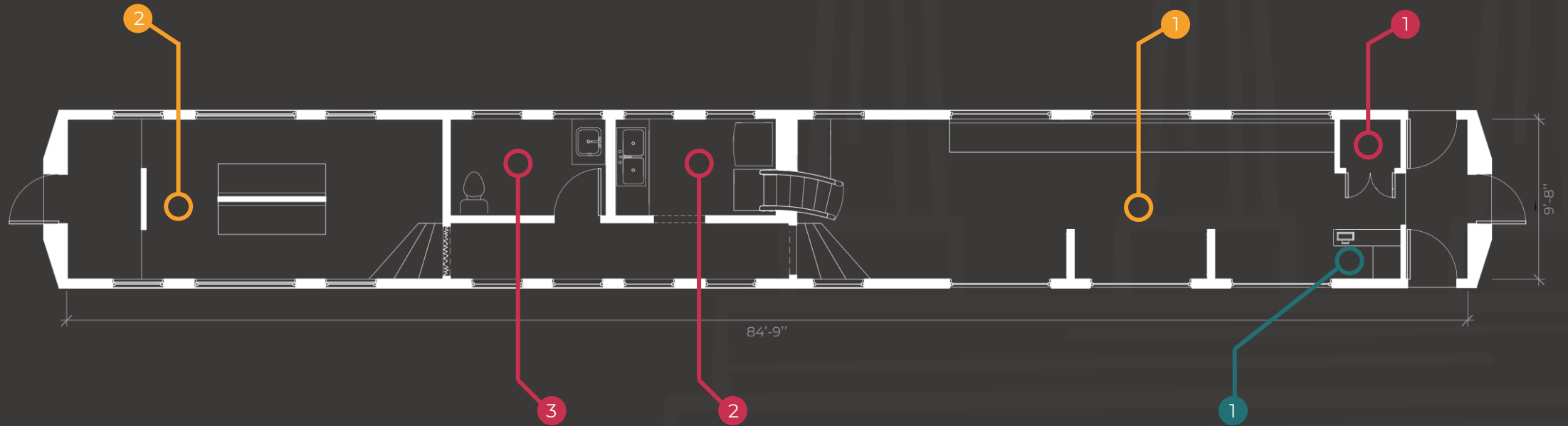
# BUBBLE DIAGRAM



# FLOOR PLAN

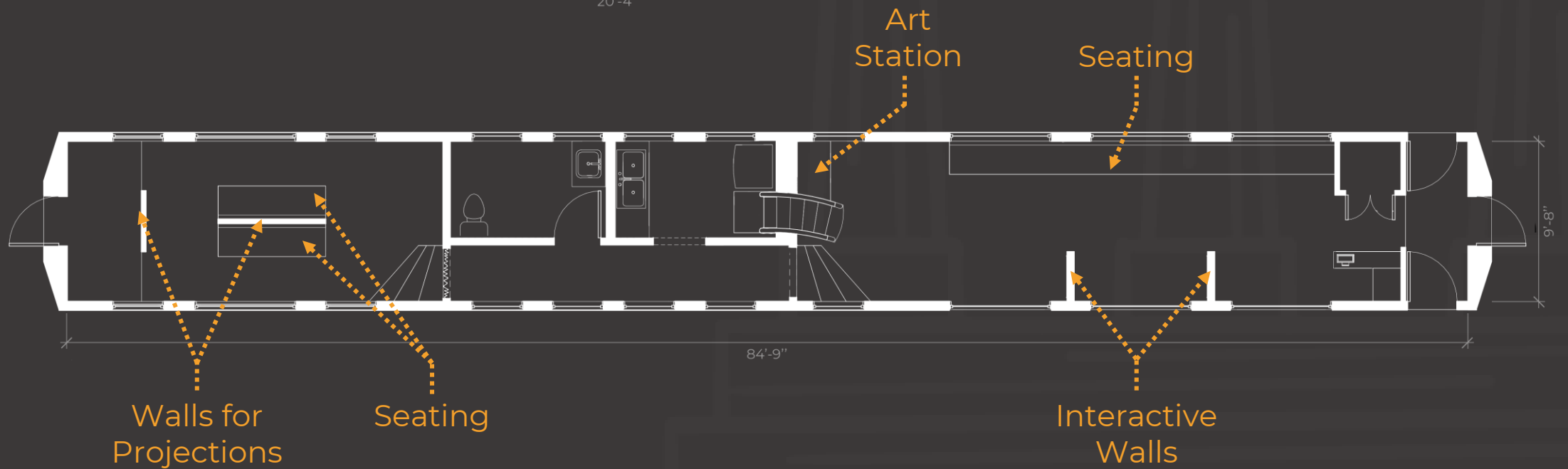
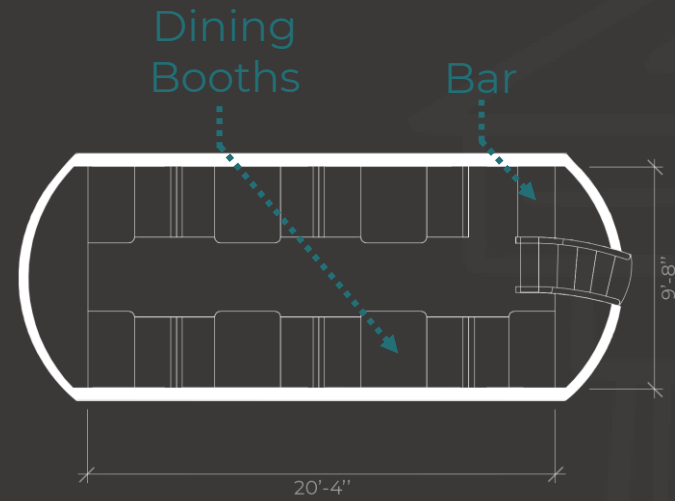


- 1 Interactive Exhibit Space
- 2 Immersive Exhibit Space
- 1 Administration and Shop
- 2 Dining
- 1 Coat Closet
- 2 Kitchen
- 3 Restroom



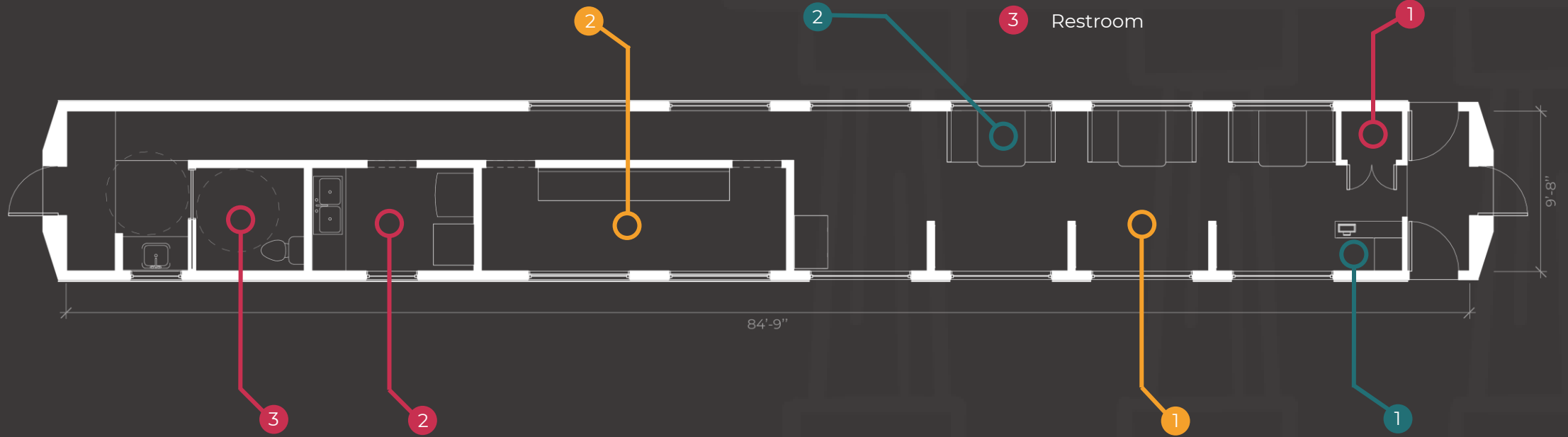


# FLOOR PLAN

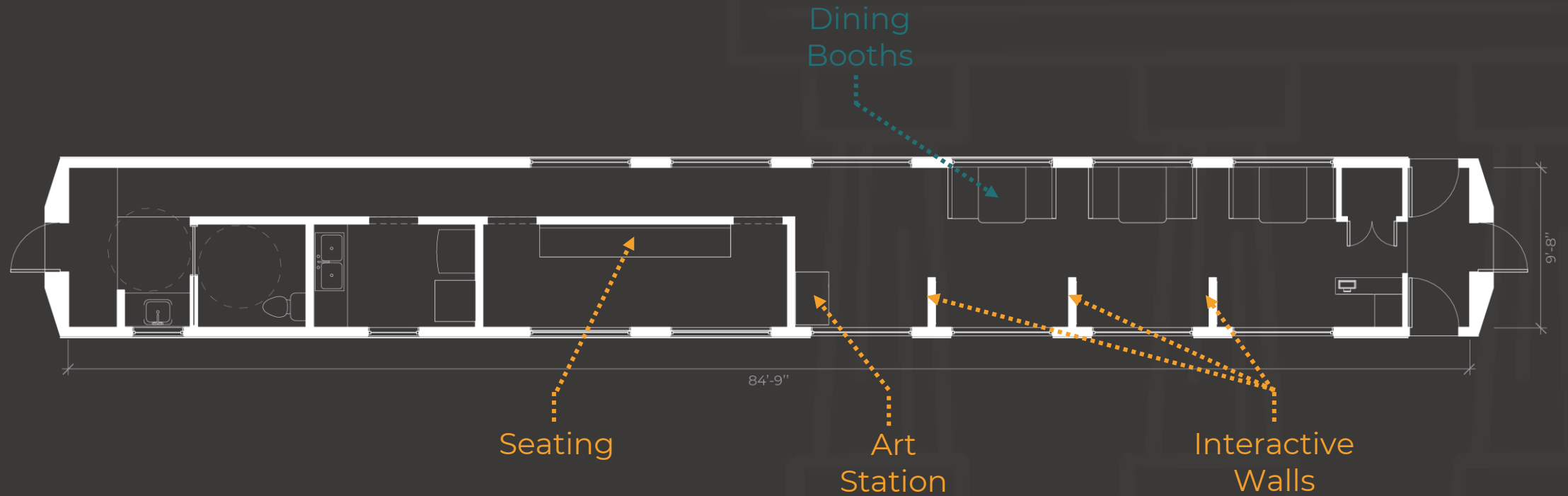


# ALTERNATE FLOOR PLAN

- 1 Interactive Exhibit Space
- 2 Immersive Exhibit Space
- 1 Administration and Shop
- 2 Dining
- 1 Coat Closet
- 2 Kitchen
- 3 Restroom

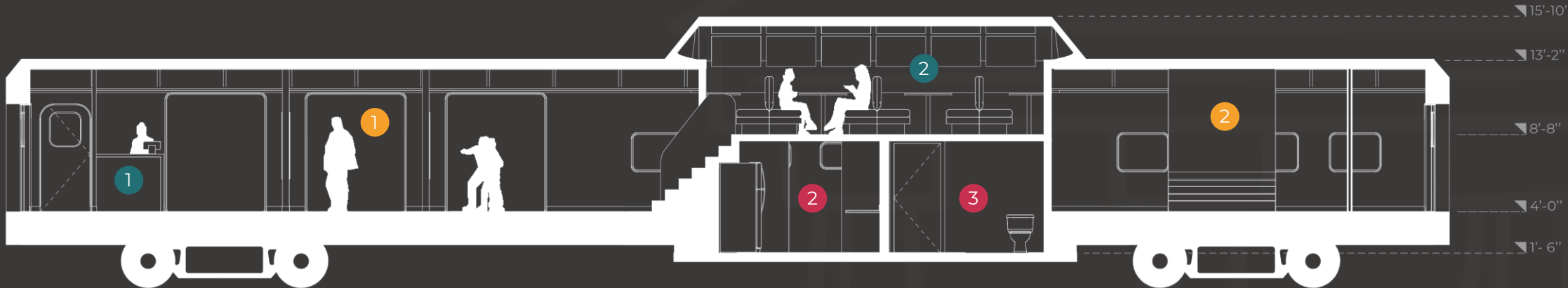


# ALTERNATE FLOOR PLAN

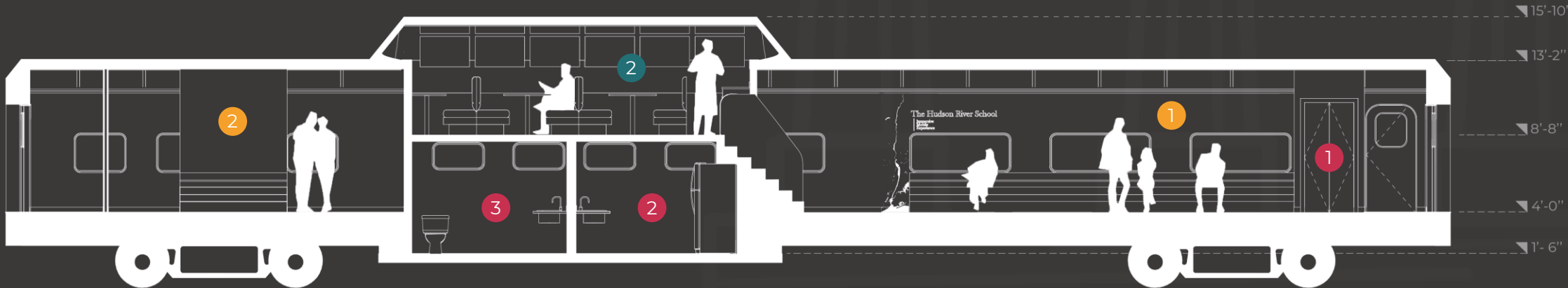


# SECTIONS

WEST

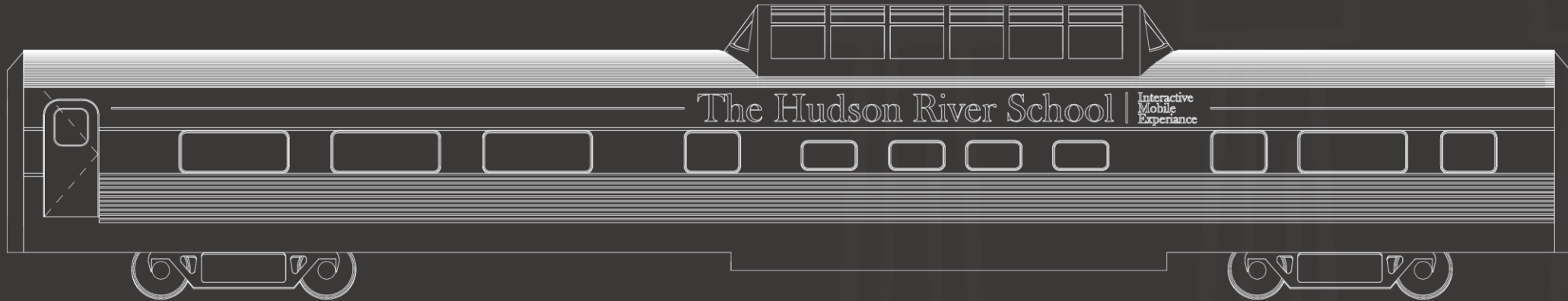


EAST



- 1 Interactive Exhibit Space
- 2 Immersive Exhibit Space
- 1 Administration and Shop
- 2 Dining
- 1 Coat Closet
- 2 Kitchen
- 3 Restroom

# ELEVATIONS



# EXTERIOR

Branding



# ENTRANCE VIEW



# DINING DOME

Bar

Dining  
Booths

View to  
River





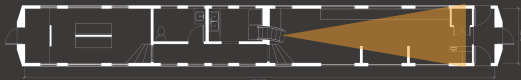
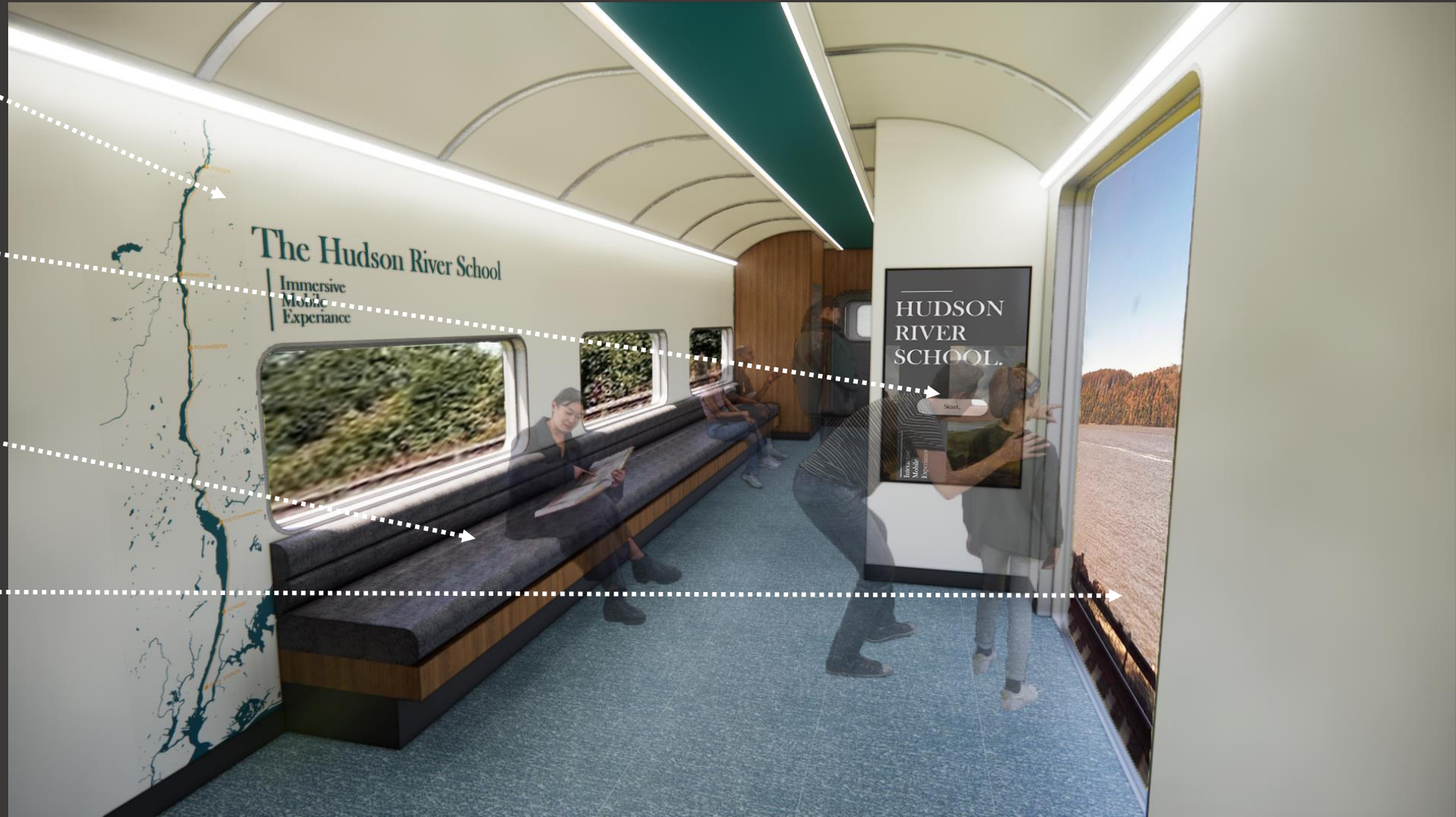
# INTERACTIVE EXHIBIT

Wall Graphic

Interactive Exhibit

Seating

View to River



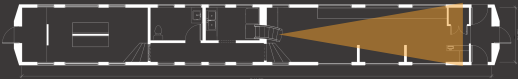
# INTERACTIVE EXHIBIT



## HUDSON RIVER SCHOOL.

Start.

Immersive  
Mobile  
Experience



# INTERACTIVE EXHIBT

## Contents

Artists

Paintings

Map

History

Events

Shop

References

Hudson River School.

01 Artists

02 Paintings

03 Map

04 History

More Info →

05  
Events

06  
Shop

07  
References

# INTERACTIVE EXHIBIT

- Contents
- Artists
- Paintings
- Map
- History
- Events
- Shop
- References

### Artists.

01 02 03 04 05 06 07 08 09 10

08 **Sanford Robinson Gifford**  
1823-1880

Sanford Robinson Gifford was an American landscape painter and one of the leading members of the Hudson River School. Gifford, who was known for his emphasis on light and color, often painted scenes of the Hudson River valley.

Gifford spent his childhood in Hudson, New York, the son of an iron foundry owner. He attended Brown University in 1841, where he was influenced by the artist John Durand. He then returned to New York and was elected an associate in 1845, an honor that led to his becoming a member of the National Academy of Design in 1846. Gifford spent the next few years in New York and was elected an associate in 1845, an honor that led to his becoming a member of the National Academy of Design in 1846. Gifford spent the next few years in New York and was elected an associate in 1845, an honor that led to his becoming a member of the National Academy of Design in 1846.

01 **Julie Hart Beers**  
1835-1913

Julie Hart Beers was a member of the Hudson River School, known for her portraits and landscape paintings. She was the only one to achieve any success in the field of landscape painting in the Hudson River School.

04 **Thomas Cole**  
1801-1848

Thomas Cole was an American artist and early environmentalist. Cole founded the first major art movement of the United States, now known as the Hudson River School of landscape painting. The themes that Cole explored in his art and writings—such as landscape preservation and our conception of nature as a restorative power—are both historic and timely.

05 **Samuel Colman**  
1832-1920

Samuel Colman was a member of the Hudson River School, known for his portraits and landscape paintings. He was the only one to achieve any success in the field of landscape painting in the Hudson River School.

06 **Jasper Francis Cropsey**  
1823-1900

Jasper F. Cropsey was born in 1823, the son of a farmer. He was initially trained as an architect and then as a painter. He was a member of the Hudson River School and is known for his landscape paintings.

02 **Johann Hermann Carmiencke**  
1810-1867

Johann Hermann Carmiencke was a member of the Hudson River School, known for his portraits and landscape paintings. He was the only one to achieve any success in the field of landscape painting in the Hudson River School.

09 **Joseph Tubbey**  
1821-1896

Joseph Tubbey was a 19th-century English artist and member of the Hudson River School. He was the only one to achieve any success in the field of landscape painting in the Hudson River School.

07 **Asher Brown Durand**  
1796-1886

Asher Brown Durand was a member of the Hudson River School, known for his portraits and landscape paintings. He was the only one to achieve any success in the field of landscape painting in the Hudson River School.

03 **Frederic Edwin Church**  
1826-1900

Frederic Edwin Church was a member of the Hudson River School, known for his portraits and landscape paintings. He was the only one to achieve any success in the field of landscape painting in the Hudson River School.


# INTERACTIVE EXHIBIT

- Contents
- Artists
- Paintings
- Map
- History
- Events
- Shop
- References

Paintings.

01 02 03 04 05 06 07 08 09 10

03 Asher Brown Durand



River Scene, 1854  
Oil on canvas  
24 x 34 1/8 in.


Bequest of Mary Starr Van Winkle,  
1970, The American Wing, The  
Metropolitan Museum of Art, 1970.548

← Previous Map Next →

Paintings.

01 02 03 04 05 06 07 08 09 10

04 Frederic Edwin Church



Catakill Mountains from the Home  
of the Artist, 1871  
Oil on canvas  
22 1/8 in x 34 1/8 in.


Clara State Historic Site, New York  
State Office of Parks, Recreation and  
Historic Preservation, OL-398313.

← Previous Map Next →

Paintings.

01 02 03 04 05 06 07 08 09 10

05 Julie Hart Beers



Julie Hart Beers, Hudson Valley  
at Croton Point, 1869  
Oil on canvas  
12 x 20 in.


Collection of Nicholas V.  
Bulzacchelli.

← Previous Map Next →

Paintings.

01 02 03 04 05 06 07 08 09 10

09 Sanford Robinson Gifford



Hook Mountain, near Nyack, on the  
Hudson, 1866  
Oil on canvas  
8 1/8 x 19 in.


Yale University Art Gallery, Given by  
Miss Annette J. Young in memory of  
Professor D. Cady Eaton, B.A. 1860,  
and Mr. Innis Young, 1969.113.3.

← Previous Map Next →

Paintings.

01 02 03 04 05 06 07 08 09 10

06 Samuel Colman



Storm King on the Hudson, 1866  
Oil on canvas  
32 1/8 in x 59 7/8 in.


Gift of John Gellatly, 1929.6.20.

← Previous Map Next →

Paintings.

01 02 03 04 05 06 07 08 09 10

02 Isabella Bisset




Hudson Valley Landscape, c. 1850s  
Oil on canvas  
7x8 in.

← Previous Map Next →

Paintings.

01 02 03 04 05 06 07 08 09 10

10 Joseph Tubby



Hudson River from Ponckhockie,  
c. 1850s  
Oil on canvas  
20 1/4 x 30 in.


The Friends of Historic Kingston  
Collection. Gift of Mr. and Mrs.  
John Cordts.

← Previous Map Next →

Paintings.

01 02 03 04 05 06 07 08 09 10

07 Jasper Francis Cropsey



Ravine at Hastings, 1895  
Watercolor


Newington-Cropsey Foundation.

← Previous Map Next →

Paintings.

01 02 03 04 05 06 07 08 09 10

08 Johann Hermann Carmiencke



Hyde Park View Up the Hudson,  
1899  
Oil on canvas  
33 1/8 x 43 1/4 in.


Dick S. Ramsay Fund, Brooklyn  
Museum of Art, Brooklyn, NY, 53.23.

← Previous Map Next →

Paintings.

01 02 03 04 05 06 07 08 09 10

05 Thomas Cole



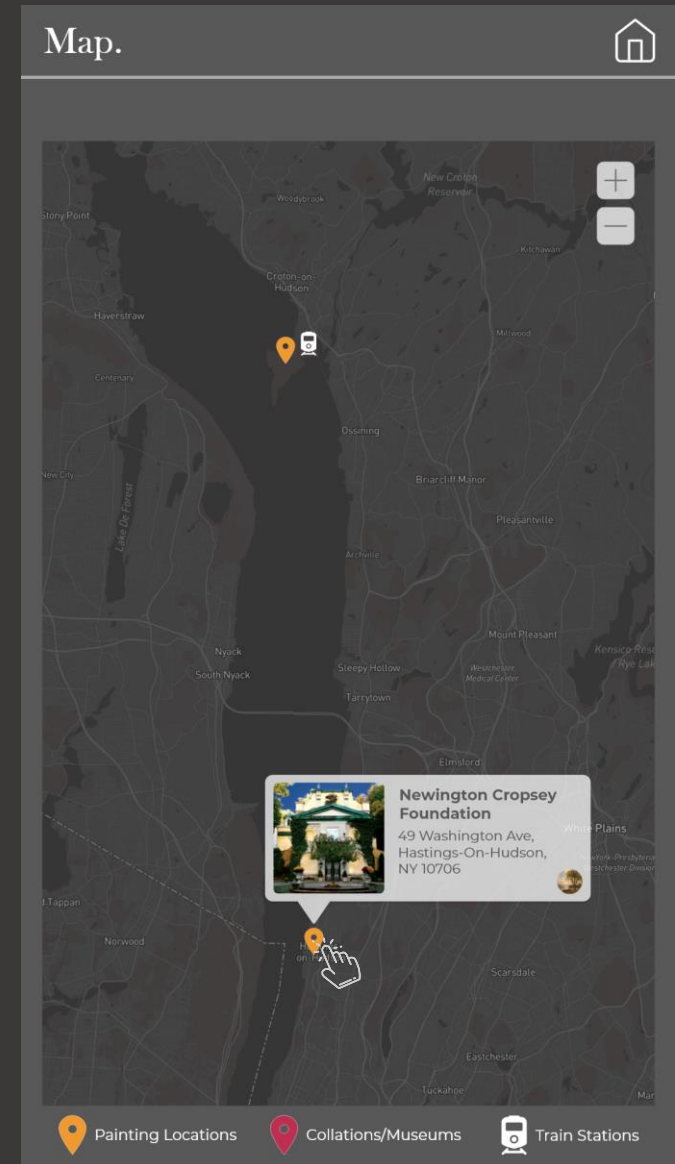
Storm King of the Hudson, c.1825-27 ← →  
Oil on canvas  
23 x 31 1/4 in.

Ball State University. Frank C. Ball  
Collection partial and promised gift of  
the Ball Brothers Foundation,  
1995.035.055.

← Previous Map Next →

# INTERACTIVE EXHIBT

- Contents
- Artists
- Paintings
- Map
- History
- Events
- Shop
- References



# INTERACTIVE EXHIBT

Contents  
Artists  
Paintings  
Map  
**History**  
Events  
Shop  
References

History.



## 01 | Hudson River School

19th Century

The Hudson River school was a large group of American landscape painters of several generations who worked between about 1825 and 1870. The name, applied retrospectively, refers to a similarity of intent rather than to a geographic location, though many of the older members of the group drew inspiration from the picturesque Catskill region north of New York City, through which the Hudson River flows. An outgrowth of the Romantic movement, the Hudson River school was the first native school of painting in the United States; it was strongly nationalistic both in its proud celebration of the natural beauty of the American landscape and in the desire of its artists to become independent of European schools of painting.

Encyclopedia Britannica

Top of page ↑

# INTERACTIVE EXHIBT

- Contents
- Artists
- Paintings
- Map
- History
- Events
- Shop
- References

Events. 



MAY

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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**May 6th**  
Community Discussion

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**May 21st**  
Hudson River School: Environmentalism

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**May 27th-28th**  
Hudson River School Weekend Tour

Top of page ↑




# INTERACTIVE EXHIBT


- Contents
- Artists
- Paintings
- Map
- History
- Events
- Shop
- References

Shop. 


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 T-Shirt  
\$25.00


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 T-Shirt  
\$25.00

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 Tote Bag  
\$15.00

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 Tote Bag  
\$15.00

Top of page 

# INTERACTIVE EXHIBT

- Contents
- Artists
- Paintings
- Map
- History
- Events
- Shop
- References

## References.



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American Art Gallery

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Fredericedwinchurch.org

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Friends of Historic Kingston Gallery

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National Gallery of Art

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National Museum of American Art

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Sanfordrobinsongifford.org

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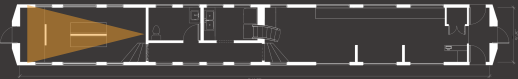
Smithsonian American Art Museum

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The Metropolitan Museum of Art

Top of page ↑

# IMMERSIVE EXHIBIT



# IMMERSIVE EXHIBIT

Curating an Immersive  
and Interactive Visitor  
Experience Inclusive of  
Various Learning Styles

*Immersive Exhibit*



Designed by Jessica Vail



**THANK YOU FOR LISTENING!**

QUESTIONS AND COMMENTS?

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