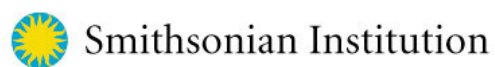


ART NIGHT ON THE MALL
VISITOR STUDY – SUMMER 2001



OFFICE OF POLICY & ANALYSIS
NOVEMBER 2001

ART NIGHT ON THE MALL
VISITOR STUDY – SUMMER 2001

OFFICE OF POLICY & ANALYSIS
SMITHSONIAN INSTITUTION
900 JEFFERSON DRIVE, SW
WASHINGTON, DC 20560
(202) 786-2289

PROJECT STAFF

KERRY BUTTON
KERRY DIGIACOMO
KATHY ERNST

TABLE OF CONTENTS

BACKGROUND	1
<i>Art Night on the Mall</i>	1
The Study	1
Organization of the Report	3
KEY FINDINGS AND CONCLUSIONS	4
DATA ANALYSIS AND REPORT	6
APPENDICES	
A. The Survey Instrument	16
B. Questionnaire Responses, 2001, and Comparative 1997 Survey Responses	17
C. Selective Responses of Visitors by Age, Residence, and Minority Identification	23
D. Sales Data	27
E. Exit Survey Design	29
F. <i>Art Night 2001</i> Schedule and Programming	30
LIST OF FIGURES	
1. South Side of Mall with IAMD Museums	1
2. <i>Art Night</i> Audience by Gender	6
3. <i>Art Night</i> Audience by Age, 2001 and 1997	7
4. <i>Art Night</i> Audience by Groupings	7
5. <i>Art Night</i> Audience by Race/Ethnicity, 2001, and 1997	8
6. <i>Art Night</i> Audience by Residence	8
7. <i>Art Night</i> Attendance	9
8. <i>Art Night</i> Office of Protection Services Visit Counts, 1999 to 2001	10
9. Overall <i>Art Night</i> Attendance, 1999 to 2001	10
10. First, Repeat, and No Visits to Museums	11
11. Why Visitors Entered a Museum	12
12. How Visitors Heard about <i>Art Night</i>	13
13. Visitor Satisfaction with Outdoor Food/Drink, Service, and Music	14
14. Overall visitor satisfaction with <i>Art Night</i>	15

BACKGROUND

Art Night on the Mall

For the sixth consecutive summer, the Smithsonian's four international art museums – the Arthur M. Sackler Gallery, Freer Gallery of Art, Hirshhorn Museum and Sculpture Garden (HMSG), and National Museum of African Art (NMAfA) – offered extended hours and special programming from 5:30 pm until 8:00 pm on fourteen Thursday evenings from May 31 to August 30, 2001. The four museums are located on the south side of the National Mall and are parts of the International Art Museum Division (IAMD). *Art Night* programs include music, exhibition lectures and tours, films, hands-on children's activities, and artist talks (see Appendix F for 2001 schedule and programming.)

Figure 1. South Side of Mall with IAMD Museums



Under the central coordination of IAMD, the four museums adopted a collaborative approach to *Art Night 2001*. Each museum (Freer and Sackler considered as one museum unit, referred to as FSG) was to be showcased on four *Art Night* evenings, with additional programming taking place at the other venues simultaneously. The featured museum would sponsor the outdoor music and receive focused advertising on its four nights. In addition to its featured evenings, the Hirshhorn scheduled music on the Plaza on all but one *Art Night* evening.

This year, for the first time, Smithsonian Business Ventures (SBV) planned to have a tent with international food and beverages set up in or near the Haupt Garden on the seven nights that NMAfA and Freer-Sackler scheduled outdoor music in the Haupt Garden or on the Freer steps.

The Study

The International Art Museum Division (IAMD) asked the Office of Policy and Analysis (OP&A) to assist in evaluating *Art Night 2001*. IAMD wanted to know if *Art Night* was meeting its goals of increasing overall attendance and attracting new audiences. The purpose of the study was to provide information for strategic planning, including attracting corporate sponsorship, for future *Art Nights*.

Key questions to be addressed by the study were:

- Who attends *Art Night*? What are the demographic characteristics of the audience?
- Has *Art Night* attendance increased over prior years?
- Did *Art Night* attract new (first-time) visitors to the international art museums?
- For those visitors that entered a museum, what did they come to do or see?
- What elements of the advertising campaign were most effective in drawing audiences?
- How satisfied were visitors with *Art Night* offerings?
- How satisfied were visitors with the total *Art Night* experience?

Data for this report was collected from four sources:

1. Exit Survey – The Office of Policy and Analysis developed a one-page self-administered questionnaire to obtain visitor information (Appendix A.) The exit survey was conducted for 45-minute intervals at three locations on five of the *Art Night* evenings. On the five nights that the survey was conducted, a total of 812 visitors were intercepted. Of those, 585 completed the questionnaire and 227 refused for various reasons, for a 72% response rate.

Six of the seven key questions (demographic characteristics, first-time visitation, advertising, what visitors came to see, visitor satisfaction with *Art Night* offerings and overall satisfaction with *Art Night*) are addressed in this report with data from the survey. In analyzing the responses, OP&A tabulated totals for all the survey questions. It also sorted and analyzed the responses by three sets of variables to see if they produced different patterns of responses. The three sets of variables were: age – *younger* (age 35 and under) and *older* (over age 35); residence – *local* (D.C. Metro area) and *non-local*; and racial/ethnic minority identification – *minority* and *non-minority*.

2. 1997 *Art Night on the Mall* study conducted by the Smithsonian Institutional Studies Office – Comparative data for demographic characteristics, first time visitation, and advertising is found in a similar study of *Art Night* conducted four years ago. The 1997 questionnaire was administered by staff, rather than self-administered, and therefore had a higher response rate. In that study, 624 visitors were intercepted, 543 completed the survey, and 81 refused, for an 87% response rate.

3. Attendance Data – The issue of increased attendance over prior years was tested with visit count data tracked by the Office of Protection Services (OPS), and with overall attendance data compiled by the individual museums. IAMD museums provided the OPS counts for *Art Night* visits in 1999 and 2000. OPS was asked directly for visit counts for *Art Night 2001* and provided visit counts for all IAMD museums between the hours of 5:30 p.m. and 7:30 pm on *Art Night* evenings.
4. Sales Data – While sales trends can be an indicator of increased attendance and/or visitor satisfaction, conclusions could not be drawn from the available sales data. Increased revenue from sales could have resulted from increased prices of goods sold or other factors. Moreover, our review of the data did not find any correlation with trends or peak periods in the attendance data. A discussion of sales data is found in Appendix D.

The museums provided SBV sales figures for food and beverages sold in the Haupt Garden and the Hirshhorn's Full Circle Café. They also provided museum shop sales figures for the HMSG and NMAfA museum shops operated by SBV, and for the independently run Freer and Sackler museum shops.

Data collection for the study was complicated by several factors. First, visit counts are not exclusive of each other since visitors may attend programs at several venues and may be counted more than once. Second, overall ratings of music and food are confounded by the fact that there were different music and outdoor concessions on each of the *Art Nights* surveyed. Finally, the weather was uncooperative – three of the planned nights to conduct the exit survey were cancelled due to inclement weather; of those, only two could be rescheduled.

Organization of the Report

The next section of the report presents key findings and conclusions. It is followed by the results of the study.

The survey instrument is Appendix A. Appendix B contains the responses to the questionnaire and comparable data from the 1997 survey of *Art Night*. Appendix C has selective visitor responses by age, residence, and racial/ethnic minority identification, focusing on the questions of how respondents found out about *Art Night* and how they rated the outdoor music and overall experience. The exit survey methodology is contained in Appendix E. Appendix F is the *Art Night 2001* schedule and programming.

KEY FINDINGS AND CONCLUSIONS

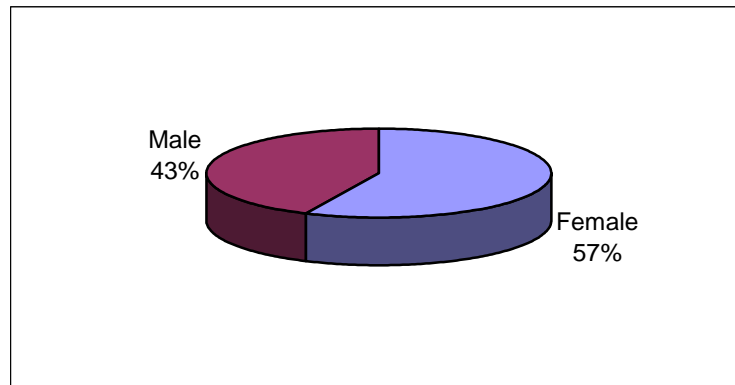
- The *Art Night* audience in many respects resembles the typical IAMD audience:
 - There are more women (57%) than men (43%).
 - The audience is primarily young to middle-aged adults; the average age is 40.
 - *Art Night* attendees mostly come alone or in pairs. One-third of *Art Night* visitors came by themselves. Another third came with one other adult.
- However, the *Art Night* audience is atypical in that it attracts a majority of local visitors, with close to two-thirds residing in the D.C. Metro area.
- The data do not indicate that this year's marketing effort to attract a larger percentage of "young professionals" age 21 to 35 was successful.
- Attendance by members of racial/ethnic minority groups rose considerably over 1997. These visitors comprised 32% of the audience this year compared to 19% in 1997.
- According to OPS statistics, attendance at *Art Night 2001* was essentially the same as in 2000, but higher than in 1999. According to overall attendance counts compiled by the IAMD museums, attendance at *Art Night 2001* was higher than in 1999 and 2000.
 - The two types of attendance data are compiled in different ways and produce different results. It is difficult to establish a baseline and accurately track attendance at *Art Nights* without a common, systematic means of counting visitors across the museums.
- The peak attendance in both 2000 and 2001, according to both OPS and museum counts, was during week 10 of *Art Night* (first Thursday in August.)
- *Art Night* drew some new visitors to the individual international art museums. Keeping in mind that each respondent could have made a first visit to all three museums, 24% of all respondents said they visited the Hirshhorn for the first time, 18% visited Freer-Sackler for the first time, and 14% visited the National Museum of African Art for the first time.
- Visitors reported all ways that they heard about Art Night. The most cited source of information was walking by and noticing the event or seeing a sign on the Mall (45%). Respondents also learned about *Art Night* through word-of-mouth (22%), *The Washington Post* (15%), and Internet or email (13%).

- Three-fourths of those surveyed had gone inside a museum that night. Those that entered a museum did so most often for a “general museum visit” (60%), to see a special exhibit (25%), or to visit the museum store (22%).
- 62% of those surveyed did not use the outdoor food/drink and service. Those who did use the food/drink and service gave it average scores.
- 60% of those surveyed did experience the outdoor music at *Art Night* and most rated it very good to excellent.
- *Art Night 2001* had 10% more repeat visitors this summer than *Art Night* in 1997, indicating an increase in visitor satisfaction.
- 84% of the respondents who rated their overall experience at *Art Night* said it was excellent or very good and 15% rated it good.

Who attends *Art Night*? What are the demographic characteristics of the audience?

The *Art Night* audience in many respects resembles the typical IAMM museum audience.¹ There are more women (57%) than men (43%). The gender breakdown is unchanged from 1997 when the *Art Night* audience comprised 55% women and 45% men.

Figure 2. *Art Night* Audience by Gender
(percent)



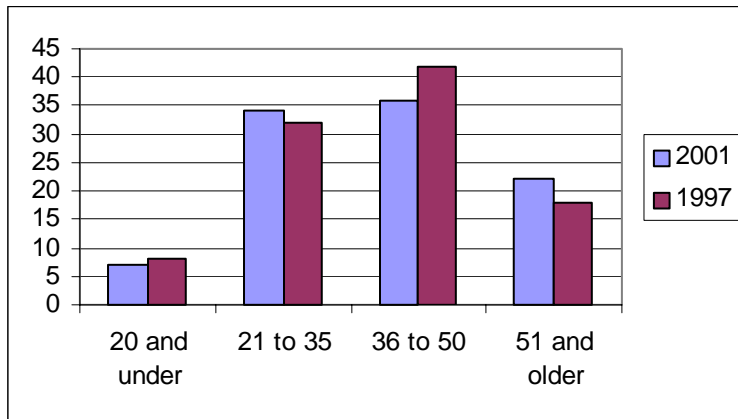
Attendees can be characterized as mostly young to middle-aged adults – the average age of *Art Night* goers is 40. Roughly, one-third were ages 21 to 35, and another third were ages 36 to 50.² The other third of the audience was 7% children and teenagers and 22% adults, ages 51 and older. The age breakdown again was much the same as in 1997.

During the planning stages for *Art Night*, it was determined that “young professionals” would be the target audience, and the PR, advertising, and programming strategy (i.e., thematic food and beverage and the increase of outdoor music) was aimed at that group. Attendance of that age group (21 to 35) did not increase significantly from four years ago – 33% in 2001 compared to 31% in 1997. The data do not indicate that this year’s marketing effort to attract a larger percentage of “young professionals” was successful.

¹ See “A Study of Visitors to Smithsonian Institution International Art Museums,” prepared for Smithsonian Council Meeting, November 2001.

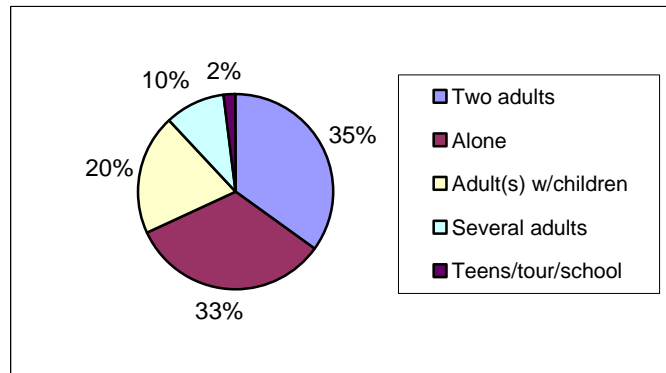
² See Appendix B, Table 1, for precise data.

Figure 3. Art Night Audience by Age, 2001 and 1997
(percent)



Art Night visitors are primarily adults who come alone or in pairs. One-third of *Art Night* visitors came by themselves. Another third came with one other adult. Groups of adults with children made up one-fifth (20%) of the audience. A tenth of the audience was groups of several adults.

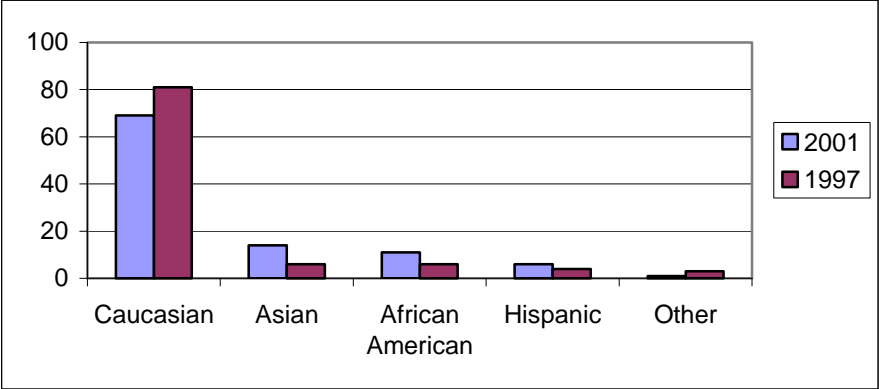
Figure 4. Art Night Audience by Groupings
(percent)



Art Night visitors are overwhelmingly Caucasian/White (69%). However, except for Hispanics, minority representation is close to representation in the U.S. population at large, with 11% African American/Black, 14% Asian, 6% Hispanic/Latino, and 1% Native American/Alaskan Native.

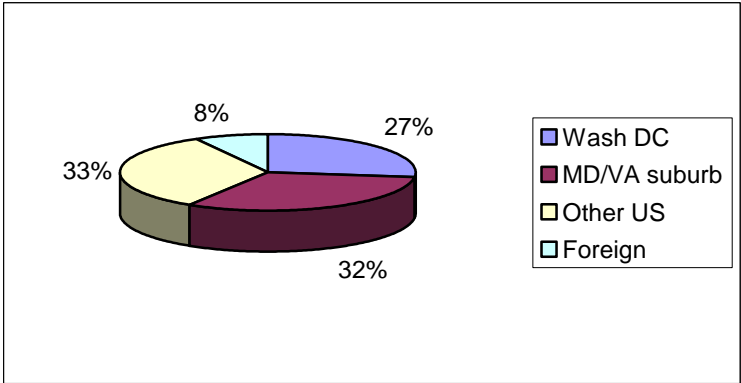
Attendance of members of racial/ethnic minority groups, especially African American and Asian visitors, rose from four years ago. African American visitors increased from 6% in 1997 to 11% in 2001; Asian visitors increased from 6% in 1997 to 14% in 2001, and Hispanic visitors increased at a lesser rate, from 4% in 1997 to 6% in 2001. The younger audience (age 35 and under), representing a little over one-third of the respondents, was the most diverse, with 40% identifying with a minority group, compared to the older respondents (26%).

Figure 5. Art Night Audience by Race/Ethnicity, 2001 and 1997
(percent)



Art Night attracts more of a local audience than typically visits the IAMD museums. Close to three-fifths of the attendees resided in the D.C. Metro area, with about one-fourth from Washington, D.C. and one-third from the Maryland and Virginia suburbs. Almost one-fourth of the visitors lived in the U.S. outside of the D.C. Metro area, and 8% were foreign visitors.

Figure 6. Art Night Audience by Residence
(percent)

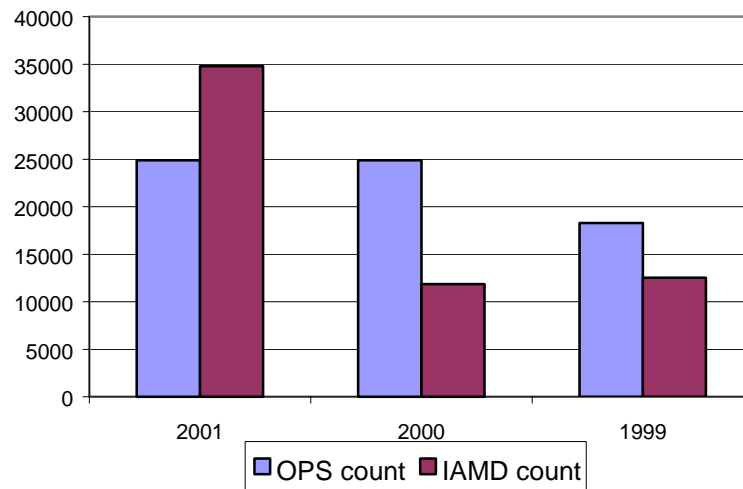


Has Art Night attendance increased over prior years?

The answer to that question varies according to how, when, and where visitors or “visits” were counted. According to the statistics obtained from OPS, attendance at *Art Night 2001* was essentially the same as in 2000, but higher than in 1999. Total OPS visit counts (rounded to the nearest 100) for this year and the two prior years are: 18,300 visits for 1999, 24,900 visits for 2000, and 24,900 visits for 2001. However, OPS only counts actual “visits” to the museums and does not count attendance at outdoor events and music that are a part of *Art Night*, nor does it count attendance at films or lectures held inside the museums. For that reason, IAMD museum staff have been recording attendance at *Art Night* events on their own for several years. According to IAMD museum counts, overall attendance this year is up quite considerably over previous years. Total overall

attendance at *Art Night* (rounded to nearest 100) as compiled by the museums is: 12,500 visitors in 1999, 11,900 visitors in 2000³, and 34,800 visitors in 2001.

Figure 7. *Art Night* Attendance
(Thousands)

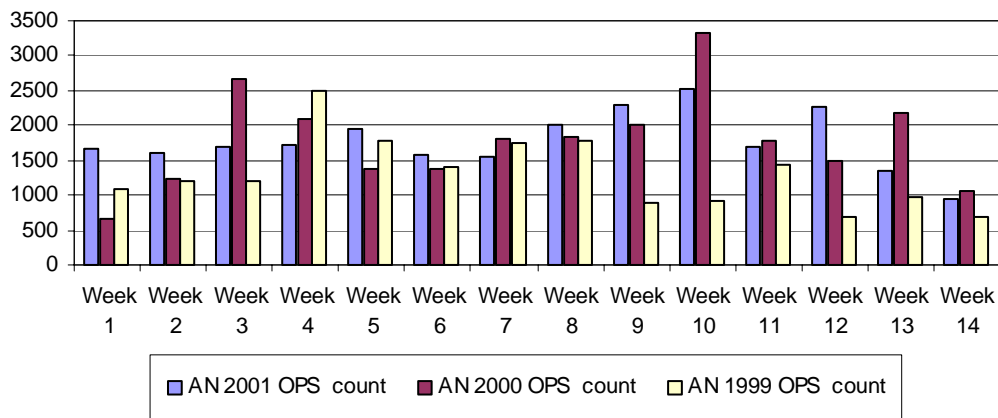


OPS Visit Counts. OPS counts “visits” by clicking a hand-held counter each time a person enters a museum building. These statistics are collected at all Smithsonian museums and reported to the central OPS office. OPS visit count statistics include HMSG (including garden), NMAFA, FSG, and the Ripley Center. If the OPS statistics provided to IAMD museums during previous years were for different hours or were estimated on a percentage of total visits for the day there may be some difference in the values being compared, but the overall trends in attendance should still be valid.

According to OPS counts, the highest number of visits in 1999 was during week 4 of *Art Night*, with a total count of 2,489. The most visits recorded in 2000 were during week 10, with 3,324. For 2001, the visit count was also highest during week 10 of *Art Night*, with a total of 2,537 visits.

³ Visitor data not available for last four weeks of *Art Night* 2000. Total visitors in 2000 extrapolated from available data of 8,476 visitors during first 10 weeks.

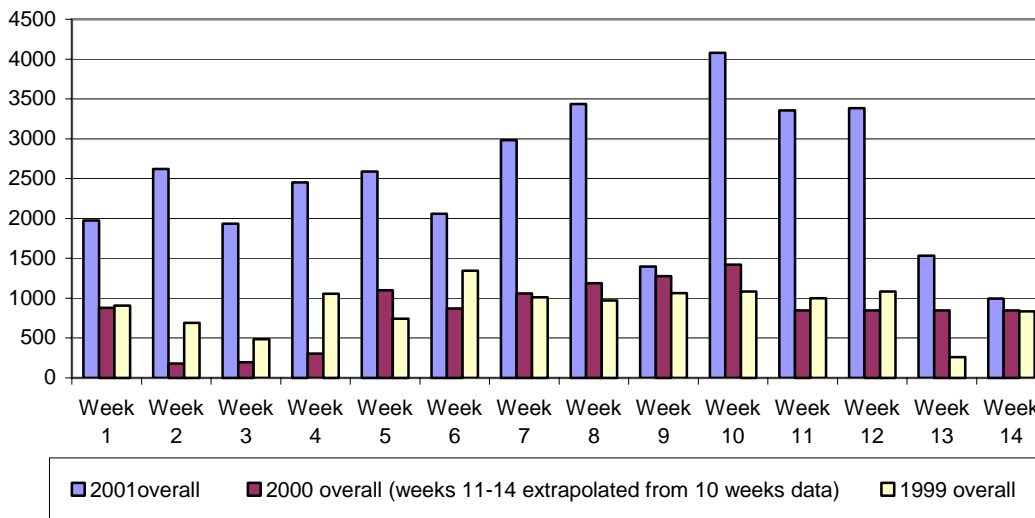
Figure 8. Art Night OPS Visit Counts, 1999 to 2001



Overall Attendance. The “overall” statistics recorded by the IAMDM museums have been counted in different ways and at different levels over the past three years. In some cases, this information is not available for all IAMDM museums or for all *Art Nights* in the past three years (e.g., overall attendance information is not available for all museums during the last four weeks of *Art Night* in 2000). Overall attendance counts may include staff counts of audiences at an outdoor concert, workshop attendance, film or lecture attendance, etc., and may or may not include OPS counts as well. In addition, the overall counts may include *Art Night* activities, such as afternoon workshops and concerts, which begin before the normal 5:30 pm closing time for museums.

According to the IAMDM museums’ overall counts, the highest *Art Night* attendance for 1999 was during week 6 of *Art Night* with 1,345 visitors. The greatest number of visitors recorded for 2000 was during week 10, with 1,421. For 2001, week 10 also had the highest attendance, with 4,077 visitors recorded.

Figure 9. Overall Art Night Attendance, 1999 to 2001



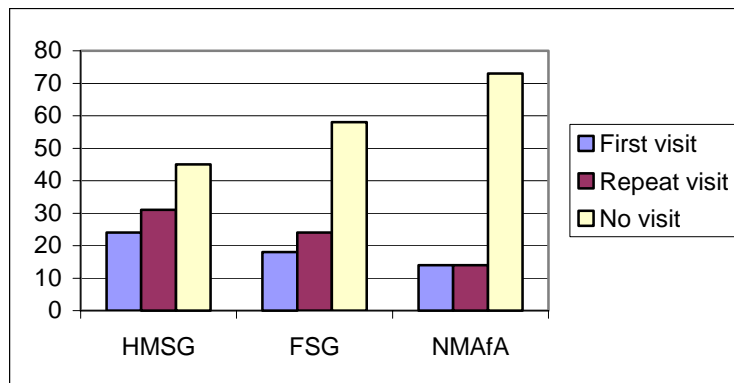
Attendance and Visit Trends. In reviewing attendance and visit counts for *Art Night* during the past three years, certain trends show up. Generally *Art Night* starts and ends with somewhat lower attendance. There is a spike up around weeks 4 or 5 that may be associated with the Folklife Festival, which is scheduled for two weeks around the Fourth of July. The peak attendance in both 2000 and 2001, according to both OPS and museum counts, was during week 10 of *Art Night* (the first Thursday in August.)

Did *Art Night* attract new (first-time) visitors to the international art museums?

One of the chief reasons for *Art Night* programming is to attract new visitors to the three international art museums. The people surveyed were asked to indicate, for all three museums, whether they were visiting that museum for the first time that night, if they were making a repeat visit to that museum, or if they did not visit that museum on that night.

Bearing in mind that each respondent could potentially have visited all three museums, the greatest number of respondents said they were first-time visitors (24%) or repeat visitors (31%) to the Hirshhorn, and the least number of respondents (45%) said they had not visited the Hirshhorn that night. For the Freer and Sackler Galleries, 18% said they were first-time visitors, 24% were repeat visitors, and 58% had not visited FSG. Respondents were least likely to have visited the National Museum of African Art for the first time that night (14%) or to be there on a repeat visit (14%), and 73% of the respondents had not visited NMAfA on the night they were surveyed.

Figure 10. First, Repeat, and No Visit to Museums
(percent)

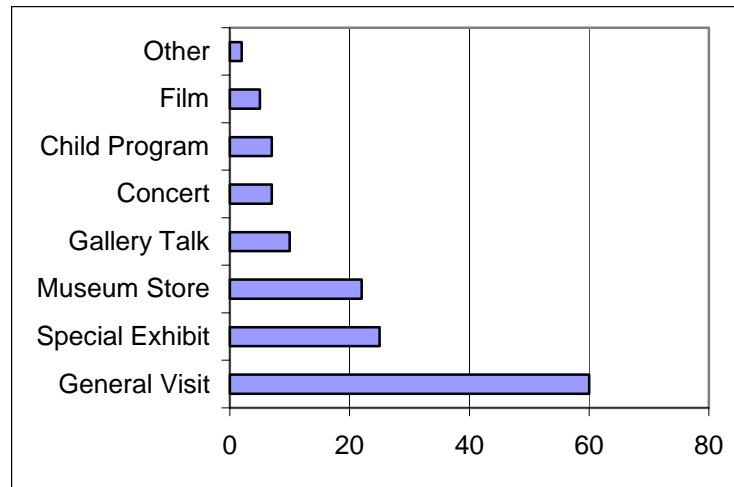


For those visitors that entered a museum, what did they come to do or see?

Besides promoting *Art Night* as an outdoor music venue on summer evenings, organizers want visitors to enter the museums to see the art, attend special indoor *Art Night* programs, and shop in the museum stores. The people surveyed were asked what prompted them to enter a museum while they were at *Art Night*. (Note: respondents could give more than one response.)

One-fourth of those surveyed said they had not entered a museum that night. For the 75% that did enter a museum, two-fifths (60%) said they entered a museum for a “general museum visit.” Twenty-five percent came to see a special exhibit, and 22% entered for the museum store. Less cited reasons to enter a museum were for a gallery talk (10%), indoor concert (7%), children’s program (7%), and film (5%).

Figure 11. Why Visitors Entered a Museum
(percent)



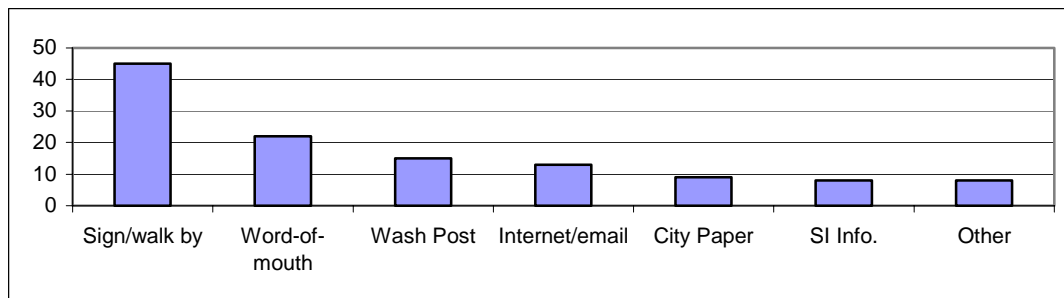
What elements of the advertising campaign were most effective in drawing audiences?

People surveyed were asked how they heard about *Art Night* and were given a list of information sources from which they could check all that applied. Nearly half (45%) of the people “stumbled upon” *Art Night* by walking by and noticing the event and/or seeing a sign or table on the Mall. The next most prominent source of information, cited by 22% of the respondents, was hearing about *Art Night* from family or friends. Fifteen percent said they learned of *Art Night* in *The Washington Post*, and 13% found out about it through the Internet or email. Other media outlets garnered fewer people: *City Paper* was a source for 9%, radio, 1%, and other newspapers/magazines, 1%.

In looking at how sources of information differed among the three sets of variables – younger (age 35 and under) and older; local and non-local; and minority and non-minority – the data indicate that residence is the most important factor in determining how people learn about *Art Night*. Not surprisingly, most differences showed up when doing a straight comparison of the local visitors and tourists (non-local visitors.) For example, 24% of locals learned of *Art Night* from *The Washington Post*, while just 3% of non-locals found out that way. Similarly, 12% of locals read about it in the *City Paper* compared to 4% non-locals. And more locals (15%) learned of *Art Night* on the Internet or via email notification than non-locals (7%). Significantly more non-locals came because they noticed the event by walking by or seeing a sign on the Mall (61%) than locals (32%).

The analysis indicates that age and racial/ethnic identification are not independent indicators of how visitors learned of Art Night. However, some significant differences can be determined by looking at those characteristics in the context of residence. For example, younger locals were more likely to hear about Art Night through word-of-mouth (38%) than older locals (20%). Non-minority locals were more likely to learn of the event by walking by or seeing a sign or table on the Mall (36%) than minority locals (23%).

Figure 12. How Visitors Heard about Art Night*
(percent)



* Totals do not add up to 100% because respondents were asked to mark all sources of information about Art Night that applied to them.

How satisfied were visitors with Art Night offerings?

There were two food and beverage stands on most of the *Art Nights* that the survey was conducted. In keeping with the international bazaar theme suggested in the planning stages, SBV had a concession stand set up in or near the Haupt Garden on those nights when NMAfA or FSG had outdoor music. Visitors could also get food and beverages at the Hirshhorn’s Full Circle Café, located outdoors on the museum plaza next to the fountain and near the seating for the Hirshhorn’s Latin and jazz concerts.

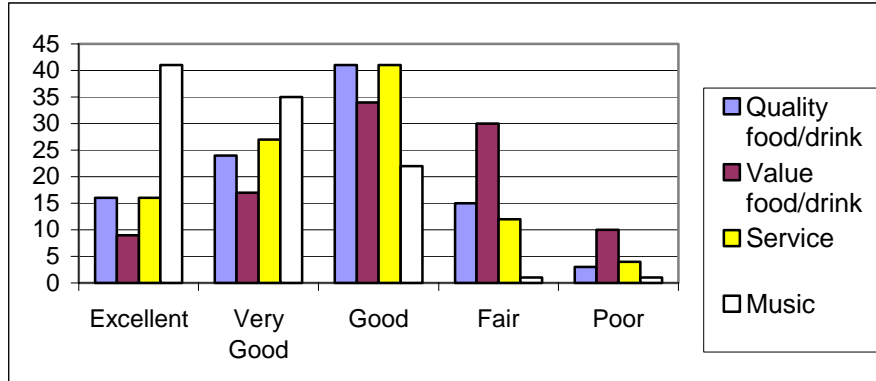
The questionnaire asked visitors to rate four aspects of *Art Night* outdoor offerings – quality of the food/drink, value of the food/drink, service, and music – on a five-point scale ranging from poor to excellent.

For the questions relating to quality and value of the food/drink and service, a majority of those surveyed (62%) could not give a rating either because they had just arrived at *Art Night* or because they had not used the food/drink and service. The 38% of respondents who had used the food/drink and service gave it average scores. For those who rated the quality of food/drink, two-fifths found it to be excellent or very good, 56% rated it fair to good, and very few thought it was poor. Twenty-six percent of the raters found the value of food/drink to be excellent or very good, 64% said it was fair to good, and 10% said it was poor. Forty-three percent of those who experienced the service said it was excellent or very good, and 53% found it to be fair to good.

Two-fifths of those surveyed did not rate the outdoor music because they had just arrived or had not experienced the music. The 60% of respondents that did experience the

outdoor music gave it high marks: 76% said the music was excellent or very good and 22% said it was good.

Figure 13. Visitor Satisfaction with Outdoor Food/Drink, Service and Music
(percent)



How did appreciation of the music vary between the targeted young audience and older visitors, between local and non-local visitors, and between members of racial/ethnic minority groups and non-minorities? Looking at the 60% of respondents who rated the music, locals were more likely to rate the music excellent or very good (80%) than non-locals (71%). There was no significant difference in excellent to very good ratings between younger and older respondents or by racial identification (with about three-fourths rating it excellent or very good.)

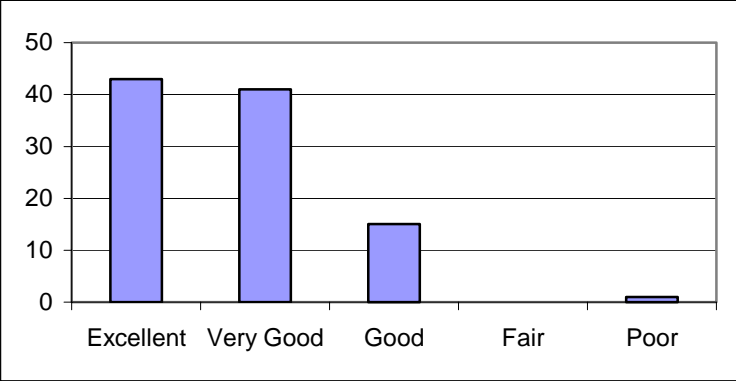
How satisfied were visitors with the total *Art Night* experience?

Repeat visits are an indicator of visitor satisfaction, and this year’s *Art Night* had 10% more repeat visitors than *Art Night* in 1997. When asked if “tonight” was their first visit to *Art Night* or if they had been before this summer, 22% of those surveyed this year said they had been to *Art Night* before compared to 13% who said they were repeat visitors in 1997.

Respondents were asked to give an overall rating of their experience at *Art Night*. Twenty-nine percent of the respondents gave no rating because they had just arrived. For the 71% who did rate their overall experience, 84% said their *Art Night* experience was excellent or very good, and 15% rated it good.

There were no significant differences in overall satisfaction with *Art Night* between local and non-local visitors, younger and older visitors, or by racial/ethnic identification.

Figure 14. Overall Visitor Satisfaction with *Art Night*
(percent)



Appendix A. Survey Instrument

Office use only	session	<input type="radio"/> HMSG <input type="radio"/> HauptE <input type="radio"/> HauptW	a	b	age	c	d	id

Welcome to Art Night on the Mall Summer 2001

To complete the questionnaire, please fill in the bubbles.

Is tonight your **first** visit to Art Night this summer?

Yes No

Please rate **each** of the following things at Art Night that you experienced: No ratings, I just arrived

How did you hear about Art Night? Mark **all** that apply.

- | | |
|---|---|
| <input type="radio"/> Friends/Family | <input type="radio"/> City Paper |
| <input type="radio"/> Sign/Table on the Mall | <input type="radio"/> E-mail notification |
| <input type="radio"/> Walked by/Noticed event | <input type="radio"/> Internet/Website |
| <input type="radio"/> At another Art Night | <input type="radio"/> Postcard |
| <input type="radio"/> Washington Post | <input type="radio"/> Notice in museum restroom |
| <input type="radio"/> Other (specify) _____ | |

	Poor	Fair	Good	Very Good	Excellent
Quality of food/drink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value of food/drink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Some questions about you:

For **each** museum, please mark your visits as appropriate.

	Tonight was My First Visit	Tonight was A Repeat Visit	I Did Not Visit Tonight
African Art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hirshhorn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freer/Sackler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you visiting Art Night with:

- Myself 2+ teens
 One other adult Tour or school group
 Several adults
 Adult(s) and child(ren)

Are you: Female Male

Where do you live?

- Washington, DC
 MD/VA Suburbs (metro area)
 Other US state (specify) _____
 Foreign country (specify) _____

What Art Night offerings did you **enter** a museum for tonight? (Mark **all** that apply)

- | | |
|---|---|
| <input type="radio"/> Didn't enter a museum tonight | <input type="radio"/> Film |
| <input type="radio"/> Children's program | <input type="radio"/> Special exhibit |
| <input type="radio"/> Lecture/Gallery talk | <input type="radio"/> Meet an artist |
| <input type="radio"/> General museum visit | <input type="radio"/> Other (specify) _____ |
| <input type="radio"/> Museum store | _____ |

Your residential zip code: _____

Your age: _____

Which of the following cultural, racial or ethnic groups do you most identify with? Mark one or more.

- African American/Black
 Asian
 Caucasian/White
 Hispanic/Latino
 Native American/Alaskan Native
 Native Hawaiian/Pacific Islander

THANK YOU!

6608469065

Appendix B. Tables

Table 1. Responses to the Questionnaire
(in percent)

Is tonight your first visit to *Art Night* this summer?

	<u>2001 Total</u>	<u>1997 Total</u>
Yes, this is my first visit this summer	78	87
No, I have been before	<u>22</u>	<u>13</u>
Total	100	100

How did you hear about *Art Night* ?

	<u>2001 Total</u>	<u>1997 Total</u>
Sign/Walked By	45	36
<i>Sign/Table on the Mall</i>	19	
<i>Walked By/Noticed Event</i>	29	
Friends/Family	22	21
<i>The Washington Post</i>	15	12
Internet or Website	11	
<i>City Paper</i>	9	5
At Another Art Night	6	
Smithsonian or Museum Information	5	16
Other	4	
Notice in Museum Restroom	3	
Email Notification	2	
Postcard	1	
Radio	1	
Other Newspaper/Magazine	1	3
Hotel Information	<u>1</u>	<u>3</u>
Total	174 *	96 +

*Totals greater than 100% because respondents could give more than one response.

+Respondents in 1997 gave one response each, with 3% not knowing where they heard about *Art Night*.

For each museum, please mark your visit as appropriate.

	<u>2001 Total</u>
Tonight was my first visit to NMAfA	14
Tonight was a repeat visit to NMAfA	14
I did not visit NMAfA tonight	<u>73</u>
	101
Tonight was my first visit to HMSG	24
Tonight was a repeat visit to HMSG	31
I did not visit HMSG tonight	<u>45</u>
	100
Tonight was my first visit to FSG	18
Tonight was a repeat visit to FSG	24
I did not visit FSG tonight	<u>58</u>
Total	100

What *Art Night* offerings did you enter a museum for tonight?

	Visitors <u>Who Entered</u>	<u>2001 Total</u>
Didn't enter a museum tonight	n/a	25
General Museum Visit	60	45
Special Exhibit	25	19
Museum Store	22	17
Lecture/Gallery Talk	10	7
Concert/Music (not always indoors)	7	6
Children's Program	7	5
Film	5	4
Other	1	2
Meet an Artist	<u>1</u>	<u>0</u>
Total	138 *	105 *

*Totals greater than 100% because respondents could give more than one response.

How would you rate your overall experience at *Art Night* ?

	Visitors	
	<u>Who Rated</u>	<u>2001 Total</u>
Excellent	43	31
Very good	41	29
Good	15	10
Poor	0	0
Fair	1	0
No rating, I just arrived	<u>n/a</u>	<u>29</u>
Total	100	99
Number of respondents	403	582

Please rate the quality of food/drink that you experienced at *Art Night* .

	Visitors	
	<u>Who Rated</u>	<u>2001 Total</u>
Excellent	16	6
Very good	24	9
Good	41	15
Poor	15	6
Fair	3	1
No rating, I just arrived	n/a	36
No rating, did not experience	<u>n/a</u>	<u>26</u>
Total	99	99
Number of respondents	206	582

Please rate the value of food/drink that you experienced at *Art Night* .

	Visitors	
	<u>Who Rated</u>	<u>2001 Total</u>
Excellent	9	3
Very good	17	6
Good	34	12
Fair	30	11
Poor	10	4
No rating, I just arrived	n/a	37
No rating, did not experience	<u>n/a</u>	<u>26</u>
Total	100	99
Number of respondents	201	582

Please rate the service that you experienced at *Art Night* .

	Visitors <u>Who Rated</u>	<u>2001 Total</u>
Excellent	16	6
Very good	27	10
Good	41	15
Fair	12	5
Poor	4	1
No rating, I just arrived	n/a	36
No rating, did not experience	<u>n/a</u>	<u>26</u>
Total	100	99
Number of respondents	208	582

Please rate the music that you experienced at *Art Night* .

	Visitors <u>Who Rated</u>	<u>2001 Total</u>
Excellent	41	25
Very good	35	21
Good	22	13
Fair	1	1
Poor	1	0
No rating, I just arrived	n/a	15
No rating, did not experience	<u>n/a</u>	<u>25</u>
Total	100	100
Number of respondents	334	582

Who are you visiting Art Night with?

	<u>2001 Total</u>	<u>1997 Total</u>
One other adult	35	39
Myself	33	26
Adult(s) and children	20	21
Several adults	10	14
Other teens	2	
Tour or school group	<u>1</u>	
Total	101	100

Are you female or male?

	<u>2001 Total</u>	<u>1997 Total</u>
Female	57	55
Male	43	45
Total	100	100

Where do you live?

	<u>2001 Total</u>	<u>1997 Total</u>
Other U.S.	33	44
MD/VA suburbs	32	25
Washington, D.C.	27	21
Foreign	8	10
Total	100	100

What is your age?

	<u>2001 Total</u>	<u>1997 Total</u>
20 and under	7	8
21-35 years	34	32
36-50 years	36	42
51 and older	22	18
Total	99	100

What is your cultural/racial/ethnic identity? (U.S. residents only)

	<u>2001 Total</u>	<u>1997 Total</u>
African American/Black	11	6
Asian	14	6
Caucasian/White	69	81
Hispanic/Latino	6	4
Native American/Alaskan Native	1	n/a
Native Hawaiian/Pacific Islander	0	n/a
Other	n/a	3
Total	101	100
Minority	31	19
Non-minority	69	81
Total	100	100

Status

	<u>2001 Total</u>	<u>1997 Total</u>
Completed interviews	72	87
Refusals for other reasons	<u>28</u>	<u>13</u>
Total	100	100
Number of intercepted visitors	812	624

Response rates for each location and week of the study

	<u>2001 Total</u>
Week 1	82
Week 2	64
Week 3	76
Week 4	68
Week 5	<u>68</u>
Average	72

Percentage of interviews completed during each week of the study

	<u>2001 Total</u>	<u>1997 Total</u>
Week 1	20	11
Week 2	15	17
Week 3	25	20
Week 4	14	15
Week 5	<u>25</u>	<u>38</u> *
Total	99	101

*5th and 6th weeks combined for 1997.

Appendix C. Supplementary Tables

Table 1. Select Responses of Visitors by Age
(in percent)

Racial/Ethnic identification	<u>35 Years and Younger</u>	<u>36 Years and Older</u>	<u>2001 Total</u>
Minority	40	26	32
Non-minority	<u>60</u>	<u>74</u>	<u>68</u>
Total	100	100	100

How did you hear about <i>Art Night</i> ?	<u>35 Years and Younger</u>	<u>36 Years and Older</u>	<u>2001 Total</u>
Sign/Walked By	40	48	45
<i>Sign/Table on the Mall</i>	15	21	19
<i>Walked By/Noticed Event</i>	29	30	29
Friends/Family	29	17	22
<i>The Washington Post</i>	15	17	15
Internet, Website, or Email Notification	14	10	12
<i>City Paper</i>	10	8	9
At Another <i>Art Night</i>	5	6	6
Smithsonian or Museum Information	7	9	8
Other*	<u>6</u>	<u>11</u>	<u>9</u>
Total	126 +	126 +	126 +

*Other includes radio, hotel information, postcard, and other newspapers and magazines.

+Totals greater than 100% because respondents could give more than one response.

Overall *Art Night* ratings (only visitors who rated)

	<u>35 Years and Younger</u>	<u>36 Years and Older</u>	<u>2001 Total</u>
Excellent	43	44	43
Very good	40	42	41
Good	16	14	15
Fair	1	0	0
Poor	<u>0</u>	<u>1</u>	<u>1</u>
Total	100	101	100
Number of respondents	182	221	403

Music ratings (only visitors who rated)

	<u>35 Years and Younger</u>	<u>36 Years and Older</u>	<u>2001 Total</u>
Excellent	43	40	41
Very good	32	37	35
Good	23	20	22
Fair	2	1	1
Poor	<u>0</u>	<u>1</u>	<u>1</u>
Total	100	99	100
Number of respondents	157	177	334

Table 2. Select Responses of Visitors by Residence
(in percent)

How did you hear about *Art Night* ?

	<u>Local</u>	<u>Non-Local</u>	<u>2001 Total</u>
Sign/Walked By	32	62	45
<i>Sign/Table on the Mall</i>	14	25	19
<i>Walked By/Noticed Event</i>	20	40	29
Friends/Family	28	13	22
<i>The Washington Post</i>	24	3	15
Internet, Website, or Email Notification	15	7	12
<i>City Paper</i>	12	4	9
At Another <i>Art Night</i>	8	2	6
Smithsonian or Museum Information	9	6	8
Other*	<u>10</u>	<u>8</u>	<u>9</u>
Total	138 +	105 +	126 +

*Other includes radio, hotel information, postcard, and other newspapers and magazines.

+Totals greater than 100% because respondents could give more than one response.

Overall *Art Night* ratings (only visitors who rated)

	<u>Local</u>	<u>Non-Local</u>	<u>2001 Total</u>
Excellent	52	31	43
Very good	34	53	41
Good	13	15	15
Fair	0	1	0
Poor	<u>1</u>	<u>0</u>	<u>1</u>
Total	100	100	100
Number of respondents	249	146	403

Music ratings (only visitors who rated)

	<u>Local</u>	<u>Non-Local</u>	<u>2001 Total</u>
Excellent	48	30	41
Very good	32	41	35
Good	18	26	22
Fair	1	2	1
Poor	<u>1</u>	<u>1</u>	<u>1</u>
Total	100	100	100
Number of respondents	221	115	334

Table 3. Select Responses of Visitors by Minority Identification
(in percent)

How did you hear about *Art Night* ?

	<u>Minority</u>	<u>Non-Minority</u>	<u>2001 Total</u>
Sign/Walked By	34	50	45
<i>Sign/Table on the Mall</i>	13	21	19
<i>Walked By/Noticed Event</i>	23	32	29
Friends/Family	30	19	22
<i>The Washington Post</i>	15	15	15
Internet, Website, or Email Notification	13	11	12
<i>City Paper</i>	12	7	9
At Another <i>Art Night</i>	5	6	6
Smithsonian or Museum Information	7	9	8
Other*	<u>9</u>	<u>7</u>	<u>9</u>
Total	125 +	124 +	126 +

*Other includes radio, hotel information, postcard, and other newspapers and magazines.

+Totals greater than 100% because respondents could give more than one response.

Overall *Art Night* ratings (only visitors who rated)

	<u>Minority</u>	<u>Non-Minority</u>	<u>2001 Total</u>
Excellent	48	41	43
Very good	37	44	41
Good	12	16	15
Fair	1	0	0
Poor	2	<u>0</u>	<u>1</u>
Total	100	101	100
Number of respondents	124	259	403

Music ratings (only visitors who rated)

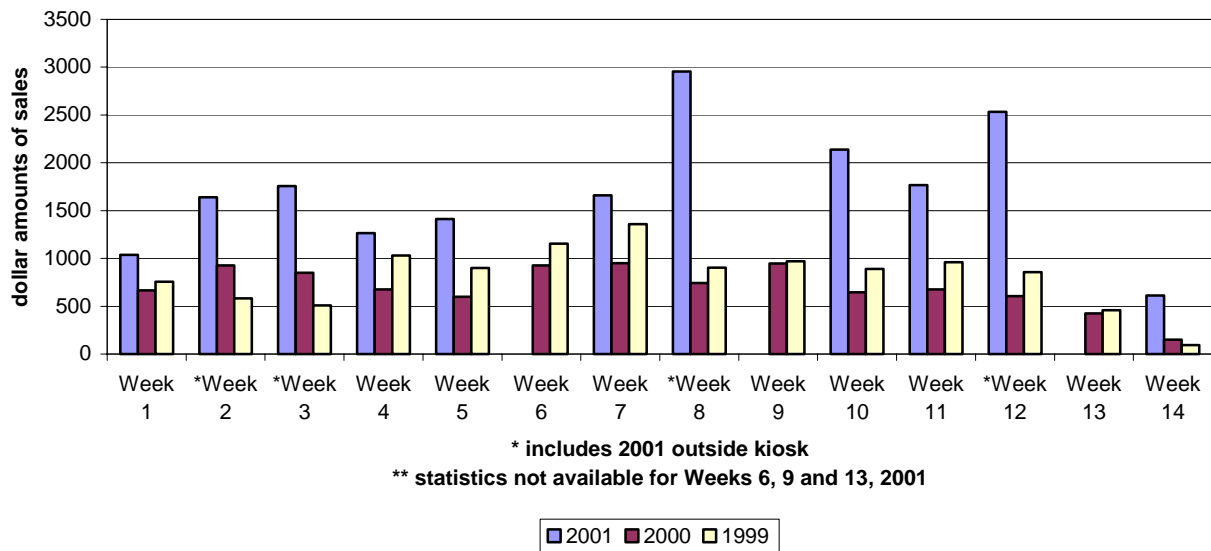
	<u>Minority</u>	<u>Non-Minority</u>	<u>2001 Total</u>
Excellent	44	40	41
Very good	33	35	35
Good	23	22	22
Fair	0	2	1
Poor	0	<u>1</u>	<u>1</u>
Total	100	100	100
Number of respondents	95	222	334

Appendix D. Sales Data

Art Night Food Sales

For *Art Night* in 1999 and 2000, the only food sales statistics are from the Circle Café at HMSG. During *Art Night 2001*, food sales statistics include the addition of an outdoor vending kiosk that SBV operated four times during weeks 2, 3, 8, and 12. Overall, the dollar amount of food sales was greater this year than in previous years, even when the outdoor kiosk was not in operation. This may be in part a reflection of the number of sales but may also be influenced by changes in the prices charged.

**Art Night Food Sales 1999-2001
(dollars)**



Weeks 8 and 12 had the highest food sales amounts in 2001 (\$2,956.00 and \$2,534.00) and also coincided with two of the nights that the outdoor kiosk was operated. Food sales were generally higher in both 1999 and 2001 than in 2000.

Total Art Night food sales:

1999 = \$11,422.00

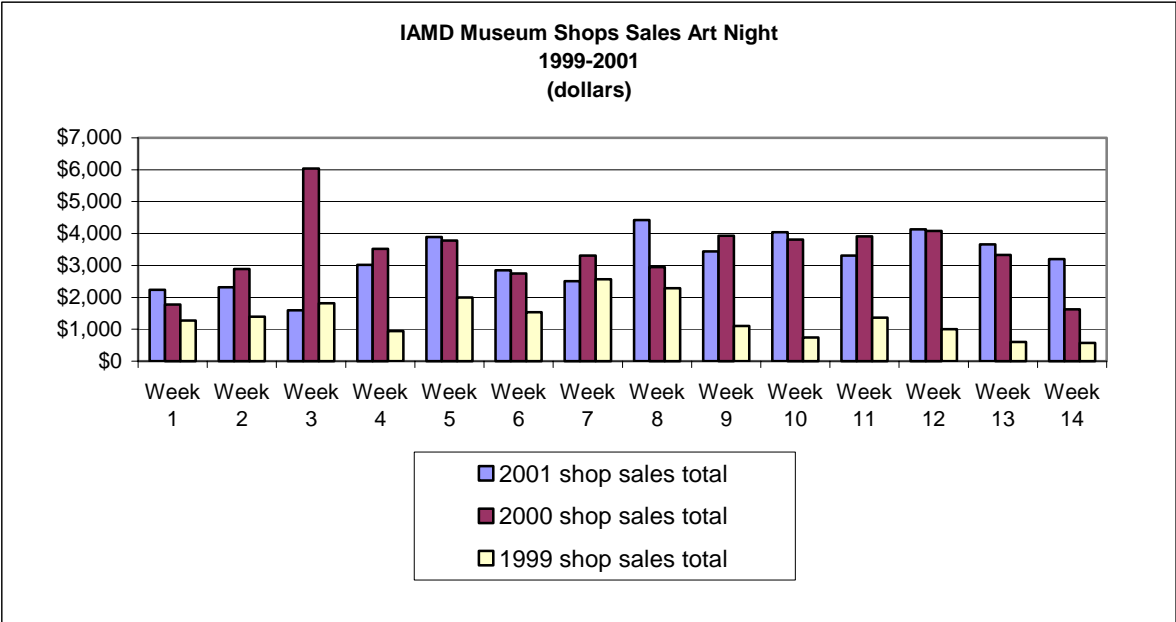
2000 = \$9,786.00

2001 = \$18,776.00

Museum Shop Sales

Museum shop sales during *Art Nights* were up overall in 2000 and 2001 compared to sales in 1999. The highest sales level in 1999 was in week 7 at \$2,570.00. In 2000 the highest sales occurred in week 3 at \$6,038.00, which was the highest sales level for any *Art Night* during the 3 years reviewed. In 2001, the highest shop sales were in week 8

at \$4,418.00. Shop sales overall were down slightly in 2001 compared with 2000.



Total *Art Night* shop sales:
 1999 = \$19,189.00
 2000 = \$47,691.00
 2001 = \$44,629.00

Appendix E. Exit Survey Design

Exit Survey Design

Schedule and Survey Locations

- Data was collected on five nights of *Art Night*: June 7 (week 2), July 19 (week 8), July 26 (week 9), August 9 (week 11) and August 16 (week 12).
- Surveys were distributed at the two north exits from the Haupt Garden at either side of the Castle and on the Mall-side of the Hirshhorn Plaza.
- Each evening, data was collected in three 45-minute sessions, with one session at each of the three locations. A total of 15 sessions were conducted.
- Sessions were scheduled from 5:30-6:15 pm, 6:30-7:15 pm, and 7:30 to 8:15 pm.
- The order of the data collection points was rotated on the five nights.

Questionnaires & Respondent Gifts

- One-page questionnaires were handed out to visitors, on clipboards, for self-completion.
- Postcards from participating museums were given to respondents as a token of thanks.

Data Collection Teams

- Teams of three individuals conducted the survey each *Art Night* evening.
- One team member counted and recorded the number of people exiting through a pre-designated selection point during the 45-minute sessions, and two team members handed out and collected clipboards from respondents.

Appendix F. Art Night 2001 Schedule and Programming

ART NIGHT ON THE MALL 2001

For the sixth consecutive summer, the Smithsonian Institution's four international art museums -- the Arthur M. Sackler Gallery of Art (AMSG), Freer Gallery of Art (FGA), Hirshhorn Museum and Sculpture Garden (HMSG) and National Museum of African Art (NMAfA) -- will extend their hours on Thursday evenings until 8 p.m.

Schedule of Events

Thursday, May 31

- | | | |
|-----------------|-----------|---|
| HMSG | 5:30-7:00 | Jazz on the Plaza: Keter Betts Trio
Jazz musician Keter Betts, who has played with Ella Fitzgerald, Dizzy Gillespie, Count Basie, Duke Ellington, Joe Pass, Stan Getz, and Charlie Byrd, kicks off the museum's first jazz series (through July 26). |
| | 7:00 | Artist's Talk: José Bedia
<i>To The Possible Limit</i> , 1996, by Cuban-born Bedia, is in the museum's permanent collection. Ring Auditorium. |
| AMSG/FGA | 6:00 | ImaginAsia: "Asian Musical Instruments"
Children search for images of musicians and musical instruments in the Freer and Sackler Galleries, then join world music educator Bill Jenkins to play on Asian instruments. Sackler Classroom. |
| | 6:00/6:30 | Docent gallery talks, Freer and Sackler Galleries |
| | 7:00 | Film: <i>Dream Lovers</i>
Chow Yun-fat, star of <i>Crouching Tiger, Hidden Dragon</i> , and Lin Ching-hsia, "play a couple who discover they are reincarnations of lovers from ancient China who must pay for their past-life transgressions, in this film by Tony Au." (1986, 93 min.) In Cantonese, with English subtitles. Part of the film series, "Visions of the Afterlife: Chinese Ghost-Story Films," for the Sackler Exhibition, "Worshipping the Ancestors," Meyer Auditorium. |
| NMAfA | 6:00 | Gallery Discussion: Spheres & Surfaces. Veronika Jenke, head of school and youth programs, will examine the forms and surfaces of the African pottery found in "Beautiful Bodies" and other exhibitions throughout the museum. All ages welcome. |

Thursday, June 7

- | | | |
|-----------------|------|---|
| AMSG/FGA | 5:30 | ImaginAsia: "Asian Musical Instruments" |
|-----------------|------|---|

		Children search for images of musicians and musical instruments in the Freer and Sackler Galleries, then join world music educator Bill Jenkins to play on Asian instruments. Sackler Classroom.
	6:30	Music on the Freer Steps: Cambodian Music and Dance Classical Khmer dances are performed by master musicians and dancers who were trained in Cambodia's fine arts university and who led professional troupes before they resettled in Washington after the Khmer Rouge takeover of Cambodia in the 1970s. They will be joined by their Cambodian-American music and dance students trained in the United States. (Rain location: Meyer Auditorium)
HMSG	4:30-6:30	Improv Art: Light Up Your Life. Discover how the portrayal of light affects the meaning of art; then use light-sensitive paper to create your own work.
	5:30-7:00	Jazz on the Plaza: Charles Young Quartet. Considered one of the most important saxophone players today, Young is a riveting improviser of traditional and contemporary music
	7:00	Gallery Talk: Curator of Sculpture Valerie Fletcher discusses the "Directions – Tim Hawkinson" exhibition.
	8:00	Film: <i>Crane World (Mundo Grua)</i> 1999. Pablo Trapero's first feature is a grainy black-and-white drama about a 50-year-old whose dream of a better life leads him to Buenos Aires, a job as a crane operator, and romance. In Spanish with English subtitles.
NMAfA	6:00	Films: <i>Ceramic Gestures</i> (1991, 26 min.) <i>Hands of the Potter</i> (1995, 9 min.) <i>Vessels of the Spirits: Pots and People in Northern Cameroon</i> (1992, 50 min.) Complementing two current exhibitions of African
ceramics, these three Kenya, Congo, and Cameroon.		films depict ceramic and pottery forms of
Thursday, June 14		
NMAfA	6:00	Music in Haupt Garden: Kankouran <i>Kankouran</i> refers to a spiritual guide among the Mande people of western Africa. Since 1983 this group has introduced audiences to a deeper understanding of African music, dance, and thought.
HMSG	4:30-6:30	Improv Art: Light Up Your Life
	5:30-7:00	Jazz on the Plaza: Questet Jazz and blues with an international flair.

	7:00	Artist's Talk: Melissa Miller <i>New Skin</i> , 1989, by American painter Miller, is in the museum's permanent collection. Ring Auditorium.
AMSG/FGA		Dark (Private reception)
Thursday, June 21		
HMSG	4:30-6:30	Improv Art: Light Up Your Life
	5:30-7:00	Jazz on the Plaza: Eli Staples, pianist. Postwar jazz pieces in conjunction with "Clyfford Still: Paintings, 1944-1960."
	7:00	Dialogue: "Recollections of Clyfford Still." Hirshhorn Director James T. Demetrian moderates this discussion by Henry Hopkins, the former director of the San Francisco Museum of Modern Art, and Betty Freeman, a collector who knew the artist. Ring Auditorium.
AMSG/FGA	6:00	ImaginAsia: "Asian Musical Instruments" Children search for images of musicians and musical instruments in the Freer and Sackler Galleries, then join world music educator Bill Jenkins to play on Asian instruments. Sackler Classroom.
	6:15/7:00	Storytelling. Docents tell Asian stories for all ages. Freer and Sackler Galleries.
	7:00	Film: <i>Green Snake</i> (Hong Kong, 1993, 100 min.) In the West, a cult following developed for this film by Tsui Hark about a Buddhist monk trying to keep separate the realms of the living and the dead as he battles ancient, female snake spirits intent on becoming human. Part of the film series, "Visions of the Afterlife: Chinese Ghost-Story Films," for the Sackler Exhibition, "Worshipping the Ancestors," Meyer Auditorium.
NMAfA	6:00	Gallery Discussion: Spheres & Surfaces. Veronika Jenke, head of school and youth programs, will examine the forms and surfaces of the African pottery found in "Beautiful Bodies" and other exhibitions throughout the museum. All ages welcome.
Thursday, June 28		
HMSG	5:30-7:00	Jazz on the Plaza: Charles Young Ensemble Postwar jazz pieces performed in conjunction with "Clyfford Still: Paintings, 1944-1960."
	7:00	Lecture: Old Traditions, Contemporary Practices in Latino Art.

Guest speaker: Amelia Malagamba, visiting scholar at the Smithsonian Center for Latino Initiatives. Ring Auditorium.

AMSG/FGA	6:00	ImaginAsia: "Asian Musical Instruments" Children search for images of musicians and musical instruments in the Freer and Sackler Galleries, then join world music educator Bill Jenkins to play on Asian instruments. Sackler Classroom.
	6:00/6:30 7:00	Docent gallery talks, Freer and Sackler Galleries Film: <i>Grandma and Her Ghosts</i> This animated feature by director Wang Shau-di portrays a young boy's encounter with the traditions of Chinese "ghost month" during a summer with his grandmother, a power Taoist shaman. (1997, 80 min.) Part of the film series, "Visions of the Afterlife: Chinese Ghost-Story Films," for the Sackler Exhibition, "Worshipping the Ancestors," Meyer Auditorium.
NMAfA	5:00	Gallery Tour Take in the new exhibitions "Beautiful Bodies: Form and Decoration of African Pottery" and "In the Presence of Spirits: African Art from the National Museum of Ethnology, Lisbon."
Thursday, July 5 NMAfA	6:00	Music in Haupt Garden: Asante Jazz Band This exciting quintet interprets jazz through its African, African American, and Caribbean roots. Lead musicians Okyerema Asante - a Ghanaian master percussionist - and the superb saxophonist "Plunky" combine their unbeatable musical talents for this musical treat.
HMSG	4:30-6:30	Improv Art: Stay Still. Examine the jagged patterns in Clyfford Still's paintings and then create an imaginary landscape.
	5:30-7:00	Jazz on the Plaza: Frederic Yonnet French jazz harmonica player Yonnet, who was a regular on the French TV show, "Canal Plus," performs in Parisian jazz and blues clubs.
	7:00	Artist's Talk: Arnaldo Roche-Rabell. <i>Like a Thief in the Night</i> , 1990, by the Puerto Rican-born painter, is in the museum's permanent collection. Ring Auditorium.
	8:00	Film: <i>Without a Trace (Sin dejar Huella)</i> 2000. Artist/Director Maria Novaro will discuss her fugitives-on-

the-road adventure. Set in Mexico, the story follows a single mother dodging her drug-trading boyfriend and her friend who deals in suspicious artifacts. In Spanish with English subtitles.

AMSG/FGA	6:00	ImaginAsia: “Asian Musical Instruments” Children search for images of musicians and musical instruments in the Freer and Sackler Galleries, then join world music educator Bill Jenkins to play on Asian instruments. Sackler Classroom.
	6:30 traditions of	Lao-Thai Storytelling. Stories from the Buddhist and folk Southeast Asia are told by the Mahasarakham Storytelling Team of Wajuppa Tossa and Prasong Saihong, who have performed at storytelling festivals in Australia, Seattle, and Hawaii, and at the Smithsonian Folklife Festival. Sackler, first level. (tentative)
	6:00/6:30	Docent gallery talks, Freer and Sackler Galleries.

Thursday, July 12

HMSG	4:30-6:30	Improv Art: Stay Still
	5:00-6:30	Jazz on the Plaza, Part I: Positive Vibrations Steel Drum Band
	6:30-7:30	Artist’s Demonstration: Peter Michael Dufore makes jazz-inspired abstract creations on the plaza.
	6:30-7:30	Jazz on the Plaza, Part II: Fred Foss Youth Ensemble Big band jazz compositions.
	7:30	Poetry reading in the Sculpture Garden: Jacklyn Potter, Director of the Joaquin Miller Poetry Series, with participants from the museum’s June 16 th poetry workshop.
	8:30	Music in the Sculpture Garden: flautist Jeffrey Cohan Cohan performs virtuoso interpretations of Jacob Van Eyck’s early 17 th century popular songs on a Renaissance transverse flute.

AMSG/FGA	6:00	ImaginAsia: “Asian Musical Instruments” Children search for images of musicians and musical instruments in the Freer and Sackler Galleries, then join world music educator Bill Jenkins to play on Asian instruments. Sackler Classroom.
	6:15	Storytelling: Docents tell Asian stories for all ages. Freer and Sackler Galleries.
	6:30	Curator’s gallery talk: “Worshiping the Ancestors,” by Curator Jan Stuart.

NMAfA	6:00	Films: In 1998, filmmaker Reinhard Wulf and art historian Maria Anna Tapeiner visited William Kentridge's
-------	------	---

Johannesburg studio to film the artist at work. The resulting documentary records Kentridge at work and presents excerpts from the recently completed film *Stereoscope*. *Drawings for Projection* is a series of six animated films including "Johannesburg - 2nd Greatest City After Paris," "Mine," "Monument," "Sobriety, Obesity & Growing Old," "Felix in Exile," and "History of the Main Complaint." Recommended for mature audiences.

Thursday, July 19

AMSG/FGA

5:30

ImaginAsia: "Asian Musical Instruments"

Children search for images of musicians and musical instruments in the Freer and Sackler Galleries, then join world music educator Bill Jenkins to play on Asian instruments. Sackler Classroom.

6:00/6:30

Docent gallery talks: Sackler Gallery.

6:30

Music on the Freer Steps: Church of Betty Indian-Rock Fusion.

The New York Times calls this NYC band of sitar, tabla, guitar, violin, bass, and drums "irresistible." Led by Chris Rael, whom *The Village Voice* says "has consistently blended rock and Indian music better than anyone else, ever." (Rain location: Meyer Auditorium)

HMSG

4:30-6:30

Improv Art: Stay Still

5:30-7:00

Jazz on the Plaza: Zack Graddy Quartet

Vocal and instrumental music from the National Preservation of Blues and Jazz Society.

7:00

Gallery Talk: Curator of Painting Judith Zilczer discusses American Action Painting and the New York School in conjunction with the "Clyfford Still: Paintings, 1944-1960" exhibition.

NMAfA

4:30 & 6:30

Masked Spirits: A workshop for children ages 6-13 years. Masks represent ancestors, helpful spirits, and historical figures. Create your own character and give it form.

Thursday, July 26

NMAfA

6:00

Music in Haupt Garden: African Music Ambassadors

The music of the African Music Ambassadors bridges the gap between older and newer African popular music. Formed in Washington, D.C., in 1991, this group of contemporary Yoruba musicians from southwestern Nigeria blends Afro-jazz, juju, highlife, and various calypso styles to create music with a broad-based appeal. We'll bet you can't keep your feet still during this performance.

4:30 & 6:30

Masked Spirits: A workshop for children ages 6-13 years.

Masks represent ancestors, helpful spirits, and historical figures. Create your own character and give it form.

HMSG	5:30-7:00	Jazz on the Plaza: Thad Wilson Quartet Vocal and instrumental music from the National Preservation of Blues and Jazz Society.
	7:00	Meet the Artist: Tacita Dean. Works by the British artist are the focus of the current “Directions” show.
AMSG/FGA	5:30 6:00/6:30 6:30	ImaginAsia: Honor the Ancestors, Sackler Classroom Docent gallery talks, Freer and Sackler Galleries Stories of the Ancestors: Linda Fang, named national storyteller of the year in 1998 and author of the “The Ch’i-lin Purse,” tells traditional Chinese ancestor stories and presents the world premiere of a new story based on her own ancestors and commissioned by the Galleries. Suitable for adults and children ages 10 years and older. Meyer Auditorium.
Thursday, August 2		
AMSG/FGA	6:00	ImaginAsia: “Fly with Me” Children search the Freer and Sackler Galleries for flying creatures and then return to the classroom to turn their own favorite animal into a string puppet with moveable wings. Sackler Classroom.
	6:00/6:30	Docent gallery talks, Freer and Sackler Galleries.
	7:00	Music in the Meyer: Jon Jiang, avant-garde jazz pianist, composer, and band leader, is joined by erhu (Chinese fiddle) player Jiebing Chen for an evening of Chinese jazz fusion. Presented with the Smithsonian Institution’s Asian Pacific American Studies Program.
HMSG	5:30-7:00	Latin Music on the Plaza: Origem A program of Brazilian jazz kicks off this year’s Latin Music series (which concludes August 30).
	7:00	Gallery Talk: Curator of Contemporary Art Olga Viso discusses works in the Recent Acquisitions Gallery.
NMAfA	4:30 & 6:30	Masked Spirits: A workshop for children ages 6-13 years. Masks represent ancestors, helpful spirits, and historical figures. Create your own character and give it form.
Thursday, August 9		
HMSG	4:30-6:30	Improv Art: See You in the Funny Papers Explore the comic strip/benday-dot style of Pop artists and create comic strips with stamps, colored dots, and other

		materials.
	5:30-7:00	Latin Music on the Plaza: Rumba Club Salsa and Latin jazz.
	7:00	Sculpture Garden Twilight Tour: Curator of Sculpture Valerie Fletcher gives a guided tour of the Sculpture Garden (weather permitting). Meet at the entrance of the Sculpture Garden on Jefferson Drive.
	8:00	Film: <i>How Angels are Born (Como Nascem os Anjos)</i> 1997 In Murilo Salles' riveting drama, suburbanites are accidentally taken hostage by kids from the toughest barrio in Rio. In Portuguese with English subtitles.
NMAfA	4:30 & 6:30	Masked Spirits: A workshop for children ages 6-13 years. Masks represent ancestors, helpful spirits, and historical figures. Create your own character and give it form.
AMSG/FGA	6:00	ImaginAsia: "Fountains of Light" Children examine gold and silver inlaid objects from the Nuhad es-Said collection of Islamic metalwork. In the classroom, children create Islamic designs using gold and silver paper. Sackler Classroom.
	6:00/6:30	Docent gallery talks, Freer and Sackler Galleries.
	7:00	Hong Kong film (title TBA)
Thursday, August 16		
NMAfA	6:00	Music in Haupt Garden: Sankai Boston-based Sankai is one of the most accomplished and innovative groups playing African pop music today. Their debut CD, Sankai, has aired on the internationally syndicated radio program "Afro-pop Worldwide" and has been highly praised by the Boston Globe and the Beat. Come spend an evening with a band whose name means "to get happy and be positive."
AMSG/FGA	6:00	ImaginAsia: "Fly with Me" Children search the Freer and Sackler Galleries for flying creatures and then return to the classroom to turn their own favorite animal into a string puppet with moveable wings. Sackler Classroom.
	6:00/6:30	Docent gallery talks, Freer and Sackler Galleries.
	7:00	Hong Kong film (title TBA)
HMSG	4:30-6:30	Improv Art: See you in the Funny Papers
	5:30-7:00	Latin Music on the Plaza: Ana Mercedes Castrello Quartet from the Latin American Folk Institute. Ballads, boleros, and zarzuelas will be included.

- 7:00 Gallery Talk: Director of Education Linda Powell discusses the “Clyfford Still: Paintings, 1944-1960” exhibition.
- 8:00 Film: *Nine Queens (Nueve Reinas)* 2000. Elaborate con games drive the plot and humor in Fabian Bienlinsky’s fast-paced first feature set in Buenos Aires. In Spanish with English subtitles.

Thursday, August 23
AMSG/FGA

- 6:00 ImaginAsia: “Fly with Me”
Children search the Freer and Sackler Galleries for flying creatures and then return to the classroom to turn their own favorite animal into a string puppet with moveable wings. Sackler Classroom.
- 6:00/6:30 Docent gallery talks, Freer and Sackler Galleries.
- 6:30 Music on the Freer Steps: Facing East
Indian flute virtuoso John Wubbenhorst is joined by saxophonist Jeff Coffin of the Grammy Award-winning Bela Fleck and the Flecktones and friends.
(Rain location: Meyer Auditorium)

NMAfA

- 6:00 Film: *Mortu Nega (Those Whom Death Refused)*
(Guinea-Bissau, 1988, 93 min., color, Criolo with English subtitles)
Director Flora Gomes' first feature film addresses the role of women during the protracted struggle for independence in Guinea-Bissau in the early 1970's. *Le Monde* commented "...It has a personal tone, full of freshness and emotion. [It] provides a non-heroic vision of history...."

HMSG

- 4:30-6:30 Improv Art: See You in the Funny Papers
- 7:00 Gallery Talk: Research Associate Colette Crossman discusses work in the contemporary collection.

Thursday, August 30

Open House for Educators

Free; no registration required
Join the National Museum of African Art, the Arthur M. Sackler Gallery/Freer Gallery of Art, and the Hirshhorn Museum and Sculpture Garden for an open house evening for educators before the beginning of the school year. Each museum will showcase new programs for the coming school year, have educators available for consultation, and distribute their new educational programs brochures. Join us for a delightful evening in the galleries and gather ideas for the new school year.

HMSG	4:30-6:30	Artist's Demonstration: Mirrors of Identity Jorge Somarriba demonstrates the construction of memory boxes. Improv Art Room
	5:30-7:00	Latin Music on the Plaza: Los Funcionarios (The Government Workers) Pre-Labor Day concert of Latin music.
	7:00	Gallery Talk: How Materials Affect Style. Conservator Susan Lake discusses the works of Jackson Pollock and Willem de Kooning.
NMAfA	Evening	Museum educators available.
AMSG/FGA art).	Evening	ImaginAsia: "Fly with Me" (winged creatures in Asian art).

Exhibitions Coinciding with Art Night

Freer and Sackler Galleries of Art

- *Whistler and the Thames* (Freer Gallery, through June 17)
- *Changing Taste: Indian Paintings of the 18th to the 20th Century* (Sackler Gallery, through July 16)
- *Fountains of Light: Islamic Metalwork from the Nuhad Es-Said Collection* (Sackler Gallery)
- *Chinese Arts of the Brush, 17th–18th Century* (Freer Gallery, through July 22)
- *Real and Imagined Places in Japanese Art* (Freer Gallery)
- *Dinner for Five: Japanese Serving Dishes for Elegant Meals* (Freer Gallery)
- *Storage Jars of Asia* (Freer Gallery)
- *Worshipping the Ancestors: Chinese Commemorative Portraits* (Freer Gallery, opening June 17)
- Recent Acquisitions (Sackler Gallery, opening June 10, a special 10-year anniversary of the Friends)

National Museum of African Art

- *Beautiful Bodies: Form and Decoration African Pottery*
- *In the Presence of Spirits: African Art from the National Museum of Ethnology, Lisbon*
- *Encounters with the Contemporary*
- Recent Acquisitions

Hirshhorn Museum and Sculpture Garden

- *Directions –Tim Hawkinson* (through July 1)
- *Robert Gober, the United States Pavilion, 49th Venice Biennale, Venice Italy* (through June 10)
- *Clyfford Still* (opening June 21)
- *Directions –Tacita Dean* (opening July 26)
- Recent Acquisitions

Acknowledgments

Hirshhorn Museum and Sculpture Garden: Latin music, artists' talks and demonstrations, and the Art Night film series have received support from the Latino Initiatives Fund, administered by the Smithsonian Center for Latino Initiatives. Jazz programs for Art Night were funded by an anonymous donor.

Museum Information

HMSG

- Gallery Talks: Meet at the Information Desk, or in the designated gallery, unless otherwise noted.
- Films: Ring Auditorium. Films run approximately 90 minutes, unless otherwise noted.
- Improv Art: Improv Art Room, lower level. Drop-in art activity for children, ages five to eleven years, and their adult companions.
- Jazz and Latin Music on the Plaza: In case of rain, meet in the Ring Auditorium.
- Entrance to Sculpture Garden on Jefferson Drive, SW.

NMAfA

- Films: Lecture Hall, Level 2
- Music in the Garden: South end of the Enid A. Haupt Garden. In event of rain, meet in the Ripley Center Lecture Hall.
- Gallery Talks: Meet at the Information Desk, Pavilion.
- Workshops, Level 2

Freer Gallery of Art and Arthur M. Sackler Gallery

- ImaginAsia: Sackler Gallery Classroom, Level 2
- Films: Freer Gallery, Meyer Auditorium
- Gallery talks: Docents will greet visitors in the museums' lobbies.