

# Modernizing an Icon

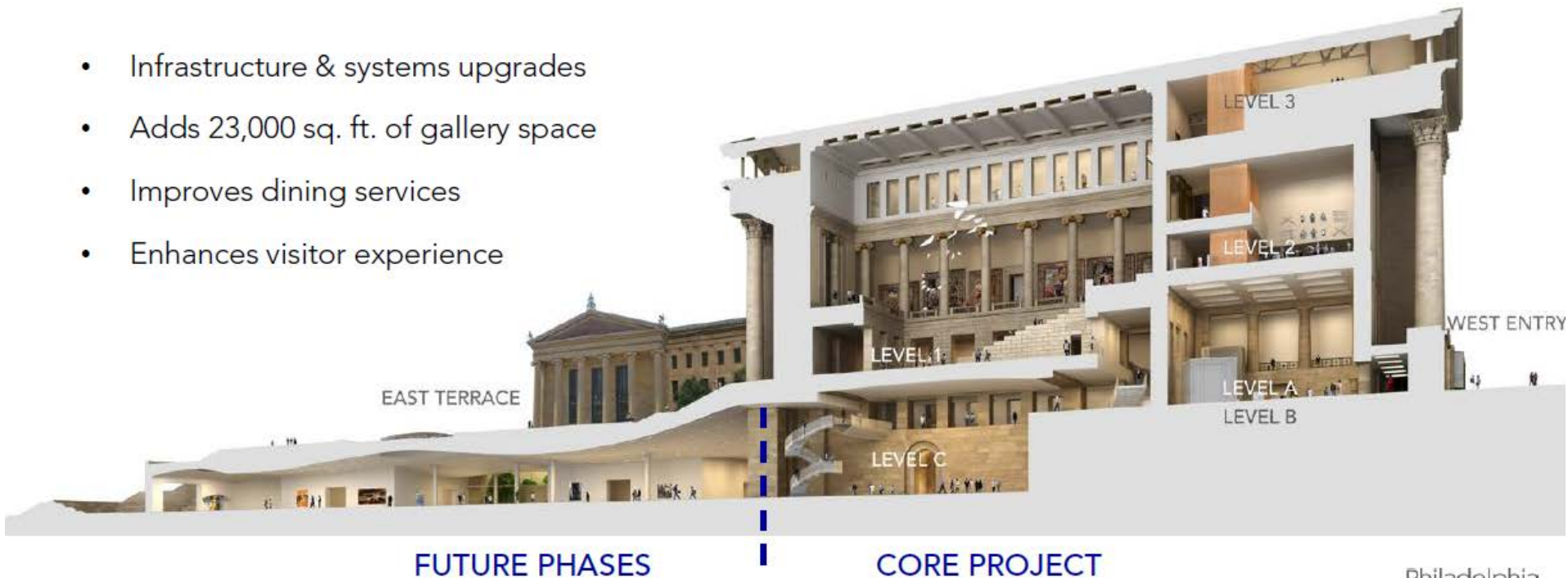
**Jessica Sharpe**

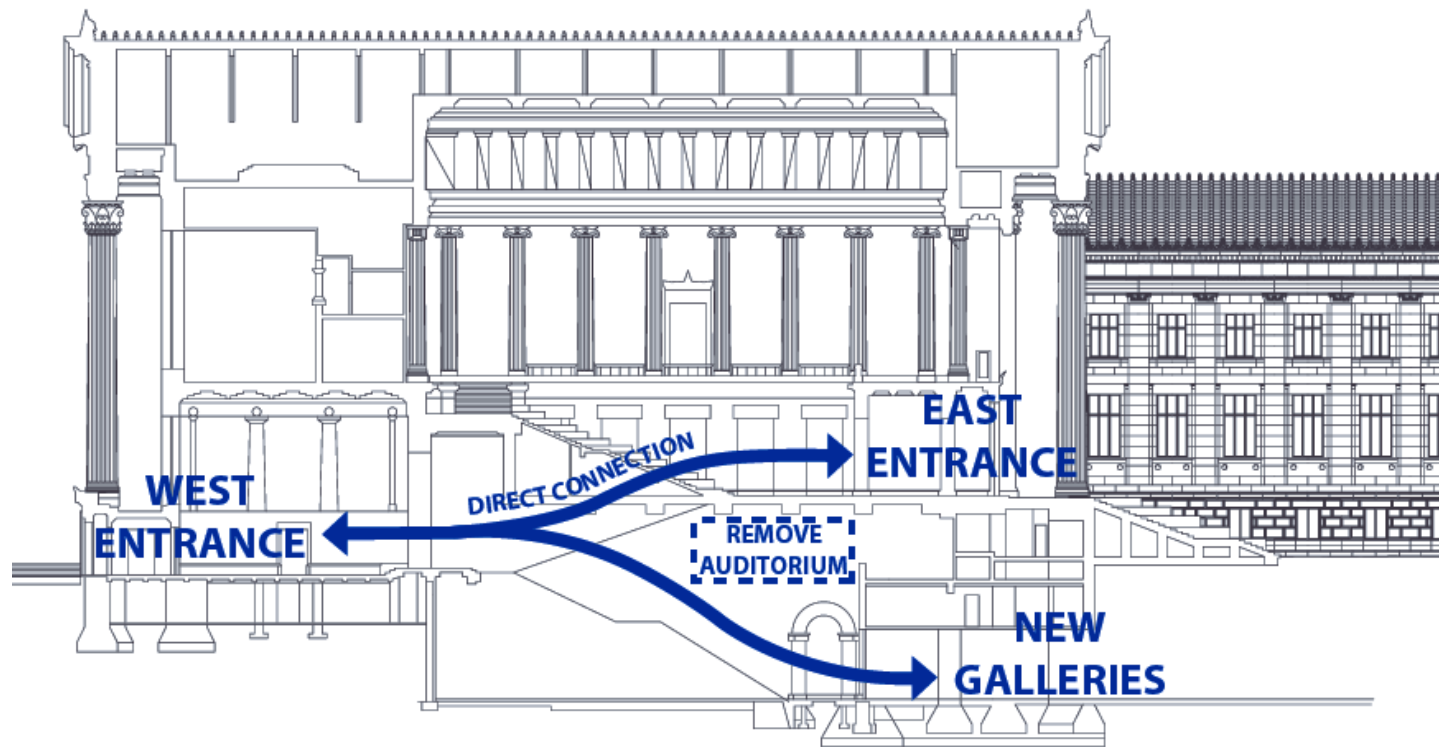
Director of Visitor Operation and Membership



# Core Project Scope of Work

- Infrastructure & systems upgrades
- Adds 23,000 sq. ft. of gallery space
- Improves dining services
- Enhances visitor experience





...Visually Connected East and West Entrances

← To Water Works

To City Hall →

# Wayfinding and Maps



## Map Testing

Does the map help visitors make decisions about how to spend their visit?

What elements of the map/guide help facilitate these decisions?

What elements of the map/guide do not help? [or interfere, confuse...]

What information/content is expected but lacking?

Which existing contents are not useful for onsite visitors?

Should these elements be eliminated?

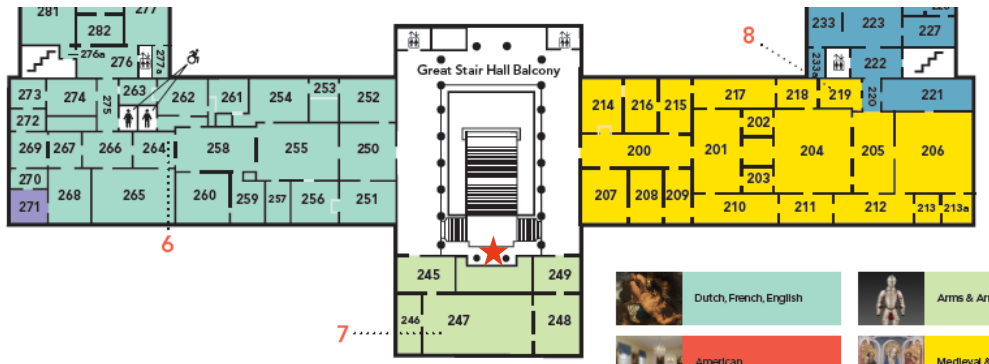
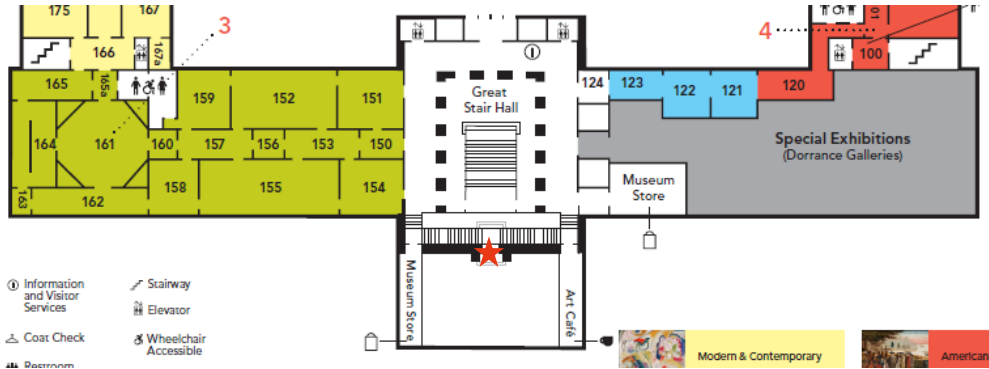
Should these elements be transferred to another piece of collateral?

# The Jobs of the Map

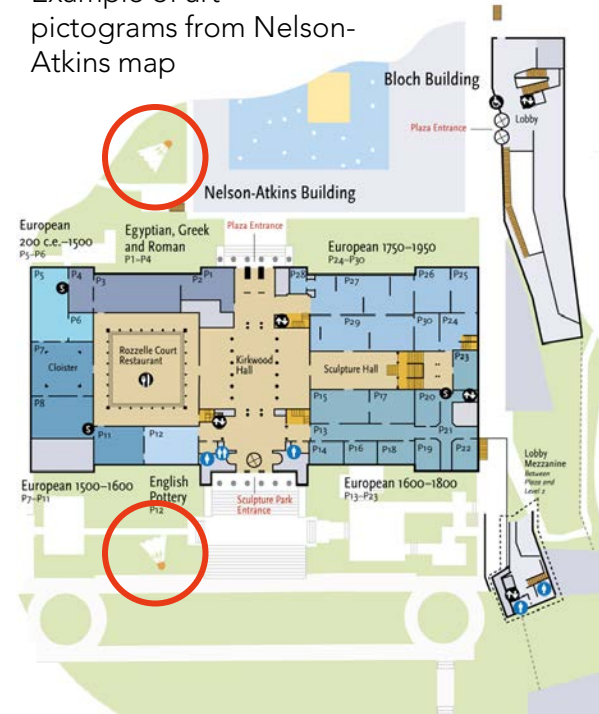
- A. Figuring out where you are (and how to get around)
- B. Figuring out what you can/should expect to see
- C. Selecting/prioritizing what to see
- D. Finding art/artists/exhibits you're looking for
- E. Finding something new or unexpected
- F. Finding information about the Museum
- G. Finding amenities
- H. Being "easy"

A. Figuring out where you are  
(and how to get around)

# Stairs & Diana



Example of art pictograms from Nelson-Atkins map







Great Stair Hall

D. Finding art/artists/exhibits  
you're looking for

# Artists & Artworks



1 Henry Ossawa Tanner



2 Charles Willson Peale



3 Claude Monet



4 Vincent van Gogh



5 Fernand Léger



6 Marcel Duchamp



7 Teahouse, Japan



8 Dancing Ganesha



9 Rogier van der Weyden



10 Horse and Man's Armors



11 Peter Paul Rubens



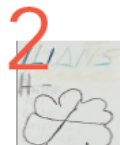
12 Joseph Mallord William Turner

## Don't know what to see?

Here are 10 things you can't miss. Chosen to represent the best of our collection, these objects are just too cool.



Gallery 182  
Marcel Duchamp  
Gallery  
How is this urinal art?



Gallery 176  
Fifty Days at Ilium  
Cy Twombly  
No, your kid cannot do that.



Gallery 161  
Sunflowers  
Vincent van Gogh  
It's a fan favorite.



Gallery 101  
Portrait of Yarrow  
India  
Charles Willson Peale  
African American pride.



Gallery 102  
"The Fox and the Grapes" Dressing Table, Philadelphia  
Aisopos' Fables on fashionable furniture.



Gallery 264  
Without Ceres and Bacchus, Venus Would Freeze  
Handrick Goltzius  
You won't believe he draw it with a pen.



Gallery 247  
Horse Armor  
Wilhelm von Worms the Elder  
Discover one of the largest armor collections in America.



Gallery 219  
Saint Francis Receiving the Stigmata  
Jan van Eyck  
A miniature masterpiece.



Gallery 231  
Dancing Ganesha  
Movement and music in sculpture.



Gallery 244  
Ceremonial Teahouse  
Japan  
Immerse yourself in one of Japan's most popular traditions.



Temporary Wayfinding

Decision points

Visitor Journey



IMG\_7733

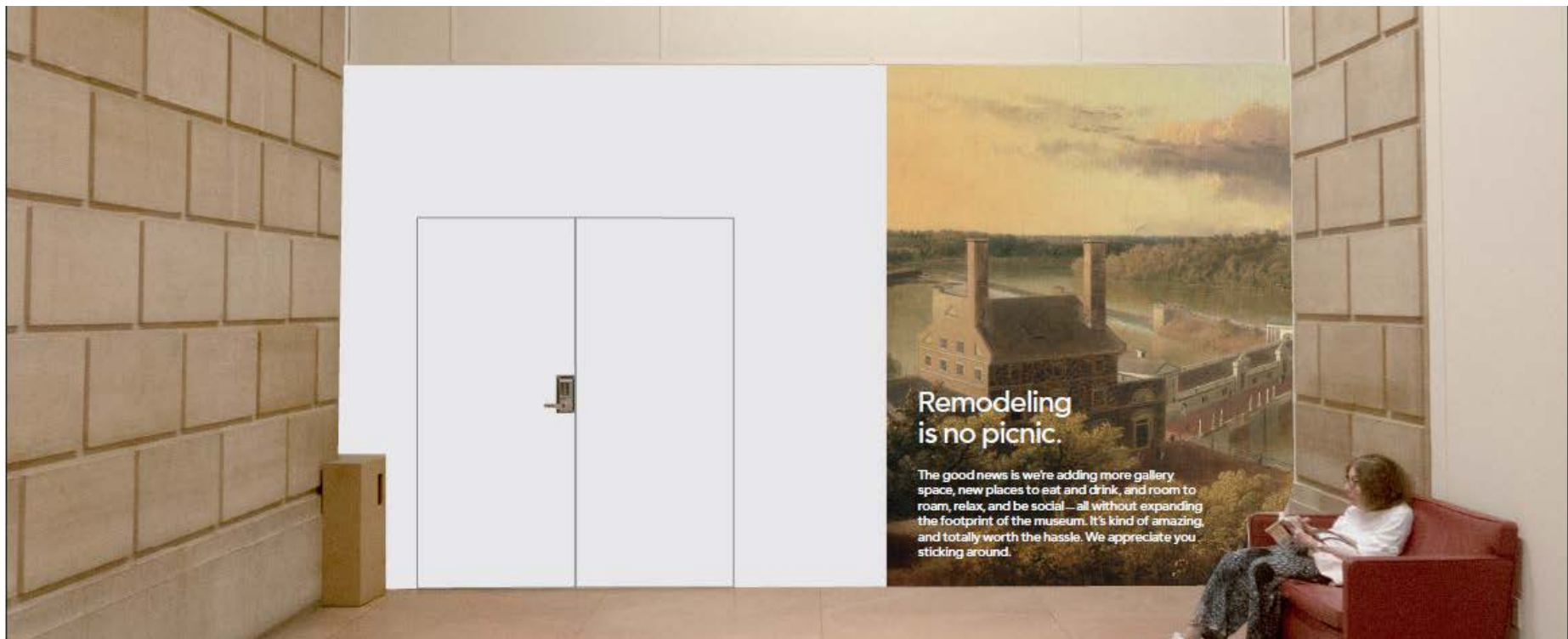


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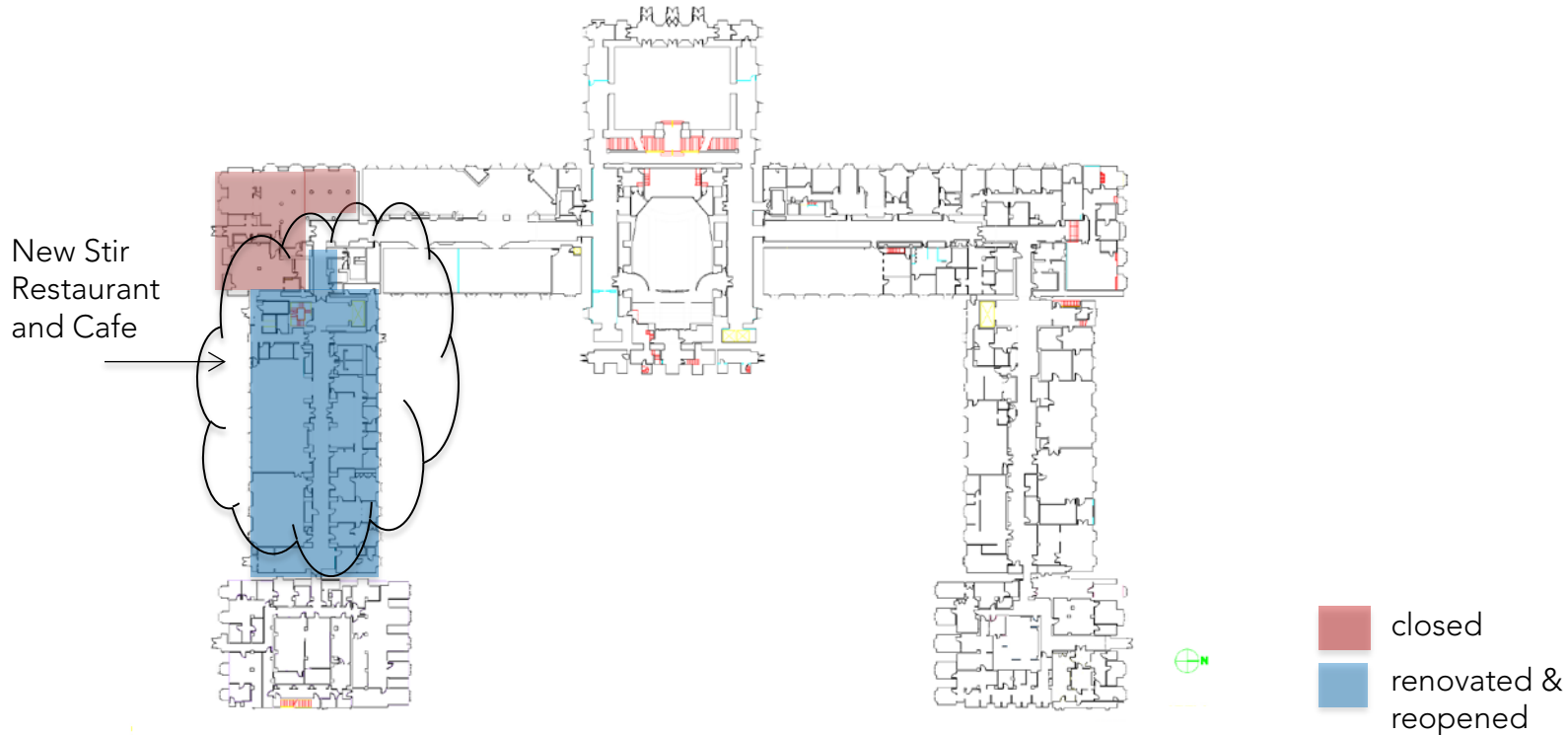
## Remodeling is no picnic.

The good news is we're adding more gallery space, new places to eat and drink, and room to roam, relax, and be social—all without expanding the footprint of the museum. It's kind of amazing, and totally worth the hassle. We appreciate you sticking around.

Core Project Evolution

Keeping it all straight

# Fall 2018, New Food Service





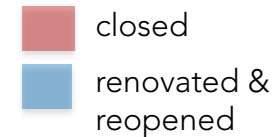
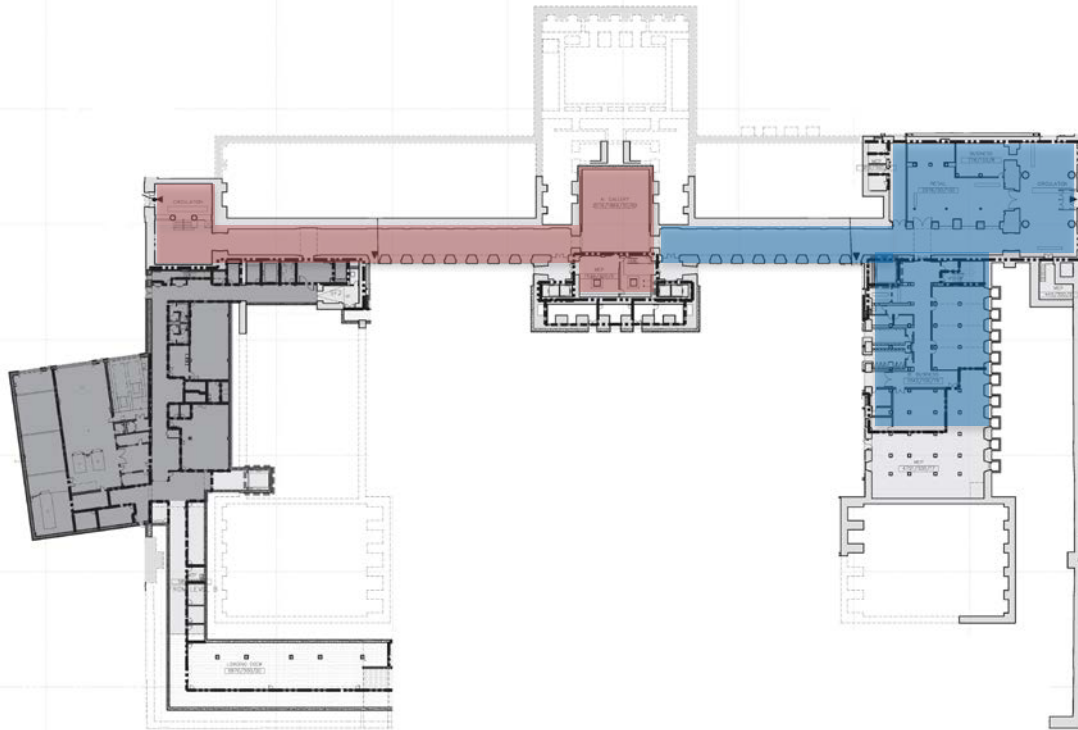


# North Entrance and Meeting Spaces Open to the Public

## Street Level Changes

Opened September 18, 2019

- Member Seamless Entry
- New Street Level Retail
- New Seminar Room
- New Meeting Spaces & Classrooms
- New Vaulted Walkway
- New Street Level Café



























Went from 2 floors to 3

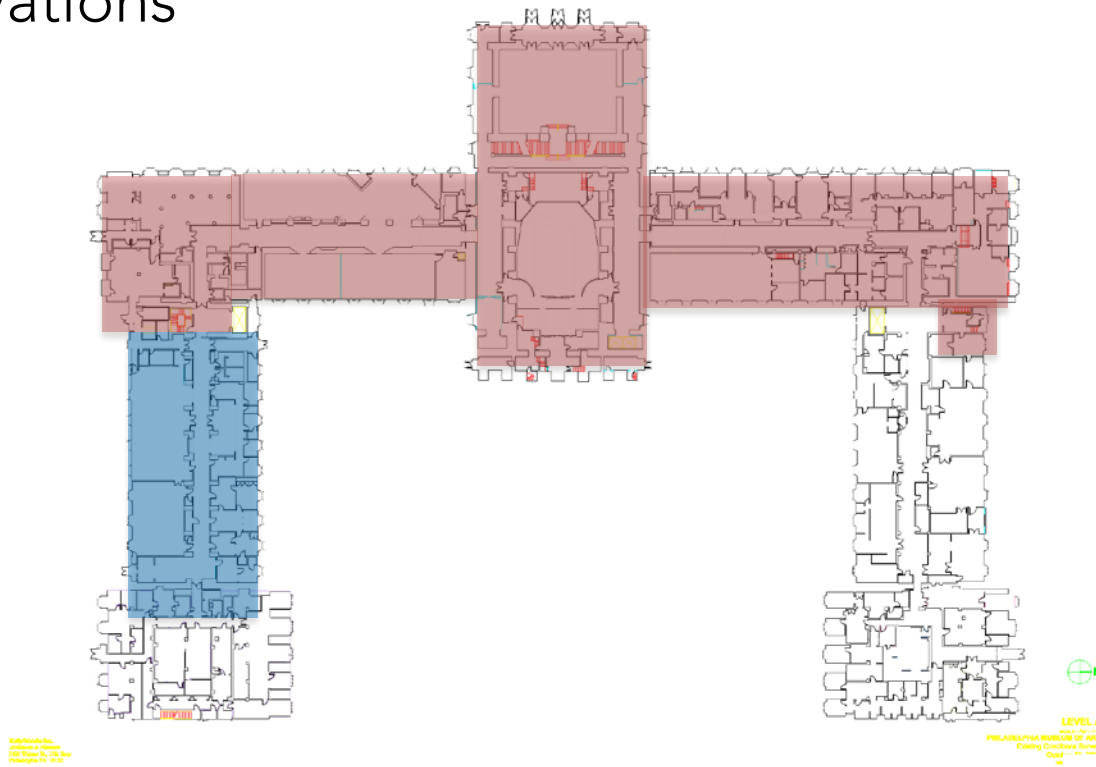
From a back of house “C Level” to a Public  
access “G Level”

From a staff only Mez to a Public access LL

Main Building							
Current	Student Elevator	Elevator 12	Elevators 1&2	Freight Elevator	Keinbush Elevator	F&B Elevator	NEW Lenfest Elevator
NEW Elevator Naming	SOUTH Elevator	EAST 3 Elevator	EAST 1&2 Elevator	NORTH Elevator	WEST Elevator		
Loft					5th		
Keinbush Mez					4th		
2nd Floor	3rd	3rd	3rd	3rd	3rd		
Mezzanine	Mez						
1st Floor	2nd	2nd	2nd	2nd			2nd
Level A	1st	1st	1st	1st		1st	1st
Level B	LL			LL		LL	LL
Level C	G	G	G	G		G	





# Winter 2019, West Entrance & Lenfest Hall Close for Renovations



Level 1

Closing

- Lenfest Hall

-  closed
-  renovated & reopened



LENFEST HALL



WELCOME

INFORMATION AND  
MEMBER SERVICES

An information board with multiple panels, likely containing a map or schedule.

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	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
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# Access Control and the Visitor Journey





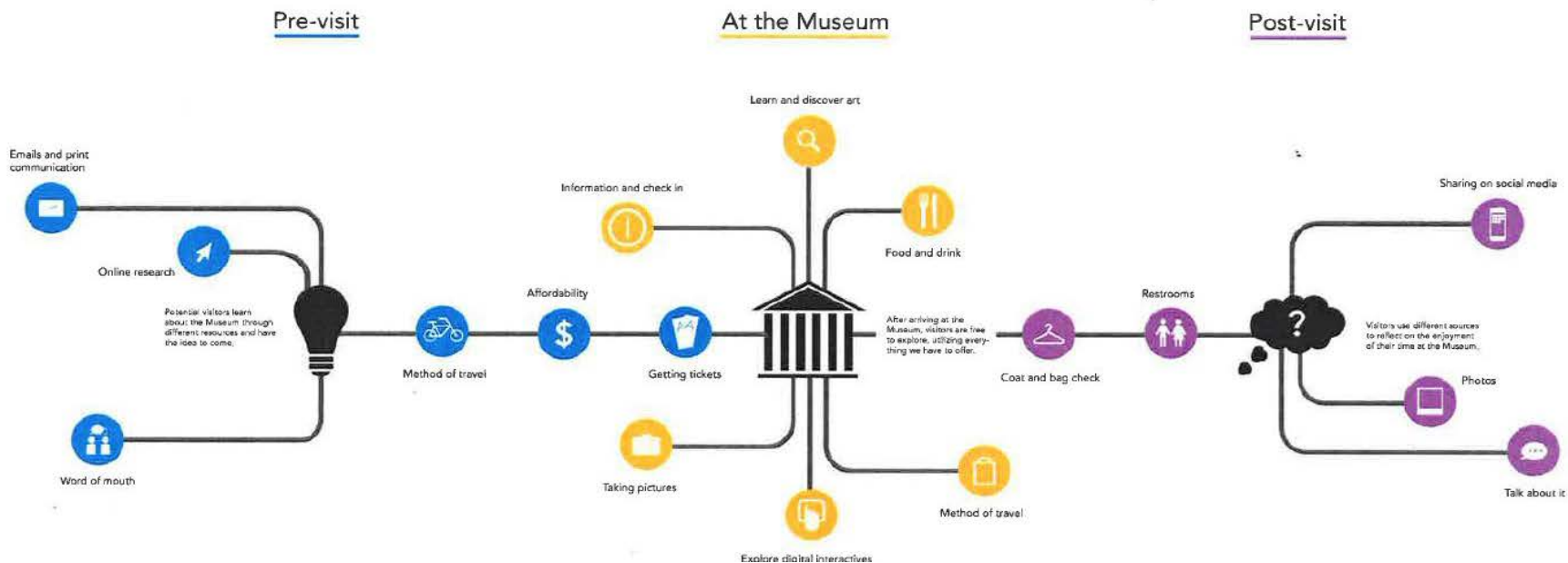
## Access Control

scanner access

delivery on the promise

speed of entry for members

# Visitor Journey





What's Next?

West Entrance, Forum, American & Contemporary Galleries  
Open to the Public



## Opening

- West Entry
- Lenfest Hall
- New Central Forum
- American Galleries
- Contemporary Galleris

renovated & reopened



























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