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Powell, Anna, Cass, Nick, Park, Gill and Briggs, Louisa

Audience Impact of Contemporary Art in Heritage Spaces (seminar conceptualisation and organisation)

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INTERSECTING PRACTICES

Assessing the role and impact of
contemporary art projects in heritage spaces.



Marcia Farquhar 'The Horse is a Noble Animal'
courtesy of the artist and Parabola

Thursday 3 April 2014 2.30 - 4.30

University of Leeds, G19, Old Mining Building, LEEDS

Audience impact of contemporary art and heritage

Speakers: Jordan Kaplan and Danielle Arnaud, Tatton Biennial
Steve Swindells, University of Huddersfield

What interpretation strategies can be used in contemporary art and heritage settings? How can we analyse (both qualitatively and quantitatively) the impact of art on audiences when it is placed within a museum/historic house or other heritage setting, including in the long-term? How do we demonstrate the value of reactions by audience responses? What innovative strategies are already in place to capture the impact and audience legacy of contemporary art projects?

Book here: www.intersectingpractices.wordpress.com