

Off the Wall

The Frances Lehman Loeb Art Center Blog

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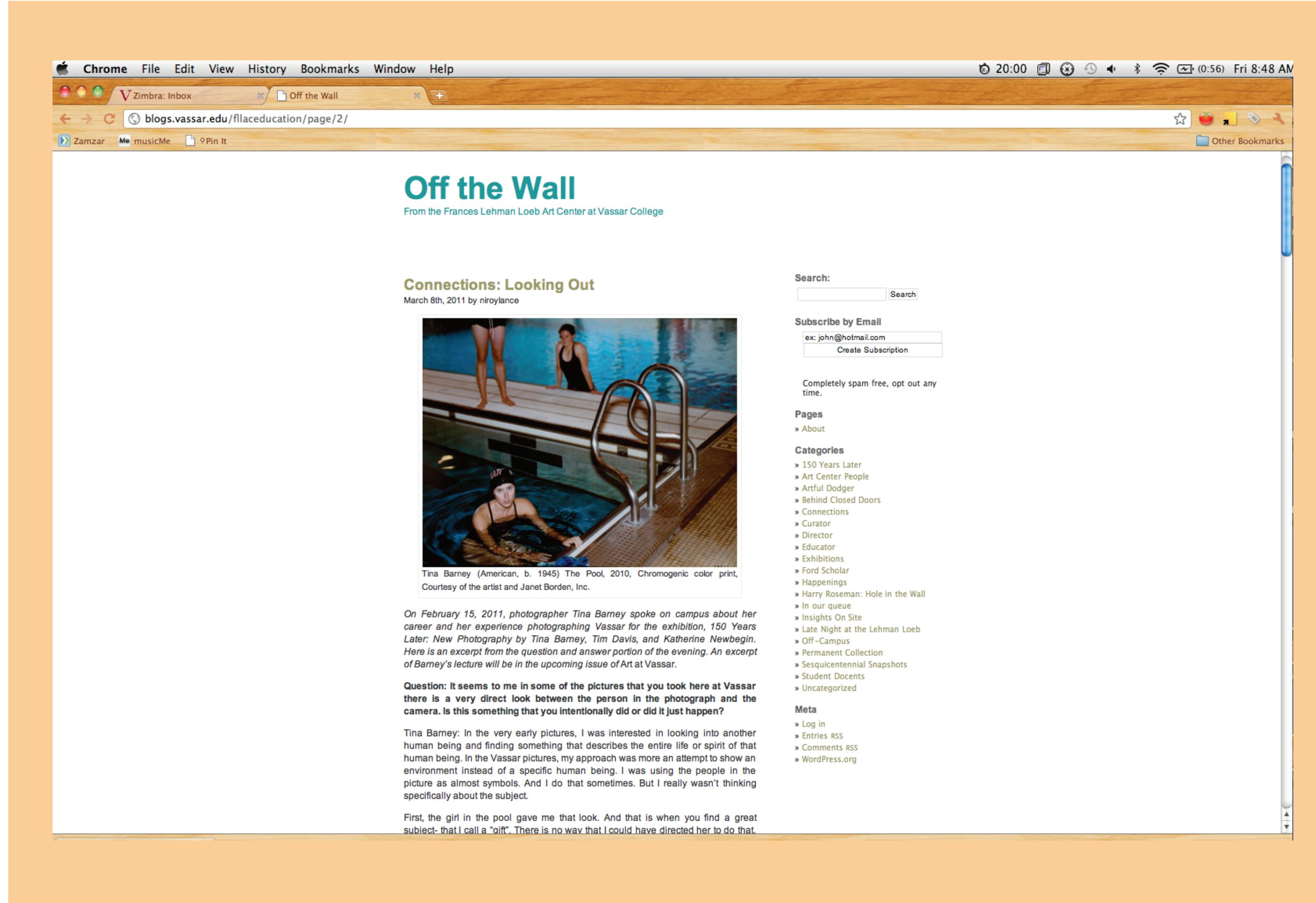
with the Art Center student docents: Anna Rogulina '11,
Lauren Goldberg '11, Sarah Harshman '11, Michael Reback '11,
Sadie Burzan '11, Claudia Sanchez '11, Stacy Locke '11,
Joseph Brichacek '12, Taylor Shoolery '12, Emily Macleod '12,
Annie Massa '13, Erin Gallagher '13, and Lina Kavaliunas '13.

GOALS:

Off the Wall presents regular features about the collection and the museum. While the museum was closed for renovations, our features included Behind Closed Doors, where staff discussed what was happening behind the scenes, and Off Campus, where we recommended books, films, and other artistic activities for people to pursue during the closure. Now that the Art Center has reopened, we have continued two features: Connections, where objects from the collection are highlighted and discussed, and Happenings, where we present recaps of recent Art Center events like the Artful Dodger. We have also started two new features; Last Night at Late Night and Sesquicentennial Snapshots. Every Friday we post the results of a poll question posed to visitors at Thursday's Late Night at the Lehman Loeb. In conjunction with the College's sesquicentennial, on Thursdays we post Sesquicentennial Snapshots where we highlight important acquisitions and key moments in the 150-year history of the Art Center (or Art Gallery, as it used to be known).

DESCRIPTION:

Off the Wall enables Art Center visitors to connect with the museum from a remote location. It provides an opportunity to tell the story of an individual work of art, the history of the collection, or the themes of a current exhibition.



Results and Conclusions:

Since its launch, the blog has received 5,445 unique visits from 84 countries. The blog was an essential communication tool during the Art Center's closing and continues to be a great place to share additional information about the collection and to connect with visitors. It would be impossible and a distraction to stop every visitor to mention the documentary or newspaper article related to the work of art they are viewing. With the development of the blog, an ideal space has been created to share the object's unique history or to post a YouTube clip about the artist or movement associated with the work. As the blog approaches its first anniversary, we are preparing to upgrade to a new format that will allow us to present more content and are continuing to brainstorm possible new features to keep visitors engaged and eager to return.