

Gertrude Stein in Portraits: A Pose Is a Pose Is a Pose—A Visitor Study of “Seeing Gertrude Stein: Five Stories” at the National Portrait Gallery

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Abstract:

This paper is the fifth in a series of visitor studies of temporary exhibitions at NPG commissioned in early 2011 at the request of NPG leadership (Associate Director Nik Apostolides). It employed exit survey (with a random sample of n=335 visitors and response rate of 64%) and semi-structured qualitative interviews (18 interviews with 23 visitors). Exhibition rating results were generally similar to NPG exhibition averages. Particular strengths of the exhibition were noted with regard to the rich historical context. When compared to other NPG exhibitions recently studied by OP&A, a very high percentage of visitors marked “gaining information” and “enriching my understanding” as memorable experiences.