

Innovation of the Year nomination**Art Audio Walking Tour**

College: Glendale Community College

Title of project: Art Audio Walking Tour

| | | | |
|---------------|-----------------|--|--------|
| Team members: | Darlene Goto | GCC Art Faculty/Art Curator | x53755 |
| | Frank Gonzalez | GCC Media Services Librarian | x53120 |
| | Mark Floor | GCC Collection Development Lib. | x53165 |
| | Suzanne Higgins | GCC Coordinator of Media Relations & Community Edu. | x53808 |
| | Ron Marschall | GCC Audiovisual Technician | x53098 |
| | Randy Sasaki | GCC Graphic Designer | x53704 |

Description of innovation:

In the fall of 2000, Darlene Goto & Frank Gonzalez began to have discussions regarding the Glendale Community College art collection. The art collection is housed in the Library Media Center, and recent renovations to the library had transformed the facility into a unique blend of library and art museum. There was general agreement that the result was admirable, but there remained one disturbing fact – the building housed an impressive collection of over 500 pieces of art about which only GCC students & staff were aware.

In addition, Darlene & Frank knew that even if the collection were made known to the community, there remained the problem of educating art patrons about the art pieces they would be viewing. In the words of Darlene, "It is time to share with the public the art treasures GCC owns. We have an amazing collection that is truly a self-instructing treasure trove. It's quite an educational asset to this community." Among the treasures are pieces by Picasso, Andy Warhol, Ansel Adams, Phillip Curtis, Paolo Soleri, a collection of masks from around the world, and an ancient Chinese vessel. Although art instructors would occasionally bring a class to the library for a tour, docent-type tours were not a good solution in the library environment, where students are typically looking for a quiet place to study. Frank, our media librarian, realized that an audio tour could be the perfect solution.

From fall of 2001 to spring of 2006, a team made up of Darlene, Frank, Mark Floor, and Ron Marschall worked to bring the audio tour project to fruition. Among the activities that occurred during this time were many attempts to raise funds, the writing of a script for the tour, the finding and purchasing of an audio production software program and audio equipment (museum-quality state of the art TourMate Listening Wands), the recording of the tour, the creation of a map identifying the location of the art within the library, and

announcing to the community the existence of both the art collection and the accompanying tour. The last activity included the designing and printing of a brochure. As we neared the completion of the project, Suzanne Higgins was brought on to the team for her media relations expertise, and Randy Sasaki for his graphic artist talents.

In spring of 2006, the tour was completed and unveiled. Articles in the local papers announced the new tour, the library hosted a Grand Opening to which the community was invited, and the following morning Darlene & Mark were featured in a live segment on Good Morning Arizona. In addition, the brochures were distributed to many local agencies, including libraries, chambers of commerce, and other museums (please visit this web address to view the brochure -- http://www.gc.maricopa.edu/artoncampus/index.cfm?date=Art_Walking_Tour). Although we originally intended to continue doing PR about the collection & tour, we subsequently decided to delay until risk management concerns regarding the art collection have been adequately addressed.

The art tour project continues to evolve, having almost acquired a life of its own. Within the past few weeks, a Spanish version was added to the art tour listening wands (thereby supporting diversity, community engagement, and potential inclusion in Spanish course curricula), and brochures were distributed to local high school librarians to share with the art teachers on their campuses. Banners to hang outside the entrances of the library will be ordered this spring, and another PR campaign will be initiated. Also, the audio tour will be made available on the library website as a downloadable podcast. Finally, the art curator would like to add descriptions of some additional pieces in the collection to the tour, as time permits.

This project really had two primary goals. One was to alert the community to this hidden gem of an art collection located right in the middle of Glendale. This goal has been partially achieved via the activities mentioned previously. We also listed the art collection with the Central Arizona Museum Association. But a second wave of publicity is still needed. This will occur after a few more risk management objectives have been accomplished to make the collection secure. Thereafter, from time-to-time, the public will be reminded of the availability of the collection

The second goal was to provide a learning experience for both students and interested art patrons. This goal has been achieved. The art tour, which utilizes a self-paced approach, provides descriptions of both the most important pieces of the collection as well as the techniques used in creating them. Surveys of those taking the tour were administered from the beginning of availability to the end of 2006. The vast majority have been very positive about the tour. In addition, as Darlene notes, "The tour has been used by some of the art history staff as part of assignments. Students have been asked to look at, listen to, and then answer questions on art images in the collection taken from a paper assigned by the instructor. This is wonderful - the collection is a part of classroom learning."

A secondary goal of the art audio tour project was to provide the public with an additional reason to appreciate the presence of Glendale Community College in the community, and to encourage visits from individuals who might otherwise not find a reason

to come to the campus. We hope that some of those art patrons will return as students, or encourage members of their families to do so. The art tour team anticipates that in years to come, the GCC art collection and its accompanying audio tour will be a source of pride for the campus and the City of Glendale.

Executive Summary: A self-paced, educational audio walking tour of the extensive GCC campus art collection, housed in the museum-like library media center.

Maintained by [Deborah Krumtinger](#) for [Glendale Community College](#)
See [Legal Disclaimer](#) Last revised: 5 February 2007