



Grey Art Museum

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MENTOR: LEAH SWEET

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Background

About the Grey

The Grey Art Museum is a NYU-affiliated museum that showcases collections of contemporary art to the public. Our group worked with Leah Sweet, Head of Education and Programs, to identify ways to improve accessibility in the Museum's physical space and website.



FREE ADMISSION

HOURS

Tuesday:	11 am-6 pm
Wednesday:	11 am-8 pm
Thursday:	11 am-6 pm
Friday:	11 am-6 pm
Saturday:	11 am-5 pm
Sunday:	Closed
	Closed

Goals and Priorities

Mentor Goals

- Providing visitors with information about available accommodations in the museum
- Providing visitors with better sound quality during guided tours and when viewing independently

Research

Brief overview of activities - competitive analysis and audit.

1. From the competitive analysis, we assessed the accessibility services offered by other galleries and museums (Whitney Museum, Renwick Gallery and so on). We analysed which services would be appropriate Grey Art Museum with respect to its space.
2. Conducted accessibility audit of Grey Art Museum with reference to ADA Physical Accessibility of Community Spaces guidelines and marked down which features adhere according to the guidelines.

Problem Areas

Wayfinding

“Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space.”

- *RSM Design*

The Museum is non-linear, and people walk in many directions. During busy hours, it can be difficult to move around priceless sculptures placed on the floor.

Accessibility Accommodations

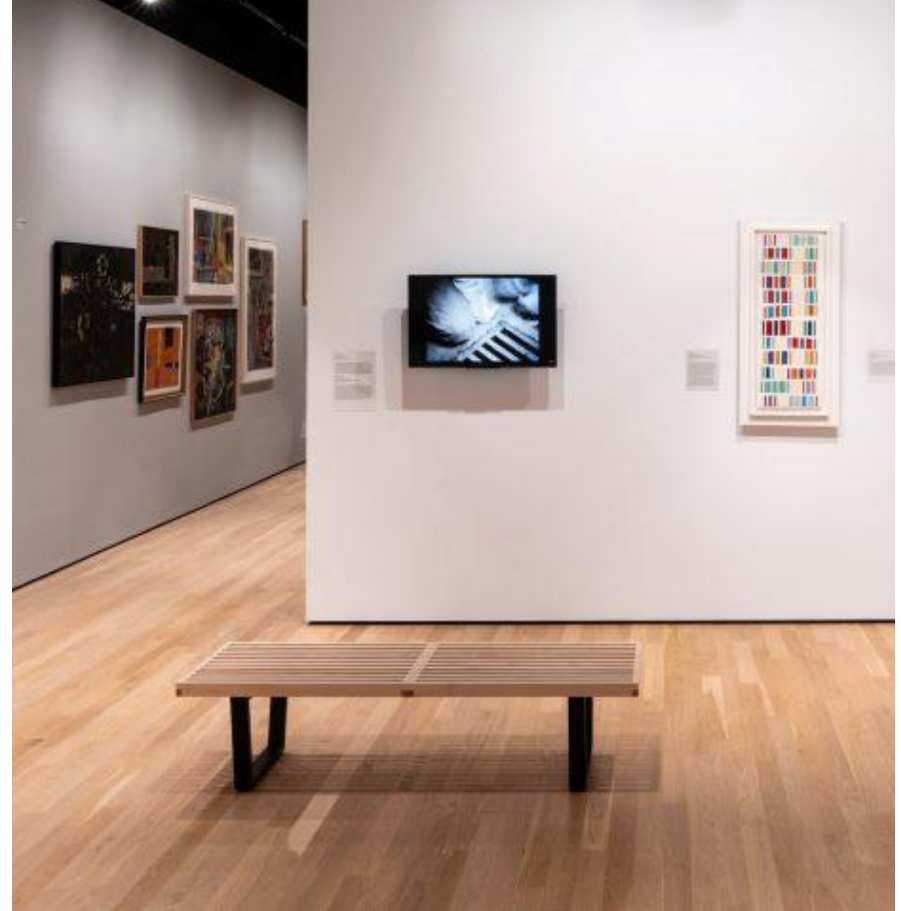
Available accessibility accommodations, services, or equipment are unclear to visitors.

The lack of online information may be a barrier for visitors in planning their trip.



Noise & Acoustics

The space lacks sound barriers to mask chatter, footsteps, and the HVAC system. These sounds make it difficult to listen to audio installations and hear speakers in the space.



Our Solutions

Access Site

A page on the museum website with information about accessible routes to the museum and tools and services available in the space.

*unofficial
proposed
mockup of
the grey art
museum
website.



ACCESSIBILITY

The Grey Art Museum is committed to creating an inclusive and welcoming environment for people of all abilities. Should you have any questions or need any assistance at any time throughout your visit, please do not hesitate to speak with a Grey Art Museum representative at the front desk of the museum.

Access Pamphlet

A physical pamphlet available in the museum that provides information on accommodations and how to navigate the space.

ACCESSIBILITY

MUSEUM ACCESSIBILITY: SPRING 2024
NYU Ability Project



GETTING HERE

The nearest bus stations are:

M1, M2, M3 at **E. 8th Street & Lafayette Street.**

M101, M102, M103 at **Astor Pl & 3rd Ave.**

M8 at **Saint Marks Pl & 3rd Ave.**

The nearest subway stations are:

N, Q at **8th St. NYU**

6 local at **Astor Place.**

Accessible subway stations are:

A, B, C, D, E, F, or M at **W. 4th/ Washington Sq.**

6, D and F at **Bleecker**

St./ Broadway & Lafayette Str.

L at **14th street & 1st Ave.**

L, N, Q, R, W at **Union Sq.**



MOBILITY ACCESS

There is step-free access throughout the museum. If your wheelchair or mobility device is 30 inches/75 cm or wider, access to the lockers may be limited.

We also have lightweight foldable stools available at the front desk to use free of charge.



VISION ACCESS

We have large-print labels for our exhibitions, and magnifying glasses can be borrowed from the front desk.



RESTROOMS

There are two public restrooms at the Grey Art Museum. Single-stall restrooms open to all genders are available next to the galleries. Please be aware that the restroom doors are heavy. If you require assistance opening the door, please ask the front desk staff for assistance.



HEARING ACCESS

For visitors who experience sensory sensitivities, we recommend bringing ear plugs or noise-cancelling headphones.

STUDENT PROJECT



MAP OF MUSEUM



- ★ Entrance
- Art Galleries
- ♿ All Gender Bathrooms



This pamphlet was developed as a student assignment for the Spring 2024 course: Access and Assistive Technology in Historic Sites and Museums course at NYU Tandon taught by Professors Tripta Velamoor and Amy Hurst from the NYU Ability Lab.

We are grateful to the Grey Art Museum for providing us with the valuable opportunity to learn how to develop an accessibility resource page for visitors with diverse motor, cognitive, sensory, and behavioural - emotional abilities.

We would love your feedback! To complete a brief survey about this pamphlet, please scan the QR code or visit: forms.gle/QWM2hkjKgEiEkxtS8



Sound Quality

A compilation of research on the best cost-effective solutions to improve the acoustics of the space and the listening experience for visitors.

High Tech Solutions

- Traditional speakers produce sounds over large areas that dissipates. **Directional speakers** use ultrasound waves to emit sound in a more narrow and specific area.
- These speakers could be placed strategically in the museum and used with either pre recorded info, or audio input from tour guide.
- Companies like Holosonics ([link](#)) have a starting cost of approximately \$1200 per speaker



Low-Tech Solutions

Self-guided tours

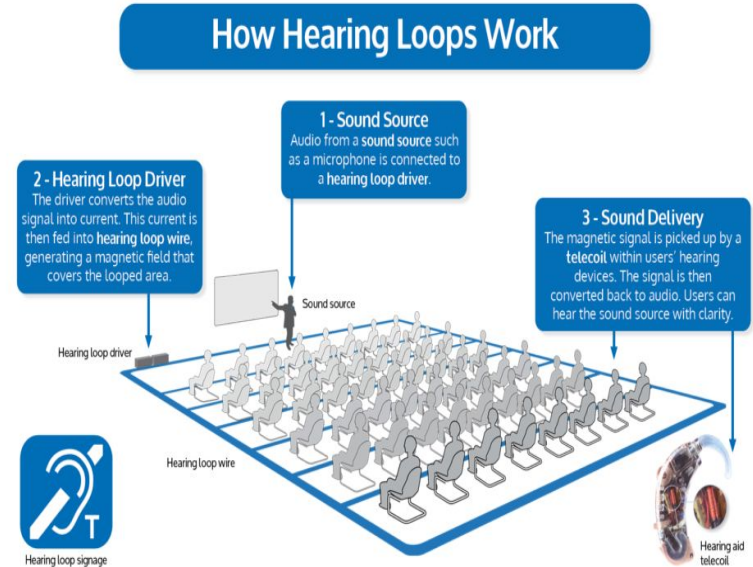
- This can be done with most standard smartphone recording and editing software.
- Recording can be made accessible on the museum website.
- Various translations can be made in collaboration with NYU students.

Audio tour app - Qstory ([link](#))

- There are companies like qstory which offer services for institutions to create app for gps based audio tours, with in app accessibility and media features.
- Qstory starts at \$2300/ year.
- If visitors do not have smart device, museum may be able to source a few older devices via donation and upload app or tour recording

Additional Auditory Suggestions

- A **hearing induction loop** is a system designed to assist individuals with hearing aids or cochlear implants by transmitting sound wirelessly to their devices.
- It works by creating a magnetic field that is picked up by the telecoil within the hearing aid, allowing for clearer audio reception in venues equipped with the loop system.
- Loops systems vary in cost, depending on the size, loop design, and construction of the room. **Small room installations may cost \$5,000 to \$10,000.**



Additional Auditory Suggestions

- **Padded walls** serve as a barrier against sound waves by absorbing them into their soft material, effectively reducing the level of noise within a room. This absorption prevents sound from bouncing off hard surfaces, which can create echoes and amplify noise. Additionally, padded walls can also help to minimize vibrations, further reducing the transmission of sound between rooms.
- **Carpeted floor** acts as a sound absorber, softening the impact of footsteps and reducing the overall noise level. The fibers of the carpet trap sound waves, preventing them from bouncing and echoing throughout the space. Together, padded walls and carpeted floors create a more acoustically pleasant environment by dampening noise and enhancing overall comfort.

Next Steps

What comes next?

- Test prototypes with museum goers
- Analyze results and make updates
- Submit deliverables to our mentor Leah
- Request mentor feedback

Testing Plan

We would like to place copies of the access pamphlet in the Museum for visitors to interact with over the course of a week.

Visitors would complete a survey on their experience using the pamphlet by scanning a QR code.



Testing Goals

We hope to measure success in a few ways:

- Clarity, accuracy, and usefulness of content
- Legibility of typefaces, colors, and sizes
- Intuitiveness of the layout, hierarchy, and visual design



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NYU Ability Project

Visitor Feedback Form: Accessibility Pamphlet

nsw248@nyu.edu [Switch account](#)



Not shared

* Indicates required question

Questions

Clarity of Information *

How clear and easy to understand was the information provided in the pamphlet?

- Very clear
- Somewhat clear
- Not very clear
- Not clear at all

Were there any specific sections of the pamphlet that you found confusing or difficult to understand? **(Please select all that apply)**

- Museum Accessibility Features (e.g., mobility access, restrooms)
- Accessible Services (e.g., large-print labels, assistive listening devices)
- Location Information (eg: Map and Getting here)

Deliverables

Research

- Competitive Analysis
- Audio & Sound Research

Design

- Access Site
- Access Pamphlet

Testing

- Pamphlet Feedback Survey

Q&A

- How can we make our presentation more accessible for viewers and listeners?
- Are there solutions that we haven't explored yet?