Designing for Empathy

CRAFTING SPACES THAT CONNECT

Presented by Dr. Faith Wilkerson
Owner, UnlockingRVA
RICHMOND, VIRGINIA
8 YEARS IN OPERATION
APX 75+ EVENTS PER YEAR
OFFER EVENT PLANNING
OFFER EVENT PROMOTION
OFFER EVENT CONSULTATION
Within the walls of a museum, entertainment becomes a gateway to profound learning and lasting impact.
The Focus of Today’s Discussion:

1. Interactive Engagement/Multi-Sensory Experiences
2. Narrative Storytelling
3. Community Involvement & Collaborative Partnerships
Interactive Engagement
Multi-Sensory Experiences

• Incorporate interactive elements.
• Use touchscreens, augmented reality, or virtual reality.
• Appeal to multiple senses by incorporating soundscapes, scents, and tactile elements that evoke emotions and enhance memory retention.
THE SILENT “Valentine” PARTY
Valentine Museum
HIP HOP KARAOKE
VA Fine Arts Museum

We had a blast doing Hip Hop Karaoke with @vmfamuseum After Hours
Narrative Storytelling

• Develop compelling narratives that connect exhibits, providing a cohesive and immersive storyline that resonates with visitors.
• Personalize stories to make them relatable, fostering a deeper emotional connection.
The Female Entrepreneur
Gallery 5

The Female Entrepreneur
Tuesday, February 27, 2018
5pm-7pm
Gallery 5 - 200 W. Marshall Street
Cost: $5
Purchase Tickets: Unlockrva.eventbrite.com

An evening aimed to celebrate and connect you with like minded business oriented women.
Controversy/History
The Valentine Museum
Community Involvement & Collaborative Partnerships

• Involve local communities in the curation process, ensuring that the museum reflects the lived experiences of the people it serves.
• Host community events, workshops, or collaborative projects that extend beyond the physical museum space.
The Art Seen
Multiple Locations
The Gospel Brunch
VA Museum of Fine Arts
Afrikana Film Festival
Institute for Contemporary Art at VA
Commonwealth University
Afrikana Film Festival
How the Monuments Came Down
Maymont Park
What specific elements or approaches do you believe are essential for creating experiences that resonate beyond the exhibits?

-What IS working?  
-What are you struggling with?
GROUP CHAT

What were some takeaways from the conversation?

What questions do you have for me or even to pose to the group?
MY FINAL ADVICE

BE PRESENT...BE VISIBLE
Dr. Faith Wilkerson

drfaithwilkerson@gmail.com