

## MEMBERSHIP COLLATERAL AUDIT

### **1<sup>st</sup> Floor – Area Near Entrance**

#### 2 SCREENS

- Screen facing entrance displays general admission prices.
- Screen facing opposite direction into the gift shop shows membership benefits.  
(Free Admissions/parking/cafe discounts)

#### PAMPHLET STAND

- Diagonal from the member/guest service is a brochure stand.  
(Membership brochure & exhibit info)

### **1<sup>st</sup> Floor – Area Near Elevators & Theater**

#### PAMPHLET STAND

- Located to the right of the elevators.  
(Museum Map/Museum guide in various languages) (Free gallery hunt)

#### 2 SCREENS ABOVE AUDIO GUIDE EQUIPMENT AREA

- Both screens display information regarding tours.  
(Shows public tour times) (Fun activities) (Exhibit information) (Café Gala Information)

#### SCREEN NEXT TO RAYMUND THEATER

- Displays a verity of information.  
(Family activities) (Membership opportunities) (Exhibit information)

### **3<sup>rd</sup> Floor**

#### PAMPHLET STAND

- Located to the right of the elevators is a smaller stand that displays membership information.
- Another pamphlet stand located to the left of the Morris collection displays information on Dreams of Dali. (Experience on the attraction)

#### SCREEN

- Located to the left of the Morris collection is a screen displaying information on Dreams of Dali as well as showcasing the content of the virtual reality system.

## Elevators

- Both elevators have frames within them that display information regarding the exhibits and membership information.

## Thoughts/Notes

- The areas where the pamphlets are located seem to be effective areas in terms of easy accessibility and areas of high walking volume. But the stands themselves don't seem to pop-out from a distance.
- Another thought on the pamphlets to get more visitors to see and pick up one could be to create stands that compliment Dali's art? This may be unnecessary, but it would add to aesthetics to the areas and generate more interest towards the pamphlets.
- The screen that displays Dreams of Dali virtual experience/information is placed on a wall in a desolate area. This spot doesn't make too much sense in terms of screen placement that advertises an attraction. Being that this attraction has potential to bring in a lot more visitors perhaps we should consider advertising this near the entrance or even outside of the museum?
- Looking around the museum we have many blank walls looking on both the ground level and area around the spiral staircase. These areas could work to position banners & possibly projected displays that could show both pictures and information.
- The surrounding areas outside of the museum seem to be lacking in the information one could only find after already entering the museum. Placing more add/information displays in the surrounding areas could bring in foot traffic.