

Semi-structured Interview Questions

- 1) What motivated you to visit the Tate Modern today?
- 2) What parts of the Tate Modern have you already been to and is there anything else you plan on doing whilst you are here?
- 3) Based on your visit so far, has the Tate Modern met your expectations?
- 4) What would you say has been your favourite part of your visit?
- 5) Is there anything you noticed was missing or could be improved in the Tate Modern?
- 6) Lastly, is there anything about your visit to the Tate Modern which you feel is important to know which you have not already mentioned?

Interview Findings 1 (In-person interviews)

Interviewee 1 - Female, 50s, Belgium, white

Family Travel, came here to see a specific exhibition (Octopus exhibition) / Visit here from time to time (Not the first time) / Satisfied with the museum / Prefer fewer people in here

Interviewee 2 - Couple (Woman is main interviewee), 40s, British(?), both white

Came here to see a specific exhibition (Octopus exhibition) / Watched the exhibition, and had lunch at membership restaurant / Like experiencing something new / Very satisfied except for the top floor is shut / Liked how the exhibition use the space (like watching people interacting with the space - e.g. taking picture) / Car parking systems need to be improved

Interviewee 3 - Male, 30s, British, white, Interior designer

To relax, and get inspiration / Looked around some collections / Satisfied with the museum. Octopus exhibition was inspiring and engaging / Want to bring his children to see the exhibition. Want to enter the museum without booking a ticket (frictionless experience)

Interviewee 4 - Female, 70s, British, white, art background (Fine art major)

Visited here after another appointment finished. Visit here frequently (Membership owner). Came here to see a specific collection (Rodin collection) / Watched some collections and visited the membership floor / Want to see more seats.

Interviewee 5 - Male, 20s, Hong Kong, asian, art student

Looking for inspiration. Like a spacious area / Visited a specific collection (the Mirror room) and planned to leave soon. Bought a book about the collection as a souvenir.

Interviewee 6 - Female (2 people, friends), 20s, Netherland, black, student (design major) Want to do something different than usual, Watched some video about the museum on TikTok app, Looking for something inspiring / Watched some collections, tried to figure out a meaning of artworks and read a description of each artwork / Satisfied, but want something more physically interactive experience. Like a quiet room and space

Interviewee 7 - Young (mid to late 20s), white, female, alone. Canadian, on holiday, hadn't been there very long, commented on the architecture: likes the open and airy environment. Hadn't been there long so didn't have much information to give.

Interviewee 8 - two friends, male and female, white, early 30s, on holiday from France, love modern art, liked the architecture of the building, went to the free exhibits, enjoy exhibits with colours, have an art background, interest in art is a hobby, drawn to visit by the architecture of the building.

Interviewee 9 - female, alone, around 40 yrs old, white, from israel, loves art, visited free exhibits, likes how the art is presented, art is a hobby, enjoyed a good selection of art.

Interviewee 10 - male, white, film student, 20 yrs old, alone, british, making short film of gallery to upload to youtube, wants to get motivation for studies, visited before but didn't read the descriptions of the artwork, enjoyed learning about the background to art pieces, said the information tiles print was too small and would walk past art pieces without knowing the real reason behind them, said to keep an open mind

Interviewee 11 - female, early 60s, white, visiting with husband, daughter is a member, visiting from sussex, british, practices ceramic pottery, visits many art galleries, enjoys the ambience and energy of the building, the expansive space, likes how the art is presented

Interviewee 12 - two girls, friends, young (early 20s), art students, international (asian), visited after seeing TikTok of jellyfish installation, looking around, taking photos, don't like the old building, don't like how the artwork hasn't changed for a long time so become bored of the art work.

Interviewee 13 - girl, visiting alone, young, white, (late 20s), british, works in british museum, friend works at tate modern, enjoyed the australia exhibit, looking forward to visiting gift shop, enjoyed the architecture and expansive space.

Interview Findings 2 (Online)

A) Rick Woodward (Tripadvisor)

1. What motivated you to visit the Tate Modern?

My wife and I had already booked to go to the theatre in the same afternoon and we're looking for something fairly quick that we could do in the morning. It had to be close to Charing Cross or Waterloo East because that in turn was close to where the theatre was. I had heard about the installation at Tate Modern through some friends of mine on Facebook, and because it was free and looked interesting, so we decided to pop in. We have enjoyed installations at Tate Modern before and also very much like the view from the Tate Modern gallery over the River Thames.

2. Did you visit the Tate Modern with others?

I visited Tate Modern with my wife.

3. What did you do whilst at the Tate Modern?

We enjoyed the installation in the turbine hall and would have stopped for a cup of coffee if the queue at one of the cafes had not been so long! We wandered up several levels to look, and photograph, the view over the River Thames but did not do anything else. We enjoyed looking at Rodin's statue 'the kiss' but did not have the time or the inclination to visit the exhibition about Rodin.

4. Did the Tate Modern meet your expectations?

Yes, Tate Modern met my expectations. The installation was intriguing and absorbing and unusual. The artist's account of what they were trying to illustrate was incredibly pretentious and unbelievable! I said to a friend that this installation was about artificial intelligence. They commented that they understood it was artificial but could not understand why it was related to intelligence!

5. What was most memorable from your visit to the Tate Modern?

The most memorable thing was enjoying this strange installation in the turbine hall. Over the years we have seen many of the installations and enjoyed them all for their strangeness, ingenuity and individuality!

6. Is there anything you noticed was missing or could be improved in the Tate Modern?

I think Tate Modern is what it is! The gallery contains modern art, much of it very controversial and some of it not really art at all. It is an unusual space and actually quite difficult to find your way around, but we enjoy being there although I prefer Tate Britain both for its content and more logical access to works of art.

7. Lastly, is there anything about your visit to the Tate Modern which you feel is important to know which you have not already mentioned?

I have nothing to add. But we enjoyed our visit and we're glad that we had made the effort to see the installation.

B) Nick Wallis (Twitter)

1. What motivated you to visit the Tate Modern?

To see some art and write some emails

2. Did you visit the Tate Modern with others?

No

3. What did you do whilst at the Tate Modern?

Walked round a gallery and then settled watching the turbine hall drones

4. Did the Tate Modern meet your expectations?

No - the ground floor cafe was shut - other than that, yes.

5. What was most memorable from your visit to the Tate Modern?

The art in the first gallery I walked through. I would have liked to have spent more time there.

6. Is there anything you noticed was missing or could be improved in the Tate Modern?

The cafe!

7. Lastly, is there anything about your visit to the Tate Modern which you feel is important to know which you have not already mentioned?

It is my favourite art gallery, both due to its architecture and its art. I wish I had the time to go more often.