



MAPPING THE PATRON ARRIVAL EXPERIENCE

Research-Informed Theater Design

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YOU NEVER FORGET A GREAT SHOW. OR WHERE YOU SAW IT.

For theater organizations, knowing what design moments create impact can help make the best use of hard-won dollars and ensure loyal patrons and new audiences have memorable experiences.



THEATER PATRON EXPERIENCE STUDY

Social media review research on Cincinnati Shakespear Company



Contemporary Renovation
Capacity 250

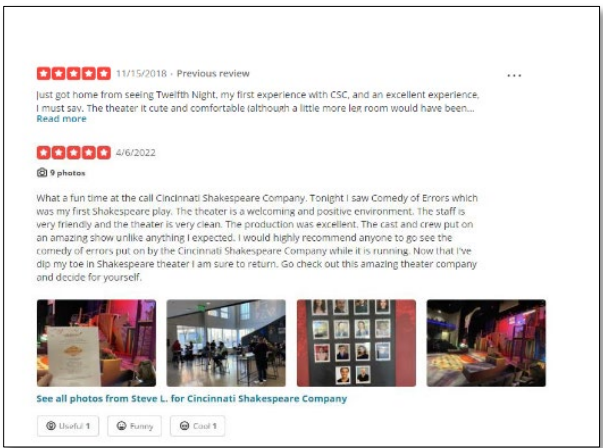
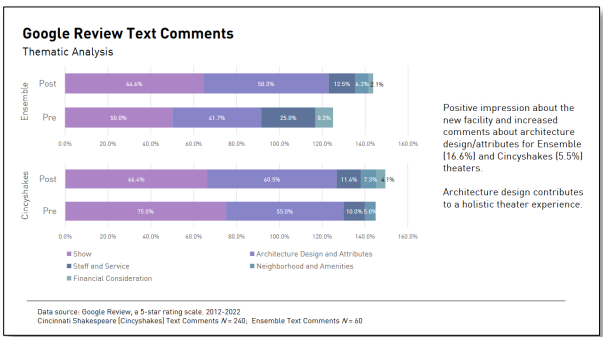


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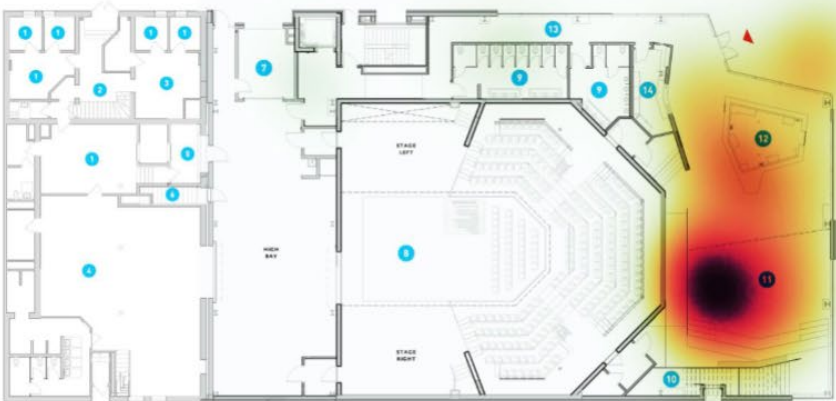


THEATER PATRON EXPERIENCE STUDY

Social media review research found that architecture and public spaces (e.g., the lobby, bar, and arrival experience) were major themes in discussion.



1ST FLOOR



- 1 OFFICE
- 2 OPEN STAIR
- 3 BREAK ROOM
- 4 SCENE SHOP
- 5 ELEVATOR LOBBY
- 6 BASEMENT STAIR
- 7 LOADING
- 8 STAGE
- 9 WASHROOM
- 10 COAT CHECK
- 11 LOBBY
- 12 BAR
- 13 GALLERY
- 14 BOX OFFICE



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- 2 OPEN STAIR
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- 13 GALLERY
- 14 BOX OFFICE

94.6% (N = 227) Yelp review photos were taken from 1st Floor

Jiang, S., Kinney, M., & Yost, C. [2024]. Architecture matters: exploring audiences' holistic theatrical experience through social media reviews. *Arts and the Market*, 14(2-3), 129-149.



Scan to read the article!

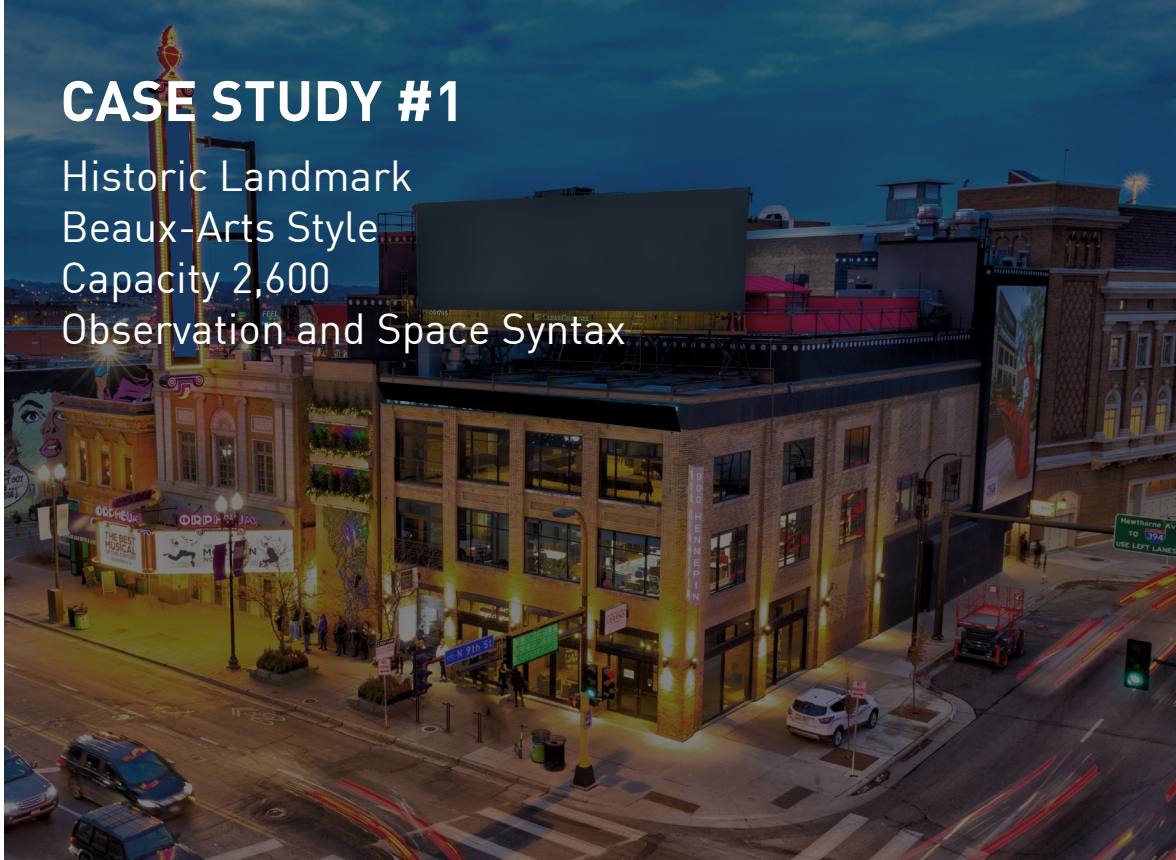


TWO CASE STUDIES

How can we systematically study patron arrival experiences, particularly in performing arts theaters with large capacities or historic landmark buildings?

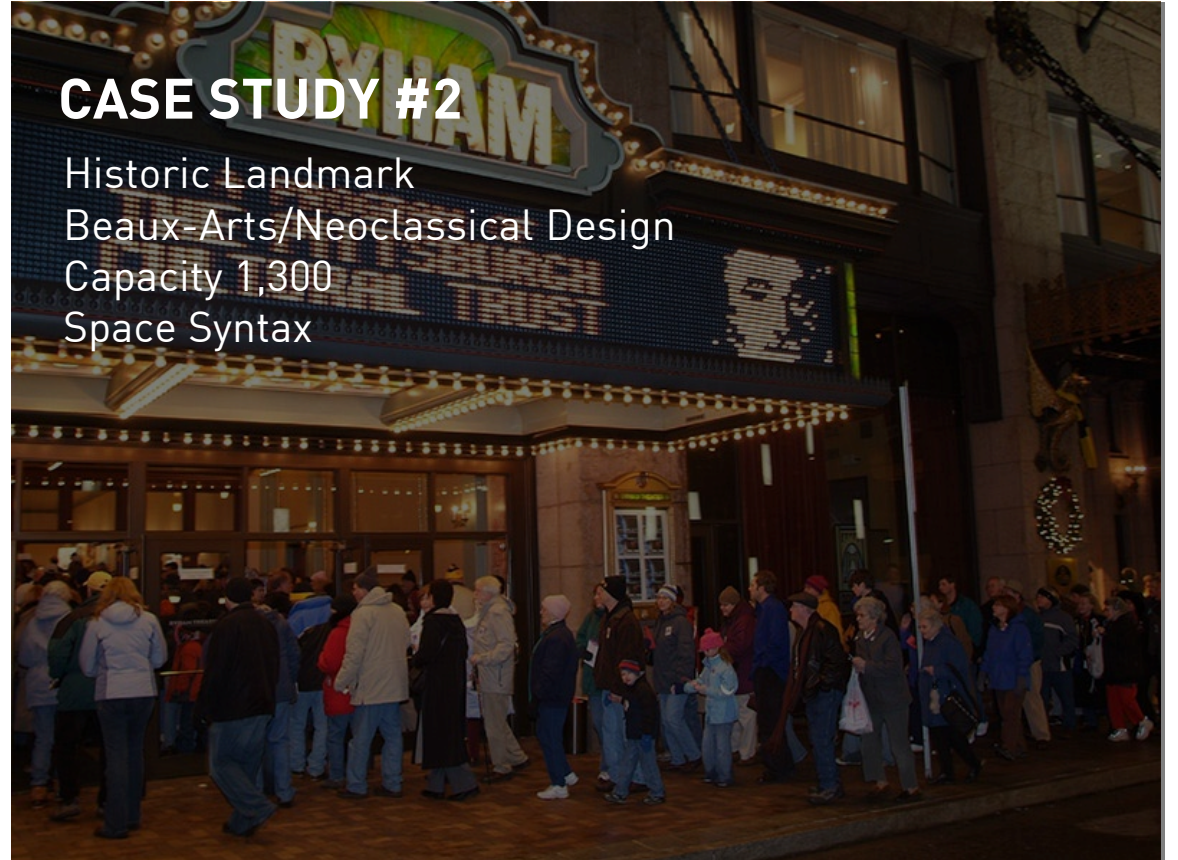
CASE STUDY #1

Historic Landmark
Beaux-Arts Style
Capacity 2,600
Observation and Space Syntax



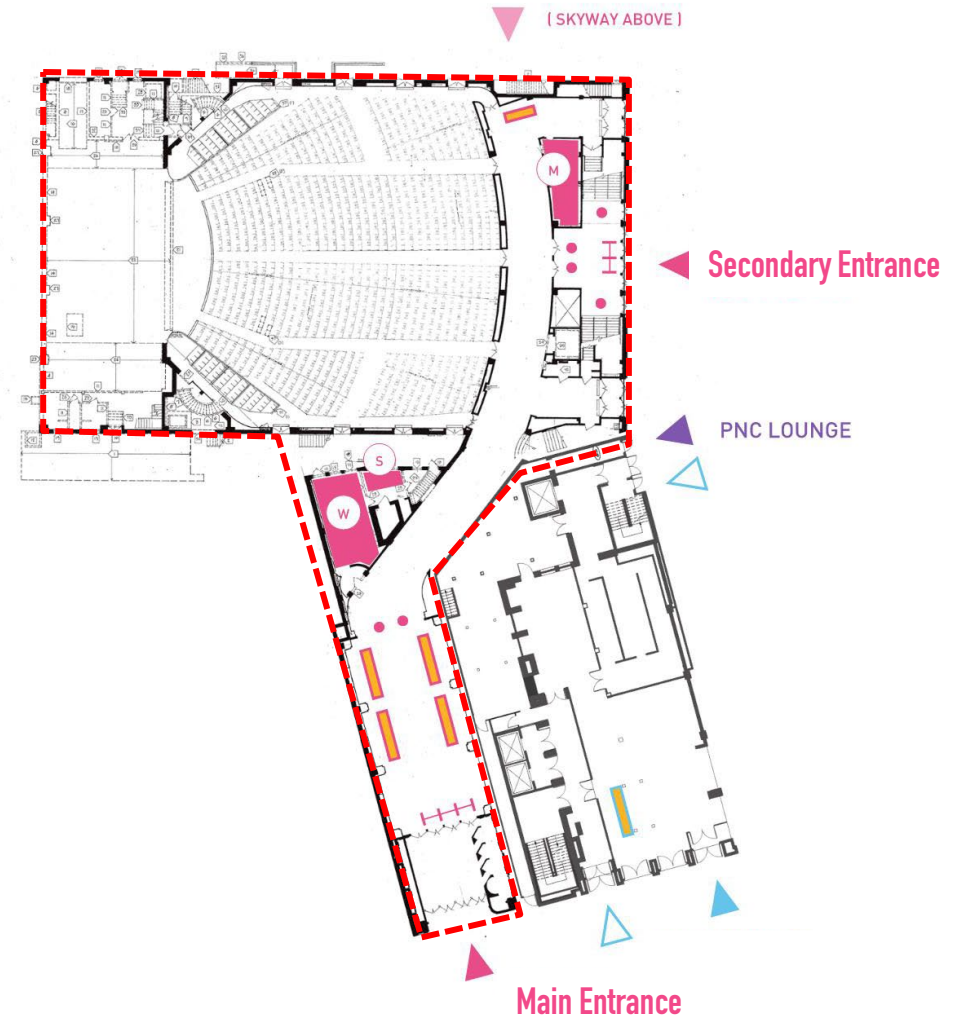
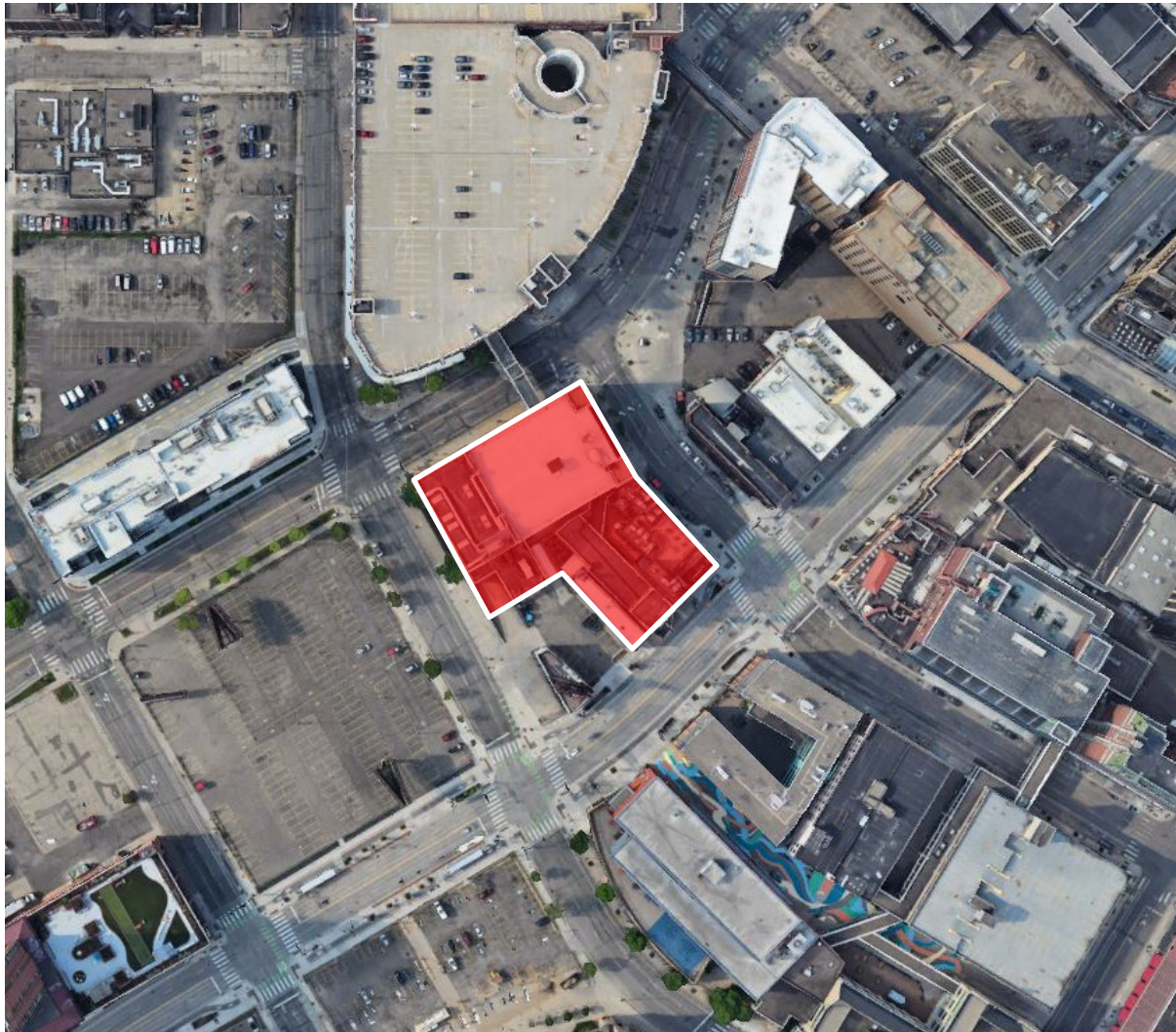
CASE STUDY #2

Historic Landmark
Beaux-Arts/Neoclassical Design
Capacity 1,300
Space Syntax

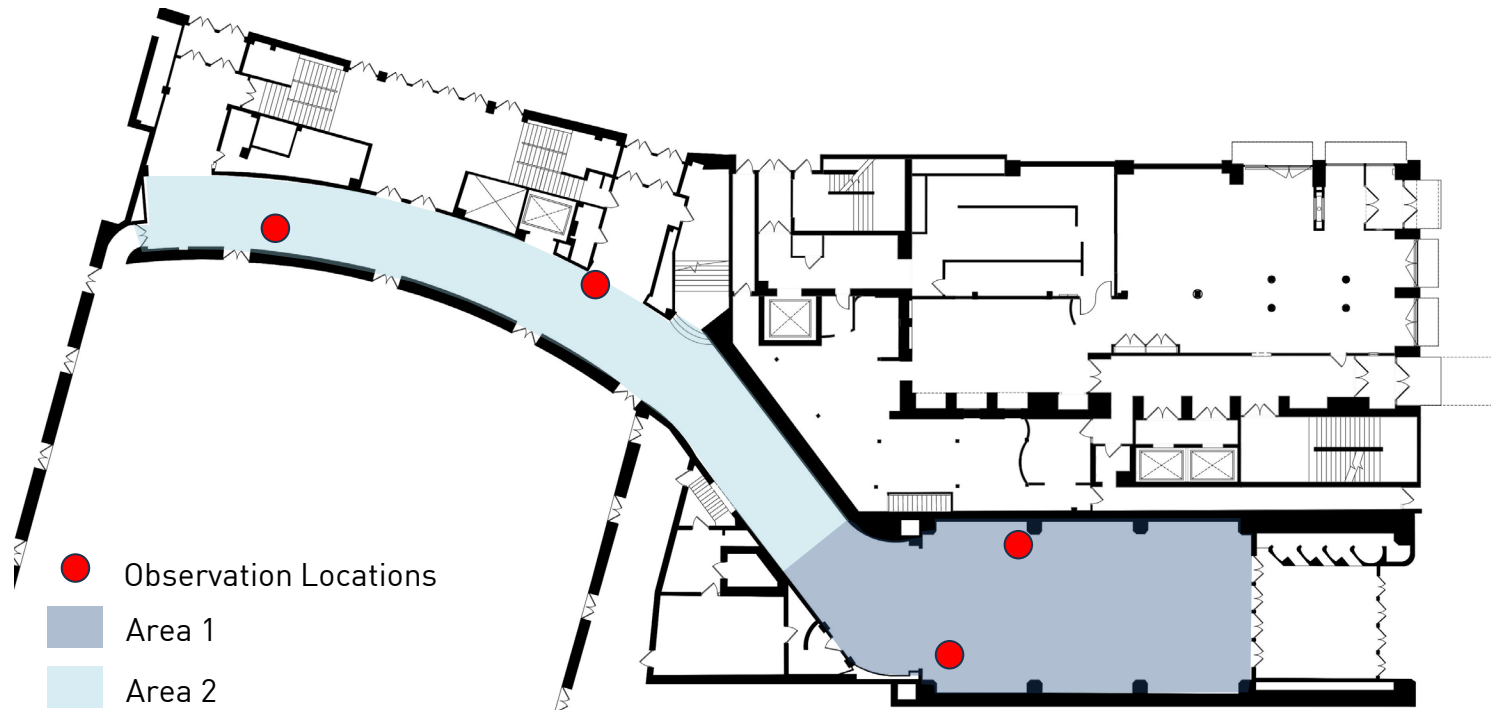


CASE STUDY #1

Research focused on patron foot traffic, arrival experience, ticketing and queuing patterns



ONSITE DATA COLLECTION



Date and Time

- Saturday, April 20, 2024.
- Data was collected at the first 30 minutes before the show when the gate was just opened, and during the 15 minutes intermission.

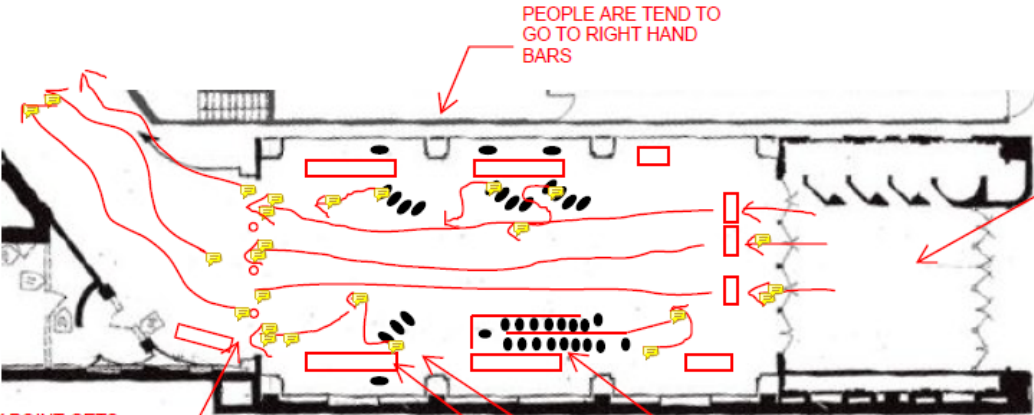
Tasks

- Systematic photo taking (every 3 minutes per panoramic picture)
- Waiting and processing time at the bars
- Queuing situation near the restrooms

FIELD NOTES

BEFORE SHOW 6:30 - 6:50

PEOPLE START COMING IN GRADUALLY. THEY GET THEIR DRINKS AND GO TO THEIR SEATS. VERY FEW LINGER. PHOTO AT 6:39



PEOPLE ARE TEND TO GO TO RIGHT HAND BARS

PEOPLE START GATHERING IN THE VESTIBULE BEFORE DOORS OPEN

4TH CHECK POINT GETS BLOCKED BY THE BAR, NEEDS TO WAVE PEOPLE IN

BEFORE SHOW 6:50 - 7:05

MOST CROWDED TIME, BARS ARE BUSY,

BAR LINES GENERALLY 4-5



MERCH LINE SPECIFIC FOR LION KING, OTHERWISE 4TH BAR OPERATIONAL

PEOPLE TEND TO GATHER IN THESE BLIND SPOTS

BAR GETS BLOCKED BY MERCH

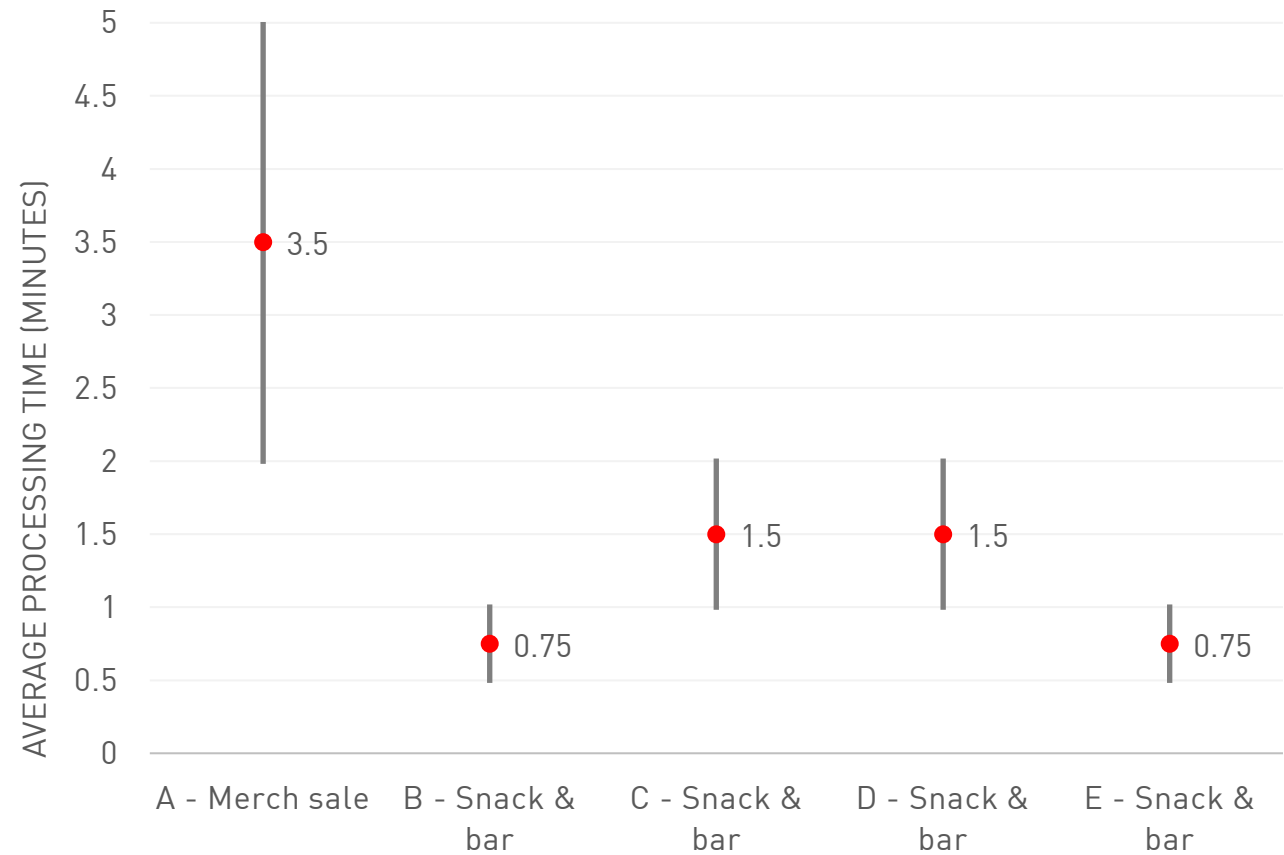


HEATMAPMING

Datapoints ($N = 4,850$) indicated apparent waiting lines near selective bars and for the women's restroom.

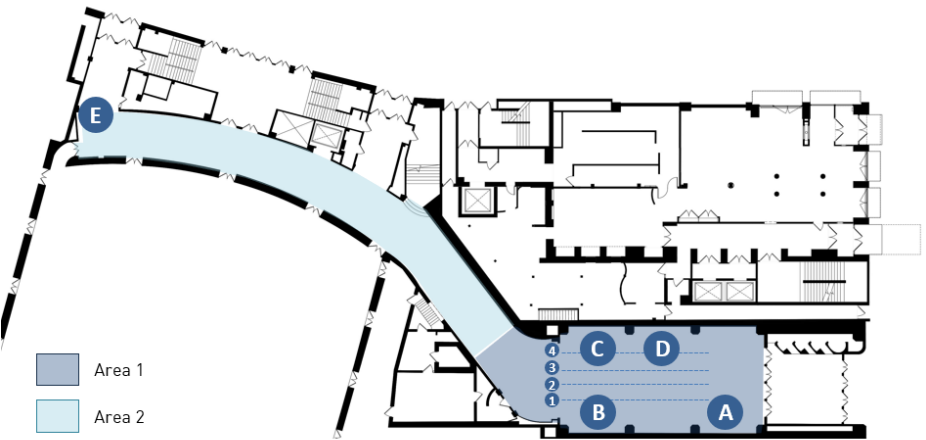


CONCESSION EXPERIENCE

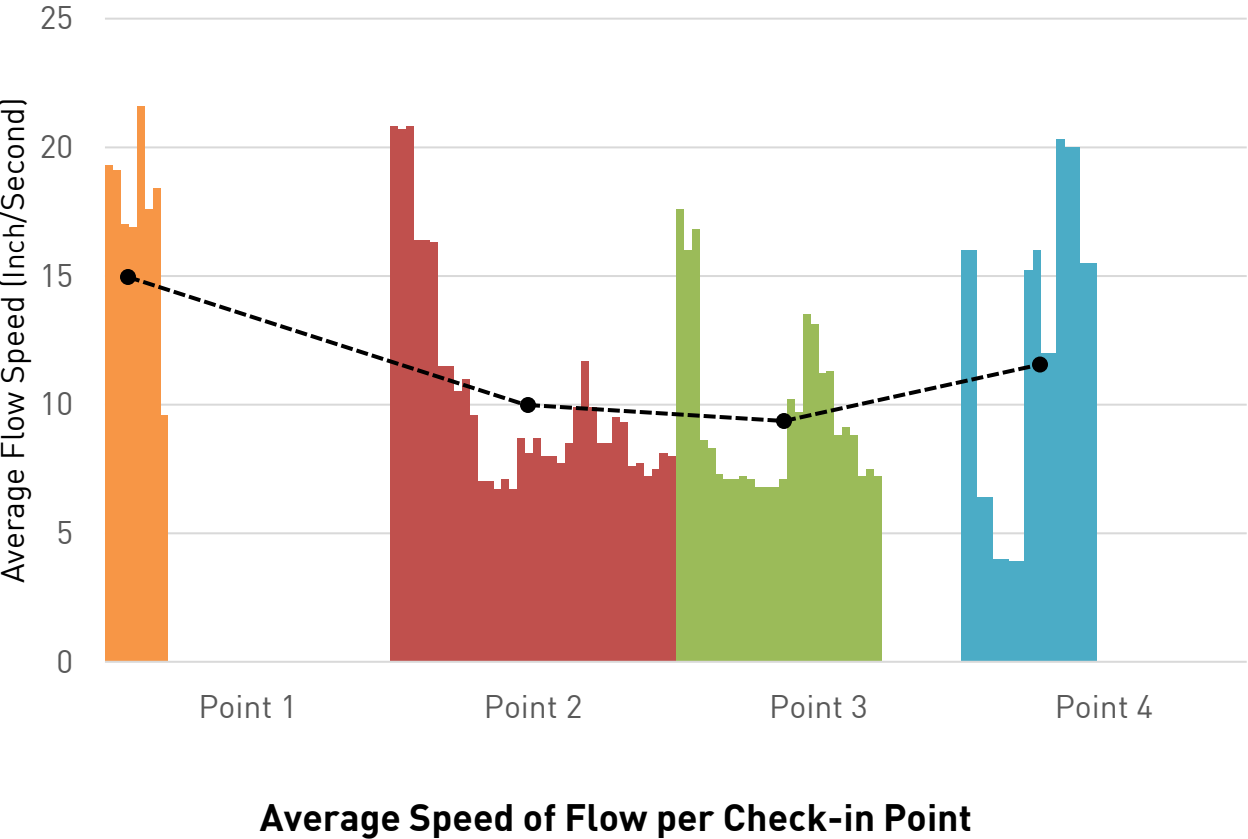


SALES BEFORE THE SHOW

- Merch Sale A had the slowest processing speed, about 3.5 minutes per order.
- Bar B and E had the fastest process speed; patrons could process each order within 1 minute.

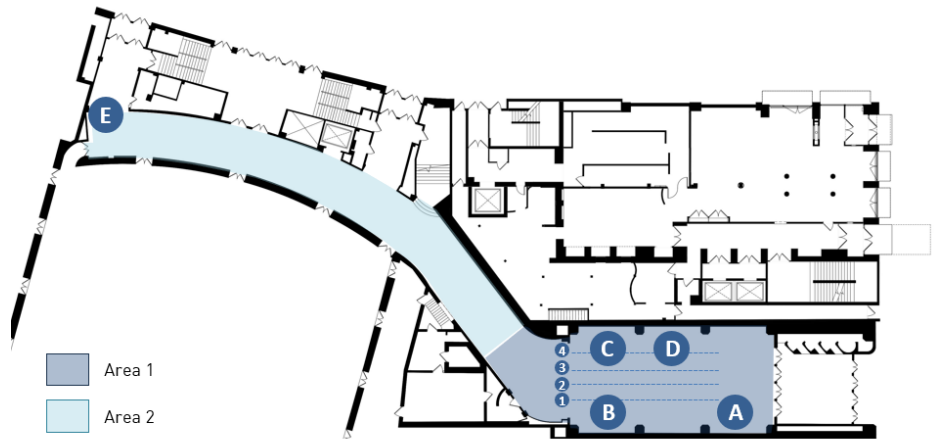


TICKET SCAN FLOW



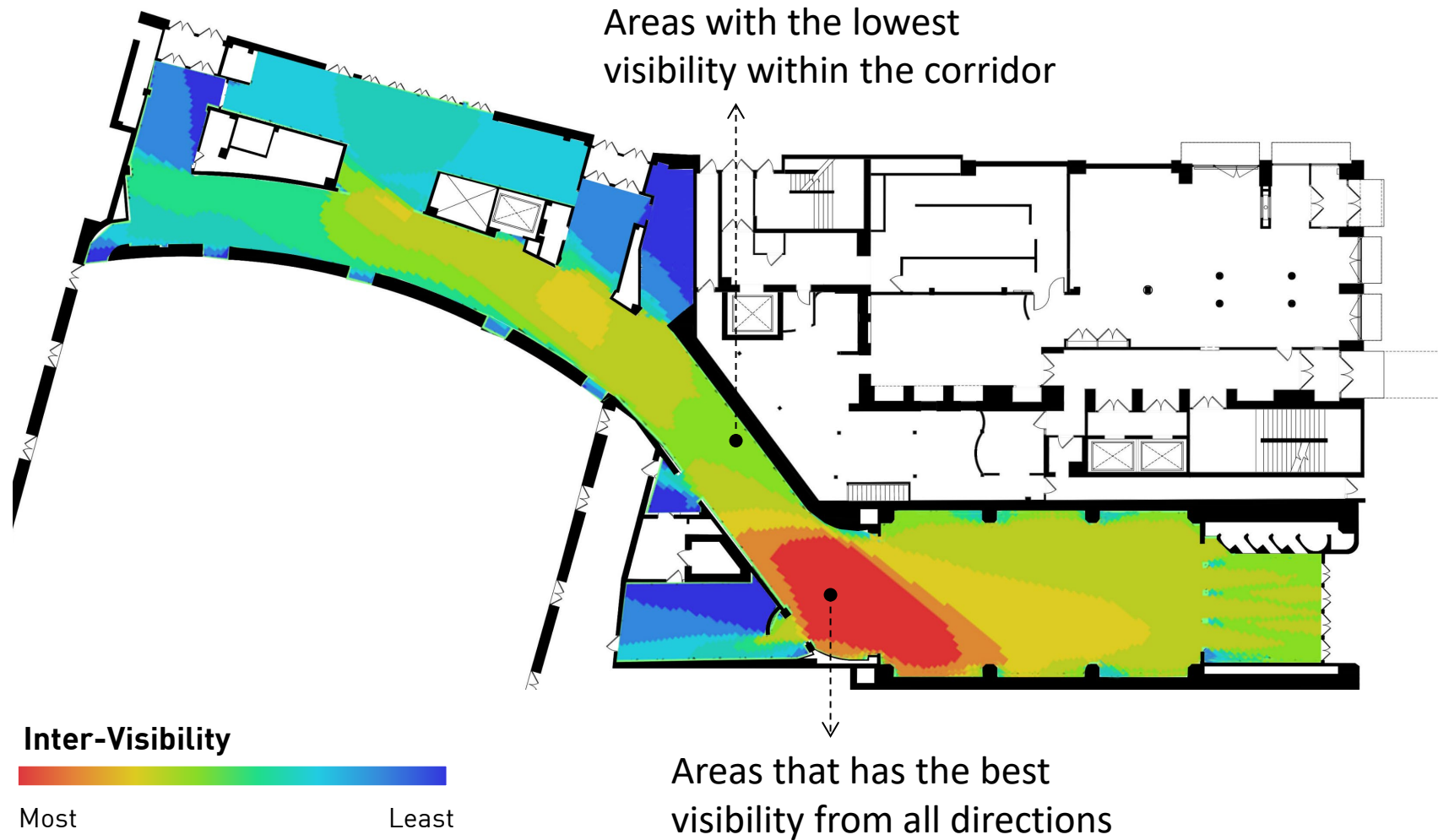
TICKET SCAN FLOW

- Point/Line 1 had the fewest amount of people therefore fastest average flow speed; Point/Line 4 had about twice the amount of flow than Point/Line 1.
- Point 2 had the highest flow volume, and the flow speed fluctuate depending on the patron group.



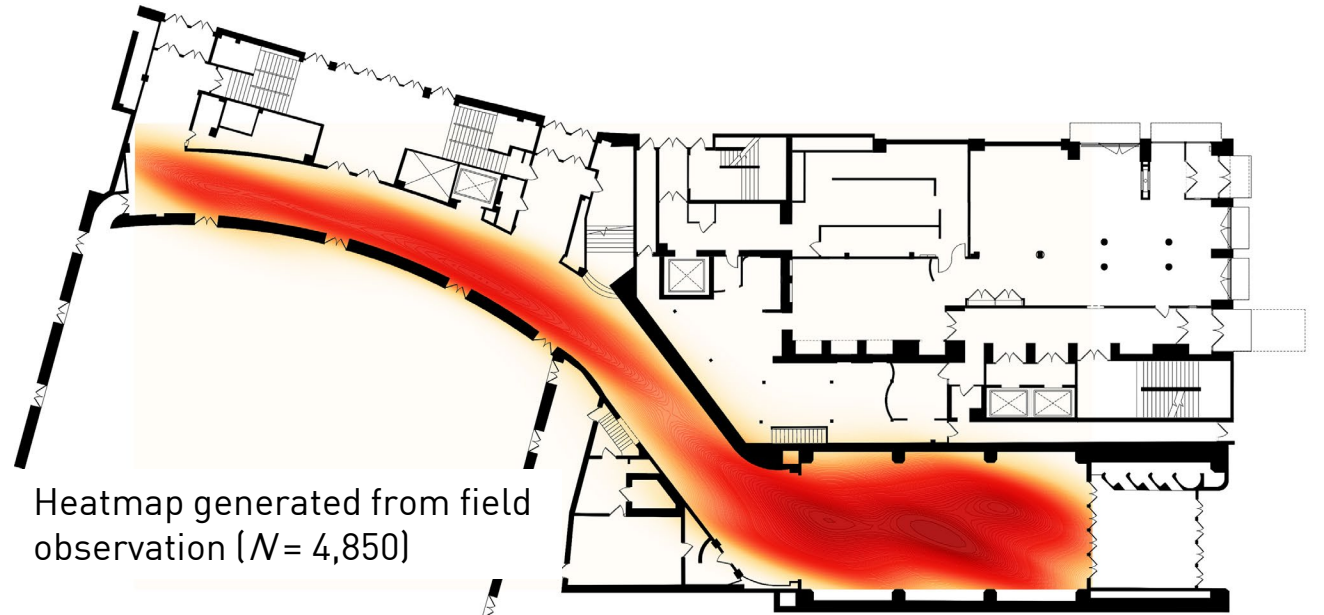
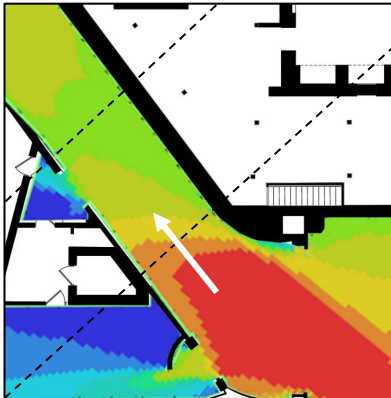
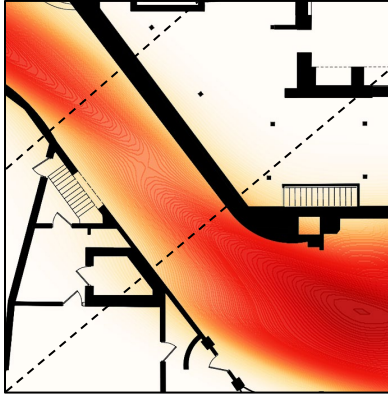
VISIBILITY

Identified hot spots for high and low visibility in in the arrival lobby and corridor.

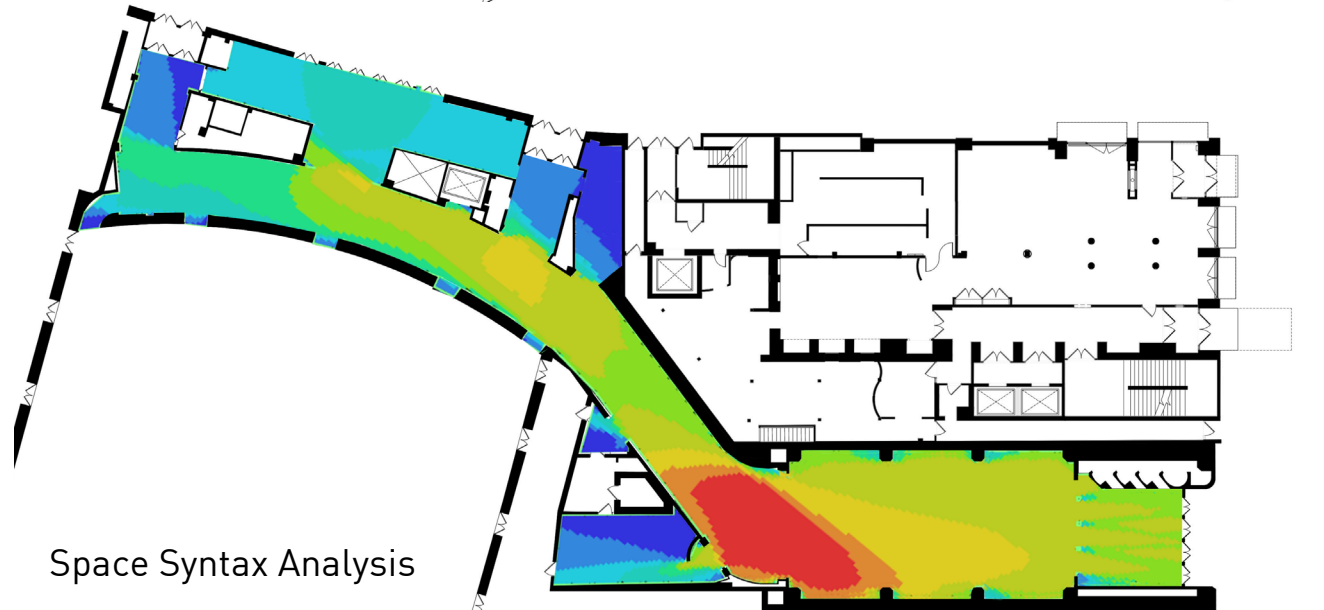


PATRON FLOW PATTERN

Onsite Observation vs Space Syntax Analysis



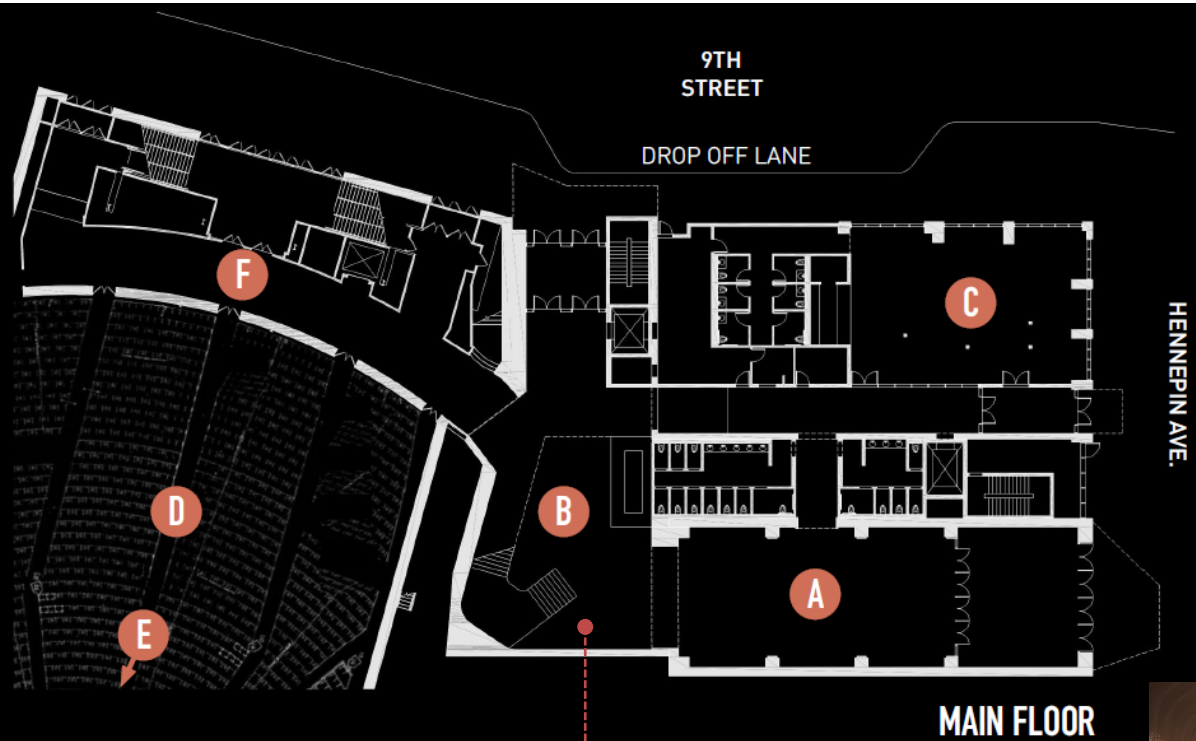
Heatmap generated from field observation ($N=4,850$)



Space Syntax Analysis



DESIGN OPPORTUNITIES



SUPPORT OPPORTUNITIES:

- A. THE ORPHEUM THEATRE LOBBY
- B. THE ATRIUM & GRAND STAIR
- C. THE VIP LOUNGE
- D. THE MAIN HALL OF THE ORPHEUM THEATRE
- E. THE STAGE
- F. THE MAIN HALL LOBBY

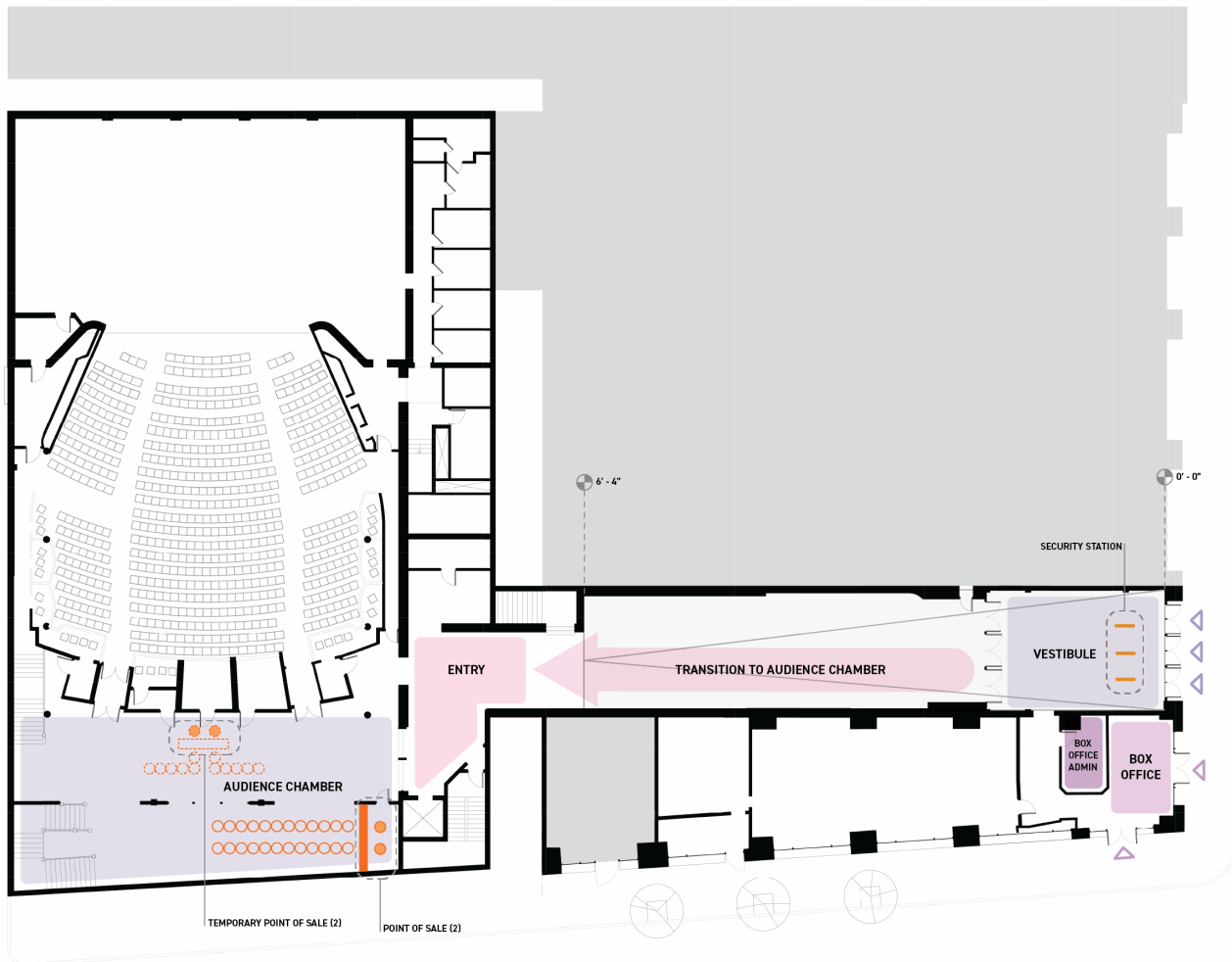
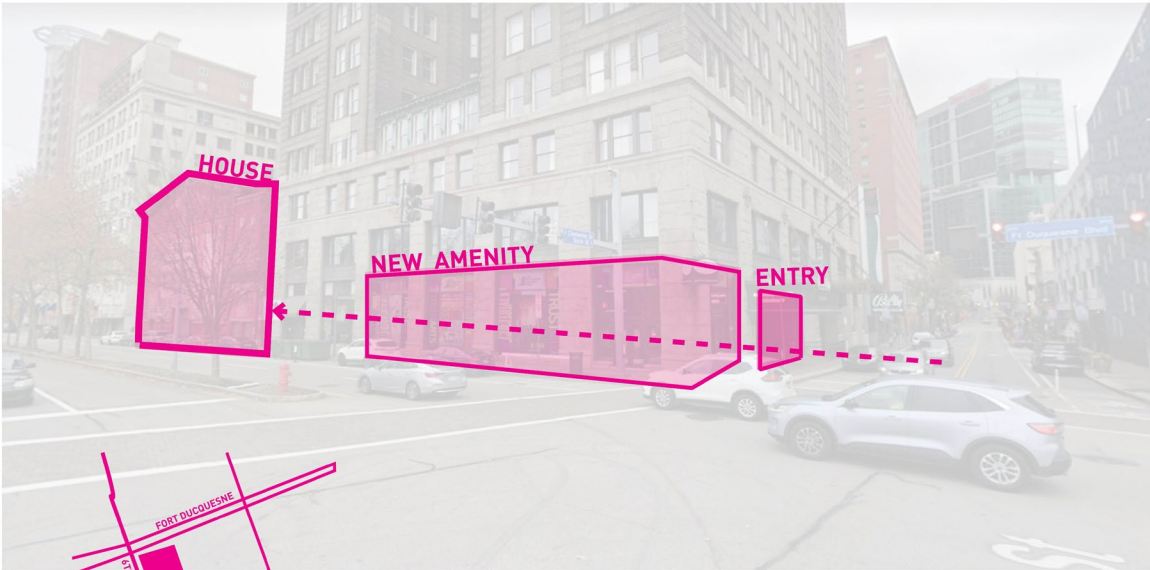
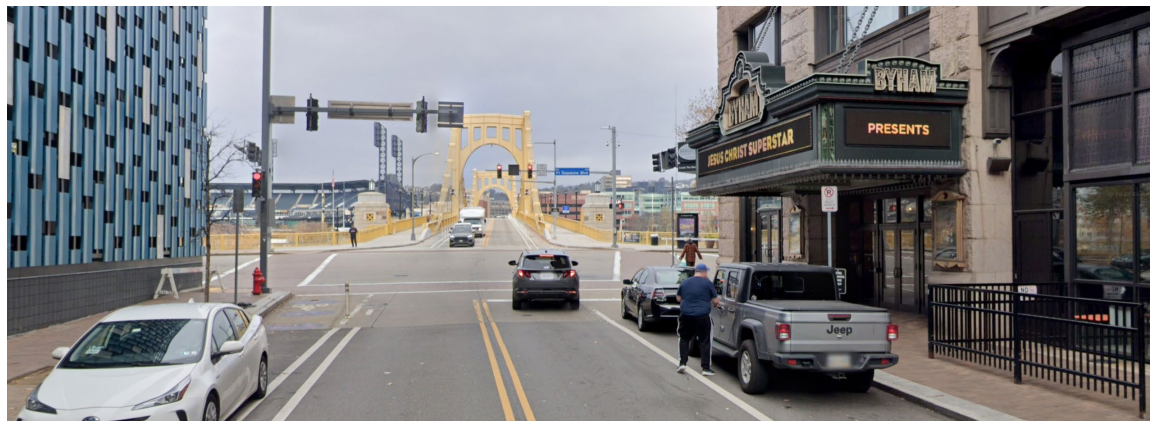


Visibility Steps



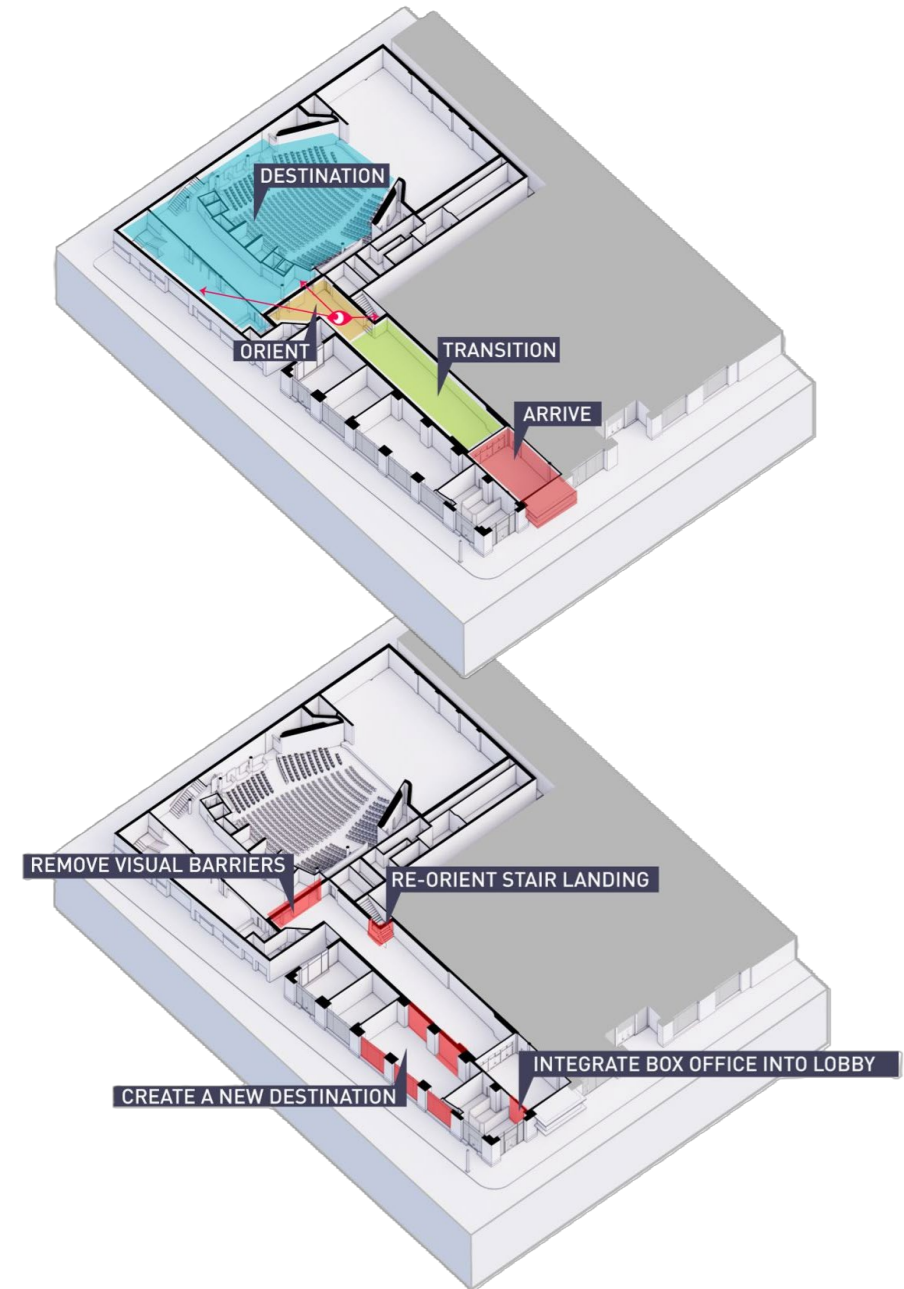
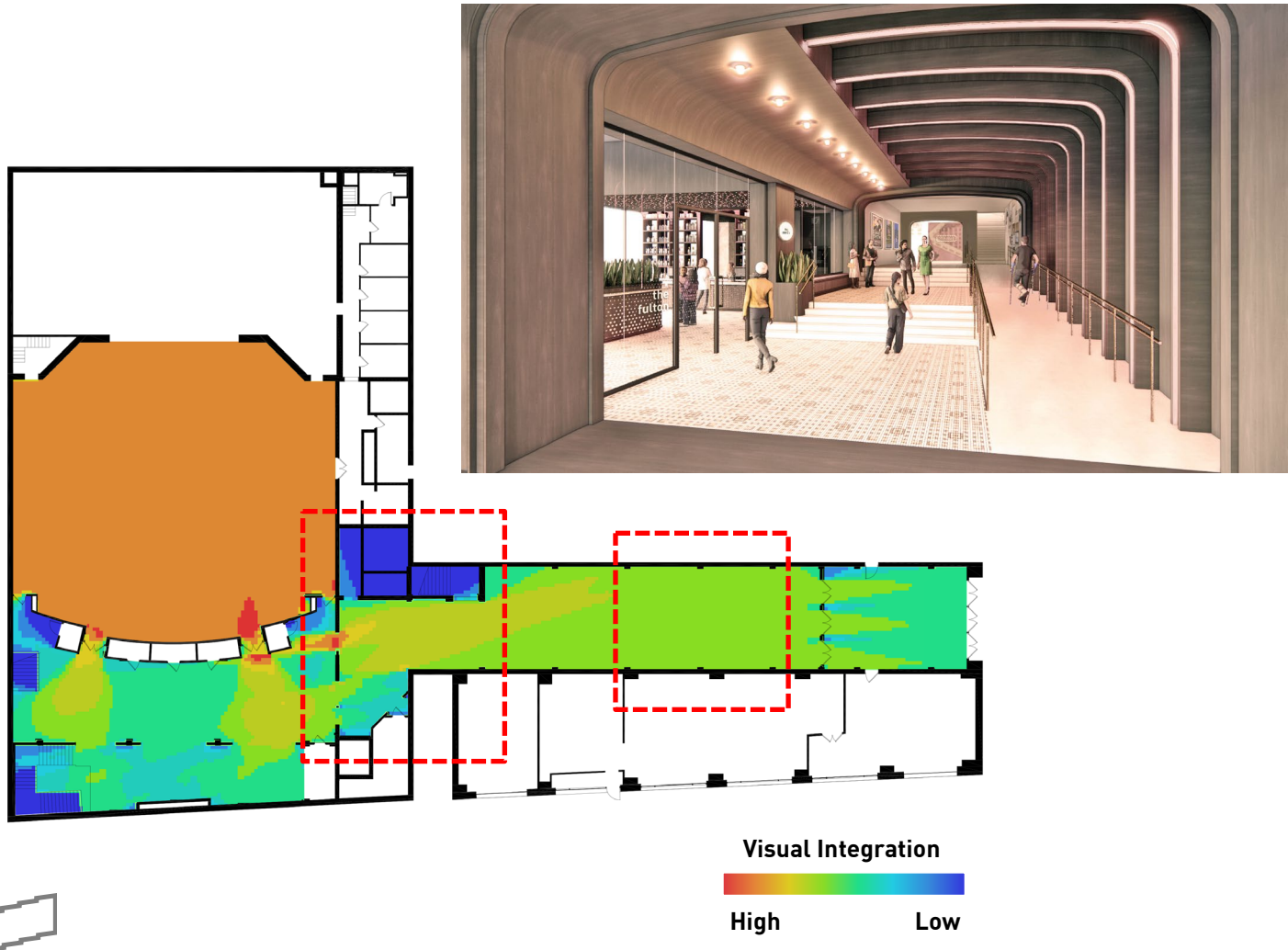
CASE STUDY #2

Site Context



VISUAL INTEGRATION ANALYSIS

The predicted patron arrival experience



WHAT'S NEW?

Camera view

Camera View 0010 - entrance doors

Photo

IMG_0010

Landmarks

Patrons

Landmarks

Click one fixed point in the photo, then the same point on the floor plan. Use at least 4 pairs; 6-10 is better.

Pairs6

RMS error25.0 px

Undo Pair

Clear Pairs

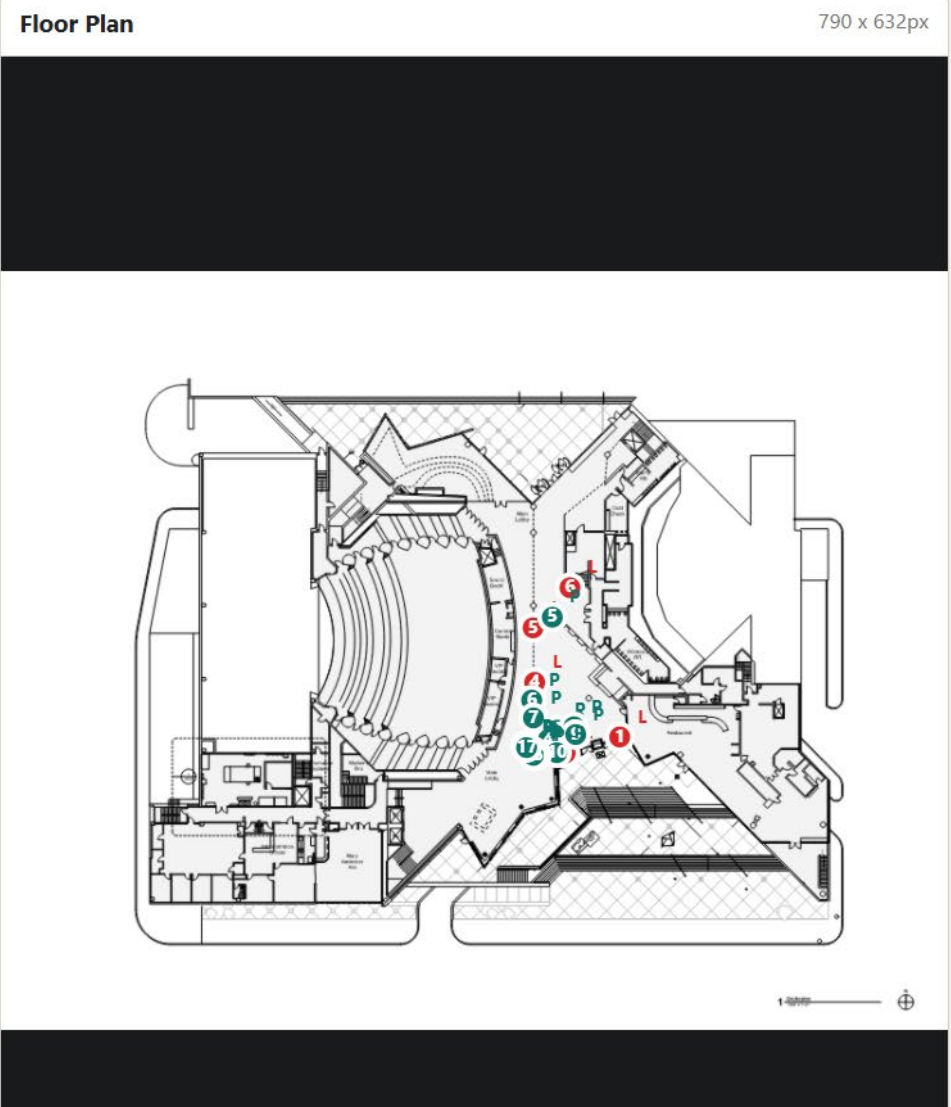
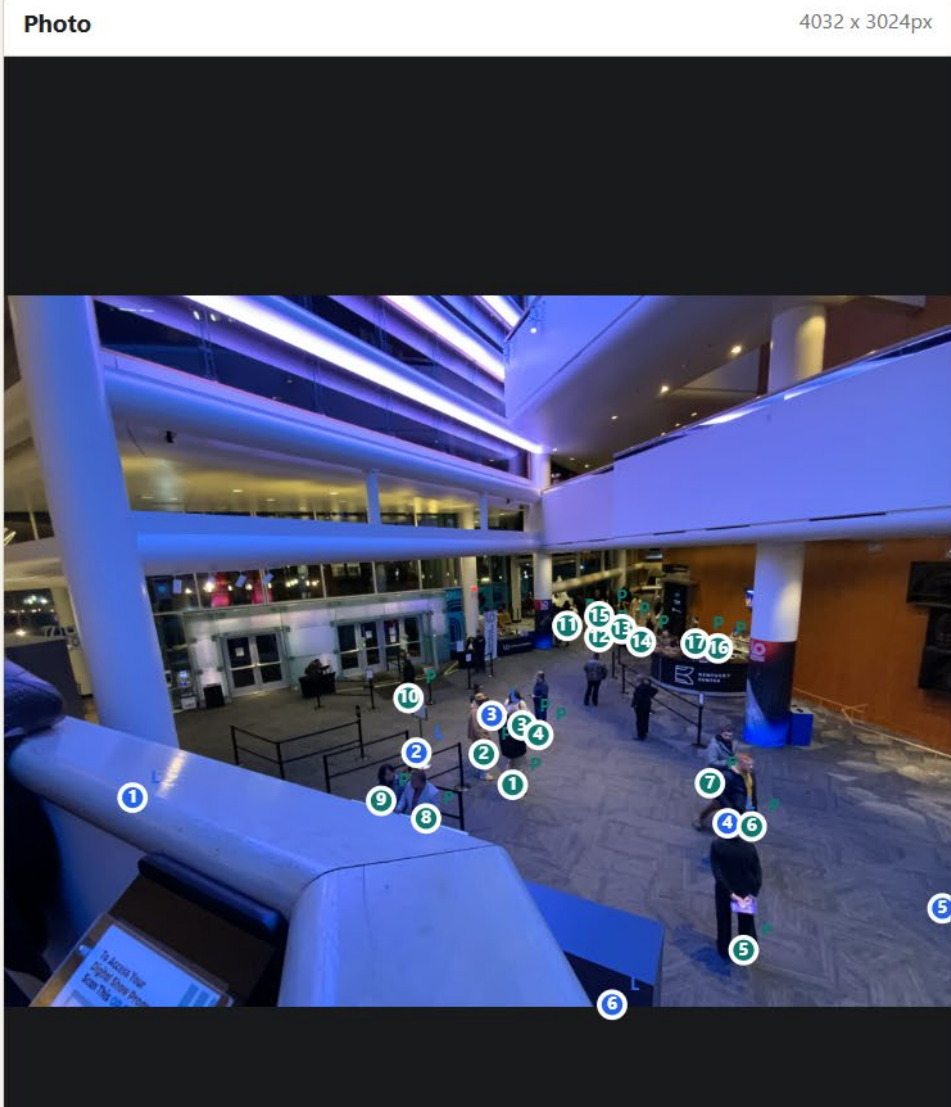
Patrons

Click each patron's floor contact point in the photo. Projected points appear on the plan after calibration.

Patrons17

Undo Patron

Clear Patrons





**Once Upon a Time...
When Art meets Evidence-Based Design...
A New Story Begins.**

Reimagining the unused subway tunnels in Cincinnati, Ohio. GBBN Architects