

# Designing for Empathy

CRAFTING SPACES THAT CONNECT

Presented by Dr. Faith Wilkerson  
Owner, UnlockingRVA





# About Us



RICHMOND, VIRGINIA

8 YEARS IN OPERATION

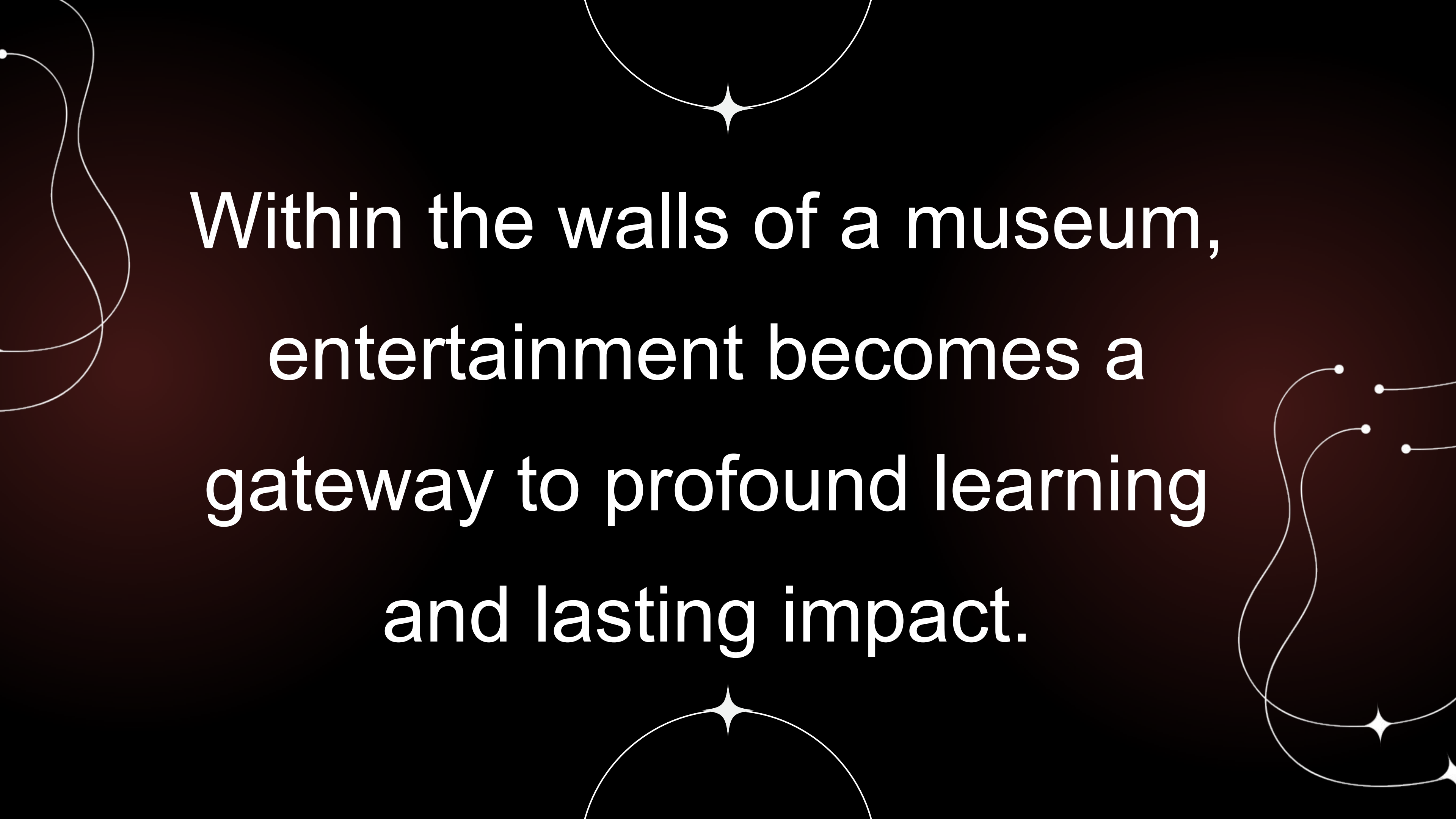
APX 75+ EVENTS PER YEAR

OFFER EVENT PLANNING

OFFER EVENT PROMOTION

OFFER EVENT CONSULTATION

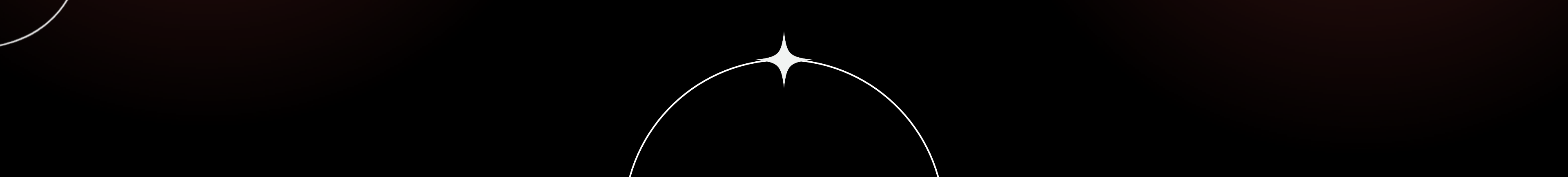




Within the walls of a museum,  
entertainment becomes a  
gateway to profound learning  
and lasting impact.

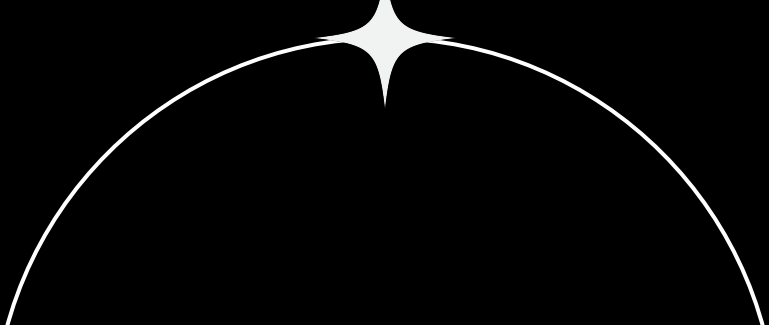


## The Focus of Today's Discussion:

1. Interactive Engagement/Multi-Sensory Experiences
  2. Narrative Storytelling
  3. Community Involvement & Collaborative Partnerships
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# 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.
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# THE SILENT "Valentine" PARTY

## Valentine Museum





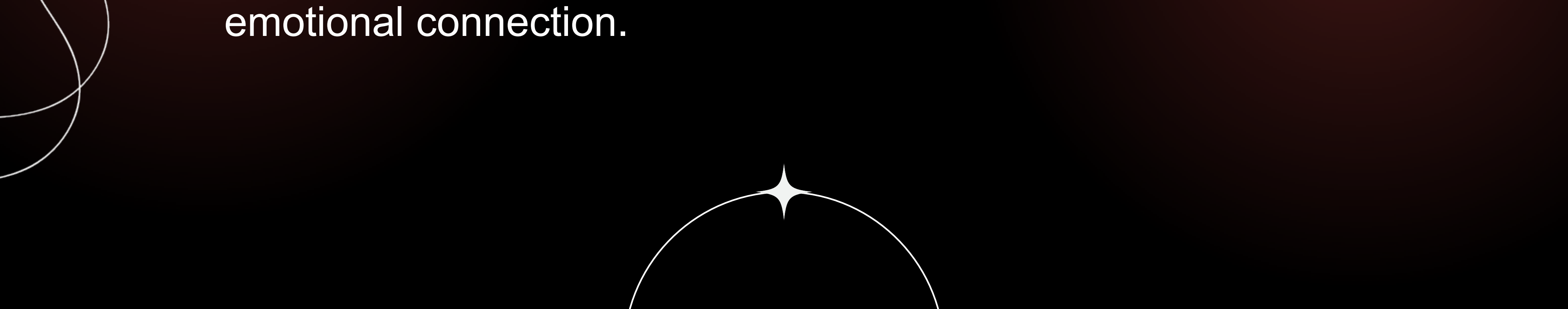


# HIP HOP KARAOKE VA Fine Arts Museum





# 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.
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# The Female Entrepreneur Gallery 5



*The  
Female  
Entrepreneur*

**Tuesday, February 27, 2018  
5pm-7pm  
Gallery 5 - 200 W. Marshall Street  
Cost: \$5**

**Purchase Tickets: [Unlockingrva.eventbrite.com](http://Unlockingrva.eventbrite.com)**

An evening aimed to celebrate and connect you  
with like minded business oriented women.







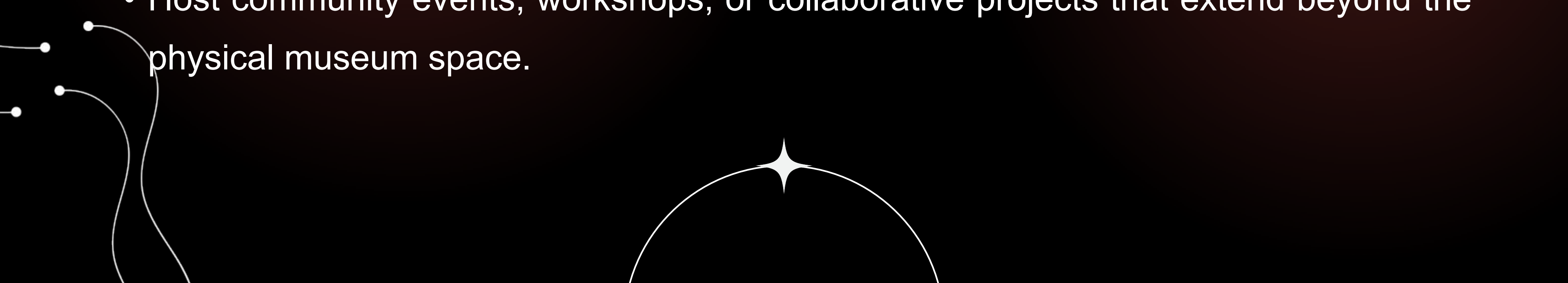
Controversy/History  
The Valentine Museum







# Community Involvement & Collaborative Partnerships

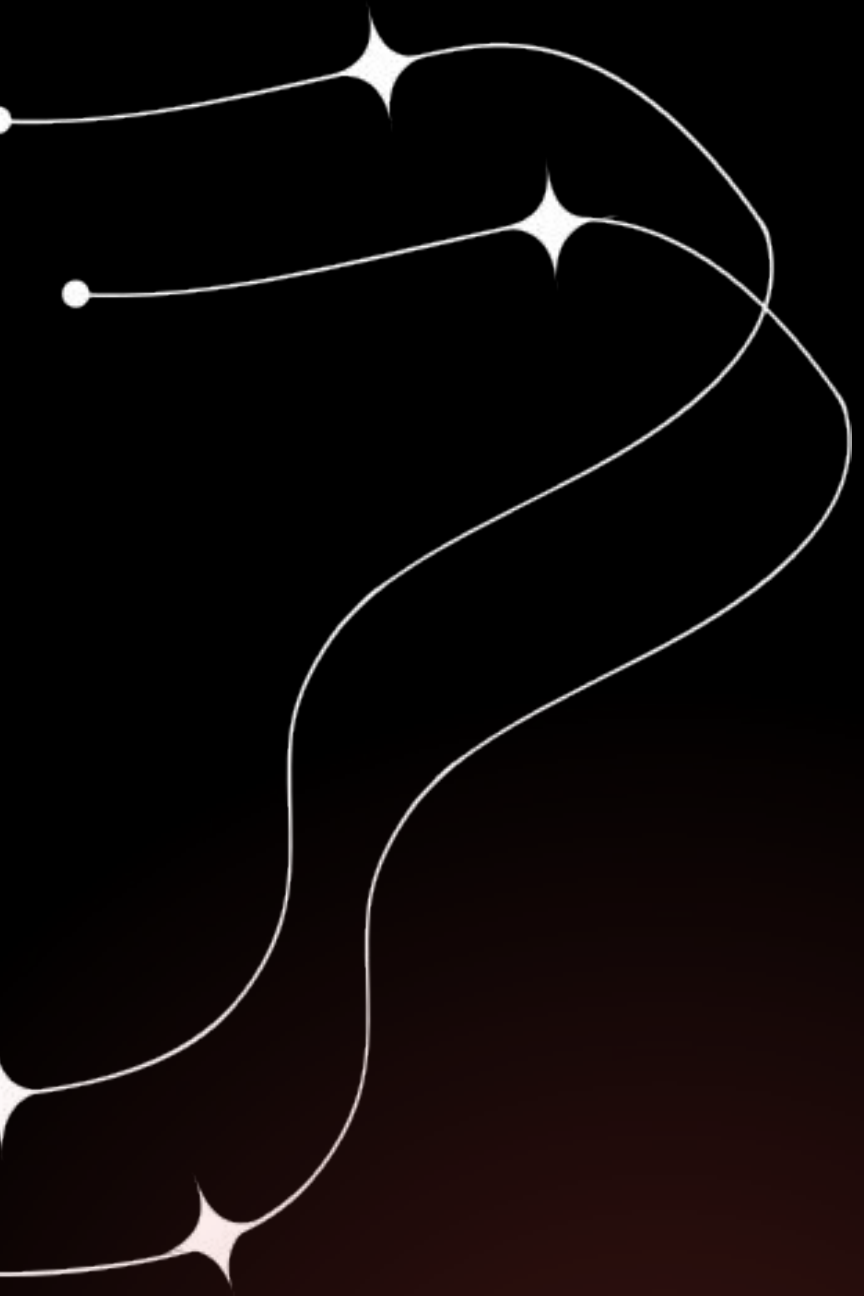
- Involve local communities in the curation process, ensuring that the museum reflects the lived experiences of the people it serves.
  - Host community events, workshops, or collaborative projects that extend beyond the physical museum space.
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# The Art Seen Multiple Locations







# The Gospel Brunch VA Museum of Fine Arts







Afrikana Film Festival  
Institute for Contemporary Art at VA  
Commonwealth University

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Afrikana Film Festival  
How the Monuments Came Down  
Maymont Park



# TABLE CHAT

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







CONTACT INFORMATION



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