

LOWE – Digital Engagement

STRATEGIC

- Remote Engagement Task Force: to investigate and recommend ways to strengthen onsite and remote engagement across all facets of the institution.

WEBSITE

- **Digital Exhibitions:** immersive digital experiences focused on content
- **ArtLab 2020:** ArtLab @ the Lowe is an annual student-curated exhibition that provides University of Miami students with hands-on experience in the curatorial and museum fields
- **Your Voice:** captures diverse voices of the community as they look at and reflect upon some of our Kress collection.
- **Animating Antiquity:** collaborative project with UM faculty and students conducting 3D documentation
- **LOTG:** Weekly deep dives about works of art from the Lowe's collections.



Lowe Digital Engagement

PROGRAMS

- **Mindfulness:** taking our weekly mindfulness sessions online for a virtual session on Tuesdays at 1:00 PM.
- **Guided virtual interactive discussions** using works of art from the Lowe's permanent collection that connect with the course curriculum, themes, or topics.
- **Virtual professional development workshops** for staff or students with a focus on improving class communication skills such as critical thinking, active listening, observation, and dealing with ambiguity.
- **The Lowe Connects:** live and virtual public programs about the temporary exhibitions and/or permanent collection resources.

More to come.....



MOVING FORWARD

REACH NEW AUDIENCES

ENHANCE MEMBERSHIP

- Strategic planning for new digital communication and marketing.
- Consistent membership programming.
- Engaging with equity and access in mind.

REIMAGINE PROGRAMMING

- Programs of performances, talks and tours reimagined in digital and live formats.
- Live streaming.
- Online talks.
- Digital tours.
- Recording, archiving, posting content.
- Creating smaller more authentic opportunities for connection

REIMAGINE CONTENT

- Mining the collection for digital engagement and exhibitions.
- Adapting digital to the needs and culture of communities.
- Creating smaller more authentic opportunities for connection.