30.10.2020.

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User Research - Contemporary Visual Artists

1. Documents

No.	Document	Created by
1	Artists\1_U_R_Rotor_Interview_Artists_Lea	Sanja
2	Artists\2_U_R_Rotor_Interview_Artists_Tim	Sanja
3	Artists\3_U_R_Rotor_Interview_Artists__Zdena	Sanja
4	Artists\4_U_R_Rotor_Interview_Artists_Marlene	Sanja
5	Artists\5_U_R_Rotor_Interview_Artists_Moira	Sanja
6	Artists\6_U_R_Rotor_Interview_Artists_Semir	Sanja

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2. USAGE OF WEBSITES

1.

"Croatian websites for visual arts & culture like Vizikultura, Kulturflux and Arteist, they are ok for me. Regarding foreign sites, I follow Juxtapoz magazine Artsy. I also follow some pages aimed at art residencies. I don't visit so often websites of art institutions."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 20 - 20; Created by: Sanja; 29.8.2020. 18:58; Weight score: 0]

2.

"so if I'm interested in some content, I will visit Facebook, read the post and then do desktop research about what I'm interested in. If I do not find what I need on Facebook, then I visit the website. Or yes... I go right on the website if I want to find something concrete that I searching for and I know on what website I can find that."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 27 - 27; Created by: Sanja; 30.8.2020. 11:51; Weight score: 0]

3.

"Yes, I have some experience with art residences. In 2016, I was at a two-month art residency at the Cite Internationale des Arts in Paris. I get that kind of information mainly by word of mouth or by the website of the Croatian Society of Fine Artists of which I am a member."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 37 - 37; Created by: Sanja; 29.8.2020. 19:30; Weight score: 0]

4.

"Normally I use web sites of art's institutions or museums in Austria. I get regular information about what is happening in art by e-mail or newsletters. And if there is sometimes something that hits me, that I'm interested in, then I follow it up on the museum or gallery website from which I got the newsletter to see what kind of work it is, what the curator is saying about the concept. I do that if the museum or a gallery is outside of Vienna, but if it is in the city and I have time I go to see the exhibition."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 27 - 27; Created by: Sanja; 29.8.2020. 20:04; Weight score: 0]

5.

"On the website I don't look for too much information, I would look for a sort of basic or intentioned information. If there is a chance that I visit a museum I will go there and see the exhibition. I like to go there without knowing too much about things and then to research it after I've been there, to see what is on display and how is put together.
I use the websites also for some basic information, for example, opening hours, contacts..."

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[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 28 - 29; Created by: Sanja; 29.8.2020. 20:05; Weight score: 0]

6.

"I have also a homepage and there is an archive with all my works..."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 39 - 39; Created by: Sanja; 29.8.2020. 21:51; Weight score: 0]

7.

"I have to be up-to-dated because of my artistic production and because of students. I compare relevant sources of information – websites of artists, art institutions, art academies and art servers."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 17 - 17; Created by: Sanja; 29.8.2020. 22:08; Weight score: 0]

8.

"I use websites and social channels very often – related to my teaching activities, curatorial research and management of the faculty. Almost every day."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 25 - 25; Created by: Sanja; 29.8.2020. 22:29; Weight score: 0]

9.

"Websites I use more after an opening to see good photos of the project or opening hours. Instagram I often use to show or see working in process photos...and for inviting people and websites I use more when I need detailed information."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 24 - 24; Created by: Sanja; 29.8.2020. 22:48; Weight score: 0]

10.

"I try to find some art residency with conditions that suit me and then I apply. As I know every 2 years Rotor has a big call, Black Sea Call, or Southeast Europe call for art residence and then you can apply. They should have that call on their website, definitely."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 41 - 41; Created by: Sanja; 8.10.2020. 18:26; Weight score: 0]

11.

"I'm especially interested in film so I go to the Berlinale or other film festivals. I go mainly to openings, sometimes I'm involved in the program. I was also doing a lot of curatorial work. I'm a member of NGBK which is an art association that is managed by its members. There is no head of the exhibition program. There is also a certain amount of money for exhibitions

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that is not bad actually, the association is mainly based on certain researches. It is about research-based art. Through this channel, I also get information of course. From NGBK they send out newsletters."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 17 - 17; Created by: Sanja; 29.8.2020. 23:04; Weight score: 0]

12.

"Yes, I did…I applied for art residences…if you live somewhere it is often that you 1st choose things that are offered there, like in Germany they have a certain structure of support. I applied recently for an art residence in Bonn. If you are in the field for a while you get the information by colleagues, persons you already know, friends who already got those residences. I get some recommendations and after that, I go to check tenders for detailed information, they are usually published on some websites or digital platforms.
What we offer at NGBK there are links for art residences. In Berlin is also well known the BBK – so there you also get information about art residences and all those things, for example, if you need a studio. I was also a jury member for 2 years and we offered studios for artists."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 37 - 38; Created by: Sanja; 5.9.2020. 17:37; Weight score: 0]

13.

"Occasionally I inform myself online. I read up on some of the art sites, and mostly if there are open calls for residencies, fellowships, and exhibitions."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 17 - 17; Created by: Sanja; 24.9.2020. 22:58; Weight score: 0]

14.

"I use websites mostly when I need a kind of information like contacts, or working hours, then when I want to know about the mission statement of that particular institution and also when I want to check the archive of past exhibitions and know more about artists that exhibited there."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 24 - 24; Created by: Sanja; 30.8.2020. 21:32; Weight score: 0]

15.

"I use the web when I need more official information, in a business sense… I use social networks more on a personal, friendly level."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 24 - 24; Created by: Sanja; 30.8.2020. 21:32; Weight score: 0]

16.

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"It would definitely have a section About Us to see what the organization is doing, very briefly and concisely...mission, vision...Then I would definitely need information about what is currently happening. I love it when a website has an archive that I can look at what they have all done in the past. Contact information is also very important for me to find easily the organization.

Under Current, there should definitely be an option to see if any open call is in progress."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 47 - 48; Created by: Sanja; 8.10.2020. 18:29; Weight score: 0]

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3. USAGE OF SOCIAL CHANNELS

1.

"On the site, you can also find embedded the link to the Facebook profile. I find that very useful."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 53 - 53; Created by: Sanja; 15.9.2020. 22:10; Weight score: 0]

2.

"I don't think that I can promote my work with Facebook. As I said before, I started an Instagram profile, but not for the promotion of my work, more to show phases of my research, or to put things related to topics in which I'm interested."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 58 - 58; Created by: Sanja; 29.8.2020. 22:01; Weight score: 0]

3.

"I try to keep my privacy and stay out of social networks from a personal point of view. It is a part of my art strategy. I have not any personal websites, neither social networks status. I use them only from an institutional point of view – at the university, in the gallery: mostly Facebook, Instagram..."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 23 - 23; Created by: Sanja; 29.8.2020. 22:11; Weight score: 0]

4.

"I use websites and social channels very often – related to my teaching activities, curatorial research and management of the faculty. Almost every day."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 25 - 25; Created by: Sanja; 29.8.2020. 22:29; Weight score: 0]

5.

"There is a partial hypocrisy in my statement – I know that they are crucially important, and I use them in the institutional levels (social media of galleries and university) but not personally. I try to be focused on digital hygiene and stay out of any digital account – just e-mail. (As I suppose I will change my approach in the future but I try to stay "free" as long as possible. Digital media represent for me a kind of irreversible traps. I don´t want to promote my work "too much". I want to keep a possibility for concentration of mental power only on selected art projects (based on invitations by relevant curators). I know that this is a kind of privilege which can be lost easily... but until now I can work intensively, truly, only under such circumstances. Let´s say five projects per year as a maximum, with 100% focus on them. This is my luck which is connected with the possibility to teach at the university – I am not depended on art market; I am not pushed to sell my artworks (I haven´t any collectors

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interested in them). It brings me a possibility to exhibit older and recent projects all together in structured, vertical dialogue."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 49 - 49; Created by: Sanja; 29.8.2020. 22:27; Weight score: 0]

6.

"Often I take part in some projects that are commissioned for public spaces…then all depends on the institution I work with…but usually they make good media press documentation and promote my work on social media."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 32 - 32; Created by: Sanja; 29.8.2020. 22:51; Weight score: 0]

7.

"I'm a bit lazy with social channels, maybe it is because of my age I don't use Instagram, I use a little bit of Facebook. I don't know... somehow it disturbing me…I prefer information that is direct as newsletter because I write my name, e-mail somewhere and then I get something and I can refuse if I don't want to receive newsletters anymore. On Facebook, hours go for nothing. I don't use Facebook for private things. For me is time-consuming.
But an art organization needs to use social channels, nowadays I think that they need Facebook and Instagram. But is always important that somebody looks after it, otherwise, it doesn't help too much. I'm preparing a conference with some colleagues and we have a group on Facebook."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 26 - 27; Created by: Sanja; 29.8.2020. 23:08; Weight score: 0]

8.

"Some information I get by using social channels…at the moment I'm using only Instagram."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 17 - 17; Created by: Sanja; 24.9.2020. 22:59; Weight score: 0]

9.

"I use the web when I need more official information, in a business sense… I use social networks more on a personal, friendly level."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 24 - 24; Created by: Sanja; 30.8.2020. 23:42; Weight score: 0]

10.

"I really believe that social networks can significantly contribute to the promotion of artists, especially young artists in areas where funds are really limited. I think both Facebook and Instagram are very good for self-promotion purposes. The main aim of those networks is to promote something. We promote ourselves through these media. All social networks are

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made to promote something.

Social networks can bring art closer to a wider audience, of course, the question is also to what extent because we all go for what interests us. Perhaps experts in a particular field should manage social networks to place information in the right way. Maybe it would be good to collaborate with some people from public life who are interested in art and who could be a kind of influencers... maybe that could bring arts closer to a wider audience. Influencers could absolutely serve that purpose. There is too much elitism in art and art separates itself from the mainstream. In my opinion, it should get closer to the mainstream. It is not in my interest to do art for my family and my colleagues."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 31 - 32; Created by: Sanja; 30.8.2020. 23:38; Weight score: 0]

11.

"I think it's very good to use social channels to promote art. This is good for both artists and art organizations. Today, everyone is on social media. I currently use my Instagram profile. However, I really think it can be very helpful to use social media to promote art ... anyone who comes to your exhibition and took a photo of your work and put it on any social channel promotes your work. Artists create art for the audience and in my opinion, art is meaningless without its audience."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 52 - 52; Created by: Sanja; 29.8.2020. 23:39; Weight score: 0]

3.1. Instagram

1.

"I would like to open my Instagram profile soon...I would like to present my artwork in this way as well."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 26 - 26; Created by: Sanja; 29.8.2020. 19:26; Weight score: 0]

2.

"I don't think I promote my work enough. My only form of promotion is inviting people to the exhibition. I usually send e-mail invitations and post a Facebook event. Sometimes I have interviews for printed media after the exhibition. I think it would be good, as I already said, to open an Instagram profile and "get out" with more visual material of my work and links to the same."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 57 - 57; Created by: Sanja; 30.8.2020. 16:06; Weight score: 0]

3.

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"I started up, in the last two months on the insistence of my son and a couple of other friends, the Instagram account. I use it to put photographs that have not been in my actual work, that are part of the research or more general material that I liked or something like that. It is a kind of mixed bag of things, it is not truly related to work."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 26 - 26; Created by: Sanja; 29.8.2020. 20:02; Weight score: 0]

4.

"I read online art magazines and daily newspapers or I get information by Instagram of course… I don't like that too much…but I think nowadays is necessary. In my opinion as an institution you really need it, a lot of people get informed just by Instagram."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 17 - 17; Created by: Sanja; 29.8.2020. 22:42; Weight score: 0]

5.

"I don't use Facebook for promoting my work but I use Instagram. Instagram I often use one day before or on the same day of an exhibition opening for inviting people. Websites I use more after an opening to see good photos of the project or opening hours. Instagram I often use to show or see working in process photos..."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 24 - 24; Created by: Sanja; 30.8.2020. 14:51; Weight score: 0]

6.

"If an art residence is happening at the moment it would be interesting to see what is happening, to have some photos or maybe a short video. It depends on the artists but I think that most of the artists like this visibility. So maybe to have a portrait of the artist in residence and then maybe a work that he or she did in the past. Sometimes artists would like to spend just one month to get inspired with no pressure by doing something. Some of them are different, they want to show their work immediately. It depends on the artist. But I think that is very interesting to see who is there. But for this, I would use Instagram."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 42 - 42; Created by: Sanja; 29.8.2020. 22:56; Weight score: 0]

7.

"I don't use Facebook for promoting my work but I use Instagram. I use it since one and half year maybe. I'm a little bit sceptic if it is good for my work but for an institution, I think it is really necessary. I' don't like to promote myself all the time but if I work with an institution, I expect the institution makes that.
I use Instagram for presenting my work and I use it for some personal things but not so much for that aim. I don't like to post too many personal things. You have to know how to present yourself on Instagram to not be too annoying.

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Well, I think that Facebook is dead already or a lot of people don't use it anymore in visual arts. Instagram is more used for visual arts, nowadays everybody uses it."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 52 - 54; Created by: Sanja; 29.8.2020. 23:00; Weight score: 0]

8.

"Regarding social channels I mostly use Instagram, and my Instagram is something between private and business. I meet on Instagram with colleagues artists, I follow what they do, they follow what I do… it's more like a means of communication."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 24 - 24; Created by: Sanja; 30.8.2020. 23:42; Weight score: 0]

3.2. Facebook

1.

"I use only Facebook, mainly to get information about current events in the field of culture and art. I would like to open my Instagram profile soon…I would like to present my artwork in this way as well.
I use Facebook more often, probably motivated by regular posts... so if I'm interested in some content, I will visit Facebook, read the post and then do desktop research about what I'm interested in. If I do not find what I need on Facebook, then I visit the website."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 26 - 27; Created by: Sanja; 30.8.2020. 16:05; Weight score: 0]

2.

"According to the date for the exhibition received in the gallery (if the works have already been painted), the following activities are; making professional photography of works for the catalogue and equipping the works, framing, etc.
After that...depending on the way the gallery operates, I have to find an art historian or curator who will write a text for the catalogue, to organize the transport of works to the gallery... then to organize activities regarding the promotion of the exhibition, for example, post a Facebook event and send e-mail invitations."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 44 - 45; Created by: Sanja; 30.8.2020. 11:56; Weight score: 0]

3.

"I don't think I promote my work enough. My only form of promotion is inviting people to the exhibition. I usually send e-mail invitations and post a Facebook event. Sometimes I have interviews for printed media after the exhibition. I think it would be good, as I already said, to open an Instagram profile and "get out" with more visual material of my work and links to the same."

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[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 57 - 57; Created by: Sanja; 30.8.2020. 16:06; Weight score: 0]

4.

"I don't have a Facebook account right now. I don't like what Facebook is doing to my perception of the world. I realized that I continuously spent my time on Facebook, I got to the point when I thought that I was not getting any benefit of that."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 25 - 25; Created by: Sanja; 29.8.2020. 20:02; Weight score: 0]

5.

"Mostly by the newspaper, art magazines, Kunst Forum on a daily basis. In Berlin, there are a lot of spaces that I can visit and see what is happening, but also probably Facebook that is the way how I get information."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 17 - 17; Created by: Sanja; 29.8.2020. 23:03; Weight score: 0]

6.

"I put on Facebook only my art things, I use Facebook for this…But what I really use is my website, I put on it every month something new. I put there my content, I designed it in a way that is not chronological. I like to have a static interface I like to be…on Facebook is too much interaction for me."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 65 - 65; Created by: Sanja; 29.8.2020. 23:24; Weight score: 0]

7.

"While I was using Facebook I used it also for presentation and promotion of my work. I have some works which I presented on social networks, so at the same time, I promoted my works in that way. I also encouraged exchanges and viewers to action, later it was published also in newspapers, media ... the classic marketing ..."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 31 - 31; Created by: Sanja; 30.8.2020. 23:38; Weight score: 0]

4. USAGE OF NEWSLETTERS

1.

"Newsletters are useful, in terms of reminders. I think that newsletters need to highlight only the necessary information about the event, author, location, date and time and maybe there should be a link to the author's website or Instagram profile (which I don't have yet, but I know how to be smart :))). Yes, and there should be a link to the art organisation website if someone needs more information about the exhibition. So in that way, I think newsletters could arise interest for further research and encourage you to visit the exhibition."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 28 - 28; Created by: Sanja; 29.8.2020. 19:28; Weight score: 0]

2.

"I don't think I promote my work enough. My only form of promotion is inviting people to the exhibition. I usually send e-mail invitations and post a Facebook event. Sometimes I have interviews for printed media after the exhibition. I think it would be good, as I already said, to open an Instagram profile and "get out" with more visual material of my work and links to the same."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 57 - 57; Created by: Sanja; 30.8.2020. 16:06; Weight score: 0]

3.

"Most of the newsletters I get are concerned with the areas that I'm interested in and are not directly connected with art... Usually, I get newsletters as invitations to art exhibitions."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 19 - 19; Created by: Sanja; 29.8.2020. 19:56; Weight score: 0]

4.

"I get regular information about what is happening in art by e-mail or newsletters. And if there is sometimes something that hits me, that I'm interested in, then I follow it up on the museum or gallery website from which I got the newsletter to see what kind of work it is, what the curator is saying about the concept. I do that if the museum or a gallery is outside of Vienna, but if it is in the city and I have time I go to see the exhibition."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 27 - 27; Created by: Sanja; 29.8.2020. 20:03; Weight score: 0]

5.

"I also receive digital newsletters from many institutions. I find Easel newsletters of what is happening in Vienna very useful…but I get the most information about what is happening in the field by "big" newspapers and art magazines. I read newspapers online but sometimes I buy them.

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Very good are newsletters I receive by Kunsthalle St. Gallen from Switzerland. I like their website as well. Their newsletters are usually very informative but also very personal...and they have a really good graphic design."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 17 - 18; Created by: Sanja; 31.8.2020. 22:26; Weight score: 0]

6.

"In newsletters is important to have basic information and the possibility to click for more information. This Switzerland art organization (Kunsthalle St. Gallen) do that very well, there is always an image and then columns divide text in different languages...usually English and German but also sometimes in Italian."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 20 - 20; Created by: Sanja; 29.8.2020. 22:46; Weight score: 0]

7.

"For art residences, I think that is necessary to put it in the newsletter and inform artists. It is useful to inform international platforms where you can find all art residences from all around the world."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 34 - 34; Created by: Sanja; 29.8.2020. 22:51; Weight score: 0]

8.

"I like it when a newsletter is informative at 1st glance in the way that you know if it is about an exhibition, project, performance. The main information on what and where should be there. The content should be very clear. It is nice to have also a text that is not too long because I cannot read long text, I don't have time.
The text should open up the topic. And there should be also nice images, for all artists, I think that is important. Visual content gives an idea of what is meant with the project. I did graphic design for a long time and in my opinion, nice fonts and design also helps to transport the message."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 18 - 19; Created by: Sanja; 29.8.2020. 23:04; Weight score: 0]

9.

"I'm a bit lazy with social channels, maybe it is because of my age I don't use Instagram, I use a little bit of Facebook. I don't know... somehow it disturbing me...I prefer information that is direct as newsletter because I write my name, e-mail somewhere and then I get something and I can refuse if I don't want to receive newsletters anymore. On Facebook, hours go for nothing. I don't use Facebook for private things. For me is time-consuming."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 26 - 26; Created by: Sanja; 31.8.2020. 22:41; Weight score: 0]

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10.

"I also get newsletters because I'm on the mailing lists of some art organizations."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 17 - 17; Created by: Sanja; 24.9.2020. 22:59; Weight score: 0]

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5. DIGITAL CONTENT & CONTENT TYPES

1.

"In my opinion, in contemporary art both, visual and textual, contents are very important, especially in terms of education of the audience. Usually, an average person who doesn't have a basic visual art education need textual content to get the idea about artworks. That kind of textual content should help to introduce the exhibition or a certain artwork to the audience. But yes, I also think that visuals, images are really, really important for presenting visual arts. Visual art is based on images."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 22 - 22; Created by: Sanja; 30.8.2020. 16:04; Weight score: 0]

2.

"When choosing an exhibition space things, as dimensions, space layout, lighting and location are important for me. I am usually interested in a gallery program orientation... whether it could be related to my work... I am interested in artists who have already exhibited there and who are the curators that the gallery usually collaborates with.
When I am applying for an art residency, I need to know the duration of the residence, the location, what kind of program it is about, how the accommodation is organized, and what costs are covered. It would be good to have some information about the city and the current art scene there as well."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 39 - 40; Created by: Sanja; 29.8.2020. 19:41; Weight score: 0]

3.

"When organizing an exhibition, I first choose a gallery in which I would like to exhibit my works, and I choose it according to the gallery's program, location, space"

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 43 - 43; Created by: Sanja; 30.8.2020. 11:54; Weight score: 0]

4.

"visual and textual content should be designed to suit users' needs and expectations as well."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 55 - 55; Created by: Sanja; 29.8.2020. 19:49; Weight score: 0]

5.

"They are both important, the balance between visual and written content is important. If you just get words to interpret art you can't have a picture of things and if you get just images you don't understand the concepts very easily, especially on the net, on the web where the work itself can be huge and the image you see is very small. You don't get a feeling for the work so the balance between the two is important."

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[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 21 - 21; Created by: Sanja; 29.8.2020. 20:00; Weight score: 0]

6.

"Concepts consisting of good visual material and relevant written information – that is a good combination."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 19 - 19; Created by: Sanja; 29.8.2020. 22:08; Weight score: 0]

7.

"I think both visual and written content are important, you always need an image and then if you are interested there should be text so you can read more about it."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 20 - 20; Created by: Sanja; 30.8.2020. 14:50; Weight score: 0]

8.

"Yes, I do. For me is important to know the deadline, when it will take place and if there is a budget. I would also like to know where it is, where the residence is located, and if there is a studio opportunity or there is just a flat. Because if there is only a flat you have to search for the studio. Few artists don't need a studio but I need a studio for work."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 34 - 34; Created by: Sanja; 30.8.2020. 14:55; Weight score: 0]

9.

"Mostly I get asked by people for exhibitions, I just apply for art residencies. I don't know if it is common that artists apply for an art exhibition, usually, curators search what is interesting for them. Curators like to decide. I apply for projects, for example, and usually find open calls online."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 36 - 36; Created by: Alen; 4.9.2020. 16:37; Weight score: 0]

10.

"Visual information is important as the written information is. Besides the written part you need nice designed content. The visual information and appealing design can help to better understand the written part. Maybe for me is more important the written part but in the terms of typography text is also a visual part."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 21 - 21; Created by: Sanja; 29.8.2020. 23:05; Weight score: 0]

11.

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"I applied often for art residences, I had a lot of residences, the best ones were when I was asked to apply. That is maybe better because there is already an interest. But I think is nice to have a chance to apply somewhere."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 50 - 50; Created by: Sanja; 30.8.2020. 15:17; Weight score: 0]

12.

"I live in a province so for me is important the possibility to use digital media to be somehow informed."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 17 - 17; Created by: Sanja; 24.9.2020. 22:59; Weight score: 0]

13.

"Visual content is very important for me, after all, I'm a visual artist. I express myself using visual media. But in my opinion, text can sometimes emphasize the message that visual art conveys."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 19 - 19; Created by: Alen; 1.9.2020. 21:35; Weight score: 0]

14.

"If it happens that I visit some art website for me it is important that there is a short, very clear text/explanation and an appealing visual."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 20 - 20; Created by: Sanja; 24.9.2020. 23:01; Weight score: 0]

15.

"It would certainly be good if information about art residencies existed on their website... it would be great if there would be content about all previous art residencies on their website. For me, it would be interesting to see artists' works and a brief description of those works could be seen. Photos would be needed for sure, I think it would be interesting to a wider audience as well. To simply see what the artists were doing... And to have it right on the web page."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 34 - 34; Created by: Sanja; 29.8.2020. 23:34; Weight score: 0]

5.1. Visual content

1.

"But yes, I also think that visuals, images are really, really important for presenting visual arts. Visual art is based on images."

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[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 22 - 22; Created by: Sanja; 29.8.2020. 19:09; Weight score: 0]

2.

"if you get just images you don't understand the concepts very easily, especially on the net, on the web where the work itself can be huge and the image you see is very small. You don't get a feeling for the work"

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 21 - 21; Created by: Sanja; 29.8.2020. 20:00; Weight score: 0]

3.

"Very good are newsletters I receive by Kunsthalle St. Gallen from Switzerland. I like their website as well. Their newsletters are usually very informative but also very personal…and they have a really good graphic design. They are recognizable at first glance because they have the same visual design for 10 or 15 years. When their visual identity was created it was really extremely avangard design but today lot of institutions have something similar. It is really necessary to have a good graphic designer and yes, in my opinion, the visual identity has to be defined."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 18 - 18; Created by: Sanja; 29.8.2020. 22:44; Weight score: 0]

4.

"Sometimes I visit websites of art organizations when I'm asked for art exhibitions to check their spaces. So, I click on exhibition views or photos of artworks in the space."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 36 - 36; Created by: Sanja; 29.8.2020. 22:53; Weight score: 0]

5.

"usually before starting to think about what I will present I like to check exhibition spaces… because of that I usually visit the website of the exhibition organizer to see the spaces and maybe some images of some former exhibition at that place."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 39 - 39; Created by: Sanja; 29.8.2020. 22:54; Weight score: 0]

6.

"If an art residence is happening at the moment it would be interesting to see what is happening, to have some photos or maybe a short video. It depends on the artists but I think that most of the artists like this visibility. So maybe to have a portrait of the artist in residence and then maybe a work that he or she did in the past. Sometimes artists would like to spend just one month to get inspired with no pressure by doing something. Some of them are

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different, they want to show their work immediately. It depends on the artist. But I think that is very interesting to see who is there. But for this, I would use Instagram."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 42 - 42; Created by: Sanja; 29.8.2020. 22:56; Weight score: 0]

7.

"Kunsthalle St. Gallen's website, in my opinion, is very good. The whole design and the typography are really cool and the website is also very informative"

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 46 - 46; Created by: Sanja; 29.8.2020. 22:57; Weight score: 0]

8.

"For a good 1st impression it is always important to have some good images. if I think about Rotor it would be good to have an exhibition or installation view and maybe a photo of the team. I think that Rotor has good content but the graphic design is really outdated. They really need a good graphic designer."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 48 - 48; Created by: Sanja; 29.8.2020. 22:58; Weight score: 0]

9.

"The text should open up the topic. And there should be also nice images, for all artists, I think that is important. Visual content gives an idea of what is meant with the project. I did graphic design for a long time and in my opinion, nice fonts and design also helps to transport the message."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 19 - 19; Created by: Alen; 1.9.2020. 21:54; Weight score: 0]

10.

"Visual information is important as the written information is. Besides the written part you need nice designed content. The visual information and appealing design can help to better understand the written part. Maybe for me is more important the written part but in the terms of typography text is also a visual part."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 21 - 21; Created by: Sanja; 29.8.2020. 23:06; Weight score: 0]

11.

"You can use typography as a visual element. When I get a newsletter is always interesting that I know from which side it comes, so there should be the header where is the logo or the title of the space. That helps also... than I know already in what direction the program is going. What is needed is to have a visual or brand identity that is visible in digital media so the organization can be immediately recognized. It helps to have a certain identity."

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[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 22 - 22; Created by: Sanja; 29.8.2020. 23:06; Weight score: 0]

12.

"You need good images of the space where you will live and work and you need to know if there are other artists at the same time working there. For me, it is important to know if I have to share some spaces with others."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 39 - 39; Created by: Sanja; 29.8.2020. 23:13; Weight score: 0]

13.

"When preparing the exhibition for a certain space I would check who exhibited there, if there were different exhibitions and how they look like, how the space looks like, how the space is big to get an idea how big the installation or work can be. If my interest fits more or less in the program, it is helpful to know about the practical side you need. Some institutions offer the ground plan or they also have some photos of spaces without artwork on their website."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 42 - 42; Created by: Sanja; 29.8.2020. 23:15; Weight score: 0]

14.

"On the NGBK website, we use different colours and colours also define certain content."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 60 - 60; Created by: Sanja; 29.8.2020. 23:22; Weight score: 0]

15.

"Visual content is very important for me, after all, I'm a visual artist. I express myself using visual media. But in my opinion, text can sometimes emphasize the message that visual art conveys. For, example, I often use text in my work to give it a new dimension, to add value in the way that I think is the best way to do that.
If it happens that I visit some art website for me it is important that there is a short, very clear text/explanation and an appealing visual. Long texts with "difficult" "philosophical" points of view are a turn off for me, and I do not bother to read them. If I am on website I am looking for certain information, mostly a deadline for residency application, so that one should be shown clearly; or in the case of the exhibition the dates of the duration."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 19 - 20; Created by: Sanja; 29.8.2020. 23:28; Weight score: 0]

5.2. Textual content

1.

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"Usually, an average person who doesn't have a basic visual art education need textual content to get the idea about artworks. That kind of textual content should help to introduce the exhibition or a certain artwork to the audience."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 22 - 22; Created by: Sanja; 29.8.2020. 19:06; Weight score: 0]

2.

"If you just get words to interpret art you can't have a picture of things and if you get just images you don't understand the concepts very easily,"

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 21 - 21; Created by: Alen; 2.9.2020. 15:40; Weight score: 0]

3.

"The content should be very clear. It is nice to have also a text that is not too long because I cannot read long text, I don't have time."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 18 - 18; Created by: Alen; 2.9.2020. 15:43; Weight score: 0]

4.

"Visual information is important as the written information is. Besides the written part you need nice designed content. The visual information and appealing design can help to better understand the written part. Maybe for me is more important the written part but in the terms of typography text is also a visual part."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 21 - 21; Created by: Sanja; 29.8.2020. 23:06; Weight score: 0]

5.

"On the Guardian's website, British newspaper, they are really good in this. They have a header where they have this main information and then they have images and a kind of subtitle.
On the NGBK website, there is a header where they have the main information and then you have images and a kind of subtitle."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 58 - 59; Created by: Sanja; 9.10.2020. 23:30; Weight score: 0]

6.

"Long texts with "difficult" "philosophical" points of view are a turn off for me, and I do not bother to read them."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 20 - 20; Created by: Sanja; 24.9.2020. 23:01; Weight score: 0]

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6. GOOD WEBSITE PRACTICES

1.

"I like the Vizkultura (Croatian website for visual arts & culture) website https://vizkultura.hr/. The structure is very clear, You can easily understand what it is about, what are the main activities. There is very clear navigation with labels that are very descriptive. On the site, you can also find embedded the link to the Facebook profile. I find that very useful."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 53 - 53; Created by: Sanja; 30.8.2020. 16:00; Weight score: 0]

2.

"I think that the Photo Gallery Wien has a very basic but good website. It is basically an archive of what they are doing and what they have done. It is very easy to get information. They inform you when they are on holiday, what they have now what they are planning for the next exhibition and you can find all the content about exhibitions that they have done in the last 15 years. There is an archive. That means you can search if you want to find, for example, an artist who had five exhibitions over the last 15 years. Then you can also find artists and you can find pictures of their work if you want. The archive is organized by years, themes. It could certainly be improved but it fulfils most of the basic functions that I would want to see fulfilled on an art organization website."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 54 - 54; Created by: Sanja; 30.8.2020. 12:30; Weight score: 0]

3.

"It is interesting for me, how the general strategy and mission of the institution is connected with the structure and the visual codes, layout preferences of their websites. In the case of Rotor: clear, analytical, direct, perfect."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 45 - 45; Created by: Sanja; 29.8.2020. 22:24; Weight score: 0]

4.

"Today I think it is important that every website is adapted to all those screens."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 26 - 26; Created by: Sanja; 29.8.2020. 22:49; Weight score: 0]

5.

"The website of an art organization should be, first of all, fast, images should not be too big and there should be clear content. I'm usually mostly interested in what is happening at the moment. I visit websites to see what opening they have…what exhibitions"

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[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 28 - 28; Created by: Sanja; 30.8.2020. 15:07; Weight score: 0]

6.

"On the Guardian's website, British newspaper, they are really good in this. They have a header where they have this main information and then they have images and a kind of subtitle.
On the NGBK website, there is a header where they have the main information and then you have images and a kind of subtitle. What I think is good is that you have content for different activities. It is important that you know exactly what is what, that you see different categories that are divided: exhibitions, online workshops, application. This content should be split democratically side by side."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 58 - 59; Created by: Sanja; 30.8.2020. 15:21; Weight score: 0]

7.

"The site must definitely be tailored to visitors and artists. Most organizations whose sites I visit usually have information for the public first (what can be seen, how to buy tickets, contacts), and artists are somehow pushed into the background what I find ok because artists work art for the audience."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 48 - 48; Created by: Alen; 2.9.2020. 16:21; Weight score: 0]

6.1. Content

1.

"When planning an art exhibition what I need is very simple - the concept that is involved from the curator side, artists that are involved and chosen by the curator, information about the physical space, and how my work might be in dialogue with somebody else's work. On the first level I need information about art concepts, artists and curators involved and on the second I'm very interested in spaces, how their exhibition rooms look like. Usually, exhibition organizers send me that kind of information (how their exhibition spaces look like) by mail but If I have this content of the website it might be useful."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 45 - 45; Created by: Sanja; 5.9.2020. 17:30; Weight score: 0]

2.

"A serious, structured, program with a clear profile; recommendations of people to whom I trust; insiders, art critics."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 36 - 36; Created by: Sanja; 29.8.2020. 22:16; Weight score: 0]

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3.

"Sometimes when I know that a certain organization or space is very good about something, I usually visit its website to see or read something I'm interested in. For example, I know that the Museum of Modern Arts from Klagenfurt that they have very good texts for exhibitions so sometimes I visit their website if I need to read something about a special topic. I know that they have very good references."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 36 - 36; Created by: Sanja; 29.8.2020. 22:53; Weight score: 0]

4.

"Kunsthalle St. Gallen's website, in my opinion, is very good. The whole design and the typography are really cool and the website is also very informative. If you click on the link to an exhibition you get a lot of information about that exhibition. You have an image with a short description and on the left the text about the exhibition."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 46 - 46; Created by: Sanja; 5.9.2020. 18:20; Weight score: 0]

5.

"I'm usually mostly interested in what is happening at the moment. I visit websites to see what opening they have…what exhibitions…for example NGBK has a certain form of archive, I know that Rotor have also an archive of former activities. I think if the organization is working like that, with so much content then is also interesting to have online some texts or broader information about projects, artworks, artists."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 28 - 28; Created by: Alen; 2.9.2020. 21:22; Weight score: 0]

6.

"For art residences I think it is important to have all the information at first glance; if there is a place where you can stay, how much is money you can get, where is located in the city, how do you get to the center if you are out of the city. You need good images of the space where you will live and work and you need to know if there are other artists at the same time working there. For me, it is important to know if I have to share some spaces with others."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 39 - 39; Created by: Alen; 2.9.2020. 21:28; Weight score: 0]

7.

"When preparing the exhibition for a certain space I would check who exhibited there, if there were different exhibitions and how they look like, how the space looks like, how the space is big to get an idea how big the installation or work can be. If my interest fits more or less in the program, it is helpful to know about the practical side you need. Some institutions offer the ground plan or they also have some photos of spaces without artwork on their

website.

If somebody invites you at the 1st glance you only check if you can say YES. If you want to do an exhibition in this context then you ask for practical things. I don't know if those practical things need to be on the website, they can also be sent by somebody. To have Infos about technical equipment and the ground plan is a more-less the second step when organizing a show.

To have a good impression to say YES, I look at the mission of the institution through projects and exhibitions that they have shown. I fast see the art direction of an art organization, if you see works you see the mission behind."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 42 - 44; Created by: Alen; 2.9.2020. 21:29; Weight score: 0]

8.

"On the Guardian's website, British newspaper, they are really good in this. They have a header where they have this main information and then they have images and a kind of subtitle.

On the NGBK website, there is a header where they have the main information and then you have images and a kind of subtitle."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 58 - 59; Created by: Sanja; 8.10.2020. 18:22; Weight score: 0]

9.

"On the NGBK website, we use different colours and colours also define certain content. I was interested in the Guardian website because things are happening side by side...things that come up new are bigger. You have this kind of logic that a lot of things are happening but the latest new is somehow emphasized. It is not a linear system. I think that a linear system is not so logical for an art organisation website. An art organisation should somehow present the diversity of its content."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 60 - 60; Created by: Alen; 2.9.2020. 22:06; Weight score: 0]

10.

"If you are an artist you can choose a lot, some put at the beginning one big picture. I understand that... but in the end, it depends on your way to work. On my website, I'm not interested to have on the top the last project. My website is not organised chronologically, It is more about how things are connecting or how they coming together and sometimes it's an image that fits with another image...but the work is old and the other is new. But an artist works differently than an art organisation."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 61 - 61; Created by: Sanja; 5.9.2020. 18:24; Weight score: 0]

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11.

"If I am on website I am looking for certain information, mostly a deadline for residency application, so that one should be shown clearly; or in the case of the exhibition the dates of the duration."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 20 - 20; Created by: Sanja; 24.9.2020. 23:02; Weight score: 0]

12.

"Regarding art residencies, I need to know where the residency takes place, in which place, city. We people from small towns want bigger ones, and those from bigger ones are always looking for smaller ones. So, I'm interested in where the residence is and when it will be held, what is paid and of course how many application documents it requires. The organizers really know sometimes how to complicate things and ask for so many things, for example, budget projections - some issues that are not possible completely to predict. Sometimes I think that such things demoralize artists... so much bureaucracy... at all the residences where I was everything that was planned did not happen ... the result was often completely different than planned. I hate when I apply, and the organizers just don't respond to me... after all that documentation."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 36 - 36; Created by: Sanja; 29.8.2020. 23:36; Weight score: 0]

13.

"I like the website https://www.bethanien.de - it is a very simple, informative, clear site. It has English and German versions. I simply and intuitively get the information I need. That is the website of one of the most famous art organizations in Germany, so I am very interested in what they do."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 45 - 45; Created by: Sanja; 30.8.2020. 16:11; Weight score: 0]

14.

"It would definitely have a section About Us to see what the organization is doing, very briefly and concisely...mission, vision...Then I would definitely need information about what is currently happening. I love it when a website has an archive that I can look at what they have all done in the past. Contact information is also very important for me to find easily the organization."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 47 - 47; Created by: Alen; 2.9.2020. 21:46; Weight score: 0]

6.2. Structure

1.

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"I think that the Photo Gallery Wien has a very basic but good website. It is basically an archive of what they are doing and what they have done. It is very easy to get information. They inform you when they are on holiday, what they have now what they are planning for the next exhibition and you can find all the content about exhibitions that they have done in the last 15 years. There is an archive. That means you can search if you want to find, for example, an artist who had five exhibitions over the last 15 years. Then you can also find artists and you can find pictures of their work if you want. The archive is organized by years, themes. It could certainly be improved but it fulfils most of the basic functions that I would want to see fulfilled on an art organization website."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 54 - 54; Created by: Sanja; 5.9.2020. 17:52; Weight score: 0]

2.

"The archive is very close to the link to what is happening currently in the gallery. Their program is really good, they invite good artists. I often check their website also for research and to inform myself. You have also a link to their publications. The structure of the website, the information architecture for me as an artist is very intuitive and I can find what I need. In my opinion regarding the program, they have a lot of similarities with Rotor."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 46 - 46; Created by: Sanja; 5.9.2020. 18:21; Weight score: 0]

3.

"In my opinion, Rotor should emphasize or better divide all the activities in different content fields. You should at first glance get information about what are those activities are...exhibitions, projects, art residences...."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 48 - 48; Created by: Sanja; 29.8.2020. 22:59; Weight score: 0]

4.

"It depends on how someone defines themselves, if you define yourself as an exhibition space, a user should understand that there are exhibitions. If as Rotor you are doing more than exhibitions, you do projects, interests that you follow for a year or longer, that should be also somehow at the beginning. The possibility to see those different activities is important. What we do, more or less: we do projects, we publish books... If you define yourself that all these things stand democratically side by side then it would be interesting to see that already at first glance. I know that Rotor has a little bit of an outdated site. On the website, they could have bigger images and at first glance, it should be clear what their activities are."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 56 - 56; Created by: Sanja; 5.9.2020. 17:59; Weight score: 0]

5.

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"I think that Rotor's concept of the website is too linear, this is a little old fashioned from my point of view. It could be more like a portfolio, to have content side by side and to see what content it is about - exhibitions, publications, projects... The diversity of content should be somehow presented. It would be nice to see if it is possible to apply if they are open to applications or ideas from others."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 57 - 57; Created by: Alen; 2.9.2020. 22:03; Weight score: 0]

6.

"What I think is good is that you have content for different activities. It is important that you know exactly what is what, that you see different categories that are divided: exhibitions, online workshops, application. This content should be split democratically side by side. NGBK is an international artist association and I'm in the board of the association. I was also involved in defining a website and how the content should be organised. It is not perfect but I think that is useful. We do so many things...exhibitions, support for artists...Rotor has also different activities."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 59 - 59; Created by: Alen; 2.9.2020. 22:04; Weight score: 0]

7.

"Most organizations whose sites I visit usually have information for the public first (what can be seen, how to buy tickets, contacts), and artists are somehow pushed into the background what I find ok because artists work art for the audience."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 48 - 48; Created by: Sanja; 30.8.2020. 15:36; Weight score: 0]

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7. BAD WEBSITE FEATURES

1.

"I don't like when the visual design is good, but I can't find the information I need. On the other hand, I don't like outdated and bad visual design...design that is not appealing ... visual and textual content should be designed to suit users' needs and expectations as well."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 55 - 55; Created by: Sanja; 29.8.2020. 19:49; Weight score: 0]

2.

"Sure, it is a part of the game. And we can learn from it. What we want and don´t want. Why the aesthetical or communicational channels of them are not convenient to us. Sometimes, it is only based on feeling – different preferences of different target groups; understandable and often good, but not appealing to me or not corresponding to my "taste"."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 47 - 47; Created by: Sanja; 29.8.2020. 22:25; Weight score: 0]

3.

"Now is very popular to make these short videos of artists...when artists have to speak in front of the camera about their artwork. I'm not a big fan of that. It is very common for some big art institutions to do that. It is maybe interesting for the viewer but it is a big pressure on the artist because you have also to be very communicative … and not every artist likes to talk in front of the camera. Visual artists in general use images to describe things so they sometimes have difficulties describing their work with words. Videos are sometimes interesting but maybe it would be better for a curator to speak."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 50 - 50; Created by: Sanja; 29.8.2020. 23:00; Weight score: 0]

4.

"I don't like it when I want to apply, for example, for an art residency and there is no option to choose my country Montenegro in the application form. And it bothers me when pages aren't well optimized and adapted to all types of screens. I also don't like it when I can't find contacts of people that are working there but there is only a shared info mail. It is also very important to me, since I am a visual artist, to see people who work there, to have their photo on the web ..."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 50 - 50; Created by: Sanja; 29.8.2020. 23:39; Weight score: 0]

8. USAGE OF COMPUTERS & OTHER DEVICES

1.

"On a daily basis, if I don't have any other special obligation, I spend online maybe 2 hours a day… But since I am connected to the Internet by my mobile phone and receive notifications about incoming messages on WhatsApp, email, Facebook and Messenger, I can say that, like most of us, I' am non-stop online. I connect to the internet by laptop and mobile phone…but I usually use my mobile phone because it is faster, smaller and always at hand…"

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 24 - 24; Created by: Sanja; 29.8.2020. 19:16; Weight score: 0]

2.

"I am online on a daily basis, 2-3 hours a day. Mostly by desktop or laptop depending on whether I'm travelling a lot."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 23 - 23; Created by: Sanja; 29.8.2020. 20:02; Weight score: 0]

3.

"I am online almost every day, the whole day. I try to stay offline during the week-ends but with no longer success…"

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 21 - 21; Created by: Sanja; 29.8.2020. 22:10; Weight score: 0]

4.

"I am online all the time…:) but I also have some time in the studio and then I'm not online."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 22 - 22; Created by: Sanja; 29.8.2020. 22:47; Weight score: 0]

5.

"On a daily basis I send 3-4 hours online."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 24 - 24; Created by: Sanja; 29.8.2020. 23:07; Weight score: 0]

6.

"I am online every day, the whole day…only not when I'm working in my studio."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 22 - 22; Created by: Sanja; 29.8.2020. 23:30; Weight score: 0]

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8.1. Desktop PC & laptop

1.

"I use a laptop while working, to collect information and content related to teaching at the university, for online classes and meetings (Merlin, Zoom) and when applying for art contests, exhibitions and residencies."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 30 - 30; Created by: Sanja; 29.8.2020. 19:18; Weight score: 0]

2.

"I use desktop mostly... or laptop depending on whether I'm travelling a lot."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 31 - 31; Created by: Sanja; 29.8.2020. 20:06; Weight score: 0]

3.

"From early morning till late evening; mostly PC, or... laptop at home in the morning; PC at my university office; MacBook at the studio with students; laptop back home."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 27 - 27; Created by: Sanja; 29.8.2020. 22:13; Weight score: 0]

4.

"I have a laptop at work and at home, I use a desktop PC...Yes, I also use a mobile phone. Today I think it is important that every website is adapted to all those screens.
I use a laptop for my work at Art University in Linz, I use it on a train and at work."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 26 - 27; Created by: Sanja; 29.8.2020. 22:50; Weight score: 0]

5.

"I use a laptop, desktop PC and mobile phone. Desktop PC I use for work, a laptop when I'm travelling and mobile phone when I need to complete a quick task or check some information. The mobile phone I also use for sending messages and fast communication."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 30 - 30; Created by: Sanja; 29.8.2020. 23:09; Weight score: 0]

6.

"I use desktop PC, laptop, and cell phone. I like to use desktop PC most because I have a big screen. Most sites are not optimized for mobile phones so I use desktop PC more often. This is really a problem in Montenegro, the pages are not well optimized, even in the field of business. For this reason, I do not visit websites by cell phone."

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[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 26 - 26; Created by: Sanja; 29.8.2020. 23:32; Weight score: 0]

8.2. Mobile phone

1.

"I use my mobile phone for communication, quick information, and entertainment and leisure as well. By leisure, I mean searching for content of a wider area of interest, viewing multimedia content, online shopping, etc."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 30 - 30; Created by: Sanja; 29.8.2020. 19:18; Weight score: 0]

2.

"If I need fast information or if I'm travelling a lot and if I just don't have any other access I use the mobile phone but I'm not a big fan of small screens."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 31 - 31; Created by: Sanja; 29.8.2020. 20:06; Weight score: 0]

3.

"I try to stay almost offline while I am using a mobile phone and use it only as a phone or camera. I hate a feeling to be spied... naive, I know... I try to reduce Google services and applications. Cookies make me sad."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 27 - 27; Created by: Sanja; 29.8.2020. 22:14; Weight score: 0]

4.

"The mobile phone I just use when I'm around for some quick and fast information."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 27 - 27; Created by: Sanja; 30.8.2020. 14:53; Weight score: 0]

5.

"I use a laptop, desktop PC and mobile phone. Desktop PC I use for work, a laptop when I'm travelling and mobile phone when I need to complete a quick task or check some information. The mobile phone I also use for sending messages and fast communication."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 30 - 30; Created by: Alen; 3.9.2020. 15:40; Weight score: 0]

6.

"I use desktop PC, laptop, and cell phone. I like to use desktop PC most because I have a big screen. Most sites are not optimized for mobile phones so I use desktop PC more often. This

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is really a problem in Montenegro, the pages are not well optimized, even in the field of business. For this reason, I do not visit websites by cell phone."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 26 - 26; Created by: Sanja; 29.8.2020. 23:32; Weight score: 0]

9. DIGITAL COMMUNICATION CHANNELS

1.

"I usually come into contact with organizers of my exhibitions by recommendation and we try if it is possible to organize a person to person…live meeting, and later, if necessary, we proceed with our communication by e-mail."

[Artists\1_U_R_Rotor_Interview_Artists_Lea; Position: 51 - 51; Created by: Sanja; 29.8.2020. 22:22; Weight score: 0]

2.

"Normally the communication starts by mails but very often we arrange a person to person meeting. If we are too distant, we organize things by telephone and email."

[Artists\2_U_R_Rotor_Interview_Artists_Tim; Position: 52 - 52; Created by: Sanja; 29.8.2020. 22:23; Weight score: 0]

3.

"Personal contact is absolutely necessary for me. I cooperate with people to whom I can trust. I love to meet them, to stay in e-mail touch or to make calls. I don´t prefer Skype or any type of online conferences."

[Artists\3_U_R_Rotor_Interview_Artists__Zdena; Position: 43 - 43; Created by: Sanja; 29.8.2020. 22:22; Weight score: 0]

4.

"I'm more an old school person, I like email. But I see my students they all communicate just with watsUp… for me is confusing because if you need to search something in the past it is hard to find it. I prefer email."

[Artists\4_U_R_Rotor_Interview_Artists_Marlene; Position: 44 - 44; Created by: Sanja; 29.8.2020. 22:56; Weight score: 0]

5.

"Normally, people ask me by email if I would like to participate in something and after that, I meet them in person if it is possible if it is nearby, otherwise I use zoom or some other tools to talk it through. They tell me what they offer and what is the context, what they want from me. I usually use a-mail, telephone and meet in person. I'm not really a person that asks people if they would like to show my work, only if I do things with others, let's say then we are more aggressive."

[Artists\5_U_R_Rotor_Interview_Artists_Moira; Position: 53 - 53; Created by: Alen; 3.9.2020. 15:56; Weight score: 0]

6.

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"Usually by email, but it is very important for me to see someone. If I cannot meet the person in a live meeting it would be nice, at least, to have a Skype or a Zoom meeting. I'm a visual artist and it means a lot to me to see someone I'm going to work with."

[Artists\6_U_R_Rotor_Interview_Artists_Semir; Position: 43 - 43; Created by: Sanja; 29.8.2020. 23:37; Weight score: 0]

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