

Consumption | Individual communication

IC - (21006) - THE STUDY OF RESTORATIVENESS AND PLACE ATTACHMENT IN MUSEUMS

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Background and objectives

The restorativeness of museums was mentioned by Kaplan et al (1993) and Packer and Bond (2010) for specific museums. This paper tries to develop a wholistic understanding of museums' restorativeness, including those with negative image.

In addition, some studies indicate that an environment with high restorativeness tends to be preferred. If this tendency is confirmed even in the temporary experience environment such as museums, it can be suggested that making museums highly restorative will help people perceive place attachment in the city.

This paper verifies restorativeness and place attachment of a positively perceived museum and a negatively perceived museum, and their correlation.

Process and methods (for empirical research)

We conducted a web questionnaire to 137 students at the University of Tokyo and asked the names of the museums they had visited that met the following evaluation: A. most healing, B. most exhausting, C. most favorite, and D. not preferred. And they reported the number and purpose of the visit to each facility, restorativeness, and place attachment.

Main results (or main arguments in the case of critical reviews)

The positively perceived facilities, A. most healing and C. most favorite showed high levels of restorativeness and place attachment. The negatively perceived facilities, while D. not preferred was low rated in both restorativeness and attachment scales, even B. most exhausting was relatively highly rated for scales of restorativeness. And a strong correlation was confirmed between restorativeness and place attachment.

In addition, it was confirmed that physical factors such as spatial design and natural elements of a museum are important factors for visitors to experience restoration in a museum.

Implications for research and practice/policy | Importance and originality of the contribution

It is important that a museum is designed not only as a place to exhibit works but also as a place that provides restorative environment to visitors. Then, a museum can exist as a precious place for urban people while at the same time recovering from their mental fatigue.

Palavras-chave : Restorativeness, Place attachment, Museums