

Koestler Arts Wows Supporters With its Physical to Digital Exhibition



Koestler Arts is driven by the belief that creative opportunities can provide a springboard for positive change amongst people in secure settings. The charity approached Thyngs to deliver a virtual element for their annual exhibition that would generate meaningful feedback for their artists and offer insights and information to visitors. They aimed to engage supporters better at the social-distanced exhibition, as well as reach those at home.

Create

The charity worked with Thyngs to deliver a bespoke virtual exhibition experience. For the experience to replicate important features of the annual physical event, the charity plugged-in multiple features using platform templates.



Enable

The artworks were grouped in the physical exhibition, and every artwork group was accompanied by a unique QR code that linked straight to the artworks in front of them. Additionally, attendees could scroll through the experience and follow the trail in order. Online, visual artwork was shared alongside unique URL links for viewers to click and interact with the work.

Donate

Attendees were able to view individual artworks and find out more about them. Additionally, they could submit instant feedback with the option to opt-in to marketing, purchase artwork, and make a donation.

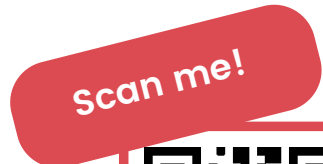


“The platform was intuitive and easy to use, and the Thyngs team worked hard to make sure it had the functionality we were looking for. For us, one of the most useful features was being able to assess how people were using the platform and engaging with the exhibition, particularly as this was quite a different project for us and our project partners.”

Mali Clements, Development Director

Measure

The platform gave Koestler Arts in-depth data and insight into the engagement of their event, both in-person and online. They saw 4,829 attendees connect with the digital exhibition 41,387 times. Feedback of individual art pieces was collected and made downloadable as a report.



4,829

individuals connected virtually

338

Form submissions

41,387

times

11%

Chose to opt-in

Exhibition was engaged with