

## The Research Lab @ CURRENT:LA Water

Over a period of 18 months, the **Research Lab** designed and conducted a social impact evaluation of the City's first public art biennial, CURRENT:LA Water.

To carry out the evaluation, we developed a suite of tools to measure each of several "dimensions of success." Our strategies included:

- Extensive fieldwork
- Structured observations
- Visitor questionnaires
- Field reports
- Vox pops and Doodles
- Social media data mining
- Stakeholder convenings
- Document and artifact reviews

## Artists + Artworks + Events

**13**  
artists/artist teams

- Refik Anadol
- Edgar Arceneaux
- Joshua Callaghan
- Mel Chin
- Chris Kallmyer
- Daveed Kapoor
- Candice Lin
- Lucky Dragons (Luke Fischbeck + Sarah Rara)
- Teresa Margolles
- Gala Porras-Kim
- Rirkrit Tiravanija
- Kerry Tribe
- Peggy Weil

**15**  
site-specific artworks plus the HUB Visitor Center

**86**  
artist-led/produced events (screenings, performances, lectures, etc.)

## Partners

**11**  
public agencies (City, County, State, and Federal)

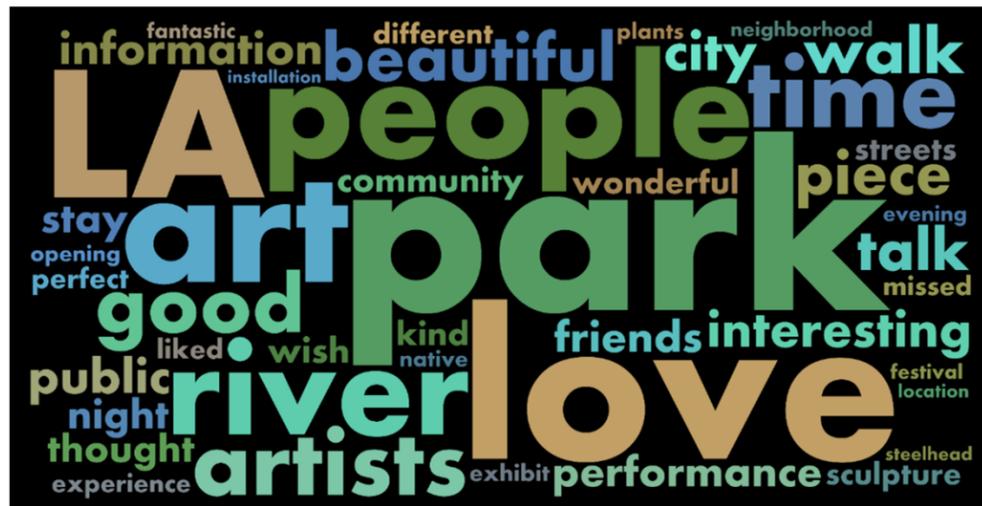
**10**  
consulting organizations (production and site management, evaluation, graphic design, marketing, media and photography, and evaluation)

## Visitors + Media

**33,243**  
visitors, exceeding projections by 20 percent

**156 million**  
digital impressions

**80**  
articles in local, national, and international publications



## Programs

**74**  
public programs

**61**  
conCURRENT event listings

## Geography

**58**  
miles from north (Bee Canyon Park) to south (Point Fermin Park)

**29**  
miles from the furthest site west (Origin of the LA River) to the 1<sup>st</sup> Street Bridge in the east

## Visitor Experience

**95%**  
said it felt good to be sharing the experience with other people

**92%**  
reported being really glad to have attended

**90%**  
said their whole visit was really worthwhile

**86%**  
reported being very engaged in what they were experiencing.

**79%**  
said they wanted to return to that neighborhood and explore a bit

**76%**  
reported being fascinated by the ideas and images on display

## Findings

## Stickiness

Following their visit . . .

**99%**  
said they'd talked with friends or family about CURRENT:LA at least once or twice

**93%**  
reported thinking more deeply about what they'd seen at least once or twice

## Findings