

Background



Modernism Museum Mount Dora is the home of a world class collection of the work of Modernism master Wharton Esherick and his creative heirs, fine artists who led with pure expressiveness while working within the framework of functionality. The museum celebrated its opening with a show titled "From Wharton to Wendell," which placed Esherick's work alongside that of Wendell Castle.

Scope



The opening was fast approaching when the client reached out to Q Media seeking an engaging interpretive tool for the brand new facility. The creative development process was shortened and intensified—requiring Q Media to fully create and produce the tour in half the normal time while maintaining the highest quality. The client made themselves and their subject matter experts fully available.

Results



An hour-long tour with 25 tracks that provides a passionate and entertaining perspective on Modernism, the artists, and the collection. The goal—to inspire the visitor to integrate art in his/her own life—was met. The clients use the tour as their primary interpretive device.



Client Feedback

Q Media provided excellent creative services to Modernism Museum Mount Dora, truly exceeding our expectations. Since we worked with them during the formative days of opening our facility, they became valuable collaborators in articulating the vision of the museum. The process was fun, informative, and exciting for everyone. The resulting audio tour has so beautifully enhanced and broadened our visitor's experience of viewing the gallery. The works themselves speak volumes, yet visitors have commented that the audio portion gave even more life to the phenomenal collection, added depth to an already exciting exhibit and enriched their overall experience. It delivers big ideas in a way that informs and inspires our visitors—opening their minds to the imaginative possibilities of Modernism. We look forward to working with Q Media again on future exhibits.

Michele Giancola
Managing Director
Modernism Museum Mount Dora