

# ZANESVILLE MUSEUM of ART

## Pivoting



**Here are a few ways you can pivot like an expert.** *What is a pivot?* It is a statement used in a tour to move your guests physically and psychologically from one work of art to another. Here are a few of our favorite pivots...what are yours?

- “That is intriguing.” “What do you see that is similar / different / as exciting / as colorful / as heart wrenching / as funny (fill in the blank) in this work over here?”  
*...As you lead them to the next work on your tour.*
- “Another work that has similar characteristics...” *...As you lead them to the next work on your tour.*
- “I’d like to show you another example...”
- “What other work in this gallery \_\_\_\_\_ (fill in the blank)?”  
*Tip: To ensure you get the answer you expect, if that’s critical to you and your tour, be sure to ask a specific question rather than an open-ended question, e.g., a specific question might sound like, “What other work in this gallery was painted by artist Misty Johnson?” A general question might sound like, “What other work in this gallery is beautiful?”*

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- Another question that gets guests moving mentally and physically on your tour, “Do you notice another example of \_\_\_\_\_(fill in the blank)?”
- “If you like \_\_\_\_\_(fill in the blank) we have another example \_\_\_\_\_ (insert location here).”
- “Now we are going to mix it up a bit, and look at \_\_\_\_\_.”
- “Another example of \_\_\_\_\_ (fill in the blank) is this work...”
- “We took a closer look at landscape paintings this afternoon at the museum, but a must see before you leave us today is the \_\_\_\_\_ (fill in the blank).” *Tip: Always be ready to answer this question: “What is your favorite work in the museum?” You’ll be surprised how often you are asked this question!*
- “Now let’s all move to the second floor, where we will see \_\_\_\_\_(fill in the blank).”
- “We have a few minutes left on our tour today, does anyone have any other thoughts about \_\_\_\_\_(fill in the blank)?”
- “What great ideas everyone. We have a lot more to see, so let’s head to the \_\_\_\_\_ gallery where we will see\_\_\_\_\_.”
- “That’s an interesting point, let’s see more works that make that point in the next gallery.”
- “We have one more gallery to explore, if you’d like to follow me, we will look at \_\_\_\_\_ (fill in the blank).”