

# The Felt Hat | Oregon Bach Festival

## *programming interview*

09/29/15

### GOAL

---

Gain a clear understanding of how we should focus our design effort in integrating the legacy of Oregon Bach Festival into your new home.

These questions are a jumping off point. We have yet to meet the leadership team. If the conversation organically takes us in a different direction, that will be fine. this is your opportunity to help us understand your aspirations.

### BRAND QUESTIONS

---

- 1 *What is the most important idea you want a visitor to understand?*
- 2 *Who are the most likely people to spend time in the public spaces?  
Who is your most critical audience?*
- 3 *What have you been the most successful at conveying to the public regarding Oregon Bach Festival?*
- 4 *What have you struggled the most to help people understand about the passion you feel for your own organization?*

### PRACTICAL QUESTIONS

---

- 1 *What is the physical extent of the collection you want to display?*
- 2 *At this time, what types of physical/auditory interactions do you hope to include?*
- 3 *At this time, where are the best opportunities for display?*
- 4 *Are there security concerns?*
- 5 *Is this a 100 year display of artifacts?*
- 6 *Are there other spaces on campus you feel capture the type of experience you hope to emulate here?*

### OPEN DISCUSSION

---

*Is there a topic we have not covered you would like to spend a few minutes discussing?*

---

*Next Steps*      *compose meeting recap (including any follow-up questions)  
write comprehensive scope*