

Revetneva Olesya Evgenievna

MCC ICF, Coach Master of the Faculty of Advanced Training
in Culture and Science, art therapist, MBA
Academy of Art Coaching

**MUSEUM ART COACHING: EXPERIENCE OF MUSEUMS AROUND
THE WORLD, STUDY OF THE EFFECTIVENESS OF USE
ON THE EXAMPLE OF A GROUP FORMAT**

Abstract: *the article provides an overview of examples of the use of museum art coaching in various museums around the world, and also describes a case of the author's use of museum art coaching in Russia, and presents the results of a study of the effectiveness of this method on the example of group museum art coaching sessions.*

The article is aimed at specialists in the field of coaching, psychology and art, as well as at a wide audience interested in art as a way of self-knowledge and the experience of using coaching in museums.

The article also discusses the prospects for using the method and the potential for further scientific study.

Keywords: *museum art coaching, art coaching, coaching, art therapy, psychology, art, art. museums.*

Реветнева Олеся Евгеньевна

CEO, коуч-мастер ФПКИН, MCC ICF, арт-терапевт

Академия Арт-коучинга

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**МУЗЕЙНЫЙ АРТ-КОУЧИНГ: ОПЫТ МУЗЕЕВ ПО ВСЕМУ МИРУ,
ИЗУЧЕНИЕ ЭФФЕКТИВНОСТИ ИСПОЛЬЗОВАНИЯ
НА ПРИМЕРЕ ГРУППОВОГО ФОРМАТА**

Аннотация: *в статье представлен обзор примеров использования музейного арт-коучинга в различных музеях мира, а также описан авторский кейс*

использования музейного арт-коучинга в России и представлены результаты исследования эффективности этого метода на примере группового музейного искусства. коучинговые сессии.

Статья рассчитана на специалистов в области коучинга, психологии и искусства, а также на широкую аудиторию, интересующуюся искусством как способом самопознания и опытом использования коучинга в музеях.

Автором также обсуждаются перспективы использования метода и потенциал для дальнейшего научного изучения.

Ключевые слова: музейный арт-коучинг, арт-коучинг, наставничество, арт-терапия, психология, искусство, арт-музеи.

Relevance

The relevance of the topic is due to the innovativeness of the approach, possible practical significance for education and development, and mental health of a person. The purpose of this article is to study the experience of implementing art coaching in museums around the world, to study its effectiveness using the example of using group museum art coaching in Russia.

Features of museum art coaching

Museum art coaching is a relatively new direction in coaching.

The key feature of the method is the transition from passive contemplation of art objects to the active use of this contact as a tool for exploring oneself, working with one's state, and achieving personal and professional goals.

In our opinion, the effectiveness of the method is influenced by the synthesis of emotional, intellectual and aesthetic experience, which allows us to find solutions where other methods may experience difficulties.

The museum space becomes an additional resource and can create additional conditions, influencing the psycho-emotional state of a person.

Museum art coaching formats

Museum coaching formats have been little studied at the moment. At the same time, it is already possible to distinguish their classification according to the following criteria:

- By the number of people participating in this process: individual, paired (for example, museum art coaching of a married couple), group;
- By the format of participation: in VR space, online or in physical presence;
- By the inclusion in the coaching session of additional tools for the client to create their own art object. For example, in the Victoria and Albert Museum (London), participants create their own art objects as a way of self-expression in response to interaction with an art object;
- By the art objects used: painting, sculpture, installation, applied art.

Examples of the Use of Museum Art Coaching in Museums Around the World

1. The Museum of Modern Art (MoMA), New York, USA.

The museum runs programs that use art to enhance personal growth and development. The Artful Thinking program is aimed at developing critical thinking through interaction with art.

The Art and Leadership program: developing creativity through abstract art.

2. The Philadelphia Museum of Art, Philadelphia, USA.

This museum runs programs that help participants explore their emotions and experiences through art, which can be related to the concept of art coaching.

3. The San Francisco Museum of Art (SFMOMA), San Francisco, USA.

The museum offers various educational initiatives that may include elements of art coaching, focusing on interaction with art for personal growth.

4. The Metropolitan Museum of Art, New York, USA.

Provides training for company employees where the collective creation of art objects (e.g. «success sculptures») is used to develop creativity and team dynamics. This is an example of the adaptation of art coaching in a business context.

5. The Smithsonian Institution, Washington, USA.

Programs for teenagers use techniques of fairy tale therapy and visualization, where participants create «resource trees» by linking them to museum exhibits.

6. Tate Modern, London, UK:

Tate Modern offers various educational programs that include elements of art coaching aimed at using art as a means of self-expression and personal reflection.

7. Victoria and Albert Museum, London, UK runs workshops where visitors use metaphorical maps to visualize personal goals.

8. Van Gogh Museum, Amsterdam, Netherlands.

The museum offers programs that help participants explore their feelings and thoughts through creativity, which can also be linked to art coaching.

9. Louvre, Paris, France. Program using classical masterpieces to solve professional problems.

10. Pushkin State Museum of Fine Arts, Moscow, Russia Program: «Dialogue with Art» coaching sessions at impressionist paintings.

11. Vitra Museum, Weil am Rhein, Germany:

Experiments with hybrid formats, combining online tours with art therapy practices. Participants discuss architectural objects as metaphors for life strategies.

12. Kyoto Ceramics Center, Kyoto, Japan

Uses ceramics as a tool for leadership development. Participants explore the process of sculpting as a metaphor for project management.

These examples illustrate the interest in museums around the world in museum art coaching and the diversity of its use, which is one of the reasons for the potential for further research.

Author's study of the use of effective museum art coaching.

Group museum art coaching sessions were conducted by the author from September 2024 to February 2025 in 2 museums in Moscow. The general theme for 5 group sessions: «New Facets of Yourself». 5 group museum art coaching sessions were held: 2 in each of the museums and 1 in a neutral space. The research was conducted using questionnaires and interviews.

Based on the sessions held in the State Tretyakov Gallery and the Pushkin State Museum of Fine Arts (Moscow) with the theme «New Facets of Yourself», the following conclusions can be drawn:

1. Stress level reduction dynamics.

- Before sessions: Average stress score of participants – 7.2/10;
- After 4 months: Average score – 4.1/10;
- After 6 months: Average score – 4.1/10.

Interpretation:

Art coaching in the museum environment contributed to stress reduction, which may be due to:

- Reflection through interaction with art;
- Group support and awareness of common problems;
- Work of the art coach;
- Other factors.

2. Increased life satisfaction.

- Before sessions: Average satisfaction score – 5.8/10;
- After 4 months: Average score – 7.1/10;
- After 6 months: Average score – 7/10.

Interpretation:

Participants noted:

- Increased sense of satisfaction with life;
- Improving self-regulation skills, reducing stress with the help of art;
- Improving the quality of life.

3. Impact of the experience after 6 months.

- 80% of participants felt a long-term effect:
- «A habit of analyzing emotions through art objects has appeared»;
- «A habit of using art objects as a resource for the state of energy has appeared»;
- «Periodic reference to art objects as a tool to help in goal-setting»;
- 20% did not notice significant changes in the long term.

4. Comparison of museum and neutral environments.

Sessions in the Tretyakov Gallery and the Pushkin State Museum of Fine Arts received higher ratings from participants than a meeting in a neutral space:

Conclusion

Based on the presented materials, it can be concluded that interest in museum art coaching and its integration into the museum space is observed in various museums around the world. and there are also studies illustrating the effectiveness of this method using group art coaching sessions as an example.

All this creates potential for new scientific work. Recommendations for further research:

- Expand the sample and include control groups to validate the results;
- Study the influence of specific art genres on the effectiveness of coaching.

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