

Creating The Visitor Centered Museum

Visitor-Centered Exhibitions and Edu-Curation in Art Museums promotes balanced practices that are visitor-centered while honoring the integrity and powerful storytelling of art objects. Book examples present best practices that move beyond the turning point, where curation and education are engaged in full and equal collaboration. With a mix of theory and models for practice, the book: • provides a rationale for visitor-centered exhibitions; • addresses important related issues, such as collaboration and evaluation; and, • presents success stories written by educators, curators, and professors from the United States and Europe. • introduces the edu-curator, a new vision for leadership in museums with visitor-centered exhibition practices. The book is intended for art museum practitioners, including educators, curators, and exhibitions designers, as well as higher education faculty and students in art/museum education, art history, and museum studies.

In today's diverse societies, museums are the primary institutions within the public sphere in which individuals can both engage critical thought and celebrate community. This volume uses the lens of rhetoric to explore the role these societal repositories play in establishing and altering cultural heritage and national identity. Based on fieldwork conducted in over sixty museums in twenty-two countries across six continents, Museum Rhetoric explores how heritage museum exhibits persuade visitors to unite their own sense of identity with that of the broader civic society and how the latter changes in response. Elizabeth Weiser explores what compels communities, organizations, and nations to create museum spaces, and how museums operate as sites of both civic engagement and rhetorical persuasion. Moving beyond rhetorical explorations of museums as "memory sites," she shows how they intentionally straddle the divides between style and content, intellect and affect, unity and diversity, and why their portrayal of the past matters to civic life—and particularly studies of nationalism—in the present and future. Deeply researched and artfully argued, Museum Rhetoric sheds light on the public impact of cultural and aesthetic heritage and opens avenues of inquiry for scholars of museum studies and public history.

Based on a multi-year international study of 20 innovative museums, Peter Samis and Mimi Michaelson answer key questions regarding the processes and problems involved in transforming a collections-based museum to a visitor-centered approach.

What does the transformation to a visitor-centered approach do for a museum? How are museums made relevant to a broad range of visitors of varying ages, identities, and social classes? Does appealing to a larger audience force museums to "dumb down" their work? What internal changes are required? Based on a multi-year Kress Foundation-sponsored study of 20 innovative American and European collections-based museums recognized by their peers to be visitor-centered, Peter Samis and Mimi Michaelson answer these key questions for the field. The book describes key institutions that have opened the doors to a wider range of visitors; addresses the internal struggles to reorganize and democratize these institutions; uses case studies, interviews of key personnel, Key Takeaways, and additional resources to help museum professionals implement a visitor-centered approach in collections-based institutions

Exhibition environments are enticingly complex spaces: as facilitators of experience; as free-choice learning contexts; as theaters of drama; as encyclopedic warehouses of cultural and natural heritage; as two-, three- and four-dimensional storytellers; as sites for self-actualizing leisure activity. But how much do we really know about the moment-by-moment transactions that comprise the intricate experiences of visitors? To strengthen the disciplinary knowledge base supporting exhibition design, we must understand more about what 'goes on' as people engage with the multifaceted communication environments that are contemporary exhibition spaces. The in-depth, visitor-centered research underlying this book offers nuanced understandings of the interface between visitors and exhibition environments. Analysis of visitors' meaning-making accounts shows that the visitor experience is contingent upon four processes: framing, resonating, channeling, and broadening. These processes are distinct, yet mutually influencing. Together they offer an evidence-based conceptual framework for understanding visitors in exhibition spaces. Museum educators, designers, interpreters, curators, researchers, and evaluators will find this framework of value in both daily practice and future planning. Designing for the Museum Visitor Experience provides museum professionals and academics with a fresh vocabulary for understanding what goes on as visitors wander around exhibitions.

Museum professionals' increased focus on visitors in recent years has been demonstrated by, among other things, the enhanced practice of evaluation and the development of interpretive plans. Yet too often, these efforts function independent of one another. This book helps museums integrate visitors' perspectives into interpretive planning by recognizing, defining, and recording desired visitor outcomes throughout the process. The integration of visitor studies in the practice of interpretive planning is also based on the belief that the greater our understanding, tracking, and monitoring of learners, the greater the impact museums will make on public understanding of the science and humanities disciplines. An approach that advocates thoughtful and intentional interpretive planning that constantly integrates visitor perspectives is the next step in working with, rather than for, our communities; a step toward truly becoming visitor-centered and impactful as essential learning institutions of the 21st century.

Creating the Visitor-Centered MuseumRoutledge

Systems Thinking in Museums explores the practical implication of systems thinking using real-life museum examples to illuminate stages of implementation and the challenges and opportunities. It suggests ways to incorporate systems thinking based on reflective questions and steps to encourage museum professionals to employ it in their own museum. Museums have been a domain of study and design intervention for Human-Computer Interaction (HCI) for several decades. However, while resources providing overviews on the key issues in the scholarship have been produced in the fields of museum and visitor studies, no such resource as yet existed within HCI. This book fills this gap and covers key

issues regarding the study and design of HCIs in museums. Through an on-site focus, the book examines how digital interactive technologies impact and shape galleries, exhibitions, and their visitors. It consolidates the body of work in HCI conducted in the heritage field and integrates it with insights from related fields and from digital heritage practice.

Processes of HCI design and evaluation approaches for museums are also discussed. This book draws from the authors' extensive knowledge of case studies as well as from their own work to provide examples, reflections, and illustrations of relevant concepts and problems. This book is designed for students and early career researchers in HCI or Interaction Design, for more seasoned investigators who might approach the museum domain for the first time, and for researchers and practitioners in related fields such as heritage and museum studies or visitor studies. Designers who might wish to understand the HCI perspective on visitor-facing interactive technologies may also find this book useful.

How do visitors like to experience art? What makes for an enriching museum visit? The Dallas Museum of Art undertook a groundbreaking seven-year research initiative to answer these questions, examining how people connect with art and identifying preferences and differing behaviors. *Ignite the Power of Art* publishes these findings and provides a new understanding of museum visitors. It describes how these studies have been used to build attendance, enhance exhibits, and develop new programs such as the Center for Creative Connections, the online Arts Network, and the Late Nights event series, all at the Dallas Museum of Art. Furthermore, the book describes how this research, which goes far beyond traditional demographic data and analyses, has transformed the Museum, unleashing a profound change in institutional thinking and paving the way for sustained innovation. Also included are interviews with community leaders who offer their perspectives and insights on the Dallas Museum of Art's remarkable revitalization.

In these days of an aging traditional audience, shrinking attendance, tightened budgets, increased competition, and exponential growth in new types of communication methods, America's house museums need to take bold steps and expand their overall purpose beyond those of the traditional museum. They need not only to engage the communities surrounding them, but also to collaborate with visitors on the type and quality of experience they provide. This book is a groundbreaking manifesto that calls for the establishment of a more inclusive, visitor-centered paradigm based on the shared experience of human habitation. It draws inspiration from film, theater, public art, and urban design to transform historic house museums while providing a how-to guide for making historic house museums sustainable, through five primary themes: communicating with the surrounding community, engaging the community, re-imagining the visitor experience, celebrating the detritus of human habitation, and acknowledging the illusion of the shelter's authenticity. *Anarchist's Guide to Historic House Museums* offers a wry, but informed, rule-breaking perspective from authors with years of experience and gives numerous vivid examples of both good and not-so-good practices from house museums in the U.S.

MCN's 2018 conference, *Humanizing the Digital*, explored how museums can use technology to foster human connection and dialogue, advance accessibility and inclusion, and champion inquiry and knowledge. After witnessing the presentations and rich conversations that arose from them, a group of practitioners came together to explore how best to capture and disseminate the learnings that occurred at the conference. The outcome was a decision to solicit and publish a book inspired by the conference and its ideas. *Humanizing the Digital: Unproceedings from the MCN 2018 Conference* contains 17 conference-inspired responses to the state of museum technology in 2018, including essays, reflections, case studies, conversations, and an experimental in-book zine. The topics explore areas as diverse as calm technology, Artificial Intelligence, Augmented Reality, visitor-centered communication, interpretation and programming, empathy, inclusion and slow change. NOTE: All profits from books purchased directly from the publishers will go towards the MCN scholarship program, which helps new people attend the MCN conference. We encourage attentive online shopping choices, as purchases from other sellers will decrease contributions to support the MCN community.

All museum activities converge in the public forum of the exhibition – regardless of whether the exhibit is held in the physical museum or is on the Web. Since the first edition of this book in 2002, there has been a world-wide explosion of new galleries and exhibition halls, and new ideas about how exhibitions should look and communicate. The definition of what an exhibition is has changed as exhibitions can now be virtual; non-traditional migratory and pop-up spaces play host to temporary displays; social media has created amazing opportunities for participatory engagement and shifted authority away from experts to the public; and as time-constrained audiences demand more dynamic, interactive, and mobile applications, museum leadership, managers, staff, and designers are rising to these challenges in innovative ways. Drawing on years of experience and top-flight expertise, Barry Lord and Maria Piacente detail the exhibition process in a straightforward way that can be easily adapted by institutions of any size. They explore the exhibition development process in greater detail, providing the technical and practical methodologies museum professionals need today. They've added new features and expanded chapters on project management, financial planning and interactive multimedia while retaining the essential content related to interpretive planning, curatorship, and roles and responsibilities. This second edition of the standby *Manual of Museum Exhibitions* is arranged in four parts: *Why* – Covering the purpose of exhibits, where exhibit ideas come from, and how to measure success *Where* – Covering facilities and spaces, going into details including security, and interactive spaces *What* – A look at both permanent collection displays, and non-collection displays, as well as virtual, participatory, temporary, travelling displays, and retail sales *How* – Who is involved, planning, curatorship, and content development, design, multimedia, fabrication and installation, financial planning, and project management Over 130 figures and photographs illustrate every step of the exhibit process. No museum can be without this critical, detailed guide to an essential function.

Two experienced exhibit designers lead you through the complex process of design and installation of natural history exhibitions. The authors introduce the history and function of natural history museums and their importance in teaching visitors the basic principles of science. The book then offers you practical tricks and tips of the trade, to allow museums,

aquaria, and zoos—large or small—to tell the story of nature and science. From overall concept to design, construction, and evaluation, the book carries you through the process step-by-step, with emphasis on the importance of collaboration and teamwork for a successful installation. A crucial addition to the bookshelf of anyone involved in exhibit design or natural history museums.

The International Handbooks of Museum Studies bring together original essays by a global team of experts to provide a state-of-the-art survey of the field of museum studies. Offers unprecedented depth of coverage and breadth of scholarship in this interdisciplinary field Accessibly structured into four thematic volumes exploring all aspects of museum theory, practice, controversies, and the impact of new technologies Includes a treasure trove of examples and original case studies Features original essays by an international team, including leading academics and practitioners, as well as up-and-coming names in the field Provides an indispensable resource for the study of the development, roles, and significance of museums in contemporary society 4 Volumes www.museumstudieshandbooks.com

Renowned museum consultant and researcher Beverly Serrell and a group of museum professionals from the Chicago area have developed a generalizable framework by which the quality of museum exhibitions can be judged from a visitor-centered perspective. Using criteria such as comfort, engagement, reinforcement, and meaningfulness, they have produced a useful tool for other museum professionals to better assess the effectiveness of museum exhibitions and thereby to improve their quality. The downloadable resources include a brief video demonstrating the Excellent Judges process and provides additional illustrations and information for the reader. Tested in a dozen institutions by the research team, this step-by-step approach to judging exhibitions will be of great value to museum directors, exhibit developers, and other museum professionals.

A leading activist museum director explains why museums are at the center of a political storm In an age of protest, cultural institutions have come under fire. Protestors have mobilized against sources of museum funding, as happened at the Metropolitan Museum, and against board appointments, forcing tear gas manufacturer Warren Kandors to resign at the Whitney. That is to say nothing of demonstrations against exhibitions and artworks. Protests have roiled institutions across the world, from the Abu Dhabi Guggenheim to the Akron Art Museum. A popular expectation has grown that galleries and museums should work for social change. As Director of the Queens Museum, Laura Raicovich helped turn that New York municipal institution into a public commons for art and activism, organizing high-powered exhibitions that doubled as political protests. Then in January 2018, she resigned, after a dispute with the Queens Museum board and city officials. This public controversy followed the museum's responses to Donald Trump's election, including her objections to the Israeli government using the museum for an event featuring Vice President Mike Pence. In this lucid and accessible book, Raicovich examines some of the key museum flashpoints and provides historical context for the current controversies. She shows how art museums arose as colonial institutions bearing an ideology of neutrality that masks their role in upholding conservative, capitalist values. And she suggests ways museums can be reinvented to serve better, public ends.

Learning in the Museum examines major issues and shows how research in visitor studies and the philosophy of education can be applied to facilitate a meaningful educational experience in museums. Hein combines a brief history of education in public museums, with a rigorous examination of how the educational theories of Dewey, Piaget, Vygotsky and subsequent theorists relate to learning in the museum. Surveying a wide range of research methods employed in visitor studies is illustrated with examples taken from museums around the world, Hein explores how visitors can best learn from exhibitions which are physically, socially, and intellectually accessible to every single visitor. He shows how museums can adapt to create this kind of environment, to provide what he calls the 'constructivist museum'. Providing essential theoretical analysis for students, this volume also serves as a practical guide for all museum professionals on how to adapt their museums to maximize the educational experience of every visitor.

Understanding the visitor experience provides essential insights into how museums can affect people's lives. Personal drives, group identity, decision-making and meaning-making strategies, memory, and leisure preferences, all enter into the visitor experience, which extends far beyond the walls of the institution both in time and space. Drawing upon a career in studying museum visitors, renowned researcher John Falk attempts to create a predictive model of visitor experience, one that can help museum professionals better meet those visitors' needs. He identifies five key types of visitors who attend museums and then defines the internal processes that drive them there over and over again. Through an understanding of how museums shape and reflect their personal and group identity, Falk is able to show not only how museums can increase their attendance and revenue, but also their meaningfulness to their constituents.

Originating in a recent NSF conference held at the University of Michigan, this book examines the latest ideas about how children interact with objects and through that interaction acquire new understandings, attitudes, and feelings. Although museum education provides the primary setting within which object-centered learning is explored, the analyses apply to a wide range of learning environments. Despite the demonstrated importance of object-centered learning for both academic and life-long learning, until now there has been little psychological research on the topic. Key features of this outstanding new book include: *Cross-disciplinary Focus--This is the first book to examine object-centered learning using the perspectives of such diverse fields as science, history, literacy, and art. *Museum Focus--The explosion of interest in museums of all kinds provides a natural launching pad for conceptual and practical discussions of object-based learning and informal learning environments. Vignettes--In order to ground the conceptual analyses, each chapter includes vignettes describing people actively engaged with objects in a specific setting. This volume is appropriate for advanced students and researchers in educational psychology, cognitive psychology, science education, and persons directly involved in museum education.

Looking for an A-Z, one-stop, comprehensive book on museums? Wish you were able to have one of the world's leading

museum consultants spend a couple of days with you, talking you through how to start a museum, how museums work, how to set up an exhibit, and more? If so, *Museums 101* is the answer to your wishes. In one short volume, Mark Walhimer covers:

- Essential Background, such as what is a museum, a quick history of museums, and 10 steps to starting a museum
- Operational Basics, such as branding, marketing, strategic planning, governance, accessibility, and day-to-day operations
- What goes on behind the scenes in a museum, ranging from finances to fundraising to art handling, exhibit management, and research
- The Visitor Experience, planning a museum, designing exhibits for visitors, programming, and exhibit evaluation.

Features that even the most experienced museum professionals will find useful include a community outreach checklist, a fundraising checklist, a questionnaire for people considering starting a new museum, and an exhaustive, well-organized list of online resources for museum operations. The book's contents were overseen by a six-member international advisory board. Valuable appendixes you'll use every day include a museum toolbox full of useful forms, checklists, and worksheets, and a glossary of essential museum-related terms. In addition to the printed book, *Museums 101* also features a companion website exclusively for readers of the book. The website—museums101.com—features:

- links to essential online resources in the museum world,
- downloadable sample documents,
- a glossary,
- a bibliography of sources for further reading, and
- photographs of more than 75 museums of all types.

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As the first book to take a "visitor's eye view" of the museum visit, *The Museum Experience* revolutionized the way museum professionals understand their constituents. Falk and Dierking integrate their original research from a wide variety of disciplines as well as visitor studies from institutions ranging from science centers and zoos to art and natural history museums. Written in clear, non-technical style, *The Museum Experience* paints a thorough picture of why people go to museums, what they do there, how they learn, and what museum practitioners can do to enhance these experiences. This book is an essential reference for all museum professionals and students of museum studies, and has been used widely for higher education courses in the U.S., Canada, and the U.K., and has been translated into Japanese and Chinese. Originally published in 1992, the book is now available from Left Coast Press, Inc. as of November 2010.

The Personalization of the Museum Visit examines a fundamental shift in institutional behavior in museums located in the United States and the United Kingdom. Contending that art museums have moved toward a new paradigm of public engagement, it posits that modern museum visitors are treated as self-directed "clients", with the agency to make meaning for themselves. The book then considers how this change has come about, examining factors such as the onset of a new museology, an experience economy, and a marketing revolution. Drawing on extensive research undertaken at Britain's Tate Modern, the book examines a range of issues, including visitor engagement, curatorial practice, and museum management. A visit experience that is customizable to the individual visitor, in which curators and marketers work together with visitor-clients to create an experience of personalized meaning, is, Rodney argues, rising in prevalence in the art museum field, but it is also being stymied by certain structural impediments. This book examines such obstacles, including institutional division of labor, long-standing conceptions, or misconceptions, of the museum's mission, and the orientation of museums toward a certain conceptual model of their visitors. *The Personalization of the Museum Visit* is essential reading for scholars and students engaging with issues of visitor engagement, curatorial practice, and museum management. With a particular focus on the role of business interests and public policy, the book should also be of interest to those undertaking research in fields outside of museum and visitor studies.

Museums are shifting from object-centered models that primarily serve elite groups to models that are visitor-centered and target broader audiences. Using data from interviews and observations at two museums, I examine how they grappled with the shifts and addressed difficulties in work relationships between professional groups. An art museum and a natural history museum illustrate how different types of museums can vary in their response to shifting objectives. The findings reveal that two museums took different tracks to divide core tasks and respond to changes despite similarities in expertise and roles. Structural variations at the two museums resulted from the singularity and multiplicity of objects. The art museum adopted a team-based approach but failed to achieve true collaboration. No open conflicts happened; instead, a truce situation was observed. I argue that this outcome was due to both the status difference between groups and improvements made to the exhibition team structure.

Museum Gallery Interpretation and Material Culture publishes the proceedings of the first annual Sackler Centre for Arts Education conference at the Victoria and Albert Museum (V&A) in London. The conference launched the annual series by addressing the question of how gallery interpretation design and management can help museum visitors learn about art and material culture. The book features a range of papers by leading academics, museum learning professionals, graduate researchers and curators from Europe, the USA and Canada. The papers present diverse new research and practice in the field, and open up debate about the role, design and process of exhibition interpretation in museums, art galleries and historic sites. The authors represent both academics and practitioners, and are affiliated with high quality institutions of broad geographical scope. The result is a strong, consistent representation of current thinking across the theory, methodology and practice of interpretation design for learning in museums.

Rich with archival detail and compelling characters, *Life on Display* uses the history of biological exhibitions to analyze museums' shifting roles in twentieth-century American science and society. Karen A. Rader and Victoria E. M. Cain

chronicle profound changes in these exhibitions—and the institutions that housed them—between 1910 and 1990, ultimately offering new perspectives on the history of museums, science, and science education. Rader and Cain explain why science and natural history museums began to welcome new audiences between the 1900s and the 1920s and chronicle the turmoil that resulted from the introduction of new kinds of biological displays. They describe how these displays of life changed dramatically once again in the 1930s and 1940s, as museums negotiated changing, often conflicting interests of scientists, educators, and visitors. The authors then reveal how museum staffs, facing intense public and scientific scrutiny, experimented with wildly different definitions of life science and life science education from the 1950s through the 1980s. The book concludes with a discussion of the influence that corporate sponsorship and blockbuster economics wielded over science and natural history museums in the century's last decades. A vivid, entertaining study of the ways science and natural history museums shaped and were shaped by understandings of science and public education in the twentieth-century United States, *Life on Display* will appeal to historians, sociologists, and ethnographers of American science and culture, as well as museum practitioners and general readers.

New Museum Theory and Practice is an original collection of essays with a unique focus: the contested politics and ideologies of museum exhibition. Contains 12 original essays that contribute to the field while creating a collective whole for course use. Discusses theory through vivid examples and historical overviews. Offers guidance on how to put theory into practice. Covers a range of museums around the world: from art to history, anthropology to music, as well as historic houses, cultural centres, virtual sites, and commercial displays that use the conventions of the museum. Authors come from the UK, Canada, the US, and Australia, and from a variety of fields that inform cultural studies.

What do the London Science Museum, California Shakespeare Theater, and ShaNaNa have in common? They are all fighting for relevance in an often indifferent world. *The Art of Relevance* is your guide to mattering more to more people. You'll find inspiring examples, rags-to-relevance case studies, research-based frameworks, and practical advice on how your work can be more vital to your community. Whether you work in museums or libraries, parks or theaters, churches or afterschool programs, relevance can work for you. Break through shallow connection. Unlock meaning for yourself and others. Find true relevance and shine.

In this volume of 29 essays, Weil's overarching concern is that museums be able to "earn their keep"—that they make themselves matter—in an environment of potentially shrinking resources. Also included in this collection are reflections on the special qualities of art museums, an investigation into the relationship of current copyright law to the visual arts, a detailed consideration of how the museums and legal system of the United States have coped with the problem of Nazi-era art, and a series of delightfully provocative training exercises for those anticipating entry into the museum field.

Designing Museum Experiences is a "how-to" book for creating visitor-centered museums that emotionally and intellectually connect with museum visitors, stakeholders, and donors. Museums are changing from static, monolithic, and encyclopedic institutions to institutions that are visitor-centric, with shared authority that allows museum and visitors to become co-creators in content creation. Museum content is also changing, from static content to dynamic, evolving content that is multi-cultural and transparent regarding the evolution of facts and histories, allowing multi-person interpretations of events. *Designing Museum Experiences* leads readers through the methods and tools of the three stages of a museum visit (Pre-visit, In-Person Visit, and Post-visit), with a goal of motivating visitors to return and revisit the museum in the future. This museum visitation loop creates meaningful intellectual, emotional, and experiential value for the visitor. Using the business-world-proven methodologies of user centered design, *Museum Visitor Experience* leads the reader through the process of creating value for the visitor. Providing consistent messaging at all touchpoints (website, social media, museum staff visitor services, museum signage, etc.) creates a trusted bond between visitor and museum. The tools used to increase understanding of and encourage empathy for the museum visitor, and understand visitor motivations include: Empathy Mapping, Personas, Audience segmentation, Visitor Journey Mapping, Service Design Blueprints, System Mapping, Content Mapping, Museum Context Mapping, Stakeholder Mapping, and the Visitor Value Proposition. In the end, the reason for using the tools is to empower visitors and meet their emotional and intellectual needs, with the goal of creating a lifelong bond between museum and visitor. This is especially important as museums face a new post COVID-19 reality; only the most nimble, visitor-centered museums are likely to survive. The companion website to *Designing Museum Experiences* features: Links to additional visitor-centered museum information Downloadable sample documents and templates Bibliography of sources for further reading Online glossary of museum visitor experience terms Daily checklists of "how-to" provide and receive visitor-centered experiences More than 50 associated *Designing Museum Experiences* documents

As art museum educators become more involved in curatorial decisions and creating opportunities for community voices to be represented in the galleries of the museum, museum education is shifting from responding to works of art to developing authentic opportunities for engagement with their communities. Current research focuses on museum education experiences and the wide-reaching benefits of including these experiences into art education courses. As more universities add art museum education to their curricula, there is a need for a text to support the topic and offer examples of real-world museum education experiences. *Engaging Communities Through Civic Engagement in Art Museum Education* deepens knowledge on museum and art education and civic engagement and bridges the gap from theory to practice. The chapters focus on various sectors of this research, including diversity and inclusion in museum experiences, engaging communities through new techniques, and museum and university partnerships. As such, it includes coverage on timely topics that include programs and audience engagement with the LGBTQ+, refugee, disability, and senior communities; socially responsive museum pedagogy; and the use of student workers. This book is ideal for museum educators, museum directors, curators, professionals, practitioners, researchers, academicians, and students who are interested in updated knowledge and research in art education, curriculum development, and civic

engagement.

This broad introduction to museums benefits all educators who teach introductory museum studies, addressing the discipline from a holistic, dynamic, and document-centered perspective. • Frames museum studies within an information context and specifically addresses the interests and concerns of librarians • Benefits all educators who teach introductory museum studies, addressing the discipline from a holistic, dynamic, and document-centered perspective • Highlights how museums are embedded in a larger cultural complex that includes libraries, archives, and other information institutions This book explores how digital culture is transforming museums in the 21st century. Offering a corpus of new evidence for readers to explore, the authors trace the digital evolution of the museum and that of their audiences, now fully immersed in digital life, from the Internet to home and work. In a world where life in code and digits has redefined human information behavior and dominates daily activity and communication, ubiquitous use of digital tools and technology is radically changing the social contexts and purposes of museum exhibitions and collections, the work of museum professionals and the expectations of visitors, real and virtual. Moving beyond their walls, with local and global communities, museums are evolving into highly dynamic, socially aware and relevant institutions as their connections to the global digital ecosystem are strengthened. As they adopt a visitor-centered model and design visitor experiences, their priorities shift to engage audiences, convey digital collections, and tell stories through exhibitions. This is all part of crafting a dynamic and innovative museum identity of the future, made whole by seamless integration with digital culture, digital thinking, aesthetics, seeing and hearing, where visitors are welcomed participants. The international and interdisciplinary chapter contributors include digital artists, academics, and museum professionals. In themed parts the chapters present varied evidence-based research and case studies on museum theory, philosophy, collections, exhibitions, libraries, digital art and digital future, to bring new insights and perspectives, designed to inspire readers. Enjoy the journey!

Exhibit Labels: An Interpretive Approach is a vital reference tool for all museum professionals. Beverly Serrell presents the reader with excellent guidelines on the process of exhibit label planning, writing, design, and production.

Aimed at museum educators, Multiculturalism in Art Museums Today seeks to marry museum and multicultural education theories. It reveals how the union of these theories yields more equitable educational practices and guides museum educators to address misrepresentation, exclusivity, accessibility, and educational inequality.

Visitor participation is a hot topic in the contemporary world of museums, art galleries, science centers, libraries and cultural organizations. How can your institution do it and do it well? The Participatory Museum is a practical guide to working with community members and visitors to make cultural institutions more dynamic, relevant, essential places. Museum consultant and exhibit designer Nina Simon weaves together innovative design techniques and case studies to make a powerful case for participatory practice. "Nina Simon's new book is essential for museum directors interested in experimenting with audience participation on the one hand and cautious about upending the tradition museum model on the other. In concentrating on the practical, this book makes implementation possible in most museums. More importantly, in describing the philosophy and rationale behind participatory activity, it makes clear that action does not always require new technology or machinery. Museums need to change, are changing, and will change further in the future. This book is a helpful and thoughtful road map for speeding such transformation." -Elaine Heumann Gurian, international museum consultant and author of Civilizing the Museum "This book is an extraordinary resource. Nina has assembled the collective wisdom of the field, and has given it her own brilliant spin. She shows us all how to walk the talk. Her book will make you want to go right out and start experimenting with participatory projects."

-Kathleen McLean, participatory museum designer and author of Planning for People in Museum Exhibitions "I predict that in the future this book will be a classic work of museology." --Elizabeth Merritt, founding director of the Center for the Future of Museums

Museum learning is a vital component of the lifelong-learning process. In this new edition of The Manual of Museum Learning, leading museum education professionals offer practical advice for creating successful learning experiences in museums and related institutions (such as galleries, zoos, and botanic gardens) that can attract and intrigue diverse audiences. The original Manual of Museum Learning was published in 2007. The editors have totally rethought this new edition. This second edition focuses on the ways museum staffs (and the departments for which they work) can facilitate the experience in a way that capitalizes on their individual institutional strengths. The goal of this new edition is to provide museums with guidance in developing a strategic approach to their learning programs. There is a close connection between institution-wide strategic planning – where an institution decides what course and direction it will take for a five to seven-year period – and its approach to museum learning. One size does not fit all, and what each museum is (or aspires to be) will affect its individual approach. Thus there are many routes for museums to take, many alternative ways for them to play this role. No one museum can be all things to all prospective learners; they will be better suited to some approaches than to others. This new edition identifies these approaches and enables museums to find the paths for which they are individually best suited, to help them identify their own unique approaches to facilitating museum learning. Each one's mission and vision, its relationships with institutional and public stakeholders, local cultural and market factors, its individual collection and programmatic strengths, its financial position – all of these things matter. This second edition aims to help each museum find the right approach to learning for its unique situation by showing them the range of museum "personalities" in terms of their being learning institutions, what constitutes each type, and what the implications are of choosing one or another approach for a particular museum. A major theme of the 2nd edition of The Manual of Museum Learning is museum as connector; the ways in which museums are facilitating self-directed learning by connecting people with resources. Not all will connect audiences with learning vehicles in the same way. If museum learning is affective learning, then it is the role of the museum to connect its visitors, program participants and others who benefit from its knowledge to the learning resources that best suit the institution's strengths and matches them to the learning needs of the museum's audiences. By connecting users to the resources they are most interested in, or which best suit each individual's particular learning styles, museums are at their best when they empower individuals to design their own learning experience in ways that resonate best with each individual.

The first book to take a "visitor's eye view" of the museum visit, updated to incorporate advances in research, theory, and practice in the museum field over the last twenty years.

The importance of visitor service and a visitor-centered museum cannot be underestimated. Attention, or inattention, to visitors has a direct effect on the museum's bottom line and the ability to fulfill an educational and access-driven mission. After all, where is a museum without visitors? Therefore, the purpose of this master's project is to inform art museum professionals about the role that

visitor service plays in creating the overall visitor experience and the sustainability of art museums. In what follows, I will assess the state of visitor service in United States art museums, share results with customer care experts, and provide recommendations for improvement. This information is particularly relevant to museums that recognize the importance of being visitor-centered yet do not know how to implement a successful visitor service model within their institution. It is important to note that, although marketing, public relations and museum websites are important factors influencing visitation, for the purpose of providing an in-depth review, this study is centered on visitor service within the museum. Since I focus on art museums within the United States, I surveyed art museums to determine the state of visitor service within contemporary institutions, interviewed museum professionals throughout the U.S. who have created successful visitor service models, and researched the history of visitor service within museums and reviewed current literature on visitor service strategies. I hope that the results of my project can be used as a tool for museum professionals to use when implementing a visitor service plan. The results of the project include a workshop on how to create a successful visitor service model.

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