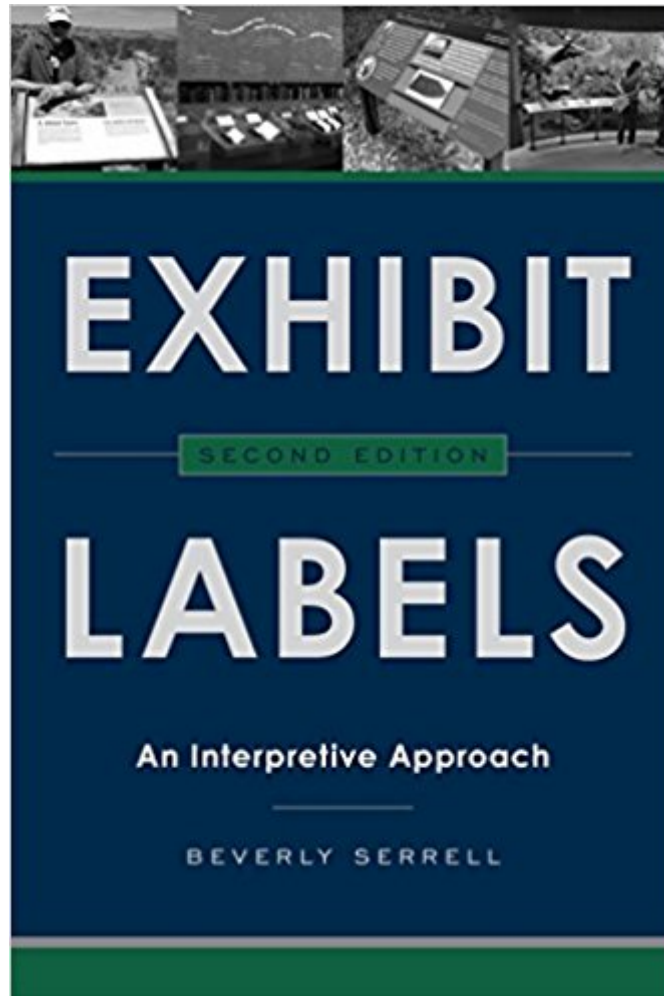




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Exhibit Labels: An Interpretive Approach



Synopsis

Beverly Serrell presents the reader with excellent guidelines on the process of exhibit label planning, writing, design, and production. One of the museum field's leading consultants and label writers, Serrell's 1996 edition of *Exhibit Labels* has been a standard in the field since its initial publication. This new edition not only provides expert guidance on the art of label writing for diverse audiences and explores the theoretical and interpretive considerations of placing labels within an exhibition, it also features all new case studies and photographs and thoughts about interpretation in digital media. *Exhibit Labels: An Interpretive Approach* is a vital reference tool for all museum professionals.

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Customer Reviews

Do museum visitors even read wall labels anymore? And if they do, how can writers make these short texts engaging and educational at once? *Exhibit Labels: An Interpretive Approach* takes an optimistic approach to answering these questions, positing that wall text can indeed be effective when well written and smartly designed. . . .Throughout, author Beverly Serrell shares her insights from nearly four decades of providing advice on exhibits for all manner of museums. (Museum)It is not hard to see why this book has remained popular for almost twenty years. Though lengthy, the author practices what she preaches: text is succinct and relevant; conclusions are evidence-based and often thought-provoking. Following Serrell's guidelines, museums are capable of creating a multimedia experience for visitors akin to an interactive documentary. Anyone needing to write interpretive labels for an exhibit obviously will find this book immensely valuable, but even

educators not involved in museum work might find this an interesting look at other ways of presenting information in a visual, verbal, and engaging way. (VOYA)The museum world owes a great debt to Ms. Serrell for her disciplined, passionate advocacy of excellence in exhibit writing. . . .Serrell's book will always have an honored place on my bookshelf. Like all technical manuals—and this is one of the best I've seen—it must be studied and digested, added to the internal toolkit, then forgotten in the joy of crafting sentences that sing, and in the deep satisfaction of finding the right word in the right place, for the right reasons.

(Exhibition)Serrell has published her finest work in this second edition of *Exhibit Labels*. Even the most casual reader will be impressed with: the comprehensive treatment of exhibit labels, the expansive inclusion of literature, and the excellent description of best practices in museum exhibition development. The first edition of *Exhibit Labels* is still considered the authority on designing labels; this new edition goes well beyond this accomplishment and will no doubt be considered far-and-away the best standard for exhibit label design. Any serious reader will find a plethora of primary source references to explore, an easy-to-read manual for exhibit label development, and an optimistic philosophy that includes the belief that visitors do read labels if they are well designed, and that labels do really make a difference for the visitor experience. (Stephen Bitgood, professor emeritus of psychology, Jacksonville State University and author of *Social Design in Museums: The Psychology of Visitor Studies, Volumes I and II*)Improving a classic seems a contradiction in terms, but Beverly Serrell has done it with this revised edition of *Exhibit Labels*. Her chapters on audience in particular are informed by the nearly two decades of visitor research published since the first version, providing robust support for her recommendations. And the new and varied case studies offer practical examples of how museums are creating and utilizing contemporary approaches such as multilingual labels and digital interpretive devices. (Gretchen Jennings, museum blogger and former editor of *Exhibitionist*, journal of the National Association for Museum Exhibition)This second edition of the long-standing museum classic, *Exhibit Labels*, is full of great new examples and insights, including more consideration of digital media. Beverly Serrell's life-long career in museums, focused on improving the quality and experience of museum exhibitions, continues to inspire and enlighten. (Kathleen McLean, principal of Independent Exhibitions, a museum consulting firm)*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. This new edition not only provides expert guidance on the art of label writing for diverse audiences and explores the theoretical and interpretive considerations of placing labels within an exhibition, it also features all

new case studies and new information about virtual exhibit labels and labels in the use of digital and social media.

Since 1979, Beverly Serrell has been an exhibit and evaluation consultant with art, history, natural history, and science museums, as well as zoos and aquariums. Before then, she was head of a museum education department for eight years, and had shorter stints as a high school science teacher and a research lab technician. Serrell holds an MA in science teaching in informal settings and a BS in biology. In 1995, she was a guest scholar at The J. Paul Getty Museum and has received two National Science Foundation grants to conduct research on visitor behavior in museum exhibitions. She has been a frequent museum visitor all her life.

Serrell offers practical information and meaningful advice from the perspective of a museum professional -- including issues related to presenting compelling information for the public in a culture of other museum staff who want to share *everything* they know in the most accurate (i.e., technical) manner possible and those who want to present exhibits in the most whiz-bang way imaginable. This volume should be required reading for museum curators and exhibit designers, not just for those of us charged with text.

Very helpful book. Used this for a museum studies class and it was very helpful for students.

Concise guide for all kinds of exhibitions.

This is THE book on labels

Bought this book for a class. It's easy to read for a textbook and informative.

Great update of a superb resource. If you write labels for museums, aquariums or zoos, this is a must-have reference. If you appreciate and enjoy reading exhibit labels, you'll find this book fascinating. It gives you insiders' views of what it takes to make museum objects of interest more so.

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