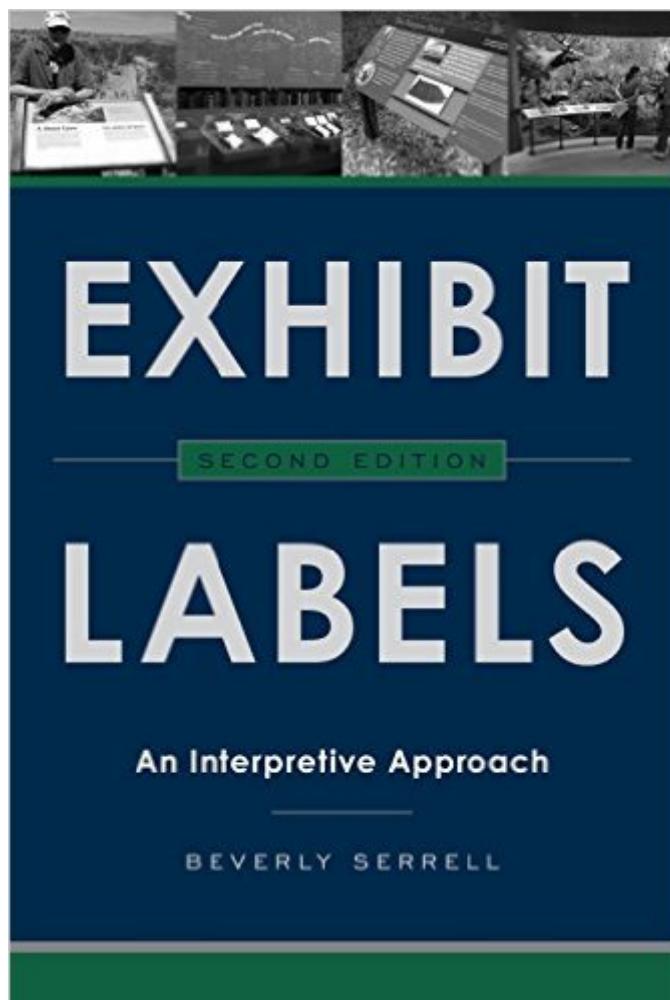


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# Exhibit Labels: An Interpretive Approach



## **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.

## **Book Information**

Paperback: 376 pages

Publisher: Rowman & Littlefield Publishers; 2 edition (June 19, 2015)

Language: English

ISBN-10: 144224903X

ISBN-13: 978-1442249035

Product Dimensions: 6.1 x 1 x 9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars (See all reviews) (6 customer reviews)

Best Sellers Rank: #167,635 in Books (See Top 100 in Books) #31 in Books > Business & Money > Industries > Museums #54 in Books > Politics & Social Sciences > Social Sciences > Museum Studies & Museology #1628 in Books > Textbooks > Reference

## **Customer Reviews**

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.

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.

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

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