AT WAR! no more .
Object vs. audience
In the beginning . . .
Mr. Darcy’s Gentlemanly Gallery
British Museum
• “We encounter the forceful personalities who helped to shape the national collections, and witness their fierce deliberations over such questions as whether the sculptures were to be viewed as art or as archaeological evidence, how to display them, what colour to paint the gallery walls and how the rooms should be lit.”

--- Ian Jenkens in *Aracheologists and Aesthetes*
Vying for Control
COLLECT# PRESERVE# SHARE

Care of the objects in a Visitor-Centered Environment
• Be committed to collaboration (a Team environment) in hiring and in practices; allows multiple perspectives and advocacy

• Create an Exhibition Team
  • Involve Curators, Educators, Registrars/CM, Designers and Operations from start (appoint a relevant Team Leader)
  • If smaller staff, identify specific role assignments

• Schedule regular Exhibition Team meetings (facilitates communication, a coherent end product and eliminates “takeover”)

• Develop a focused messaging and interpretation strategy together early!

• Implement detailed schedule and task planning and deadlines; eliminates “crisis mode” (a little bit 😊)
# Exhibition Planning:

<table>
<thead>
<tr>
<th>Museum Area</th>
<th>Exhibition</th>
<th>Juried</th>
<th>Proposed</th>
<th>Curated</th>
<th>Storage</th>
<th>Collection</th>
<th>Fiscal Year</th>
<th>Calendar Year</th>
</tr>
</thead>
</table>

**Exhibitions**:
- **89th Annual Spring Salon**: [Apr 20 - Jul 7, 2013]
  - Entries Apr 2 - 6
  - Jury Apr 8
  - Installation Apr 9-13
- **Eyes Wide Open**: Exhibitions by Brian Kershonik, the Inspirational Art Association, Sarah Richards Samuelson, and Donny Thurston [12 Sept - 1 Nov, 2013]
- **89th Annual Spring Salon**: [Apr 20 - Jul 7, 2013]
  - Entries Apr 2 - 6
  - Jury Apr 8
  - Installation Apr 9-13
- **Utah and American Collections**: [Jan x - Jun x, 2013]
- **Voices: People, Places, & Ideas in Utah Art**: [Jun 26 - Jun x, 2016]
- **Resonating Voices in American Art**: [August, 2013-xx,xx]
- **The Springville Museum of Art: A Place, It's People & Their Collection**: [September 18, 2013 Jun x, 2016]
- **Curiouser and Curiouser**: The Art of James Christensen, Proposed Storage [Jun 26 - Jun x, 2016]
<table>
<thead>
<tr>
<th>Stewardship</th>
<th>Category</th>
<th>Item</th>
<th>Budget Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curatorial</td>
<td>Awards</td>
<td>First Place Award</td>
<td>$1,000</td>
</tr>
<tr>
<td>Curatorial</td>
<td>Awards</td>
<td>Second Place Award</td>
<td>$750</td>
</tr>
<tr>
<td>Curatorial</td>
<td>Awards</td>
<td>Third Place Award</td>
<td>$500</td>
</tr>
<tr>
<td>Curatorial</td>
<td>Awards</td>
<td>Honorable Mentions (6 @ $50 each)</td>
<td>$300</td>
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<tr>
<td>Operations</td>
<td>Publicity</td>
<td>Entry Postcard Printing</td>
<td>$225</td>
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<tr>
<td>Operations</td>
<td>Publicity</td>
<td>Entry Postcard Postage</td>
<td>$230</td>
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<td>Publicity</td>
<td>(needs breakdown)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Operations</td>
<td>Publicity</td>
<td>Photography</td>
<td>$300</td>
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<tr>
<td>Operations</td>
<td>Production</td>
<td>Painting</td>
<td>$1,500</td>
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<tr>
<td>Operations</td>
<td>Production</td>
<td>Misc Installation (nails, gallery prep)</td>
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<tr>
<td>Operations</td>
<td>Misc. Admin</td>
<td>Misc. (hosting volunteers, etc)</td>
<td>$50</td>
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<tr>
<td>Education</td>
<td>Interpretation</td>
<td>Desk Panel</td>
<td>$35</td>
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<td>Section Panels</td>
<td>$300</td>
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<tr>
<td>Education</td>
<td>Interpretation</td>
<td>Tombstones/Extended Labels</td>
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<tr>
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<td>Interpretation</td>
<td>Gallery Guides</td>
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<td>Programming</td>
<td>Reception (catering - includes food and service fees)</td>
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<td>Programming</td>
<td>Reception (linens)</td>
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<td>Programming</td>
<td>Reception (centerpieces)</td>
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<td>Programming</td>
<td>Reception (artist nametags)</td>
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<tr>
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<td>Programming</td>
<td>Interfaith Panel (Honoraria)</td>
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<tr>
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<td>Programming</td>
<td>Conversations with Artists (Hosting - cookies and water)</td>
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**TOTAL:** $10,000
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<thead>
<tr>
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<td>Juror Honorarium</td>
<td>Juror Honorarium &amp; Hosting</td>
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<td>Awards</td>
<td>First Place Award</td>
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</tr>
<tr>
<td>Curatorial</td>
<td>Awards</td>
<td>Second Place Award</td>
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<tr>
<td>Curatorial</td>
<td>Awards</td>
<td>Third Place Award</td>
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<tr>
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<td>Honorable Mentions (6 @ $150 each)</td>
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<td>Design</td>
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<td>Publicity</td>
<td>Call for Entries - Postage (6,000)</td>
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<td>Signage; Desk Panel &amp; Sidewalk Banner</td>
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<td>Facilities</td>
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<td>Store</td>
<td>Exhibition Poster/Notecards</td>
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<td>Interpretation</td>
<td>Tombstones/Extended Labels</td>
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<tr>
<td>Education</td>
<td>Interpretation</td>
<td>Gallery Guides</td>
<td></td>
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<tr>
<td>Education</td>
<td>Interpretation</td>
<td>Family Kits &amp; Kid Guide</td>
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<td>Interpretation</td>
<td>Docent Tour Materials &amp; Previsit Pac</td>
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<td>Opening Reception</td>
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TOTAL: $25,850
# Exhibition Costs:

**Curioser and Curioser, James Christensen**

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<thead>
<tr>
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<td>Publicity Poster Printing</td>
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<td>Operations</td>
<td>Publicity newspaper ad</td>
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<td>Publicity Desk Panel</td>
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<td>Publicity Sidewalk Banner</td>
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<td>Misc. Admin Supplies (gallery prep and installation)</td>
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<td>Education</td>
<td>Interpretation Section Panels</td>
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<td>Education</td>
<td>Interpretation Tombstones/Extended Labels</td>
<td>$300</td>
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<tr>
<td>Education</td>
<td>Interpretation Kid Guide</td>
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<td>Interpretation Previsit Packet/Tours</td>
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<td>Programming Reception (needs breakdown)</td>
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**TOTAL:** $5,600
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<th></th>
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<tr>
<td>2</td>
<td>Walter Wick: Games, Gizmos, and Toys in the Attic</td>
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<tr>
<td>4</td>
<td>Exhibition fee</td>
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<td>Feb-09</td>
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<tr>
<td>5</td>
<td>Curatorial supplies</td>
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<td>June-Sept 2008</td>
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<td>6</td>
<td>Label &amp; Graphic supplies</td>
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<tr>
<td>7</td>
<td>Label &amp; Graphic services</td>
<td>building banner</td>
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<td>8</td>
<td>Invitation</td>
<td>invitation, campus mailing, bookmarks</td>
<td>Jan-Feb 2009</td>
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<td>9</td>
<td>Gallery guide</td>
<td>na</td>
<td>Jan-Feb 2009</td>
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<tr>
<td>10</td>
<td>Education materials</td>
<td>Develop online activity</td>
<td>Jan-Feb 2009</td>
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<tr>
<td>11</td>
<td>Postage</td>
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<td>Jan-Feb 2009</td>
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<tr>
<td>12</td>
<td>Advertising</td>
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<td>Jan-Feb 2009</td>
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<tr>
<td>13</td>
<td>Programming supplies</td>
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<tr>
<td>14</td>
<td>Programming services</td>
<td>Speakers’ honoraria</td>
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<td>15</td>
<td>Published works</td>
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<td>16</td>
<td>Travel</td>
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<tr>
<td>17</td>
<td>Non-BYU Employee Travel</td>
<td>Walter Wick, wife +2 crew members</td>
<td>Feb-09</td>
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<tr>
<td>18</td>
<td>Opening Event Food</td>
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<tr>
<td>19</td>
<td>Opening Event Entertainment</td>
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<td>flower arrangements</td>
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<tr>
<td>23</td>
<td>Painting</td>
<td>touch up and accents</td>
<td>Jan-Feb 2009</td>
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<tr>
<td>24</td>
<td>Matting &amp; framing supplies</td>
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<tr>
<td>25</td>
<td>Matting &amp; framing services</td>
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<td>26</td>
<td>Conservation</td>
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<td>27</td>
<td>Transportation to conservation</td>
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<td>Jan &amp; Aug 2009</td>
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<tr>
<td>28</td>
<td>Shipping</td>
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<td>29</td>
<td>Insurance</td>
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<td>30</td>
<td>Right and Reproduction</td>
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<td>33</td>
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</table>
• Staff Meeting
• Admin mtg
• Dept meetings
  • Operations mtg
  • Curatorial mtg
  • Education mtg
• Exhibition Planning meeting
• Individual exhibition team meetings
• City meetings
• Association Board meetings

Weekly Meetings
• Respect object and curatorial advocacy—preserve them for future visitors
• Find experiential alternatives for direct interaction
• Team creative experience—this is “why I work in a museum”
Exhibit Teams, united approach: Focus on the Visitor Experience
Interpretation is a communication process that:

Forges emotional and intellectual connections between the interests of the audience and the meanings inherent in original art and artifact

--adapted from the National Association for Interpretation
Our Goal is Balance...
In every situation, do our best to create a pleasant experience for the visitor while keeping things safe and orderly in the museum.
Respect differences
Healthcare workers operate from “Red Rules” and “Blue Rules”

**Red Rules** are those that simply cannot be broken. They are there to protect the life and well-being of the visitors.

**Blue Rules** are policies that are there to help the institution run smoothly, and can be bent under some circumstances.
Red Rules: MUST FOLLOW rules which provide safety and security

Fire alarm! Everyone leaves.
No smoking or chewing tobacco.
No firearms allowed.
Appropriate attire required: shirt & shoes or no service.
**Blue Rules**: Bendable rules which can be adapted for visitor needs

<table>
<thead>
<tr>
<th>Rule</th>
<th>Exception</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Touching of Artifacts</td>
<td>UNLESS requested by blind visitor to handle art / artifact</td>
</tr>
<tr>
<td>No Pets Allowed</td>
<td>UNLESS an ADA service animal is with a visitor</td>
</tr>
<tr>
<td>No Food or Drink</td>
<td>UNLESS a visitor has a medical need for immediate water or food</td>
</tr>
<tr>
<td>No Pointed Sticks / umbrellas</td>
<td>UNLESS a visitor needs a cane</td>
</tr>
<tr>
<td>We Check Backpacks</td>
<td>EXCEPT women’s purses or over-shoulder designer bags</td>
</tr>
<tr>
<td>No Cell Phones in Galleries</td>
<td>UNLESS an emergency requires an immediate call</td>
</tr>
<tr>
<td>No Tripods w/ Camera</td>
<td>UNLESS permission is granted for press, professional use</td>
</tr>
<tr>
<td>We Close on Time</td>
<td>UNLESS a visitor badly needs a restroom</td>
</tr>
</tbody>
</table>
Increasing Returns: Putting the Visitor Experience First

- Dragged along
- Curious
- Aware of
- Understanding
- Care about
- Care for / Stewardship
Might we borrow Nordstrom’s famous one rule for its employees?

*Use your best judgment in every situation.*

With common sense as your guide, extend whatever courtesy you can to make your visitor’s experiences more meaningful and enjoyable.

*Use uncommon ‘common sense’*