

1. Record Nr.	UNINA9910787728303321
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Titolo	Effective exhibit interpretation and design // Tessa Bridal
Pubbl/distr/stampa	Lanham, Maryland ; ; Plymouth, England : , : AltaMira Press, , 2013 ©2013
ISBN	0-7591-2112-5
Descrizione fisica	1 online resource (145 p.)
Disciplina	069.4
Soggetti	Museum techniques Museum exhibits
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	9780759121102_fc; bridal_9780759121126_web; Table of Contents; Acknowledgments; List of Figures; List of Abbreviations; The Museums; Introduction; Chapter 1; Chapter 2; Chapter 3; Appendix A; Appendix B; Appendix C; Appendix D; Appendix E; Appendix F; Appendix G; Appendix H; Appendix I; Resources; Index
Sommario/riassunto	Effective Exhibit Interpretation and Design examines the impact of an integrated approach to exhibit design and development on the effective creation and support of live interpretation of exhibit messages and institutional mission. Bridal argues that the interpreters who bring these exhibitions, an institution's mission, collections, and stories to life and the forefront of a visitor's attention are just as vital a part of an institution's public face, and that neglecting to give live interpretation an equal seat at the table impoverishes t