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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