

# Give ‘Em Something to Talk (and Think) About: Strategies for Engaging and Provoking Exhibit Audiences

Resource Guide

## Books and Articles

Bossert, Carol. “Labels Unleashed: Breaking the Tyranny of Information,” *Exhibition* (Spring 2016).

Cole, B. Erin. “I Am a Historian I Make Exhibits,” *Contingent Magazine* (March 29, 2019)  
<http://contingentmagazine.org/2019/03/20/i-make-exhibits/>

Faherty, Anna. “What makes a great museum label?,” *MuseumNext*,  
<https://www.museumnext.com/article/what-makes-a-great-museum-label/>

Serrell, Beverly. *Exhibit Labels: An Interpretive Approach* (Walnut Creek, CA: Alta Mira Press, 1996)

Simon, Nina. *The Art of Relevance* (Santa Cruz, CA: Museum 2.0, 2016). You can read this online for free: <http://www.artofrelevance.org/read-online/>

Simon, Nina. *The Participatory Museum* (Santa Cruz, CA: Museum 2.0, 2010). You can also read this one online for free: <http://www.participatorymuseum.org/read/>

## Websites

American Alliance of Museums, “Past Winners of Excellence in Exhibition Label Writing Competition,” <https://www.aam-us.org/programs/awards-competitions/excellence-in-exhibition-label-writing-competition/> (You can download past years’ winners back to 2009. Includes judges’ critiques, which are really illuminating.)

The Writer Readability Checker, <http://www.thewriter.com/what-we-think/readability-checker/>

