



Translation in Museums: Tips and Tricks to Get it Right

Welcome!

The webinar will begin at 10:00 a.m. CT.

While you wait:

1. Download PDF of the webinar slides and handouts under the “Handouts” tab of your control bar.
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Upcoming Free Webinars from Other Orgs

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- *How to Keep All Those Donors You Worked So Hard to Get*, September 26, 12:00 p.m. CT, Productive Fundraising
- *Environmental Ethics of Commissioning and Exhibition-Making*, September 27, 11:00 a.m. CT, AAMC
- *The Legacy of the Settlement House Movement*, September 28, 9:00 a.m. CT, ICSC
- *Advancing Change: Museums, Libraries, and Communities Diversity Summit*, September 29, 9:00 a.m. CT, St. Louis Art Museum
- *Disaster Response for Performing Arts Organizations*, October 3, 1:00 p.m. CT, Lyrasis
- *Fire Safety and Preparedness for Performing Arts Organizations*, October 10, 1:00 p.m. CT, Lyrasis
- *Networking for Disaster Management in the Performing Arts*, October 11, 1:00 p.m. CT, Lyrasis
- *Uneven/Unlevel Playing Fields*, October 18, 11:00 a.m. CT, Association of Art Museum Curators
- *Fire and Emergency Protection Plan Development*, October 24, 1:00 p.m. CT, Lyrasis
- *(Re)Building Audiences with Your Community*, October 25, 2:00 p.m. CT, TCA
- *Crisis Communication and Reputation Management for Performing Arts Organizations*, October 31, 1:00 p.m. CT, Lyrasis

Melisa Palferro





Translation in Museums

Tips and Tricks to Get it Right

the great
impressionists
at The
Courtauld
Gallery

Open daily
10.00 – 18.00

Hello!

I'm **Melisa Palferro**

- English>Spanish Translator (BA, MA)
- 14 years of professional experience
- Specializing in art and museums since 2015
- 1,000 projects; +87 American museums





01

Understanding translation

Services

01

Translation

the process of converting written content from one language into another while preserving meaning, tone, and style and ensuring cultural appropriateness for the target audience.

02

Editing/Reviewing

the process of reviewing a translation to correct mistakes, enhance clarity, accuracy, consistency, and compliance with client-specific guidelines or industry standards.

03

Proofreading

the careful examination of a text to identify and correct errors in spelling, grammar, punctuation, and formatting.

04

Copywriting

the creation of persuasive and engaging written content, often used for advertising, marketing, or promotional purposes.

05

Copyediting

a more in-depth editing process that involves checking and refining written material for consistency, style, grammar, and formatting issues.

What should you ask for?

01

Translation

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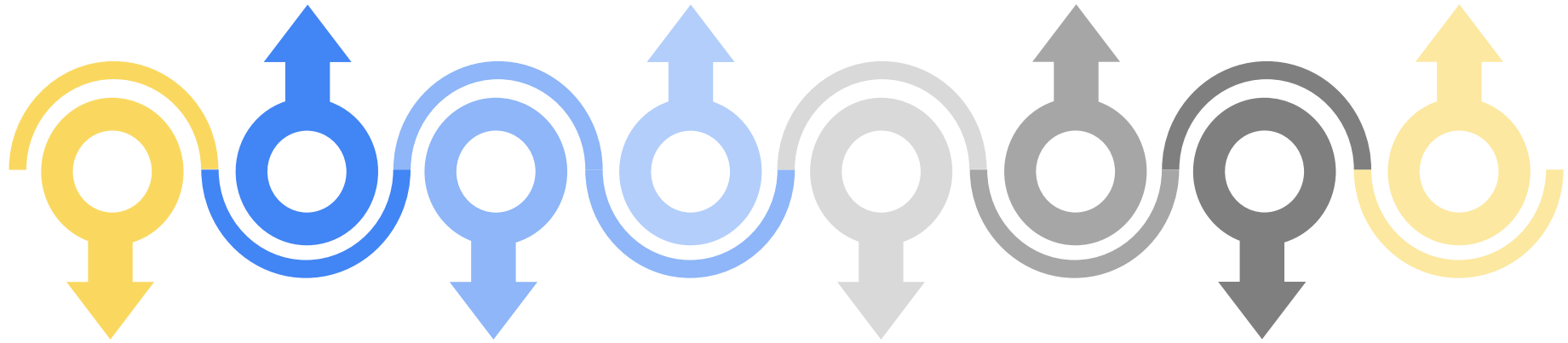


TEP



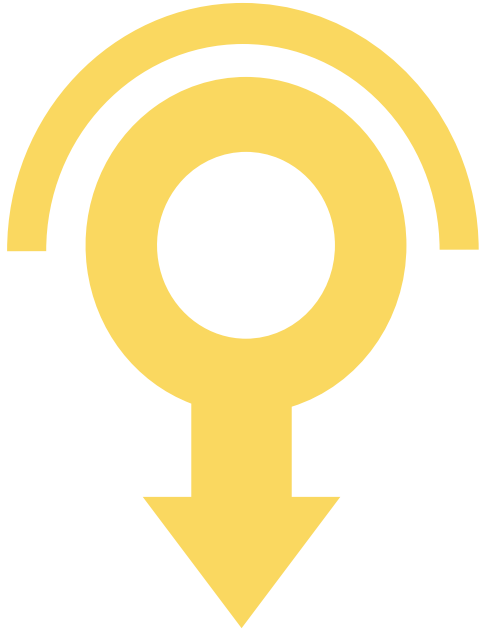
- ✓ Professional service
- ✓ Industry standard
- ✓ ISO 17100:2015

The Translation Process



Initial assessment

Initial assessment



1. understanding the scope of the project
2. analysing the content ★
3. assessing complexity level
4. identifying potential challenges
5. gathering reference materials ★
6. specific client requirements
7. gathering relevant information ★★



send samples!



references and previously translated materials

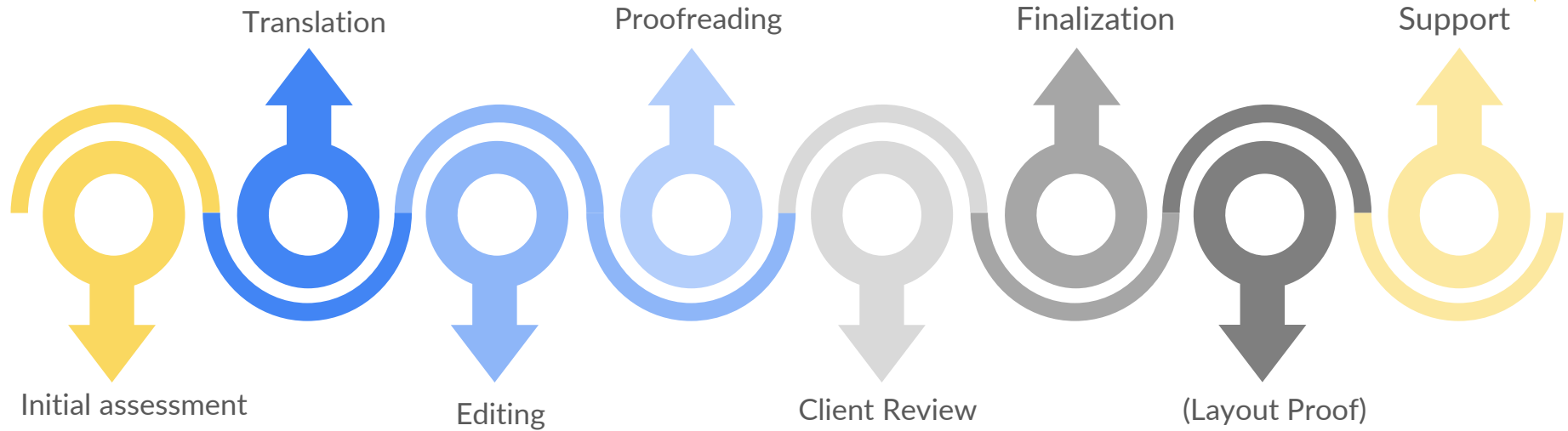


goals? target audience? gender-neutral language?



which Spanish?

The Translation Process



Welcome everyone!

The Ropes Mansion Garden is a National Wildlife Federation Certified Wildlife Habitat. This property is recognized for its commitment to sustainably provide essential elements of wildlife habitat: water, cover and native plants.

Want to dig in? We'd love to have you!

Become a Garden Volunteer

Adult team members needed to keep the garden thriving all season long

Volunteer to join Little Green Thumbs

Our family planting project that comes to life every May

To learn more, visit pem.org/gardens

¡Te damos la bienvenida!

El Jardín de la Mansión Ropes es un hábitat silvestre certificado por la National Wildlife Federation. Este espacio es reconocido por proporcionar, de manera sustentable, elementos fundamentales para el hábitat de las especies silvestres: agua, refugio y plantas autóctonas.

¿Quieres participar?

¡Nos encantaría que nos ayudes!

Hazte voluntario o voluntaria del Jardín

Necesitamos más adultos en el equipo para mantener el jardín fuerte y sano durante toda la temporada.

Únete a Pequeños Jardineros como voluntario o voluntaria

Nuestro proyecto de plantación familiar cobra vida cada mes de mayo.

Para obtener más información, visita pem.org/gardens



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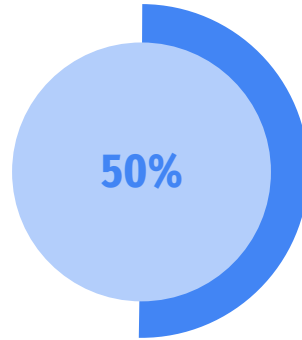
02

How long? How much?

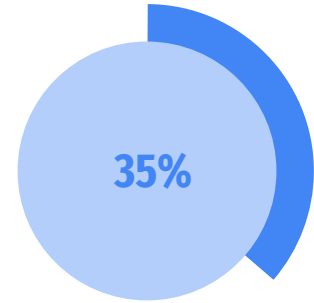
How long does translation take?



Translation



Editing



Proofreading



Visitor Map



Ground Level



Level 2



Level 3

Please see diagrams in the provided list at left.

EXHIBITIONS ON VIEW

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UPCOMING

The Great Animal Orchestra:
Brenda Krause with
United Visual Arts
Opens November 20, 2021
Representing a collaboration
between artist and curator

**Native American
and American Art**
Opens December 18, 2021



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your phone camera to scan this code.

MAP KEY

- Accessible Route
- Admission
- Atrium Café
- Director
- Information Desk
- Restrooms
- Service Station
- Shop
- Stairs
- Meeting Room
- Wi-Fi

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978.743.1960 | 978.743.1961 | 978.743.1962 | 978.743.1963 | 978.743.1964 | 978.743.1965 | 978.743.1966 | 978.743.1967 | 978.743.1968 | 978.743.1969 | 978.743.1970 | 978.743.1971 | 978.743.1972 | 978.743.1973 | 978.743.1974 | 978.743.1975 | 978.743.1976 | 978.743.1977 | 978.743.1978 | 978.743.1979 | 978.743.1980 | 978.743.1981 | 978.743.1982 | 978.743.1983 | 978.743.1984 | 978.743.1985 | 978.743.1986 | 978.743.1987 | 978.743.1988 | 978.743.1989 | 978.743.1990 | 978.743.1991 | 978.743.1992 | 978.743.1993 | 978.743.1994 | 978.74



Real Life Project 1

WHAT'S GOING ON @ PEM

**YOUR CITY, YOUR MUSEUM
TU CIUDAD, TU MUSEO**

Fall | Otoño 2023

**The Salem Witch Trials:
Restoring Justice**

On view September 2–November 26

**Los juicios de Salem:
Restaurando la justicia**

En exposición del 2 de sept. al 26 de nov.

PEM
Peabody Essex Museum

9/30

10/26

11/4

11/16

OCTOBER | OCTUBRE

10/9

Indigenous Peoples' Day Celebration

10 am–5 pm

Explore the topic of sustainability with an art making activity led by a local Indigenous artist. Celebrate the Native American artists in *On This Ground: Being and Belonging in America*.

Celebración del Día de los Pueblos Indígenas

10 am–5 pm

Explora el tema de la sostenibilidad con una actividad de creación artística dirigida por un artista indígena local. Celebra a los artistas indígenas de *En esta tierra: Ser y pertenecer en Estados Unidos*.

10/26

Virtual Create Night: Palm Reading

7–8 pm

Learn the mystical, ancient art of palm reading with iconic palmistry expert and artist Helene Childress.

Noche creativa virtual: Lectura de manos

7–8 pm

Aprende el misterioso y antiguo arte de la lectura de manos con la emblemática artista experta en quironomancia Helene Childress.

NOVEMBER | NOVIEMBRE

11/4

Lifting the Sky Party

8:30 pm–midnight

Celebrate artist and 2023 PEM Prize recipient Marie Watt (Seneca and German-Scots), who will work on a year-long art installation incorporating the Indigenous tradition of the jingle dance.

Fiesta Levantando el cielo

8:30 pm–medianoche

Celebra a la artista ganadora del PEM Prize 2023, Marie Watt (seneca, alemana y escocesa), quien trabajará durante un año en una instalación artística que incorporará la tradición indígena de la danza del cascabel.

11/5

Gu Wenda: United Nations

Exhibition closes today

Explore a dramatic, immersive installation featuring human hair.

Gu Wenda: Naciones Unidas

La exposición cierra hoy

Explora esta dramática instalación envolvente que incluye cabello humano.

11/16

In-person Create Night

6:30–8 pm

Celebrate the 20th anniversary of Yin Yu Tang: A Chinese Home with a special tour and enjoy delicious bites as part of a live Hui cooking demonstration.

Noche creativa presencial

6:30–8 pm

Celebra el 20º aniversario de Yin Yu Tang: Una casa china con una visita guiada especial y sabores deliciosos aperitivos como parte de una demostración

10/19 & 10/20

**Haunted Histories
AFTER DARK**

6:30–10 pm | 128 Essex Street

Our haunting tales of murder and mystery return this year! Listen to storytellers dressed in period garb share chilling stories in three of PEM's historic houses: John Ward, Quaker Meeting and Derby-Beebe Summer house.

¡Este año regresan nuestras inquietantes *Historias encantadas*: Tras el anochecer sobre asesinatos y misterios! Escucha a los narradores vestidos de época compartir historias escalofriantes en tres de las casas históricas de PEM: la Casa John Ward, la Casa de Reuniones de los Cuáqueros y la Casa de verano Derby-Beebe.

10/26–10/31

**Decorations at Ropes Mansion
Decoraciones en la Masión Ropes**

318 Essex Street

See the exterior of our historic home decorated in the style of the classic Salem-based film *Hocus Pocus*.

Disfruta del exterior de nuestra casa histórica decorada al estilo de *Abra Cadabra*, todo un clásico rodado en Salem.

Find all our events and exhibitions at pem.org
Visita todos los eventos y exposiciones en pem.org

Visitors noted, all exhibitions and programs offered in English.
A menos que se indique lo contrario, todas las exposiciones y programas se ofrecen en inglés.

Project 1 Timeline

01

Phase 1

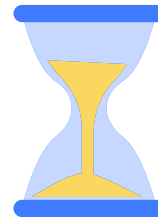
Monday. Files sent,
dealine confirmed.



02

Phase 2

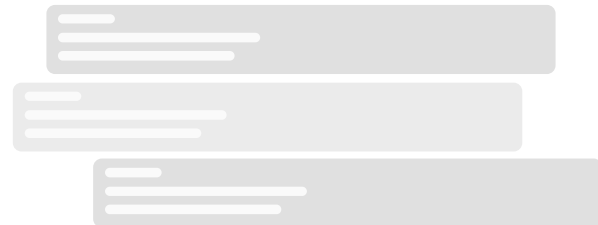
Tues-Thur. TEP



03

Phase 3

Thur-Fri. Buffer time.



04

Phase 4

Monday. Delivery
(+Layout Proof)

[ANNOTATED OBJECT LABEL]
[SRB-041]



Dorje Bernagchen, about 1981

Dorje Bernagchen stands amid blazing fire and smoke, his body writhing like black thunderclouds. He wears a billowing black cloak embroidered with weapons, a crown studded with skulls, jewel and bone ornaments, a serpent necklace, and a garland of 50 severed heads. He gazes at the viewer with three furious eyes. His terrifying appearance is emphasized by his fiery hair and a voracious mouth with gnashing fangs. His left hand lifts a skull-cup to his mouth, filled with blood and a torn-out heart. His right hand wields a crescent-shaped flaying knife.

[SECTION 1: Sherpa's Spirits]

[SECTION PANEL]

[90 words]

Sherpa's Spirits

Tsherin Sherpa began his career learning traditional Tibetan Buddhist art from his Tibetan-born father, a master of thangka painting. His move to California in 1998 prompted a personal and artistic change. He began searching for a mode of creative expression that could reflect his experience of living between multiple cultures. In 2009, his *Spirits* began to take shape. In this series, Sherpa imagines that the guardian protectors of his ancestral homeland had migrated along with him and so many other Tibetans. He wondered: *How would the Spirits adapt to new environments? What would they retain of their past and what would transform into something new?*

[ANNOTATED OBJECT LABEL]
[SRB-004]



Spirit, 2009
Mixed media on paper
Shelley and Donald Rubin Private Collection

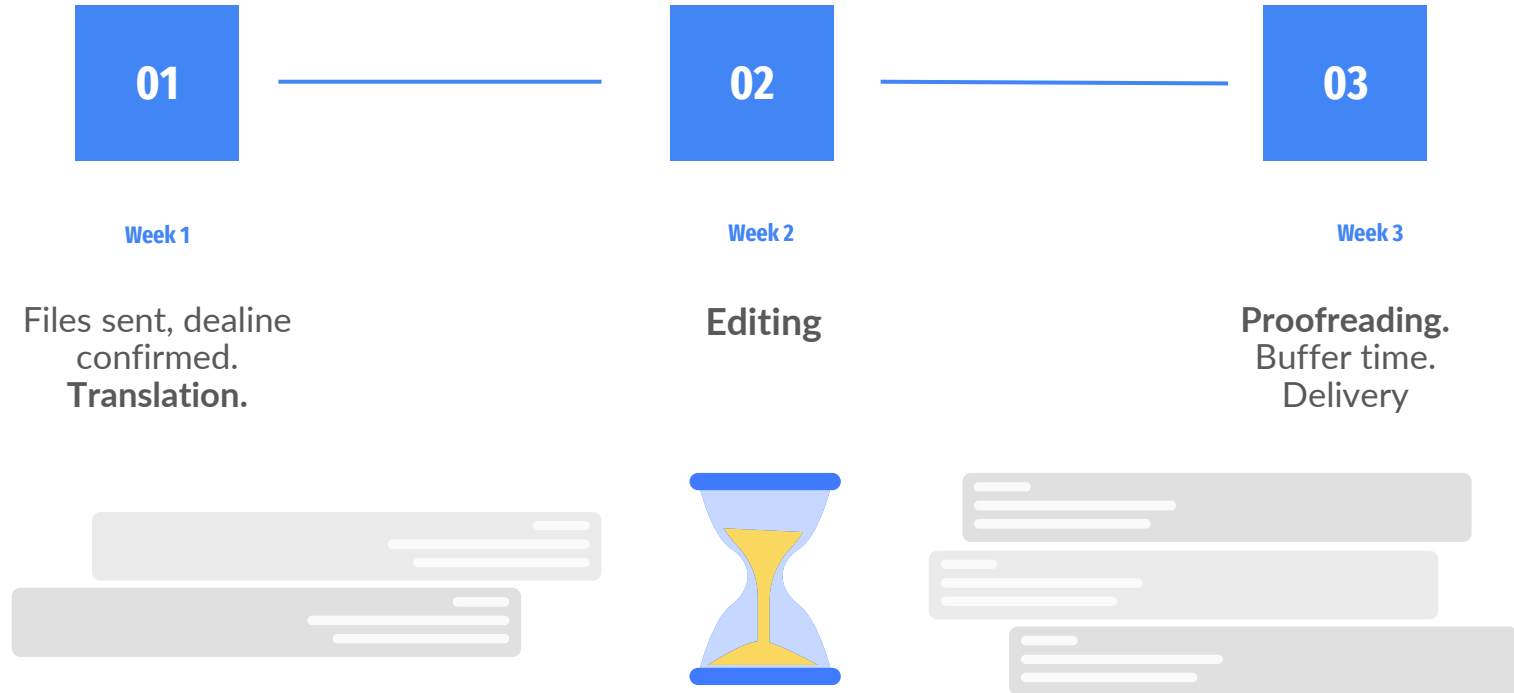
Spirit was the first painting Sherpa made in this series. He drew inspiration from stories his grandmother told of the spiritual beings who watch over Tibet and its people. From a young age, he visualized these Spirits with the fearsome but protective face of the deity Mahakala. With bulging bloodshot eyes, Mahakala is often shown bearing his fangs and wearing a crown studded with dried skulls. This figure has the deity's face and Sherpa's body, which is covered in tiny images of Tibetans dispersed across the globe.



Real Life Project 2

15 panels	= 1,200 words
43 labels	= 3,500 words
<hr/>	
Total script	= 5,000 words

Project 2 Timeline





provide images!

Double-Handed Gestures, about 1987

Mudras are symbolic hand gestures that are associated with different energies and properties. The four hands at the top of the composition show the wheel-turning dharmachakra mudras, with the right hands facing outward and left facing inward. The two middle rows show various humkara mudras, with wrists crossed inward over the chest, and the vajrahumkara mudra with the right hand holding a vajra, or scepter, over a ritual bell. On the middle right are two outward-facing hands, with little fingers linked in the wrathful spirit-subduing bhutadamara mudra. The bottom rows show the palms-folded and gem-holding anjali mudras of veneration, along with the interlinked fingers of the mandala-offering practice.



How much does translation cost?



per word pricing = \$ 0,20 - \$ 0,25 per source word



AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST (2020)

English-Spanish Non-Technical Translation = \$0.21194

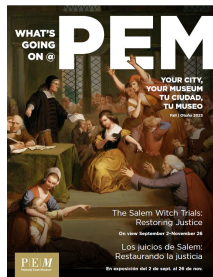
English-Spanish Technical Translation = \$0.24974



\$115



\$230



[ANNOTATED OBJECT LABEL]
[SRB-004]



\$1,150

Spirit, 2009
Mixed media on paper
Shelley and Donald Rubin Private Collection

Spirit was the first painting Sherpa made in this series. He drew inspiration from stories his grandmother told of the spiritual beings who watch over Tibet and its people. From a young age, he visualized these Spirits with the fearsome but protective face of the deity Mahakala. With bulging bloodshot eyes, Mahakala is often shown bearing his fangs and wearing a crown studded with dried skulls. This figure has the deity's face and Sherpa's body, which is covered in tiny images of Tibetans dispersed across the globe.

EXTRAS: Minimum fees; Rush Orders; Complexity and Specialization; Design; Additional Services.



03

**How can you find
good translators?**



bilingual ≠ good translator!

My process



01

Get a few names:
referrals, web search.
+ leverage **LinkedIn!**

02

Check for **training**:
translation BA/MA,
or at least languages.

03

Check for **experience**:
at least a few years (5+)

04

Check for **specialization**:
training and/or vast
experience in a different field

05

Check for **references**:
what are their clients
saying?



they don't need to be local!

Thank you!

Do you have any questions?

hola@melisapalferro.com
www.melisapalferro.com



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www.calendly.com/melisapalferro

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