



Affordable and Transportable: Creating and Circulating Compact Traveling Exhibitions

Welcome!

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

While you wait:

1. Download PDFs of the slides and handout under the “Handouts” tab of your control bar.
2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the “Audio” tab of the control bar. Having problems? Exit and restart the webinar, or switch to “phone call” for a phone number and access code to hear the audio through your telephone.

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

www.thc.texas.gov/museum-services

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

Laura Casey

Museum Services Program Coordinator

laura.casey@thc.texas.gov

Emily Hermans

Museum Services Program Specialist

emily.hermans@thc.texas.gov



www.thc.texas.gov/museumwebinars

- Thinking Through Culture: Six Practical Steps to Addressing Race in Museums
 - Wednesday, October 21, 10:00 a.m. CT

Upcoming Free Webinars from Other Orgs

www.thc.texas.gov/museumconnections

- *Storytelling for Impact: Helping Donors Understand the Value of Their Dollar*, October 8, 1:00 p.m. CT, The Nonprofit Times
- *Collections and Facilities: Caring for Your Resources During COVID-19*, October 8, 2:00 p.m. CT, REALM
- *Art and Wellness in Museums*, October 9, 12:00 p.m. CT, Queen's University
- *Fundraising in 2020 and Beyond*, October 13, 2:00 p.m. CT, AASLH
- *New Concepts for Interpretive Planners*, October 14, 12:00 p.m. CT, InterpTalk
- *Succeeding with Virtual Events and Programs*, October 14, 1:00 p.m. CT, Cuseum
- *Conducting a Basic Inventory*, October 14, 1:00 p.m. CT, Conservation Center for Art and Historic Artifacts
- *Advanced Interpretive Planning Concepts: The "Big Picture,"* October 21, 12:00 p.m. CT, InterpTalk
- *Care of Outdoor Collections*, October 21, 12:00 p.m. CT, Connecting to Collections Care
- *Engaging People with Intellectual/Developmental Disabilities in Virtual Programs*, October 29, 2:00 p.m. CT, Chicago Cultural Accessibility Consortium
- *Nightmare at the Museum*, October 29, 6:00 p.m. CT, AAMI

Melissa Huber
Director of Programs and Communication, Humanities Texas



Affordable & Transportable:

Creating and Circulating
Traveling Exhibitions



Who are we?

Humanities Texas is the state affiliate of the National Endowment for the Humanities.

The mission of Humanities Texas is educational excellence. Through programs that improve the quality of classroom teaching, support libraries and museums, and create opportunities for lifelong learning, we advance education throughout the state.



Traveling Exhibitions

What we offer:

- Nationwide circulation
- Variety of exhibition titles
- Multiple formats (wall-hanging and freestanding)
- Rental fees from \$500–\$1500
- Easy installation
- Low security requirements
- Promotion support
- Mini-grants for public programs

Benjamin Franklin: In Search of a Better World



Behold the People: R. C. Hickman's Photographs of Black Dallas



Tropical [Im]pression: A Gulf Coast Hurricane Retrospective



Running for Office: Candidates, Campaigns, and the Cartoons of Clifford Berryman



Wilderness and Wildflowers: The Legacy of Lady Bird Johnson



In His Own Words: The Life and Work of César Chávez



Russell Lee Photographs



Miguel Covarrubias: *Caricaturista*



Vaquero: Genesis of the Texas Cowboy



Changing the Face of Power: Women in the U.S. Senate



Citizens at Last: The Woman Suffrage Movement in Texas



Traveling Exhibitions

“compact traveling exhibition”



- Facsimiles:
 - Lower shipping and insurance costs.
 - Low security requirements .
- Primarily two-dimensional.
- Designed to be suitable for small to mid-size museums as well as "non-traditional" venues (such as libraries, schools, community centers).

Why create compact traveling exhibitions?

- Texas is BIG!
- You have valuable stories to tell.
- You have invested or are planning to invest a great deal of time, energy, and other resources . . .
- You want to advance your public, educational mission.
- You are looking for opportunities to expand your organization's visibility across the state (or country).



COVID-19

Adapting to some of the challenges:

- Reimagining projects and programs when staff and budgets are strained.
- Reaching audiences that would not otherwise be able to come to you.
- Partnering with other local organizations to share resources and skills.



Go Solo or Partner Up?

Either way, ***the earlier*** you determine you want to travel a specific exhibition (or some version thereof) ***the better***. There are many decisions you can make at the beginning of the process that will make your life much easier down the line!

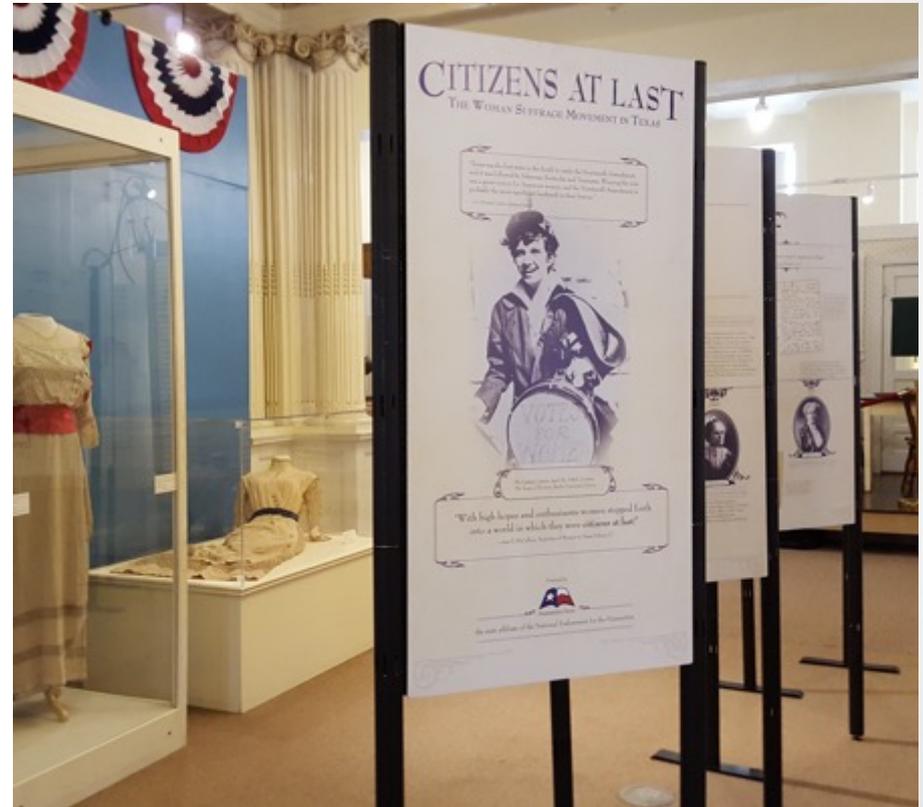




Fabrication

In general we are always considering:

- Portability
- Durability
- Cleaning / handling
- Repairability / maintenance (including on the road)
- Ease of installation



Fabrication



We imagine that, on the other end of the shipment, there are **two volunteers with little or no museum experience.**

This informs many of the choices we make when developing a compact traveling exhibition.

Two primary display types

Wall-hanging



Freestanding



Wall-hanging

Museum-like experience.

Relatively easy to achieve high-quality facsimiles.

Most straightforward and affordable conversion to traveling show.

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Challenges:

Wall space and labor-intensive installation.



Wall-hanging

Framed

Tips:

- Standardize frame sizes (for ease of crating and installation).
- Choose frames that are easy to repair.
- Use Plexiglas.
- No paper backings.
- If possible, include label information within the frame.



Wall-hanging

Panels

- Durable and easier to maintain.
- Straightforward replacement if panels are damaged in transit or at the venue.

Tips:

- Use French cleat system for hanging.



Freestanding

Pop-up banner stand

May be a good option for you depending on how long you plan to circulate.

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Challenges:

Less durable over time.

More costly to replace units.



Freestanding

Folding Display

- Compact shipping.
- Straightforward assembly.
- Achieve greater scale.
- Flexible footprints.
- Allows for single panel replacement
- Table-top version available.

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Challenges:

May require more floor space.

Expansive surfaces can present design / curation / accessibility obstacles.



Freestanding

Pole-panel display:

Our "go-to" design.

Panels printed on 3mm PVC
(direct printed to PVC or
printed to vinyl then
mounted to PVC).

Velcro to fabric
display panels.



Freestanding

Pole-panel display:

Compact for shipping.

Durable materials and finishes.

Sturdy (optional feet).

Height-adjustable.

Easy to replace panels or other components while on the road.

Reusable.

(TIP: Standardize panel size across different exhibitions.)

Can switch between freestanding and wall-hanging formats.



Freestanding

Pole-panel display:

Challenges:

Can be heavier than other freestanding displays when crated.

The quality of images printed on vinyl or PVC is lower than on paper or other high-quality surfaces.





Cleaning and handling

- Handling.
- General care and cleaning.
- Repairs on the road.
- COVID-19

Shipping

- Local pick-up
- Ground
 - Ex. UPS or FedEx
- Freight
 - Ex. Central Freight or FedEx
- Courier
 - Ex. Capitol Courier
- Local overnight
 - Ex. Lone Star Overnight



Shipping



Dimensional Weight

$$\frac{24 \times 24 \times 20}{166} = 70\text{lbs}$$

Actual Weight

$$= 39.6\text{lbs}$$

Ground is the most affordable option.

“Dimensional weight” determines your cost.

Take this into consideration DURING design, not AFTER!

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If **Freight** . . . negotiate!

Preferred shipping containers

For **freestanding**:

Rotomolded cases;
telescoping with wheels
and handles.

We customize the interiors
and stencil the exteriors.



Preferred shipping containers



For **wall-hanging**:

ATA road cases

Durable, easy to handle,
and can be easily
repurposed for a different
exhibition in the future.

Preferred shipping containers



For **wall-hanging**:

Wood crates

TIPS:

Use minimum 1/2" plywood with 4" riser blocks (for pallet jack), handles, and reinforced corners.

No wheels.

Don't use dry wall screws.

TIPS:

All crates or cases should fit through a standard 36" doorway.

Road cases and wood crates average 250-350 lbs. each (best suited for venues with loading docks).

Remember those two volunteers! Be conscious of the weight of each case or crate and advise venue on what tools to have handy.

Provide clear instructions.



Curation

- Curate for a diverse public audience.
 - K-12 to life-long learner
 - Bilingual content
- Choose topics with broad geographic appeal.
- Choose "timeless" subjects.

*How long do you plan to circulate the exhibition?
Tailor your content to be relevant for as long as possible.*



Design for the traveling medium.

lagoon

el campo

la remuda

la junta

title
panel >



Then you can get creative.

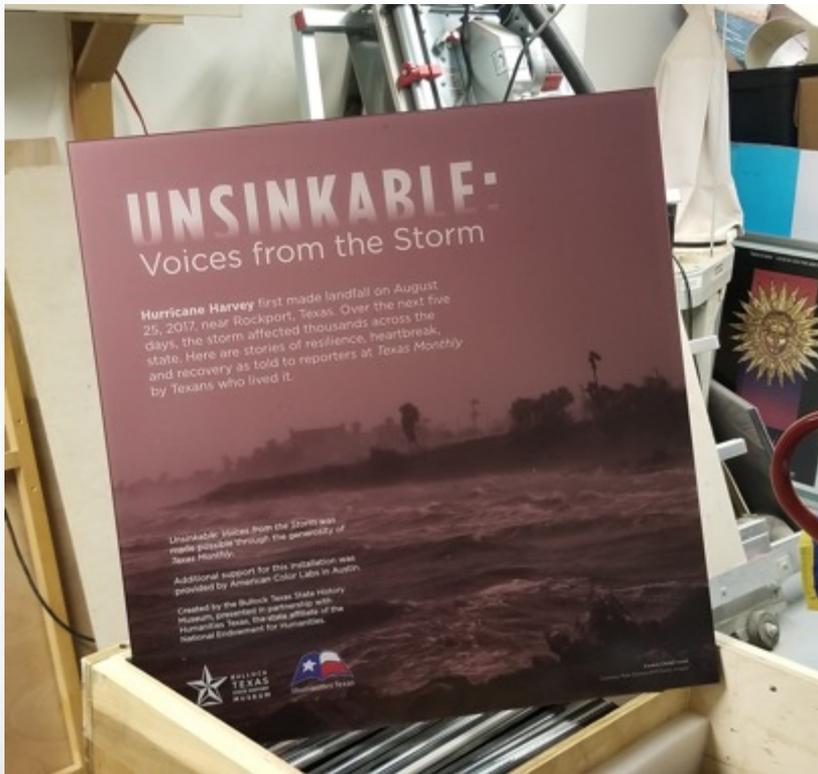


- ~~Flip panels.~~
- ~~Facsimile objects.~~
- Audio / video components.
 - (But consider sound restrictions and maintenance of equipment).
- QR codes.
- Augmented reality.

Unsinkable: Voices from the Storm



*In partnership with the
Bullock Texas State History Museum*





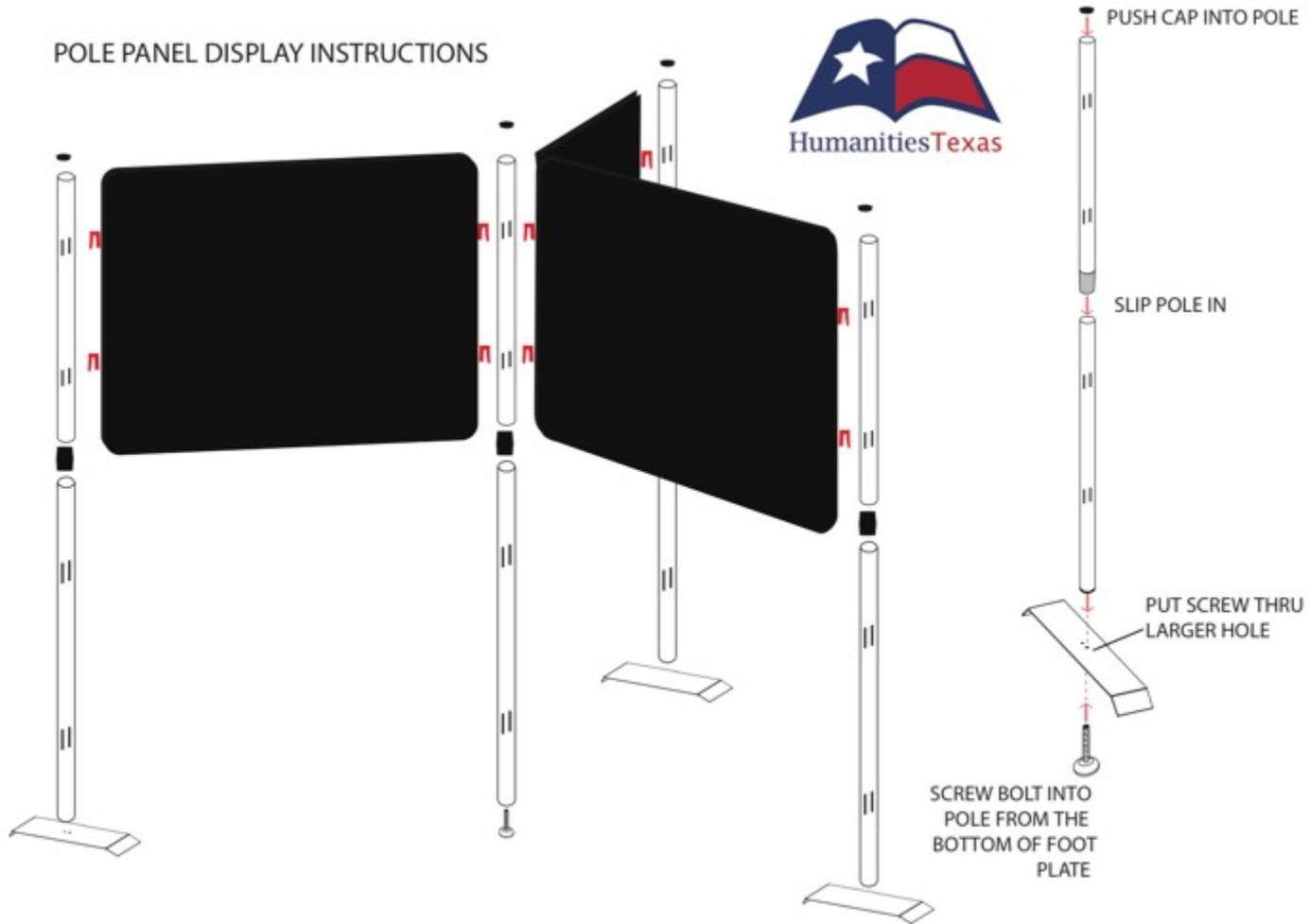
Supplemental materials

The screenshot shows the Johnson City Record Courier website. At the top, there is a navigation bar with links for HOME, SECTIONS, ISSUES, SUBSCRIBE, ADVERTISE, and CLASSIFIEDS. Below the navigation bar, there is a section for the current issue, dated Wednesday, September 30, 2020. The main article is titled "New Exhibit about Hurricane Harvey Opens at Johnson City Library". The article features a photograph of a man standing in front of a destroyed building. The text of the article describes the exhibit, "Unairable: Voices of the Storm," which is presented in partnership with Humanities Texas. The article mentions that Hurricane Harvey first made landfall on August 25, 2017, near Rockport, Texas, and that the exhibit reveals stories of resilience, heartbreak, and recovery as told to reporters at Texas Monthly. The article also mentions that the exhibit is a series of breathtaking photographs and interviews with sixteen Texans who describe how everyday citizens fed, clothed, rescued, and cared for each other as the hurricane crashed down around them.

Be prepared to provide:

- Press release.
- Publicity images.
- Panel previews.
- Detailed instructions for installation and packing.

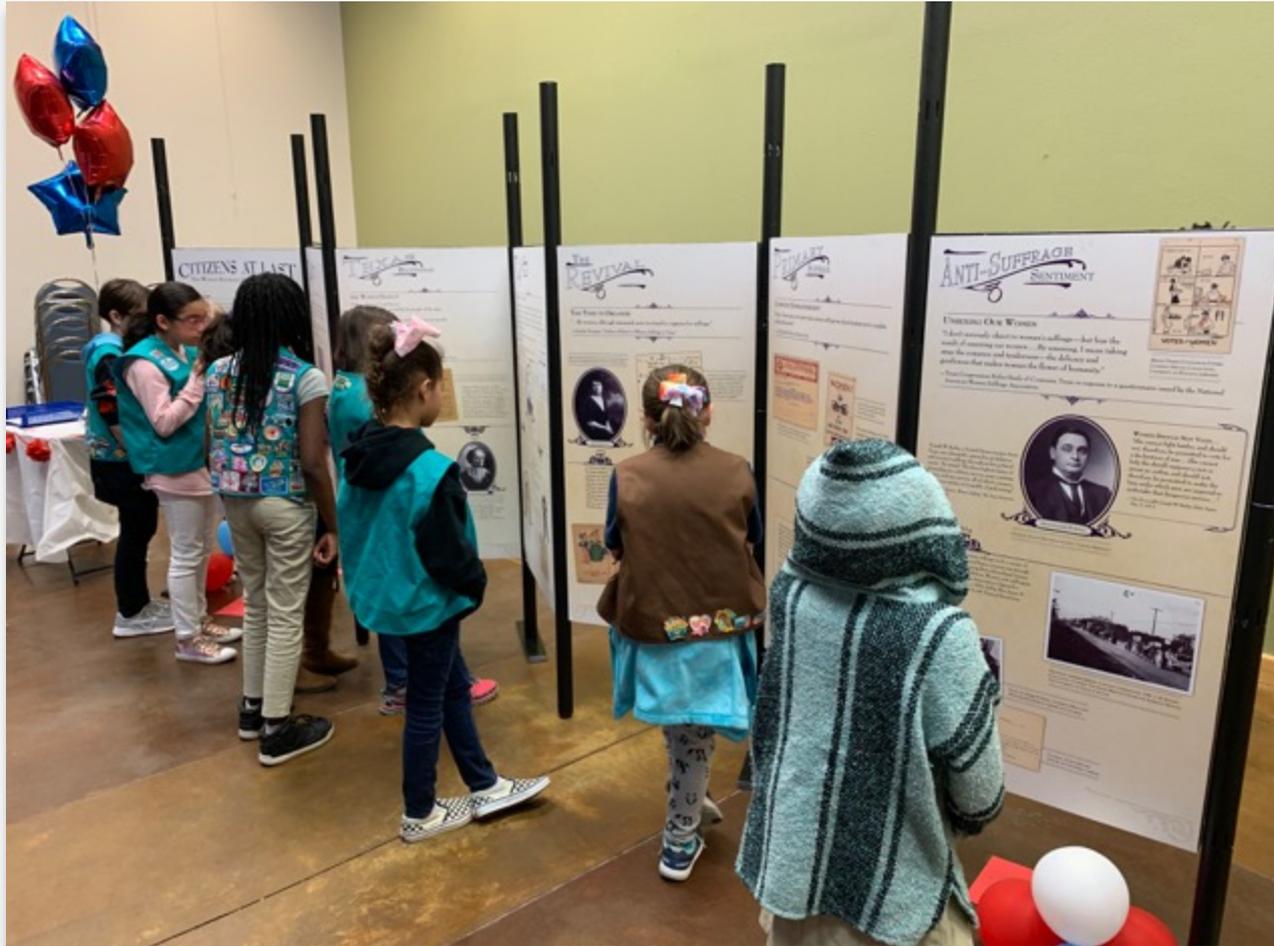
POLE PANEL DISPLAY INSTRUCTIONS





Encourage venues to supplement the exhibitions with their own collections (book displays, related artifacts) or with related programming (speakers, films, etc.)

Outcomes



New (and bigger) audiences for you AND
the venues that host your exhibitions!



Citizens at Last: The Woman Suffrage Movement in Texas at UT Elementary School in Austin.

Frequently Asked Questions

- Funding sources.
 - Grants.
- Insurance.
- Rental fees.
- Marking your exhibition.
- Contracts with partner organizations.
- Vendors and product sourcing.
- Fabrication costs.
- Online content.

Contact Us



Margaret M. Koch

Director

Bullock Texas State History Museum

Margaret.Koch@TheStoryofTexas.com

THC Webinar Pt 1:

Creating Exhibits in Response to Current Events



Melissa J. Huber

Director of Programs and Communication

Humanities Texas

mhuber@humanitiestexas.org

THC Webinar Pt 2:

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