

## TIPS AND CONSIDERATIONS FOR DEVELOPING COMPACT TRAVELING EXHIBITIONS

### Why create a compact traveling version of your exhibition?

- Advance your public, educational mission.
- Create opportunities to expand your organization's visibility across the state (or country).
- Multiply the value of your time, energy, and other resources spent to create initial exhibition.

### Elements of a 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, and community centers).

### In general we are always considering:

- Portability
- Durability
- Repairability / maintenance
- Ease of installation

*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:

(Example: *Unsinkable: Voices from the Storm*)

- *Pros:* Museum-like experience; relatively easy to achieve high-quality facsimiles; and most straightforward and affordable conversation to traveling show.
- *Challenges:* Wall space requirements and labor-intensive installation.
- *A few tips:*
  - Standardize frame/panel sizes (for ease of crating and installation).
  - Choose frames/panels that are easy to repair
  - Do not use glass or paper backings.
  - If possible, include label information within the frame.

#### FREESTANDING:

(Example: *Forgotten Gateway: Coming to America Through Galveston Island*)

- Contact Melissa at [mhuber@humanitiestexas.org](mailto:mhuber@humanitiestexas.org) or (512) 663-5864 for vendor information or to discuss different types of freestanding display systems and their pros/cons.

### Shipping:

- GROUND is often the most affordable option, but "dimensional weight" will determine your cost.
  - Take this into consideration DURING design, not AFTER!
- If FREIGHT . . . negotiate!

### Options for shipping containers:

- ROTOMOLDED CASES: telescoping with wheels and handles.
- ATA ROAD CASES: Durable, easy to handle, and easily repurposed for future exhibitions.
- WOOD CRATES: 4" riser blocks for pallet jack (no wheels), handles, and reinforced corners.
- *A few tips:*
  - All crates or cases should fit through a standard 36" doorway.
  - Be conscious of the weight of each case or crate, and advise venue on what tools to have handy.

### Be prepared to provide:

- Press release, publicity images, and clear instructions on the use of logos and credit language.
- Panel previews and detailed instructions for installation and packing.
- Programming suggestions.

## TIPS AND CONSIDERATIONS FOR RESPONDING TO CURRENT EVENTS — EXHIBITIONS



### An Event Happens!

#### Inspiration Strikes: In what way could/should your organization respond?

##### Consider

- Emotion surrounding the event
- Whether or not your organization (staff, building, etc.) is affected by the event
  - are you the best/rights ones to respond?
- The risks and benefits to you to create something?
  - time, money, audience, community involvement
- Who might be willing to partner with you with assets that reach your desired audience?
- Is the timing right?
  - If it will take significant time to do the project, will it still be relevant when it opens/occurs?
- Do you have the staff/volunteers to rely on to do it well?
- Give yourself permission to say, “it’s not something we can do right now.”

#### Defining the Work

- What is “it?”
  - program, exhibition, announcement, collecting initiative, documentation?

#### The Pitch to Partner/Collaborator/Funder/Administration

- Who best to do?
- Is there already a trusting relationship or is this a new, hoped-for one?
- You’ll need info on
  - basic details of what you want to do
  - amount of time needed and cost
  - audience reach — benefit and outcome as it pertains to your Mission
  - what you need from your partner/collaborator/funder/administration to make it successful
  - how you define success

#### Exhibition Planning

##### Consider

- Mission impact
- Community Action/buy-in needed
- Audience approach
- Space available
- Resources available (includes budget as well as staff time)
- Timeline

#### Marketing Responsibly

##### Consider

- Desired outcome
- Avoid-re-victimization if traumatic event
- Empower community; in solidarity with community
- Historical Record