



Judging Exhibitions: A Framework for Assessing Excellence

Beverly Serrell

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Renowned museum consultant and researcher Beverly Serrell and a group of museum professionals from the Chicago area have developed a generalizable framework by which the quality of museum exhibitions can be judged from a visitor-centered perspective. Using criteria such as comfort, engagement, reinforcement, and meaningfulness, they have produced a useful tool for other museum professionals to better assess the effectiveness of museum exhibitions and thereby to improve their quality. An attached CD includes a brief video demonstrating the Excellent Judges process and provides additional illustrations and information for the reader. Tested in a dozen institutions by the research team, this step-by-step approach to judging exhibitions will be of great value to museum directors, exhibit developers, and other museum professionals.

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