

MUSEUM BASICS

The International Handbook

Fourth Edition

Timothy Ambrose and Crispin Paine

CONTENTS

| | |
|------------------|-------|
| List of figures | xiii |
| List of boxes | xvii |
| Acknowledgements | xix |
| Foreword | xxiii |

| | |
|--|----------|
| SECTION 1 INTRODUCTORY | 1 |
| UNIT 1 ABOUT THIS BOOK | 3 |
| UNIT 2 ABOUT MUSEUMS | 6 |
| UNIT 3 TYPES OF MUSEUMS | 8 |
| UNIT 4 MAKING THE CASE FOR MUSEUMS | 12 |
| UNIT 5 MUSEUMS AND SUSTAINABILITY | 18 |
| UNIT 6 MUSEUMS AND SOCIAL RESPONSIBILITY | 20 |
| UNIT 7 MUSEUMS AND THEORY | 22 |
| UNIT 8 MUSEUMS AND ETHICS | 23 |

CONTENTS

| | |
|---|-----------|
| SECTION 2 THE MUSEUM AND ITS USERS | 27 |
| UNIT 9 MUSEUMS AND THEIR LOCATION | 29 |
| UNIT 10 MUSEUMS ARE FOR PEOPLE | 31 |
| UNIT 11 ACCESS AND ACCESSIBILITY | 34 |
| UNIT 12 UNDERSTANDING YOUR MARKET | 38 |
| UNIT 13 MARKETING YOUR MUSEUM | 48 |
| UNIT 14 DEVELOPING NEW AUDIENCES | 56 |
| UNIT 15 SPECIAL AUDIENCES: MUSEUMS AND PEOPLE WITH DISABILITIES AND SPECIAL NEEDS | 59 |
| UNIT 16 THE MUSEUM VISIT | 63 |
| UNIT 17 LEARNING IN MUSEUMS | 67 |
| UNIT 18 LEARNING: INSIDE THE MUSEUM | 70 |
| UNIT 19 LEARNING: BEYOND THE MUSEUM | 75 |
| UNIT 20 EVENTS AND ACTIVITIES: CREATING PROGRAMMES | 79 |
| UNIT 21 FACILITIES FOR VISITORS | 89 |
| UNIT 22 PROVIDING SERVICES: SHOPS AND SALES POINTS | 92 |
| UNIT 23 PROVIDING SERVICES: FOOD AND DRINK | 96 |
| UNIT 24 PROVIDING FACILITIES FOR HIRE | 99 |
| UNIT 25 INFORMATION SERVICES | 102 |
| UNIT 26 PUBLICATIONS | 108 |
| UNIT 27 MUSEUM WEBSITES | 112 |
| UNIT 28 SOCIAL MEDIA AND MUSEUMS | 115 |

CONTENTS

| | | |
|--|--|------------|
| UNIT 29 | PUBLIC RELATIONS AND THE MEDIA | 118 |
| UNIT 30 | WORKING WITH FRIENDS' AND VOLUNTEER GROUPS | 123 |
| UNIT 31 | RESEARCHERS AS USERS | 127 |
| SECTION 3 PRESENTING AND INTERPRETING COLLECTIONS | | 131 |
| UNIT 32 | INTRODUCING INTERPRETATION | 133 |
| UNIT 33 | PRESENTATION TECHNIQUES: GRAPHICS | 137 |
| UNIT 34 | PRESENTATION TECHNIQUES: THREE-DIMENSIONAL | 139 |
| UNIT 35 | PRESENTATION TECHNIQUES: AUDIO-VISUAL | 142 |
| UNIT 36 | PRESENTATION TECHNIQUES: INTERACTIVES | 146 |
| UNIT 37 | PRESENTATION TECHNIQUES: USING PEOPLE | 148 |
| UNIT 38 | MUSEUM LIGHTING | 150 |
| UNIT 39 | MUSEUM SHOWCASES | 153 |
| UNIT 40 | PLANNING NEW DISPLAYS AND EXHIBITIONS | 156 |
| UNIT 41 | RESEARCH FOR DISPLAYS AND EXHIBITIONS | 162 |
| UNIT 42 | WRITING TEXT | 164 |
| UNIT 43 | BRIEFING A DESIGNER | 170 |
| UNIT 44 | DISPLAY AND EXHIBITION DESIGN AND PRODUCTION | 177 |
| UNIT 45 | NEW MEDIA | 182 |
| UNIT 46 | EVALUATING DISPLAYS AND EXHIBITIONS | 184 |

CONTENTS

| | |
|--|------------|
| SECTION 4 COLLECTING AND COLLECTIONS | 189 |
| UNIT 47 TYPES OF COLLECTIONS | 191 |
| UNIT 48 POLICIES FOR COLLECTING | 194 |
| UNIT 49 POLICIES FOR DISPOSAL | 197 |
| UNIT 50 DONATIONS, PURCHASES AND LOANS | 200 |
| UNIT 51 COLLECTING AND FIELD DOCUMENTATION | 205 |
| UNIT 52 OBJECT RESEARCH | 208 |
| UNIT 53 FIELDWORK AND RECORD CENTRES | 211 |
| UNIT 54 PHOTOGRAPHY, FILM AND VIDEO | 214 |
| UNIT 55 AUDIO-RECORDING AND ORAL HISTORY | 218 |
| UNIT 56 THE ROLE OF COLLECTIONS IN RESEARCH | 224 |
| UNIT 57 ETHICAL CONSIDERATIONS AND REPATRIATION | 226 |
| UNIT 58 MUSEUM ARCHIVES AND MUSEUM HISTORY | 227 |
| | |
| SECTION 5 MANAGING AND CARING FOR COLLECTIONS | 231 |
| UNIT 59 COLLECTIONS MANAGEMENT PLANS | 233 |
| UNIT 60 COLLECTIONS AUDITS | 235 |
| UNIT 61 DOCUMENTATION SYSTEMS | 239 |
| UNIT 62 WORKING WITH CONSERVATORS AND CONSERVATION PLANS | 246 |
| UNIT 63 PREVENTIVE CONSERVATION: PRINCIPLES | 252 |
| UNIT 64 ENVIRONMENTAL MONITORING AND CONTROL: LIGHT | 256 |

CONTENTS

| | | |
|---|---|------------|
| UNIT 65 | ENVIRONMENTAL MONITORING AND CONTROL: HUMIDITY AND TEMPERATURE | 260 |
| UNIT 66 | ENVIRONMENTAL MONITORING AND CONTROL: AIR POLLUTION/PEST AND INSECT ATTACK | 264 |
| UNIT 67 | MATERIALS TESTING | 268 |
| UNIT 68 | COLLECTIONS STORAGE: PRINCIPLES | 271 |
| UNIT 69 | COLLECTIONS STORAGE: PRACTICE | 276 |
| UNIT 70 | HANDLING, PACKING AND MOVING COLLECTIONS | 283 |
| UNIT 71 | REMEDIAL CONSERVATION: PRINCIPLES | 287 |
| UNIT 72 | REMEDIAL CONSERVATION: PRACTICE | 289 |
| UNIT 73 | DISASTER PLANNING | 291 |
| UNIT 74 | INSURANCE | 296 |
| UNIT 75 | COLLECTIONS SECURITY: PHYSICAL AND ELECTRONIC | 300 |
| UNIT 76 | COLLECTIONS SECURITY: SYSTEMS AND PROCEDURES | 304 |
| UNIT 77 | COPYRIGHT | 307 |
| SECTION 6 THE MUSEUM AND ITS BUILDINGS | | 311 |
| UNIT 78 | MUSEUM BUILDINGS: FORM AND FUNCTION | 313 |
| UNIT 79 | MUSEUMS AND THEIR PHYSICAL SETTING | 318 |
| UNIT 80 | MUSEUM BUILDINGS: PLANNING FOR ACCESS | 321 |
| UNIT 81 | OPTIONS ANALYSIS AND FEASIBILITY ASSESSMENT | 326 |
| UNIT 82 | WORKING WITH ARCHITECTS | 333 |

CONTENTS

| | | |
|--|--|------------|
| UNIT 83 | MUSEUM BUILDINGS: PHYSICAL SECURITY | 339 |
| UNIT 84 | MUSEUM BUILDINGS: MANAGEMENT AND MAINTENANCE | 342 |
| UNIT 85 | MUSEUM BUILDINGS: SUSTAINABILITY | 346 |
| UNIT 86 | MOVING THE MUSEUM | 352 |
| UNIT 87 | ORIENTATION AND SIGNAGE | 356 |
| UNIT 88 | ATMOSPHERE, PACE AND FLOW | 360 |
| SECTION 7 THE MUSEUM AND ITS MANAGEMENT | | 365 |
| UNIT 89 | LEGAL STATUS, GOVERNANCE AND MANAGEMENT STRUCTURES | 367 |
| UNIT 90 | PARTNERSHIPS | 370 |
| UNIT 91 | NETWORKING | 374 |
| UNIT 92 | POLICY DEVELOPMENT AND MANAGEMENT PLANNING | 377 |
| UNIT 93 | DEVELOPING A FORWARD PLAN | 381 |
| UNIT 94 | MEASURING PERFORMANCE IN MUSEUMS | 390 |
| UNIT 95 | EVALUATING THE MUSEUM'S SUCCESS | 395 |
| UNIT 96 | PROJECT MANAGEMENT | 397 |
| UNIT 97 | FINANCIAL MANAGEMENT | 402 |
| UNIT 98 | NEW SOURCES OF INCOME | 411 |
| UNIT 99 | FUND-RAISING | 418 |
| UNIT 100 | MANAGEMENT OF CHANGE | 424 |
| UNIT 101 | INTERNAL COMMUNICATIONS | 427 |
| UNIT 102 | STAFF STRUCTURES | 432 |

CONTENTS

| | | |
|------------------|--|------------|
| UNIT 103 | VOLUNTEERS IN MUSEUMS | 433 |
| UNIT 104 | RECRUITING MUSEUM STAFF | 437 |
| UNIT 105 | CONDITIONS OF SERVICE | 441 |
| UNIT 106 | PERFORMANCE STANDARDS FOR THE INDIVIDUAL | 444 |
| UNIT 107 | JOB APPRAISAL AND ASSESSING PERFORMANCE | 447 |
| UNIT 108 | STAFF TRAINING AND PROFESSIONAL DEVELOPMENT | 449 |
| UNIT 109 | USING CONSULTANTS AND OUTSOURCING | 452 |
| UNIT 110 | HEALTH AND SAFETY | 458 |
| UNIT 111 | ADMINISTRATIVE PROCEDURES | 463 |
| UNIT 112 | INFORMATION TECHNOLOGY AND THE MUSEUM | 466 |
| SECTION 8 | SUPPORTING RESOURCES | 471 |
| UNIT 113 | SOURCES OF INFORMATION AND SUPPORT | 473 |
| UNIT 114 | RESOURCES FOR MUSEUMS ON THE INTERNET | 477 |
| | Glossary | 481 |
| | Select bibliography | 487 |
| | Index | 495 |