

Engaging the Visitor: Designing Exhibits That Work

By Stephen Bitgood

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Engaging the Visitor addresses some of the most fundamental issues relating to interpretation, exhibition design and the visitor experience, in a format which is attractive, approachable - and above all actionable. Challenging many preconceptions, this book is firmly rooted in the results of museum-based scientific research. Deep and effective engagement with exhibit content is still the exception in very many museums. When most visitors pass an exhibit with only a glance, it will fail to engage. And until the visitor is engaged no informal learning - or any other satisfying experience - will happen... This book will help you answer such questions as: How often do visitors really engage with the content of the exhibitions in our museum? Why do our visitors engage with some of our exhibits and not others? How can we increase our visitors' engagement through better exhibit design?

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