

# CONTENTS

List of figures	xii
List of boxes	xv
Acknowledgements	xvii
Foreword	xx
<b>SECTION 1 INTRODUCTORY</b>	<b>1</b>
UNIT 1 ABOUT THIS BOOK	3
UNIT 2 ABOUT MUSEUMS	6
UNIT 3 TYPES OF MUSEUMS	8
UNIT 4 THE CASE FOR MUSEUMS	12
UNIT 5 MUSEUMS AND SUSTAINABILITY	17
UNIT 6 MUSEUMS AND ETHICS	19
<b>SECTION 2 THE MUSEUM AND ITS USERS</b>	<b>23</b>
UNIT 7 MUSEUMS ARE FOR PEOPLE	25
UNIT 8 ACCESS AND ACCESSIBILITY	28



## CONTENTS

UNIT 9	UNDERSTANDING YOUR MARKET	31
UNIT 10	MARKETING YOUR MUSEUM	42
UNIT 11	DEVELOPING NEW AUDIENCES	48
UNIT 12	SPECIAL AUDIENCES: MUSEUMS AND PEOPLE WITH DISABILITIES	51
UNIT 13	THE MUSEUM VISIT	55
UNIT 14	LEARNING IN MUSEUMS	59
UNIT 15	LEARNING: INSIDE THE MUSEUM	63
UNIT 16	LEARNING: BEYOND THE MUSEUM	67
UNIT 17	EVENTS AND ACTIVITIES: CREATING PROGRAMMES	72
UNIT 18	FACILITIES FOR VISITORS	81
UNIT 19	PROVIDING SERVICES: SHOPS AND SALES POINTS	84
UNIT 20	PROVIDING SERVICES: FOOD AND DRINK	88
UNIT 21	PROVIDING FACILITIES FOR HIRE	91
UNIT 22	INFORMATION SERVICES	95
UNIT 23	PUBLICATIONS	99
UNIT 24	MUSEUM WEBSITES	103
UNIT 25	PUBLIC RELATIONS AND THE MEDIA	106
UNIT 26	WORKING WITH FRIENDS' AND MEMBERSHIP GROUPS	111
UNIT 27	RESEARCHERS AS USERS	114



<b>SECTION 3 INTERPRETING COLLECTIONS</b>	<b>117</b>
UNIT 28 INTRODUCING INTERPRETATION	119
UNIT 29 PRESENTATION TECHNIQUES: GRAPHICS	123
UNIT 30 PRESENTATION TECHNIQUES: THREE-DIMENSIONAL	125
UNIT 31 PRESENTATION TECHNIQUES: AUDIO-VISUAL	127
UNIT 32 PRESENTATION TECHNIQUES: INTERACTIVES	131
UNIT 33 PRESENTATION TECHNIQUES: USING PEOPLE	134
UNIT 34 MUSEUM LIGHTING	136
UNIT 35 MUSEUM SHOWCASES	138
UNIT 36 PLANNING NEW DISPLAYS AND EXHIBITIONS	141
UNIT 37 RESEARCH FOR DISPLAYS AND EXHIBITIONS	145
UNIT 38 WRITING TEXT	147
UNIT 39 BRIEFING A DESIGNER	153
UNIT 40 DISPLAY AND EXHIBITION DESIGN AND PRODUCTION	159
UNIT 41 NEW MEDIA	164
UNIT 42 EVALUATING DISPLAYS AND EXHIBITIONS	166

<b>SECTION 4 COLLECTING AND COLLECTIONS</b>		<b>171</b>
UNIT 43	TYPES OF COLLECTIONS	173
UNIT 44	POLICIES FOR COLLECTING	176
UNIT 45	POLICIES FOR DISPOSAL	178
UNIT 46	DONATIONS, PURCHASES AND LOANS	182
UNIT 47	COLLECTING AND FIELD DOCUMENTATION	187
UNIT 48	OBJECT RESEARCH	190
UNIT 49	FIELDWORK AND RECORD CENTRES	193
UNIT 50	PHOTOGRAPHY, FILM AND VIDEO	195
UNIT 51	AUDIO-RECORDING AND ORAL HISTORY	199
UNIT 52	THE ROLE OF COLLECTIONS IN RESEARCH	204
UNIT 53	ETHICAL CONSIDERATIONS AND REPATRIATION	207
UNIT 54	MUSEUM ARCHIVES AND MUSEUM HISTORY	208
<b>SECTION 5 MANAGING AND CARING FOR COLLECTIONS</b>		<b>211</b>
UNIT 55	COLLECTIONS MANAGEMENT PLANS	213
UNIT 56	COLLECTIONS AUDITS	215
UNIT 57	DOCUMENTATION SYSTEMS	220
UNIT 58	WORKING WITH CONSERVATORS	227
UNIT 59	PREVENTIVE CONSERVATION: PRINCIPLES	233
UNIT 60	ENVIRONMENTAL MONITORING AND CONTROL: LIGHT	237

UNIT 61	ENVIRONMENTAL MONITORING AND CONTROL: HUMIDITY AND TEMPERATURE	241
UNIT 62	ENVIRONMENTAL MONITORING AND CONTROL: AIR POLLUTION/PEST AND INSECT ATTACK	245
UNIT 63	MATERIALS TESTING	249
UNIT 64	STORAGE: PRINCIPLES	252
UNIT 65	STORAGE: PRACTICE	257
UNIT 66	HANDLING, PACKING AND MOVING COLLECTIONS	264
UNIT 67	REMEDIAL CONSERVATION: PRINCIPLES	267
UNIT 68	REMEDIAL CONSERVATION: PRACTICE	270
UNIT 69	DISASTER PLANNING	272
UNIT 70	INSURANCE	276
UNIT 71	COLLECTIONS SECURITY: PHYSICAL AND ELECTRONIC	280
UNIT 72	COLLECTIONS SECURITY: SYSTEMS AND PROCEDURES	283
UNIT 73	COPYRIGHT	286
<b>SECTION 6</b>	<b>THE MUSEUM AND ITS BUILDINGS</b>	<b>289</b>
UNIT 74	MUSEUM BUILDINGS: FORM AND FUNCTION	291
UNIT 75	MUSEUMS AND THEIR PHYSICAL SETTING	296
UNIT 76	MUSEUM BUILDINGS: PLANNING FOR ACCESS	299
UNIT 77	OPTIONS ANALYSIS AND FEASIBILITY ASSESSMENT	304



## CONTENTS

UNIT 78	WORKING WITH ARCHITECTS	311
UNIT 79	MUSEUM BUILDINGS: PHYSICAL SECURITY	317
UNIT 80	MUSEUM BUILDINGS: MANAGEMENT AND MAINTENANCE	320
UNIT 81	MUSEUM BUILDINGS: SUSTAINABILITY	324
UNIT 82	ORIENTATION AND SIGNAGE	329
UNIT 83	ATMOSPHERE, PACE AND FLOW	333
<b>SECTION 7 THE MUSEUM AND ITS MANAGEMENT</b>		<b>337</b>
UNIT 84	LEGAL STATUS, GOVERNANCE AND MANAGEMENT STRUCTURES	339
UNIT 85	PARTNERSHIPS	342
UNIT 86	NETWORKING	345
UNIT 87	POLICY DEVELOPMENT AND MANAGEMENT PLANNING	347
UNIT 88	DEVELOPING A FORWARD PLAN	352
UNIT 89	MEASURING PERFORMANCE IN MUSEUMS	361
UNIT 90	EVALUATING THE MUSEUM'S SUCCESS	365
UNIT 91	PROJECT MANAGEMENT	367
UNIT 92	FINANCIAL MANAGEMENT	373
UNIT 93	NEW SOURCES OF INCOME	380
UNIT 94	FUND-RAISING	387
UNIT 95	MANAGEMENT OF CHANGE	394
UNIT 96	INTERNAL COMMUNICATIONS	397
UNIT 97	STAFF STRUCTURES	402

## CONTENTS

UNIT 98	VOLUNTEERS IN MUSEUMS	403
UNIT 99	RECRUITING MUSEUM STAFF	407
UNIT 100	CONDITIONS OF SERVICE	410
UNIT 101	PERFORMANCE STANDARDS FOR THE INDIVIDUAL	413
UNIT 102	JOB APPRAISAL AND ASSESSING PERFORMANCE	416
UNIT 103	STAFF TRAINING AND PROFESSIONAL DEVELOPMENT	419
UNIT 104	USING CONSULTANTS IN THE MUSEUM	421
UNIT 105	HEALTH AND SAFETY	427
UNIT 106	ADMINISTRATIVE PROCEDURES	433
UNIT 107	INFORMATION TECHNOLOGY AND THE MUSEUM	436
<b>SECTION 8 SUPPORTING RESOURCES</b>		<b>441</b>
UNIT 108	SOURCES OF INFORMATION AND SUPPORT	443
UNIT 109	RESOURCES FOR MUSEUMS ON THE INTERNET	447
	Glossary	451
	Select bibliography	457
	Index	467