As museum professionals, we constantly seek new approaches and techniques to create more accessible and successful exhibition experiences for our visitors. Still, for most of us, labels remain the primary vehicle for communicating invitations, ideas, and information. Writers and editors passionate about this medium continue to experiment with their words and achieve wonderful results. This competition honors their efforts and aims to inspire others to explore the potential of label copy.

Writers and editors from around the world submitted 83 labels to the 2012 competition. We thank them for their efforts to advance label writing practices. A panel of four jurors—representing decades of experience writing, editing, and evaluating museum labels—reviewed the entries and chose 11 to honor at the AAM annual meeting in Minneapolis. We gratefully acknowledge the jurors’ contributions, recognizing that this initiative would not be possible without their expertise. And, we extend our sincere appreciation to CurCom for sponsoring the competition in cooperation with EdCom and NAME.

Thanks for attending the Marketplace of Ideas. We look forward to receiving your entries for the 2013 competition. Submission details will be available in August at www.curcom.org.

John Russick
Director of Curatorial Affairs
Chicago History Museum

Emily H. Nordstrom
Editor
Chicago History Museum

Jeanine Head Miller
Curator of Domestic Life
The Henry Ford

What makes an exhibition label excellent?
An excellent label is one that connects with its audience—and leaves them with something meaningful and memorable. Imagine the people who will be reading the label—then “talk” to them. Think of the words as a conversation with visitors.

Reading the label should be effortless. Don’t make visitors work hard to understand or stay focused on the message. Every word should contribute to the experience—or not be included. Intertwine ideas and words to make the label text flow seamlessly. Vary the pacing.

Begin with what the audience knows, then take them to new places. Present a fresh idea, offer reflection, paint a picture, communicate an emotion, or make connections. Make the unfamiliar accessible or explain a complex idea simply and clearly.

Exhibit labels are not about serving up lots of facts—they are about sparking contemplation and learning. Always leave ‘em wanting more.

Cathleen Donnelly
Senior Exhibit Developer
The Children’s Museum of Indianapolis

Exhibit text is a scrim, or great sunglasses, or a sensuous windowsill. Reading a label is a small act of attention that can anchor a visitor’s experience in some way. In order to earn the visitors’ trust, the writer must ditch guile and pretention and open fully to this moment, this thing: watershed, walrus, lamp, vignette, lyric, battlefield, life. Open just enough for the visitor to engage, then to wander, wonder.

Toni Wynn
Writer and Museum Consultant
University of Michigan Museum of Natural History

Everything I know about exhibit label writing, I’ve stolen from Susan Curran, Judy Rand, or Beverly Serrell. The definition of good labels I give my students is an amalgam of their advice, though I believe the format is Judy’s.

A good label is both readable and relevant.

Relevance consists of being clear (the label relates to the content of the exhibit); consistent (it relates to the exhibition medium); and connected (it relates to the object and to the audience).

Readability consists of being easy to read (short, focused, organized and with no jargon) and fun to read (active voice, active verbs, vivid, conversational and possessing some personality).

Labels convey information, of course. But more importantly, we want that conveyance to be so engaging and enjoyable that the visitor will be inspired to think about, even learn about, the subject after their visit ends. (Yeah, singular “their.” Deal with it.)

The Children’s Museum of Indianapolis
Senior Exhibit Developer

As writers and editors, our personalities alter the alchemy of the mix. The best labels make the souls of all involved transparent: the text glimmers because of the connection to the object, site, or subject matter. The energy of the exhibit team inhabits the phrasing and speaks to the design.

Exhibit text is a scrim, or great sunglasses, or a sensuous windowsill. Reading a label is a small act of attention that can anchor a visitor’s experience in some way. In order to earn the visitors’ trust, the writer must ditch guile and pretention and open fully to this moment, this thing: watershed, walrus, lamp, vignette, lyric, battlefield, life. Open just enough for the visitor to engage, then to wander, wonder.
**FISHING CAT**

*Prionailurus viverrinus*

See the fishing cat
Wishing that
A minnow would swim past.
Silver flash!
Water splash!
Dinner at last.

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**Range:** Southeastern Asia  
**Weight:** 12 to 17.5 lbs  
**Length:** 1.8 to 2.8 ft  
**Lifespan:** Up to 10 yrs in captivity  
**Habitat:** Wetland, grassland, and forest  
**Prey:** Fish and other small animals

**Species@Risk** IUCN—Endangered

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(Praise from the Jurors)

(A haiku)
The label writer  
Can’t stop smiling at the poem.  
Wish I’d written that!

—Eugene Dillenburg

Unlike just any simple, catchy rhyme, this little poem packs a science lesson in its unassuming six lines. Looks are deceiving here; I’d bet this label took a while to craft. First I “see” the cat. The fishing cat’s payoff for “wishing” (and I know how long wishing can be) is “dinner at last.” I feel time passing along with the waiting cat.

—Toni Wynn

With live animals splashing behind the glass, I bet it’s hard to get visitors to read labels. But I’d read this one, probably out loud, to savor each carefully chosen word.

—Cathleen Donnelly

The writer lets us feel the fishing cat’s l-o-n-g wait while scanning the water intently for a sign of his next meal. We learn his prey is a minnow—spotted in an instant and caught lightning quick! These four short lines of engaging poetry deliver. And everything contributes.

—Jeanine Head Miller
Praise from the Jurors

This label very effectively takes readers from the familiar to the unfamiliar, making a graceful segue from the teeming vehicular traffic of modern times to the teeming river and lake traffic of Chicago's beginnings. Time effortlessly falls away to reveal a memorable, accessible image of the who, what, and why of Chicago's founding. Using second-person pronouns—and telling the story by talking about people—draws in its young audience. Will this exhibition's visitors ever be able to look at Chicago's waterways in quite the same way again?

—Jeanine Head Miller

This label paints a lively picture, connecting the distant past to the modern day. It really connects and makes the content accessible for its audience.

—Eugene Dillenburg

I like the casual, familiar voice of this label. It's a read-aloud story perfect for family visitors. And there's plenty of action to hold my attention—honking, hurrying, paddling, rushing. All that commotion really conveys the busyness of a crossroads.

—Cathleen Donnelly

Du Sable built his business at a watery crossroads

A crossroads is where two or more streets cross. They can be hectic places, with cars honking and people hurrying to get somewhere.

In du Sable’s day, there was no State Street, your street, or any other street. Instead, early Chicago sat at a crossroads of mighty rivers, rushing streams, and a great lake. When people traveled, they often took to the water, paddling canoes.

With so many people using its watery highways, Chicago hummed with activity. What better place to build a farm and trading post than at the crossroads of the river and the lake?

Fun fact!
The canoes used around Chicago in du Sable’s time were light and portable, easy to drag out of the water and onto a riverbank.
Writers: Mason Klein and Rebecca Shaykin

Editor: Eve Sinaiko

The Radical Camera:
New York’s Photo League, 1936–1951
The Jewish Museum
New York

Target audience: Older, well-educated Jewish adults; those interested in Jewish culture. We also aim to attract younger art lovers, the digital generation, and viewers without ties to traditional Jewish culture.

Label type: Object

Praise from the Jurors

This label does double duty by showing me how to “read” a photograph while describing the image. The tension in the text is sustained by the word choice (“eerie,” “tensions,” “anxious,” “masked,” “struggle”) and by placing Halloween and the civil rights struggle—suggesting shadow—in the same sentence. Using “hints at” guides me to speculate, but still allows me to draw my own conclusions. I find this label remarkable. Every word is essential.

—Toni Wynn

Marvin E. Newman
(born 1927, Manhattan, New York)
Halloween, South Side, 1951
Gelatin silver print
The Jewish Museum, New York, Purchase: Photography Acquisitions Committee Fund

This eerie image of children on Halloween hints at racial tensions at the dawn of the civil-rights struggle. The effect is heightened by the tight cropping, the children’s anxious expressions, and the close juxtaposition of masked and unmasked faces.

Tense. Unsettling. What should be a moment of innocent childhood fun instead deeply haunts us. The well-chosen words in this label effectively convey these emotions—and help us understand why we feel that way. The label shows us how to read the image—explaining how elements like tight cropping and juxtaposition can help communicate realities lying just below the surface.

—Jeanine Head Miller

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Upside-down jellies grow a garden of algae

These jellies shelter algae inside their cells

On the shallow sea floor, upside-down jellies face the sun, exposing their algae to plenty of light. The algae use the light to produce food, which the jellies eat. When different species cooperate like this, it’s called symbiosis (sim-be-OH-sis).

Praise from the Jurors

The clear, direct, visual language in this label makes its complicated information understandable. Subtle alliteration evokes a feeling of gently rolling waves.

—Eugene Dillenburg

It’s only 40 words, but chock-full of fascinating facts. It anticipates and answers a question (why are these jellies upside-down?) and points out a particular feature (algae). Next, it defines the term “symbiosis” simply and concretely for the family audience. Every word works in this wonderfully crafted label.

—Cathleen Donnelly
Target audience: Visitors of Chinese ancestry; locals and tourists in search of an “off the beaten path” museum experience in a city renowned for its big museums. Due to the difficult content, this is not a museum for small children.

Label type: Other (introduces stories that put a face on the atrocities of the Laogai)

Praise from the Jurors

I am immediately caught up in Lin Zhao’s story as I read the list of facts above the narrative; it’s a great setup for her story. It would be a disservice to make this history easy, saddle it with adjectives, or project blame. The drama builds and builds, but the writing is straightforward without being journalistic.

—Toni Wynn

This powerful label is an example of “show, don’t tell.” Instead of listing the kinds of atrocities experienced by inmates in China’s forced labor prison camps, it shows us through one woman’s story. The text makes crystal clear—through very brief narrative—the utter brutality against which any struggle ultimately proved fruitless. The moral courage and persistence of the woman takes one’s breath away. The goal of this label-writing approach was to take on disturbing content and communicate it through “emotional and impactful” text but “not [be] so shocking as to turn visitors off.” It succeeds.

—Jeanine Head Miller

DATE(S) OF ARREST 1960, 1962
PRISON TERMS 20 YEARS, EXECUTED
CHARGES COUNTERREVOLUTIONARY
“CRIME” Speaking Out Against Mao

LIN ZHAO

Once an ardent Communist, Lin’s public support for a Rightist classmate landed her in the Laogiao in 1957. Later, she wrote articles criticizing Mao’s economic policies. Rearrested and sentenced to twenty years, Lin refused to stop writing. After guards took away her pen, she wrote hundreds of thousands more words—in her own blood. After she was executed in 1968, an official visited her family demanding five cents for the bullet used to kill her.
What’s on the menu for green sea turtles?

Young green sea turtles gobble gooey animals, like jellies and swimming snails. Adults use their beaklike jaws to tear sea grasses and algae—and to crush the occasional clam or crab.

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Praise from the Jurors

Just beautiful. Precise, informative, and engagingly active—I can see these turtles munching! And the cadence and alliteration make it flow off the tongue. Delightful, a joy to read.

—Eugene Dillenburg

This lyrical label summons an undersea soundscape in my head. I can almost hear those turtles gobbling “gooey animals” and crushing “the occasional clam.” Making good use of alliteration—even sonicky words—the writer crafted a label that’s genuinely fun to read. It’s a wonderful example of Monterey Bay Aquarium’s “signature” style and a model for aspiring writers.

—Cathleen Donnelly

This label just begs to be read aloud. It’s beautifully crafted, and its infectious fun transfers to my feelings about the sea turtles it describes.

—Toni Wynn
We know them as skeletons, but dinosaurs were once living, breathing animals much like us.

What were they like?

Today we know dinosaurs only from fossils. But these old bones and bits of skin once belonged to living, breathing animals. They hunted for food and fled from danger. They sought mates and cared for their young. They suffered diseases and injuries. They faced life’s challenges just as we do today.
Juror's Choice

During the judging process, four labels inspired the enthusiasm of a single juror. These entries are included here as Juror's Choice labels.

Such a great headline! I couldn't wait to find out. There's a lighthearted feel to the writing, yet the information is factual and usable. This label could have used a final edit to tighten the second sentence, but the list is great and easy to study. Ready-set-go, I feel like a maharaja-spotting pro already!

—Toni Wynn

HOW TO SPOT A MAHARAJA

Portrait painting played an important role in recording the identity, power and activities of Indian rulers. In many of the paintings you will see throughout this exhibition, you can identify the king by looking for one or more of the following devices that artists used to emphasize a king's royal status:

1. A halo of light (or nimbus) surrounds his head.
2. He is wearing more jewels than everyone else.
3. He is larger in size than everyone else.
4. He is the focus of attention for the other figures in the painting.
5. He appears more than once in the same painting.
Painters like Franz Kline believed that colour, shapes and lines could communicate emotions. Look at the lines, shapes and colours in this painting. What feelings do you think the artist was trying to express here?

[Franz Kline, Cupola, 1958–1960]

Painters like Franz Kline believed that colour, shapes and lines could communicate emotions. Look at the lines, shapes and colours in this painting. What feelings do you think the artist was trying to express here?
I don't know what the painting looks like, but I can anticipate the kind of feeling it might evoke, just from reading this beautifully written, very personal reflection. The writer's skillful use of metaphor caught my attention, then the graceful flow and rhythm of the words carried me along until I was right there, gazing intently, “surrounded by silence and beauty.” Bravo!

—Cathleen Donnelly

[Early March by William L. Lathrop (1859–1938)]

Looking at a Lathrop painting is like walking down a busy street surrounded by honking horns, screeching sirens, and the constant dull roar of pistons firing and gears turning. Suddenly, out of the corner of your eye, you see a clump of grass poking out of the sidewalk. You almost walk by, but something makes you stop and look. You look, and look, and start to see the delicate blades of grass vibrating in the wind and the elegant curve of each leaf as it reflects the afternoon light. Slowly all the noise and hurry melt away, until finally there is only you and the grass, and you're surrounded by silence and beauty.
Pond Seasons
LIKE ALL LIVING ECOSYSTEMS, Nature Boardwalk at Lincoln Park Zoo changes with the seasons. Spring blooms and summer richness give way to fall migration and winter ice, with the pond’s depths providing shelter during the coldest season.

Springing to Life
As the weather warms and the pond begins to thaw, signs of life sprout around Nature Boardwalk. Water lilies and little bluestems send up shoots. Male red-winged blackbirds and American toads arrive early to set up breeding territories.

Summertime Abundance
The pond ecosystem is in full bloom. American lotuses unveil their flowers on the water's surface as green darner dragonflies buzz in search of insects to eat. Wood ducklings paddle behind their mother on the pond. Tadpoles develop, ring-billed gulls scavenge and fireflies light the night.

Field Guide
DRAGONFLY
These predatory insects feed on mosquitoes, flies and other small bugs. They are often found near lakes, streams and wetlands, laying their eggs in or near the water. Dragonfly offspring (nymphs) mature underwater before growing wings and taking to the air.

Fall Transition
Shorter days and colder weather begin to rein in the life on display. Shagbark hickory trees lose their leaves even as chipmunks gather their nuts for winter meals. Black-crowned night herons and monarch butterflies migrate to warmer climates.

Winter Rest
As the pond ices over, painted turtles burrow into the bottom to wait out winter. Largemouth bass and bluegill reduce activity and retreat to deeper water. Eastern cottontail rabbits subsist on twigs and bark, and northern cardinals eat the seeds that remain.