



Headstone Manor & Museum – Community Exhibitions Guidelines

These guidelines are based on Headstone Manor & Museum's guidelines for its own exhibitions. For community exhibitions, you are not required to follow these guidelines strictly, however we do recommend you try and stick to them, as they represent best practice on how to make your exhibition engaging and accessible to visitors.

Collections Staff at the Museum are available to advise on your text, and help with proof reading and editing. We will take you through each step of your exhibition journey and guide you through our processes. This is a co-curated exhibition process, we are here to help!

Main Text Panels

Special Exhibitions Room:

- We have one introductory text panel and three main text panels
Your exhibition should have at least one introductory text panel to orientate the visitor as they enter the space. This should introduce all the key themes in the display and include an image (e.g. map, photo) relevant and appropriately credited. This should be no more than 150 words.
- There should also be at least one main panel text. This is where you can go a bit deeper than the introductory panel on the main message of the exhibition. This should start with a summary of 1-2 sentences at the top of the panel, and then an overview of the main theme or up to three smaller themes. This should be no more than 200-300 words.
- If you choose not to use the white temporary wall in the exhibition, then you will need to write an additional two panels, similar to the point above

Introductory Panel

870 x 870mm

Titles – Johnston ITC Std Medium size 120

Introductory sentence – Johnston ITC Std light (bold) size 61

Main text – Johnston ITC Std light size 51

Photograph captions – Johnston ITC Std light size 15

Main Text Panels

620mm x 1470mm

Title – Johnston ITC Std Medium size 120

Introductory sentence – Johnston ITC Std light (bold) size 61

Main Text – Johnston ITC Std light size 51

Photographs caption – Johnston ITC Std light size 15

Community Cupboard & Visitor Centre Café Spaces:

- There is already one main panel for this space highlighting the nine protected characteristics. Your exhibition must fit into the themes for this space. We can send you the panel text in advance.

- Your exhibition should then have at least one introductory label in the space to inform people the purpose of your exhibition and the object/visuals that you may have on display.
- We can either design and print these labels for you or you may want to do this yourself.
- Labels for the Community Cupboard space should be no bigger than A5-A4 size.
- Labels for the Visitor Centre Café space should be no bigger than A5 size.

Design and Print Specifications:

- We use 5mm foamboard panels, which are strong and long-lasting and work well. We will do the printing for all exhibitions but we can also recommend printing to you too. Strong thick card can be used for the smaller exhibition spaces. Ideally all material used should be recyclable or reused afterwards.
- Use a sans serif font – we use Johnston ITC but we have other suggested text styles too.
- Don't add text over the top of images or it will be hard to read. You can add a photograph caption underneath the text.
- If you are designing it yourself, make sure there is a clear distinction between the background colour and font colour.
- Don't over decorate the panels with design work – simple is best

All Exhibition Object/Artwork Labels

- Objects in cases, or artworks on temporary walls, should be labelled so people know what they are
- Start with what the viewer can see.
- Relate the object to the gallery's main story
- Explain any specialist terms
- Don't assume labels will be read in a particular order.
- Use 50-75 words on a label.
- Label text should be Johnston ITC Std light size 14 (use bold for titles)

Writing style:

- Keep sentences simple, concise and direct.
- Use the [Hemingway Editor \(hemingwayapp.com\)](https://hemingwayapp.com) – to get your text down to at least Grade 7. This is free to use. Assume a reading age of 12 years.
- Use straightforward terminology but if you have words that need explaining, make sure you write a description for them.
- Don't use complicated sentences or technical terms.

Objects and artworks:

- When planning your exhibition, don't overcrowd a single case with objects and labels. Sometimes less is more.
- If you do have several objects per case, stick to one label and use number cubes to highlight each object so it feels less crowded
- You may wish to see what objects we have in our own collection to complement your own works – just ask the Curator and/or the Archivist at the Museum.

- Please ensure none of the objects/artworks are hazardous in any way – the Curator will need to see a list of potential objects at least 2 months prior to opening. We may need to quarantine objects and/or freeze works before they enter the Museums pace.

Additional items in the exhibition:

- You may want to add props to your exhibition to enhance the experience, for example for a nature themed exhibition, you could add faux plants and leaves – no real plants unfortunately!
- You may want to add music to your exhibition in the special exhibitions room that is relevant to your theme – this is possible – just speak to the Curator but make sure you have sought out the right to play the music in the first place. Sadly we can't add music to the other exhibition spaces but we can direct people to online music via QR codes or signage.
- There is also the opportunity to add digital content on our touchscreen in the special exhibitions room – again, talk to the Curator on what this could be – for example, a short film or audio.
- Think about the five senses! If visitors can touch your works, if it is safe to do so, then make them aware!

Selling artwork:

- If you are selling artwork – this is only possible in our special exhibitions room. We will need a list of the items for sale, the prices at least 2 weeks prior to the exhibition opening date. We take 15% commission per sale and take all sales through our visitor café salespoint. If you are doing this, please speak to the Curator.

Photographing material:

- Visitors may take photographs in our Museum, especially in our exhibition spaces – if you do not wish the visitor to take a photograph of either the whole exhibition or an individual artwork, please inform us straight away. This must be made clear in any signage and label text.

Things to remember:

- Accessibility – is there anything you can do to increase accessibility of the exhibition i.e. large print texts for visitors to pick up, braille if necessary, sound, touch and feel aspects etc.
- Your target audience and the message/story you are trying to share
- Enjoy the experience of creating your own exhibition!
- Share the exhibition with friends, colleagues and family and bring them to the Museum!
- This is a co-curated exhibition with the team at Headstone Manor & Museum, don't be afraid to ask, we are here to help you at every step!