Twenty-Sixth Annual Excellence in Exhibition Competition

About the Competition

The Twenty-Sixth Annual Excellence in Exhibition Competition recognizes outstanding achievement in the exhibition format from all types of museums, zoos, aquariums, botanical gardens, and any other types of non-commercial institutions offering exhibitions to the public. The competition is the joint project of the following American Alliance of Museums Professional Networks (PNs): Curators Committee (CURCOM), the National Association for Museum Exhibition (NAME), the Committee on Audience Research and Evaluation (CARE), and the Education Committee (EdCom). Each PN is represented by one competition judge who evaluates the submitted application materials against the Alliance's *Standards for Museum Exhibitions*.

Eligibility

Any non-commercial institution offering exhibitions to the public may participate.

Exhibitions may have been designed by a commercial firm for a non-commercial institution. Each institution that enters must have a team member that is a member of the Alliance. The exhibition must have opened to the public between November 30, 2011 and November 30, 2013. To be eligible, exhibitions may not have previously won this competition. Exhibitions may be submitted only once to the competition.

Entry Fees

A $75 fee is required for each exhibition entered. Make checks payable to the American Alliance of Museums / Excellence in Exhibition. For multiple entries, submit one check for the full amount.

Notification and Awards

Each winning exhibition will be featured in a program session at the 2014 Alliance Annual Meeting in Seattle, WA, and a representative from each winning institution will be asked to do a short presentation. Winners will also receive national recognition in the Alliance publication *Museum* and in *Exhibitionist.*

Competition Policies

The PN sponsors are not responsible for lost or damaged entries. All entry materials become the property of the PNs and cannot be returned. Entrants agree to allow Alliance and PN sponsors to use photographs of winning exhibitions, at no charge, in Alliance publications. Entrants warrant that they have the right to allow such use. Institutions will be credited in any published reference to winning entries. All materials (including the exhibition budget) will be displayed during the Marketplace of Ideas at the 2014 Alliance Annual Meeting in Seattle, WA.

To Enter:

Submit one copy of each entry on CD-ROM and one copy in print format. Label the CD with the name of the institution and exhibition. To facilitate judging, please include each component in the order listed below in a single PDF document excluding the exhibition walk-through PowerPoint which should be a separate file. Please confine your answers to the word limits as indicated.

The documents referenced in the application requirements (Entry Form, *Standards for Museum Exhibitions,* and Exhibition Budget Worksheet) may be found online at http://name-aam.org, www.edcom.org, www.curcom.org, www.care-aam.org, or obtained from the competition coordinator (Stacey Swigart, sswigart@pleasetouchmuseum.org).

1. Entry Form (see next page)

2. Institutional Profile: (500 words) Provide general information about your institution. This may include annual number of visitors, number of employees, a description of collections, titles of permanent exhibitions, number of special exhibitions opened annually, square footage of exhibition galleries, and/or other information relevant to your project.

3. Narrative: (3500 words maximum) The Alliance Council of Professional Networks has developed *Standards for Museum Exhibitions and Indicators of Excellence* which were recently updated. For each of the seven standards in the updated document, provide a narrative in 500 words or less describing how your exhibition reflects each of these standards, using specific examples, and why it represents excellence.

4. Public Programs: (500 words) Describe the programs for school and/or public audiences including digital media, if appropriate, that were developed to accompany the exhibition, and explain how these worked in tandem with the exhibition's goals.

5. Exhibition Staff: (500 words) List key in-house and contracted staff and describe their roles in the exhibition planning process.

6. Exhibition Budget Worksheet: Only final exhibition budgets submitted in this format (see below) will be accepted.

7. Labels: Include the introductory label (as you define it) and up to five additional labels that best communicate the look, feel, and content of the exhibition. Labels should be presented in graphic form as they appear in the exhibition, not just as text.

8. Floor Plan: A single sheet keyed to the exhibition walkthrough. Include square footage and scale.

9. Exhibition Walkthrough: In a PowerPoint document containing up to 20 images, provide a visual walkthrough of the exhibition. Each image should be clearly keyed to the exhibition floor plan. Include a 2-3 sentence explanation for each image in the PowerPoint notes. The purpose of the images is to give a sense of the exhibition as a whole. We strongly encourage you to submit images of the public interacting with your exhibition if possible.

Entry Form

Museum Name
_____

Address
_____

City/State/Zip
_____

Contact Person
_____

Phone/Email
_____

Exhibition Title
_____

Date Exhibition opened to the public: _____

Date Exhibition closed or will close: _____

Institution's operating budget for the most recently
completed fiscal year: _____

Square footage of exhibition: _____

Type of Exhibition

Traveling ☐
Temporary ☐
Permanent ☐

Is your institution a 501c-3? _____

Are you a member of the Alliance? _____
If not, provide the name of one Alliance member on your exhibition team.
_____

Please send entry materials (1 CD-ROM and 1 print version) to:

Stacey Swigart
Director of Collections & Content/Curator
Please Touch Museum
4231 Avenue of the Republic
Philadelphia, PA 19131
USA
sswigart@pleasetouchmuseum.org

**PLEASE POSTMARK ENTRIES
BY JANUARY 31, 2014**

Direct Exhibition Costs	
Fabrication and Installation	$
(Includes construction of all exhibit elements as well as prototypes, media, interactives, mannequins, painting, photo reproduction, lighting supplies, and similar costs)	
Staff Expenses	$
(Includes travel, books, office supplies, etc.—excludes salaries)	
Collections	$
(Includes conservation, shipping, loans, storage and other related expenses)	
Consultants	$
(Includes fees and expenses related to content experts, designers, evaluators, etc.)	
Total Direct Exhibition Costs	$
Additional Project Costs	
Educational Programs and Materials	$
(Includes presenters' honoraria and expenses, printing, curriculum materials, etc.)	
Publications	$
(Includes print and electronic materials including catalogues, gallery guides, websites)	
Marketing	$
(Includes advertising, publicity, and related costs)	
Total Additional Project Costs	$
GRAND TOTAL	$
(Direct Exhibition Costs + Additional Project Costs)	