



CALL FOR PAPERS

for the FALL 2020 Issue of *Exhibition*

A journal of exhibition theory & practice
for museum professionals, published by NAME

DUE TUESDAY, JANUARY 8th, 2020

MAKING IT FUN

A recent study by Culture Track—which researches changing behaviors of cultural audiences—asserts that “Audiences are driven to attend cultural activities for a variety of different reasons. The single greatest motivator is unanimous: having fun.” While the study acknowledges that the term “fun” is broad and needs to be better defined vis a vis cultural experiences, it notes that it is, nevertheless, “an essential—and widely desired—element”—whatever *it* is.

So what is a “fun” exhibition, and how do you know when you’ve made one? Is it driven by activities? feelings? subject matter? Does “fun” look different for different types of institutions and for different kinds of audiences?

For its fall 2020 issue, the journal seeks papers that explore how, when, and why to put the fun in exhibitions. Papers might address specific processes or projects; offer examples of “fun” as a tool to engage visitors; juxtapose models from outside the museum; explore different cultural approaches to creating fun; provide a design roadmap for exhibiting fun; examine the intersections between education and entertainment; question the common assumption that “fun” is not a serious approach; explore any perceived risks in making exhibitions fun; or other topics.

Articles might focus on a specific exhibition or provide an overview of exhibitions and practices. The exhibitions/installations analyzed can be of any size or budget, and take place in any of a variety of spaces: museums of all disciplines, historical sites, galleries, institutions that collect and display living collections, outdoor public spaces, or other physical environments. Proposals might come from designers, architects, developers, interpretive planners, curators, writers, educators, or others who create and contribute to exhibitions. ***In all cases***, articles must illuminate larger issues; be descriptive *and* critical and analytical; and evaluation, even if informal, must evidence arguments for the strengths and weaknesses of a project.

There are two parts to a proposal (*which must be submitted as a Word doc*):

1) a description of the proposed article and 2) a brief bio for each author. Please read the following carefully:



The description (250 words max) should do the following:

- convey the author's/authors' **thesis** and how the proposed article would **relate to the issue's theme**;
- indicate the **approaches, strategies, or knowledge** that readers would take away from the article;
- convey how the article would **raise questions or illuminate larger issues that are widely applicable** (especially if the proposal focuses on a single project);
- take into account that articles will be expected to provide **critical, candid** discussions about issues and challenges; and
- include a **proposed title**.

The **brief bio** should describe your background and your qualifications for writing the article (please do not include resumes or cvs).

Deadlines and Information

Proposals are due JANUARY 8TH, 2020.

Our editorial advisory board will vet proposals in a blind review, and you will be notified of acceptance or non-acceptance in late January/early February 2020. Articles of 2,000 words maximum will be due in early April 2020

PLEASE SEND ALL PROPOSALS FOR "MAKING IT FUN" VIA EMAIL TO:

Ellen Snyder-Grenier, Editor, *Exhibition* at: esnydergrenier@yahoo.com.

Submissions from colleagues and students around the world are welcomed and encouraged.

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