**Call for Papers for the Spring 2017 Issue of**

***EXHIBITION* (formerly *Exhibitionist*)**

A journal of exhibition theory & practice for museum professionals,

published by NAME, the National Association for Museum Exhibition

**“DESIGNING EMOTION”**

**Proposals due July 1, 2016**

Research has shown that learning is both cognitive *and* emotional, and that what is emotionally experienced will create a more lasting impression. The spring 2017 issue of *Exhibition* tackles how we can design for emotion—with impact.

We invite proposals that show how exhibit design can be used to evoke a feeling, establish a mood, create connections, spark interest and revelation, inspire, persuade, or encourage (including *but not limited to* the use of graphics, media, color, technology, interpretive techniques, interactive elements, object-, text-, or sensory-based approaches, or design in general).

We also invite proposals that speak to the challenges, complexities, and responsibilities of designing for emotion. How can emotional engagement lead to learning? Learning of what sorts? Does emotion cloud our thinking or lead to new insights? What is the optimal amount of emotional arousal? Can too much emotional content run the risk of being manipulative?

The exhibitions/installations analyzed can be of any size, 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 environments. Proposals might come from designers, developers, interpretive planners, curators, architects, educators, collection managers, marketing staff, or others who create and contribute to exhibitions.

Proposals must:

* tell 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 or institution).

**Deadlines and information**

**Proposals due July 1, 2016.** 250 words maximum. Along with the proposal, briefly describe your background and your qualifications for writing the article. Our editorial advisory board will vet proposals, and you will be notified of acceptance or non-acceptance. If your proposal is accepted, articles (2,000 words maximum with four to five high-resolution images, captions, and credits) will be due September 18, 2016.

Please note: accepted articles will be expected to provide critical, candid discussions about issues and challenges; if citing a project’s success, they will be expected to provide some level of evaluation in support.

**Please send all proposals *(as Word documents only)* via email to:**

Ellen Snyder-Grenier (**esnydergrenier@yahoo.com**)**,** Editor, *Exhibition.*Submissions from colleagues and students around the world are welcomed and encouraged.

For back issues, visit: www.name-aam.org/resources/exhibition/back-issues-and-online-archive.

To subscribe to the journal, please go to: www.name-aam.org/resources/exhibition/subscribe.