## **Table of Contents**

Table of Contents		
Intr	oduction	9
1	Museum Presentation in the Context	
	of Contemporary Museological Thinking	13
1.1	People and Things	13
1.2	Museum	17
1.3	The Forms of Museum Presentation	26
1.4	Basic Terminology	27
1.5	Current Theoretical Reflexion on Presentation	
	and Its Research	32
2	Theory of Museum Presentation	37
2.1	Museum Presentation as Part of the Process of Musealisation	37
2.2	Museum Presentation in the Context of the	
	Theory of Communication and the Theory of Information	42
2.3	The Essence of Museum Presentation – Showing Things	48
2.4	Pre-understanding and Interpretation	50
2.5	Museum Presentation as a Message	51
2.6	Interaction between an Exhibit and Visitor	58
2.7	Museum Presentation as an Educational Medium	64
2.8	Museum Presentation as an Agent	
	of Cultural Continuity and Enculturation	72
	Narratore Development, Fredhasion	
3	A Museum Exhibit as the Basis for a Museum Presentation	77
3.1	A Museum Object and its Identity	77
3.2	The Typology of Exhibition Elements	90
3.3	The Presentation of Exhibits versus The Presentation of Topics	108

4	Contemporary Approaches to Museum Presentation		
	Development and their Classification	115	
4.1	Exhibition Language	115	
4.2	The Classification of Exhibitions according to their Duration		
	and the Extent of Concept Application	118	
4.3	The Classification of Exhibitions in terms		
	of their Approach to Musealias	122	
4.4	The Classification of Exhibitions in terms		
	of the Effect They Have on Visitors	143	
4.5	The Classification of Exhibitions in terms of Visitor Groups	146	
4.6	The Classification of Exhibitions in terms		
	of the Basal Conception of a Museum	149	
4.7	The Application of Illusiveness	157	
4.8	'Visitor friendly' Museums or How to Satisfy Visitors	167	
4.9	The Criticism of a Museum Presentation	178	
5	Innovative Elements in Contemporary Museum Presentation	185	
5.1	Exhibition Elements that Consider Children in the Museum	185	
5.2	Exhibition Elements that Consider Visitors with Disabilities	196	
5.3	Interactivity	207	
5.4	New Media in Exhibitions	213	
5.5	Didactic and Entertainment Elements in Exhibitions	227	
5.6	Architectonic Solutions to Museum Space,		
	a Museum as an Artefact	240	
6	The Process of Making Museum Exhibitions	275	
6.1	Museum Exhibition Production	275	
6.2	Defining the Phases of Museum Exhibition Preparation - Theme,		
	Libretto, Script	278	
6.3	The Phases of Museum Exhibition Development	281	
6.4	Unjustly Neglected Phase: The Research into Community Needs,		
	Narrative Development, Evaluation	288	
6.5	Involved Professions and the Role of a Museum Educator	293	

7	Recommendations to Exhibition Making	301
7.1	Recommendations Based in Pedagogy	304
7.2	Recommendations from Behavioural Psychology	314
7.3	Recommendations from Constructivism	319
7.4	Recommendations for the Text in Exhibitions	326
7.5	Summary of the Current Trends and Problematic	
	Moments in Today's Presentations	335
Conclusion		353
Summary		357
Bibliography		362
About the Authors		376