

Beverly Serrell, Museum Exhibition Consultant

Professional Development

M.A., Science teaching, Governors State University, Illinois, 1977. Thesis dealt with teaching natural science in non-school settings
B.A., Biology, Antioch College, Ohio, 1965.

Appointments

Director of Serrell & Associates, specializing in the conceptual development of museum exhibitions, graphic communication and exhibit evaluation--1979 to present. Clients include natural history, cultural history, science, and art museums, zoos and aquariums, botanic gardens, nature centers and museum professional organizations.

Guest Scholar, The J. Paul Getty Museum, July-September 1995

Curator of Education, John G. Shedd Aquarium, 1970-1978

Biology teacher, 1968-1969

Research Assistant, Argonne National Labs, 1966-1968

Awards

AAM Centennial Honor Roll, 2006, for leadership and contributions to the field
National Science Foundation--

Small Grant for Exploratory Research, April 2002-Sept 2003

Small Grant for Exploratory Research, March 1996-February 1997

Books and Selected Recent Publications by Beverly Serrell

Book review for *Visitor Studies*, Volume 11, Number 1, on Ravelli's *Museum Texts: Communication Frameworks*, 2008

"Comparing the Excellent Judges Framework to Other Methods of Reviewing Exhibitions," in NAME's *Exhibitionist*, Vol. 25, No. 1, Spring 2006.

Judging Exhibitions: A Framework for Assessing Excellence, Left Coast Press, Walnut Creek, CA, 2006.

"Something Smells" NAME's *Exhibitionist*, Vol.23, No. 1, Spring 2004.

"Exhibit Evaluation: What's the Point?" *Communique* (American Zoo & Aquarium Association), March 2003, pages 28, 39, 44.

"Are They Watching?: Visitors and Videos in Exhibitions" in *Curator*, 45/1, January 2002, pages 50-64.

"Thinking Like Visitors?" with Jack MacRae, *National Association of Interpreters Legacy Magazine*, Vol. 12, No. 5, Sept./Oct. 2001, pages 41-45.

"In Search of the Elusive Bimodal Distribution," *Visitor Studies Today*, Summer 2001, Volume IV, Issue 2.

"Who Dusts All This?" A response to the symposium papers published in *Old Collections, New Audiences: Decorative Arts and Visitor Experience for the 21st Century* by Henry Ford Museum & Greenfield Village, Dearborn, Michigan, pp. 118-121, 2000.

Paying Attention: Visitors and Museum Exhibitions, American Association of Museums, 1998, 234 pages.

Exhibit Labels: An Interpretive Approach AltaMira Press, Walnut Creek, CA (a division of Sage Publications) 1996.

Current and Recent Synergistic Activities

Evaluator for an exhibition about the Yupik of western Alaska for the Anchorage Museum of History and Art, working with the curator, design firm, exhibition prototype builders at Oregon Museum of Science and Industry, Yupik elders, and museum staff.

Exhibit developer working with designers and developers at Jeff Kennedy Associates who is contracted to do a new health exhibition at the Denver Museum of Nature and Science. We are working with the in-house staff and a separately contracted evaluator.

Big Idea Workshop presenter for the Indiana State Museum as part of the exhibit development process for their new CORN exhibition.

Workshop presentations at the American Association of Museums and the Visitor Studies Association

Critical reviewer of new interpretive and interactive elements at the Botanical Conservatory at Huntington Gardens, California (winner of the 2007 AAM Exhibit Excellence Award)

Advisor and evaluator for the Detroit Institute of Art's major renovation project that includes an aggressive interpretive program in the new galleries.

Serving as Board Member and Treasurer of the Visitor Studies Association (2007-2009)

Evaluation Reports available on-line

"CORN" Front-End Evaluation Report 2007

"Tracking the West" Front-end Evaluation Report 2005

"CHICAGO SPORTS! You Shoulda Been There" Summative Evaluation Report 2004

"Infection Connection" Front-End Evaluation Report 2002

"Marvelous Molecules: The Secret of Life" Summative Evaluation Report 2001

"Science Under Sail" Summative Evaluation Report 2000

Personal Data

Leisure activities include sea kayaking, cross-country skiing and visiting museums, zoos and botanic gardens, and West African dance. I like rock and roll, spicy food, and fireworks.

Contact Information

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