



# **Judy Rand**

## **Rand and Associates**

Interpretive Planning  
Exhibit Development  
Exhibit Writing and Editing

### **We make exhibits that people enjoy.**

Original, affectionate, thoughtful, inspiring, often witty, and always well-crafted, our exhibits reach out to visitors, encouraging them to explore, engage, read and remember.

Our success springs from our love for the subject; our desire to understand your visitors and help you connect with them; and our drive to solve tough creative problems—all propelled by an efficient process that comes from 25 years of experience.

Our services include exhibit planning and development, project management and creative direction, editorial services and multimedia scripting.

***Want to know more?  
Just write me, or call.***

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## ***Judy Rand: Profile***

In her 12 years at the Monterey Bay Aquarium, Judy created and ran the Exhibit Research and Development Department, responsible for exhibit planning, development, label writing, and production. She and her team produced books, curriculum materials, programs and scripts.

**Judy's work was key to the success of the original aquarium and Outer Bay wing.** She developed the aquarium's interpretive plan and set the interpretive style and formats for all exhibitions. As master developer, she launched a series of groundbreaking special exhibitions, each 8,000 to 10,000 sq. ft. *Mexico's Secret Sea* won the American Association of Museums Curators' Award.

**In 1985, Judy founded Rand and Associates.** She was the label consultant for **Chicago's Field Museum of Natural History.** She set up a new approach to communicating with the museum's visitors, establishing museum-wide standards and style. She provided interpretive planning, writing, editing, and editorial project management for more than a dozen exhibitions, including *Gems, Sizes, Tiffany, Families at Work, Inside Ancient Egypt,* and *Traveling the Pacific.*

**Judy also provides staff training workshops** for museums and museum groups like the American Association of Museums, the Association of Science-Technology Centers, and the Western Museums Association.

**Dozens of museums have asked for her help** with their exhibit plans and label systems. From Chicago to Saskatchewan to Shanghai, each museum gets individual attention, because each has a different audience, different goals and different needs.

Judy's recent work includes:

Story Theater: *Life Changes*, New York Hall of Science

Interpretive labels: National Constitution Center

Staff training: *Dinosphere*, Children's Museum of Indianapolis

Editorial project management: African Burial Ground, NY

Writing/editing: *Neighborhood Nature*, Brooklyn Children's Museum

***Want to know more?***

## ***For 25 years, I've been working to bring people closer to Nature, and closer to each other.***

As an experienced **exhibit writer** with a national reputation for excellence, I help museums focus their ideas, understand their audiences, identify their best stories, decide what they want to communicate, find an engaging voice, tone and style; organize information effectively, write readable, relevant, accurate labels, and work with designers to create satisfying experiences.

I know how to:

- script exhibitions that resonate with visitors
- unify and clarify a museum's voice, vision and communications
- translate the staff's passion and knowledge into compelling visitor experiences
- accommodate different visitors' needs, interests and learning styles
- write labels that are physically, intellectually, emotionally, socially and culturally accessible
- establish high standards, and maintain editorial quality control
- set up a thoughtful, thorough, inclusive and effective work process

I've worked on **more than 80 exhibitions** across the country in the past 25 years.

Three-time winner of the AAM Curators' Committee Citation for Excellence, I've been cited for **award-winning work** on exhibitions that I developed (*Mexico's Secret Sea*); scripted (*Primate Reserve*; *Museum of Woodbine Heritage*), edited (*Animal Eyes*) and coached exhibit staff on (*Amazon Rising*; *Dinosphere*.) My colleagues see me as a leader in the field.

My projects include:

- Leading exhibit writing for the **Monterey Bay Aquarium**
- Leading exhibit writing for the **Field Museum of Natural History**
- Exhibit writing, editing for *Leonardo da Vinci*, **Museum of Science, Boston**
- Interpretive label editing and writing for *Dinosphere* at The **Children's Museum of Indianapolis**
- Interpretive planning and scripts for *Life Changes*
- Interpretive Graphics for *Search for Life Beyond Earth* (microbiology)
- Stylesetter Graphics for **STARTUP!** at **New Mexico Museum of Natural History**
- Writing and editing for *Neighborhood Nature* at the **Brooklyn Children's Museum**
- Writing and editing for the **National Constitution Center**
- Concept planning for the **Hershey Museum**
- Editorial management for **Old Slave Mart Museum** and **African Burial Ground**

***Want to know more?***

A client list, project profiles and references follow.

## ***I work with all kinds of museums, from East to West.***

### ***Natural history and science museums***

Monterey Bay Aquarium	John G. Shedd Aquarium
Vancouver Aquarium	Alaska Sea Life Center
New York Hall of Science	Boston Museum of Science
California Science Center	'Imiloa Astronomy Center of Hawai'i
Field Museum of Natural History	The Witte Museum
New Mexico Museum of Natural History	The Bishop Museum
San Diego Museum of Natural History	Panama Museum of Biodiversity
Fort Worth Museum of Science and History	Red Rock Canyon Conservation Area
Santa Barbara Sea Center	Seymour Marine Discovery Center
Punta Culebra Marine Discovery Center	Houma Wetlands Discovery Center
Grand Canyon <i>Trail of Time</i>	National Park Service
Space Science Institute	Shanghai Science Land
Paper Mill Run Riparian Restoration Project	RiverKeepers Network
Philadelphia Zoo	San Francisco Zoo
Smithsonian Institution National Zoo	Brookfield Zoo
Wissahickon Valley Park	Weedon Island Preserve
Golden Gate National Parks Conservancy	The Morris Arboretum

### ***Natural history and science traveling exhibitions***

<i>Bats: Masters of the Night</i>	<i>Backyard Monsters: A Bug's World</i>
<i>EarthQuest: Race to Save the Planet</i>	<i>Animal Eyes</i>
<i>Electric Space: Bolts, Jolts and Volts from the Sun</i>	<i>Life Changes</i>

### ***Children's gardens and museums***

Sacramento Children's Museum	Children's Museum of Indianapolis
Brooklyn Children's Museum	New York Hall of Science
Elizabeth Morse Genius Children's Garden	COPIA Kids Garden

### ***History, culture and arts***

National Constitution Center	The Hershey Museum
Altoona Railroaders' Museum	Old Christ Church Preservation Trust
Benjamin Franklin Parkway	Foundation for Architecture
Museum of Woodbine Heritage	African Burial Ground
Old Slave Mart Museum	Chicago History Museum
State Museum of Pennsylvania	Experience Music Project
Japanese American National Museum	Museum of Civilization, Canada
National Museum of the American Indian	National Museum of American History

### ***I work with design firms that work for museums.***

Academy Studios, Andrew Merriell & Associates, BBH Exhibits, BIOS: Inc; Bruce Mau Design, BCRA Architects, Christopher Chadbourne Associates; dommertphillips, Hilferty & Associates, James Peterson Designs; Pacific Studios, WEDG

***Want to know more?***

## ***I've been planning exhibitions for more than 25 years.***

### **Monterey Bay Aquarium**

### **Master Exhibit Developer/Senior Editor**

In her 12 years at the Monterey Bay Aquarium, Judy Rand created the Exhibit Research and Development Department: 10 writers and developers, including Writer Eileen Campbell, who continues to work with Rand and Associates. Rand's department planned and developed all exhibitions; researched, wrote, edited and produced all labels, exhibit and AV scripts, natural history books, exhibit materials and public programs.

Rand's work includes the original 75,000 sq. ft. three-story aquarium and 60,000 sq. ft. *Open Waters*. She developed the institution's interpretive plan; set the editorial style and label system, and developed a series of special exhibitions, each 7,700 sq. ft. or more:

#### ***Whalefest***

Five interrelated theme exhibits covered more than 10,000 sq. ft. *Whalefest* featured interactive devices, touchable models, labels and programs. Each visitor got a Whale Trail Guide with riddles to answer at five stamper stations throughout the aquarium.

#### ***Mexico's Secret Sea***

This exhibition blended walkthrough historical sets, themed interpretive graphics and environmental videos with living plants and animals. Visitors carried a colorful Dive Card to identify the reef fishes. *Mexico's Secret Sea* won the 1989 **AAM Curators' Award**.

#### ***Living Treasures of the Pacific***

Visitors followed the clues on a Treasure Map to answer riddles about sea life. Families enjoyed the interactives; large treasure chests, magnifiers and involving interpretive labels.

#### ***Sharks: Magnificent and Misunderstood***

*Sharks* featured an innovative combination of video, animals, labels, artifacts and interactives. The show aimed to correct misconceptions, and succeeded: evaluation showed nearly 90% of the visitors understood the main message and underlying conservation theme.

#### ***Planet of the Jellies***

This exhibition, the first ever to showcase live jellyfish, used a "travel" theme to introduce visitors to the lifestyles of the soft and gelatinous. People enjoyed the immersive walkthrough sets with giant 3D jellies, oversized labels in the form of travel guides, docent station and video theater: 83% of the visitors rated the exhibit "excellent."

#### ***Mating Games***

An interactive exhibit for families, *Mating Games*, developed by Eileen Campbell, continued the philosophy of providing different experiences for different learning styles. Big climb-in turtle eggs, a docent-staffed "Egg Lab," a mating-call listening game, a blue-footed booby dance floor and a comment board encouraged everyone to participate.

### **The Field Museum of Natural History**

### **Chicago, IL**

Working as consultants to the Field Museum for seven years as part of Mike Spock's modernization, Judy Rand set up a new voice, tone and style for the interpretive labels, establishing museum-wide standards. With Eileen Campbell, she created labels for **13 major permanent exhibitions**, including:

*Families at Work*  
*Gems*  
The Mineral Hall

*Traveling the Pacific*  
*Sizes*  
Anthropology Resource Center

*Inside Ancient Egypt*  
*Into the Wild*  
Habitat Diorama Renovation

## ***I like to help museums connect with their visitors.***

### **California ScienCenter**

**Los Angeles, CA**

California ScienCenter asked us to serve as label system consultant and editor/writer for a major expansion. Judy Rand and Eileen Campbell wrote and edited labels for *World of Life* (a 20,000 sf exhibition on biology). Bonnie Wallace wrote the labels for *Creative World* and *World of Ecology*. Bonnie continues to work with Rand and Associates.

### **BBH Exhibits, Inc.**

**North America**

We scripted three major interactive traveling exhibitions, each budgeted at more than \$1.5 million: *Backyard Monsters: The World of Bugs*; the popular *Bats, Masters of the Night* and *EarthQuest*, a hands-on kids' exhibition on conservation.

### **Seymour Marine Discovery Center**

**Santa Cruz, CA**

Associate Eileen Campbell, working with writer and editor Wallace and Rand, wrote the interpretive plan and visitor-friendly labels for a new Discovery Center, focused on the real-life work of UCSC marine scientists like Dr. Burney LeBoeuf and Dr. Mary Silver.

### **San Francisco Zoological Society**

**San Francisco, CA**

In 1995, Judy Rand provided concept planning for a 2.6-acre *South American Gateways* rain forest exhibition, with a new approach to interpretive graphics; in 2001, she wrote the labels for the zoo's renovation of *Family Farm*. From 2000-2003, associate Eileen Campbell directed interpretive work on all new zoo exhibits: the *Animal Resource Center*, *Lemur Forest*, and *African Savannah*, setting the Zoo's approach to conservation education in its exhibitions.

### **Philadelphia Zoological Garden**

**Philadelphia, PA**

R&A provided the interpretive plan and label system for *Primate Reserve*, a \$25 million facility featuring the real-life stories of conservation activists. *Primate Reserve* won the Pennsylvania Federation of Museums' Award of Merit.

### **San Diego Natural History Museum**

**San Diego, CA**

Rand helped launch master-planning by facilitating planning meetings for *Fossil Mysteries*, an \$8 million exhibition. In 2007, the museum asked Rand to serve as an advisor for their upcoming exhibitions on research and biodiversity.

### **Oregon Museum of Science and Industry**

**Portland, OR**

Rand wrote the labels for an exhibition on Accessible Design and Assistive Technology. *Breaking Down Barriers*, built as a four-room house with fire flashers, Braille cookbooks and interface switches, gives visitors a chance to try the devices—and think about physical barriers in everyday life.

### **Orlando Science Center**

**Orlando, FL**

We set up the interpretive approach for the original *NatureWorks*, writing and editing labels that encouraged families to observe and enjoy Florida wildlife in their backyards.

### **The Smithsonian Institution**

**Washington, DC**

After helping the National Museum of Natural History establish a new direction for labels at the Insect Zoo, Rand served as advisor for *Ocean Planet* and *Revealing Things*. In 2007 she was asked to provide advanced training for writers at the National Museum of Natural History, National Zoo and Air and Space Museum.

***Want to know more?***

## ***I love working with multidisciplinary themes and teams.***

### **Boston Museum of Science**

**Boston, MA**

Training new inhouse exhibit developer Ed Rodley, we wrote and edited interpretive labels, scripts and the brochure for the multidisciplinary *Leonardo da Vinci: Scientist, Artist, Inventor*, a \$1.9 million special exhibition featuring art, artifacts, working models, object theater, skits, an audio tour and hands-on interactives.

### **Brookfield Zoo**

**Brookfield, IL**

The zoo asked Rand to critique and improve their schematic design for *Quest to Save the Earth*, experimenting with ways to make visitors aware of their impact on the environment.

### **The Witte Museum of Natural History**

**San Antonio, TX**

Rand wrote and edited the labels for a special exhibition on animals' sensory systems. *Animal Super Senses*, full of interactives, was one of the Witte's most popular shows.

### **Fairmount Park *Forbidden Drive***

**Philadelphia, PA**

Design firm dommertphillips hired R&A to write wayside graphics on the geology, ecology and history of *Forbidden Drive*, a trail located in the country's largest urban park. Rand and Mike Rigsby have also written interpretive waysides for Philadelphia's Center City District on cultural sites along the tree-lined Benjamin Franklin Parkway, from City Hall to the Museum of Art.

### **John G. Shedd Aquarium**

**Chicago, IL**

The Shedd Aquarium asked Judy Rand to guide four staff writer/developers as they developed content and the interpretive labels for two new wings: *Amazon Rising* and *Wild Reef*. *Amazon Rising*, the first Shedd exhibit to include stories of human impact and indigenous peoples, won the AAM award for excellence.

### **Museum of Vision: *Animal Eyes***

**San Francisco, CA**

Rand edited the interpretive labels and Family Guide for *Animal Eyes*, an award-winning interactive exhibit for families and kids currently traveling around the country.

### **The Bishop Museum**

**Honolulu, HI**

Rand edited and wrote labels for *X-Treme Science! Exploring Oceans, Volcanoes and Outer Space*, a 17,000-sf exhibition on Hawai'i scientists who do cutting-edge research in extreme environments like the deep sea. In 2006, the museum invited her train their staff writers.

### ***Puente de Vida* Museum of Biodiversity**

**Panama City, Panama**

A new 45,000-sf museum will focus on Panama's ecosystems and natural history. After leading an Interpretive Planning Workshop to help scientists and designers clarify and articulate the ideas they want to share with visitors, R&A produced a 35-page Interpretive Framework to guide their work.

### **Sacramento Children's Museum**

**Sacramento, CA**

Rand is Concept Planner for this museum, whose theme is "Explore. Discover. Create." SCM will include hands-on exhibits indoors and outdoors, a parent's center and children's garden.

***Want to know more?***

## ***I write about everything from microbes to dinosaurs!***

### **New York Hall of Science**

**Corona, NY**

Rand, Campbell and Wallace wrote the interpretive labels and scripts for the New York Hall of Science's new permanent gallery, *The Search for Life Beyond Earth*, a hands-on exhibition about scientists studying microbial life in extreme environments like the Atacama Desert.

### **'Imiloa Astronomy Center of Hawai'i**

**Hilo, HI**

Located in Hilo on the Big Island, the 'Imiloa Center tells dual stories of the Maunakea volcano, with its world-famous astronomy and rich Hawai'ian cultural traditions. Rand and Campbell edited labels for the inhouse team working on exhibitions about Hawai'ian culture, history and science.

### **Elizabeth Morse Genius Children's Garden**

**Chicago, IL**

Rand created the interpretive label system for a playful new Children's Garden at Garfield Park Conservatory, writing family-friendly labels to show kids that "Plants are alive!"

### **Alaska SeaLife Center**

**Seward, AK**

We wrote the interpretive plan and labels for a \$60 million marine mammal research center.

### **Georgia Aquarium**

**Atlanta, GA**

Georgia Aquarium asked R&A to improve their interpretive program by writing new labels and multimedia screen graphics for two galleries: *Cold Water Quest* and *River Scout*.

### **Space Science Institute**

**Traveling**

Rand, Campbell and Wallace wrote the interpretive labels for *Electric Space: Bolts, Jolts and Volts from the Sun*, a 4,000-sf ASTC exhibition about the sun and the polar aurora.

### **Life Changes**

**Corona, NY**

Rand and Campbell are the script developers and text writers for *Life Changes*, an NSF-funded traveling exhibition on the dinosaur-bird link and natural selection. The project applies the findings of original research to help children understand the mechanisms of evolution. Formative evaluation shows our script succeeds in engaging families with children.

### **New Mexico Museum of Natural History and Science**

**Albuquerque, NM**

Rand wrote the interpretive outline and prototype labels for *STARTUP: Albuquerque and the Personal Computer Revolution*, the first museum gallery devoted to the microcomputer, the machine that changed the way we live, work and play.

### **Brooklyn Children's Museum Neighborhood Nature**

**Brooklyn, NY**

The Brooklyn Children's Museum, slated to become NY's first LEED-certified museum, is building a \$39 million expansion that will double their size and capacity. Rand, Wallace and Rigsby wrote the interpretive labels for the exhibition "Neighborhood Nature," designed to inspire city kids to care about the nature in their backyards and the city's parks, ponds, wetlands and other habitats.

### **The Children's Museum of Indianapolis**

**Indianapolis, IN**

Judy Rand served as interpretive label coach and editor, training inhouse exhibit developer Cathy Donnelly as she developed content and experiences and wrote labels for *Dinosphere*, a \$25 million open-diorama and multimedia exhibition. Rand and Wallace also wrote labels for the Dinosaur Art Gallery. *Dinosphere* won the 2005 **Indianapolis Arts Council award**.

***Want to know more?***

## ***I help visitors explore the past and present...***

### **National Constitution Center**

**Philadelphia, PA**

Judy Rand led the six-person R&A team responsible for outlining, scripting, writing and editing the interpretive labels for *We, the People*, the inaugural exhibitions in this major new museum focused on the 200-year history of the United States Constitution.

### **Museum of Woodbine Heritage**

**Woodbine, NJ**

Rand led the R&A team that scripted the interpretive labels for this historic site, a former synagogue. The museum tells the story of the Russian Jewish immigrants who founded this NJ town in the 1880s.

### **Old Slave Mart Museum**

**Charleston, SC**

Working with writer Toni Wynn, Rand edited the interpretive labels for this historic site, the only building still standing in South Carolina known to have been used as a slave auction gallery.

### **African Burial Ground**

**New York, NY**

Teaming again with Toni Wynn, Rand edited the interpretive labels written for this new visitor center.

### **State Museum of Pennsylvania**

**Harrisburg, PA**

Rand and Rigsby are writing the interpretive labels for dommertphillips' redesigned Civil War gallery.

### **Experience Music Project (EMP)**

**Seattle, WA**

R&A wrote the labels for *Strats, Studios and the Seattle Sound*, and created style-setter graphics for three inaugural EMP galleries: *Northwest Passage, Guitar Gallery* and *Jimi Hendrix*.

### **World Brooklyn**

**Brooklyn, NY**

Brooklyn Children's Museum writer Liza Reich Rawson asked Rand to edit the interpretive labels for a lively new permanent exhibition on the people, places and cultures of Brooklyn.

### **America I AM**

**Traveling**

Rand will work as managing editor and Toni Wynn as text writer for a major new 12,500 sf traveling exhibition that traces more than 400 years of African American history.

## ***...and think about the future.***

### **Morris Arboretum Riparian Restoration**

**Philadelphia, PA**

In 2002, Rand and Rigsby wrote a series of interpretive waysides for a streamside demonstration project designed by dommertphillips. The graphics interpret good gardening practices, floodplain management and stream bank reconstruction.

### **Smithsonian Tropical Research Initiative**

**Punta Culebra, Panama**

The Punta Culebra Marine Exhibition Center, run by the Smithsonian Tropical Research Initiative, is a modest open-air museum whose mission is the conservation of marine coastal environments. The center sits just outside Panama City, where a building boom is affecting local ecosystems. The new director has asked Rand to join the exhibit master planning team.

***Want to know more?***

## ***Judy Rand: Publications***

- Exhibitions That Changed My Life: Old Town***, 2006 AAM conference
- Beyond Interactivity**, in the book *Are We There Yet?* Exploratorium, 2004
- Set the Mood, Show Me the Way, Tell Me A Story:**  
**The Important Work of Graphic Design**, 2004 AAM conference
- 10 Hot Tips for New Exhibit Developers**, 2004 AAM conference
- How I Found that Voice**, 2004 AAM conference
- Mission, Message and Visitors**, editor, co-author with J. S. Ramberg  
and J. Tomulonis, *Curator*, vol. 45(4): 2003
- Future Trends**, 2002 AAM conference
- How to Get What You Need From Your Exhibit Design Team**,  
2001 Association of Children's Museums conference
- The 227-Mile Museum**, *Curator*, vol. 44(1): 2001
- Seeing Out Loud: Research Reveals How Visitors Think About  
Art and Objects**, 2000 Visitor Studies Association conference
- Keynote: The 227-Mile Museum, or, Why We Need a Visitors' Bill of Rights**,  
1996 Visitor Studies Association conference
- Critiquing Museum Exhibitions: Academy of Sciences**, 1995 AAM conference
- Building on Your Ideas**, in the book *Museum Visitor Studies in the '90s*.  
Sandra Bicknell, ed. London: Science Museum, 1993
- The Rise and Demise of Sharks**, 1991 AAM Annual Conference
- Anemones: A Love Story**, presentation at the Metropolitan Museum of Art, 1990
- The Writing on the Wall**, 1989 AAM Annual Conference
- Label Babble**, 1987 New England Museum Association conference
- How to Catch a Reader**, *Interpreter* magazine, October 1986
- Fish Stories That Hook Readers**, 1985 AAZPA conference

## ***Honors***

- 2004 Indianapolis **Arts Council Award**: *Dinosphere* (exhibit developer coach, editor)
- 2003, 2002 and 2001 AAM **Curators' Citation for Excellence** in Label Writing
- 2001 **AAM Curators Award**: *Amazon Rising* (exhibit developer coach)
- Pennsylvania Federation of Museums **Award of Merit**: *Primate Reserve*
- 1999 **AAM Curators Award for Excellence** in Exhibition: *Animal Eyes* (editor)
- 1998 **AAM Curators Award for Excellence** in Exhibition: *Mexico's Secret Sea*

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