



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 provides staff training workshops for individual museums, and museum groups, and teaches exhibit planning at the University of Washington.

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:

Exhibits Editor: The Bill & Melinda Gates Foundation Visitor Center

Exhibits Editor, Writer: Museum of History & Industry, Seattle

Story Theater: *Charlie & Kiwi's Evolutionary Adventure*, NY Hall of Science

Developer, Coach: *From Whales to Windmills*, Monterey Bay Aquarium

Interpretive Label System: National Constitution Center

Content & Experience Master Plan: Pacific Science Center

Concept Master Plan Editor: Descanso Gardens

Concept Master Plan Editor: *Centro Natural Punta Culebra*, Panama

Exhibits Editor, Coach: *Dinosphere*, Children's Museum of Indianapolis

Exhibits Editor, Writer: *Neighborhood Nature*, Brooklyn Children's Museum

Exhibits Editor, Writer: *Balancing Act*, Fort Worth Museum of Science and History

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 **interpretive exhibit planner** with a national reputation for excellence, I help museums focus their ideas, understand their audiences, identify their best stories, develop a storyline, find an engaging voice, tone and style; organize content effectively, write readable, relevant, accurate labels, and work with designers to create engaging experiences.

I know how to:

- plan and 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
- develop experiences and write labels that are physically, intellectually, emotionally, socially and culturally accessible
- establish high standards, and maintain 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.

Five-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 development for the **Monterey Bay Aquarium**
- Leading exhibit writing for the **Field Museum of Natural History**
- Writing and editing for the **National Constitution Center**
- Exhibit writing, editing for *Leonardo da Vinci*, **Museum of Science, Boston**
- Editing/coaching for **The Bill & Melinda Gates Foundation Visitor Center**
- Interpretive planning and Story Theater for *Charlie & Kiwi's Evolutionary Adventure*
- Interpretive Graphics for **Search for Life Beyond Earth** (microbiology)
- Interpretive Graphics for Seattle's new **Museum of History & Industry**
- Writing and editing for *Neighborhood Nature* at the **Brooklyn Children's Museum**
- Editing for *World Brooklyn* at the **Brooklyn Children's Museum**
- Label editing and writing for **Dinosphere** at **Children's Museum of Indianapolis**
- Concept & experience master planning for the **Pacific Science Center**
- Editorial management for **Old Slave Mart Museum** and **African Burial Ground**

Want to know more?

A client list and project profiles follow.

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

Natural history and science museums

Monterey Bay Aquarium
Vancouver Aquarium
New York Hall of Science
California Science Center
Field Museum of Natural History
New Mexico Museum of Natural History
San Diego Museum of Natural History
Fort Worth Museum of Science and History
Santa Barbara Sea Center
Punta Culebra Marine Discovery Center
Grand Canyon *Trail of Time*
Space Science Institute
Pacific Science Center
Philadelphia Zoo
Wissahickon Valley Park
Golden Gate National Parks Conservancy

John G. Shedd Aquarium
Alaska Sea Life Center
Boston Museum of Science
'Imiloa Astronomy Center of Hawai'i
The Witte Museum
The Bishop Museum
Panama Museum of Biodiversity
Red Rock Canyon Conservation Area
Seymour Marine Discovery Center
Houma Wetlands Discovery Center
National Park Service
Shanghai Science Land
RiverKeepers Network
San Francisco Zoo
Weedon Island Preserve
Nature Research Center

Natural history and science traveling exhibitions

Bats: Masters of the Night
EarthQuest: Race to Save the Planet
Electric Space: Bolts, Jolts and Volts from the Sun

Backyard Monsters: A Bug's World
Animal Eyes
Charlie & Kiwi's Evolutionary Adventure

Children's gardens and museums

Brooklyn Children's Museum
Elizabeth Morse Genius Children's Garden

Children's Museum of Indianapolis
Camden Children's Garden

History, culture and arts

National Constitution Center
Altoona Railroaders' Museum
Benjamin Franklin Parkway
Museum of Woodbine Heritage
Old Slave Mart Museum
MOHAI (Museum of History & Industry)
Japanese American National Museum
National Museum of the American Indian

The Bill & Melinda Gates Foundation
Old Christ Church Preservation Trust
Foundation for Architecture
African Burial Ground
The Hershey Museum
Experience Music Project
Museum of Civilization, Canada
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, Kraemer D+P, The Portico Group, WEATHERHEAD Design Group

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, labels in the form of travel guides, and a video theater: 83% of visitors rated it "excellent." Campbell and Rand are helping the aquarium design a 2011 exhibition: "The Jellies Experience."

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 Wallace and editor 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 *PECO 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.

Pacific Science Center

Seattle, WA

Rand is lead content developer for The Museum Group team working on PSC's new Content and Experience Master Plan, a year-long planning project to guide the next decade of decisions.

The Smithsonian Institution

Washington, DC

After helping the National Museum of Natural History establish a new direction for labels at the Smithsonian Insect Zoo, Rand served as advisor for the websites *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.

Museum of Science

Boston, MA

Training 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.

Morris Arboretum Riparian Restoration

Philadelphia, PA

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.

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 to 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.

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 NY Hall of Science's 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

The 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.

Charlie & Kiwi's Evolutionary Adventure

Corona, NY

Rand and Campbell were the script developers and writers for an NSF-funded traveling exhibition on the dinosaur-bird link and natural selection. The project applies original research findings to help children understand evolution. Evaluation shows our script succeeds in engaging families. In 2010, Rand and Campbell turned Charlie's adventures into a children's book published by Simon & Schuster.

New Mexico Museum of Natural History and Science

Albuquerque, NM

Rand wrote 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

R&A 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.

North Carolina Museum of Natural Sciences

Raleigh, NC

Working with Eileen Campbell, Rand developed interpretive goals, an audience profile and label system for a new 80,000 sf wing slated to open in 2012. The Nature Research Center will spotlight the work of research scientists, connecting visitors to research that affects their daily lives.

Children's Museum of Indianapolis: *Dinosphere*

Indianapolis, IN

Rand served as interpretive label coach and editor, training inhouse exhibit developer Cathy Donnelly as she developed content, experiences and text for *Dinosphere*, a \$25 million open-diorama and multimedia exhibition.

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.

Museum of History and Industry (MOHAI)

Seattle, WA

Rand is serving as Exhibits Editor for the new, reinvented MOHAI, moving to South Lake Union in 2012.

Experience Music Project (EMP)

Seattle, WA

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

World Brooklyn

Brooklyn, NY

Brooklyn Children's Museum developer/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

Working with writer Toni Wynn, Rand was managing editor for a 12,500 sf traveling exhibition that traces more than 400 years of African American history.

...And think about the future.

Whales to Windmills: Inventions Inspired by the Sea

Monterey, CA

As team coach, Rand helped the Monterey Bay Aquarium's Programs division conceive, plan and implement a NOAA-funded program on climate change. The live-presenter, multimedia program *Whales to Windmills*, which runs four times daily, uses biomimicry stories to engage families, showing how whales, sharks, kelp and other marine organisms inspire inventors to design energy-efficient, carbon-neutral windmills, cars and systems that work to slow down climate change.

Bill & Melinda Gates Foundation Visitor Center

Seattle, WA

The world's largest philanthropic organization, the Gates Foundation tackles big problems: poverty, global health, and education. Their new Seattle campus includes an 11,000 sf visitor center designed to share the foundation's work and mission: to help people around the world live healthy, productive lives.

Rand serves as Exhibits Editor working with the inhouse team creating the center, opening in 2011.

Want to know more?

Publications

Write and Design with the Family in Mind, in the book *Connecting Kids to History with Museum Exhibitions*, Left Coast Press, 2010

Adventures in Label Land, IMLS Family Learning Idea Incubator speaker, Boston, 2010

Less is More and More is Less: Editing as Exhibit Development, 2010 AAM conference

A Way with Words, Association for Heritage Interpretation Journal, UK, Spring 2010

What Makes an Exhibition Memorable? Talking about RACE, 2008 AAM conference

Scientists and Visitors: Do We Speak the Same Language? 2008 AAM conference

Where Did the Time Go? Time Management for Teams, 2006 ASTC conference

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

Hot Tips for New Exhibit Developers, 2004 AAM conference

Finding Your Voice, 2004 AAM conference

Mission, Message and Visitors, coauthor w/J. S. Ramberg, J. Tomulonis, *Curator*, 45(4): 2003

Future Trends, 2002 AAM conference

How to Get What You Need From Your Exhibit Design Team, 2001 ACM conference

The 227-Mile Museum, *Curator*, 44(1): 2001

Seeing Out Loud: How Visitors Think About Art and Objects, 2000 VSA conference

Keynote: The 227-Mile Museum, or Why We Need a Visitors' Bill of Rights,

1996 VSA 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

Fish Stories That Hook Readers, 1985 AZA conference

Honors

2011, 2010, 2003, 2002 + 2001 AAM **Curators' Citation for Excellence** in Label Writing

2004 Indianapolis **Arts Council Award: Dinosphere** (exhibit developer coach, editor)

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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