

## Exhibit Experience through the Principles of Interpretation

1. *“Any Interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.”* In essence; the exhibit or display must connect or relate to a personal feeling, experience, and/or life style, of the visitor participating in the exhibit; to spark an interest, otherwise there will be nothing of interest, meaning or understanding to connect the story or to the individual/ visitor’s interest. It will be meaningless.
2. *“Information, as such, is not Interpretation. Interpretation is revelation based upon information. But they are entirely different things. However, all Interpretation includes information.”* In essence; the exhibit can not just have text, with facts, figures and accurate information. An interpretive story or creative presentation, that uses the information, facts and figures, to reveal special qualities, deeper meaning and truth about the subject presented to the visitor.
4. *“The chief aim of Interpretation is not instruction, but provocation.”* In essence; the exhibit is not a textbook or lecture style of instruction, within a classroom, but is a discovery and adventure through the interpretive exhibit experience and education, which excites, entices and challenges the visitor to learn, discover and resume the quest for more knowledge.
5. *“Interpretation should present a complete theme or thesis and address the whole person.”*  
In essence; the exhibit should use a complete topic in a complete sentence structure and a whole story (not part of) to address and relate the story to the whole person (not just a phase or part) or audience. Knowledge of the audience is key. Knowledge of visitor demographics, motivations, desires and needs must be addressed to present the whole story to the whole person.