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10 September 1963

MEMO TO: Edwin L. Wolff

FROM : Mary L. Andrews

SUBJECT: Exhibit Space and Visitor Information on Table Mountain

Ed,

In response to your request, I've been taking another look at the problem of exhibit space on Table Mountain. Exhibits are, of course, only one media for communicating with visitors and staff and should be considered in the larger context. A quick review of audiences, information to be imparted, and the media available is included in the following tables. Table I shows a possible classification of the various groups we will want to communicate with and suggests three major areas of information numbered in order of priority for each group.

Table I

Groups to be Informed	Areas of Information*		
	Atmospheric Sciences Generally	NCAR History, Goals (and Organization)	NCAR Current Work
1. General Public			
Mixed ages and backgrounds	1	2	3
Students (mostly 12-18)	1	2	3
2. Visiting Scientists	-	2	1
3. NCAR Staff			
Scientists & Tech.	3	2	1
Non-Technical	3	1	2

*Numbers indicate priorities

Table II lists the information areas and rates, for each area, the media we could use.

Areas of Information	TABLE II MEDIA			
	Illustrated Lecture	Exhibits	Illustrated Pamphlets	NCAR Quarterly
Atmos. Sciences generally	good	fair	fair	good
NCAR History, Goals, Organ.	good	poor	good	fair
NCAR Current work	good	good	fair	good

Illustrated Lectures

A talk, preferably illustrated with slides or a movie, is probably the most effective method of giving information in all information areas to all groups -- if it is well done. Although visitors will fall into general categories, the groups and individuals will vary widely in interests and backgrounds. A talk can be easily tailored to fit the audience, the time, and other circumstances.

Only very complex and expensive exhibits, probably coupled with a verbal explanation, can present the general story of the atmospheric sciences as well as a lecture judiciously illustrated with movies and slides. Much effort is being expended by the AMS, the NAS and other groups in preparing illustrative materials about the atmospheric sciences. Unless we want to go into the museum business, I think we should draw heavily on such materials and present them through the lecture technique.

Lectures can be extended to include discussion of NCAR's goals, history and organization and, of course, its current work. Here also slides will be useful.

Exhibits

Lectures can be augmented by exhibits, mostly two dimensional, of NCAR's current work. They should convey information without further explanation but can also illustrate a "tour" talk for groups being shown through the laboratory. Exhibits can be changed as often as manpower and budget will allow. To be effective they should be carefully prepared with particular attention to lighting and labeling. The design and arrangement of the background and the design and layout of the exhibit should be simple but sufficiently eye catching to attract and hold interest. The architect should be able to design a setting which will make viewing comfortable and attractive. A professional exhibit designer should probably be consulted to develop a variety of exhibit frameworks on which our own staff, with perhaps some professional assistance, can arrange individual exhibits.

To learn something about the problems involved in developing temporary exhibits, I reviewed the books you had from Norlin. Notes from relevant sections of Exhibition Techniques, by Carmel, the most useful of the books, are attached. From all the books I have copies of pictures of various kinds of exhibit techniques which seem relevant to our problems and space.

The exhibit space and corridor areas in the Table Mountain building appear to present two major difficulties. They have natural

light, thus making exhibit lighting difficult to control. They are long and narrow, thus providing little flexibility in layout of the exhibit elements. The necessity of keeping the corridors clear for through traffic further limits the use of the space as exhibit galleries. On the other hand, the corridors are wide enough to allow some groups to stand around without interfering with traffic. Good attractive exhibits on the traffic ways will get a lot more attention from scientific visitors and staff than exhibits hidden away in an exhibit room.

I suggest that we define with the architect rather limited areas in the corridors where exhibits will be placed, and provide for good and flexible exhibit lighting in those areas and not in others. Thus we can limit the possibilities for congestion.

Moreover, Carmel says the major error in designing exhibits is trying to say too much. With limited space we can focus what is sure to be limited staff on doing an excellent job on a few exhibits.

Pamphlets

The illustrated lectures, exhibits and tours can be backed up with one or two illustrated pamphlets telling various parts of the story. We might consider selling these as they do at Palomar or as we did at HAO (until the brochure got out of date and John decided to give it away). Pictures and captions for exhibits of current work might be edited and put together in a small booklet that could be fairly easily changed once a year.

NCAR Quarterly

The Quarterly will also give information about the current work to staff. It can be given to visitors, some of whom may then wish to go on the mailing list. We might consider following up staff interest aroused, hopefully, by the Quarterly with an exhibit on the same subject.

END OF MEMO

cc: J. W. D. Kennedy
D. F. Rex