



What is Interpretive Planning?

Interpretive planning is strategic communication for your mission, message, and visitor experience. Interpretation done properly is not just displaying information. It must be purposeful, organized, inquiry based, thematic, relevant and offer measurable objective results.

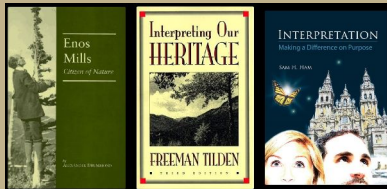


Types and Places for Interpretive Planning

Interpretive Planning often involves a single institution like a museum, arboretum, botanic garden, park, and visitor center however interpretive planning can also assist larger regional communities such as historic and scenic byways, multi-site museum/park systems etc. Effective planning can then integrate exhibits, media, and programs into effective Master Plans. Visitor experiences can also focus on just one site or collection.



A Tradition of Communication Science



Interpretation has a long history from pioneers such as Enos Mills, Freeman Tilden and Sam Ham. Today interpretation is based on communication theory and cognitive psychology.

Typical Planning Process

We tailor the interpretive plan to your institution and include audience profiles, mapping the complete visitor experience, summarizing stories (often drafting content), providing detailed descriptions and cost range estimates of the proposed exhibits, programs, and way-finding materials.

Interpret Site L.L.C. Can Lead Your Team

Our planning process follows the National Associations for Interpretation best practices. Our Founder spent 30 years in archaeology/museum work, leading and being a major contributor to state-wide celebrations and small exhibits. We follow NAI (National Association for Interpretation)



standards as well as proven "Project Archaeology" education components.

Archaeological and Historic Sites/Museums Benefit From Effective Interpretive Planning

The National Association for Interpretation's peer-reviewed *Journal of Interpretation Research* has many studies showing the effectiveness of interpretation. Recent studies have shown that positive/moral interpretation greatly reduces vandalism.



Grant Writing and Management Assistance

An archaeology or historic site/artifact collection may be the perfect thing to build an interpretive plan around. Interpret Site L.L.C. can help find grants that assist to fund this planning or work in tandem with a curation project. We are happy to assist you with each stage of grant writing and grant management. We can customize our consultation services for your needs.



Re-Imagining Exhibit Space with Consultation

Interpretation practices have changed over the decades. Often older interpretive exhibits included overt or a subtle colonialism perspective. Most importantly Native or descendant groups perspective are lacking in the public displays. When a museum or repository is ready and willing to create a more inclusive and a more accurate perspective we are here to help facilitate these changes.

Our mission is to provide clients with top quality finished projects for collections care, public exhibition and related management, consultation planning services and products.

Our aim is to achieve maximum public benefit to provide information, knowledge, and insight into the human past while honoring and consulting with descendant communities.

Contact Information

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Interpretation Planning Services