



Creating the Visitor-Centered Museum

Peter Samis, Mimi Michaelson

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What does the transformation to a visitor-centered approach do for a museum? How are museums made relevant to a broad range of visitors of varying ages, identities, and social classes? Does appealing to a larger audience force museums to "dumb down" their work? What internal changes are required? Based on a multi-year Kress Foundation-sponsored study of 20 innovative American and European collections-based museums recognized by their peers to be visitor-centered, Peter Samis and Mimi Michaelson answer these key questions for the field. The book

- describes key institutions that have opened the doors to a wider range of visitors;
- addresses the internal struggles to reorganize and democratize these institutions;

uses case studies, interviews of key personnel, Key Takeaways, and additional resources to help museum professionals implement a visitor-centered approach in collections-based institutions

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