

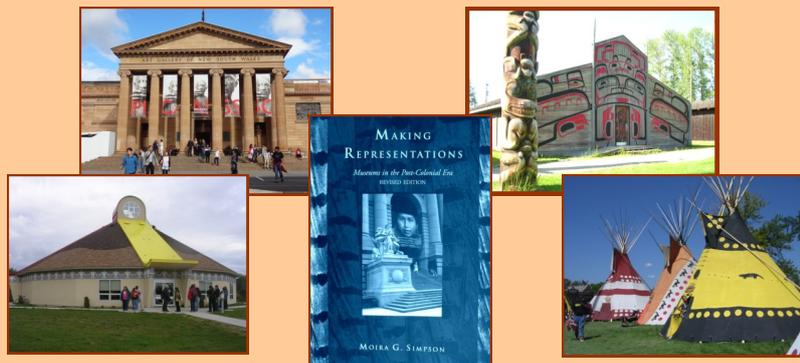
Evocative Art & Heritage

Research, Interpretation & Education Services for Museums,
Art Galleries, Heritage Organisations & Education Sectors

Services Offered

Research, report writing and policy development.
Exhibition concept development.
Interpretative planning and writing.
Cultural experience audits and visitor evaluation.
Cultural diversity audits and culturally inclusive planning.
Education and public program development.
Professional development for staff and volunteers.
University teaching, guest lectureships, field school programs.

Celebrating Diversity



Principal: Dr Moira Simpson

Combining training and experience as a museum curator, educator and art teacher, I offer specialist skills in museum interpretation, education, cultural diversity, and visual arts.

I offer research and planning advice relating to cultural inclusivity. Using visitor evaluation and audience-focused exhibition development, I advise on interpretive strategies for the active engagement by visitors of all ages and social-cultural backgrounds.

I have extensive experience of research, grant-writing and report writing. I have advised national museums, peak industry bodies and government agencies. As adviser to the Museums Association (UK) on repatriation issues, I conducted national surveys of repatriation policies and practices in UK museums resulting in national guidelines on repatriation and restitution. I completed doctoral research into spiritual values and heritage in museums and Indigenous communities in Australia and Canada.

I have published over 67 books, book chapters, articles and reports on museums, visual arts and cultural diversity, including *Museums and Repatriation* (1997) and *Making Representations: Museums in the Post-colonial Era* (2001).

Dr Moira Simpson
E-vocative Art & Heritage
South Australia

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Expertise & Services

Research and Visitor Evaluation

Cultural experience audits and visitor evaluation.
Cultural diversity audits of institutions, collections, programs and audiences.
Front-end, formative and summative evaluation for effective exhibition development
Topic testing and exhibition concept development
Analysis of visitor learning
Range of research methods including questionnaire design, visitor observation, interviews
Report writing and policy development.

Exhibition Development for Audience Engagement

Exhibition and interpretative planning.
Interpretative writing for diverse audiences.
Interactive learning strategies to facilitate visitor engagement.
Design and interpretation for the physical, social, intellectual, and emotional needs of children.
Writing and resource development: gallery guides, trails, catalogue essays and novel label writing.
Public programs and resource development for public, families, and educational groups.

Schools services

Cross-disciplinary curriculum mapping
Object-based learning, visual thinking and literacy
Gallery-based active learning strategies
Writing and development of teaching resources
Culturally-appropriate use of ethnographic objects
Teacher training for effective visits with pre-and post-visit planning.

Cultural Inclusivity

Strategies for creating culturally-inclusive institutions
Interpretation for inter-cultural understanding.
Culturally-inclusive community engagement strategies.
Professional development and cultural diversity training for staff and volunteers.
Community museum models for diverse cultural settings
Culturally-appropriate care of sacred and ceremonial objects in museums.
Published extensively on repatriation policies in international settings.

Tertiary Education

As an experienced university lecturer, I am also available for course development, casual teaching, guest lectureships, and field school programs in areas relating to museology, heritage, visual arts and arts education

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