

CHAPTER THREE

SUITABLE SITES

Where the People Are

If an exhibition is being held in conjunction with a conference, seminar or workshop, then the site to choose is one that all delegates are bound to pass several times a day. Just inside the entrance to the building where the meeting is being held; between the conference room and the cloakrooms; on the way to lunch or other refreshments: any of these will ensure that most of the delegates will notice the exhibition.

Up to a point, siting an exhibition that accompanies a meeting is comparatively easy: the people coming to the meeting are automatically interested in the subject under discussion; they are motivated to see what books there are on that subject. A more general exhibition presents greater problems. Let's take an actual example.

A school decides it wants parents and children to see a range of books that it would like to see in its library. Perhaps they hope that some of the parents will be able to buy a book or two and present them to the library. For most people there is no natural motivation to look at these books, so they must be placed at a point where they force themselves on the attention of parents and children alike. If the exhibition is going to be held at the same time as a parent-teacher meeting or a prize-giving ceremony, then every effort must be made to ensure the book exhibition is placed where it is almost impossible to miss it - plenty of people will still do so! At the top of a flight of stairs; immediately adjoining the exit from the hall; or, if weather allows open-

air showing, just outside the main entrance facing people as they come out, are all possibilities.

In the same way book exhibitions accompanying other exhibitions must be carefully placed. Whether it's a huge flower show or an exhibition of farm machinery, the accompanying books must be placed where everyone has a chance to see them without going down corridors and on to different floors.

Public Buildings, Hotels, Bookshops, Libraries

The foyer of a town hall or large hotel can be ideal provided the book exhibition is not pushed into a dark corner. A bookshop, on the other hand, can be a tricky place to put an exhibition because it is already full of books. Some way must be found of distinguishing between the books in the exhibition and those belonging to the stock of the shop: a roped-off area, special lighting, some form of fencing, or a raised area are all possibilities. Public libraries, too, may have to find a solution to this problem. Usually, however, they have a foyer, entrance hall or other space where an exhibition can be held. If so, you may find no better place. Everyone knows where the local library is. Many members of the community will visit it regularly and will welcome the opportunity to see the exhibition on their way into or out of the building. In addition, library opening hours are usually arranged to enable people to visit the library - and therefore the exhibition - after work when other places are closed.