

V&\ Academy

WRITING EFFECTIVE

INTERPRETIVE TEXT

Friday

6th November 2026





Introduction

Writing text for exhibitions or galleries can be a daunting task, raising many questions. What information should be included and what should be left out? What tone of voice should be used? How can your words engage with different audiences? Using practical tips and case studies, this one-day workshop hosted at V&A South Kensington, will look at different ways to write engaging, informative and effective text to interpret your objects.

This one-day workshop, offers a practical and thought-provoking introduction to writing compelling and accessible interpretive text for museum audiences. Drawing on real examples, the session explores the principles behind effective label and panel writing, helping participants develop confidence in tailoring messages for diverse visitors. Through structured guidance, hands-on exercises, and group discussion, attendees will refine their ability to write clearly, with purpose, and with empathy for the audience's needs and experiences.

Information

Friday 6th November . In-person

10.30-16.30, Seminar Room 3, Learning Centre, V&A South Kensington

Your course leader

Asha McLoughlin has worked in museums and galleries, including the Royal Academy of Arts, British Museum, and the V&A, for over 15 years. In her role at the V&A, Asha is responsible for text editing and narrative planning across the museum's galleries, displays and exhibitions. Alongside her team, she works to ensure the collection is presented in innovative ways that are relevant, inspiring and accessible, meeting the needs of the V&A's diverse audiences.

Note: V&A Academy programmes are subject to change without notice.

Programme

10.00-10.30	Arrival and check in. Tea, coffee, water biscuits on arrival.
10.30-11.00	What makes Effective Museum Text? Warm up task and introduction to the key considerations when writing effective text for labels and panels.
11.00-12.00	Gallery Text at the V&A: A ten-point Guide (part one) In the first part of this session, participants will look at the first five tips to apply when writing gallery text, thinking about audiences, tone and structure.
12.00-13.00	Task: Good and Bad Practice – looking at labels <i>V&A Galleries</i>
13.00-14.00	<i>Lunch (provided)</i>
14.00-14.30	Review of Task .
14.30-15.30	Gallery Text at the V&A: A ten-point Guide (part two) In the second part of the session, participants will look at the next five tips to apply when writing gallery text, thinking about relevance and inviting audience engagement.
15.30 – 15.45	<i>Break</i>
15.45-16.30	What have we learned? Discussion and final task to put into practice what you have learned.