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American Alliance of Museums Awards Taft Museum of Art with Excellence in Label Writing

“More to the Story” Interpretative Texts Provide a More Diverse Understanding of History, Garnering National Recognition for Bicentennial Exhibitions

CINCINNATI—June 15, 2021—The Taft Museum of Art has been awarded the 2021 American Alliance of Museums’ Excellence in Label Writing Competition for the exhibition, *A Splendid Century | Cincinnati Art 1820–1920*, featuring “More to the Story” labels. The Taft Museum of Art is the only art museum among this year’s 11 winners selected from over 100 entries.

The Annual American Alliance of Museums’ Excellence in Exhibition Label Writing Competition invites writers, editors, and museum visionaries to submit their best labels for judging by a diverse selection of jurors from the museum and heritage sector.

A Splendid Century celebrates the Taft historic house bicentennial year, featuring Cincinnati art and artists spanning the first 100 years of the house’s existence. With the recognition that no century is “splendid” for all people, the exhibition’s “More to the Story” interpretative texts highlight individual works of art that reveal the stories of historically underrepresented groups, including women and Black and Indigenous people. Through these labels, the museum aims to provide audiences a more diverse understanding of history. The special exhibition was on view at the Taft October 3, 2020–January 24, 2021, however audiences can continue to enjoy the show online in a virtual self-guided tour with pay-what-you-wish admission. For more information, visit taftmuseum.org/exhibitions/splendid-century.^[TM1]

This year’s panel of jurors included Dan Spock (Independent Museum Consultant), Donna Braden (The Henry Ford) Adrienne Lalli Hills (Oklahoma Contemporary) and Brittany Hutchinson (Virginia HC Museum). Each juror was tasked with meticulously reviewing the more than 100 labels submitted for consideration. Eleven individual labels were chosen that will be added to the competition’s online archive for use by current and future museum professionals.

“The really compelling narrative is below the surface,” says juror Donna Braden, “and it is now being revealed.” The Taft Museum of Art’s *More to the Story* “provides contemporary relevance to today’s museum-goers.”

The Taft will continue the award-winning “More to the Story” labels in their upcoming bicentennial exhibitions: [In a New Light](#) (July 3, 2021–May 1, 2022) at the Taft Museum of Art and [Borrowed Gems](#) on loan to Cincinnati Museum Center (July 23, 2021–February 21, 2022). Audiences can also expect to see this reinterpretation of the museum’s permanent collection during the unveiling

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of the Taft historic house following the completion of the [Bicentennial Infrastructure Project](#) in Spring 2022.

For more information on this year's competition visit aam-us.org/programs/awards-competitions/excellence-in-exhibition-label-writing-competition/.

SUPPORT

Operating support is provided by the museum's season funders ArtsWave, The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation, and the Ohio Arts Council; the Western & Southern Financial Fund enables the museum to offer free admission every Sunday. Additional exhibition support is generously provided by the Ellen and George Rieveschl Endowment, the Warrington Exhibition Endowment, the Chellgren Family Endowment, and the Sallie Robinson Wadsworth Endowment for Exhibitions.

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ABOUT THE TAFT MUSEUM OF ART

The Taft Museum of Art is a living landmark tucked away in downtown Cincinnati, where art and history lives on the walls—and *in* the walls. Built around 1820 as a private home for several of Cincinnati's most prominent citizens, the Taft Museum of Art is now one of the finest small art museums in America and holds National Historic Landmark status for its historic house and Duncanson murals.

Throughout our grounds, guests can enjoy special exhibitions, the historic outdoor garden, our Museum Shop and Lindner Family Café, events and programming for all ages, and complimentary on-site parking. It is all under one roof, culminating in a one-of-a-kind, multi-sensory experience that puts you at the center of art and history.

To discover more ways to celebrate the bicentennial of the Taft Museum of Art's historic house, support the *Love This House* campaign, or follow *Bicentennial Infrastructure Project* updates, visit taftmuseum.org/bicentennial and follow [#TaftHouse200](https://twitter.com/TaftHouse200).