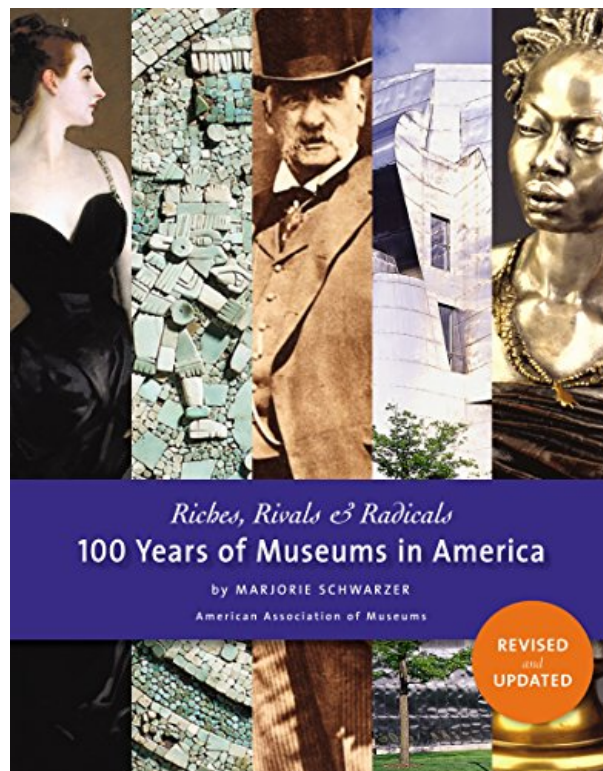
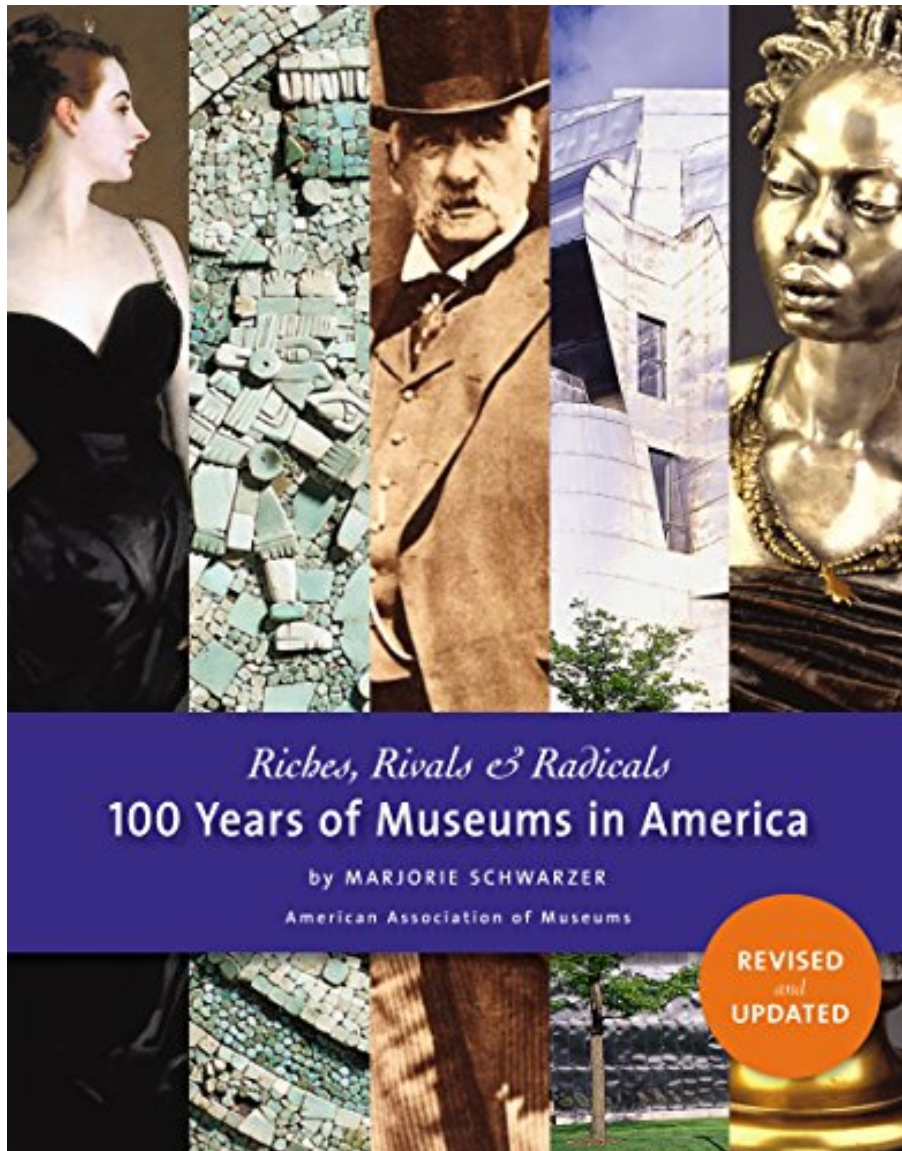


RICHES, RIVALS AND RADICALS: 100 YEARS OF MUSEUMS IN AMERICA BY MARJORIE SCHWARZER



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Review

"[This is] the book I have long awaited to serve as the required text for my undergraduate course in Museum Studies. Not only is does it offer a comprehensive introduction to the field, it encourages students to make connections between important moments in American history and cultural production and to appreciate the powerful role of the museum in this relationship. I especially appreciate Schwarzer's thematic organization of chapters ("The Building," "The Collection," "The Exhibition," and "People and Money"), as these broad categories lend themselves perfectly to the teaching of a semester-long course that explores museum architecture, curatorial models, approaches to audience education, and fundraising. Schwarzer is a passionate educator and leader in the field, and her witty prose exemplifies how the accessibility of a single text can make students become excited about becoming museum professionals." --Paula J. Birnbaum, Ph.D., Chair, Visual Arts Department, University of San Francisco

About the Author

Marjorie Schwarzer is professor and chair of the Department of Museum Studies at John F. Kennedy University, Berkeley, California. She was previously director of education at the Chicago Children's Musuem and associate director of development at the Children's Museum in Boston. Schwarzer is the author of numerous articles on the museum field, including such topics as airport museums, architecture, visitor services, exhibitions and multiculturalism. She holds a B.A. in art history from Washington University in St. Louis and an M.B.A from the University of California, Berkeley.

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Highly illustrated, exhaustively researched, and eminently readable, *Riches, Rivals and Radicals* describes the rise of the museums in America from the early 20th century to the early 21st—a story that parallels the historic changes in the United States. Through the decades, museums transformed themselves from cabinets of curiosity to centers of civic pride and prestige, stewards of who and what we are, our shared heritage, good and bad. The museum story is "filled with many notable and even some notorious characters," writes Marjorie Schwarzer, chair of the museum studies department at John F. Kennedy University. "How the American museum got to where it is today has required a long journey, sometimes arduous, often fascinating." Published in celebration of AAM's centennial and *The Year of the Museum*.

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services, exhibitions and multiculturalism. She holds a B.A. in art history from Washington University in St. Louis and an M.B.A from the University of California, Berkeley.

Most helpful customer reviews

4 of 11 people found the following review helpful.

Photos are low quality

By Robbie Green

For a book on art museums - the photos are pretty darn poor quality.

As a coffee table book - you would be embarrassed.

Of course if you are really into museums, and I admit to be, there is some content here worth reading. However, it definitely could have used an editor. It reminds one of Mark Twain's "I didn't have time to write you a short letter, so I wrote you a long one." As in we hurried this out to market, put little effort into it, and hope it will sell to well-heeled customers that won't care or have much time to read it anyway.

So for those that LOVE the subject matter - 3 stars, for those that are only mildly interested - beware.

3 of 3 people found the following review helpful.

A richly detailed tour

By Stephanie Weaver

Schwarzer deftly gathers threads from many sources, weaving together a beautiful, inspiring tapestry of museum work. Perhaps what is most fun about this book is that you'll find your own history here... waiting in line as a teenager to see King Tut, going on a field trip to see Juno the Transparent Woman at the Cleveland Health Education Museum, or recognizing a favorite diorama from these richly illustrated pages.

The book is coffee-table beautiful, while its soft-cover price makes it affordable. The gorgeous design showcases the amazing photographs, unearthed from a variety of archives. The photos bring the text to life, as Schwarzer spins tales of brave souls dedicated to the craft of museums. Schwarzer clearly loves museums, warts and all, and she showcases how museums and interpretive sites have served America by saving our culture, teaching hundreds of thousands of children, showcasing diversity, supporting the war effort in World War II, and healing spirits after the 9/11 terrorist attacks. A must-read for anyone in the museum (or cultural) field.

3 of 3 people found the following review helpful.

Formatting/Editing mistakes

By SeshatDreams

I purchased this book for a graduate class and was disgusted with all the format/editing errors. I was trying to save myself a little money, being a student, by buying the slightly cheaper Kindle version, however, sometimes I can't even figure out what the sentence is suppose to say. In some places letters are in the place of numbers, as in a date (i.e. 19rr for what I think would be 1911), a capital P, was actually a I', parentheses and brackets are sometime used interchangeably and at the same time (i.e. 50] and there are seemingly random strings of numbers and characters in some places, the most recent being "she7#8217;d" which I took to mean she'd with the context of the sentence, but I have always been able to tell. There's no way I'd want to use this book as a source or part of it as a quote in any of my upcoming assignments or papers. I'm very disappointed and it makes me not want to get any more kindle book in the future.

Though, I have to say, the writing when there are no (noticed)errors is easy to read and understand and has a lot of information.

If you do get this book, you shouldn't buy the kindle version unless they fix it.

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