

## **Multilingual Interpretation – Don't Get Lost in Translation**

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Creating visitor interest is a complicated process in and of itself. Doing it in 3 different languages raises particular challenges. In 2015 our team worked together on one of Israel's largest projects: The Israel Aquarium. This is a standalone facility but forms part of the Jerusalem Biblical Zoo. Due to its location and scope, as well as the Jerusalem Biblical Zoo's commitment to inclusivity, the aquarium had to include signage in 3 different languages – Hebrew, Arabic and English. This multi-language interpretation created many challenges including size, fonts, design, translations and more. In addition, unlike other aquariums where signage is produced in three languages (for example Denmark's impressive National Aquarium), in our case there were several unique and unusual challenges to which we needed to find creative solutions. We had to create signage with clear and understandable scientific and conservation messages without overloading the visitor with too much text and information. Working with graphic designers, we produced engaging signs that do not compete with, but rather complement the exhibits and animals. In this presentation we will describe, among other things, how we managed to find the right balance between graphic representation and text; how we dealt with languages which are written in different directions; and how we dealt with the challenge of finding accurate translations to scientific concepts and species names.