Good Version

Wall label — proper size for gallery display, clean font, high contrast

Marigold Hour
Elena Voss, 2019
Oil on canvas
Gift of the Voss Family Trust, 2021.14

Voss painted this piece during her final year in Barcelona, using warm ochres and cadmium yellows to capture the fleeting light of late afternoon. The loose, gestural brushwork reflects her shift away from the tight realism of her earlier career.

Bad Version

Wall label — tiny 6pt script font, pale gray text on white, single 200-word unbroken paragraph

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Marigold Hour, an oil on canvas completed by the artist Elena Voss in the year 2019, currently on generous loan and gift from the estate and family trust of the aforementioned artist's descendants as of the year 2021, accession number 2021.14, represents a fascinating culmination of the artist's decades-long engagement with color theory, light, atmospheric perspective, and the emotional resonance of domestic interiors as filtered through the lens of her extensive travels throughout the Iberian peninsula during what art historians now generally refer to as her "late period," which was characterized by an increasing looseness of brushwork, a departure from the meticulous realism that had defined her earlier oeuvre and had, in fact, been the very quality that first attracted critical attention to her work when she debuted at the Salon des Refusés adjacent exhibitions in the early 1990s, though some scholars dispute the exact chronology of this stylistic evolution...

What makes the bad one bad:

- Script/cursive font — hard to read at a glance
- Way too small (8pt) for viewing distance
- Low contrast (pale gray on white)
- One giant run-on paragraph, no breaks
- Buries the essential info (title, date, medium) in a wall of text instead of leading with it
- Trivia and hedging ("some scholars dispute...") crowd out what a visitor actually needs