

Mid-Atlantic
Association of **Museums**

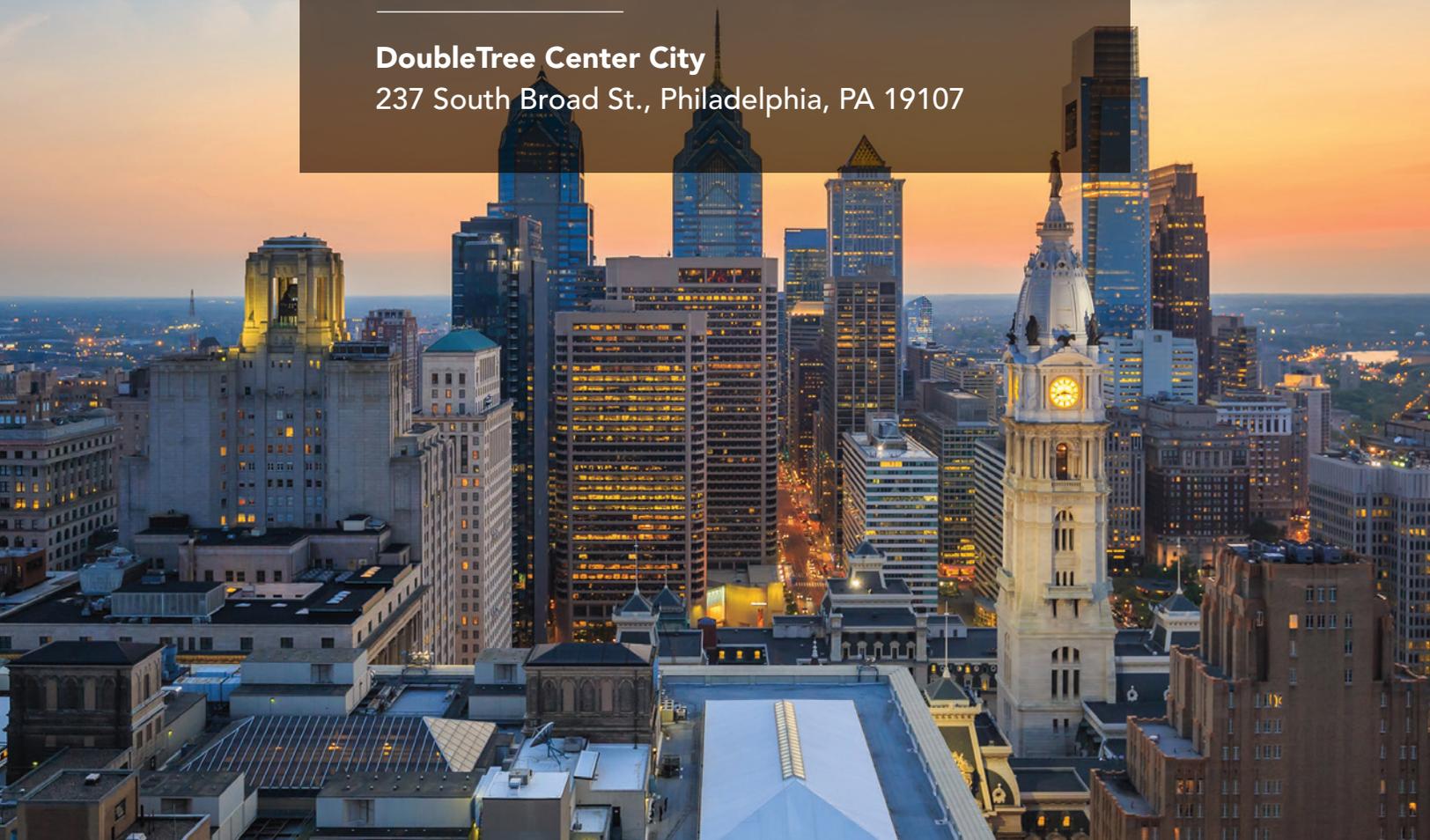
BUILDING MUSEUMS™ SYMPOSIUM 2018

PROGRAM AND REGISTRATION

*Presented by the Mid-Atlantic
Association of Museums*

MARCH 9–11, 2018 | PHILADELPHIA, PA

DoubleTree Center City
237 South Broad St., Philadelphia, PA 19107





Building Museums™ is a national symposium on the process, promise, and pitfalls of planning and managing museum building projects.

This symposium is for architects, museum leaders, planners, project managers, technical experts, and all those who plan or implement new construction, renovation, preservation, or expansion projects for museums.

Building Museums™ 2018 will actively engage participants in sessions and discussion. The program will include expert keynote addresses, behind-the-scenes museum tours, two receptions, and a workshop.

Whether your institution is a small historic site under renovation, a mid-sized art museum planning an expansion, or a large children's museum building a new facility, this symposium is for you!

QUESTIONS?

Email midatlanticmuseums@gmail.com

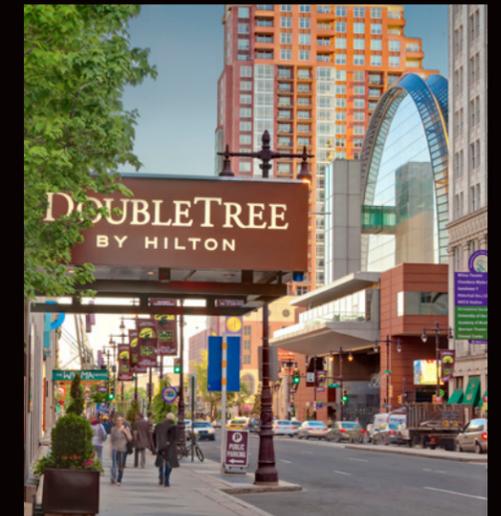
DON'T DELAY!

Call 215-893-1600 to reserve a MAAM discounted Building Museums™ Symposium room rate of \$159 per night or go to the link on our website midatlanticmuseums.org/building-museums/ to reserve your room.

PLEASE NOTE: MAAM conference room rates end on February 15, 2018.

AIA Continuing Education Credits are available.

LEFT IMAGE: The Franklin Institute's Karobot Pavilion Atrium
Photo courtesy of JacobsWyper Architects/Tom Crane Photography



The DoubleTree by Hilton Center City enjoys an ideal location close to the theater district, City Hall, historic district, and the business district in Philadelphia. A stunning four-story glass atrium provides views of the Delaware River and downtown Philadelphia.

Photos courtesy of DoubleTree by Hilton Philadelphia—Center City

PROGRAM-AT-A-GLANCE

NOTE: all times are approximate and subject to change.

Pre-registration and additional fees are required for workshop and museum tours.

Friday, March 9, 2018

TIME	EVENT / MEETING	LOCATION
7:30 am–4:00 pm	Registration Opens	DoubleTree Center City
8:00 am–4:30 pm	Ready, Aim, Build: A Museum Planning Workshop <i>Preregistration required; additional fee</i>	
1:00 pm–4:00 pm	MUSEUM TOURS (pre-registration required; additional fee): Philadelphia Museum of Art Barnes Foundation Franklin Institute Museum of the American Revolution	Philadelphia Philadelphia Philadelphia Philadelphia
5:30 pm–7:30 pm	Opening Reception	Museum of the American Revolution 101 S 3rd St, Philadelphia, PA 19106

Saturday, March 10, 2018

TIME	EVENT / MEETING	LOCATION
7:30 am–3:30 pm	Registration	DoubleTree Center City
9:00 am–10:15 am	Continental Breakfast Opening Keynote: The Florence County Museum: A Transformative Project for a Small Community	DoubleTree Center City
9:00 am–4:00 pm	Exhibitors Hall	DoubleTree Center City
10:15 am–10:45 am	Coffee/Tea/Water Break	DoubleTree Center City
10:45 am–12:00 pm	BREAKOUT SESSION I: 1 Setting Up Your Project for Success: Selecting a Contractor and Negotiating a Construction Agreement 2 Keep the Horse Before the Cart: Sequencing the Capital Planning Process 3 Reach, Engage, and Teach: Bringing Hands-on Science from the Back-of-House into Public Areas	DoubleTree Center City
12:00 pm–1:30 pm	Networking Luncheon and Buildy Award	DoubleTree Center City
1:45 pm–3:00 pm	BREAKOUT SESSION II: 4 Museum Master Planning: Supporting your Strategic Mission 5 Cincinnati Museum Center: Preparing the Restoration of a Museum & National Historic Landmark 6 Planning for Life After Opening: Aligining Project Vision and Economic Outcomes	DoubleTree Center City

Saturday, March 10, 2018 (continued)

TIME	EVENT / MEETING	LOCATION
3:00 pm–3:30 pm	Coffee/Tea/Water Break	DoubleTree Center City
3:30 pm–4:45 pm	BREAKOUT SESSIONS III: 7 The Corporate Museum: What's New and Different? What's the Same? 8 The Prison and the Palace: Balancing Interpretive Planning with Historic Preservation 9 Resilient Design: Planning for the Unknown	DoubleTree Center City
6:00 pm–7:30 pm	Networking Reception	TBD
7:30 pm	Dinner on your own	Philadelphia Area Restaurants

Sunday, March 11, 2018

TIME	EVENT / MEETING	LOCATION
7:30 am–12:00 pm	Registration	DoubleTree Center City
8:00 am–9:15 am	Continental Breakfast Closing Plenary: Creation and Evolution of the Museum of the Bible	DoubleTree Center City
9:00 am–12:00 pm	Exhibitors Hall	DoubleTree Center City
9:15 am–10:30 am	BREAKOUT SESSIONS IV: 10 Economy + Design Excellence = Low Cost, Energy-Efficient Museum 11 Planning for the Hard Work: Operating Before, During, and After you Build 12 The Future of History: Designing a Contemporary Building in Support of a Historic Narrative	DoubleTree Center City
10:30 am–11:00 am	Coffee/Tea/Water Break	DoubleTree Center City
11:00 am–12:15 pm	BREAKOUT SESSIONS V: 13 Corraling Design Energy for Positive Results 14 Up Close and Personal: Bringing Visitors into Sensitive Spaces 15 Beyond Physical: Building for the Museum as a Conceptual Space	DoubleTree Center City

PRE-SYMPOSIUM WORKSHOP, MUSEUM TOURS, AND RECEPTION

NOTE: all times are approximate and subject to change.

Pre-registration is required for all of these activities, and additional fees are only required for the workshop and tours.

Ready, Aim, Build: A Museum Planning Workshop

Friday, March 9 | 8:30 am–4:30 pm

Attend this day of discussion, conversation, networking, and inquiry at the DoubleTree Hotel with a group of your peers. A multidisciplinary group, including museum planners, architects, engineers, exhibit designers, and general contractors will take you through the museum-building process—from inception to construction. Lunch will be provided. AIA continuing education credits are available.

Note: Pre-registration is required; fee \$80.00

Speakers: Jame Anderson, Hal Davis, David Greenbaum, Don Posson, Sarah Ghorbanin from Smith Group JJR; Robert Sullivan and Maria Gutierrez, Chora; Jared Oldroyd, Clark Construction; Daniel Pomfrett, Cumming; Gretchen Coss and Thora Colot from Gallagher and Associates; Kris Collins, MGAC; Kirk Mettam, Silman

OFFSITE MUSEUM TOUR

Private Hard-Hat Tour of the Philadelphia Museum of Art

Friday, March 9 | 1:00 pm–4:00 pm (exact time TBD)

The Philadelphia Museum of Art has officially begun the Core Project: a physical transformation and renovation of its main building led by visionary architect Frank Gehry. On this hard hat tour, you will see the project about half way through construction and learn more about how this latest phase in the Museum's Facilities Master Plan will add 67,000 square feet of new public space, an additional 11,500 square feet for the display of the Museum's collection of American art. A landmark building with a plan to dramatically enhance access for the community, and display more of the Museum's astounding collection.

Note: Pre-registration is required; fee: \$20.00. Transportation will NOT be provided. Directions will be provided to registrants.

OFFSITE MUSEUM TOUR

Private Tour of the Museum of the American Revolution

Friday, March 9 | 4:00 pm–5:30 pm

The new kid on the block! Encompassing 118,000 square feet, the Museum of the American Revolution explores the dynamic story of the American Revolution using its expansive collection of Revolutionary-era weapons, personal items, documents, and works of art. View exhibitions that give a more inclusive picture of the American Revolution through immersive displays and a modern storytelling experience. Join some talented staff members for a tour of the museum and conversations about what went into the planning and implementation process.

Note: Pre-registration is required; fee: \$20.00. Transportation will NOT be provided. Directions will be provided to registrants.

OFFSITE MUSEUM TOUR

Private Tour of the Franklin Institute

Friday, March 9 | 1:00 pm–4:00 pm (exact time TBD)

Explore the winning project of this year's Buidly Award: the Franklin Institute's newest addition, the Nicholas & Athena Karabots Pavilion. From the shimmering outdoor art piece to the multi-purpose LEED Silver certified multi-purpose museum spaces. Learn more from museum and design staff about how this space harmonized and balanced the building's design. Explore the widely acclaimed and award-winning "Your Brain" exhibit, housed in the new addition, as well as the state-of-the-art conference center, rain garden, and climate controlled changing exhibition space.

Note: Pre-registration is required; fee: \$20.00. Transportation will NOT be provided. Directions will be provided to registrants.

OFFSITE MUSEUM TOUR

Private Tour of the Barnes Foundation

Friday, March 9 | 1:00 pm–4:00 pm (exact time TBD)

The "Gallery in a Garden". The Barnes sure knows how to promote the advancement of education and the appreciation of the fine arts and horticulture. From small details such as lightening the finish on the wood, simple floor patterns to re-shaping the ceiling to distribute artificial light to brighten and clarify the viewing within the galleries. Explore the space that provides Philadelphia with a range of facilities and core programs involving art education, temporary exhibitions and visitor amenities.

Note: Pre-registration is required; fee: \$20.00. Transportation will NOT be provided. Directions will be provided to registrants.

Opening Reception-Museum of the American Revolution

Friday, March 9 | 5:30 pm–7:30 pm

Join friends and colleagues at MAAM Building Museums™ opening reception in the new and spectacular Museum of the American Revolution. Enjoy drinks and hors d'oeuvres in the newest museum in town!

The Museum of the American Revolution explores the dynamic story of the American Revolution using its expansive collection of Revolutionary-era artifacts. Immersive galleries, dynamic theaters, and recreated historical environments bring to life the events, people, and ideals of our nation's founding and engage people in the history and continuing relevance of the American Revolution.

Note: Pre-registration is required; no additional fee to conference attendees. Transportation will NOT be provided. Directions will be provided to registrants.



Philadelphia Museum of Art
Photo courtesy of Edward Savaria Jr.



Museum of the American Revolution
Photo courtesy of the Museum of the American Revolution for PHLCVB



"Your Brain" at the Franklin Institute
Photo courtesy of JacobsWyper Architects/Tom Crane Photography



Barnes Overlook
Photo courtesy of the Barnes Foundation for PHLCVB

PROGRAM KEYNOTES AND SESSION DESCRIPTIONS

NOTE: The final program will include all of the session speakers.

AIA continuing education credits are available.

OPENING KEYNOTE ADDRESS:

The Florence County Museum: A Transformative Project for a Small Community

Saturday, March 10 | 9:00 am–10:15 am

Founded in 1939, the Florence County Museum in Florence, SC, operated from a converted house, where it showcased its important regional collection and became a leader in educational programming for underserved communities. The museum's board, however, aspired for a new purpose-built facility to broaden its audience, enhance public programming, and attract collections. Its goals aligned with city and county initiatives to revitalize a failing historic downtown. A unique partnership among the museum, county, state, and a private foundation provided a key downtown site and capital funding to realize the project. This keynote will describe how a new, state-of-the-art facility, realized with a limited budget, has had a transformational impact on a small city, setting a standard for design excellence and contributing to the community's ongoing economic revitalization.

Speakers: Andrew Stout, Executive Director of the Florence County Museum, Florence, SC; Scott Newman, FAIA, Partner, Cooper Robertson, New York, NY; Bruce Davis, AIA LEED AP, Partner, Cooper Robertson, New York, NY; M. Scott Collins, AIA, Project Manager for Florence County, Collins & Almers, Florence, SC

SESSION #1:

Setting Your Project Up for Success: Selecting a Contractor and Negotiating a Construction Agreement

Saturday, March 10 | 10:45 am–12:00 pm

Establishing and maintaining the construction budget is critical to the success of your project. Having a contractor on your team during design phases will help establish the construction costs (potentially 75% of your total project cost) and help review other construction related issues. Panelists will discuss methods and techniques

for drafting a Construction RFP, establishing the pre-construction scope of work and estimating services, creating a competitive environment for Contractor's fees and establishing terms and conditions important and specific to your museum. Also to be discussed is how your museum should define limitations the contractor may have during construction that could impact costs such as noise, dust, protection of artifacts and schedule.

Speakers: Carl D. Freedman, AIA, Associate, Aegis Property Group, Philadelphia, PA; Sara Geelan, Esq., General Counsel and Assistant Secretary, The Barnes Foundation

SESSION #2:

Keep the Horse before the Cart: Sequencing the Capital Planning Process

Saturday, March 10 | 10:45 am–12:00 pm

Specialists in cultural planning, fundraising, and architect selection join a museum executive with start-to-finish capital project experience to discuss strategic and business planning to establish the impact, goals, and cost of the project; how to determine readiness for and feasibility of a capital campaign; choosing an architectural team; and organizing, energizing, and aligning board and staff to plan and implement institutional capacity-building for growth. Panel members will share insights about how the order of these planning components can build knowledge to inform sequential decisions, create momentum, achieve institutional growth, and prevent frustration related to project delays.

Moderator: Diana Duke Duncan, Principal, Diana Duke Duncan LLC, Washington, DC

Speakers: Amy Kaufman, Principal, Amy Kaufman Cultural Planning, Brooklyn, NY; Susanna Sirefman, AA Dipl., President, Dovetail Design Strategists, LLC, New York, NY; Margaret B. Zminda, Executive VP, CFO and COO, Barnes Foundation, Philadelphia, PA

SESSION #3:

Reach, Engage, and Teach: Bringing Hands-on Science from the Back-of-House into Public Areas

Saturday, March 10 | 10:45 am–12:00 pm

Learn about the techniques used by Cleveland Museum of Natural History (CMNH) and its design team to include the community in its goals to expand its visitor base and engender appreciation for the marvels of science and nature. The session demonstrates how user analysis studies influenced the architectural and exhibition planning and design of the repurposed museum, allowing for future changes in technology and use of collections. Attendees will learn the challenges and opportunities associated with bringing hands-on science from the back-of-house to the front-of-house to offer visitors new levels of engagement. Hear about the challenges of, and solutions to, creating high-level visitor involvement with the CMNH's collections, staff, and research programs.

Moderator: Tony Reich, Founding Principal, Reich+Petch Design International, Toronto, Canada

Speakers: Stephen Petri, Principal, Reich+Petch Design International, Toronto, Canada; Joel Alpern, Director of Exhibits, Cleveland Museum of Natural History, Cleveland, OH; Kate Flinner, Communications Manager, New Knowledge Organization Ltd, New York, NY

SESSION #4:

Museum Master Planning: Supporting Your Strategic Mission

Saturday, March 10 | 1:45 pm–3:30 pm

Learn about how the Pennsylvania Academy of the Fine Arts (PAFA), the nation's longest operating art academy and art museum, is using a 10-year campus master planning process to support its strategic mission. Panelists will describe the process for selecting a firm to support its master planning efforts, the priorities developed for building renovations, and the outcome of projects to date, which include: infrastructure

modernization, new teaching and research areas, and a new cool storage archive for PAFA's Works on Paper collection. The session will review considerations for work in a historic building and environmental control, as well as fundraising, construction procurement, stakeholder engagement, and flexibility for inevitable change.

Moderator and Speaker: Roger Chang, PE, LEED Fellow, Principal, DLR Group, Washington, DC

Speakers: Dr. David Brigham, PhD, President and CEO, Pennsylvania Academy of Fine Arts, Philadelphia, PA; Ed Poletti, Director of Facilities, Pennsylvania Academy of Fine Arts, Philadelphia, PA; Monika Smith, AIA, LEED AP, Project Manager, DLR Group, Washington, DC

SESSION #5:

Cincinnati Museum Center: Preparing the Restoration of a Museum & National Historic Landmark

Saturday, March 10 | 1:45 pm–3:00 pm

Internationally recognized as an outstanding example of Art Deco architecture, Union Terminal represents the pinnacle of American railroad station design. Abandoned in the 1970s, this 1933 icon was saved in 1989 to become the Cincinnati Museum Center (CMC), which housed three previously separate museums. In 2015, CMC undertook a \$212M full restoration and reinvention of the museum experience, while remaining open. Panelists will share details on the restoration of major public spaces to historic preservation standards and transformation of original service areas into modern exhibition spaces as well as strategies employed to craft a project team, project goals, and prepare the community, institution, and the building for change.

Speakers: Elizabeth W. Pierce, President/CEO; Cincinnati Museum Center, Cincinnati, OH; Steven T Kenat, AIA LEED AP, Principal/Director of Community Development, GBBN Architects, Cincinnati, OH; John G. Waite, FAIA; Senior Principal, JGWA Architects, Albany, NY

SESSION #6:

Planning for Life after Opening: Aligning Project Vision and Economic Outcomes

Saturday, March 10 | 1:45 pm–3:00 pm

Minnesota Historical Society (MNHS) has recently completed a new Visitors Center at Oliver Kelley Farm and is deep in design for a complete re-imagining of Historic Fort Snelling. For both these projects, MNHS integrated economic and operational analyses into capital project planning. The processes of forecasting attendance, developing activity and staffing models, outlining event typologies, and mapping programs onto proposed spaces not only influenced design and budget decisions, but also drove changes in the way the Society views economic success. Speakers will explore the benefits of sound economic planning and what it can and can't do for capital project decisions.

Moderator: Katie Oman, Principal, KO Projects, Seattle, WA

Speakers: Tom Pfannenstiel, Site Manager, Historic Fort Snelling, Minnesota Historical Society, St. Paul, MN; Kenneth Kornack, Capital Project Manager, Minnesota Historical Society, St. Paul, MN

SESSION #7:

The Corporate Museum: What's New and Different? What's the Same?

Saturday, March 10 | 3:30 pm–4:45 pm

Johnson and Johnson opened its new museum in April 2017 in a restored 1906 powerhouse at its New Brunswick, NJ, headquarters. Our Story at the Powerhouse features the lifesaving inventions J&J has created and the lives the company's innovations have shaped since its 1886 founding. This session will highlight the ways in which this corporate museum is unique from other museums in its leadership structure, in its access strategy, and in the self-reflecting relationship between its narrative and the organization that supports it.

Learn also how the J&J museum is similar to other museums in its strategic planning process, content selection process, care for the visitor experience, and issues around historic preservation and sustainability.

Moderator: Jamie Wyper, AIA, Partner, JacobsWyper Architects, Philadelphia, PA

Speakers: Cybelle Jones, Principal and Executive Director, Gallagher & Associates, Silver Spring, MD; Alexandra Holland, Enterprise Strategy & Communication Leader, Johnson & Johnson, New Brunswick, NJ+; Magda Krapf, AIA, Partner and Project Architect, JacobsWyper Architects, Philadelphia, PA

SESSION #8:

The Prison and the Palace: Balancing Interpretive Planning with Historic Preservation

Saturday, March 10 | 3:30 pm–4:45 pm

This session will explore the philosophical and technical challenges of transforming two National Historic Landmarks into museums. Philadelphia's Eastern State Penitentiary opened in 1829 as a new model for rehabilitation through solitary detention. It closed in 1971 and reopened as a museum in 1994. The current project will transform the administration building into a functional visitor center. The Palace of the Governors (Santa Fe), constructed in 1610 as a territorial capitol of New Spain, was converted into a museum in 1909. The current project will preserve the interiors of North America's oldest continuously occupied public building while replacing building systems and preparing the structure for new interpretation.

Moderator and Speaker: Shawn Evans, AIA, Atkin Olshin Schade Architects, Santa Fe, NM

Speakers: Andrew J. Wulf, Ph.D., New Mexico History Museum, Santa Fe, NM; Samuel Olshin, AIA, Atkin Olshin Schade Architects, Santa Fe, NM; Sarah Jane "Sally" Elk, Eastern State Penitentiary Historic Site, Philadelphia, PA

PROGRAM KEYNOTES AND SESSION DESCRIPTIONS

NOTE: The final program will include all of the session speakers.

AIA continuing education credits are available.

SESSION #9:

Resilient Design: Planning for the Unknown

Saturday, March 10 | 3:30 pm–4:45 pm

Since 1980, the chance of floods, hurricanes, wildfires or severe weather events has jumped by 300%. With the increased odds of museums being disrupted by such events, how can you better prepare to absorb, recover from, and more successfully adapt? This session introduces the concept of resilient design and provides tools for small to large museums to identify risks, plan for and minimize impact. Through case studies and examples, the panelists will introduce risk assessment and resilient design planning. In a hands-on workshop, the participants will learn to utilize a resiliency assessment tool, which can be taken back to their own institutions.

Speakers: Roxanne Nelson, AIA, LEED AP, Principal HGA Architects and Engineers, Minneapolis, MN; Lin Nelson-Mayson, Goldstein Museum of Design, University of Minnesota, St. Paul, MN; Ariane Laxo, LEED AP ID+C, HGA Architects and Engineers, Minneapolis, MN

CLOSING PLENARY SESSION

The Creation and Evolution of the Museum of the Bible

Sunday, March 11 | 8:00 am–9:15 am

Opening in November 2017, the Museum of the Bible encompasses history, art, and entertainment arrayed in a vertical hub-and-spoke organization. The visitor experience focuses on the history, narrative, and impact of the Bible. The 1923 landmark refrigerated warehouse remains an important element in the design, along with new vertical infill and a rooftop addition. Atop the building, a two-story addition, which houses a theater and ballroom, offers panoramic views of the U.S. Capitol and National Mall. This plenary session on the design and construction process for the Museum of the Bible offers a number of lessons learned that could serve as a model for museums of any scale.



The Museum of the Bible
Photo courtesy of SmithGroupJJR/Museum of the Bible

Moderator: Cary Summers, President, Museum of the Bible, Oklahoma City, OK

Speakers: Brian Flegel, Project Executive, Sr. Vice President, Clark Construction Group LLC, Bethesda, MD; Sarah Ghorbanian, Project Manager and Construction Administrator, Associate, SmithGroupJJR, Washington, DC; David B. Greenbaum FAIA Principal in Charge and Design Principal, Vice President, SmithGroupJJR, Washington, DC

MAAM serves as a forum for the museum field in our region to identify crucial issues and create a framework of ethics and standards to guide museum conduct. We are including Museum of the Bible as a plenary session because we want to share with our attendees an example of a major museum in its planning and construction phases. MAAM encourages all museums to follow the AAM code of ethics as well as national standards and best practices, which include several related to archaeological material and ancient art, as well as collections stewardship.

SESSION #10:

Economy + Design Excellence = Low-Cost, Energy-Efficient Museum

Sunday, March 11 | 9:15 am–10:30 am

Economy and design excellence are not incompatible, as demonstrated by the 43,000 square-foot, two-story Scottsdale Museum of the West (SMoW), which opened in 2015. In this case study, the museum's architect and

owner-operator present project goals, budget challenges, design aspirations, operational requirements, and design/delivery techniques used to achieve those ends. Using building techniques better known for their use in big-box and industrial construction—and design-build delivery—this team created a low-cost, memorable, energy-efficient museum for a public-private client. The panelists will share post occupancy findings on the operational results of a low-cost, highly energy-efficient structure.

Speakers: Christiana Moss, AIA, principal, Studio Ma, Phoenix, AZ; Mike Fox, director/CEO, Western Spirit: Scottsdale Museum of the West, Scottsdale, AZ

SESSION #11:

Planning for the Hard Work: Operating Before, During, and After You Build

Sunday, March 11 | 9:15 am–10:30 am

An institution's ability to develop the appropriate operational strategy to prepare for an opening, as well as to maintain programming for constituents during construction, are critical points that cannot be overlooked during the planning process. This panel will share tools, strategies, and lessons learned on how to foster the right institutional capacity and leadership during and following the completion of construction. Attendees will learn about two case studies of varying scales:

The Studio Museum in Harlem, NY, which is currently in the process of building a new home for its museum, and the Socrates Sculpture Park, in Long Island City, NY, which recently launched construction on a crucial capital project for its campus.

Moderator: Andrew J. Bast, Senior Principal, Zubatkin Owner Representation, LLC, New York, NY

Speakers: John Hatfield, Executive Director, Socrates Sculpture Park, Long Island City, NY; Sheila McDaniel, Deputy Director of Finance & Operations, The Studio Museum in Harlem, New York, NY

SESSION #12:

The Future of History: Designing a Contemporary Building in Support of a Historic Narrative

Sunday, March 11 | 9:15 am–10:30 am

In 2017, the 78,000 square-foot home of American Revolutionary Museum at Yorktown (ARMY) was completed adjacent to its updated outdoor living history exhibit. The new museum provides creative interactive exhibit design, a dynamic 4D multi-sensorial theater environment, technological innovation, and represents smart and flexible space planning. The project leaders will recount lessons learned during design and phased construction process and key roles, responsibilities, and best practices for maximizing open communication, building rapport and trust, and using technology to achieve project goals. Learn how the new project has transformed user experience, improved collections care, increased visitorship, and achieved LEED Silver along the way.

Moderator and Speaker: Scott Cryer, AIA, Associate, DLR Group, Washington, DC

Speakers: Freda Rosso, Capital Projects Administrator, Jamestown Yorktown Foundation, Williamsburg, VA; Omar Hawit, PE, DLR Group, Washington, DC; Cybelle Jones | Principal and Executive Director, Gallagher & Associates, Silver Spring, MD

SESSION #13:

Corralling Design Energy for Positive Results

Sunday, March 11 | 11:00 am–12:15 pm

The recently opened Museum of the American Revolution in Philadelphia is an excellent case study of the complex coordination required amongst architects, engineers, exhibit designers and fabricators, media producers, lighting and acoustical designers, curators, and the general building contractor. There is a natural tension between building design and exhibit design because architects must first design a space to accommodate the exhibits that will necessarily need to change as exhibit and media design progress on different schedules and inform the building design. This session will not only explore the lessons learned coordinating a wide range of disciplines, but will reveal how proper planning can save time and money.

Moderator: Dan Bosin, AIA, President, Dan Bosin Associates, Philadelphia, PA

Speakers: Alex Lamis, FAIA, Robert A.M. Stern Architects LLP, New York, NY; R. Scott Stephenson, Ph.D., Vice President of Collections, Exhibitions, and Programming, Museum of the American Revolution, Philadelphia, PA; Terence Healy, HealyKohler Design, Washington, DC; Erik Krupp, Project Manager, LEED GA, Intech Construction, LLC, Philadelphia, PA

SESSION #14:

Up Close and Personal: Bringing Visitors into Sensitive Spaces

Sunday, March 11 | 11:00 am–12:15 pm

This panel presents recent projects in the Pointe-à-Callière Museum of History and Archaeology, Montreal; Monticello; and the landmark Shindagha Museum project in Dubai that have all integrated visitor experiences into very small heritage spaces. Three speakers will share the challenges they faced as they attempted to integrate meaningful visitor experiences into heritage architecture, the limitations they encountered, and the methods

that led to success. Attendees will learn tips and tricks for bringing visitors into sensitive spaces and useful ways to balance the needs of both conservation and education.

Moderator: Jeremy Taylor, Content Director, GSM Project, Montreal, Canada

Speakers: Gardiner Hallock, Director of Restoration, Monticello, Charlottesville, VA; Anne Elisabeth Thibault, Director of Exhibitions & Technology Development, Pointe-à-Callière, Montréal Archaeology and History Complex, Montreal, Canada; Geneviève Angio-Morneau, Creative Director, GSM Project, Montreal, Canada

SESSION #15:

Beyond Physical: Changing How We Interpret Museum Spaces

Sunday, March 11 | 11:00 am–12:15 pm

What does it mean to design for content? Join an interdisciplinary panel of experts in a discussion about considering both content and context when planning cultural spaces. Learn from panelists how their design methods will help architects, exhibition designers, and curators consider how digital technology and modern trends affect the spatial design of museums. Emerging technology such as augmented/mixed reality, 360 audio, artificial intelligence, and machine learning is changing how we design and interact with physical spaces. Discover how these means can be employed to portray a curatorial narrative that engages visitors in intriguing, challenging, and fun learning experiences.

Speakers: Brad Baer, Director of Strategy + Partner, Bluecadet, Philadelphia, PA; Wendy Joseph, Founder, Studio Joseph, New York, NY; Abbott Miller, Pentagram, New York, NY; Donald Albrecht, Curator (MCNY), New York, NY

REGISTRATION RATES

NOTE: All receptions, keynotes, some meals, and breakout sessions are covered in the registration fee.

	Early Bird (by 2/16/18)	Regular (thru 3/2/18)	On-Site (3/9/18)
CONFERENCE RATES			
<input type="checkbox"/> MAAM Member	\$399	\$475	\$499
<input type="checkbox"/> Non-MAAM Member	\$475	\$555	\$599
<input type="checkbox"/> Speakers/Presenters	—	\$250	—
<input type="checkbox"/> Student	—	\$150	—
<input type="checkbox"/> Volunteer	—	\$100	—
DAILY RATES			
<input type="checkbox"/> Opening Reception Only	—	\$60	—
<input type="checkbox"/> Saturday Only	—	\$275	—
<input type="checkbox"/> Sunday Only	—	\$250	—
MUSEUM WORKSHOP/TOURS			Additional Fee
<input type="checkbox"/> Ready, Aim, Build: A Museum Planning Workshop			\$80
<input type="checkbox"/> Philadelphia Museum of Art			\$20
<input type="checkbox"/> Barnes Foundation			\$20
<input type="checkbox"/> Franklin Institute			\$20
<input type="checkbox"/> Museum of the American Revolution			\$20

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL (Select one)	SPONSORSHIP BENEFITS	INCLUDED EVENTS (Select one)
<input type="checkbox"/> PLATINUM \$7,500	<ul style="list-style-type: none"> Co-sponsor of Friday Opening Reception, OR sponsor of Saturday Opening Keynote OR Sunday Closing Plenary Opportunity to Welcome Registrants to Designated Event (pick one) Complimentary Exhibitors Table Four (4) Complimentary Registrations Sponsor Signage at the Event 	<ul style="list-style-type: none"> Corporate Logo and Link to MAAM's Homepage for One (1) Year Access to Building Museums™ Roster (electronic format, including emails) Recognition on all Building Museums™ Materials Full-page Color Ad in Building Museums™ Printed Program
<input type="checkbox"/> GOLD \$5,000	<ul style="list-style-type: none"> Sponsor of Saturday Buidy Award Luncheon OR Saturday Reception Opportunity to Welcome Registrants to Designated Event (pick one) Complimentary Exhibitors Table Three (3) Complimentary Registrations Sponsor Signage at the Event 	<ul style="list-style-type: none"> Corporate Logo and Link to MAAM's Homepage for One (1) Year Access to Building Museums™ Roster (electronic format, including emails) Recognition on all Building Museums™ Materials Half-page Color Ad in Building Museums™ Printed Program
<input type="checkbox"/> SILVER \$3,000	<ul style="list-style-type: none"> Saturday OR Sunday Breakfast Sponsor OR Ready, Aim, Build Workshop Complimentary Exhibitors Table One Marketing Item Placed on Building Museums Registration Desk Two (2) Complimentary Registrations Sponsor Signage at the Event 	<ul style="list-style-type: none"> Corporate Logo and Link to MAAM Homepage for One (1) Year Access to Building Museum Roster (electronic format, including emails) Recognition on all Building Museums™ Materials Quarter-page Color Ad in Building Museums Printed Program
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