PROGRAM

Presented by the Mid-Atlantic Association of Museums
FEBRUARY 27–MARCH 1, 2019

New York Marriott at the Brooklyn Bridge
333 Adams St, Brooklyn, NY 11201
On behalf of the Mid-Atlantic Association of Museums (MAAM), the Building Museums™ 2019 Planning Committee, and the many volunteers who assisted us in making this conference a success, welcome to Brooklyn and to the New York Marriott at the Brooklyn Bridge!

This 14th Building Museums™ Symposium is the only national conference dedicated to best practices associated with constructing new buildings, rehabilitating existing structures, and/or renovating museum spaces. We are certain that Building Museums™ 2019 will actively engage you in sessions and discussions on the process, promise, and pitfalls of planning and managing museum building projects.

The many session panelists and keynote speakers who will address the life-cycle of the museum building process represent U.S. museums nationwide and some international museums as well—all types, disciplines, and sizes.

We owe special thanks to those museums and firms that opened their doors for private, behind-the-scenes tours: the Statue of Liberty Museum, the 9/11 Memorial Museum, the Whitney Museum of American Art, the Weeksville Heritage Center, the Brooklyn Historical Society, the Brooklyn Museum, and Edison Price Lighting Factory.

Finally, MAAM and the Symposium planning committee are deeply grateful for the generous support of our sponsoring firms whose level of underwriting is recognized later in this program. Thank you sponsors for serving as an invaluable resource for not only this program, but the museum community as well.

Enjoy the Symposium!

Sincerely,

Michael Cagno
Chair, 2019 Building Museums™ Symposium

DEAR COLLEAGUES

Michael Cagno

Averie Shaughnessy-Comfort

Averie Shaughnessy-Comfort

Executive Director
Mid-Atlantic Association of Museums
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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.

BUILDING MUSEUMS 2019  |  www.midatlanticmuseums.org/building-museums

Ready, Aim, Build: A Museum Planning Workshop
SPONSORED BY SMITHGROUP

Wednesday, February 27
8:30 am–4:30 pm

Attend this day of discussion, conversation, networking, and inquiry at the New York Marriott 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. ADA continuing education credits are available.

Speakers:
Jame Anderson, Hal Davis, David Greenbaum, Sarah Ghirbassian from SmithGroup, Chris Wood of SmithGroup; Robert Sullivan, Chine, JARED Oldroyd, Clark Construction; Daniel Pomfretti, Cumming, Gretchen Coss and Thora Colot from Gallagher and Associates; Richard Rabena from The Franklin Institute.

Note: Pre-registration is required; fee $95.00. Lunch will be provided to participants.

OFFSITE MUSEUM TOUR
Private Hard-Hat Tour of the Statue of Liberty Museum
Wednesday, February 27
9:00 am–11:55 am

Join a special behind-the-scenes preview of the new Statue of Liberty Museum on Liberty Island at the Statue of Liberty National Monument, one of the America's most iconic and visited monuments managed by the U.S. National Park Service.

Explore the new 26,000-square-foot museum building project led by the Statue of Liberty-Ellis Island Foundation. The museum is designed by architecture firm FXCollaborative and exhibits created by experience design firm ESI Design, and access the museum’s new vista and green roof for never-before-seen views of the Statue of Liberty and the New York City skyline. The structure is being built by Phelps Construction Group and the owner’s representatives are SBI Consultants.

The tour will be led by Stephen Briganti, Superintendent of Liberty Island, National Park Service–DUMBO. The tour is weather-dependent. Pre-registration is required; fee $20.00. Transportation will NOT be provided. Directions will be provided to registrants.

As this is a preview of the museum that will open in May, 2019, respectfully photos and recording devices will not be permitted during the interior portions of the tour.

Ferry checkout: 9:00 am
Ferry Depart: 9:30 am SHARP
Check-in location: Statue Cruises Departure (entrance to security tent by Castle Clinton) in Battery Park
Tour length: 60 mins, with option to stay longer if desired
Ferry return to Manhattan: 11:15 am, 11:55 am

Note: Please bring an official Photo I.D. that matches the name you registered with. This tour is weather-dependent. Pre-registration is required; fee $20.00. Transportation will NOT be provided. Directions will be provided to registrants.

Building a Museum Creative Incubator
SPONSORED BY JACOBSWYPER ARCHITECTS

Wednesday, February 27
11:00 am–3:00 pm

Museums and cultural organizations, that are building projects within the next five years, are exploring new types of engagements such as creative incubators designed to enhance outreach and programming. Inspired by the successful NEW INC creative incubator at the New Museum, this workshop will help institutions generate ideas and plans. A NEW INC administrator, mentor, and mentor will lead, museum, architectural, and strategic planning participants through explorations of processes, promises, and pitfalls of planning and managing creative incubator projects. Speakers will share real-world experiences that will provide attendees with both comprehensive understandings of creative incubators and actionable plans for development.

Moderator: Eli Kuslansky, Chief Strategist, Partners, Unrefined Field, New York, NY

Speakers: Alex Derby, Director of Strategic Operations, NEW INC, New York, NY; David Searles, AIA-LEED AP, Partner, JacobSwyper Architects, Philadelphia, PA; Melvani Tanvee, Writer, Editor, Curator, New York, NY

Note: Pre-registration is required; fee $50.00. Lunch will be provided to participants.

OFFSITE MUSEUM TOUR
Private Tour of the Brooklyn Historical Society–DUMBO
Wednesday, February 27
1:00 pm–3:00 pm

Join Deborah Schwartz, President of the Brooklyn Historical Society, as she takes you on a tour of the groundbreaking exhibition, Waterfront, installed in the award-winning retrofitted 19th century warehouse building, Empire Stores, at 55 Water Street in the DUMBO neighborhood of Brooklyn. The exhibition is highly interactive, designed for audiences of all ages, and was created in collaboration with Pure & Applied, Potion, and Batwin + Robin Productions. Brooklyn Historical Society’s new DUMBO satellite gallery space, overlooks Brooklyn Bridge Park, Jane’s Carousel (enclosed in an exquisite Jean Nouvel “jewel box,” the Brooklyn and Manhattan Bridges, and New York Harbor.

Note: Pre-registration is required; fee $30.00. Transportation will NOT be provided. Directions will be provided to registrants.
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 workshops and tours.

OFFSITE MUSEUM TOUR
Private Tour of the 9/11 Memorial Museum
Wednesday, February 27
11:00 am–3:00 pm

The 9/11 Memorial Museum serves as the country’s principal institution for examining the implications of the events of 9/11, documenting the impact of those events and exploring the continuing significance of September 11, 2001. The Museum’s 110,000 square feet of exhibition space is located within the archaeological heart of the World Trade Center site. This tour will be led by key Design & Construction and Exhibition team members involved in the opening of the Museum, and will provide an overview of the Museum’s architecture and exhibits, focusing on base building and exhibition coordination throughout the design process, during construction and installation, and as an operating institution.

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

OFFSITE MUSEUM TOUR
Tour of Edison Price Lighting Factory and Gallery
Sponsored by Edison Price Lighting
Wednesday, February 27
12:00 pm–2:30 pm

Join the staff of Edison Price Lighting on a tour of their factory in nearby Long Island City. View how their systems illuminate art by hearing about gallery lighting techniques and walking through their onsite gallery. Attendees will learn more about integrating advanced technologies, like real-time lighting monitoring and beacon communication into the museum experience. Guests will be welcomed to the factory with lunch and the visit will conclude with a tour of the factory.

Note: Pre-registration is required; fee: $20.00. Transportation WILL be provided to attendees of this tour only courtesy of Edison Price Lighting. The bus will depart from the New York Marriott at the Brooklyn Bridge promptly at 11:00 AM. The bus will return to the hotel after the tour at approximately 3:30 PM.

OFFSITE MUSEUM TOUR
Private Tour of the Whitney: Andy Warhol – From A to B and Back Again
Wednesday, February 27
1:00 pm–3:00 pm

Few American artists are as ever-present and instantly recognizable as Andy Warhol (1928–1987). This exhibition—the first Warhol retrospective organized by a U.S. institution since 1989—reconsiders the work of one of the most inventive, influential, and important American artists. It reveals new complexities about the Warhol we think we know, and introduces a Warhol for the 21st century. The tour will be led by a Whitney guide, joined by an architect from Cooper Robertson, the executive architect for the new Whitney, who will discuss the unique gallery design features that enable special exhibitions like Andy Warhol – From A to B and Back Again.

Note: Pre-registration is required; fee: $20.00. Transportation WILL be provided to attendees of this tour only courtesy of Edison Price Lighting. The bus will depart from the New York Marriott at the Brooklyn Bridge promptly at 11:00 AM. The bus will return to the hotel after the tour at approximately 3:30 PM.

OFFSITE MUSEUM TOUR
Private Tour of the Weeksville Heritage Center
Wednesday, February 27
2:00 pm–4:00 pm

Join a tour of Weeksville, an African-American heritage site in Brooklyn, New York. This tour will encompass both historic and new buildings at Weeksville Heritage Center. The 4 remaining houses of the freedmen’s village were rediscovered in the 1960s. With extensive neighborhood and city support, the houses were acquired, restored and opened to the public. To make this history accessible to the public, a one-acre campus extension and a new LEED Gold visitors’ building were built to include offices, galleries, multipurpose rooms, and a resource center needed to support a wide range of cultural and visitor enrichment activities. The tour will be led by architects Sara Caples and Everardo Jefferson and landscape architect Elizabeth Kennedy.

Note: Pre-registration is required; fee: $20.00. Transportation WILL be provided. Directions will be provided to registrants.

Opening Reception
Wednesday, February 27
6:00 pm–8:00 pm

Join friends and colleagues at MAAM Building Museums™ opening reception on Wednesday, February 27, 2019 from 6:00 p.m to 8:00 p.m. Enjoy drinks and hors d’oeuvres with colleagues!

Location: Brooklyn Historical Society, 126 Pierrepont St, Brooklyn, NY 11201

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

Exhibitor Reception
Sponsored by Becker & Prondorf
Thursday, February 28
6:30 pm–8:00 pm

Unwind after a long day of sessions with a drink and some hors d’oeuvres in our Exhibitors Expo at the New York Marriott at the Brooklyn Bridge. Meet and mingle with industry service providers, architects, engineers, and museums.
The idea for MASS MoCA began in the late 1980s as a space for artists to create, experiment, and display their work. The museum’s mission was broadened to include exhibitions and installations. Over time, the museum’s mission was broadened to include exhibitions and installations.

Building 6 is the third and near-final transformation of the 28-building, 19th-century factory site. It expands on two earlier phases and adds 120,000 square feet of gallery space, bringing the museum’s total developed footprint to 550,000 SF (leaving some 50,000 SF still to renovate). Building 6 contains two flexible galleries for changing exhibitions and one large exhibition space.

Building 6 merges historic architecture and new facilities in a way that supports the museum’s mission and goals. It celebrates and respects the industrial past while looking to the future as an experimental platform for the arts in all media. Through a creative weaving of old and new, the design team maximized the number of trails and bike lanes for low-impact recreation and commuting, linking the campus to the downtown business district and adjacent neighborhoods. Building 6 is the third and near-final transformation of the 28-building, 19th-century factory site. It expands on two earlier phases and adds 120,000 square feet of gallery space, bringing the museum’s total developed footprint to 550,000 SF (leaving some 50,000 SF still to renovate). Building 6 contains two flexible galleries for changing exhibitions and one large exhibition space.

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Program Keynotes and Session Description (continued)

Session #1

Sponsored by HGA

360° Perspective: Planning and Implementing the New Tennessee State Museum

Thursday, February 28 | 10:45 am–12:00 pm

The new Tennessee State Museum opened on October 4, 2018. Once the master plan was approved and funding secured, the new Museum was completed in three years. This session will provide attendees with tools for implementing a building project, adaptive leadership strategies, and discovering solutions to strategies for the design of history exhibitions. Attendees will also learn about this incredible cultural institution and will learn from the project team’s experiences in planning, design/construction, visitor experience, and leadership.

Moderator: Maria Paezmont, MMIS, Vice President, Lord Cultural Resources, Toronto, ON

Speakers: Ashley Howell, Executive Director, Tennessee State Museum, Nashville, TN; Denise Gallagher, Director of Exhibitions, Tennessee State Museum, Nashville, TN; Sheila Barton, AIA, Principal, EOA Architects, Nashville, TN

Session #2

Sponsored by Mueller Associates

Ensuring the Unforeseen never become the Unfortunates

Thursday, February 28 | 1:45 pm–3:00 pm

What cannot be seen at the start of a project can pose a great threat to any schedule and budget. Learning how to anticipate the most common unforeseen conditions, and developing a building specific plan to address them, will help safeguard a project’s cost and completion date. Panelists will discuss the best practices for preparing a project’s schedule and budget against unforeseen conditions by focusing on: assembling the right design consultants to perform an initial building survey; engaging a construction manager to develop appropriate contingencies and allowances, and empowering the Owner to oversee an approach that considers the safety and needs of the collection, patrons and staff. This session will be of value to any Museum Professional participating in their institution’s construction or capital upgrade project. Attendees will be able to address potential problems and will learn how to engage different project team members in their own institutions.


Speakers: David Fentie, Principal, EwingCole, Philadelphia, PA; Alan Drucula, Director of Facilities, Dumbarton Oaks, Washington, DC

Session #3

Sponsored by M C Peterson & Associates LLC

The Alchemy of Museum Planning

Thursday, February 28 | 1:45–3:00 pm

Planning an innovative museum requires a special kind of alchemy: a blend of analytical skills and expressive thinking, narrative development and business planning; consultation and collaboration. Using iconic case-studies, speakers will draw on their global heritage experience to present the importance of the curatorial brief as the foundation of the museum masterplan. This session will explore how to use a collection as the foundation for that brief and will consider the challenge of distilling separate collection stories into a single overarching narrative to captivate a wide range of audiences, while simultaneously meeting the wider aims of the project. Attendees will learn how to apply the concepts of the curatorial narrative into the master planning process and will gain a deeper understanding of the positioning of the Museum in the Middle East and how the lessons learned when master planning in this region are relevant to and can be applied to the local market.

Moderator: Eric Langham, Founder & Director, Barker Langham, London, UK

Speakers: Dr Sheila Carbery, Parti Geddy Birch Curator in Charge, Islamic Art, Metropolitan Museum of Art, New York, NY; Prof. Jan Owens, Director of Science, Natural History Museum, London, UK; Fiona Cole-Hamilton, Principal Consultant, Barker Langham, London, UK

Session #4

Sponsored by Architectural
driven

Prioritizing Inclusion to Create Accessible Exhibits

Thursday, February 28 | 1:45–3:00 pm

Accessibility is a critical issue that all institutions are currently addressing. Panelists will present unique examples of how museum professionals and designers can prioritize inclusion in the creation of Accessible Exhibits and Programs within your institution. This session will provide attendees the opportunity to learn about current accessible exhibit design best practices and progressive inclusive strategies for facilities of all sizes. Attendees will also participate in an interactive exercise to brainstorm solutions to complex access issues.

Moderator: Pauline Dolovich, Principal/Senior Exhibit Designer, Reich+Patch Design International, Toronto, ON

Speakers: Meg Rivers, Exhibition Developer and Project Manager, Smithsonian’s National Museum of Natural History, Washington, DC; Dave Hollands, Head, Creative, Royal Ontario Museum, Toronto, ON

Session #5

The Gateway Arch Museum: Creating a New Destination at a Landmark

Thursday, February 28 | 3:30–4:45 pm

The reimagined Gateway Arch Museum demonstrates that excellent museum architecture, great public art, and well-designed public spaces make great cities. The project was achieved through a public-private partnership, and opened on July 3, 2018. This session will address beneficial partnering, accessible design strategies, rethinking the fabric and function, and creating investment through thoughtful design. Panelists will present the Gateway Arch Museum as a case study on partnerships. Universal Design as an approach accessible exhibit design, and how museum buildings can promote repeat visitation and continue to engage audiences. Attendees will gain insights on how collaborations among museums, governments, private foundations, and businesses can provide capital funding, and establish conditions that promote economic revitalization.

Moderator: Scott Newman, FAIA, Partner, Cooper Robertson, New York, NY

Speakers: Anna Leeway, Director of Collections, the Gateway Arch Park Foundation, St. Louis, MO; Andrew Barwick, AIA, Senior Associate, Cooper Robertson, New York, NY; William Haley, Founder, Haley Shelye Design, Leicester, UK

Session #6

Sponsored by Hartman-Cox Architects

Extracting Foresight from Hindsight: Four Years After Opening the George Washington University Museum and The Textile Museum

Thursday, February 28 | 3:30–4:45 pm

Experienced museum planners, designers, and operators universally understand the importance of careful pre-planning and programmatic study prior to designing a new facility. But when external, political, or existential factors compel an expeditious design and construction process, strategies must be undertaken for making design decisions without fully defined requirements available. Learn how the George Washington University concurrently formed the George Washington University Museum with The Textile Museum, and engaged two design firms and two construction managers to simultaneously design and build two separate facilities on two separate campuses. This session will provide a retrospective of the outcome of this comprehensive museum campaign and will discuss the challenges of designing for spaces that have limited operating resources and not fully defined.

Moderator: Mary Katherine Larralda, FAIA, Partner, Hartman-Cox Architects, Washington, DC


Session #7

Sponsored by CASE(works)

Zoom In, Zoom Out: Taking a Thorough Look at Your Collections Care Space Needs

Thursday, February 28 | 3:30–4:45 pm

The Peabody Essex Museum opened a new 120,000 square foot Collection Center providing the museum with a venue for the highest quality storage, care, preservation and access to their large and diverse art collections and research library. The new Collection Center includes fully climate-controlled storage, the highest level of security protection, growth space for a Conservation Lab, Photography Studio, scholarly research and special programs related to the collections, and offices for Collections and Library staff. Panelists will discuss the design development of this specialized museum support facility and collections care design or collections care or design professionals who provide support or services for capital projects. Attendees will
CLOSING KEYNOTE
SPONSORED BY KOHLER RONAN
Access for All: Creating the New Statue of Liberty Museum
Friday, March 1 | 11:30 am–12:45 pm
In May, 2019, the new Statue of Liberty Museum will open to celebrate Liberty’s history, influence, and legacy in the world. With over 4.3 million visitors annually, how do you communicate “liberty” and create an experience that’s welcoming and meaningful for all, regardless of age, culture, language, and accessibility? This presentation will explore the challenges of building on an island in New York Harbor, designing for resiliency and sustainability post Hurricane Sandy, and the issues of creating an immersive museum experience that is welcoming and meaningful to all—regardless of age, culture, language, and accessibility. This panel will also include how the Statue of Liberty-Elis Island Foundation launched a successful crowdfunding campaign to help build the museum, and the diverse group of partners who brought it to reality. This discussion will share planning strategies and design solutions for incorporating accessibility into museum design.

Speakers: Jasen Emmons, Project Director, Monument and Ellis Island, National Park Service; Stephen A. Briganti, President & Chief Executive Officer, The Statue of Liberty National Monument and Ellis Island, National Park Service, New York, NY; Edwin Schlossberg, President and Chief Innovation Officer, The Statue of Liberty-Ellis Island Foundation, New York, NY.

SESSION #13
DESIGNING FOR PRESERVATION: COLLECTIONS CARE IN THE PLANNING PHASE
Friday, March 1 | 11:30 am–1:15 pm
Designing for Preservation: Collections Care in the Planning Phase
Friday, March 1 | 11:30 am–12:45 pm
Collections management, preservation, and conservation are often the backbone behind the success of world-renowned museums, but these activities can be large factors in building design. Incorporating strategic preservation and conservation planning early into the building design process can help inform collections strategies. This session will draw on successes and lessons learned from the Smithsonian Institution’s American Museum of Natural History and the National Museum of Ireland. This session will investigate the complexities inherent in understanding the public value of stored collections, and discuss capital and operating cost planning methods that can be useful regardless of museum size or available resources.

Attendees will learn how to identify best practices for collections space and evaluate their collections planning strategy.

Speakers: Bill Tompkins, Director, National Collections Program, Smithsonian Institution, Washington, DC; Arlena Kline, Collections Program Specialist, National Collections Program, Smithsonian Institution, Washington, DC; Elizabeth Sullivan, Senior Project Manager, Project Management & Construction Office of Planning, Design, and Construction, Land Lease/Smithsonian Institution, Washington, DC; Katie Oman, Principal KO Projects LLC, Seattle, WA.

SESSION #15
SPONSORED BY AEA CONSULTING
Cracking the Code to Sustainable Museum Growth: AMNH’s Richard Gilder Center for Science, Education and Innovation
Friday, March 1 | 11:30 am–12:45 pm
To embody the integrated mission of science, education and exhibition, the American Museum of Natural History is currently developing the Richard Gilder Center for Science, Education and Innovation. Scheduled to open after the conclusion of the Museum’s 150th anniversary, this renovation and addition project creates new physical connections on this institution’s historic campus that will significantly enhance the visitor experience. The panel discussion will reveal a bird’s eye view of museum master planning, operations, systems and sustainability efforts. The session will also delve into the working relationships that three major general contractors have developed with the BMH design team and the construction approach.

Attendees will also learn about the decision-making process involved in the renovation and construction phases of this project.

Speakers: Stephen A. Briganti, President & Chief Executive Officer, American Museum of Natural History, New York, NY; Rebecca Myers Koike, Manager of Collections Program, Smithsonian Institution, Washington, DC; Katie Oman, Principal KO Projects LLC, Seattle, WA.

SESSION #17
TRANSFORMING A HISTORIC LANDMARK: BUILDING INTO A MUSEUM
Friday, March 1 | 11:30 am–1:45 pm
The South Carolina Historical Society’s renovation of the Fireproof Building which recently opened in Charleston, South Carolina, is a prime example of this concept. The building was designed by Robert Mikell, the first domestically-trained architect and proponent of fire-resistive buildings. Mikell’s vision was to present a case study of the renovation of this National Historic Landmark as it represents the complexity of incorporating modern technology, accessibility, and renovations into a brick and stone structure. This created a national frenzy of balancing the exhibition and museum experiences with the historic fabric of the building and the construction challenges of accommodating a visitor destination in Charleston. This session will delve into the coordination between the designers, museum producers and contractors and the approval process with the city’s Architectural Review Board and the State Historic Preservation Office. Attendees will learn how to best maneuver through the design and implementation phases in iconic and historic structures.

Moderator: Terence Hay, Principal, Hay/Koehler Design, Washington, DC
Speakers: Faye J. Lisen, Ph.D., Executive Director, South Carolina Historical Society, Charleston, SC; Jim Contreaux, Principal, Contreaux productions, Micaea, VA; Valerie King, Museum Account Executive, 1220 Exhibits, Nashville, TN.

SESSION #18
NEW YORK HISTORICAL SOCIETY: OPENING “LARGE SCALE” THROUGH STORYTELLING
Friday, March 1 | 11:45 am–3:00 pm
For twelve years the New-York Historical Society has been working together to improve the society’s visitor experience and to increase its engagement with the public. Most recently they’ve undertaken the task of renovating the institution’s 4th floor Gallery North which is part of the Henry Luce III Center. Panelists will share how ideas from the curatorial team and exhibition design team were integral to the resulting architectural design. This session will cover the operational and formal challenges during the process of transforming the open-storage, through new technology and architecture.

Speakers: Brigitte Cook, Associate, P remodel, Architects, New York, NY; Gerhard Schaar, Creative Director & Executive Director of Exhibitions, New-York Historical Society, New York, NY; Debra Schmitz, PhD, Curator of Decorative Arts, New-York Historical Society, New York, NY.
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