BUILDING MUSEUMS SYMPOSIUM 2019

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
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.

Wednesday, February 27, 2019

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<thead>
<tr>
<th>TIME</th>
<th>EVENT / MEETING</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>8:00 am-5:00 pm</td>
<td>Conference Registration</td>
<td>Coat Room, 2nd Floor</td>
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<tr>
<td>8:00 am-4:30 pm</td>
<td>Ready, Aim, Build Workshop</td>
<td>Dumbo</td>
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<tr>
<td>9:00 am-5:30 pm</td>
<td>MUSEUM TOURS (pre-registration required; additional fee): Status of Liberty Museum Brooklyn Historical Society—DUMBO National September 11 Museum Whitney-Andy Warhol Exhibit Edison Price Lighting Factory and Gallery Weeksville Heritage Center</td>
<td>Golden Boardroom</td>
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<tr>
<td>11:00 am-3:00 pm</td>
<td>Building a Museum Creative Incubator</td>
<td>Golden Boardroom</td>
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<tr>
<td>6:00 pm-8:00 pm</td>
<td>Opening Reception</td>
<td>Brooklyn Historical Society 128 Pierrepont St Brooklyn, NY 11201</td>
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Thursday, February 28, 2019

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<tr>
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<tr>
<td>7:30 am-3:30 pm</td>
<td>Registration</td>
<td>Coat Room, 2nd Floor</td>
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<tr>
<td>7:30 am-9:00 am</td>
<td>Continental Breakfast</td>
<td>Salon E Foyer</td>
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<tr>
<td>9:00 am-10:15 am</td>
<td>Opening Keynote: Expansion, Evolution, Engagement—The Nordic Museum Saga</td>
<td>Salon E Foyer</td>
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<tr>
<td>9:00 am-4:00 pm</td>
<td>Exhibitors Expo</td>
<td>Salon E Foyer</td>
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<tr>
<td>10:15 am-10:45 am</td>
<td>Breakout Lounge</td>
<td>Golden Boardroom</td>
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<tr>
<td>10:45 am-12:00 pm</td>
<td>BREAKOUT SESSIONS II: 1. The Money Follows the Ideas: Planning Priorities for Fundraising and Earned Income</td>
<td>Greenpoint 2. The Alchemy of Museum Planning</td>
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<tr>
<td>3:00 pm-3:30 pm</td>
<td>Coffee/Tea/Water Break</td>
<td>Sponsored by Cooper Robertson Salon E Foyer</td>
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<tr>
<td>5:00 pm-6:30 pm</td>
<td>Breakout Lounge</td>
<td>Golden Boardroom</td>
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<tr>
<td>6:30 pm-8:00 pm</td>
<td>Exhibitors Reception</td>
<td>Salon E Foyer</td>
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<tr>
<td>8:00 pm</td>
<td>Dinner on your own</td>
<td>Brooklyn Area Restaurants</td>
</tr>
</tbody>
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Friday, March 1, 2019

<table>
<thead>
<tr>
<th>TIME</th>
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<tr>
<td>7:30 am-12:00 pm</td>
<td>Registration</td>
<td>Coat Room, 2nd Floor</td>
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<td>7:30 am-9:00 am</td>
<td>Continental Breakfast</td>
<td>Salon E Foyer</td>
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<tr>
<td>9:00 am-10:15 am</td>
<td>Access for All: Creating the New Statue of Liberty Museum</td>
<td>Salon E Foyer</td>
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<td>9:00 am-12:00 pm</td>
<td>Exhibitors Expo</td>
<td>Sponsored by Beyer Blinder Belle Salon E Foyer</td>
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<td>9:00 am-4:00 pm</td>
<td>Recharge Lounge</td>
<td>Sponsored by GeoSonic/Vibratech Golden Boardroom</td>
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<td>10:30 am-11:00 am</td>
<td>Breakout Lounge</td>
<td>Sponsored by David M. Schwartz Architects Salon E Foyer</td>
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<tr>
<td>11:00 am-11:30 am</td>
<td>Coffee Break</td>
<td>Sponsored by Aegis Property Group Salon E Foyer</td>
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<tr>
<td>12:45 pm-1:45 pm</td>
<td>Networking Lunch</td>
<td>Sponsored by DLR Group Salon E Foyer</td>
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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 walk you through the museum-building process—from inception to construction. Lunch will be provided. ASL continuing education credits are available.

 Speakers: Jame Anderson, Hal Davis, David Greenbaum, Sarah Ghobaraham from SmithGroup; Chris Wood from SmithGroup; Robert Sullivan, Chere, Jared Oldroyd, Clark Construction; Daniel Pomeress, Cumming; Gretchen Coss and Thora Colot from Gallagher and Associates; Richard Rabena from The Franklin Institute.

Note: Pre-registration is required; fee $100.00. 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 Birgen, President and CEO of The Statue of Liberty-Ellis Island Foundation, John Pitrecker, Superintendent, Statue of Liberty National Monument, National Park Service, Nicholas Garrison, Partner and Project Designer at FXCollaborative, and museum designers from ESI Design who will discuss the design, construction, funding, and operational challenges of this remarkable project.

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

Ferry check-in: 9:00 am
Ferry Departs: 9:30 am

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 ID 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.

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, designed for audiences of all ages, and was created in collaboration with Pure & Applied, Potion, and Batwin + Robin Productions.

The 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: $20.00. Transportation will NOT be provided. Directions will be provided to registrants.
**PRE-SYMPOSIUM WORKSHOP, MUSEUM TOURS, AND RECEPTION**

(continued)

**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.

### OFFSITE MUSEUM TOUR

**Private Tour of the National September 11 Memorial Museum**

**Wednesday, February 27**

1:00 pm–3:00 pm

The National September 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. Directions will be provided to registrants.

### 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. Directions will be provided to registrants.

### 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 this 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 expansion and a new LEED Gold visitors’ building were built to include offices, galleries, multi-purpose 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 to registrants. Directions will be provided to registrants.

### Opening Reception

**Wednesday, February 27**

5:30 pm–7:30 pm

Join friends and colleagues at MAAM Building Museums™ opening reception on Wednesday, February 27, 2019 from 5:30 p.m to 7:30 p.m. Enjoy drinks and hors d’oeuvres with colleagues! Unwind after a long day of sessions with a drink and some hors d’ouevres in our Exhibitors Expo Location:

Brooklyn Historical Society
128 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

**Thursday, February 28**

6:30 pm–8:00 pm

Unwind after a long day of sessions with a drink and some hors d’ouevres in our Exhibitors Expo at the New York Marriott at the Brooklyn Bridge. Meet and mingle with industry service providers, architects, engineers, and museums.

www.midatlanticmuseums.org/building-museums | BUILDING MUSEUMS 2019
The idea for MASS MoCA began in the late 1980s as a space that would exhibit large-scale minimalist art in long-term installations. Over time, the museum’s mission was broadened to become an experimental platform for visual and performing arts, with an emphasis on new commissions for its galleries and stages. The mission of MASS MoCA is to help artists and their supporters create and show important new work, bringing the museum’s total developed footprint to 550,000 SF (leaving some 50,000 SF still to renovate). Building 6 contains both flexible galleries for changing exhibitions and “museums within the museum” that host long-term exhibitions of artists including James Turrell, Jenny Holzer, Louise Bourgeois, and Gunnar Schonbeck. Spaces between permanent installations allow for periodic performance and experimental visual art. Event space has been added, as well as backstage greenrooms, a catering kitchen, and a large public restroom for outdoor loading dock, and adds conditioned storage and loading areas.

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 both flexible galleries for changing exhibitions and “museums within the museum” that host long-term exhibitions of artists including James Turrell, Jenny Holzer, Louise Bourgeois, and Gunnar Schonbeck. Spaces between permanent installations allow for periodic performance and experimental visual art. Event space has been added, as well as backstage greenrooms, a catering kitchen, and a large public restroom for outdoor loading dock, and adds conditioned storage and loading areas.

MASS MoCA’s Founding Director, Joseph Thompson, along with administration and staff, worked closely with all stakeholders and a design team, which included Simeon Bruner, AIA, and Jason Formey, AIA LEED AP, both of Bruner/Cott Architects in Cambridge, Massachusetts. Construction was led by Andrew Prochniak of Gilbane Building Company of Boston, Massachusetts.

The Mid-Atlantic Association of Museums (MAAM) is excited to announce that the recipient of this year’s Building Museum™ Symposium’s Buildy Award is the Massachusetts Museum of Contemporary Art (MASS MoCA) for Building 6, the Robert W. Wilson Building. This award recognizes the museum as an institution, its director and staff, and the building/design construction team whose completed museum construction projects demonstrate high achievement in the lessons of the Building Museum™ Symposium: careful, creative planning and diligent implementation, leading to institutional sustainability.

<table>
<thead>
<tr>
<th>SESSION #2</th>
<th>SPONSORED BY ZONE DISPLAY CASES</th>
<th>The New American Civil War Museum: Overcoming Obstacles and Reshaping Narrative to Connect with Contemporary Audiences</th>
<th>Thursday, February 28</th>
<th>10:45 am–12:00pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderator:</td>
<td>Erika Nelson, Executive Director/ CEO, Nordic Museum, Seattle, WA</td>
<td>Speakers: Richard Franko, FAIA, Design Partner, Mithun, Seattle, WA; Nancy E. Zinn, Ph.D., Interim Director of Collections, Exhibitions and Programs, Nordic Museum, Seattle, WA; Brock Anderson, Project Director, Ralph Appelbaum Associates, New York, NY</td>
<td>How do you use the collection of the Museum of the Confederacy to tell a more inclusive, authentic story that would appeal to modern audiences as well as traditional audiences? Create a new museum from existing collections in a historic space! Learn from panelists as they discuss the development of the new American Civil War Museum and how the museum team, architects, and designers faced challenges and successes in creating the new narrative and integrating a new building with the historic ruins of the Tredgel Ironworks. The panel will also discuss how they overcome significant structural, preservation and design challenges, and kept the project moving forward. Attendees will learn strategies for facing structural challenges related to the preservation and integration of historic sites and artifacts, how to tell stories in exhibit spaces that create an emotional connection and provide authentic experiences for target audiences, and how to handle delays when funding is disrupted.</td>
<td>Moderato: Christy Coleman, CEO, American Civil War Museum, Richmond, VA; Speakers: Cynthia Torpey, President/Owner, Solid Light; Louisville, KY; Damon Pearsson, AIA, Director, 3North, Richmond, VA</td>
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</table>
SESSION #4 SPONSORED BY HGA ARCHITECTS AND ENGINEERS

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 interpretive strategies in the design of history exhibits. Attendees will also learn about the incredible cultural institution and will learn from the project team’s experiences in planning, pre-design/construction, visitor experience, and leadership.

Moderator: Mary Paciante, MMS, Vice President, Lord Cultural Resources, Toronto, ON
Speakers: Ashley Howell, Executive Director, Tennessee State Museum, Nashville, TN; Denaie Gallagher; Director of Exhibitions, Tennessee State Museum, Nashville, TN; Sheila Barton, AIA, Principal, EOA Architects, Nashville, TN

SESSION #5 THE MONEY MAKES THE IDEA: Planning Priorities for Fundraising and Earned Income
Thursday, February 28 | 1:45 pm–3:00 pm

Too often, museums become enamored with the programming and capital elements of a project and overlook the importance of funding. By focusing on a mission/strategic plan, and aligning the goals of a capital project with the needs of the institution, museums can better ensure that they are asking for and receiving the right type of funding. Attendees will also see first-hand the incredible cultural institution in London, UK; Fiona Cole-Hamilton, Principal, London, UK; Dr. Sheila Canby, Patti Cadby Birch Barker Langham, London, UK

SESSION #6 THE ALCHEMY OF MUSEUM PLANNING
Thursday, February 28 | 1:45 pm–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, attendees 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 and its stories as a foundation for that brief, and will consider the challenge of distilling disparate collection stories into one overarching narrative to captivate a wide range of audiences, while simultaneously meeting the specific aims of the project.

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

SESSION #7 ENUMERING 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. Panels will discuss the best practices for preparing a project's schedule and budget for unexpected conditions by focusing on assembling the right design consultants to perform an initial building survey, engaging a construction manager to develop appropriate contingencies and empower 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.


SESSION #8 PRIORITIZING INCLUSION TO CREATE ACCESSIBLE EXHIBITS
Thursday, February 28 | 1:45 pm–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 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: Eric Langham, Founder & Director, Barker Langham, London, UK
Speakers: Dr. Shahia Cashy, Patti Cashy Birch Curator in Charge, Idioms Art, Metropolitan Museum of Art, New York, NY; Prof. Ian Owens, Director of Science, Natural History Museum, London, UK; Fiona Cole-Hamilton, Principal Consultant, Barker Langham, London, UK

SESSION #9 THE GATEWAY ARCH MUSEUM: CREATING A NEW DESTINATION AT A LANDMARK
Thursday, February 28 | 3:30 pm–4:45 pm

The renovated 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, 2017. This session will address beneficial partnering, accessible design strategies, redeveloping the urban fabric, and promoting investment through thoughtful design. Panels 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 attract new audiences. Attendees will gain insights on how collaborations among museums, government, 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 Leavy, Director of Construction, the Gateway Arch Park Foundation, St. Louis, MO; Andrew Barwick, AIA, Senior Associate, Cooper Robertson, New York, NY; William Haley, Founder, Haley Sharpe Design, Leicester, UK

SESSION #10 SUSTAINABLE STRATEGIES FOR EVERY MUSEUM
Thursday, February 28 | 3:30 pm–4:45 pm

As museums become more aware of their energy, water, health, and operational implications and costs, they might consider reevaluating their facilities, collections storage, and operations to create sustainable building programs. This session will discuss specific green building strategies for museums, including reviews of the building site and architecture, environmental and mechanical control systems, lighting, and the human factors. Using case studies that address new and older facilities, panels will present innovative and practical measures that reduce a museum's carbon footprint while still respecting its critical operational and preservation goals. Panels will offer diverse perspectives and lessons learned as they adapt to changing priorities. Attendees will discuss and learn about the range of compromises that must be evaluated to implement sustainable practices within the limitations and realities of their existing facility and budget. This session includes an overview of the past winners of AAM’s Sustainable Excellence Award and a presentation by the 2018 winner for the SEA Facilities/Site and Operations Category.

Moderator: Michelle F. Pacifico, FSAIA, Architectural Facilitates Consultant, Pacifico Consulting, Jackson, WY
Speakers: Angela M. Moore, LEED AP O+M, Facilities and Sustainability Coordinator, Missouri Historical Society/Museum History Museum, St. Louis, MO; Richard Franko, Architect, FAIA, LEED, AP, Mithun, Seattle, WA; Diana Parke, Chief, Museum Services, National Park Service, National Park Service, New York, NY
SESSION #13
Designing for Preservation: Collections Care in the Planning Process

Friday, March 1 | 11:30 am–12:45 pm

Collections management, preservation, and conservation are often behind the scenes work of 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 decisions regarding collections storage, collections preservation space, conservation laboratory facilities, environmental and lighting requirements, and other factors that influence collections preservation. Panelists from the Arkansas Art Center (AAC) and the Conservation Center for Art & History (CCA) will present a case study on the preservation and conservation decisions that have been made as part of AAC’s extensive renovation and redesign. Attendees will learn how to develop their own framework for preserving and conservation principles within their building projects.

Speakers: Laura Hertz Scotton, Executive Director, Philadelphia, PA Katie Hall, Registrar, Arkansas Art Center, Little Rock, AR

SESSION #14
Planning for Forever: Theory and Practice in Collections Storage

Friday, March 1 | 11:30 am–12:45 pm

How can museums reconcile their mission to collect and store collections forever with a finite capacity to fund, document, manage, preserve, and make them accessible over time? Museums’ responsibility to hold material in the public trust gives rise to fascinating challenges and dilemmas in capital facilities planning. This session will draw on successes and challenges in collections storage planning at large institutions and explore how they might be applicable to small and mid-sized museum planning. Panelists will review new approaches to collections facility and cost planning at the Smithsonian Institution 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 storage planning.

Speakers: Nicholas Garrigan, Partner and Planning Director, PC Collaborative, New York, NY; Stephen A. Brignati, President and Chief Executive Officer, The Statue of Liberty-Ellis Island Foundation, Inc; New York, NY; John Pfluecker, Superintendent, Statue of Liberty National Monument and Ellis Island, National Park Service, New York, NY; Eileen Scholes, President and Principal Designer, ESI Design, New York, NY

SESSION #15
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. The center will open after the conclusion of the Museum’s 50th anniversary, this renovation and addition project creates new physical connections on this institution’s historic campus that will significantly enhance the visitor experience. This panel discussion will reveal a birds-eye view of museum planning, operations, systems and sustainability efforts. The session will analyze together the methods that museums, of all sizes, can employ to develop their outreach through capital expansion and innovative programming. Panelists will share lessons learned from the planning and design of the Gilder Center. Attendees will learn to analyze the development plan for their museum, and understand how to maximize opportunities for sustainability and reuse of existing space.

Speakers: Kathleen Haygh, Chief Operating Officer, Newfields, Indianapolis, IN; 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 #16
A Constellation of Assets: Museum Master Planning for the 21st Century Audience

Friday, March 1 | 1:45 pm–3:00 pm

The Indianapolis Museum of Art recently rebranded as Newfields – A Place for Nature and The Arts. This seminal shift was a data driven, strategic initiative informed by eight individual studies culminating in a new 50-year master plan. Panelists will present the illuminating results of this research including, audience segmentation, branding, business unit analysis, and a campaign feasibility study. This session will cover the evolution of the planning process and will discuss the initial implementation of highlighted tactics for donor engagement and fundraising. Attendees will learn about the master plan planning process and how to leverage existing assets and integrate design and pre-construction into fundraising campaigns. Attendees will also learn why audience research is important to designing programming.

Speakers: Kathryn Haygh, Chief Operating Officer, Newfields, Indianapolis, IN; David Rubin, ASLA, FAAR Principal, DAVID RUBIN/Landscape Collective, Philadelphia, PA; Jonathan Wright, Ruth K. Lilly Deputy Director of Horticulture and Natural Resources, Newfields, Indianapolis, IN

SESSION #17
Transforming a Historic Landmark Building into a Museum

Friday, March 1 | 1:45 pm–3:00 pm

The South Carolina Historical Society’s renovation of the Fireproof Building which recently opened in Charleston, South Carolina at the pride of the Museum. The building was designed by Robert Mills, the first domestically-trained architect and promoter of fire-resistant buildings. Speakers will present a case study of the renovation of this National Historic Landmark as it exposes the complexity of incorporating modern technology, accessibility, and exhibitions into a brick and stone structure. This created a natural tension of balancing the exhibits and experiences with the historic fabric of the building and the construction challenges of accommodating a visitor experience in this historically designated area.

Moderator: Susanne Marie Muñoz, AIA, Vice President, Zubatkin Owner Representation, New York, NY

Speakers: Rebecca Myers Kosik, Manager of Capital Planning and Budget, American Museum of Natural History, New York, NY; Sarah Sachs, Associate Principal, Burt纳Hoppe Engineering, New York, NY

SESSION #18
New-York Historical Society: Elevating “Open Storage” through Design

Friday, March 1 | 1:45 pm–3:00 pm

For twelve years the New-York Historical Society and PBW Architects have 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 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 new 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, PBW Architects, New York, NY; Gerhard Schlanzky, Creative Director & Director of Exhibitions, New-York Historical Society, New York, NY; Debra Schmidt Bach, Ph.D. Curator of Decorative Arts, New-York Historical Society, New York, NY
With Immersive Experiences, Meaningful Content and Thoughtful Design.