



Mid-Atlantic
Association of Museums

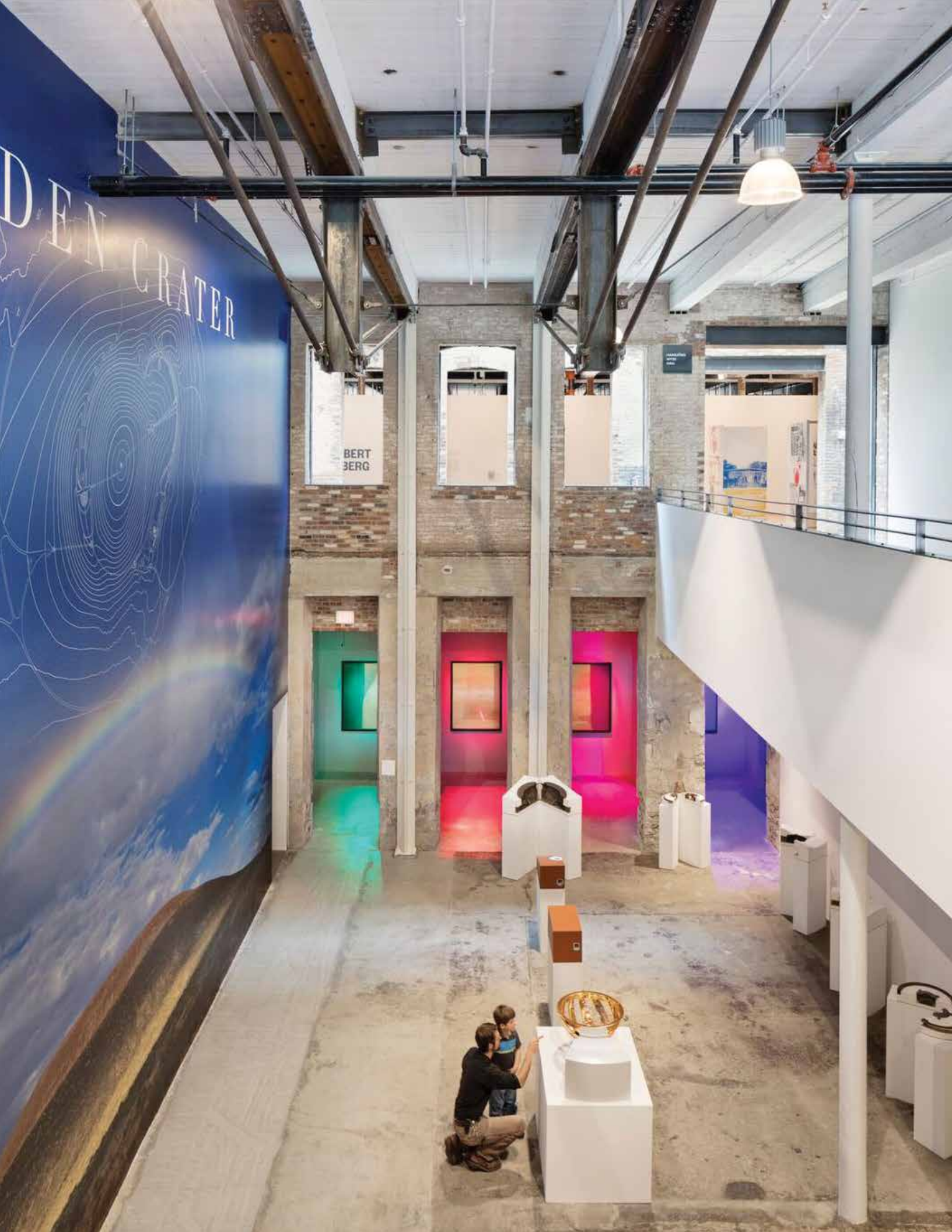
**BUILDING MUSEUMS™
SYMPOSIUM 2019**

**PROGRAM,
REGISTRATION,
AND SPONSOR
OPPORTUNITIES**

*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



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

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

Building Museums™ 2019 will actively engage participants in sessions and discussion. The program will include expert keynote addresses, behind-the-scenes museum tours, two receptions, and two interactive workshops.

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

AIA Continuing Education Credits will be available.

QUESTIONS?

Email info@midatlanticmuseums.org

DON'T DELAY!

Call 718-246-7000 to reserve a discounted room rate of \$199 per night for Building Museums™ or go to the link on our website midatlanticmuseums.org/building-museums/conferencehotel/ to reserve your room. If calling the hotel to reserve your room, please reference the Mid-Atlantic Association of Museums.

PLEASE NOTE

Building Museums™ conference room rates end on January 28, 2019.

COVER IMAGE: Statue of Liberty, Historic American Engineering Record, National Park Service
Photo by Jet Lowe

LEFT IMAGE: MASS MoCA | Massachusetts Museum of Contemporary Art
Photo courtesy of Michael Moran



The New York Marriott at the Brooklyn Bridge is a contemporary hotel just across the East River from Manhattan, near the vibrant neighborhoods of Brooklyn Heights and DUMBO. The subway station is moments away, as is the iconic Brooklyn Bridge.

Photos courtesy of New York Marriott at the Brooklyn Bridge

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

TIME	EVENT / MEETING	LOCATION
8:00 am–4:30 pm	Registration Opens	Marriott at the Brooklyn Bridge
8:00 am–4:30 pm	Ready, Aim, Build: A Museum Planning Workshop <i>Preregistration required; additional fee</i>	Marriott at the Brooklyn Bridge
9:00 am–5:30 pm	MUSEUM TOURS (pre-registration required; additional fee): Statue of Liberty Museum Brooklyn Historical Society—DUMBO National September 11 Museum Whitney-Andy Warhol Exhibit Edison Price Lighting Factory and Gallery Weeksville Heritage Center	
11:00 am–3:00 pm	Building a Museum Creative Incubator	Golden Boardroom
5:30 pm–7:30 pm	Opening Reception	Brooklyn Historical Society 128 Pierrepont St Brooklyn, NY 11201

Thursday, February 28, 2019

TIME	EVENT / MEETING	LOCATION
7:30 am–3:30 pm	Registration	Marriott at the Brooklyn Bridge
7:30 am–9:00 am	Continental Breakfast	Marriott at the Brooklyn Bridge
9:00 am–10:15 am	Opening Keynote: Expansion, Evolution, Engagement— The Nordic Museum Saga	Marriott at the Brooklyn Bridge
9:00 am–4:00 pm	Exhibitors Expo	Marriott at the Brooklyn Bridge
9:00 am–4:00 pm	Recharge Lounge	Marriott at the Brooklyn Bridge
10:15 am–10:45 am	Coffee/Tea/Water Break	Marriott at the Brooklyn Bridge
10:45 am–12:00 pm	BREAKOUT SESSION I: 1 Laying the Groundwork for your Museum Project 2 The New American Civil War Museum: Overcoming Obstacles and Reshaping Narrative to Connect with Contemporary Audiences 3 Revealing the Past to Challenge the Future: The Forensic Architecture of the Tenement Museum 4 360° Perspective: Planning and Implementing the New Tennessee State Museum	Marriott at the Brooklyn Bridge
12:00 pm–1:30 pm	Lunch on your Own	

Thursday, February 28, 2019 (continued)

TIME	EVENT / MEETING	LOCATION
1:45 pm–3:00 pm	BREAKOUT SESSION II: 5 The Money Follows the Ideas: Planning Priorities for Fundraising and Earned Income 6 The Alchemy of Museum Planning 7 Ensuring the Unforeseens never become the Unfortunates 8 Prioritizing Inclusion to Create Accessible Exhibits	Marriott at the Brooklyn Bridge
3:00 pm–3:30 pm	Coffee/Tea/Water Break	Marriott at the Brooklyn Bridge
3:30 pm–4:45 pm	BREAKOUT SESSIONS III: 9 The Gateway Arch Museum: Creating a New Destination at a Landmark 10 Sustainable Strategies for Every Museum 11 Extracting Foresight from Hindsight: Four Years After Opening the George Washington University Museum and The Textile Museum 12 Zoom In, Zoom Out: Taking a Thorough Look at Your Collections Care Space Needs	Marriott at the Brooklyn Bridge
5:00 pm–6:00 pm	Roundtable Discussion	Marriott at the Brooklyn Bridge
6:30 pm–8:30 pm	Exhibitor Reception	Marriott at the Brooklyn Bridge
8:00 pm	Dinner on your own	Brooklyn Area Restaurants

Friday, March 1, 2019

TIME	EVENT / MEETING	LOCATION
7:30 am–12:00 pm	Registration	Marriott at the Brooklyn Bridge
9:00 am–10:15 am	Continental Breakfast Closing Keynote: Access for All: Creating the New Statue of Liberty Museum	Marriott at the Brooklyn Bridge
9:00 am–12:00 pm	Exhibitors Expo	Marriott at the Brooklyn Bridge
9:00 am–4:00 pm	Recharge Lounge	Marriott at the Brooklyn Bridge
10:30 am–11:00 am	Buildy Award Presentation	Marriott at the Brooklyn Bridge
11:00 am–11:30 am	Coffee/Tea/Water Break	Marriott at the Brooklyn Bridge
11:30 am–12:45 pm	BREAKOUT SESSIONS IV: 13 Designing for Preservation: Collections Care in the Planning Process 14 Planning for Forever: Theory and Practice in Collections Storage 15 Cracking the Code to Sustainable Museum Growth: AMNH's Richard Gilder Center for Science, Education and Innovation	Marriott at the Brooklyn Bridge
12:45 pm–1:30 pm	Networking Luncheon	Marriott at the Brooklyn Bridge
1:45 pm–3:00 pm	BREAKOUT SESSIONS V: 16 A Constellation of Assets: Museum Master Planning for the 21st Century Audience 17 Transforming a Historic Landmark Building into a Museum 18 Elevating "Open Storage" through Storytelling	Marriott at the Brooklyn Bridge

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

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. AIA continuing education credits are available.

Speakers: Jame Anderson, Hal Davis, David Greenbaum, Sarah Ghorbanian from SmithGroup; Robert Sullivan, Maria Elena Gutierrez, Chora; Jared Oldroyd, Clark Construction; Daniel Pomfrett, Cumming; Gretchen Coss and Cybelle Lewis Jones from Gallagher and Associates; Richard Rabena from The Franklin Institute; Chris Wood of SmithGroup

Note: Pre-registration is required; fee \$95.00

Building a Museum Creative Incubator

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 mentee 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.

Note: Pre-registration is required; fee \$45.00

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, President and CEO of The Statue of Liberty-Ellis Island Foundation, John Piltzecker, 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 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.

OFFSITE MUSEUM TOUR

Private Tour of the Brooklyn Historical Society—DUMBO

Wednesday, February 27

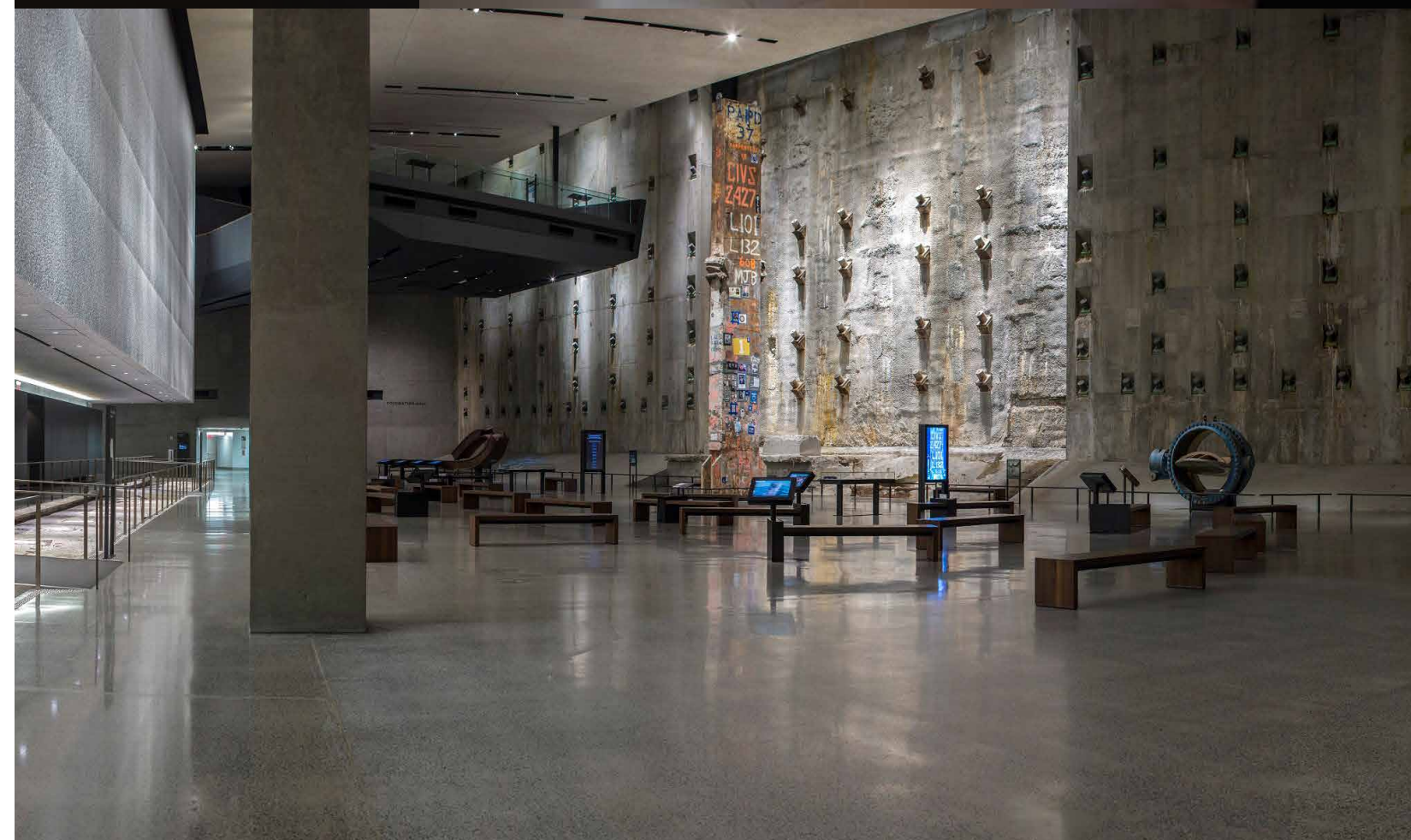
1:00 pm–3:00 pm

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: \$20.00. Transportation will NOT be provided. Directions will be provided to registrants.



Brooklyn Historical Society—DUMBO
Photo courtesy of Jordan Rathkopf and DUMBO Open Studios



National September 11 Memorial Museum
Photo Courtesy of the National September 11 Memorial Museum



Andy Warhol (1928-1987). Ethel Scull 36 Times, (1963). Acrylic and screenprint on canvas, thirty-six parts, Overall: 80 x 144in. (203.2 x 365.8 cm) Whitney Museum of American Art, New York; Jointly owned by the Whitney Museum of American Art and The Metropolitan Museum of Art; gift of Ethel Redner Scull 86.61a-jj © 2018 The Andy Warhol Foundation for the visual Arts, Inc. / Artists Rights Society (ARS), N.Y.



Weeksville Heritage Center
Photo courtesy of Nic Lehoux

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

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 NOT be provided. Directions will be provided to registrants.

OFFSITE MUSEUM TOUR

Tour of Edison Price Lighting Factory and Gallery

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 NOT be provided. 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 extension 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 NOT be provided. 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!

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'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.

PROGRAM KEYNOTES AND SESSION DESCRIPTIONS

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

AIA continuing education credits are available.

OPENING KEYNOTE

Expansion, Evolution, Engagement: The Nordic Museum Saga

Thursday, February 28 | 9:00 am–10:15 pm

Founded as a volunteer-led organization in 1979, the Nordic Heritage Museum evolved into one of the “Top Five” international museum destinations in 2018. Discover how the new Nordic Museum integrates site, building and exhibits to create a deeply immersive visitor experience and lively community hub for the greater Seattle area. After 20 years of operation in a leased 1907 elementary school, a new vision emerged for a museum that could host travelling exhibitions and artifacts from international collections, while keeping local character on the working waterfront of Seattle’s Ballard neighborhood. The panel will use a chronological framework to highlight issues, challenges and solutions realized over a multi-year development process. Attendees will understand the process for developing an integrated visitor experience, combining site, building and movement to support a museum’s revised mission and exhibit storyline.

Moderator: Eric Nelson, Executive Director/CEO, Nordic Museum, Seattle, WA

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; Brook Anderson, Project Director, Ralph Appelbaum Associates, New York, NY

SESSION #1

Laying the Groundwork for your Museum Project

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

Whether you are starting, moving, expanding or building a museum, you need plans to make your case. Discover which services benefit clients, who provides them, what data emerges, and what sequence is most efficient. The panel will focus on Market and Economic Feasibility Studies, Master Plans and Visioning Plans,

Economic Impact Analysis, Fundraising Feasibility Plans, Business Plans, Strategic Plans, Green Basis of Design, and many more. Panelists will introduce and discuss these services, advise attendees about how and when to contract planning services or develop them in house, and provide examples of organization, contents and timeline for various planning documents. Attendees will learn how to identify which pre-design plans will benefit their organization and will learn the challenges and opportunities in performing pre-design services.

Moderator: Elena Kazlas, Principal, ConsultEcon, Inc., Cambridge, MA

Speakers: Alissa Rupp, FAIA, Principal, MIG-Portico, Seattle, WA; Robert Portnoff, Project Director, Paratus Group, New York, NY; Anne Bergeron, Anne Bergeron & Co. Consulting, Providence, RI

SESSION #2

The New American Civil War Museum: Overcoming Obstacles and Reshaping Narrative to Connect with Contemporary Audiences

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

How do you use the collection of the Museum of the Confederacy to tell a more inclusive, authentic story that would appeal to modern 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 Tredegar Ironworks. The panel will also discuss how they overcame 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.

Moderator: Christy Coleman, CEO, American Civil War Museum, Richmond, VA

Speakers: Cynthia Torp, President/Owner, Solid Light, Louisville, KY; Damon Pearson, AIA, Director, Richmond, VA

SESSION #3

Revealing the Past to Challenge the Future: The Forensic Architecture of the Tenement Museum

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

The Tenement Museum has grown over the past ten years from a fledgling idea to one of New York City’s top-rated cultural destinations. Through “forensic architecture,” the extant building fabric of preserved tenement buildings in the Lower East Side—America’s iconic immigrant neighborhood—reveals the stories of nearly 20,000 people who lived at the site from the late 19th century through the 1970s. This session exposes the literal layers of history and the design methodology that deliberately retains and showcases as much of the existing buildings as possible. Panelists will challenge attendees to examine the responsibility of the architect in facilitating these exchanges; the effort required to work with communities and client/user groups of all scales to deliver a museum relevant for today’s audiences; and the role of architecture in allowing history to speak to modern audiences.

Speakers: Nick Leahy AIA, LEED AP, Principal and Executive Director, Perkins Eastman, New York, NY; David Favaloro, Director, Curatorial Affairs and Hebrew Technical Institute Research Fellow, Tenement Museum, New York, NY; Steve Lembo PE, LEED AP BD+C, Partner, Mechanical Engineer, Kohler Ronan, New York, NY

SESSION #4

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

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

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

Moderator: Maria Piacente, MMS, 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 #5

The Money Follows the Ideas: Planning Priorities for Fundraising and Earned Income

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

Too often, museums become enamored with the programmatic and capital elements of a viable future without understanding true costs and how to execute large-scale fundraising. When institutional planning suggests capital expansion, museums need to prepare a business plan to determine how much revenue must be raised and earned over a 5-10 year timeline to maintain a balanced operating budget, meet capital campaign goals, and support the desired level of growth. This session explores paths to sustainable outcomes of mission enhancement

through capital expansion. Attendees will learn key steps of disciplined internal capacity-building including the preferred order of pre-campaign planning, developing a business plan, aligning board and staff, and the definitions of contributed, earned and endowment revenue as components of both a capital campaign goal and an annual operating budget.

Moderator: Amy Kaufman, AK Cultural Planning, Principal, Brooklyn, NY

Speakers: Diana Duke Duncan, Advancement/Capital Campaign Planning, Diana Duke Duncan LLC; Donna Williams, Senior Vice President, Bridge Philanthropic Consulting, New York, NY; Karen Meyerhoff, Wave Hill, President and Executive Director, Bronx, NY; Tracey Bates, Director, T&B Consulting

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, 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 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 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 museums 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 Canby, Patti Cadby Birch Curator in Charge, Islamic 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 #7

Ensuring the Unforeseens 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 grave 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 preserving 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.

Moderator: Michael Myers, Cost Specialist for Cultural Practices, The Whiting-Turner Contracting Company, Inc., Baltimore, MD

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

PROGRAM KEYNOTES AND SESSION DESCRIPTION

(continued)

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

AIA continuing education credits are available.

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 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+Petch 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 #9

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

Thursday, February 28 | 3:30 pm–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, reestablishing the urban fabric, and promoting 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 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 Leavey, 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, panelists will present innovative and practical measures that reduce a museum's carbon footprint while still respecting its critical operational and preservation goals. Panelists 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 and policies 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: *Michele F. Pacifico, FSAA, Archival Facilities Consultant, Pacifico Consulting, Jackson, WY*

Speakers: *Angela A. Moore, LEED AP O+M, Facilities and Sustainability Coordinator, Missouri Historical Society/Missouri History Museum, St. Louis, MO; Richard Franko, Architect, FAIA, LEED, AP, Mithun, Seattle, WA; Diana Pardue, Chief, Museum Services Division, Statue of Liberty National Monument and Ellis Island, National Park Service, New York, NY*

SESSION #11

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

Thursday, February 28 | 3:30 pm–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 expedited 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, merged 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 building campaign and will discuss the challenges of designing for spaces that have limited operating resources and not fully defined.

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

Speakers: *Scott Teixeira, Senior Associate, Hartman-Cox Architects, Washington, DC; Richard Timpson, Director of Exhibition Production and Museum Facilities, The George Washington University Museum and The Textile Museum, Washington, DC; Lori Kartchner, Programs Associate, Museum Collections, The George Washington University Museum and The Textile Museum, Washington, DC*

SESSION #12

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

Thursday, February 28 | 3:30 pm–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 space and the strategic planning required to implement phase one of the Collections relocation. This session is for museum professionals in facilities, design, and collections care or design professionals who provide support or services for capital projects. Attendees will learn strategies for how to tackle the planning and design of focused collections care space as well as strategies for successful implementation.

Moderator: *Sara Urizar, Program Director – Cultural Institutions, Ascent, Chicago, IL*

Speakers: *Angela Segalla, Director of the Collection Center, Peabody Essex Museum, Salem, MA; Lawrence C Bauer, AIA Principal, Schwartz/Silver Architects, Boston, MA; Phillip Johns, Senior Project Manager, Ascent, Boston, MA*

ROUND-TABLE DISCUSSION

"Where do new models of museums come from?" Evolution of the Museum Typology; How to remain relevant in today's world?

Thursday, February 28 | 5:00 pm–6:00 pm

What inspires us to create new models of museums and visitor experiences? Hear from a diverse series of experts about their influencers and sources of inspiration. Join us in a round-table conversation about forward focused innovation as a muse for creative iteration.

Some say new ideas come from the community members. Some say new ideas come from the consultants, museum directors, curators or inspiration from other building types or life experiences. This plenary discussion aspires to illuminate alternative sources to help further continued innovation and discovery to help benefit new museum projects.

CLOSING KEYNOTE

Access for All: Creating the New Statue of Liberty Museum

Friday, March 1 | 9:00 am–10:15 am

In May, 2019, the new Statue of Liberty Museum will open to celebrate Lady 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-Ellis Island Foundation launched a successful crowdfunding campaign to help build the museum, and the diverse group of partners who were brought it to oversee design, fundraising and construction. Attendees will learn best practices in architecture and exhibit design to create a museum experience that's accessible and "intuitive"—regardless of age, culture and language.

Speakers: *Nicholas Garrison, Partner and Design Director, FXCollaborative, New York, NY; Stephen A. Briganti, President & Chief Executive Officer, The Statue of Liberty-Ellis Island Foundation, Inc. New York, NY; John Piltzecker, Superintendent, Statue of Liberty National Monument and Ellis Island, National Park Service, New York, NY; Edwin Schlossberg, President and Principal Designer, ESI Design, New York, NY*

SESSION #13

Designing for Preservation: Collections Care in the Planning Process

Friday, March 1 | 10:30 am–12:45 pm

Collections management, preservation, and conservation are often the 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 preparation 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 & Historic Artifacts (CCAHA) 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 incorporating preservation and conservation principles into their building projects.

Speakers: *Laura Hertz Stanton, Executive Director, Philadelphia, PA Katie Hall, Registrar, Arkansas Arts Center, Little Rock, AR*

SESSION #14

Planning for Forever: Theory and Practice in Collections Storage

Friday, March 1 | 10:30 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 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: *Bill Tompkins, Director, National Collections Program, Smithsonian Institution, Washington, DC; Amelia Kile, Collections Program Specialist, National Collections Program, Smithsonian Institution, Washington, DC; Elizabeth Sullivan, Senior Project Manager, Project Management & Construction Office of Planning, Design and Construction, Lend Lease/Smithsonian Institution, Washington, DC; Katie Oman, Principal KO Projects LLC, Seattle, WA*

PROGRAM KEYNOTES AND SESSION DESCRIPTION

(continued)

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

AIA continuing education credits are available.

SESSION #15

Cracking the Code to Sustainable Museum Growth: AMNH's Richard Gilder Center for Science, Education and Innovation

Friday, March 1 | 10:30 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. This panel discussion will reveal a bird's 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.

Moderator: Suzanne Marie Musho, AIA, Vice President, Zubatkin Owner Representation, New York, NY

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

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 re-branded 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 30-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 a review of the planning process and will discuss the initial implementation of highlighting tactics for donor engagement and fundraising. Attendees will learn about the master 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 Haigh, Chief Operating Officer, Newfields, Indianapolis, IN; David Rubin, ASLA, FAAR Principal, DAVID RUBIN Land 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 is 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 exhibition and media experiences with the historic fabric of the building and the construction challenges of accomplishing a visitor destination in Charleston. This session will delve into the coordination between the designers, media 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 Healy, Principal, HealyKohler Design, Washington, DC

Speakers: Faye L. Jensen, Ph.D., Executive Director, South Carolina Historical Society, Charleston, SC; Jim Cortina, Principal, Cortina productions, McLean, VA; Valerie King, Museum Account Executive, 1220 Exhibits, Nashville, TN

SESSION #18

New-York Historical Society: Elevating "Open Storage" through Storytelling

Friday, March 1 | 1:45 pm–3:00 pm

For twelve years the New-York Historical Society and PBDW 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 North 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 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, PBDW 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

REGISTRATION RATES

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

	Museum Professional Early Bird	Museum Professional Regular	Early Bird (by 2/12/19)	Regular (by 2/22/19)
CONFERENCE RATES				
<input type="checkbox"/> MAAM Member	\$350	\$399	\$425	\$499
<input type="checkbox"/> Non-MAAM Member	\$435	\$499	\$499	\$575
<input type="checkbox"/> Session Presenter	—	—	—	\$250
<input type="checkbox"/> Student	—	—	—	\$150
<input type="checkbox"/> Volunteer	—	—	—	\$100
DAILY RATES				
<input type="checkbox"/> Opening Reception	\$60	\$60	\$60	\$60
<input type="checkbox"/> Thursday Only	\$275	\$275	\$275	\$275
<input type="checkbox"/> Friday Only	\$250	\$250	\$250	\$250
<input type="checkbox"/> Exhibitor Reception	\$40	\$40	\$40	\$40
MUSEUM WORKSHOP/TOURS				Additional Fee
<input type="checkbox"/> Ready, Aim, Build: A Museum Planning Workshop				\$95
<input type="checkbox"/> Private Hard-Hat Tour of the Statue of Liberty Museum				\$20
<input type="checkbox"/> Private Tour of the Brooklyn Historical Society—DUMBO				\$20
<input type="checkbox"/> Private Tour of the National September 11 Museum				\$20
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<input type="checkbox"/> SILVER \$2,500	<ul style="list-style-type: none"> Sponsor of Thursday Breakfast OR Friday Breakfast OR Recharge Lounge <i>(select one)</i> Complimentary Exhibitors Table with Preferred Location One Marketing Item Placed in Program Bag Two (2) Complimentary Registrations Sponsor Signage at the Event Corporate Logo and Link to MAAM Website for One (1) Year Access to Building Museums™ Roster Pre-Conference (electronic format, including emails) Quarter-page Color Ad in Building Museums™ Printed Program 	<input checked="" type="checkbox"/> SOLD OUT THURSDAY BREAKFAST <input type="checkbox"/> FRIDAY BREAKFAST <input checked="" type="checkbox"/> SOLD OUT RECHARGE LOUNGE
<input type="checkbox"/> BRONZE + TABLE \$2,000	<ul style="list-style-type: none"> Sponsor one Coffee Break, Exhibitor Expo, OR Session <i>(select one)</i> Complimentary Exhibitors Table One (1) Complimentary Registration Sponsor Signage at Selected Event Corporate Logo and Link to MAAM Website for One (1) Year Access to Building Museums™ Roster Post-Conference (electronic format, including emails) 	<input type="checkbox"/> ONE COFFEE BREAK <input type="checkbox"/> ONE SESSION <i>(select one)</i> <input type="checkbox"/> EXHIBITOR EXPO
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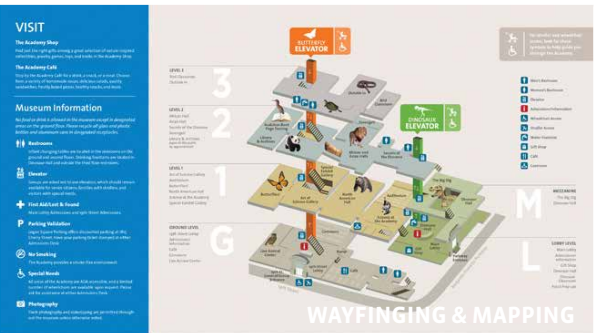
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