BUILDING MUSEUMS™
SYMPOSIUM 2018

PROGRAM
AND
REGISTRATION

Presented by the Mid-Atlantic Association of Museums
MARCH 9–11, 2018 | PHILADELPHIA, PA

DoubleTree Center City
237 South Broad St., Philadelphia, PA 19107
Building Museums is a national symposium on the process, promise, and pitfalls of planning and managing museum building projects.

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

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

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

QUESTIONS?
Email midatlanticmuseums@gmail.com

DON’T DELAY!
Call 215-893-1600 to reserve a MAAM discounted Building Museums™ Symposium room rate of $159 per night or go to the link on our website midatlanticmuseums.org/building-museums/ to reserve your room.

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

AIA Continuing Education Credits are available.

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

Photos courtesy of DoubleTree by Hilton Philadelphia—Center City
# PROGRAM-AT-A-GLANCE

**Friday, March 9, 2018**

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<tr>
<th>TIME</th>
<th>EVENT / MEETING</th>
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<tr>
<td>7:30 am-4:00 pm</td>
<td>Registration Opens</td>
<td>DoubleTree Center City</td>
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<td>8:00 am-4:30 pm</td>
<td>Ready, Aim, Build: A Museum Planning Workshop</td>
<td>DoubleTree Center City</td>
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<tr>
<td>1:00 pm-4:00 pm</td>
<td>MUSEUM TOURS (pre-registration required; additional fee):</td>
<td>DoubleTree Center City</td>
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<td>Philadelphia Museum of Art</td>
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<td>Barnes Foundation</td>
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<td>Franklin Institute</td>
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<td>Museum of the American Revolution</td>
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<td>5:30 pm-7:30 pm</td>
<td>Opening Reception</td>
<td>Museum of the American Revolution</td>
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<tr>
<td>9:00 am-10:15 am</td>
<td>Continental Breakfast</td>
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<td>9:00 am-4:00 pm</td>
<td>Exhibition Hall</td>
<td>DoubleTree Center City</td>
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<td>10:15 am-10:45 am</td>
<td>Coffee/Tea/Water Break</td>
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<td>10:45 am-12:00 pm</td>
<td>BREAKOUT SESSION I:</td>
<td>DoubleTree Center City</td>
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<td>Setting Up Your Project for Success: Selecting a Contractor and Negotiating a Construction Agreement</td>
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<td>Keep the Horse Before the Cart: Sequencing the Capital Planning Process</td>
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<td>Reach, Engage, and Teach: Bringing Hands-on Science from the Back-of-House into Public Areas</td>
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<td>12:00 pm-1:30 pm</td>
<td>Networking Luncheon and Buildy Award</td>
<td>DoubleTree Center City</td>
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<tr>
<td>1:45 pm-3:00 pm</td>
<td>BREAKOUT SESSION II:</td>
<td>DoubleTree Center City</td>
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<td>Museum Master Planning: Supporting your Strategic Mission</td>
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<td>Cincinnati Museum Center: Preparing the Restoration of a Museum &amp; National Historic Landmark</td>
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<td>Planning for Life After Opening: Aligning Project Vision and Economic Outcomes</td>
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<tr>
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<tr>
<td>3:00 pm-3:30 pm</td>
<td>Coffee/Tea/Water Break</td>
<td>DoubleTree Center City</td>
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<td>3:30 pm-4:45 pm</td>
<td>BREAKOUT SESSIONS III:</td>
<td>DoubleTree Center City</td>
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<td>The Corporate Museum: What’s New and Different?</td>
<td>DoubleTree Center City</td>
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<td>The Prison and the Palace: Balancing Interpretative Planning with Historic Preservation</td>
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<td>Resilient Design: Planning for the Unknown</td>
<td>DoubleTree Center City</td>
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<td>6:00 pm-7:00 pm</td>
<td>Networking Reception</td>
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<tr>
<td>7:30 pm</td>
<td>Dinner on your own</td>
<td>Philadelphia Area Restaurants</td>
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**Sunday, March 11, 2018**

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<tr>
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<td>7:30 am-12:00 pm</td>
<td>Registration</td>
<td>DoubleTree Center City</td>
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<tr>
<td>8:00 am-9:15 am</td>
<td>Continental Breakfast</td>
<td>DoubleTree Center City</td>
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<tr>
<td>9:00 am-12:00 pm</td>
<td>Exhibitors Hall</td>
<td>DoubleTree Center City</td>
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<td>9:15 am-10:30 am</td>
<td>BREAKOUT SESSIONS IV:</td>
<td>DoubleTree Center City</td>
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<td>Economy + Design Excellence = Low Cost, Energy-Efficient Museum</td>
<td>DoubleTree Center City</td>
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<td>Planning for the Hard Work: Operating Before, During, and After you Build</td>
<td>DoubleTree Center City</td>
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<td>The Future of History: Designing a Contemporary Building in Support of a Historic Narrative</td>
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<tr>
<td>10:30 am-11:00 am</td>
<td>Coffee/Tea/Water Break</td>
<td>DoubleTree Center City</td>
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<td>11:00 am-12:15 pm</td>
<td>BREAKOUT SESSIONS V:</td>
<td>DoubleTree Center City</td>
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<td>Corollary Design Energy for Positive Results</td>
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<td>Up Close and Personal: Bringing Visitors into Sensitive Spaces</td>
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<td>Beyond Physical: Building for the Museum as a Conceptual Space</td>
<td>DoubleTree Center City</td>
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*NOTE: all times are approximate and subject to change. Pre-registration and additional fees are required for workshop and museum tours.*
Pre-Symposium Workshop, Museum Tours, and Reception

NOTE: all times are approximate and subject to change.
Pre-registration is required for all of these activities, and additional fees are only required for the workshop and tours.

Ready, Aim, Build: A Museum Planning Workshop

Friday, March 9 | 8:30 am–4:30 pm

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

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

Speakers: Jame Anderson, Hal Davis, David Greenbaum, Don Passon, Sarah Ghorbanian from Smith Group JLL, Robert Sullivan and Maria Gutierrez, Chor; Jared Oldroyd, Clark Construction; Daniel Pomfrett, Cumming; Gretchen Cox and Thora Colet from Gallagher and Associates; Krista CoVino, MSGAC; Kirk Mettam, Selman

Offsite Museum Tour

Private Tour of the Museum of the American Revolution

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

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

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

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Private Tour of the Barnes Foundation

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

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

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

Opening Reception-Museum of the American Revolution

Friday, March 9 | 5:30 pm–7:30 pm

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

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

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

Private Tour of the Philadelphia Museum of Art

Friday, March 9 | 1:00 pm–4:00 pm

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

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

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PROGRAM KEYNOTES AND SESSION DESCRIPTIONS

NOTE: The final program will include all of the session speakers.
Ask continuing education credits are available.

OPENING KEYNOTE ADDRESS: The Florence County Museum: A Transformative Project for a Small Community
Saturday, March 10 | 9:00 am–10:15 am

Founded in 1939, the Florence County Museum in Florence, SC, operated from a converted 1929 courthouse, where it showcased its important regional collection and became a leader in educational programming for underserved communities. The museum’s board, however, aspired for a new purpose-built facility to broaden its audience, enhance public programming, and attract collections. Its goals aligned with city and county initiatives to revitalize a falling historic downtown. A unique partnership among the museum, county, state, and a private foundation provided the downtown site and capital funds to realize the project. The keynote speaker will discuss how a small, state-of-the-art facility, realized with a limited budget, has had a transformative impact on a small city, setting a standard for design excellence and contributing to the community’s ongoing economic revitalization.

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

SESSION #1: Setting Your Project Up for Success: Selecting a Contractor and Negotiating a Construction Agreement
Saturday, March 10 | 10:45 am–12:00 pm

Establishing and maintaining the construction budget is critical to the success of your project. Having a contractor on your team during design phases will help establish the construction costs (potentially 75% of your project cost). The keynote will discuss methods and techniques for setting the Construction RFQ, establishing the pre-construction scope of work and estimating services, creating a competitive environment for Contractor’s fees and establishing terms and conditions important and specific to your museum. Also to be discussed is how your museum should define limitations the contractor may have during construction that could impact costs such as noise, dust, protection of artifacts and schedule.

Moderator: Diana Duke Duncan, Principal, Diana Duke Duncan LLC, Washington, DC
Speakers: Amy Kaufman, Principal, Amy Kaufman Cultural Planning, Brooklyn, NY; Suzanne Sirefman, AIA, President, Dovelal Design Strategists, LLC, New York, NY; Margaret B. Zimroz, Executive VP, CFO and COO, Barnes Foundation, Philadelphia, PA

SESSION #2: Reaching, Engaging, and Teaching: Bringing Hands-on Science from the Back-of-House into Public Areas
Saturday, March 10 | 10:45 am–12:00 pm

Learn about the techniques used by Cleveland Museum of Natural History (CMNH) and its design team to include the community in its goals to expand its visitor base and garner appreciation for the marvels of science and nature. The session demonstrates how user analysis studies influenced the architectural and exhibition planning and design of the repurposed museum, allowing for future changes in technology and use of collections. Attendees will learn the challenges and opportunities associated with bringing hands-on science from the back-of-house to the front-of-house, as well as methods for engaging various audiences and embracing change.

Moderator and Speaker: Robin Chang, PE, LEED Fellow, Principal, DLR Group, Washington, DC
Speakers: Dr. David Bigham, PhD, President and CEO, Pennsylvania Academy of Fine Arts, Philadelphia, PA; Ed Politi, Director of Facilitates, Pennsylvania Academy of Fine Arts, Philadelphia, PA; Mona Lisa Smith, AIA, LEED AP, Project Manager; DLR Group, Washington, DC

SESSION #3: Planning for Life after Opening: Aligning Project Vision and Economic Outcomes
Saturday, March 10 | 1:45 pm–3:00 pm

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

Moderator: Katie Olson, Principal, KJO Projects, Seattle, WA
Speakers: Tom Pfannenstiel, Site Manager, Historic Fort Snelling, Minnesota Historical Society, St. Paul, MN; Kenneth Komack, Capital Project Manager, Minnesota Historical Society, St. Paul, MN

SESSION #4: The Corporate Museum: What’s New and Different? What’s the Same?
Saturday, March 10 | 3:30 pm–4:45 pm

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

Moderator and Speaker: Sharon Evans, AIA; Adkin Olshon Schade Architects, Santa Fe, NM
Speakers: Andrew J. Wulf, PhD, New Mexico History Museum, Santa Fe, NM; Samuel Olshan, AIA, Adkin Olshon Schade Architects, Santa Fe, NM; Sarah Jane “Sally” Esk, Eastern State Penitentiary Historic Site, Philadelphia, PA

SESSION #5: Miami University Museum: A Transformative Project for a University Art Museum
Saturday, March 10 | 4:00 pm–5:15 pm

Miami University Museum (MUM), one of the most historic and respected museums in the Midwest, has embarked on a transformative project that will create a new, state-of-the-art home for the museum’s collection of American and contemporary art. Its goals include creating a fully accessible facility, reducing the need for storage, and creating additional galleries and extensions. This session will explore the new museum’s design and construction process, with a focus on the museum’s role in the larger Miami University campus.

Moderator: Jennifer D. Wilkins, AIA, LEED AP, Principal, Designs Northwest Architects, Santa Fe, NM
Speakers: Andrew J. Wulf, PhD, New Mexico History Museum, Santa Fe, NM; Samuel Olshan, AIA, Adkin Olshon Schade Architects, Santa Fe, NM; Sarah Jane “Sally” Esk, Eastern State Penitentiary Historic Site, Philadelphia, PA

SESSION #6: The Prison and the Palace: Balancing Interpretive Planning with Historic Preservation
Saturday, March 10 | 3:30 pm–4:45 pm

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

Moderator and Speaker: Shawn Evans, AIA; Adkin Olshon Schade Architects, Santa Fe, NM
Speakers: Andrew J. Wulf, PhD, New Mexico History Museum, Santa Fe, NM; Samuel Olshan, AIA, Adkin Olshon Schade Architects, Santa Fe, NM; Sarah Jane “Sally” Esk, Eastern State Penitentiary Historic Site, Philadelphia, PA

SESSION #7: Museum Master Planning: Supporting Your Strategic Mission
Saturday, March 10 | 1:45 pm–3:30 pm

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

Moderator: Diane Duke Duncan, Principal, Diane Duke Duncan LLC, Washington, DC
Speakers: Amy Kaufman, Principal, Amy Kaufman Cultural Planning, Brooklyn, NY; Suzanne Sirefman, AIA, President, Dovelal Design Strategists, LLC, New York, NY; Margaret B. Zimroz, Executive VP, CFO and COO, Barnes Foundation, Philadelphia, PA

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

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SESSION #1: Planning for the Hard Work: Operating Before, During, and After You Build
Sunday, March 11 | 9:15 am–10:30 am

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

Moderator: Scott Cryer, AIA, Associate, DLR Group, Washington, DC
Speakers: Steven Litwin, Project Manager, DLR Group, Washington, DC; Calypso Jones, Principal and Executive Director, Galloway & Associates, Silver Spring, MD

SESSION #2: Corolling Design Energy for Positive Results
Sunday, March 11 | 11:00 am–12:15 pm

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

Moderator: Dan Bosin, AIA, President, Dan Bosin Associates, Philadelphia, PA
Speakers: Alex Lema, FAIA, Robert A.M. Stern Architects LLP, New York, NY; Robert Stupak, Ph.D., Vice President of Collections, Exhibitions, and Programming, Museum of the American Revolution, Philadelphia, PA; Terence Heap, Head of Exhibits, Washington, DC; Erik Krupp, Project Manager, LEED GA, Incho Construction, LLC, Philadelphia, PA

SESSION #3: Beyond Physical: Changing How We Interpret Museum Spaces
Sunday, March 11 | 11:00 am–12:15 pm

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

Moderator: Brad Bauer, Director of Strategy + Partner, Bluecadet, Philadelphia, PA; Wendy Joseph, Founder, Studio Joseph, New York, NY; Donald Albrecht, Curator (MCNY), New York, NY; Phillip Hershey, Curator (MCNY), New York, NY; and Kevin Millett, Curator (MCNY), New York, NY

SESSION #4: Up Close and Personal: Bringing Visitors into Sensitive Spaces
Sunday, March 11 | 11:00 am–12:15 pm

This panel presents recent projects in the Pomona-a-Cailleen Museum of History and Archaeology, Montreal; Monticello; and the landmark Shindagha Museum project in Dubai that have all integrated visitor experiences into very small heritage spaces. This panelists will share the challenges they faced as they attempted to integrate meaningful visitor experiences into heritage architecture, the limitations they encountered, and the methods that led to success. Attendees will learn tips and tricks for bringing visitors into sensitive spaces and useful ways to balance the needs of both conservation and education.

Moderator: Jeremy Taylor, Content Director, GSM Project, Montreal, Canada
Speakers: Garthnder Hallock, Director of Restoration, Monticello, Charlottesville, VA; Anne Elisabeth Thibault, Director of Exhibitions & Technology Development, Pomona-a-Cailleen, Montreal Archaeology and History Complex, Montreal, Canada; Genevieve Ango-Momeau, Creative Director, GSM Project, Montreal, Canada
**REGISTRATION RATES**

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

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<tr>
<th>CONFERENCE RATES</th>
<th>Early Bird (by 2/16/18)</th>
<th>Regular (thru 3/2/18)</th>
<th>On-Site (3/9/18)</th>
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**DAILY RATES**

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**MUSEUM WORKSHOP/TOURS**

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<td>Ready, Aim, Build: A Museum Planning Workshop</td>
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<td>Philadelphia Museum of Art</td>
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<td>Barnes Foundation</td>
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<td>Franklin Institute</td>
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<td>Museum of the American Revolution</td>
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**SPONSORSHIP OPPORTUNITIES**

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<th>SPONSORSHIP LEVEL</th>
<th>SPONSORSHIP BENEFITS</th>
<th>INCLUDED EVENTS</th>
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<tr>
<td>PLATINUM $7,500</td>
<td>□ Corporate Logo and Link to MAAM's Homepage for One (1) Year □ Access to Building Museums™ Roster (electronic format, including emails) □ Recognition on all Building Museums™ Materials □ Full-page Color Ad in Building Museums™ Printed Program</td>
<td>□ Friday Opening Reception □ Saturday Opening Keynote □ Sunday Closing Plenary</td>
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<td>GOLD $5,000</td>
<td>□ Corporate Logo and Link to MAAM's Homepage for One (1) Year □ Access to Building Museums™ Roster (electronic format, including emails) □ Recognition on all Building Museums™ Materials □ Half-page Color Ad in Building Museums™ Printed Program</td>
<td>□ Saturday Luncheon □ Saturday Reception</td>
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<td>SILVER $3,000</td>
<td>□ Corporate Logo and Link to MAAM's Homepage for One (1) Year □ Access to Building Museums™ Roster (electronic format, including emails) □ Recognition on all Building Museums™ Materials □ Quarter-page Color Ad in Building Museums™ Printed Program</td>
<td>□ Saturday OR Sunday Breakfast Sponsor □ OR Ready, Aim, Build Workshop □ Complimentary Exhibitors Table □ One Marketing Item Placed on Building Museums Registration Desk □ Two (2) Complimentary Registrations □ Sponsor Signage at the Event</td>
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<td>BRONZE $1,500</td>
<td>□ Corporate Logo and Link to MAAM's Homepage for One (1) Year □ Access to Building Museums™ Roster (electronic format, including emails) □ Recognition on all Building Museums™ Materials □ Inclusion in the Building Museums™ Roster (electronic format, including emails) □ Recognition on all Building Museums™ Materials</td>
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AN EXHIBIT 2,000 YEARS IN THE MAKING

TERRACOTTA WARRIORS: GUARDS FOR ETERNITY is a collaboration between The Franklin Institute (Philadelphia) and the Pacific Science Center (Seattle). Gecko Group and Universal Services Associates, Inc. are the design/build team that brought this remarkable project to life.

The exhibit explores the science behind China’s ancient terracotta figures in a variety of ways, including engaging interactives, powerful media, and immersive theatrical experiences. Visitors uncover how and why the warriors were made and glimpse mysteries yet to be uncovered.

*Experience the exhibit for yourself this fall at the Franklin Institute.*