BUILDING MUSEUMS™ SYMPOSIUM 2018

PROGRAM

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

DoubleTree Center City
237 South Broad St., Philadelphia, PA 19107
On behalf of the Mid-Atlantic Association of Museums (MAAM), the Building Museums™ 2018 Planning Committee, and the many volunteers who assisted us in making this conference a success, welcome to Philadelphia and to the DoubleTree Center City!

This 13th Building Museums™ Symposium is the only national conference dedicated to the best practices associated with constructing new buildings, rehabilitating existing structures, and/or renovating museum spaces. We are certain that Building Museums™ 2018 will actively engage you in sessions and discussions on the process, promise, and pitfalls of planning and managing museum building projects.

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

We owe special thanks to those museums that opened their doors for private, behind-the-scenes tours: the Philadelphia Museum of Art, the Barnes Foundation, the Franklin Institute, the Museum of the American Revolution, and the Pennsylvania Academy of Fine Arts.

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

Enjoy the Symposium!

Sincerely,

Michael Cagno
Chair, 2018 Building Museums™ Symposium
MAAM Vice-President
### PROGRAM-AT-A-GLANCE

#### Friday, March 9, 2018

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<tr>
<th>TIME</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Registration Opens</td>
<td>Sponsored by Cooperstown Graduate Program</td>
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<tr>
<td>8:30 am</td>
<td>On this Road: Museum Collections and Programming Maestro, 4th Floor</td>
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<tr>
<td>9:00 am</td>
<td>10:15 am</td>
<td>BREAKOUT SESSIONS I:</td>
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<tr>
<td>9:00 am</td>
<td>Continental Breakfast</td>
<td>Sponsored by Solid Light Inc.</td>
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<td>10:30 am</td>
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<td>BREAKOUT SESSIONS II:</td>
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<td>10:00 am</td>
<td>Exhibitors Hall</td>
<td>Sponsored by JacobsWyper Architects</td>
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<td>10:30 am</td>
<td>Coffee/Tea/Water Break</td>
<td>Sponsored by GeoSonics/Vitra-Tech</td>
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<tr>
<td>10:45 am</td>
<td>BREAKOUT SESSIONS III:</td>
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<tr>
<td>11:00 am</td>
<td>Setting Up Your Project for Success: Selecting a Contractor and Negotiating a Construction Agreement</td>
<td>Sponsored by Aegis Property Group</td>
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<tr>
<td>11:00 am</td>
<td>Keep the Horse Before the Cart: Sequencing the Capital Planning Process</td>
<td>Sponsored by Hartman-Cox Architects</td>
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<tr>
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<td>Reach, Engage, and Teach: Bringing Hands-on Science from the Back of House into Public Areas</td>
<td>Sponsored by GSM Project</td>
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<tr>
<td>12:00 pm</td>
<td>Networking Luncheon and Buildy Award</td>
<td>Sponsored by David M. Schwarz Architects</td>
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<tr>
<td>1:45 pm</td>
<td>3:00 pm</td>
<td>BREAKOUT SESSIONS III:</td>
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<tr>
<td>1:45 pm</td>
<td>Museum Master Planning: Supporting your Strategic Mission</td>
<td>Sponsored by Spacesaver</td>
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<tr>
<td>1:45 pm</td>
<td>Cincinnati Museum Center: Preparing the Restoration of a Museum &amp; National Historic Landmark</td>
<td>Sponsored by Cesaer</td>
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<td>1:45 pm</td>
<td>Planning for Life After Opening: Aligning Project Vision and Economic Outcomes</td>
<td>Sponsored by Becker &amp; Frondorf</td>
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<td>Coffee/Tea/Water Break</td>
<td>Sponsored by Kohler Ronan LLC</td>
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<td>BREAKOUT SESSIONS IV:</td>
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<td>The Prison and the Palace: Balancing Interpretive Planning with Historic Preservation</td>
<td>Sponsored by Universal Services Associates, Inc.</td>
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<td>3:30 pm</td>
<td>Resilient Design: Planning for the Unknown</td>
<td>Sponsored by Whiting-Turner Contracting Company</td>
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<tr>
<td>5:15 pm</td>
<td>Private Tour of Pennsylvania Academy of Fine Arts</td>
<td>Pennsylvania Academy of Fine Arts</td>
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<tr>
<td>6:00 pm</td>
<td>Saturday Reception</td>
<td>Sponsored by PAFA, DLR Group, Bittner Bender Construction LP, CV</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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<tr>
<td>7:30 pm</td>
<td>Continental Breakfast</td>
<td>Sponsored by WSP</td>
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<td>9:00 am</td>
<td>Exhibitors Hall</td>
<td>Sponsored by JacobsWyper Architects</td>
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<td>9:15 am</td>
<td>Coffee Break</td>
<td>Sponsored by WSP</td>
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<td>9:30 am</td>
<td>BREAKOUT SESSIONS IV:</td>
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<tr>
<td>9:30 am</td>
<td>Economy + Design Excellence = Low Cost, Energy-Efficient Museum</td>
<td>Sponsored by Edsion Price Lighting</td>
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<td>9:30 am</td>
<td>Planning for the Hard Work: Operating Before, During, and After you Build</td>
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<td>9:30 am</td>
<td>The Future of History: Designing a Contemporary Building in Support of a Historic Narrative</td>
<td>Sponsored by Atkin Olshin Schade Architects</td>
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<td>10:30 am</td>
<td>Coffee Break</td>
<td>Sponsored by Quinn Evans Architects</td>
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<td>11:00 am</td>
<td>BREAKOUT SESSIONS V:</td>
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<tr>
<td>11:00 am</td>
<td>Coordinating Design Energy for Positive Results</td>
<td>Sponsored by Keast &amp; Hood Structural Engineers</td>
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<td>11:00 am</td>
<td>Up Close and Personal: Bringing Visitors into Sensible Spaces</td>
<td>Sponsored by GSM Project</td>
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<td>11:00 am</td>
<td>Beyond Physical: Changing How We Interpret Museum Spaces</td>
<td>Sponsored by Zone Display Cases</td>
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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/late fees are only required for the workshop and tours.
AIA continuing education credits will be available for all tours and the Ready, Aim, Build Workshop.

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.

Speakers: SmithGroupJJR; Gallagher and Associates; Clark Construction; Cumming; MGAC; Silman; Chora

Note: Pre-registration is required to attend.

OFF-SITE MUSEUM TOUR
Private Tour of the Museum of the American Revolution

Friday, March 9 | 4:00 pm–5:30 pm

The new kid on the block! Encompassing 118,000 square feet, the Museum of the American Revolution explores the dynamic story of the American Revolution using its expansive collection of Revolutionary-era weapons, personal items, documents, and works of art. View exhibitions that give a more inclusive picture of the American Revolution—stories of enslaved and free Africans, Native Americans and women—as well as the Founding Fathers and Revolutionary War soldiers—through immersive displays and a modern storytelling experience. Dive into the challenges of creating a new nation and the Revolution's enduring impact on those around the globe. Join some talented staff members for a tour of the museum and conversations about what went into the planning and implementation process.

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

OFF-SITE MUSEUM TOUR
Private Hard-Hat Tour of the Philadelphia Museum of Art

Friday, March 9 | 12:00 pm–2:00 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 halfway through construction and learn more about how the latest phase in the museum’s Facilities Master Plan will add 57,000 square feet of new public space, an additional 11,500 square feet for the display of the museum’s collection of American art, and an equal amount of gallery space for the presentation of contemporary art. Experience this landmark building with a plan to dramatically enhance access for the community, and display more of the museum’s astounding collection: this tour is not one to miss.

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

Museum of the American Revolution

Photo courtesy of the Museum of the American Revolution for PHLCVB

OFF-SITE MUSEUM TOUR
Private Tour of the Franklin Institute

Friday, March 9 | 1:00 pm–3:00 pm

Explore the winning project of this year’s Buildy Award: the Franklin Institute’s newest addition, the Nicholas and Athena Karabots Pavilion. From the shimmering outdoor art piece to the multi-purpose LEED Silver certified multi-purpose museum spaces, this 53,000 square-foot addition went above and beyond. The Karabots Pavilion is a triumph both architecturally and programmatically. Learn more from museum and design staff about how this space harmonized and balanced the building’s design. Explore the widely acclaimed and award-winning “Your Brain” exhibit, housed in the new addition, as well as the state-of-the-art conference center, rain garden, and climate-controlled changing exhibition space.

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

(continued on page 07)
OFF-SITE MUSEUM TOUR

Private Tour of the Barnes Foundation

Friday, March 9 | 1:00 pm–3:00 pm

The “Gallery in a Garden.” The Barnes Foundation excels at incorporating the appreciation of fine arts and horticulture into its education programs and displays. 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. 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 on Friday, March 9, 2018, from 5:30 p.m to 7:30 p.m. 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. The museum serves as a portal to the region’s many Revolutionary sites, sparking interest, providing context, and encouraging exploration—the perfect place to kick-off Building Museums™ 2018!

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

Saturday Reception—Pennsylvania Academy of Fine Arts

Friday, March 10 | 5:15 pm–6:30 pm

The Pennsylvania Academy of the Fine Arts (PAFA) is an art school and museum comprised of two historic buildings—1876 Landmark Building (designated a National Historic Landmark) and the adjacent 1920s-era Hamilton Building. The Landmark Building, designed by renowned Philadelphia architects Frank Furness and George Hewitt, is the first structure in the U.S. specifically designed for fine arts instruction and exhibition in a consolidated facility. The Hamilton Building, a former automobile showroom and storage facility, has been repurposed to house the institution’s library, offices, classrooms, and collections storage. Visitors will be able to explore both buildings and will learn about PAFA’s history as an art school and museum. They will also see the latest in its phased renovation, including a new auditorium, Center for the Study of the American Artist, state-of-the-art Works on Paper Conservation Lab and archives, exhibition spaces, and studios.

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

Relax and unwind with a networking reception in the Historic Landmark Building at the Pennsylvania Academy of Fine Arts. Explore the galleries, and check out the work that the reception’s sponsors have completed. Located just a short walk from the hotel, this reception is the perfect end to a day of sessions.

Note: Pre-registration is required; no additional fee for conference attendees. 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. AIA continuing education credits will be available for all tours and the Ready Aim Build Workshop.
The Franklin Institute’s Nicholas and Athena Karabots Pavilion

Saturday, March 10 | 12:00 pm
Symphony Ballroom

The Mid-Atlantic Association of Museums is proud to recognize The Franklin Institute’s Nicholas and Athena Karabots Pavilion Addition as the winner of the 2018 Building Museums™ Symposium’s Buildy Award. The Buildy Award recognizes the museum as an institution, its director and staff, and the building/design construction team.

Founded in honor of America’s first scientist, Benjamin Franklin, The Franklin Institute is one of the oldest and premier centers of science education and development in the country. Today, the Institute continues its dedication to public education and creating a passion for science by offering new and exciting access to science and technology in ways that would dazzle and delight its nameake. As an extension of the Franklin Institute, The Nicholas and Athena Karabots Pavilion balances out the building’s architecture and allows for expanded and enhanced programming furthering the institute’s mission.

The new addition included an entire exhibit dedicated to the study of the brain, a climate-controlled changing exhibit space, improved visitor circulation, and LEED Silver certification, all while keeping within the original schedule and budget. With the Nicholas and Athena Karabots Pavilion, The Franklin Institute followed and successfully completed its long-range master plan for the facility. While a distinctly different, modern architectural style, through appropriate massing and similar materials, the new pavilion respects the Beaux-Arts architecture of the original building. Increased gallery and classroom space allows for the display of more of the collection and for further engagement of the community in science education. The new pavilion uses 360 degree circulation to solve complex circulation issues present since construction of the original 1933 structure.

The museum President and CEO, Larry Dubinski, along with administration and staff, worked closely with all stakeholders and a design team, which included Peter Saylor, AIA and David Searles, AIA LEED AP of Jacobs/Wyper Architects of Philadelphia, PA. Construction was led by Ed Szawar of Skanska USA.

The museum has sustained a 12% increase in attendance in just one year of opening the new pavilion. The Franklin Institute is one of the oldest and premier centers of science education and development in the country. Today, the Institute continues its dedication to public education and creating a passion for science by offering new and exciting access to science and technology in ways that would dazzle and delight its nameake.

2018 BUILDY AWARD RECIPIENT

PROGRAM KEYNOTES AND SESSION DESCRIPTIONS

NOTE: AIA continuing education credits are available.

OPENING KEYNOTE ADDRESS
SPONSORED BY COOPER ROBERTSON

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

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

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

SESSION #1
SPONSORED BY AEIGS PROPERTY GROUP

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

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

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

SESSION #2
SPONSORED BY HARTMAN-COX ARCHITECTS

Keep the Horse before the Cart: Sequencing the Capital Planning Process
Saturday, March 10 | 10:45 am-12:00 pm

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

Moderator: Diana Duke Duncan, Principal, Diana Duke Duncan LLC, Washington, DC
Speakers: Amy Kaufman, Principal, Amy Kaufman Cultural Planning, Brooklyn, NY; Margaret B. Zimmala, Executive VP, CFO and COO, Barnes Foundation, Philadelphia, PA

Florence County Museum
Photo courtesy of the Florence County Museum

Florence County Museum
Photo courtesy of JacobsWyper Architects/Tom Crane Photography

(continued on page 10)
SESSION #3
SPONSORED BY DSM PROJECT
Reach, Engage, and Teach: Bringing Hands-on Science from the Back-of-House into Public Areas
Saturday, March 10 | 10:45 am–12:00 pm
Learn about the techniques used by Cleveland Museum of Natural History (CMNH) and its design team to include the community in its goals to expand its visitor base and engender appreciation for the marvels of science and nature. The session demonstrates how user analysis studies influenced the architectural and exhibition planning and design of the repurposed museum, allowing for future changes in technology and use of collections. Attendees will learn the challenges and opportunities associated with bringing hands-on science from the back-of-house to the front-of-house to offer high-level visitor involvement with the CMNH’s collections, staff, and research programs.

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

SESSION #4
SPONSORED BY CASEWORKS
Cincinnati Museum Center: Preparing the Restoration of a Museum & National Historic Landmark
Saturday, March 10 | 1:45 pm–3:00 pm
Internationally recognized as an outstanding example of Art Deco architecture, Union Terminal represents the pinnacle of American railroad station design. Abandoned in the 1970s, this 1933 icon was saved in 1989 to become the Cincinnati Museum Center (CMC), which housed three previously separate museums. In 2015, CMC undertook a $212M full restoration and renovation of the museum experience, while remaining open. Panels will share details on the restoration of major public spaces to historic preservation standards and transformation of original service areas into modern exhibition spaces as well as strategies employed to craft a project team and goals, prepare the community, institution, and visitors, and the building for change.

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

SESSION #5
SPONSORED BY SPACERSPACE
The Corporate Museum: What’s New and Different? What’s the Same?
Saturday, March 10 | 3:30 pm–4:45 pm
Johnson and Johnson opened its new museum in April 2017 in a restored 1906 powerhouse at its New Brunswick, NJ, headquarters. Our Story at the powerhouse features the life-saving inventions J&J has created and the lives its innovations J&J has shaped since its 1886 founding. This session will highlight the ways in which this museum is unique from other museums in its leadership structure, its access strategy, and in the self-reflecting relationship between its narrative and the organization that supports it. Learn how also the J&J museum is similar to other museums in its strategic planning process, content selection process, care for the visitor experience, and issues around historic preservation and sustainability.

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

SESSION #6
SPONSORED BY BECKER & PENTRO Donaldson
Planning for Life after Opening: Aligning Project Vision and Economic Outcomes
Saturday, March 10 | 1:45 pm–3:00 pm
Museum professionals all recognize the importance of visitors, however, there is controversy on whether to engage with the visitor or not. As a result, museums are often caught between the need for visitors and the need to provide a quality experience for everyone. This session will review considerations for work in a historic building and environmental control, as well as fundraising, construction procurement, stakeholder engagement, and flexibility for inevitable change.

Moderator and Speaker: Roger Chang, PE, LEED Fellow, Principal, DLG Group, Washington, DC
Speakers: Dr. Bradford Brain, PhD, President and CEO, Pennsylvania Academy of Fine Arts, Philadelphia, PA; Ed Poleti, Director of Facilities, Pennsylvania Academy of Fine Arts, Philadelphia, PA; Monika Smith, AIA, LEED AP, Project Manager, DLG Group, Washington, DC

SESSION #7
SPONSORED BY UNIVERSAL SERVICES ASSOCIATES, INC.
The Prison and the Palace: Balancing Interpretive Planning with Historic Preservation
Saturday, March 10 | 1:30 pm–4:45 pm
The United States Capitol, with a total of over 1.5 million visitors a year, is an example of a major museum in its planning and construction phases. MAAM encourages all museums to follow the AAM code of ethics as well as national standards and best practices, which include several related to architectural materials and building codes as well as collections stewardship.

Speakers: Roxanne Nelson, AIA, LEED AP, Principal HGAC Architects and Engineers, Minneapolis, MN; Lin Nelson-Mayson, Goldestein Museum of Design, University of Minnesota, St. Paul, MN; Araneo Laex, LEED AP ID+C, HGAC Architects and Engineers, Minneapolis, MN

SESSION #8
SPONSORED BY WHITING-TURNER CONSTRUCTION COMPANY
Resilient Design: Planning for the Unknown
Saturday, March 10 | 3:30 pm–4:45 pm
Since 1860, the chance of floods, hurricanes, wildfires or severe weather events has jumped by 300%. With the increased odds of museums being disrupted by such events, how can you better prepare to absorb, recover from, and more successfully adapt? This session introduces the concept of resilient design and provides a risk analysis study for small to large museums to identify risks, plan for and minimize impact. Through case studies and examples, the panels will introduce risk assessment and resilient design planning. In a hands-on workshop, the participants will learn to utilize a resilience assessment tool, which can be taken back to their own institutions.

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

SESSION #9
SPONSORED BY EDISON PRICE LIGHTING
Economy + Design Excellence = Low-Cost, Energy-Efficient Museum
Sunday, March 11 | 9:15 am–10:30 am
Economy and design excellence are not incompatible, as evidenced by the 43,000 square-foot, two-story Scottdale Museum of the West (SMoW), which opened in 2015. In this case study, the museum’s architect and owner-operator present project goals, budget challenges, design aspirations, operational requirements, and design/build delivery techniques used to achieve those ends. Employing building technologies better known for their use in big-box and industrial construction—and design-build delivery—this team created a low-cost, memorable, energy-efficient museum for a public-private client. The panels will share post-occupancy findings on the operational results of a low-cost, highly energy-efficient structure.

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

Sunday Plenary Session
The Creation and Evolution of the Museum of the Bible
Sunday, March 11 | 8:00 am–9:15 am
Opened in November 2017, the Museum of the Bible encompasses history, art, and entertainment and is arrayed in a vertical hub-and-spoke organization. The visitor experience focuses on the history, narrative, and impact of the Bible. The 1923 landmark refrigerator warehouse remains an important element in the design, along with new vertical infill and a rooftop additions. atop the building, a two-story addition, which houses a theater and ballroom, offers panoramic views of the U.S. Capitol and National Mall. This plenary session on the design and construction process for the Museum of the Bible offers a number of lessons learned that could serve as a model for museums of any scale.

Moderator: Cary Summers, President, Museum of the Bible, Oklahoma City, OK
Speakers: Brian Flegel, Project Executive, Sr. Vice President, Clark Construction Group LLC, Bethesda, MD; Sarah Ghorbanian, Project Manager and Construction Administrator, Associate, SmithGroup/JJR, Washington, DC; David B. Greenbaum FAIA Principal in Charge and Design Principal, Vice President, SmithGroup/JJR, Washington, DC

MAAM serves as a forum for the museum field in our region to identify crucial issues and create a framework of ethics and standards to guide museum practice.

We are including Museum of the Bible as a plenary session because we want to share with our attendees, as an example of a major museum in its planning and construction phases. MAAM encourages all museums to follow the AAM code of ethics as well as national standards and best practices, which include several related to architectural materials and local art, as well as collections stewardship.

Note: AIA continuing education credits are available.
The Mid-Atlantic Association of Museums 2018 Building Museums™ Symposium thanks our conference sponsors whose generosity helped to make this meeting such a success.

GOLD

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

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

Speakers: Gardner Hallock, Director of Restoration, Monticello, Charlottesville, VA; Anne Elisabeth Thibault, Director of Exhibitions & Technology Development, Pointe-a-Caléere, Montréal Archaeology and History Complex, Montréal, Canada; Geneviève Angio-Morneau, Montréal Archaeology and History Complex, Pointe-à-Callière Museum of History and Archaeology, Montreal; Monticello; and the Socrates Sculpture Park, in Long Island City, NY.

SESSION #14

Sponsored by GSM Project

Up Close and Personal: Bringing Visitors into Sensitive 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 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. Discuss how these means can be employed to portray a curatorial narrative that engages visitors in intriguing, challenging, and fun learning experiences.

Speakers: Brad Bear, Director of Strategy + Partners, Blueacat, Philadelphia, PA; Wendy Joseph, Founder, Studio Joseph, New York, NY; Abbik Miller, Pentagram, New York, NY; Donald Albrovitch, Curator (MEDY), New York, NY.

SESSION #13

Sponsored by Keast & Hood

Structural Engineering

Corralling Design Energy for Positive Results

Sunday, March 11 | 11:00 am–12:15 pm

The recently opened Museum of the American Revolution in Philadelphia is an excellent case study of the complex coordination required amongst architects, engineers, exhibitors, building designers and 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


SESSION #12

Sponsored by Atkin Olshin Schade Architects

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

Sunday, March 11 | 11:00 am–12:15 pm

In 2017, the 78,000 square-foot home of American Revolutionary Museum at Yorktown (ARMY) was completed adjacent to its updated outdoor living history exhibit. The new museum provides creative interactive exhibit design, a visitor experience that integrates history, science, and fun learning experiences.

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

Moderator: Andrew J. Bast, Senior Principal, Zubin Omer Representation, LLC, New York, NY.

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

SESSION #11

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

Sunday, March 11 | 9:15 am–10:30 am

An institution’s ability to develop the appropriate operational strategy to prepare for an opening, as well as to maintain programming for constituents during construction, is critical points that cannot be overlooked during the planning process. This panel will share tools, strategies, and lessons learned on how to foster the right institutional capacity and leadership during and following the completion of construction. Attendees will learn about two case studies of varying scales: The Studio Museum in Harlem, which is currently in the process of building a new home for its museum, and the Socrates Sculpture Park, in Long Island City, NY, which recently launched construction of a crucial capital project for the campus.

Moderator: Andrew J. Bast, Senior Principal, Zubin Omer Representation, LLC, New York, NY

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

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

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

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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.