



BUILDING MUSEUMS™ 2017 SYMPOSIUM

PROGRAM

***Presented by the Mid-Atlantic
Association of Museums***

FEBRUARY 24–26, 2017 | WASHINGTON, D.C.

Omni Shoreham Hotel

2500 Calvert St., NW, Washington, D.C. 20008



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On behalf of the Mid-Atlantic Association of Museums (MAAM), the Building Museums™ 2017 Planning Committee, and the many volunteers who assisted us in making this conference a success, welcome to Washington, D.C., and to the landmark Omni Shoreham Hotel.

This 12th Building Museums™ Symposium is the only national conference dedicated to the best practices associated with constructing new buildings, rehabbing existing structures, and/or rehabilitating museum spaces. We are certain that Building Museums™ 2017 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 and whole span 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 National Museum of African American History and Culture, the U.S. Holocaust Memorial Museum's Collections Conservation and Research Center, the Museum of the Bible, and the Renwick Gallery of American Art/Smithsonian.

Finally, MAAM and the symposium planning committee are deeply grateful for the generous support of twenty sponsoring firms whose level of underwriting is acknowledged elsewhere in this program. Thank you for serving as an invaluable resource for this conference and the museum community.

Sincerely,



Michael Cagno

Chair, 2017 Building Museums™ Symposium



John Lovell

MAAM Executive Director



MICHAEL CAGNO



JOHN LOVELL



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PROGRAM-AT-A-GLANCE

NOTE: All times are approximate and subject to change. All conference rooms are in the Omni Shoreham Hotel East Wing except for the Friday workshop, which is in the West Wing. AIA Continuing Education Credits are available for all sessions, tours, and workshop.

Friday, February 24, 2017

TIME	EVENT / MEETING	LOCATION
12:00 pm–4:30 pm	Symposium Registration Opens	Capitol Room
8:30 am–4:30 pm	Ready, Aim, Build: A Museum Planning Workshop <i>Sponsored by AEGIS Property Group</i>	Executive Room
8:10 am–10:00 am	GUIDED MUSEUM TOURS Private Tour of the National Museum of African American History and Culture	Various Locations
1:00 pm–4:00 pm	Private Tour of the U.S. Holocaust Memorial Museum's New Collections Conservation & Research Center	
2:00 pm–4:30 pm	Private Hard-Hat Tour of the Museum of the Bible	
3:30 pm–5:00 pm	Private Tour of Newly Renovated Renwick Gallery	
5:30 pm–7:30 pm	Opening Reception <i>Sponsored by SmithGroupJJR</i>	Offices of SmithGroupJJR, 1700 New York Avenue

Saturday, February 25, 2017

TIME	EVENT / MEETING	LOCATION
7:30 am–3:00 pm	Symposium Registration	Blue Pre-Function Room
7:30 am–5:30 pm	Sponsors' Exhibit Hall	Blue Pre-Function Room
8:00 am–9:00 am	Continental Breakfast <i>Sponsored by Solid Light, Inc.</i>	Blue Room
9:00 am–10:15 am	Opening Plenary Session and Welcome Keynote: Transforming the Whitney <i>Sponsored by WSP/Parsons Brinckerhoff Engineering Services</i>	Blue Room
10:15 am–10:45 am	Coffee Break <i>Sponsored by Edison Price Lighting</i>	Blue Pre-Function Room
10:45 am–12:00 pm	BREAKOUT SESSIONS 1 Planning Restaurant, Event Spaces, & the Museum Store at the Norton Museum of Art 2 Renovating the KMAC Museum: Translating Programmatic Ambition into Architectural Form 3 Planning, Funding, Changing, Building: The U.S. Holocaust Memorial Museum Collections Conservation & Research Center	Calvert Room Governors Room Hampton Room
12:00 pm–1:30 pm	Networking Luncheon and Buildy Award <i>Sponsored by David M. Schwarz Architects</i>	Blue Room
1:45 pm–3:00 pm	BREAKOUT SESSIONS 4 Sustainable Museums: Strategies for Our Future 5 The Met Breuer: Burnishing a Modern Masterpiece 6 Before You Call the Architect: Pre-Design Planning 101	Calvert Room Hampton Room Governors Room

Saturday, February 25, 2017 *(continued)*

TIME	EVENT / MEETING	LOCATION
3:00 pm–3:30 pm	Coffee Break Sponsored by Tru Vue Inc.	Blue Pre-Function Room
3:30 pm–4:45 pm	BREAKOUT SESSIONS 7 Leveraging Your Master Plan to Build Consensus and Strengthen Your Brand 8 Cultivating A Colossos: Learning from Jeff Koons's <i>Split-Rocker</i> at Glenstone 9 Be Prepared! Museum Flood Resilience Initiatives on the National Mall	Calvert Room Hampton Room Governors Room
6:00 pm–7:30 pm	Networking Reception in Sponsors' Exhibit Hall <i>Sponsored by Gallagher & Associates</i>	Blue Pre-Function Room
7:30 pm	Dine-Arounds (on your own)	Various Locations
8:30 pm–On	"Birds-of-a-Feather" Informal Drinks (on your own)	Omni Shoreham Hotel

Sunday, February 26, 2017

TIME	EVENT / MEETING	LOCATION
7:30 am–12:00 pm	Symposium Registration	Blue Pre-Function Room
7:30 am–12:00 pm	Sponsors' Exhibit Hall	Blue Pre-Function Room
8:00 am–9:00 am	Continental Breakfast <i>Sponsored by Kohler Ronan / Consulting Engineers</i>	Blue Room
9:00 am–10:15 am	BREAKOUT SESSIONS 10 National Gallery of Art East Building Renovation: A Fine Balance 11 Woodlawn Stone Barn Visitor Center: Rehabilitation and Interpretive Reuse of an Historic Barn 12 Denver Museum of Nature & Science Education and Collections Facility: Ten Years in the Making	Hampton Room Calvert Room Governors Room
10:15 am–10:45 am	Coffee Break <i>Sponsored by Jacobs Wyper Architects</i>	Blue Pre-Function Room
10:45 am–12:00 pm	BREAKOUT SESSIONS 13 Developing a Capital Campaign for Construction 14 Good Vibrations: Planning and Implementation of Vibration Control During Construction and Renovation 15 Integrating Exhibits and Architecture for Great Visitor Experiences	Governors Room Calvert Room Hampton Room
12:00 pm–1:30 pm	Lunch on your own	Various Locations/ Hotel & Connecticut Avenue
1:30 pm–3:00 pm	Closing Plenary; Keynote: The Challenge of Building a National Museum <i>Sponsored by The Cooperstown Graduate Program</i>	Blue Room

PRE-SYMPOSIUM WORKSHOP, MUSEUM TOURS, AND RECEPTION

NOTE: AIA Continuing Education Credits are available for all sessions, tours, and workshop.

Private Tour of the National Museum of African American History and Culture

Friday, February 24, 2017 | 8:10 am–10:00 am

Visit the Smithsonian's newest museum that makes a powerful declaration that the African American story, "I Too Sing America," is a central part of the American story. According to *The New York Times*, "It's here at last, here at last. And it's more than just impressive. It's a data-packed, engrossing, mood-swinging must-see."

Note: Transportation to the National Museum of African American History and Culture will **NOT** be provided. Metro connection information will be provided to registrants.

Ready, Aim, Build: A Museum Planning Workshop

Friday, February 24, 2017 | 8:30 am–4:30 pm

Attend this day of discussion, conversation, networking, and inquiry at the Omni Shoreham Hotel with a group of your peers. A multi-disciplinary 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.

Sponsored by AEGIS Property Group

Private Tour of the U.S. Holocaust Memorial Museum's New Collections Conservation and Research Center

Friday, February 24, 2017 | 1:00 pm–4:00 pm

Join this behind-the-scenes visit to The David and Fela Shapell Collections Conservation and Research Center in Bowie, MD. The center will officially opening in April 2017. This tour of the 103,000 square-foot, climate-controlled, permanent home of the U.S. Holocaust Museum collections will showcase the new facility and provide an ideal opportunity to examine the collections move in progress.

Note: Transportation **will be** provided to Bowie, MD. from the Omni Shoreham Hotel.

Private Hard-Hat Tour of the Museum of the Bible

Friday, February 24, 2017 | 2:00 pm–4:30 pm

Take a hard-hat tour of the 430,000 square-foot Museum of the Bible. Currently under construction, the new museum is planned to open in November 2017. The non-sectarian Museum of the Bible is housed in a former refrigerated warehouse and features a private collection of more than 40,000 biblical antiquities, rare texts, and other artifacts. The Museum of the Bible has restored key features of the original building while removing multiple floor slabs to make way for the required height of the exhibition galleries.

Note: Transportation to the Museum of the Bible will **NOT** be provided. Metro connection information will be provided to registrants.

Private Tour of the Newly Renovated Renwick Gallery

Friday, February 24, 2017 | 3:30 pm–5:00 pm

Discover how a multi-disciplinary team of architects, engineers, and contractors led the major renovation of the Renwick Gallery of the Smithsonian American Art Museum. Learn how the project preserves and respects the historic character of this 1859 landmark, while modernizing infrastructure with state-of-the-art sustainable and energy-efficient technologies. Once considered a "hidden gem," the newly reopened space has become a popular destination, exceeding previous annual visitation numbers within six weeks of reopening.

Note: Transportation to the Renwick Gallery will **NOT** be provided. Metro connection information will be provided to registrants. Tour participants can walk to the nearby Building Museums™ Symposium's opening reception at the architectural offices of SmithGroupJJR.

Opening Reception at the Architectural Offices of Smith GroupJJR, 1700 New York Avenue

Friday, February 24, 2017 | 5:30 pm–7:30 pm

Mingle and network at the Building Museums™ Opening Reception at the SmithGroupJJR's "Workplace of the Future." This 120,000 square-foot LEED CS Gold, eight-story Class A Office Building is significant for its prestigious location with stunning views of Washington's monumental core.

Note: Pre-registration is required.

Sponsored by SmithGroupJJR



The National Museum of African American History and Culture
Architectural photo by Alan Karchmer



United States Holocaust Memorial Museum
Collections Conservation & Research Center



Renwick Museum Grand Staircase
Photography by Kevin G. Reeves



Museum of the Bible



SmithGroupJJR Penthouse View | Opening Reception



SmithGroupJJR Office | Opening Reception

2017 BUILDY AWARD RECIPIENT



©DENVER MUSEUM OF NATURE & SCIENCE

Denver Museum of Nature and Science

SATURDAY, FEBRUARY 25

The Mid-Atlantic Association of Museums is proud to announce the Denver Museum of Nature & Science as the winner of the 2017 Building Museums™ Symposium's Buildy Award. The award recognizes the museum's leadership in guiding the complex process of planning, design, and construction of its new facilities and in creating a lasting asset for its community within a financially sustainable framework.

The museum President and CEO, George Sparks, along with administration and staff worked closely with all stakeholders and a design team, which included Maria Cole, Partner and Project Architect, with Klipp/GKK Works of Denver and Associate Architects, Walt Crimm (Planning and Design) of Walt Crimm Associates and Jeff Hirsch (Documentation) of Ewing Cole, both of Philadelphia, PA. Construction was led by Kurt Klanderaud, President, of GH Phipps Construction.

The Denver Museum of Nature & Science's new Avenir Collections Center exceeds best practices in collection preservation and meets the highest standards of human health and safety while providing access to the museum's 1.5 million objects. Special attention was paid to make such behind-the-scenes spaces as labs and collections storage areas not only functional, but aesthetically appealing.

The Morgridge Family Exploration Center's studios incorporate best practices in learning environment design and offer programming that is rich with content and encourage visitors to explore the natural world. The center includes a temporary exhibition gallery, a lively atrium space, and a Discovery Zone with exhibits, activities, and programs for early learners. The beautiful outdoor Nature Plaza with unique public art also provides opportunities for visitors of all ages to be inspired by nature and science.

PROGRAM KEYNOTES AND SESSION DESCRIPTIONS

NOTE: AIA Continuing Education Credits are available for all sessions.

OPENING KEYNOTE ADDRESS:

Transforming the Whitney

Saturday, February 25, 2017

The new Whitney Museum of American Art, which debuted in 2015, has been acclaimed as one of the most important new museum buildings to open in years. Larissa Gentile, Whitney Museum of American Art Building Project Manager, Non-Profit Consultant; Scott Newman, FAIA – Partner, Cooper Robertson; and Andrew Thomann, Senior Project Manager, Turner Construction will share the programmatic and curatorial drivers for the project, the decision to leave the museum's home and build in a different neighborhood, the new approaches to the display of art and connections to the city, and the challenges of the site and Hurricane Sandy.

Sponsored by WSP/Parsons Brinkerhoff Engineering Services

SESSION #1:

Planning Restaurant, Event Spaces, and the Museum Store at the Norton Museum of Art

Saturday, February 25, 2017

Explore the issues, challenges, and lessons learned while planning the restaurant, event rental, and museum store program in the \$84 million Foster and Partners expansion at the Norton Museum of Art, scheduled to open in fall 2018. The project team will discuss the timeline, process, and challenges in planning the design for these important ancillary spaces, which promote customer engagement, develop members and/or donors, and generate earned income. Topics addressed will include concept development, space planning, business planning, competing priorities, board engagement, and visitor experiences.

Moderator: John Backman, Project Director, The New Norton

Speakers: James Brayton Hall, Deputy Director, The Norton Museum of Art; Tracy Lawler, President, JGL Food Service Consultants; Andrew Andoniadis, President, Andoniadis Retail Services

Sponsored by Healy Kohler Design, Inc.



LARISSA GENTILE



SCOTT NEWMAN



ANDREW THOMANN

SESSION #2:

Renovating the KMAC Museum: Translating Programmatic Ambition into Architectural Form

Saturday, February 25, 2017

Discover how the 26,000-square-foot, full-renovation of the KMAC Museum in Louisville focused on redefining a historic building into dynamic contemporary space for connecting people to art. The presenters will provide attendees with a thorough look at the benefits and challenges of restoring a 1850s cast-iron building that prioritizes a new generation of museum visitors. The director and architect will describe the project from its initial planning and design through construction and opening and will address the benefits and challenges of working in a historic urban context with a smaller museum's budget and timeline.

Speakers: Aldy Milliken, Director, KMAC Museum; Martin Finio, Partner, Christoff:Finio Architecture

Sponsored by Design & Production Inc.

SESSION #3:

Planning, Funding, Changing, Building: The U.S. Holocaust Memorial Museum Collections Conservation & Research Center

Saturday, February 25, 2017

Learn how The U.S. Holocaust Memorial Museum planned and funded a new facility to address its rapidly expanding collections. Speakers will share the unique challenges, successes, and lessons learned in planning a large capital project, building an internal and external team, and in the design and construction of the David and Fella Shapell Family Collections Conservation & Research Center. Scheduled for completion in early 2017 as a privately funded capital project, the state-of-the-art facility will house the museum's photographs, film, documents, art, and objects as well as conservation labs, research facilities, and exhibit design and production shops.

Moderator: Michael Zisk, Museum Architect, United States Holocaust Memorial Museum

Speakers: Andres Abril, Mid-Atlantic Regional Director, Office of Development, United States Holocaust Memorial Museum; Travis Roxlau, Director, Collections Services, United States Holocaust Memorial Museum; Christopher Wood, AIA, LEED BD+C, Principal and Cultural Studio Leader, SmithGroupJJR

Sponsored by Zone Display Cases

PROGRAM KEYNOTES AND SESSION DESCRIPTIONS

SESSION #4:

Sustainable Museums: Strategies for our Future

Saturday, February 25, 2017

Join in the discussion of how museums can be better stewards of the environment. This session will present innovative and practical green building strategies that support the critical goal of collection preservation and consider site, architecture, building controls and systems, human factors, lighting, and waste. Using case studies that address new and existing facilities in small, mid-size, and large institutions, the speakers will present measures that reduce a museum's carbon footprint while still respecting the critical goal of preserving collections. Changing standards, preservation metrics, cost benefits analyses, inherent synergies, and climate change issues will also be reviewed.

Moderator: Michele Pacifico, Archival Facilities Consultant, Pacifico Consulting

Speakers: Christopher Wood, AIA, LEED BD+C, Architect, SmithGroupJJR; Jeremy Linden, CA, Senior Preservation Environment Specialist, Image Permanence Institute, Rochester Institute of Technology; David Samec, P.E., CFM, Chief of Facilities Management, National Gallery of Art

Sponsored by Arcadis

SESSION #5:

The Met Breuer: Burnishing a Modern Masterpiece

Saturday, February 25, 2017

Dive into this case study on the restoration and transformation of an iconic New York City landmark—Whitney Museum into The Met Breuer. Marcel Breuer was at the height of his career when he designed the Whitney Museum, now considered a prominent example of mid-century modern architecture. Panelists will discuss the immersive task of restoring and transforming the Whitney into a modern,

contemporary art space. Learn about the building's history, the project philosophy, and the difficulties in historic infrastructure and methodologies for adapting systems. Review the overall design, pre-construction processes, and post-opening challenges related to construction.

Moderator: Joe Shatoff, Deputy Director and Chief Operating Officer, The Frick Collection

Speakers: Brian Butterfield, Senior Exhibition Designer, Metropolitan Museum of Art; Miriam Kelly, ARB AABC, Senior Associate, Beyer Blinder Belle Architects & Planners, LLP; Christopher Vahlsing, PE, LEED AP, Principal & Senior Electrical Engineer, Kohler, Ronan, LLC Consulting Engineers

Sponsored by Beyer Blinder Belle Architects & Planners

SESSION #6:

Before You Call the Architect: Pre-Design Planning 101

Saturday, February 25, 2017

If you are in the first stages of a building project, this session is for you. Learn about understanding community needs, identifying core constituents, developing interpretive and program plans, assessing operating and fundraising feasibility, and determining whether your staff and board are ready to take on a major project. Gain a clearer understanding of the questions you need to ask when taking on a new project and leave knowing what homework you need to do before beginning design work with an architect or exhibit designer.

Speakers: Guy Hermann, Principal, Museum Insights; Laura B. Roberts, Principal, Roberts Consulting; Elaine Carmichael, Principal, Economic Stewardship; Douglas Orr, Independent Fundraising Professional

Sponsored by Becker & Frondorf

SESSION #7:

Leveraging Your Master Plan to Build Consensus and Strengthen Your Brand

Saturday, February 25, 2017

This case study addresses the Science Museum of Virginia's (SMV) 2013 partnership with 3north to create a successful master plan that reflected the museum's mission and brand. Learn how SMV connected with the surrounding neighborhood and integrated contemporary uses into the historic building and landscape. Discover how to utilize design solutions to ensure visual cohesiveness with a museum's neighborhood and understand how design strategies and programming needs impact one another. Presenters will share tips on how to build consensus among stakeholders as part of a strategic master plan, renovation, or expansion.

Speakers: Richard Conti, Chief Wonder Officer, Science Museum of Virginia; Jay Hugo, AIA, ASLA, ASID, Managing Principal, 3north; Andrea Almond, PLA, ASLA, Associate, Senior Landscape Architect, 3north

SESSION #8:

Cultivating a Colossus: Learning from Jeff Koons's Split-Rocker at Glenstone

Saturday, February 25, 2017

Explore the ongoing curatorial and operational complexities of bringing Jeff Koons's *Split-Rocker, 2000* to life within the sculpture program at Glenstone Museum. Presenters will review the monumental sculpture program within the landscape at Glenstone, whose mission is to seamlessly integrate art, architecture, and landscape. Panelists will touch on the planning, siting, construction, and first planting of the piece in 2013 and the continuing seasonal challenges the piece presents as a living sculpture installation. Attendees will learn what issues they should consider in the design of outdoor

galleries and how long-term landscape maintenance planning is integral to scoping out the design of capital improvements.

Moderator: Matt Donham, RLA, Partner, RAFT Landscape Architecture

Speakers: Ali Nemerov, Curatorial Associate, Glenstone Museum; Matthew Partain, Deputy Superintendent of Grounds, Glenstone Museum

SESSION #9:

Be Prepared! Museum Flood Resilience Initiatives on the National Mall

Saturday, February 25, 2017

Along the National Mall, catastrophic flooding threatens museum collections, buildings, grounds, operations, research, and personnel. The Smithsonian Institution, National Archives Administration, and the National Gallery of Art have taken measures to increase institutional capacity to resist, adapt, and quickly recover from projected flood hazards. This session will highlight how to conduct a flood vulnerability assessment and the benefits of diversely skilled teams and collaboration toward the common goal of building resilience. Panelists will highlight resources and showcase flood scenarios and mapping used to evaluate vulnerabilities. The approaches, analysis, and reports covered will benefit anyone with existing buildings or plans for building in the Nation's Capital and beyond.

Moderator: Jane Passman, Senior Facilities Master Planner, Smithsonian Institution

Speakers: Nancy J. Bechtol, Director of Smithsonian Facilities, Smithsonian Institution; Mark D. Sprouse, FMA, Director, Facility and Property Management Division, National Archives and Records Administration; David Samec, P.E., CFM, Chief of Facilities Management, National Gallery of Art

SESSION #10:

National Gallery of Art East Building Renovation: A Fine Balance

Sunday, February 26, 2017

In September 2016, the National Gallery of Art's East Building re-opened after the renovation of existing galleries and the construction of over 12,250 square feet of new exhibition space, including an outdoor roof terrace and two new sky-lit tower level galleries, built within the iconic building's original footprint and funded by private donations. Learn about leading a renovation team and guiding a complex project from design through construction within the context of a larger master plan initiative. Hear about the challenges of construction in an occupied museum; the importance of coordination, both internally and with outside contractors; project phasing and master planning; public/private partnerships; and potential impacts of a major renovation project on museum staff and operations.

Speakers: Susan Wertheim, Chief Architect and Deputy Administrator for Capital Projects, National Gallery of Art; Alison Hunt, Senior Engineer/Senior Program Manager, National Gallery of Art; Carl Campioli, Senior Architect/Senior Program Manager, National Gallery of Art

SESSION #11:

Woodlawn Stone Barn Visitor Center: Rehabilitation and Interpretive Reuse of an Historic Barn

Sunday, February 26, 2017

Discover how M-NCPPC, Montgomery Parks, a regional park system in Maryland, developed an interactive exhibit on the Quakers and the Underground Railroad in an unheated, multi-story, 19th-century stone barn. The rehabilitation of the Woodlawn Stone Barn in Sandy Spring marked the first time the Montgomery Parks Cultural Resources Stewardship Section and the Park Development Division collaborated to

produce a museum-quality exhibit program in a historic property. Panelists will provide their various perspectives on the challenges they faced and overcame during simultaneous architectural and exhibit development, design and construction development, final production, fabrication and installation, and operational startup.

Moderator: Eileen Emmet, Project Manager, M-NCPPC, Montgomery Parks

Speakers: Shirl Spicer, Museum Manager, M-NCPPC, Montgomery Parks; Miche Booz, Architect, Miche Booz Architect; Tracy Revis, Exhibit Designer, Howard Revis Design Services; Bob Noll, Multi-media Producer, Boston Productions, Inc.

SESSION #12:

Denver Museum of Nature & Science Education and Collections Facility: Ten Years in the Making

Sunday, February 26, 2017

Denver Museum of Nature & Science's (DMNS) major expansion took nearly 10 years from definition of need to occupancy. By establishing a clear sense of purpose connected to their mission, doing significant homework, learning from their peers, and by engaging in-house resources and consultants, the museum went from a community promise to a community asset. The process required strong internal project leadership, frequent engagement of stakeholders, and a consultant team focused on their goals. Hear about the challenges DMNS faced in planning, design, construction, and post-opening, and learn what the institution might do differently in a future effort.

Moderator: Kelly Tomajko, Director of Collections Operations, Denver Museum of Nature & Science

Speakers: Elaine Harkins, President, Ellipse Consulting, LLC; Walt Crimm, Principal, Walt Crimm Associates

PROGRAM KEYNOTES AND SESSION DESCRIPTIONS

SESSION #13:

Developing a Capital Campaign for Construction: A Roadmap from Institutionally Aligned Vision through Planning and Disciplined Implementation

Sunday, February 26, 2017

Campaign fundraising depends on a relevant mission, clear vision, committed leadership, an established culture of philanthropy, fiscal health, and institutional alignment. Join a panel of current and former museum fundraising professionals and independent consultants as they discuss best practices for construction campaigns ranging from \$2.1M to \$200M and a proven sequence of planning and decision-making applicable to any capital campaign for construction. Attendees will learn how to determine a museum's readiness to undertake a campaign, phases of decision-making, roles and responsibilities, strategies for identifying gifts, how to recover when a campaign stalls, and how to close the last gift.

Moderators: Linda Wise McNay, *Independent Fundraising Consultant, Our Fundraising Search*; Diana Duke Duncan, *Principal, Diana Duke Duncan LLC*

Speaker: Peggy Still Johnson, *Executive Director, Callanwolde Fine Arts Center*

SESSION #14:

Good Vibrations: Planning and Implementation of Vibration Control During Construction and Renovation

Sunday, February 26, 2017

Vibration control methods have often been based on limited understanding and resources, sometimes resulting in over-conservatism, which increases construction costs, or under-conservatism, which risks damage to collections and to sensitive elements of museum structures. Attend this session to understand the nature and potential effects of construction vibrations. Panelists will explain how to select vibration limits and construction specifications that are sound and

reasonable. Using examples of projects at The Art Institute of Chicago, The Saint Louis Art Museum, and several other institutions, panelists will outline the basics of a proven, scientific methodology to successfully carry out vibration control during a project at your museum.

Moderator: Arne P. Johnson, *PE, SE, Principal, Wiss, Janney, Elstner Associates, Inc.*

Speakers: Sara Urizar, *Executive Director of Design and Construction, The Art Institute of Chicago*; Nick Canellis, *former Project Executive, Turner Construction Company*

Sponsored by The Whiting-Turner Contracting Company

SESSION #15:

Integrating Exhibits and Architecture for Great Visitor Experiences

Sunday, February 26, 2017

Delve into strategies and problem-solving approaches for integrating and aligning all aspects of design. This case study from the Natural History Museum of Los Angeles County encompasses seismic retrofits of three building sections, infrastructural and systems replacements and tie-ins with older systems, restoration of historic architectural features, and ADA compliance. Learn about the building's new entrance, visitor amenities, signage, and five major new exhibits. Discover how the strategies used on this large project are applicable to projects of all sizes and create both efficiencies and new opportunities as well as great outcomes for visitors.

Moderator: Karen Wise, *Principal, Wise Strategic Advising*

Speakers: Simon Adlam, *Director of Exhibitions, Qatar Museums*; Fabian Kremkus, *Design Principal, CO Architects*; Jennifer Morgan, *Senior Project Manager, Natural History Museum of Los Angeles County*; Don C. Webb, *Owner, Cordell Corporation*

Sponsored by The Gecko Group



LONNIE BUNCH

CLOSING KEYNOTE ADDRESS:

The Challenge of Building a National Museum

Sunday, February 26, 2017

Lonnie Bunch, Director, National Museum of African American History and Culture will describe how the dream of a museum dedicated to the history and culture of the African American experience, which opened in September 2016, became a reality after decades of struggle.

Sponsored by The Cooperstown Graduate Program

THANK YOU

MAAM 2017 Building Museums™ Symposium thanks our conference sponsors whose generosity helped to make this meeting such a success.

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for natural and built assets





National Museum of African American History and Culture



Lillian & Albert Small Jewish Museum



Smithsonian Arts and Industries Building



U.S. Holocaust Memorial Museum Collections & Conservation Center



Museum of the Bible

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The Met Breuer, Image: Peter Aaron/OTTO

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Annual Meeting 2017

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Mid-Atlantic Association of
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**Making Museums Matter:
From Advocacy to Action**

**PITTSBURGH,
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www.midatlanticmuseums.org



2017 BUILDY AWARD RECIPIENT: AVENIR COLLECTIONS CENTER EARTH SCIENCES PREP LAB LEVEL 1
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NOTES:

Engage visitors. Stimulate conversations. Change perceptions.

Gecko Group designed the new exhibit galleries in the recently renovated Delaware History Museum, to help tell the many stories that reflect the rich and varied history of Delaware. The two exhibits—*Discover Delaware* and The Center for African American Heritage's *Journey to Freedom*—come together through shared artifacts to engage visitors in the many stories and perspectives that make up our shared history. To learn more about this exhibit or collaborate on your own project, let's start a conversation.



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