DEAR COLLEAGUES

On behalf of the Mid-Atlantic Association of Museums (MAAM), the Building Museums™ 2020 Planning Committee, the Chicago Local Arrangements Committee, and the many volunteers who assisted us in making this conference a success, welcome to Chicago and to the JW Marriott Chicago!

This 15th Building Museums™ Symposium is the only national conference dedicated to best practices associated with constructing new buildings, rehabilitating existing structures, and/or renovating museum spaces. We are certain that Building Museums™ 2020 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 and some international museums as well—all types, disciplines, and sizes.

We owe special thanks to those museums and firms that opened their doors for private, behind-the-scenes tours: the Museum of Science and Industry, Wrightwood 659, Museum of Contemporary Art Chicago, American Writers Museum, the Field Museum, the Chicago Children’s Museum, and the Chicago Architecture Center.

Finally, MAAM and the Symposium planning committee are deeply grateful for the generous support of our sponsoring 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, 2020 Building Museums™ Symposium
MAAM Vice-President

Averie Shaughnessy-Comfort
Executive Director
Mid-Atlantic Association of Museums
### PROGRAM-AT-A-GLANCE

**NOTE:** All times are approximate and subject to change. Pre-registration and additional fees are required for workshop and museum tours.

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#### Wednesday, March 4, 2020

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<tbody>
<tr>
<td>8:00 am–5:00 pm</td>
<td>Conference Registration</td>
<td>Sponsored by JacobsWyper Architects</td>
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<tr>
<td>8:00 am–4:30 pm</td>
<td>Pre-registration required; additional fee</td>
<td>Madison</td>
</tr>
<tr>
<td>11:00 am–5:30 pm</td>
<td>PRE-CONFERENCE TOURS (pre-registration required; additional fee)</td>
<td>American Writers Museum and Chicago Architecture Center CAC Portion sponsored by Ravenswood Studio Private Tour of “Science Storms” at the Museum of Science and Industry Private Tour of Wrightwood 659</td>
</tr>
<tr>
<td>8:00 am–4:30 pm</td>
<td>Ready, Aim, Build: A Museum Planning Workshop</td>
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<tr>
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<tr>
<td>8:00 am–5:00 pm</td>
<td>Registration</td>
<td>Sponsored by JacobsWyper Architects</td>
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<tr>
<td>7:30 am–9:00 am</td>
<td>Continental Breakfast</td>
<td>Sponsored by Healy Kohler Design</td>
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<tr>
<td>9:00 am–10:15 am</td>
<td>Keynote: Honoring a Museum’s Legacy While Transforming it for the 21st Century: Minnesota’s Bell Museum</td>
<td>Grand Ballroom</td>
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<tr>
<td>9:00 am–4:00 pm</td>
<td>Exhibitors Expo</td>
<td>Sponsored by The Design Minds</td>
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<tr>
<td>10:00 am–12:00 pm</td>
<td>Recharge Lounge</td>
<td>Sponsored by GeoSonics/Vibra-Tech</td>
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<tr>
<td>10:15 am–10:30 am</td>
<td>Coffee/Tea/Water Break</td>
<td>Sponsored by Aegis Property Group</td>
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<tr>
<td>10:30 am–12:00 pm</td>
<td>Developing Tomorrow’s Museums: A Round-Table Discussion with Innovators</td>
<td>Sponsored by Noncon Inc</td>
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<tr>
<td>12:00 pm–1:30 pm</td>
<td>Lunch on your own</td>
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<th>TIME</th>
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<tbody>
<tr>
<td>1:30 pm–2:45 pm</td>
<td>BREAKOUT SESSION I:</td>
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<tr>
<td>1</td>
<td>Creating Space—Managing Inclusive Experiences to “Remember the Alamo.” Now Monroe</td>
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<tr>
<td>2</td>
<td>Make Some Little Plans: “Magical” Small Museum Renovations</td>
<td>Randolph</td>
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<td>3</td>
<td>Cost Out Your Concept: How Integrated Early Planning Increases Your Project’s Chances for Success</td>
<td>Monroe</td>
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<td>4</td>
<td>The Embedded Museum: Successfully Navigating a Building Project When Your Museum is Not the Primary Occupant</td>
<td>Ogden</td>
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<tr>
<td>2:45 pm–3:00 pm</td>
<td>Coffee/Tea/Water Break</td>
<td>Sponsored by Cooper Robertson</td>
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<td>3:00 pm–4:15 pm</td>
<td>BREAKOUT SESSION II:</td>
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<td>5</td>
<td>Achieving Aesthetic Intention: Harnessing Innovative Technologies and a Collaborative Approach</td>
<td>Monroe</td>
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<td>6</td>
<td>Harriet Tubman Museum: Integrated Design and the Visitor Experience</td>
<td>Randolph</td>
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<tr>
<td>7</td>
<td>Getting your Peeps: Selecting Teams for Museum Design &amp; Construction Projects: Philadelphia Contemporary</td>
<td>Madison</td>
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<tr>
<td>8</td>
<td>Listening to Children—Getting Started on a Visitor Experience Master Plan</td>
<td>Sponsored by Little River Research &amp; Design</td>
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<tr>
<td>4:15 pm–4:30 pm</td>
<td>Coffee/Tea/Water Break</td>
<td>Sponsored by Regan Associates, LLC</td>
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<tr>
<td>4:30 pm–5:45 pm</td>
<td>BREAKOUT SESSIONS III:</td>
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<td>9</td>
<td>A Launch Pad to Success: Planning, Programming, Pre-Construction for the Arkansas Arts Center Renovation &amp; Expansion</td>
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<tr>
<td>10</td>
<td>No Roadmap: Starting Unconventional Museums from Scratch</td>
<td>Randolph</td>
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<td>11</td>
<td>Laying the Groundwork 2.0</td>
<td>Madison</td>
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<td>12</td>
<td>To Build a Home—For Collections</td>
<td>Ogden</td>
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<tr>
<td>5:45 pm–6:00 pm</td>
<td>Announcements</td>
<td>Grand Ballroom</td>
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<td>6:00 pm–8:00 pm</td>
<td>Exhibitor Reception</td>
<td>Altieri</td>
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<tr>
<td>8:30 pm</td>
<td>Dinner on your own</td>
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Museums are no longer seen as simply repositories of objects. Mission statements and community needs are changing. So, do museums still need objects? What is the museum’s role today and what will it be in the future? How do collections serve changing audiences? What new approaches to collections have museums found to be successful? What if my museum doesn’t have a collection?

Join colleagues at the beautiful and historic Hotel DuPont to discuss these provocative questions in all of its ramifications. We will discuss how collections relate to art, history, as well as science. Museums with, and without collections are welcome to attend as we address issues relating to administration, exhibitions, fundraising, decolonization, programming, education, curation, diversity, equity, accessibility, and inclusion.

Save the Date!

Wilmington, DE  |  October 14–16, 2020

MID-ATLANTIC ASSOCIATION OF MUSEUMS
ANNUAL MEETING 2020

CONFERENCE HOTEL:
Hotel Du Pont
42 West 11th Street, Wilmington, Delaware 19801
WWW.MIDATLANTICMUSEUMS.ORG

PROGRAM-AT-A-GLANCE

NOTE: All times are approximate and subject to change. Pre-registration and additional fees are required for workshop and museum tours.

Friday, March 6, 2020

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<tr>
<td>7:30 am–8:30 am</td>
<td>Continental Breakfast</td>
<td>Sponsored by Selit Lighting (HNB Technologies Corporation)</td>
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<tr>
<td>8:30 am–9:45 am</td>
<td>Keynote: Realizing the Promise of Inside-Out: The New Burke Museum</td>
<td>Grand Ballroom</td>
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<tr>
<td>9:00 am–4:00 pm</td>
<td>Exhibitors Expo</td>
<td>Sponsored by The Design Minds</td>
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<tr>
<td>9:00 am–4:00 pm</td>
<td>Recharge Lounge</td>
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<td>9:45 am–10:00 am</td>
<td>Coffee/Tea/Water Break</td>
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<td>10:00 am–11:15 am</td>
<td>BREAKOUT SESSIONS IV:</td>
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<td>Sustainability Strategies for Renovating Smithsonian’s National Air and Space Museum</td>
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<td>14</td>
<td>“Is Your Museum Building Part of Your Collection?”: Examining the Museum of Early Trades &amp; Crafts</td>
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<td>15</td>
<td>The Jackie Robinson Museum: When a Center for Free Thought Becomes a Museum</td>
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<td>16</td>
<td>Creativity &amp; Collaboration: Transforming the Historic Penn Museum</td>
<td>Madison</td>
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<tr>
<td>11:15 am–11:30 am</td>
<td>Coffee/Tea/Water Break</td>
<td>Sponsored by Luci Creative</td>
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<tr>
<td>11:30 am–12:45 pm</td>
<td>Buildy Awards Presentation and Lunch</td>
<td>Sponsored by David M. Schwarz Architects</td>
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<tr>
<td>12:45 pm–1:00 pm</td>
<td>Coffee/Tea/Water Break</td>
<td>Sponsored by Peter Hyde Design</td>
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<td>1:00 pm–2:15 pm</td>
<td>BREAKOUT SESSIONS V:</td>
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<td>Becoming a Design Destination in a City of Architectural Icons: The Chicago Architecture Center</td>
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<td>19</td>
<td>Strategic Planning for Fundraising and Transformative Vision for Museums of the 21st Century</td>
<td>Madison</td>
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<td>20</td>
<td>A Beautiful Ruin: The Transformation of Carnegie Free Library of Pittsburgh into MuseumLab</td>
<td>Ogden</td>
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<tr>
<td>2:15 pm–2:30 pm</td>
<td>Coffee/Tea/Water Break</td>
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<td>2:30 pm–3:45 pm</td>
<td>BREAKOUT SESSIONS VI:</td>
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<td>Bringing History to Life in the Middle-East: Dubai’s New Shindagha Museum</td>
<td>Monroe</td>
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<td>22</td>
<td>Flood Resiliency for Museums: Turning Obligations to Opportunities</td>
<td>Madison</td>
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<td>23</td>
<td>Success in Six Years: Raising $84M and Building a New Museum On Time, Under Budget and Over Goal!</td>
<td>Ogden</td>
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SESSION TRACKS

DIVERSITY, EQUITY, ACCESSIBILITY, AND INCLUSION | Sponsored by DLR Group

- Make Some Little Plans: “Magical” Small Museum Renovations Randolph
- The Embedded Museum: Successfully Navigating a Building Project When Your Museum is Not the Primary Occupant
- Harriet Tubman Museum: Integrated Design and the Visitor Experience
- Listening to Children—Getting Started on a Visitor Experience Master Plan Ogden
- No Roadmap: Starting Unconventional Museums from Scratch Randolph
- The Jackie Robinson Museum: When a Center for Free Thought Becomes a Museum
- A Beautiful Ruin: The Transformation of Carnegie Free Library of Pittsburgh into MuseumLab
- Bringing History to Life in the Middle-East: Dubai’s new Shindagha Museum

EXHIBITS AND DESIGN | Sponsored by Solid Light, Inc.

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- Becoming a Design Destination in a City of Architectural Icons: The Chicago Architecture Center
- Bringing History to Life in the Middle-East: Dubai’s new Shindagha Museum

PROJECT MANAGEMENT AND PLANNING | Sponsored by Bridgewater Studio

- Creating Space—Managing Inclusive Experiences to “Remember the Alamo” Now
- Getting your Peeps: Selecting Teams for Museum Design & Construction Projects: Philadelphia Contemporary
- A Launch Pad to Success: Planning, Programming, Pre-Construction for the Arkansas Arts Center Renovation & Expansion
- Laying the Groundwork 2.0
- The Jackie Robinson Museum: When a Center for Free Thought Becomes a Museum
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- Strategic Planning for Fundraising and Transformative Vision for Museums of the 21st Century
- Bringing History to Life in the Middle-East: Dubai’s new Shindagha Museum
- Success in Six Years: Raising $84M and Building a New Museum on time, under budget and over goal!

RENOVATIONS | Sponsored by Quinn Evans Architects

- The Embedded Museum: Successfully Navigating a Building Project When Your Museum is Not the Primary Occupant
- Getting your Peeps: Selecting Teams for Museum Design & Construction Projects: Philadelphia Contemporary
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- Flood Resiliency for Museums: Turning Obligations to Opportunities

NEW PROJECTS | Sponsored by Consigli

- Creating Space—Managing Inclusive Experiences to “Remember the Alamo” Now
- Harriet Tubman Museum: Integrated Design and the Visitor Experience
- No Roadmap: Starting Unconventional Museums from Scratch Randolph
- The Jackie Robinson Museum: When a Center for Free Thought Becomes a Museum
- Becoming a Design Destination in a City of Architectural Icons: The Chicago Architecture Center
- Bringing History to Life in the Middle-East: Dubai’s new Shindagha Museum
- Success in Six Years: Raising $84M and Building a New Museum on time, under budget and over goal!

COLLECTIONS | Sponsored by Perkins Eastman

- Make Some Little Plans: “Magical” Small Museum Renovations Randolph
- Achieving Aesthetic Intention: Harnessing Innovative Technologies and a Collaborative Approach
- To Build a Home—For Collections
- “Is Your Museum Building Part of Your Collection?”: Examining the Museum of Early Trades & Crafts
- Creativity & Collaboration: Transforming the Historic Penn Museum
- Of Time and Place: Re-Designing the Bruce for a Modern Audience
- Success in Six Years: Raising $84M and Building a New Museum on time, under budget and over goal!
MUSEUM TOURS, AND RECEPTION

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

Ready, Aim, Build: A Museum Planning Workshop

Wednesday, March 4
10:00 am - 5:30 pm

Attend this day of discussion, conversation, networking, and inquiry at the JW Marriott Chicago 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. AIA continuing education credits are available.

Speakers: Jame Anderson, Hal Davis, David Greenbaum, Sarah Ghorbanian from Smith Group; Robert Sullivan, Chon; Jared Oldroyd; Clark Construction; Daniel Pomfrett, Cumming; Gretchen Coss from Gallagher and Associates.

Note: Pre-registration is required; fee: $100.

Private Tour of the Field Museum’s Collection Resource Center

Wednesday, March 4
11:00 am - 1:00 pm

Sponsored by Spacesaver Corporation

Tour the Anthropology Oversize Collections Storage in the Collection Resource Center (CRC) at the Field Museum. In 2005, the Museum began to move into this 180,000 square foot underground addition, which houses collections and workspace for the Zoological, Palaeontological, and Anthropology collections areas. Field Museum Anthropology Collections Staff will tour guests through the upper level of the facility highlighting the care and use of oversized Anthropology collections. Attendees will be able to tour the museum’s non-ticketed exhibitions and public areas after the tour concludes.

Note: Pre-registration is required; fee: $20.

Private Tour of the American Writers Museum

Wednesday, March 4
2:00 pm - 4:00 pm

What can we learn from groundbreaking exhibits ten years after they have been opened? The Museum of Science and Industry Chicago (MSI) Science Storms exhibit will turn ten years old in March, 2020. Science Storms is a wondrous laboratory where visitors interact with large-scale experiments that explore nature’s most powerful phenomena. The synthesis of compelling interactive exhibits, environmental media, and strong contextual storytelling set a new paradigm for what science museums can achieve. Go behind the scenes with the original MSI 2010 Team and Evidence Design as they tour attendees behind the scenes with the original MSI 2010 Team and Evidence Design as they tour attendees through the exhibition and discuss its relevance and lessons learned from creating such a groundbreaking exhibition. Attendees will also have time to explore the exhibit on their own.

Note: Pre-registration is required; fee: $30. Transportation will NOT be provided. Directions will be provided to registrants. Tour will begin at the American Writers Museum and will conclude with the Chicago Architecture Center, leading into the Opening Reception.

Private Tour of “Science Storms” at the Museum of Science and Industry

Wednesday, March 4
2:00 pm - 4:00 pm

Join staff on a tour of the new American Writers Museum. Attendees will hear a presentation from the inaugural president of the museum who will talk about the process of building the specific museum in this space and the challenges involved, as well as an overview of the current exhibits. Attendees will also be given a chance to explore the museum.

Note: Pre-registration is required; fee: $30. Transportation will NOT be provided. Directions will be provided to registrants.

Museum Tours and Reception
PRECEDING PAGE (continued)

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

OFFSITE MUSEUM TOUR
Private Tour of Wrightwood 659
Wednesday, March 4
1:00 pm–3:00 pm
SPONSORED BY THRESHOLD ACOUSTICS
Explore Wrightwood 659 with an hour-long guided tour through the museum’s current exhibition – “Allure of Matter” as well as a tour through the building. Guests will learn about the building history as well as the art housed within it. Attendees will also hear from Jeff Jozwiak, Principal at Norcon, to learn about the construction process, building and its history as well as the art housed within it.

Note: Pre-registration is required; fee: $20. Transportation will NOT be provided. Directions will be provided to registrants.

OFFSITE MUSEUM TOUR
Private Tour of the Chicago Children’s Museum exhibit, “Cloud Buster”
Wednesday, March 4
2:00 pm–4:00 pm

Come to Chicago Children’s Museum at Navy Pier to see and hear about the renovation and expansion of their first two floors and the engineering and construction challenges faced in creating the new exhibit Cloud Buster. Designed by artist Kevin Winters, Cloud Buster is 37 climbable feet of structural steel, wood, wire, rope, acrylic, fiberglass, and artificial turf perched over Navy Pier’s Fifth Third Family Pavilion. Visitors can explore multiple levels, climb through unexpected spaces, and ascend to The Apartment, Cloud Buster’s highest destination. No two climbs are the same. Every nook and cranny provides a different thrill.

Note: Pre-registration is required; fee: $20. Transportation will NOT be provided. Directions will be provided to registrants.

Opening Reception
Wednesday, March 4
6:00 pm–8:00 pm
SPONSORED BY ASCENT, GALLAGHER & ASSOCIATES, AND CHICAGO SCENIC STUDIOS
Join friends and colleagues to kick off MAAM Building Museums™ on Wednesday, March 4, 2020 from 6:00 pm to 8:00 pm at the Chicago Architecture Center. Formerly known as the Chicago Architecture Foundation, the Chicago Architecture Center is a nonprofit cultural organization with tours, exhibitions, programs and events for all ages. Their mission is to inspire people to discover why design matters. Plus, enjoy drinks and hors d’oeuvres with colleagues!

Location:
Chicago Architecture Center,
111 E Wacker Dr, Chicago, IL 60601

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

Exhibitor Reception
Thursday, March 5
6:30 pm–8:00 pm
SPONSORED BY ALTIERI
Unwind after a long day of sessions with drinks and hors d’oeuvres in our Exhibitors Expo at the JW Marriott Chicago. Meet and mingle with industry service providers, architects, engineers, and museums.

Location:
Grand Foyer, 3rd Floor Foyer, and Lincoln Room, JW Marriott Chicago

www.midatlanticmuseums.org/building-museums | BUILDING MUSEUMS 2020
The design team drove a “front-end loaded” integrated design process that merged early Discovery Phase analysis and metrics continuously through Schematic Design to fully test and align first costs with building performance and life-cycle costs. The connected journey from exterior to interior is embedded in seamless design details, materials, and concepts through a collaborative, interdisciplinary team of engineers, architects, interior designers, landscape architects, and museum consultants, all working towards the same goal—to inspire, explore, and create. The Bell Museum architect was Doug Bergert, AIA, LEED AP from Perkins and Will. Gallagher & Associates were the exhibit designers. McGough Construction was the builder of the new Bell Museum.

The Buildy Award Committee noted several factors which contributed to The Bell Museum’s success:

1. Planning involved a broad range of stakeholders; state legislators, university leadership, private donors, museum staff curators, scientists, educators and community groups to name a few. All felt their input was valued & applied appropriately.

2. Financially, the museum saw a six-fold increase in attendance and new income from ticket sales, facility rentals, and retail from a beneficial merger with the Minnesota Planetarium Society.

3. The Museum is on track to meet the AIA 2030 Challenge to achieve the highest life-cycle value possible. 40% of the building exterior clad in FSC Thermally Modified Wood Siding, harvested from Minnesota White Pine. 30% of the building exterior uses glass with a custom frit design that is visually non-obtrusive to visitors & deters migratory bird strikes. Landscape Biodiversity features include an urban pond, pollinator gardens, & sustainable urban wildlife habitats that double as outdoor classrooms & exhibits.

The National Nordic Museum

The National Nordic Museum in Seattle, Washington remains the only Museum in the United States that collects, preserves and displays material artifacts from each of the five Nordic countries; Sweden, Denmark, Iceland, Norway and Finland. The new Museum opened to the public on 14 May 2018.

In its’ previous location, the museum was often constrained in its ability to fulfill its programmatic mission. Through the planning and construction of a new, purpose-built, museum building, the museum was able to fulfill its expanded mission, and meet goals for visitor experience and audience outreach. The new facility has made the Museum a premier destination in the Pacific Northwest and has raised the National Nordic Museum onto the global stage as a leader for the representation and sharing of Nordic arts and culture. The core exhibition expands upon the museum’s classic immigration story to include a broader storyline of the Museum.

The Buildy Award Committee noted several factors which contributed to the National Nordic Museum’s success:

1. The Museum communicated well with the surrounding neighborhood by hosting Community Engagement receptions to orient the community to the Museum’s plans for the future. The Museum also collected input and generated support from representatives from a host of local cultural organizations, educational institutions, business owners and associations, and local government officials.

2. The design of the museum employs a “fluid motif.” This not only serves as an interior organizational element that is clear and concise, but it also greatly supports the whole storyline of the museum.

3. Congress passed legislation in early 2019 to grant the museum status as the National Nordic Museum. This itself is a true testament to the Museum’s success.

The Buildy Award is the only award program that recognizes the museum leadership and design team for their part in guiding the planning and construction process to a high level of success. The museum director must address the competing interests of staff, trustees, financial contributors, artists, architects, engineers, contractors, visitors, and other parties. Winners of the Buildy Awards have managed to guide their teams to create lasting assets for their institutions and their communities within a financially sustainable framework.
PROGRAM KEYNOTES AND SESSION DESCRIPTIONS

NOTE: AIA continuing education credits are available.

KEYNOTE PRESENTATION
Honoring a Museum’s Legacy While Transforming the 21st Century: Minnesota’s Bell Museum
Thursday, May 3 | 9:00 am–10:15 am

Founded in 1872, The Bell Museum is Minnesota’s official natural history museum. A merger of the Museum with the Minnesota Historical Society in 2011 and the Museum’s move to the St. Paul campus of the University of Minnesota presents a new goal: provide new opportunities to engage the community in the exploration of the natural world and become a public gateway to the University’s innovative research, teaching, and outreach. Bringing these many elements together conceptually and physically in a new facility led to many challenges. Learn how the museum and the project team developed new environments for a beloved natural history collection, and how the Bell Museum’s new building created opportunities for visitors to experience historic and contemporary elements together. AIA keynoter will include representatives from the museum and the architecture and exhibition design firms who will present on how the team balanced legacy with future-oriented goals and needs and addressed critical presenters. Project managers will also focus on lessons learned, planning for visitor experience, and sustainable design with plenty of time for questions and discussion.

SESSION 1
Creating Space—Managing Inclusive Experiences to “Remember the Alamo” Now
Thursday, May 3 | 1:30 pm–2:45 pm

The Alamo is contested ground. In 2018, after decades of failed planning efforts, however, a bold vision for the Alamo’s future won public approval and is now in design. The team responsible for the project will share their evidence-based, stakeholder-focused approach that is shaping a common ground where multiple histories find their voices in a new narrative. This new master plan was led by an interdisciplinary design—destination planner, interpretive planner, and landscape architect—working for a hybrid client—the State of Texas with the City of San Antonio and private philanthropy—in coordination with a Citizen Advisory Committee representing a cross-section of stakeholders. The panelists will discuss the evidence-based design, interdisciplinary approaches, transparent processes, and good old-fashioned legwork that built common ground (metaphorical and real) as they work to move forward together on the Alamo. Attendees will learn how to create frameworks where multiple histories and beliefs can be interpreted as well as learn how to develop a interdisciplinary approach to create a unified visitor experience.

Facilitators: Carl Freedman, Martha Morris, Ana Nguyen, Jennifer Napper, LEED AP, Senior Project Designer, Associates, Perkins and Will, Minneapolis, MN; James Rame, Design Director – Exhibits, Gallagher and Associates, Silver Spring, MD

SESSION 2
Make Some Little Plans: “Magical” Small Museum Renovations
Thursday, May 3 | 1:30 pm–2:45 pm

Chicago architect Daniel Burnham’s famous warning to “make no little plans” would appear to be a datum to small museums considering building projects. However, two small Chicago museums focused on their museum’s bloated and created “magical” transformation through small renovations. Panelists will illustrate how these two small museums, The Midwest Museum of the American Indian and the National Cambodian Heritage Museum, undertook building activities that transformed the museum’s ability to fulfill its mission despite limited resources of time, money, space and staff.

Attendees will receive an in-depth look at how these two small museum projects can be transformative for museums and will learn how collaboration between architect, museum, and community can help maximize momentum, community involvement, and funding opportunities that can bring a project to completion.

Moderator: Janice Klein, Executive Director, Michigan Association of Museums
Speakers: Kompala Seth, Executive Director, Cambodian Association of Illinois; Chicago, IL; Constantine D. Vaxilos, AIA, NCARB, VOA, Constantine D. Vaxilos and Associates Ltd, Chicago, IL; John Kelly RA, John Kelly Architects, Chicago, IL

SESSION 3
Cost Out Your Concept: How Integrated Early Planning Increases Your Project’s Chances for Success
Thursday, May 3 | 1:30 pm–2:45 pm

Multiple project components are needed to successfully implement a museum building program: a compelling vision that meets a market, academic or other need; a space/architectural program and goals; a total project cost budget; and an understanding of the fundraising capacity. This panel will highlight the importance of early integrated planning to project development. Specifically, how examining each of the key components of institutional growth provides a holistic and practical understanding of the resources required to realize—and operate—the building. Panelists will identify a range of principles for successful project implementation, including how to cost out a concept, navigate decision-making and set priorities, and stay on budget. Attendees will understand why it is critical to identify, define, and synchronize these three components before architecture, building, or master planners are brought in.

Moderator: Naomi Harro, Director, University of Michigan Museum of Natural History
Speakers: Lynn Franner, Capital Project Manager, University of Michigan Museum of Natural History; Ann Arbor, MI; Susan I. Monroe, RA, Acting Director of Capital Projects, College of Literature, Science, and the Arts (LSA)—University of Michigan; Ann Arbor, MI

SESSION 4
Achieving Aesthetic Intention: Harnessing Innovative Technologies and a Collaborative Approach
Thursday, May 3 | 3:00 pm–4:15 pm

The highest level of quality and attention to detail are required when working within a museum space. In this session, panelists will discuss how quality standards for the renovation and expansion of the Norton Museum of Art did not and within the interior spaces—but extended to exterior elements, where adherence to the same standards was paramount to achieving the facility’s overall aesthetic intent. The Norton Museum project team was innovative and methodical in how they plan and executed the project. The museum’s vision was the technology was imperative to successfully achieve the museum’s vision and to deliver a meticulously designed and thoughtfully executed project. Technology-based tools were utilized in every aspect of this uniquely complex project, ensuring the Museum would meet the museum space’s quality envisioned without disrupting existing features and artwork or impeding upon the visitor experience. This session will explore valuable lessons learned and examine the importance of early, collaborative identification of key design components, pre-planning to address unforeseen variables and ways in which technology can improve upon both design and construction methods. Attendees will learn techniques and strategies to successfully establish communication protocols to ensure key stakeholders are involved in decision making processes.

Moderator: Neil Heyman, Senior Project Executive, Gibala Building Company, New York, NY
Speakers: Sam Arkenson, Chief Operating Officer / Deputy Director, Norton Museum of Art; West Palm Beach, FL; Danal Gelomini, AIA, LEED AP BD+C, CBT Architects, Boston, MA; Michael Bird, Senior Project Executive, Gicasala Building Company, Orlando, FL

SESSION 5
The Embedded Museum: Successfully Navigating a Building Project When Your Museum is Not the Primary Occupant
Thursday, May 3 | 1:30 pm–2:45 pm

How can you ensure success when your new museum is part of a larger building project? The New University of Michigan Museum of Natural History opened in 2019 in the $261M, 26,000 square foot Norton Museum of Art and a Norton Museum of Art and the Norton Museum of Art and House Museum designed by Ennead Architects and SmithGroup primarily to house laboratories, research support facilities, classrooms, and offices. The medium-sized public museum occupies only about 14% of the building but is highly visible as it winds through the space, enabling visitors to look into active research labs and providing opportunities to interact with scientists.

Panelists: The panelists will discuss how they navigated tough decisions and tradeoffs along the way, including unexpected schedule changes, budget surpluses, and system failures. Attendees will learn about the successful planning steps taken by the museum and will gain insight from the museum director on share lessons learned from a steep learning curve in building a new museum.

Moderator: Armita Ara, Director, University of Michigan Museum of Natural History
Speakers: Lynn Franner, Capital Project Manager, University of Michigan Museum of Natural History; Ann Arbor, MI; Susan I. Monroe, RA, Acting Director of Capital Projects, College of Literature, Science, and the Arts (LSA)—University of Michigan; Ann Arbor, MI

SESSION 6
Successfully Navigating a Building Project When Your Museum is Not the Primary Occupant
Thursday, May 3 | 3:00 pm–4:15 pm

This case study, focused on the design and opening of the Harriet Tubman Underground Railroad Museum and Visitor Center, will explore the importance of fully integrated site, building, and exhibit design to comprehensively tell the story of the project, support the institution’s mission, and immerse each guest in a deeply engaging visitor experience. Panelists will also focus on the project’s success in terms of site visitation and area tourism as demonstrated through first year of operating data. Run by a large, diverse client group including the Maryland Department of Natural Resources...
and the National Park Service, but not a large facility with regard to area or opening budget. This session is particularly relevant to small and mid-sized institutions in the beginning phases of their facility planning. Attendees will learn the importance of integrated design, the importance of a well-rounded multidisciplinary team, multiple check points into the design and construction schedule to help assure the strategic planning vision is adhered to.

**SESSION 7**

**Getting your Peeps: Selecting Teams for Museum Design Projects: Philadelphia Contemporary**

Thursday, March 5 | 3:00 pm–4:15 pm

Museums are challenged to provide inclusive, interdisciplinary, and flexible buildings that connect and grow with their diverse audiences. Panels will present strategies for creating teams that will address the needs of the institution with the needs of the community. Attendees will learn how each institution developed site team building process to fit their unique needs. Panels will discuss opportunities and challenges in selecting a team of architects and consultants that many the gap of the institution with the needs of the community. Attendees will learn how each institution developed site team building process to fit their unique needs. Panels will discuss opportunities and challenges in selecting a team of architects and consultants that many the gap of the institution with the needs of the community.

**SESSION 9**

**A Launch Pad to Success: Planning, Pre-Construction, and the Arkansas Arts Center Renovation and Expansion**

Thursday, March 5 | 4:30 pm–5:45 pm

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Complex museum expansions require a heightened focus on early strategic thinking; a willingness to re-imagine core program spaces; a willingness to re-think operations and the structure to renew an institutional identity. The Arkansas Arts Center undertook a major expansion of its fine arts museum, art school and theater designed by Studio Gang. The project encompasses a renovation of all major programs, significant structural rebuild, historic façade restoration, revitalized landscaping, event spaces, galleries and storage vaults. Together with museum leadership, the designers and builders can define the future and bring those aspirations to life. This session will explore the planning, programming, and pre-construction phases of the ongoing transformation of the Arkansas Arts Center (AAG) in Little Rock. This session is for museum professionals in facilities, design, or collections care roles as well as design professionals providing support for museum expansion projects. Attendees will come away with an appreciation for the critical impact of the planning stage as well as key strategies for navigating this exciting process.

**Moderator:** Sara Unger, Program Director – Culture and Community, Arts Chicago, IL

**Speakers:** Jamie Harber, Chief Financial Officer, Arkansas Arts Center; Little Rock, AR; Juliane Wolf, Design Principal, Partner, Studio Gang Architects, Chicago, IL; Mike Steenland, Senior Vice President, Pepper Construction Company, Chicago, IL

**SESSION 11**

**Laying the Groundwork 2.0**

Thursday, March 5 | 4:30 pm–5:45 pm

Building a new museum or undertaking a museum renovation, relocation and/or new exhibit is, for most people, a once-in-a-lifetime experience. Our session and expert panels, with nearly 100 years of combined development experience, will “lay the groundwork” for your museum project, new building, or renovation. Attendees will gain insight into all aspects of project for success. Planning and pre-design services can answer many important questions and reveal new information about project cost, feasibility, operations, program and political viability. Architects can be part of that process, engaging with clients early and often as the preliminary data is gathered and reviewed, implications analyzed, and recommendations developed. Discover what services benefit their project for success. Attendees will learn how architectural constraints and the collection’s needs affect the facility’s design, as well as how the new collection area optimizes space and provides room to grow in the future. Attendees will understand the basis of conducting a collection needs assessment and how our panelists will assist in defining their institution’s needs.

**Moderator:** Marya A. Medrano, AIA, President and Founder of Gysapos Inc., Architect, Museum Planner and Exhibition Designer, Oakland, CA

**Speakers:** Julia Blued, CEO, Louisiana Children’s Museum, New Orleans, LA; Jeannine Vergottini, Museum Planner, Founder, Vergeottini Museum Planning, Minneapolis, MN; Richard Franko, Partner AIA, LEED AP, Mithun, Seattle, WA; Kristine Matthews, Principal, Studio Matthews, Seattle, WA

**SESSION 12**

**To Build a Home—For Collections**

Thursday, March 5 | 4:30 pm–5:45 pm

Relocating or renovating a museum offers a unique opportunity to re-evaluate an institution’s collections storage practices and equipment. For many museum professionals, this type of project is a once-in-a-lifetime opportunity with an ongoing impact on how people will learn and experience art. Join architects, planners, and consultants who have worked on these types of projects to share the story of how they built new facilities from the ground up.

**Moderators:** Sarah Weatherson, OAA, MRAIC, Principal, Office North, and William F. (Bill) Cronin, AIA, President, Cronin Walter Architects, New York, NY; Carl Freedman, AIA, Annual Associate, Aegis Property Group, Philadelphia, PA

**Speakers:** Ann Ireland, Chief Curator, The North Carolina Museum of Art, Raleigh, NC; Martha Baer, Managing Director and Founder of Gyroscope Inc., Architect, Museum Planner, and Founder, MisselhornMuseumServices, Toronto, ON; Maeryta A. Medrano, AIA, President, Cronin Walter Architects, New York, NY; Carl Freedman, AIA, Annual Associate, Aegis Property Group, Philadelphia, PA

**SESSION 10**

**No Roadmap: Starting Unconventional Museums from Scratch**

Thursday, March 5 | 4:30 pm–5:45 pm

Building the building is one thing, but there’s so much more to building the museum ....especially if your particular brand of museum has never been done before. In this panel, three visionary speakers will share their experiences launching atypical museum institutions, sharing details on every step of the process: the vision, decision-making, the hard outcome of a well-rounded multidisciplinary team, and the team, building the board, raising funds, engaging partners, establishing support, writing internal staffing, planning pre-construction projects, and opening the doors for the very first time … and everything that comes before, after, and in between. Join us three intrepid institutional builders — behind the new museum planned for New York City’s Department of Cultural Affairs, and the designers and builders involved in the transformation of an existing museum of slavery, and the Universal Hip Hop Museum in the Bronx — as they share through the challenges, triumphs, pitfalls, and unforeseeable WFTs awaiting you as you take your vision from ideo to reality to opening day and beyond.

**Moderator:** Jeremy Taylor, Project Director, Montreal, QC, Canada

**Speakers:** Julie Raskin, Executive Director and Maggie Lee, Deputy Director for Museum, The Foundation for New York’s Strongest, New York, NY; Michael Ford, Architect, SmithGroup and the Renovation & Expansion Project, New Orleans, LA

**SESSION 13**

**Realizing the Promise of Inside-Out: The New Burke Museum**

Friday, March 6 | 8:30 am–9:45 am

An unwavering commitment to “turning the museum inside-out” led the Burke Museum to build a radically transparent and accessible new facility. Observing visitors’ responses to behind-the-scenes tours sparked Executive Director Julie K. Stein and her team on a ten-year journey to build a new facility—one that redraws Burke research and collections, and connects visitors to the staff and volunteers who use them to learn, generate knowledge, be inspired, experience joy, and to heal. The New Burke features 13 visible labs and workshops integrated among six galleries, as well as play spaces for young learners and allows flexible programming. These immersive spaces and transparency blur traditional lines of front and back-of-house to establish the Burke as a new kind of museum— and everyone new way to experience our world.

In this keynote presentation, project leaders will delve into the challenges of transcending museum norms and how to stay true to the vision at every step of the game-changing planning, architecture, exhibit design, interpretive design, and prototyping. Early visitor evaluations will be shared following the museum’s grand opening in October 2019.

**Moderator:** Julie Stein, Executive Director, Burke Museum, Seattle, WA

**Speakers:** Jack Pancarova, AIA, Partner, Evidence Design, Brooklyn, NY; Shari Berman, Partner, Evidence Design, Brooklyn, NY; Ellen Torn, Burke Museum Project Director, Kate Fernandez, Director of Interpretation & Visitor Experience, Burke Museum, Seattle, WA

**KEYNOTE PRESENTATION**
SESSION 23
Bringing History to Life in the Middle-East: Dubai's new Shindagha Museum
Friday, March 6 | 2:30 pm–3:45 pm
2019 has been a special year for Dubai—the doors opened on the first two pavilions of the massive new Shindagha Museum. Located in Dubai’s historical district, this museum aims to become the home of the Emirate’s distinct history and culture. The museum plans to preserve the young state’s cultural heritage while connecting Emiratis with their own culture and history. The museum plans to become the home of the Emirate’s distinct history and culture. The museum plans to preserve the young state’s cultural heritage while connecting Emiratis with their own culture and history. The museum plans to preserve the young state’s cultural heritage while connecting Emiratis with their own culture and history.
Panelists will dissect the making of a new institution via the close collaboration between the planning consultant will discuss how she effectively supported the museum’s leadership and board so that the project stayed on time, under budget, and over goal. A museum planning consultant will discuss how she effectively supported the museum’s leadership and board so that the project stayed on time, under budget, and over goal. A museum planning consultant will discuss how she effectively supported the museum’s leadership and board so that the project stayed on time, under budget, and over goal. A museum planning consultant will discuss how she effectively supported the museum’s leadership and board so that the project stayed on time, under budget, and over goal. A museum planning consultant will discuss how she effectively supported the museum’s leadership and board so that the project stayed on time, under budget, and over goal. A museum planning consultant will discuss how she effectively supported the museum’s leadership and board so that the project stayed on time, under budget, and over goal.
Moderator: Carolynnna Harri, Principal, Carolynnna Hanes Consulting, Denver, CO
Speakers: Mary Pat Higgins, President and CEO, Dallas Holocaust and Human Rights Museum, Dallas, TX; Kern La, Chief Advancement and External Affairs Officer, Dallas Holocaust and Human Rights Museum, Dallas, TX; Kerri Lai, Chief Advancement and External Affairs Officer, Dallas Holocaust and Human Rights Museum, Dallas, TX; Kerri Lai, Chief Advancement and External Affairs Officer, Dallas Holocaust and Human Rights Museum, Dallas, TX; Kerri Lai, Chief Advancement and External Affairs Officer, Dallas Holocaust and Human Rights Museum, Dallas, TX
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