

BUILDING MUSEUMS™ SYMPOSIUM 2023

Mid-Atlantic
Association of Museums



Preliminary Program

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

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

Building Museums™ 2023 will actively engage participants in sessions and discussion. The program will include expert keynote addresses, behind-the-scenes museum tours, two receptions, and one workshop.

Whether your institution is a small historic site under renovation, a medium-sized museum planning an expansion, or a large museum building a new collections facility, this symposium is for you! *AIA Continuing Education Credits will be available to those attending sessions.*

Register for Building Museums™ [here!](#)

Click [here](#) to reserve your hotel room at the Omni Atlanta Hotel at CNN Center.

Questions about Building Museums™? Contact info@midatlanticmuseums.org.

Ready, Aim, Build! – A Museum Planning Workshop

NOTE: Pre-registration required. To sign up for this workshop, click [HERE](#) to complete an application form. Submitting this form does not guarantee registration for the workshop. Attendees will receive confirmation of acceptance and payment information if selected.

During this full-day workshop, our multidisciplinary collective of museum experts provide a roadmap of best-practices to guide you through your museum capital project with lessons gleaned from decades of experience in projects like yours. Delivered through a mix of presented content, targeted activities, and open dialogue, our industry experts in institution planning, design, engineering, costing, and construction will lead you through the critical steps of a successful capital project—from inception through to opening day and beyond. As always, the session includes a special guest speaker from an institution who has been in your shoes before! Leave with an intimate knowledge of a time-tested process that will lead to success on your next project. Box lunch provided to participants.

Learning Objectives

1. Attendees will learn about the various studies and due-diligence that are appropriate to precede design.
2. Attendees will learn what it takes to solicit, evaluate, and engage a design and technical team with roles and responsibilities for all phases of a project.
3. Attendees will learn how to develop and right-size an architectural program that is comprehensive, achievable, and sustainable in all forms.
4. Attendees will learn how to anticipate and manage cost issues from pre-design through completion.
5. Attendees will learn how to evaluate the appropriateness of various delivery methods (design-bid-building, CM-at-risk, design-build) for their project.

Presenters

- **JAME ANDERSON**, SmithGroup
- **IVAN O'GARRO**, SmithGroup
- **CHRIS WOOD**, SmithGroup
- **SARAH GHORBANIAN**, SmithGroup
- **GRETCHEN COSS**, Gallagher & Associates
- **MARIA ELENA GUTIERREZ**, Chora Creative
- **KALEY RHODES**, Clark Construction
- **ETIENNE NEL**, Cumming
- **WES MOSMAN BLOCK**, Deputy Director and Chief Operating Officer, Wisconsin Historical Society / future Wisconsin History Center

Pre-Conference Offsite Tours

NOTE: Pre-registration required. To register for pre-conference tours, click [HERE](#).

Martin Luther King, Jr. National Historical Park

Sunday, March 12, 2023, 10:00am–11:30am

Martin Luther King, Jr. National Historical Park invites 25 guests to attend a private tour of the MLK, Jr. Birth Home where we will discuss an upcoming rehabilitation of the building. Led by Ash Phillips, National Park Service Historical Architect, the tour will highlight how the NPS intends to manage complex and overlapping concerns about historic preservation, care of museum objects, and visitor services. If time allows, the tour will include a walk around the Martin Luther King, Jr. National Historical Park highlighting the importance of preserving the site in the shadow of encroaching development.

Michael C. Carlos Museum, Emory University

Sunday, March 12, 2023, 1:00pm–2:30pm

Join Katie Ericson, Ingram Director of Education, on an in-depth tour focused on the museum's dynamic collections and insight into the opportunities and obstacles of their thirty-year-old Michael Graves designed building. Emory University's collections date back to 1876 when a museum was formed on the original campus in Oxford, Georgia. At this stage in its development, the museum's collection resembled the Renaissance wunderkammer, or "wonder room;" here, an assortment of objects such as artifacts collected by Methodist missionaries and Emory faculty working in Asia were displayed for the enjoyment of the public.

In 1993, an expanded museum and a new conservation laboratory—supported by Michael C. Carlos and designed by Michael Graves—opened as the Michael C. Carlos Museum. Twenty-six years later, in 2019, the museum celebrated 100 years of inspiring generations of Emory faculty and students as well as visitors from Atlanta and beyond who have sought to enrich their lives through the study of and experiences with art.

Atlanta History Center: Cyclorama Expansion

Sunday, March 12, 2023, 1:00pm–2:30pm

The Atlanta History Center recently completed a \$21.1 million multi-year expansion, which is now home to one of only two cycloramas still in existence in the United States. In 2014, the Atlanta History Center was entrusted with both the Civil War cyclorama painting "The Battle of Atlanta" and the 1856 steam engine Texas. Due to the scale of the two objects—the painting stands 49 feet tall, is longer than a football field, and weighs 10,000 pounds—this acquisition came with the immediate need for expansion. This tour provides the chance to hear directly from Jackson McQuigg, Vice President of Properties, and Dr. Gordon L. Jones, Senior Military Historian and Curator, two key members of the team who thoughtfully carried out planning, construction, and interpretation of this ambitious expansion.

Schedule-at-a-Glance

Sunday, March 12

<u>Time</u>	<u>Event</u>	<u>Location</u>
8:00am–5:00pm	Registration	Pre-Function Lobby 2
8:30am–4:30pm	Ready, Aim, Build! <i>Sponsored by SmithGroup</i>	Dogwood B
10:00am–11:30am	<u>Offsite Museum Tour</u> Martin Luther King, Jr. National Historical Park	501 Auburn Avenue, NE, Atlanta, GA 30344
1:00pm–2:30pm	<u>Offsite Museum Tour</u> Michael C. Carlos Museum, Emory University	571 South Kilgo Circle, Atlanta, GA 30322
1:00pm–2:30pm	<u>Offsite Museum Tour</u> Atlanta History Center - Cyclorama	130 W Paces Ferry Road NW, Atlanta, GA 30305
1:30pm–5:00pm	Exhibitors' Hall Set-up	International Ballroom F & Pre-Function Lobby 1
5:30pm–6:30pm	First-Time Attendee Reception <i>Sponsored by JacobsWyper Architects</i>	Ventanas, 275 Baker St.
7:00pm–9:00pm	Building Museums Opening Reception	National Center for Civil and Human Rights

Monday, March 13

<u>Time</u>	<u>Event</u>	<u>Location</u>
7:30am–9:00am	Continental Breakfast	International Ballroom A-E
8:00am–5:00pm	Registration	Pre-Function Lobby 1
8:00am–4:00pm	Exhibitors' Hall Open	International Ballroom F & Pre-Function Lobby 1
9:00am–10:15am	<u>Plenary</u> The Cheech: A Museum in the Vanguard of Change <i>Sponsored by Solid Light</i>	International Ballroom A-E

10:15am–10:45am	Coffee Break	International Ballroom F & Pre-Function Lobby 1
10:45am–12:00pm	<u>Breakout Sessions 1</u> 1A. Safeguarding Collections in an Historic Structure: At the Heart of the National Museum of Women in the Arts Renovation Project 1B. Making Space for the Cyclorama: An Ambitious Expansion Project at the Atlanta History Center 1C. A Bold Move: Imagining and Creating a New, 21st Century Version of the Albany Museum of Art 1D. Building HueSpaces: Foundations for a Sustainable Arts Infrastructure	1A. Dogwood A 1B. Dogwood B 1C. Cottonwood 1D. Redwood
12:00pm–1:40pm	<u>Plenary Luncheon</u> (<i>Lunch Provided</i>) From Visitors to Activists, From a Museum to an Institution – How to Transform Visitors and Ourselves <i>Sponsored by ATELIER BRÜCKNER GmbH</i>	International Ballroom A-E
1:45pm–3:00pm	<u>Breakout Sessions 2</u> 2A. Museums for Art and People: New Visitor Experiences in Focus 2B. Re-visioning a Modern Museum at 50 2C. Strengthening Dia Art Foundation's Mission Through Architecture 2D. ART ARCHITECTURE CRAFT	2A. Dogwood A 2B. Dogwood B 2C. Cottonwood 2D. Redwood
3:00pm–3:30pm	Coffee Break	International Ballroom F & Pre-Function Lobby 1

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3:30pm–4:45pm	<u>Breakout Sessions 3</u> 3A. The Enablers: Collections Care and Infrastructure Work for a Medical Museum 3B. Preserving the Civil Rights Era History and Culture of New Orleans 3C. [CANCELED] Rethinking the Museum: An Inside/Out Approach at the deCordova 3D. Phoenix: New Life for a Historic Museum Through its Contemporary Communities	3A. Dogwood A 3B. Dogwood B 3D. Redwood
5:00pm–6:45pm	<u>Roundtable</u> Smashing Boulders into Pebbles	International Ballroom A-E
6:30pm–8:00pm	Exhibitor Reception	International Ballroom F & Pre-Function Lobby 1

Tuesday, March 14

<u>Time</u>	<u>Event</u>	<u>Location</u>
7:30am–8:30am	Continental Breakfast	International Ballroom A-E
7:30am–12:00pm	Registration	Pre-Function Lobby 1
7:30am–4:00pm	Exhibitors' Hall Open	International Ballroom F & Pre-Function Lobby 1
8:30am–9:45am	<u>Breakout Sessions 4</u> 4A. From Barnes to Calder: Critical Lessons Learned and Applied 10 Years Later 4B. Implementing a Vision Over Time: Updating MFA Boston's Historic Core 4C. A Vision for a Decarbonized Future in Museums	4A. Dogwood A 4B. Dogwood B 4C. Cottonwood 4D. Redwood

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	4D. Honoring the Founder of Black History: Designing Contemporary Exhibits to Support a Historic House Museum	
9:45am–10:15am	Coffee Break	International Ballroom F & Pre-Function Lobby 1
10:15am–11:30am	<u>Breakout Sessions 5</u> 5A. At a Crossroads: Diversity and Inclusion in Architecture and Museums 5B. The Sustainable Design Movement and its Impact on the Museum Environment	5A. Dogwood A 5B. Dogwood B
11:45am–1:00pm	<u>Breakout Sessions 6</u> 6A. Co-designing two new Science Centers Through Reconciliation and Indigenous Community Engagement 6B. Integration of the Oldest Synagogue in Washington, DC into a New Museum 6C. Dream Sky High: Small Museums CAN Build Big	6A. Dogwood A 6B. Dogwood B 6C. Cottonwood
Lunch on your own		
Enjoy an Afternoon at a Local Museum, Zoo, or Aquarium! » Zoo Atlanta » Georgia Aquarium » World of Coca-Cola » High Museum of Art » Michael C. Carlos Museum » David J. Sencer CDC Museum » Jimmy Carter Presidential Library » Museum of Design Atlanta (MODA)		

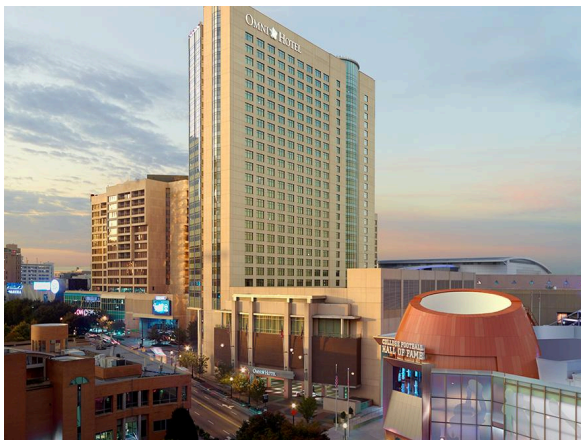
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Conference Hotel

Omni Atlanta Hotel at CNN Center
100 CNN Center
Atlanta, Georgia 30303
Phone: (404) 659-0000

Book your hotel room today at the Omni Atlanta Hotel at CNN Center for Building Museums™ 2023.

Booking Dates: Saturday, March 11 – Tuesday, March 14, 2023



We are now accepting hotel reservations for our upcoming symposium. Through this website you can book, modify or cancel your hotel reservations, and receive updated information about the event. We look forward to seeing you!

[Click here to book your hotel room today.](#)

Room Rate: \$219/night USD (Rate guaranteed until Friday, February 17, 2023)
Need help? Call toll free at: (800) 843-6664

Please reference “MAAM 2023 Building Museums” when updating your reservation. Room rates do not include 16.9% room tax and a \$5.00 state fee per night. You will be required to submit a credit card to guarantee your reservation. Accessible rooms are available. Please call the hotel to make your reservation if you require an accessible room.

More information on parking, amenities, travel information can be found on our website at: <http://midatlanticmuseums.org/building-museums/conferencehotel/>

Sponsorship Opportunities for 2023 are now available!

Reach over 350 museum & industry professionals through the Building Museums™ Symposium

[Read more about sponsorships here!](#)

Sponsoring Building Museums™ gives your organization or firm visibility to a wide audience, and also helps Mid-Atlantic museum professionals make better informed decisions for their institutions. Opportunities range from advertisements, à la carte items, in-kind donations, and inclusive packages.

Important Dates

- November 2022: Sponsor opportunities become available
- December 2022: Building Museums™ Symposium registration opens
- January 30, 2023: Sponsor opportunities close; Ad artwork and sponsor logos due
- March 9–11, 2023: Tote bag inserts, à la carte items, and in-kind donations due to MAAM (sent directly to conference hotel); Industry Partner Directory items due to MAAM
- March 12–14, 2023: Building Museums™ Symposium, Omni Atlanta Hotel at CNN Center

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Registration Rates

The Full Registration ticket price includes access to the Opening Reception (March 12th), breakfast (March 13th, 14th), one lunch (March 13th), access to the Exhibitor Reception (March 13th), access to any breakout sessions, access to all plenaries, and access to the Exhibitors' Hall. Additionally, all first-time conference attendees will receive an invitation to the First-Time Attendee Reception (March 12th, for first-time attendees only).

One Day Registration includes access to the above events for the designated date only.

Pre-registration and additional fees are required for the Ready, Aim, Build! workshop and tours.

Type name	Price (USD)	Notes
Museum Professional MAAM Member (Early Bird)	\$350.00	For those working for a museum or related non-profit entity.
Museum Professional Non-MAAM Member (Early Bird)	\$435.00	
All Other Professionals MAAM Member (Early Bird)	\$460.00	For those working as an architect, designer, consultant, owners rep, engineer, or another industry partner.
All Other Professionals Non-MAAM Member (Early Bird)	\$525.00	
EARLY BIRD RATES END FEB. 15, 2023		
Museum Professional MAAM Member	\$399.00	
Museum Professional Non-MAAM Member	\$499.00	
All Other Professionals MAAM Member	\$525.00	
All Other Professionals Non-MAAM Member	\$599.00	
One Day Only	\$250.00	
Session Presenters	\$250.00	For those presenting and wish to attend the full conference.
Session Presenter (One Day Only)	\$125.00	For those presenting and attending for one day only.
Student	\$150.00	Student access to full conference

Conference Registration Cancellation Policy and Refunds

If you need to cancel your registration for Building Museums, we will provide a refund of the ticket price, less a \$20 processing fee, up to March 1, 2023. We must receive your refund request in writing, by email, or in a written statement through WildApricot no later than March 1, 2023 explaining the need for a refund.

After March 1, 2023, no refunds will be granted.

Plenary Sessions

NOTE: All times are approximate and subject to change.

PLENARY 1

The Cheech: A Museum in the Vanguard of Change

Sponsored by Solid Light

Monday, March 13, 2023, 9:00am–10:15am

Room: International Ballroom A-E

The Cheech opened in June 2022 as the first museum dedicated to Chicano art and culture. Located in a mid-century building that opened in 1964 as the City of Riverside's Main Public Library, the road to the Cheech is one of serendipity, careful planning, and collaboration between Cheech Marin, City of Riverside, Riverside Art Museum, and a design team led by Page & Turnbull with WHY Architects.

Riverside's Main Public Library was always intended to be a community center. When it opened, the City of Riverside was majority white. Over time demographics shifted, and Riverside grew to become more than 50% Hispanic with a large Chicano population. The Riverside Art Museum was exploring outreach programs to engage the community.

About the same time, actor and comedian Cheech Marin was thinking about what to do with his extensive, world-class collection of Chicano art. Marin had been collecting for more than four decades, and he had amassed a collection that exceeded 500 works of art.

Introductions. Discussions. Negotiations. What emerged was the Cheech Marin Center for Chicano Arts and Culture. More than a museum, it is a place that promotes Chicano culture and celebrates that "Chicano art is American art." The Cheech has moved Chicano art and culture into the mainstream zeitgeist.

At this plenary, attendees will hear from those involved – the City of Riverside, Riverside Art Museum, the architecture team of Page & Turnbull and WHY, and Cheech Marin – about what it took to get The Cheech up and running in just five years.

Learning Objectives

1. Attendees will learn about the public/private partnership and how the building and the collection was secured for the City of Riverside.
2. Attendees will learn about the renovation, rehabilitation, and adaptive use of the former library into The Cheech on a modest budget with an aggressive schedule – and with an eye toward "acupuncture architecture" and sustainability.
3. Attendees will learn about the importance of and effort made by the team to engage the community. Additionally, the panel will address how the community and stakeholder ideas became design touchstones.

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4. Attendees will learn about the impact the museum has had in the City of Riverside and beyond.

Presenters

- **CHEECH MARIN**, Actor, Comedian, Collector, and Benefactor
- **DREW OBERJUERGE**, Executive Director, Riverside Art Museum
- **MARIA ESTHER FERNANDEZ**, Artistic Director, The Cheech Marin Center for Chicano Arts and Culture
- **MARGERY HAUPT**, Community & Economic Development Department, City of Riverside Arts & Cultural Affairs Division
- **JOHN D. LESAK**, AIA, FAPT, LEED AP, Principal, Page & Turnbull / Architect-of-Record
- **ELISA HERNÁNDEZ SKAGGS**, AIA, Associate Principal, Page & Turnbull
- **KULAPAT YANTRASAST**, Founder, WHY / Design Architect

PLENARY 2

From Visitors to Activists, From a Museum to an Institution – How to Transform Visitors and Ourselves

Sponsored by ATELIER BRÜCKNER GmbH

Monday, March 13, 2023, 12:25pm – 1:40pm

Room: International Ballroom A-E

In these tumultuous times it is more important than ever for museums and institutions to become places that matter. The National Center for Civil and Human Rights wants to step up to the challenge by reinventing itself, expanding their mission, programming, and experiences.

We need to do it now and we need to do it fast. But we also need to remain available and open as long as possible for our community. That is why it was so important to set up a team that works well together, thinks outside the box, and shares the same vision.

We want to create an immersive space that builds empathy, generates brave conversations, and inspires people to protect civil and human rights. Through our physical and programmatic expansion, we will engage our audience more deeply and in a range of new ways, transforming our Center into a national institution.

To achieve that we had to change how we think and question existing structures and experiences. Based on our daily experiences and feedback we chose areas to enhance and others which we changed completely. This also allowed us to rethink the visitor journey and decide how to weave new elements and galleries into the existing exhibition—allowing visitors to immerse themselves into the story and take a deep breath after an emotional experience.

Most importantly, we want to change our audience and turn them from visitors into changemakers. This invitation to join in starts in the lobby and runs through all exhibition spaces, culminating in an activation lab at the end of the journey.

Learning Objectives

1. Attendees will learn how a museum can change into an institution.
2. Attendees will learn the challenges and potential of refreshing existing galleries.
3. Attendees will learn strategies to keep an exhibition up to date with current events.
4. Attendees will learn strategies on how to turn visitors into activists.
5. Attendees will learn how to immerse visitors in (difficult) history – and to help them reflect on the experience.

Presenters

- **JILL SAVITT**, President and CEO, National Center for Civil and Human Rights
- **TANJA ZOELLNER**, Associate Partner and Exhibition Design Lead, ATELIER BRÜCKNER GmbH
- **NICOLE MOORE**, Director of Education, National Center for Civil and Human Rights

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- **JOY BAILEY BRYANT**, President, US, Lord Cultural Resources
- **KENNETH LUKER**, FAIA, LEED AP, Design Principal, Perkins&Will
- **DAVID GREENBAUM**, FAIA, LEED AP, Practice Leader of Culture and Museums, Gensler

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ROUNDTABLE

Smashing Boulders into Pebbles

Monday, March 13, 2023, 5:00pm–6:45pm

Room: International Ballroom A-E

In Smashing Boulders into Pebbles, museum and capital project leaders will share a frank look at their project's implementation and the impact of the inevitable but unpredictable boulder that disrupted their project's ability to deliver on goals, budget, and/or schedule. These storytellers will present the project infrastructure they deployed to crack the challenge and the impact the resultant pebbles have on the institution's successful delivery of its mission. Tales to be told engage program development, fundraising, cost escalation, schedule delays, government funding, COVID, change management, Board development, project team, and more. Panelists represent museums diverse in focus, size, history, and geography all of which are deep into expansion projects that will substantially expand their ability to serve their public and are set to open in 2023 and 2024.

Presenters

- **SONIA WINNER**, President and CEO, Cleveland Museum of Natural History
- **NICOLE HERDEN**, Executive Director, Museum of Nebraska Art
- **JILLIAN JONES**, Director of Advancement, Buffalo AKG Art Museum
- **AMY WEISSER**, Deputy Director Strategic Planning and Projects, Storm King Art Center

Breakout Sessions

NOTE: All times are approximate and subject to change.

SESSION 1A

Safeguarding Collections in an Historic Structure: At the Heart of the National Museum of Women in the Arts Renovation Project

Monday, March 13, 2023, 10:45am–12:00pm

Room: Dogwood A

The National Museum of Women in the Arts (NMWA) is the first museum in the world solely dedicated to championing women through the arts. Housed in an historic Masonic temple constructed in 1908 on a prominent site in Washington, DC., NMWA opened in 1987 and is scheduled for reopening in 2023 after a complete renovation. Like many museums, NMWA's collection is the heart of this unique institution. This renovation project aims to improve collections storage, exhibition galleries, visitor experience, building preservation, and operations including energy efficiency. This presentation will focus on collections preservation and exhibition within an historic structure, an issue faced by museums planning renovation projects. The panel will explore how they evaluated environmental considerations to balance the preservation needs of the collection and the historic building envelope. Additionally, the team will discuss project execution regarding planning and creating safe and accessible collections storage within six different structural grids, galleries that accommodate multiple formats, galleries that maximize vertical surfaces for large contemporary works, and galleries that can be navigated intuitively. Imperative to this conversation will be the team's approach toward fiscal responsibility and navigating budgetary constraints.

Learning Objectives

1. Consider how to balance collections needs with other programmatic demands.
2. Define the opportunities and constraints when renovating an historic structure for museum use.
3. Understand fundamental strategies for environmental management.
4. Understand the value of collaborative engagement of board, staff, design team, and consultants throughout a project to ensure project success.
5. Understand how thoughtful & transparent planning can help leverage financial support.

Presenters

- **GORDON UMBARGER**, Director of Operations, National Museum of Women in the Arts
- **SANDRA PARSONS VICCHIO**, AIA, NCARB, LEED AP, Architect - Principal in Charge, Sandra Vicchio & Associates, LLC
- **WENDY CLAIRE JESSUP**, FIIC, Conservator, Wendy Jessup and Associates, Inc.
- **JANINE M. HILDEBRAND**, PE, LEED GA, Envelope Engineer Project Manager, CVM Professional
- **CARA VERSACE**, AIA, LEED BD+C, Associate Principal - Architect of Record, Marshall Craft Associates

SESSION 1B

Making Space for the Cyclorama: An Ambitious Expansion Project at the Atlanta History Center

Monday, March 13, 2023, 10:45am–12:00pm

Room: Dogwood B

Founded in 1926, the Atlanta History Center interprets numerous aspects of American life, especially of the South and its national impact. Its headquarters in Buckhead boasts curated gardens, historic houses, and the Atlanta History Museum building itself. Completed and opened to the public in 1993, the original building features exhibit spaces, offices, collections areas, and a gift shop and café.

In 2014, the Atlanta History Center was entrusted with both the 1856 steam engine Texas and a Civil War cyclorama painting called “The Battle of Atlanta.” Created in 1886 by the American Panorama Company in Milwaukee, the painting took seventeen German artists five months to complete. It is one of only two cycloramas still in existence in the United States.

Due to the scale of these two artifacts—the painting stands 49 feet tall, is longer than a football field, and weighs 10,000 pounds—this acquisition came with the immediate need for expansion. With a budget of \$21.1 million, the project was completed in 2019 and is the largest capital campaign undertaken at the museum’s headquarters since its original construction.

Because of the unique challenges of this project and the hands-on approach undertaken by the museum and its diverse team of some 200 professionals from around the world, this expansion was a story nimble teamwork, creative problem solving, and above all else humility. This session will follow the project from its beginnings to its completion, looking at successes and challenges and sharing stories, insights, and plenty of laughs along the way.

Learning Objectives

1. Attendees will learn the challenges associated with an expansion project.
2. Attendees will learn how to coordinate a wide variety of suppliers and stakeholders.
3. Attendees will learn how to plan their own expansion process from start to finish.
4. Attendees will learn how an expansion process must be tailored to the institution’s own unique identity.

Presenters

- **JEREMY TAYLOR**, Independent Museum Planner
- **JACKSON MCQUIGG**, Vice President of Properties, Atlanta History Center
- **GORDON L. JONES**, Ph.D., Senior Military Historian & Curator, Atlanta History Center
- **DAVE MOODY**, President and Chief Executive Officer, C.D. Moody Construction Company, Inc.
- **LARRY SWEAT**, AIA, Principal, DAG Architects
- **ROBERT BROWN**, FAIA, Principal, R L Brown & Associates

SESSION 1C

A Bold Move: Imagining and Creating a New, 21st Century Version of the Albany Museum of Art

Monday, March 13, 2023, 10:45am–12:00pm

Room: Cottonwood

Following a devastating tornado in 2017, the Albany Museum of Art, an accredited art museum located in Southwest Georgia, decided to relocate to a new home in the former Belk Department Store in downtown Albany, GA. The museum has since engaged a team of design professionals to work together to reimagine the museum in its new location in the heart of historic Albany.

The adaptive reuse of the 58,000sf Belk building includes an expanded exhibition space, family room, flexible event space, collections care and storage suite, art classrooms, a café, and museum store. The adjacent public space will be transformed into a sculpture garden.

The AMA collection includes 2100+ works including works on paper, paintings, sculptures, photographs, textiles, studio glass works, basketry and woven works, masks, and other objects. Each object type has a particular need; storage and display conditions must meet the needs of each object for its safety (stability) and longevity. Even prior to the 2017 tornado, the collection storage spaces in the existing facility were inadequate. By transitioning into this new, custom-built facility, the museum will address many of the existing issues and concerns that its collection faces.

This session will provide an insight into the early phases of the design process. Attendees will learn about the challenges and opportunities of adaptive reuse for museums, and about design strategies for creating a welcoming, inclusive, and accessible museum that allows the AMA to cultivate curiosity, appreciation, understanding and passion for art for all members of the community.

The session will also address the AMA's focus on community centric fundraising and board engagement which is connected to the museum's intention to center itself as a welcoming and accessible arts organization. Through the redevelopment of the Belk building, the AMA will create spaces that help break down perceived and actual barriers to access by dismantling perceptions of museums as elite and exclusive.

Learning Objectives

1. Attendees will learn about challenges and opportunities of adaptive reuse of existing structures for museums.
2. Attendees will learn about design strategies deployed in the AMA design to make the museum a hub for diverse audiences.
3. Attendees will learn about considerations for planning and designing collections display, storage, and care facilities.

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4. Attendees will learn about the museum's role as a catalyst in historic downtown redevelopment.
5. Attendees will learn about building a campaign case for support emerging from a comprehensive strategic planning process and extensive stakeholder engagement.
6. Attendees will learn about instituting a community-centric fundraising model that supports broader and deeper investment in giving and diversifies board of director recruitment.

Presenters

- **MONIKA SMITH**, AIA, Architect, Principal, DLR Group
- **ANDREW JAMES WULF**, Ph.D., Executive Director, The Albany Museum of Art
- **KATIE DILLARD**, Director of Curatorial Affairs, The Albany Museum of Art
- **CHLOE HINTON**, Director of Development and Membership, The Albany Museum of Art
- **SHAWN D. INGRAM**, Vice President, Contributed Revenue Practice Leader, Arts Consulting Group

SESSION 1D

Building HueSpaces: Foundations for a Sustainable Arts Infrastructure

Monday, March 13, 2023, 10:45am–12:00pm

Room: Redwood

Building HueSpaces is a series of programs created through a partnership between Museum Hue and the American Institute of Architects (AIA)NY Cultural Facilities Committee to provide a step-by-step toolkit for small and medium-sized, NYC-based arts nonprofit entities looking to make the jump into a brick-and-mortar home for their organization. Broken down into five sessions, Building HueSpaces will be offered in a hybrid format for all who are interested in participating, with recorded sessions being made available in the days following the live, in-person event. Each session is designed in a way that you can join one, a few, or all to listen and receive resources on how to move forward with that step of the project.

In this panel discussion, the team behind the series will speak on a panel moderated by a local architect to discuss the importance of making the capital planning and building process more accessible to small and medium-sized organizations and arts entities, while unpacking the urgency behind demystifying what a huge undertaking a capital project can be for an organization. This session will unpack ways that architects, designers, and urban planners can support their local museums and communities looking to embark on this process.

Learning Objectives

1. Learn ways to support museums and arts entities in their capital projects.
2. Consider ways to contribute to their local communities with their skill sets.
3. Learn about existing partnerships between for-profit and nonprofit organizations for the greater good.
4. Learn how to develop templates and materials to assist new organizations in this process.
5. Learn about the Building HueSpaces toolkit and how to use it for their own capital planning.

Presenters

- **SIERRA VAN RYCK DEGROOT**, Deputy Director, Museum Hue
- **PETER ZUSPAN**, Founder and Principal, Bureau V Architecture
- **KORAY DUMAN**, Founder and Principal, Büro Koray Duman Architects
- **TIFFANY LATRICE**, Founder and Executive Director, TILA Studios
- **NEDA ABGHARI**, Founder and Executive Director Emeritus, The Creatives Project
- **MARTINA DODD**, Program Director of Curation and Object Based Learning, Atlanta University Center Robert W. Woodruff Library

SESSION 2A

Museums for Art and People: New Visitor Experiences in Focus

Monday, March 13, 2023, 1:45pm–3:00pm

Room: Dogwood A

Museums today and tomorrow want to focus more on people - there's a clear goal to attract a broader spectrum of visitors. What is the ideal balance between art objects and people? What kinds of experiences are people looking for? How should institutions create programs that are attractive to new audiences? Can the museums of tomorrow be set up so that all people can feel welcome to visit, play, hang-out, and take control? Most importantly, how can the 'museum' be of service and stay relevant in the everyday lives of people? We look at new visitor-experience focused institutions and museums that are leading the way in re-orienting museum experiences towards people first. Various methods, including spatial redesign, interpretive planning, and programming tweaks are discussed. David van der Leer, principal at cultural agency DVDL, moderates.

Learning Objectives

1. Attendees will learn from organizational leaders and industry professionals about institutions leading the way in creating more welcoming and experientially diverse museums that meet the needs and preferences of diverse visitors.
2. Attendees will learn the biggest opportunities and challenges of changing visitor experience, including operational risks and opportunities for social impact.
3. Attendees will learn how spatial design and everyday services can help them remain relevant to people's everyday lives and equitable communities.
4. Attendees will learn to leverage community engagement and cultural analysis to create future-proofed visitor experience strategies.

Presenters

- **DAVID VAN DER LEER**, Principal, DVDL
- **KP TRUEBLOOD**, President, Chief Operating Officer, Brooklyn Museum
- **JASEN EMMONS**, Chief Curator and VP of Curatorial Affairs, GRAMMY Museum
- **VALERIE FLETCHER**, Executive Director, Institute for Human Centered Design

SESSION 2B

Re-visioning a Modern Museum at 50

Monday, March 13, 2023, 1:45pm–3:00pm

Room: Dogwood B

Building on a strategic master plan for campus-wide improvements, this renovation of an existing private art museum for the Weyerhaeuser family collection was timed to coincide with the museum's 50th anniversary celebration.

The dramatic heavy timber framed building, based on a design by family friend and artist Ture Bengtz, is a celebration of wood that honors the family's heritage. The museum opened in 1971, and quickly became an important outlet for regional artists and art lovers. Fifty years later, the museum was overdue for major system and facility updates, including a more transparent and welcoming main entrance, improved and expanded visitor services, increased gallery and collection storage space, adequate and functional administrative space, and building-wide code and accessibility upgrades. Behind the scenes, renovations also included a renewed HVAC system, a new fire projection system, and a lighting design that showcases the stunning undulating exposed timber roof.

As an iconic modernist structure, sensitivity to the building's heritage was essential for both architectural interventions and mechanical systems. Finding ways to add modern fire protection was especially challenging with the wide open, curved ceiling. Creating a new entry canopy without adding to the footprint of the building (and incurring the associated permitting delays) was equally challenging. The result, however, is stunning. The building is true to itself and a renewed asset to its community that honors the founders' vision and positions the museum to serve the south shore community for the next 50 years.

Learning Objectives

1. Understand the importance of identifying a clear project vision and be able to describe the process used in the Art Complex Museum project.
2. Be able to identify examples of ways the design team balanced new life safety and accessibility requirements with the preservation of an aesthetically sensitive existing facility.
3. Understand the significant opportunity to modernize an existing mechanical system by revisiting the original engineering assumptions, employing controls upgrades, and retro-commissioning to meet the current needs of the facility.
4. Understand how architectural interventions and improved visitor services can increase public engagement and awareness.
5. Be able to explain how to prioritize improvement initiatives within the context of budget and schedule limitations.

Presenters

- **GUY HERMANN**, Museum Planner, Museum Insights

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- **ANDY BENTINCK-SMITH**, Vice President ACM Board, Project Lead, Art Complex Museum
- **MATTHEW OUDENS**, Principal-in-Charge, Lead Designer, Oudens Ello Architecture
- **ERIK BODELSEN**, Principal-in-Charge, MEP/FP engineering, Kohler Ronan
- **CHARLES WEYERHAEUSER**, Former Director, Art Complex Museum

SESSION 2C

Strengthening Dia Art Foundation's Mission Through Architecture

Monday, March 13, 2023, 1:45pm–3:00pm

Room: Cottonwood

The new Dia Chelsea honors the Dia Art Foundation's architectural legacy, reinvigorates its New York City presence, and foregrounds Dia's mission to support the visions of artists. Part of a larger effort by Dia and Architecture Research Office to upgrade and revitalize the constellation of the Foundation's sites and offices in New York, Dia Chelsea is a case study in strategic planning. The project and thought partnership between Dia and Architecture Research Office are a model for how museums and art institutions can maximize accessibility and resources. Continuing Dia's history of renovating existing buildings for contemporary art, the design honors the industrial vernacular of three adjacent existing structures and of the neighborhood itself, now connecting the buildings within a unified composition. Daylight was essential to the renewed Dia Chelsea, enhancing the visitor experience and enabling the public to fully engage with the art. The new exhibition, lobby / bookstore, talk space, and an expanded library and education space support impactful public programming and enable site-specific installations that directly respond to the architecture. Join the client and design team for a conversation on the project's origins, collaborative and principles-based design process, and Dia Chelsea's impact on artists and the public since reopening in 2021.

Learning Objectives

1. Analyze Dia Art Foundation's mission to support the visions of artists through architecture that integrates daylight and existing and recycled building materials.
2. Explain how Architecture Research Office's design of Dia Chelsea furthers Dia's mission and commitment to revitalize existing buildings.
3. Explore how a curator engages Dia's architecture to present art in spaces that are inclusive and accessible to the public.
4. Engage cultural organizations through design to create mission-driven architecture for the public.

Presenters

- **ADAM YARINSKY**, Principal, Architecture Research Office
- **ALEXIS LOWRY**, Curator, Dia Art Foundation
- **KIM YAO**, Principal, Architecture Research Office
- **DANIEL KUEHN**, Project Manager, Architecture Research Office

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SESSION 2D

ART | ARCHITECTURE | CRAFT

Monday, March 13, 2023, 1:45pm–3:00pm

Room: Redwood

The museum experience today is more multidimensional – and multi-sensory – than ever before. The transformation of Mingei International Museum champions the Museum’s original intent to celebrate craft, design and folk art, and to be open, inviting, and accessible to the community.

Jennifer Luce, FAIA, Founding Principal of LUCE et studio architects, Jessica Hanson-York, CEO & Executive Director of Mingei International Museum, and Terry Tyson, Principal at Acentech acoustics consulting firm, will discuss the renovation and expansion of the Mingei International Museum.

Housed in an historic building designed for the 1915-1917 Panama-California Exposition, Mingei’s location in historic Balboa Park is set between two important civic landscapes; Plaza de Panama and Alcazar Garden; the cultural heart of San Diego. This panel will discuss:

The Story of Mingei:

The philosophy of Soetsu Yanagi.

How the museum’s mission has grown over four decades.

The Transformation:

The meaning of the 21st Century Museum is evolving; how Mingei has embraced this shift.

How architecture and design follow the mission of an institution.

Details of a multi-year design and how its programming evolved with Board and Staff collaboration.

How acoustics, programming, and architecture partner to create vibrant spaces that invite participation.

Learning Objectives

1. Increasing public access and accessibility.
2. Expressing institutional intent through design and space.
3. Strategies for fundraising a major museum renovation and expansion.
4. Impacting visitor navigation, comfort, and overall experience through acoustical design.

Presenters

- **JENNIFER LUCE**, FAIA, Founding Principal, LUCE et studio architects
- **JESSICA HANSON-YORK**, CEO and Executive Director, Mingei International Museum
- **TERRY TYSON**, PE, INCE Bd. Cert., Principal, Acentech

SESSION 3A

The Enablers: Collections Care and Infrastructure Work for a Medical Museum

Monday, March 13, 2023, 3:30pm–4:45pm

Room: Dogwood A

Collections are the soul of any museum; as such, their care should be central to any project, whether it is a large-scale renovation or smaller infrastructure improvements. Our presentation focuses on the latter – the behind-the-scenes projects that enable big-vision work, allowing the museum's mission and unique collections to shine. At the Mütter Museum of The College of Physicians B&F is managing a series of projects to upgrade existing infrastructure within a 1909 building centrally located in Center City Philadelphia. The College's goal is to improve collections care and fire suppression systems, both in the collection spaces and in the lower level used for storage and operational facilities. We propose to share the planning process that was undertaken with our client and the design team, understanding that these forward-thinking renovations are necessary to set the museum up for future upgrades while addressing accessibility at each step. In the process, we took their long-term goals and mission into account when planning for these upgrades. We are currently overseeing the implementation, and at each step we are thinking about how this work will create sustainable infrastructure that preserves their irreplaceable collections. This presentation is intended for museums facing potential infrastructure upgrades or renovation projects, particularly within a historic building. We expect that attendees will walk away with an understanding of the types of questions they would need to answer internally before embarking on this type of project as well as a timeline that is feasible within their organizational structure.

Learning Objectives

1. Attendees will gain an understanding of the timeline needed to process and implement an infrastructure upgrade.
2. Attendees will learn the types of questions they would need to ask internally to prepare for such work.
3. Attendees will learn how to assess their team's feasibility to take on a project of this scale and which additional partners they might need to help make it happen.
4. Attendees will develop comfort levels with the complexity of this type of work.

Presenters

- **BETH VAN WHY**, Senior Project Manager, Becker & Frondorf
- **MATTHEW KRISSEL**, AIA, Partner, KieranTimberlake
- **KATE QUINN**, Executive Director, Mütter Museum & Historical Medical Library

SESSION 3B

Preserving the Civil Rights Era History and Culture of New Orleans

Monday, March 13, 2023, 3:30pm–4:45pm

Room: Dogwood B

This session showcases two initiatives to build museums and community spaces that preserve the Black history of New Orleans: The Dew Drop Inn and Freedom House. The Dew Drop Inn was a legendary Black-owned club and hotel featured in the Green Book that hosted some of the biggest acts of the 1940s-1960s, from Ray Charles to Little Richard. The Dew Drop Inn was known for serving both White and Black patrons in segregated New Orleans, challenging the Jim Crow laws of the time. Freedom House was the family home of Civil Rights icon Oretha Castle Haley, and the house served as a safe house for Freedom Riders and a key strategy hub for protests in the city. Freedom House is undergoing preservation and renovation to become a community space and house museum. The Dew Drop Inn is being carefully restored to become a modern hotel and music venue with museum displays highlighting its storied past. The leaders of these two dynamic projects, Curtis Doucette and Candice Henderson, will discuss how they conceived of their ideas to preserve these structures, their unique processes for creating new spaces in old buildings, and lessons learned along the way.

Learning Objectives

1. Attendees will learn the value of preserving underrepresented histories.
2. Attendees will learn how developers can partner with museums to create culturally relevant projects.
3. Attendees will learn the importance of leading projects from within the communities served.
4. Attendees will learn about leveraging historic preservation credits for adaptive reuse projects.

Presenters

- **ASHLEY ROGERS**, Executive Director, Whitney Plantation
- **CURTIS DOUCETTE**, CEO, Iris Development
- **CANDICE HENDERSON**, Executive Director, Friends of the Freedom House

SESSION 3C **[CANCELED]**

Rethinking the Museum: An Inside/Out Approach at the deCordova

The deCordova Sculpture Park and Museum recently underwent an integration with The Trustees of Reservations in support of their mutually aligned mission, which represents a significant experiment in museum management. Leveraging the need for AAM re-accreditation in 2026 and the museum's 50th anniversary in 2025, the Museum and the Trustees embarked on a 6-month study to determine the best series and sequence of projects to support their short term needs and long-term mission. The projects focused on the museum buildings themselves, while acknowledging their context as part of a larger sculpture park. The theme of "integration" applied not only to a necessary internal reorganization but also that of the interior and exterior visitor experiences. The Artistic Director; the Vice President of Stewardship; and the Architect will share insights about the prioritization process and ultimately how liabilities became assets at deCordova.

Learning Objectives

1. Attendees will learn the benefits of operating a museum within the context of a larger non-profit.
2. Attendees will learn how accreditation requirements can be leveraged to support institutional goals.
3. Attendees will learn how a sculpture park and museum create symbiotic relationships between building and grounds.
4. Attendees will learn how to sequence phased renovation plans.

Presenters

- **SAM BATCHELOR**, Partner, designLAB architects
- **JESSICA MAY**, Managing Director of Art and Exhibitions; Artistic Director, The Trustees; deCordova Sculpture Park and Museum
- **FRAN BLANCHARD**, Vice President of Stewardship, The Trustees

SESSION 3D

Phoenix: New Life for a Historic Museum through its Contemporary Communities

Monday, March 13, 2023, 3:30pm–4:45pm

Room: Redwood

Representatives of The Peale, Baltimore's Community Museum, will present learnings from the renovation and relaunch of the historic Peale Museum building, the first purpose-built museum in the western hemisphere, opened by Rembrandt Peale in 1814. Presenters include The Peale's Board Chair, William Chickering, owner's representative for the renovations; Dr. Nancy Proctor, The Peale's Chief Strategy Officer and founding Executive Director; and Shauntee Daniels, Executive Director of the Baltimore National Heritage Area and inspiration for The Peale's workforce development program in historic preservation. They will share how the project to save the Peale Museum was unable to gain traction for 20 years as the vacant building sunk deeper into decay, until the definition of a new purpose and role as a community-driven organization revitalized the initiative, ultimately resulting in the successful completion of \$5.5 million in renovations and a new workforce development program that is helping people from Baltimore's disinvested communities enter the historic preservation and museum fields. The presentation will include contributions from apprentices on the Accomplished Arts Apprenticeship Program and from The Peale's Community Advisory Team.

Although a case study, the session will facilitate participants sharing their own experiences with museum renovation and community-driven approaches to purpose and programming. The aim is for attendees to establish best practices and new contacts and allies in both historic preservation and community programming, strengthening the network of museum professionals working in similar ways and with community-aligned objectives.

Learning Objectives

1. How a community-driven approach can give new meaning and purpose to historic buildings and museums.
2. How museum renovations can provide new career opportunities for communities and help diversify the cultural field.
3. New models for thinking of museums' roles in their communities: as production houses rather than (just) treasure houses of culture.
4. Ideas for new mission-aligned partnerships to support museum and historic building renovations.

Presenters

- **NANCY PROCTOR**, Chief Strategy Officer, The Peale, Baltimore's Community Museum
- **F. WILLIAM CHICKERING**, Board Chair, The Peale, Baltimore's Community Museum
- **SHAUNTEE DANIELS**, Executive Director, Baltimore National Heritage Area

SESSION 4A

From Barnes to Calder: Critical Lessons Learned and Applied 10 Years Later

Tuesday, March 14, 2023, 8:30am–9:45am

Room: Dogwood A

In 2012, the completed Barnes Foundation opened in its new Center City location on Benjamin Franklin Parkway in Philadelphia. In 2022, work began on the new Calder Gardens, just a brief walk from the Barnes. From Barnes to Calder will take the audience on a journey beginning in 2008 with project aspirations, design, construction, and post-occupancy operation of the award-winning project designed by Tod Williams Billie Tsien Architects | Partners through to current design work for the new Calder Gardens. The presentation team will focus on key factors that contribute to Barnes' ongoing success and the lessons learned and applied to the Calder Gardens project by the same project team 10 years after completion of Barnes.

Owners, architects, facilities managers, engineers, and program developers will learn valuable lessons from the team's experiences before, during, and after occupancy, including the value of consistent collaboration and how lessons learned by this team about designing and operating a museum are influencing design of the Parkway's newest cultural gem, Calder Gardens. From Barnes to Calder aligns with several Symposium topics including budget and business planning, design and pre-construction processes, collections care, life after opening, sustainable design, and community engagement.

Learning Objectives

1. How lessons learned through one completed museum design-build-occupancy can translate into design of the next museum with far-reaching benefits.
2. How an iterative process drives success in the design, implementation, and sustainability of a successful facility.
3. The key factors of a successful buy-out process including establishing budget with the design team accurately and early.
4. The key elements of team contribution – from design to buy-out to operation – even years after the building is built. Understand how consistency of the team can impact new designs, design excellence, and industry standards that ultimately benefit the cultural community.

Presenters

- **VINCENT D'ANTONIO**, Senior Director of Operations, Barnes Foundation
- **MEGHAN S. MADEIRA**, LEED Green Associate, Partner, Aegis Property Group
- **ADAM J. TROJANOWSKI**, P.E., LEED AP, Principal, Altieri
- **J. KENNY WIEBER JR.**, P.E., LEED AP BD+C, LFA, Principal, Altieri

SESSION 4B

Implementing a Vision Over Time: Updating MFA Boston's Historic Core

Tuesday, March 14, 2023, 8:30am–9:45am

Room: Dogwood B

This presentation explores a step-by-step renovation and reinterpretation approach at the MFA Boston's historic core galleries. The MFA's 1909 Huntington Avenue Building and 1915 Evans Wings expansion were the first buildings erected to house Art of Asia, Art of the Ancient World, and Art of Europe.

Following an update to its Master Plan in 2011, the MFA undertook several planning and conceptual studies resulting in nine gallery renovations over the past 10 years and has planned for renovating remaining galleries over the next ten years. The planning started by applying the curators' interpretive and object-based philosophy to the existing historic building, with consideration for connectivity, circulation, and gallery sequencing. Heavy objects and adding large infrastructure in phases were required. Criteria included climate control, structural capacity, historic preservation, and daylight access.

The design work included pairing enabling projects such as HVAC, life safety, and other infrastructure needs with funding campaigns for galleries. Implementation balanced goals to re-interpret the collections and expand audiences with conservation needs. Outcomes included curatorial flexibility, broadened capabilities for events and programs, and responsive technology to support diversity, equity, accessibility, and inclusion. All openings and closures were staged while the building remained open to the public.

Learning Objectives

1. Identify cost drivers to break a large plan into implementable projects.
2. Assemble the right expertise to determine feasibility for relocating large objects and modifications to historic gallery spaces.
3. Engage key technologies to reinterpret collections, improve equity, accessibility, and inclusion.
4. Compare various tools for engaging donors.
5. Develop communication strategies to alert members and visitors via website and social media.
6. Strategically plan for future renovation projects.

Presenters

- **TSUGUMI MAKI**, Chief Exhibitions and Collections Officer, San Francisco Museum of Modern Art
- **KEITH CRIPPEN**, Director of Design, Museum of Fine Arts, Boston
- **EDWARD O. RICE**, AIA, LEED, Associate Principal, Annum Architects
- **JUDD GALLOWAY**, P.E., Associate Principal, Thornton Tomasetti

SESSION 4C

A Vision for a Decarbonized Future in Museums

Tuesday, March 14, 2023, 8:30am–9:45am

Room: Cottonwood

With commercial buildings making up ~12% of commercial building energy consumption in the US and with 35,000+ museums in the US, the sector is pursuing engaging energy and carbon reduction projects to improve their building performance, reduce GHG emissions and to respond to the climate crisis.

Join Environment and Culture Partners, Buro Happold, the Phipps Conservatory and Botanical Gardens and the UNC Greensboro Weatherspoon Museum for a panel discussion to learn about their vision for and implementation of projects resulting in saved energy and emissions, and climate action. This session is for museum professionals interested in pursuing energy efficiency, clean energy generation, and decarbonization projects and the technical experts needed to do this work.

We will provide an overview of how the US culture sector is taking climate action including the Carbon Inventory Project, Frankenthaler Climate Initiative (both institutions are grantees), and share information about funding available to cultural institutions from the IRA. Both institutions will introduce their projects—the Phipps on ways to decarbonize to inspire audiences to address climate change, and the Weatherspoon on energy efficiency, and participate in a panel discussion covering their motivation for doing this work and how these museums began doing this work and where they are now. They will also share recommendations of where other institutions can start, how to secure buy-in, what museums need to be successful from their contract teams, how they've worked with their community and educating visitors.

Learning Objectives

1. Attendees will learn about how and why two organizations are pursuing energy efficiency and decarbonization projects.
2. Attendees will learn about the role of the US cultural sector including what museums are doing in response to the climate crisis and information about IRA funding opportunities.
3. Attendees will learn the impact of pursuing decarbonization/energy efficiency to the US cultural sector, museum, and its community.
4. Attendees will be able to consider how reducing emissions is important to their institution and community.

Presenters

- **STEPHANIE SHAPIRO**, Managing Director, Environment and Culture Partners
- **ROGER CHANG**, PE, FASHRAE, LEED Fellow, Principal, Buro Happold
- **ELAINE D. GUSTAFSON**, Curator and Head of Collections and Facilities, Weatherspoon Art Museum, UNCG
- **RICHARD V. PIACENTINI**, President & CEO, Phipps Conservatory & Botanical Gardens

SESSION 4D

Honoring the Founder of Black History: Designing Contemporary Exhibits to Support a Historic House Museum

Tuesday, March 14, 2023, 8:30am–9:45am

Room: Redwood

Located in the Shaw neighborhood of northwest Washington, DC, the Carter G. Woodson Home National Historic Site comprises three nineteenth century vernacular Italianate rowhouses. African American scholar and activist Carter Woodson established his home and office at the mid-block property (1538 9th Street) in 1922 and lived and worked there until his death in 1950.

The son of former slaves, Woodson was self-educated from an early age. He attended Berea College in Kentucky and the University of Chicago before earning a doctorate in history from Harvard University in 1912, the second African American man to do so after W.E.B. Du Bois. Woodson taught in DC public schools and later at Howard University, where he led the College of Arts and Sciences as Dean.

Woodson, seeing the need to advance both scholarly and broad-based public discourse on African American history and culture, founded the Association for the Study of African American Life and History (ASALH) in 1915 and wrote and published the Journal of African American History. In 1926, ASALH established “Negro History Week”, now Black History month. ASALH’s efforts were principally organized from Woodson’s home and office.

In association with ASALH, the National Park Service stabilized and restored Woodson’s home and office and is now renovating the two adjacent structures as a museum dedicated to interpreting his life and work. With design led by Mills + Schnoering Architects, the current project will implement a program of rehabilitation and adaptive use to transform the two adjoining structures into exhibit space, public facing visitor amenities, and administrative offices for ASALH and NPS.

Join this team of senior designers, architects, and historians for a panel discussion addressing the opportunities and challenges of creating engaging and inclusive interpretive exhibits adjacent to an established historic house museum. This session will provide an insight into their collaboration process with the diverse people and voices that made the building program and exhibit design successful: local community members, museum community members and experts, the state historic preservation office, the National Park Service, site docents, and Park partner and occupant ASALH.

The panel will provide an overview of how the local community was involved and engaged during the design development, how to design exhibits that make historic house museums engaging and relevant to the modern visitor, how to incorporate universal design and accessibility while preserving historic fabric, and how to uphold the Secretary of the Interior’s historic preservation standards. Attendees will learn about the challenges and opportunities of

designing a community centric museum that welcomes and provides resources to the local community and visitors alike.

Learning Objectives

1. Attendees will learn the steps and process for community involvement.
2. Attendees will learn how to make a historic house museum engaging and relevant to the modern visitor.
3. Attendees will learn solutions for providing accessibility (barrier free access) and universal design while preserving historic fabric.
4. Attendees will learn how the project applied the Secretary of the Interior's historic preservation standards.

Presenters

- **EVELYN BROOKS HIGGINBOTHAM**, Ph.D., ASALH, Victor S. Thomas Professor of History and of African and African American Studies, Harvard University
- **REX CANADY**, AIA, Design and Construction, National Park Service Denver Service Center
- **JEFF HOWARD**, Principal, Senior Designer, Howard + Revis Design
- **ELIZABETH EUBANK**, Director of Exhibit Development, Howard + Revis Design
- **AMY MLADJEN**, IIDA, NCIDQ, Project Manager, Interior Designer, Mills + Schnoering Architects, LLC

SESSION 5A

At a Crossroads: Diversity and Inclusion in Architecture and Museums

Tuesday, March 14, 2023, 10:15am–11:30am

Room: Dogwood A

This session brings together individuals at different stages in their architecture careers who can address the positive impact that greater racial, cultural and gender inclusion can have on the practice, and speak directly to how this inclusion of different perspectives and experiences parallels the movement towards greater cultural representation and accessibility in museums. How can trends for adapted reuse of existing buildings better accommodate the needs of communities of color to preserve their histories and historic spaces? Why is professional engagement in rethinking space and place for museums appropriate and meaningful for museum visitors of color? What is the significance of different approaches to the design and construction of purpose-built monuments and museums to communicating cultural and historical significance? How can the profession benefit from greater engagement with communities of color as museum visitors? How can the profession better support architects of color?

Elevating diversity in the profession as an opportunity rather than an obstacle and exploring the image of both who architects are and what museums can be will make for a discussion that will be useful and interesting for the museum leaders, architects, planners, project managers and technical experts who attend.

Presenters

- **MALCOLM DAVIS**, AIA, Practice Leader, Perkins&Will
- **IVAN O'GARRO**, AIA, NOMA, Principal, SmithGroup
- **BURT PINNOCK**, FAIA, NOMA, Principal and Chairman of the Board, Baskervill
- **JARED SERWER**, AIA, NOMA, NCARB, LEED AP BD+C, Associate Principal, Perkins&Will

SESSION 5B

The Sustainable Design Movement and its Impact on the Museum Environment

Tuesday, March 14, 2023, 10:15am–11:30am

Room: Dogwood B

Energy saving focused regulations are providing new impetus to examine the standard practice of global environmental climate control in museums. What are the alternatives to ensuring that artifacts are safeguarded? This panel explores the impact of limited climate control in the museum environment to save energy and the new reliance on conditioned cases.

Learning Objectives

1. Overview: Challenging 50/70 and “One Size Fits All”
2. Reassessing Guidelines: Materiality, Loans, and Permanent Collections
3. Operational Points of Control: Understanding Recalibration
4. In Real Practice: Historic, New Construction, Additions, and Renovations
5. Establishing Bespoke Guideline Processes for Museum Environments

Presenters

- **DAVID GREENBAUM**, FAIA, LEED AP, Practice Leader of Culture and Museums, Gensler
- **WENDY JESSUP**, President and Conservator, Wendy Jessup and Associates, Inc.
- **ROGER CHANG**, PE, FASHRAE, LEED Fellow, Principal, Buro Happold
- **SARA HESDON BUEHLER**, Head of Collections and Senior Registrar, Brandywine River Museum of Art

SESSION 6A

Co-designing two new Science Centers Through Reconciliation and Indigenous Community Engagement

Tuesday, March 14, 2023, 11:45am–1:00pm

Room: Dogwood A

Science North, Canada's second largest science centre, is embarking on an exciting expansion. With a Mission and Mandate to serve all of Northern Ontario, Science North will build two new centers to create a network to reach ALL of Northern Ontario. Design and planning are underway concurrently for both the architecture and the visitor experience, alongside augmented community outreach to Northern communities, many of them remote and Indigenous. Both are founded in the principles of Indigenous knowledge and a desire to build sustainably with the buildings planned to achieve a 'net zero' or better.

The Science North project team and their design teams of Reich&Petch/Two Row Architects (visitor experience) and the Northwest Design Collaborative (architectural team) led by Moriyama & Teshima Architects, Brook McIlroy, FormStudio Architects, and Nelson Architecture Inc., will touch on many aspects of these projects—including assembling a strong Indigenous advisory team that is deeply embedded in the design process, developing building programs and spaces that reflect community needs, and setting up a long-term equitable future between the community and the science centre.

Learning Objectives

1. Attendees will learn the benefits of planning and incorporating community engagement from the beginning rather than at end/middle stages.
2. Attendees will learn how to incorporate culturally responsive perspectives in an ongoing manner throughout a project.
3. Attendees will learn about the Duty to Consult with First Nations for a project like this.
4. Attendees will learn how to engage key stakeholders at every stage of a project, in collaboration and consultation rather than approval-gathering.
5. Attendees will learn how to ask for what respondents want from a space in terms of visitor experience.
6. Attendees will learn the importance of expectations setting and follow through on commitment.
7. Attendees will learn how to make difficult choices when communities and institutions have conflicting opinions.

Presenters

- **PAULINE DOLOVICH**, Principal, Reich&Petch
- **BRIAN PORTER**, Visitor Experience Indigenous Design Advisor, Two Row Architect
- **BRIAN RUDY**, Partner, MORIYAMA & TESHIMA ARCHITECTS
- **EMILY KERTON**, Senior Manager, Science North

SESSION 6B

Integration of the Oldest Synagogue in Washington, DC into a New Museum

Tuesday, March 14, 2023, 11:45am–1:00pm

Room: Dogwood B

The Capital Jewish Museum incorporates Washington, DC's oldest synagogue into a new, ground-up museum, intended to highlight, educate, and celebrate the Jewish community in the Nation's capital. The most impressive feature of the museum is the 146-year-old historic brick synagogue, which was originally built several blocks away from the Museum's current location. In 2019 the synagogue was relocated for the second time several blocks to its current resting place, blocks away from the United States Capitol Building and National Mall. The Museum's plans called for an integration of the synagogue into a new structure to create one cohesive museum. This presented several difficulties during design, constructability reviews, and construction. Having been relocated in the late 1960s and again in 2019, in addition to the complex history of use of the structure, the Synagogue had undergone several modifications and required rehabilitation and select structural repairs. The synagogue received its own HVAC system, additional structural support, and new finishes to match existing that elevated it to museum quality capable of housing two separate exhibit spaces. The new adjacent structure added nearly 28,000 sq. ft. of gallery space, administrative offices, and archival storage. The modest design of the synagogue strikingly contrasts the more contemporary exterior envelope of the new museum addition. Large curtain wall glass, terracotta, and formed metal wall panels clad the museum making it impossible to miss on a street lined with everyday office buildings. While certainly a challenging, but interesting project, the Capital Jewish Museum is one of the most unique buildings in Washington, D.C.

Learning Objectives

1. Identifying, managing, and executing plans to deal with existing conditions of a building built in 1876 that was relocated from its original location.
2. Coordinating with a private museum board to ensure standards are being met regardless of arising obstacles.
3. Maintaining project progress while managing subcontractors and material shortages in a volatile construction market.
4. Discussing and resolving design changes and expectations.

Presenters

- **VANCE FREYMAN**, Director of Project Development, Consigli Construction Co., Inc.
- **JACK TRAINOR**, Assistant Project Manager, Consigli Construction Co., Inc.
- **HAL DAVIS**, FAIA, VP, Principal in Charge, SmithGroup
- **C. ANDREW COULOMB**, Chief Operating Officer, Capital Jewish Museum

SESSION 6C

Dream Sky High: Small Museums CAN Build Big

Tuesday, March 14, 2023, 11:45am–1:00pm

Room: Cottonwood

The expERIENCE Children's Museum, located in Erie PA, began construction in 2022 on an \$18 million dollar expansion and renovation of its existing 100-year-old historic building. Hear from the Executive Director of the small nonprofit as well as the Architect and Construction Management Team who faced adversity and triumph through fundraising, design, and building challenges that come with working with an older infrastructure and the art of navigating a State Funding Grant. This session is for any small museum who thinks they cannot possibly undergo a capital campaign and build or expand. We hope you will walk away inspired and encouraged.

Learning Objectives

1. Attendees will learn how to look for funding opportunities in your community/state for capital projects.
2. Attendees will learn how to find the right Architect and CM for your project.
3. Attendees will learn how to overcome the challenges older buildings often bring to a project and how to be prepared for what may come.
4. Attendees will learn how to fundraise and leverage funding to entice donors.

Presenters

- **AINSLIE BROSIG**, Executive Director, expERIENCE Children's Museum
- **CHARLIE YAZEMBIAK**, AIA, Principal, Construction Management Practice Leader, Weber Murphy Fox
- **BRIAN WEBER**, AIA, RLA, Principal, Weber Murphy Fox
- **ASHLEY MAAS**, Education Coordinator, expERIENCE Children's Museum