

Murphy's Law is Alive and Well

Taking An Exhibit from Conception
through Production through
Installation...

- Defining the Experience
- Developing Partnerships
- Visitor Experience Matrix
- Project Timetable
- Final Piece of the Equation

Defining the Experience

- Proactive Buy In from Community
- Who is our audience?
- What does the community want us to deliver?
- How will we deliver the experience?

Developing Partnerships

- Find people who share the passion for the project.
- Who are the major players?
- What industry is here in Orlando?
- Media partners
- Funding partners
- Content partners

Visitor Experience Matrix

Phenomena Based Exhibit	Multiple Outcome Exhibit	Static display, Icon, Graphic Panel, Mural
Multi-media, Large Screen, Computer	Self-directed Investigation, Focused Guides	Interpreter-assisted Activities, Labs
Science Theater	Feedback Stations, Internet	Community Events, Guest Speakers

Project Timetable: R&D

Concept Development

(Up to 12 months)

- Research the topic
- Conduct front-end evaluation
- Build visitor experience matrix
- Develop interactives, etc.
- Develop overall design parameters
- Conduct multi-stage prototyping
- Conduct formative evaluation
- Produce fabrication drawings

Project Timetable: Production

Production through Opening

(Up to 12 months)

- Fabricate exhibit components
- Produce all graphic, etc. labels and panels
- Install all components
- Launch public opening
- Conduct summative evaluation
- Write final report

So, where's the challenge?

- Team training as membership changes
- Value engineering: budget
- Value engineering: timetable
- Annual grant caps that affect timetable
- The final piece of the equation is unknown until the project is launched...

...How will visitors use the exhibit and the space?

- Unforeseen uses, like a 6-stop elevator that becomes an attraction unto itself
- Multiple entrances to a facility or an exhibit, leading to confusion on the “main entrance”
- Maintenance success is a direct result of how familiar the team is with the exhibits (outside fabricators vs. in-house fabricators)
- Sustainability issues, if unresolved, will come to the forefront immediately

Taking an exhibit from
conception through production
through installation...

...through reality,
controlled chaos and
constant new information.