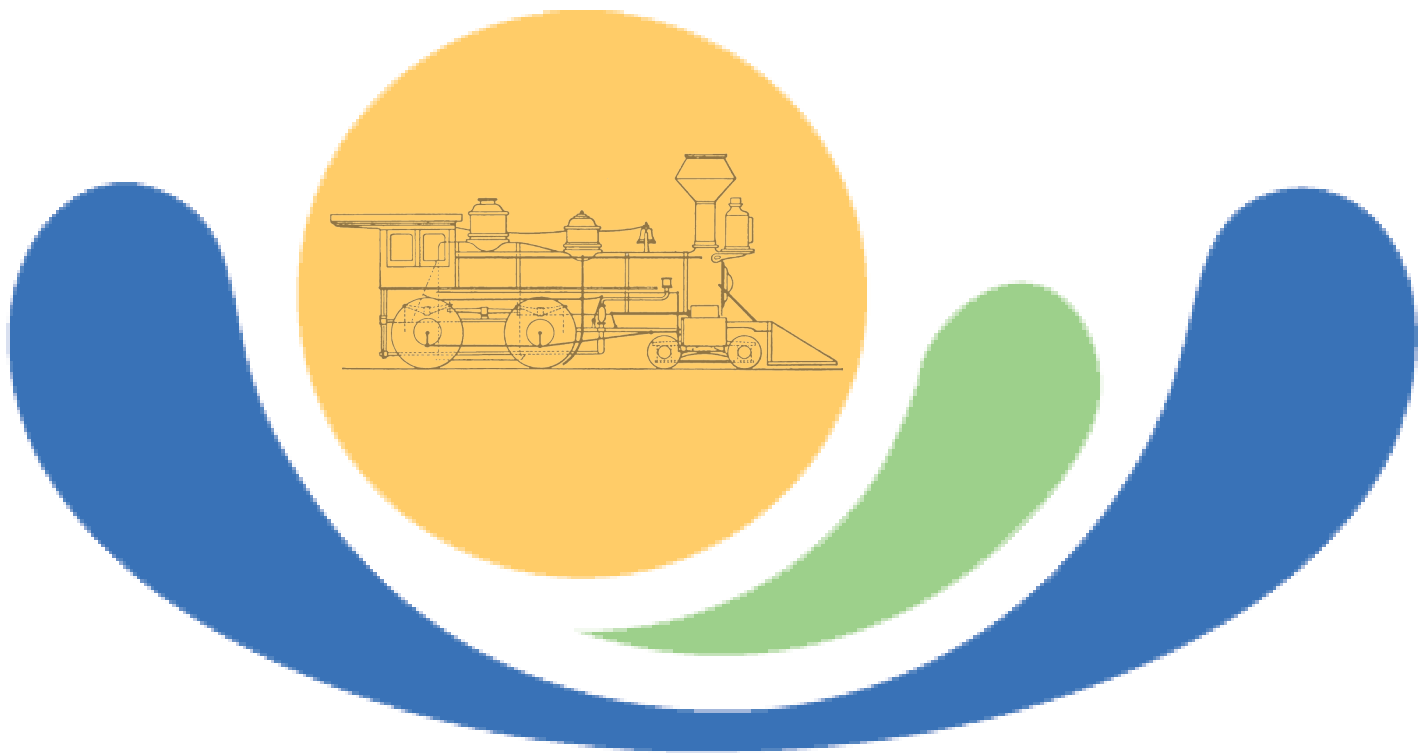


Heritage Association of Frisco

RFP Response
2016-01
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ROBERTSON MUSEUM PROJECTS

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Dear Donna & Heritage Association of Frisco,

Thank you for considering Robertson Museum Projects as a potential partner in creating the new children's exhibit at the Frisco Heritage Museum. We are excited to share our vision with you and excited about the collaborative opportunities the project affords.

The following pages present the ideas and expertise that RMP will draw from to create an exhibit that will complement and enhance the educational and entertainment opportunities already offered by the Frisco Heritage Center.



Our process involves the museum staff as an integral part of the design and management teams with an eye to ensuring that the end result fits with the museum's vision for an exciting, educational, accessible, and durable exhibit that provides a fulfilling experience for the museum's youngest visitors.

We understand the special considerations necessary in creating a space especially for young children and their families and we look forward to working with you to bring your vision to life!



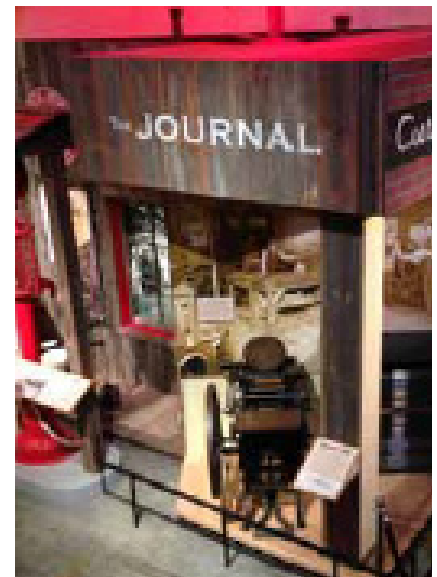
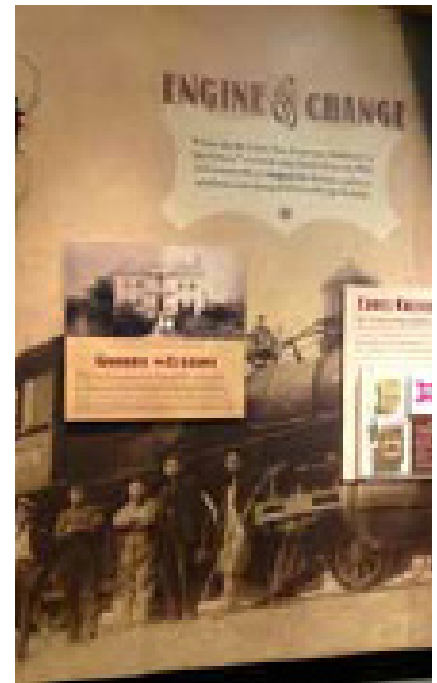
Warm Regards,
Robertson Museum Projects

Frisco Heritage Museum – Exhibit Renovation

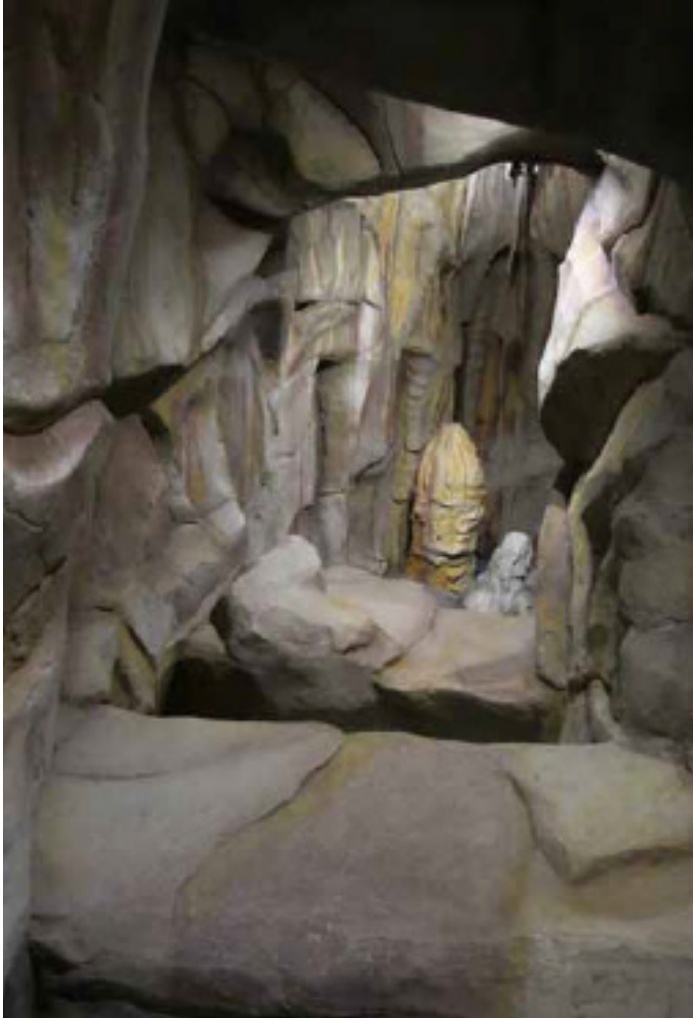
When the City of Frisco, Texas asked Robertson Museum Projects to help develop its heritage center, the challenge was clear: how to balance the historical narrative with a city that is rapidly growing and changing. In addition, the center needed strategies to allow for growth and ongoing public engagement.

RMP's answer was a flexible exhibition space that shared the city's story, allowed for school programming, and featured a temporary gallery space for rotating exhibits. The team at RMP worked with the museum staff and the Frisco Heritage Association to develop strategies for continued growth, ongoing public engagement and future exhibit renovations. Frisco is one of the fastest growing communities in the country, and they have made a commitment to supporting cultural arts awareness. Robertson Museum Projects is proud to be a partner.

This exhibit design was based around a large, open space, with exhibits featured along the exterior walls, maintaining ample room for access by disabled visitors. Artifacts and vignettes are mounted and displayed in such a way that they pose no danger to visitors and are easily visible at multiple viewing levels and distances.



National Scouting Museum



The museum engaged our team to create a large new interactive exhibit entitled Merit Badge Mountain. It featured the opportunity to practice skills in kayaking, canoeing, hiking and caving. They were designed for Scouts to actually accomplish specific tasks needed to earn these merit badges. We assembled a team of sculptors and designers to build life size environments for Scouts to interact with in a big way.

The paddling interactive featured a live video game screen and a canoe and kayak, both gimbal mounted to simulate white water paddling. In between the walls, we created an underground vertical inclined spelunking experience with just the right amount of excitement for scouts of all ages.

Although the active nature of this exhibit does create some limitations in terms of physical accessibility, these limitations are necessitated by the requirements of the educational goals and merit badges that they are designed to meet. Allowance for enhanced access is made wherever possible through digital elements and open surroundings.

Guadalupe River State Park

In conjunction with TPWD Interpretive Planners, we helped create a 700 sf. nature and science center, creating an exciting hands-on discovery center that helps children and their parents “Take A Closer Look” at the natural world around them.

This exhibit creates a dynamic learning environment that inspires kids and their families to take a closer look at the amazing natural beauty of Guadalupe River State Park. It combines fun and thought provoking outdoor exhibits with a hands-on Nature and Science Center, it supports both staff-led organized programs and unstructured outdoor nature investigation.

This child and family-centered exhibit makes maximum use of limited indoor space by focusing text and interactive stations at a lower level, accessible to both children and wheel-chair-bound visitors. Dimensional treatments and hands-on elements are constructed from sturdy materials for durability and ease of use.



Johnny Robertson – Interpretive Design, Robertson Museum Projects

Johnny has worked closely with museums since 1998. He joined the Texas Association of Museums (TAM) in 2000 and quickly became an active member, programming annual meetings and offering technical training sessions on a variety of subjects, including interpretive design and gallery lighting. He developed a passion for cultural history while designing a series of exhibits at the Sixth Floor Museum at Dealey Plaza between 2002 and 2005. Johnny received his Masters of Fine Arts degree in studio art in 1997 and his Masters certification in museum education in 1998.

Druce Reiley – Project Coordinator & Production Management, Druce Reiley & Associates

Druce has over 37 years of experience in the visual design field. His outstanding communication and team building skills allow him to translate client visions into conceptual designs, detailed fabrication drawings, and production-ready packages. With his in-depth knowledge and experience, Druce is a valued team member in every phase of our work. His hands-on approach to project development and focus on client relationships is at the heart of everything we do.

Erin McClelland – Content Development, Erin McClelland Museum Services

Erin specializes in museum interpretation, with a special focus on creating thematic and engaging experiences for diverse audiences. She began her career as an Interpretive Planner at the Texas Parks & Wildlife Department, where she headed teams on more than 20 exhibit projects. Today she works with museums and historic sites of all sizes to develop interpretive master plans, compelling exhibits, and strategies to reach new and existing audiences. She frequently teaches workshops for the Texas Association of Museums on the subjects of storytelling, interpretive writing, and audience development.

Don Huff – Graphic Design, Don Huff Design & Illustration

Don designs and illustrates exhibits that communicate, educate, inspire, and entertain. He is able to conceptualize, visualize, and present content in a new and creative ways. As an award-winning graphic artist and creative team member, he is an expert at hand and computer generated art, design, and production. He received his Masters of Fine Art in Art and Technology from the University of Texas at Dallas in 2007.

Jennifer Coleman – Museum Specialist, Robertson Museum Projects

Jennifer has been in the museum field since 2007. Her experience spans collection management, exhibition design, research, content development, and event management. With a background in small museums, she understands both the challenges and the joys of working in these institutions. She has worked with collections ranging from airplanes to Civil War documents, and she enjoys the unique challenge of interpreting a story in interesting and informative ways.

Museum Fabrication Group – Fabrication

With almost five decades of experience in exhibit fabrication, Benny Thomas and Marty Penland provide a full-service fabrication experience to their clients. Their passion, expertise, and versatility help them develop solutions that exceed the expectations of their clients. They are devoted to bringing designs to life, one exhibit at a time.

The in-house team at RMP will provide a number of services directly to the Frisco Heritage Museum, including interpretive design, basic construction services, printing, and project management. Other services will be provided through experienced sub-contractors with whom RMP has worked extensively in the past. Please see the team members biographies for more details.

Work Plan

Phase One

- Initial meeting with HAF and CoF stakeholders to establish chain of communication, obtain initial exhibit background information, and agree on initial design directives
- RMP will consult with sub-contractors to develop initial aesthetic, content, and graphic treatments, based on input from HAF staff and in accordance with the poem provided as an overall exhibit outline
- Progress meeting(s) with HAF and CoF as needed to approve design direction and solicit additional input and/or resources
- Ongoing consultation with HAF to ensure design and interpretive plans appropriately reflect available resources and proposed budget
- Final design plans and costs submitted to HAF and CoF for approval, with visual assets as requested for use in fundraising efforts

Phase Two

- RMP will continue to be available for updates and questions during the fundraising process
- HAF acquires funding and budget is updated accordingly
- RMP proceeds with exhibit production and fabrication activities according to approved plans, with updates made as needed to reflect adjustments to available budget
- Construction of exhibit wall alongside existing railing to be completed prior to installation of any exhibit materials
- Testing and approval of all interactive elements and exhibit materials prior to installation activities
- Load-in and installation to follow final approval of all structural and design elements by HAF and CoF
- Training of HAF and/or CoF staff as needed on operation and maintenance of all exhibit elements, including media and interactives
- RMP will provide final exhibit materials to HAF, including but not limited to assembly manuals, maintenance manuals, structural drawings, and warranties

Budget

Phase One

Phase Two

Total Proposed Budget - \$200,000

References

Frisco Heritage Museum

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National Scouting Museum

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Guadalupe River State Park

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