

## CASE STUDY: EXHIBITION DESIGN and DEVELOPMENT

**Museum of Science & Industry** – Project Director, The Amazing You exhibition

### ***About the Museum of Science & Industry (MOSI)***

Founded in 1962, MOSI is a not-for-profit museum committed to making a difference in people's lives by making science real for people of ages. The 74-acre campus includes BioWorks Butterfly Garden, Kids In Charge! The Children's Science Center at MOSI (KIC), The Saunders Planetarium, Challenger Learning Center and the Backwoods Nature Trail.

### ***Problem***

Exhibits at MOSI were aging; public interest in health was gaining popularity.

### ***Solution***

MOSI decided to install a 13,000 square foot permanent gallery exhibition on health and wellness at a cost of \$4.5-million. Terrie Nolinske, Vice President of Education at MOSI, was named Project Director. Responsibilities included the following:

- Identify best practices in health education and exhibits
- Research content, ideas and resources; compile massive resource document files
- Meet with or interview experts, with VP of Exhibits
- Work with cross disciplinary team to identify big ideas and main messages
- Suggested a departure from the High Tech Healthcare approach to health and wellness through life's developmental stages – beginning of life, childhood, adolescence, young adult, middle age, older adult and end of life – which was ultimately the approach of choice; each life stage included developmental milestones, the amazing things about that stage, how to stay healthy, what might go wrong and how to get back to health
- Conduct front end evaluation to gather visitor feedback
- Write RFQs and RFPs from which to select design firms
- Develop exhibit concepts and storyline
- Establish National Advisory Board for Health, over 120 global experts
- Host charette to gather feedback from National Advisory Board for Health
- Meet with internal teams / external design firm to design/develop exhibit look and feel
- Work with vendors, contractors, designers
- Present storyboards to potential funders; assist in raising \$2-million in two years
- Maintain running list of program ideas and resources for educational materials
- Assist in developing informal InterActor activities and formal educational programming
- Work with Vice President of Exhibits on multiple options for floor plan layout and design
- Work with CEO and Vice President of Exhibits on re-sizing exhibition due to funding issues; broke project into two phases to be completed over five years

### ***Results***

Phase one of the exhibition includes the beginning of life, childhood and adolescence, which opened to the public in May 2008; each life stage includes 12-15 hands-on, interactive exhibits. The exhibition has sparked fascinating conversations about health and wellness between children, parents and children and multigenerational family members!