

City of Las Cruces[®]

PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 11 Ordinance/Resolution# 08-09-547 Council District: 1

For Meeting of September 8, 2009

(Adoption Date)

TITLE: A RESOLUTION AUTHORIZING THE CITY TO ENTER INTO A CONTRACT FOR MUSEUM PLANNING FOR THE MUSEUM OF NATURE AND SCIENCE, RFP NUMBER 08-09-547, WITH REICH + PETCH DESIGN INTERNATIONAL OF TORONTO, CANADA FOR A FEE AMOUNT OF \$179,971.00 PLUS GROSS RECEIPTS TAX OF \$1,552.00; AND AUTHORIZING THE CITY MANAGER TO APPROVE CONTRACT AMENDMENTS IN AN AMOUNT NOT TO EXCEED \$6,000.00, FOR A TOTAL AUTHORIZATION OF \$187,523.00

PURPOSE(S) OF ACTION: Award a contract for Museum of Nature and Science planning services.

Name of Drafter: Christine Logan		Department: Community Development		Phone: 541-2286	
Department	Signature	Phone	Department	Signature	Phone
Community Development		541-2286	Budget		541-2281
			Assistant City Manager		541-2271
Legal		541-2128	City Manager		541-2076

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The City solicited proposals for a museum plan for the Museum of Nature and Science taking into account the building, the existing museum exhibits, and the incorporation of green building features and education. This phase of the project focuses on planning in very specialized areas such as live animal care, trackways and space exhibits, environmental education, and museum use, presentation and needs. In these areas, experts in the fields tend to provide their services worldwide. The next planning phase will be more focused on architectural, engineering, mechanical and construction activity. Staff anticipates that those phases will generate more opportunities to maximize local expertise.

Fourteen proposals were received and evaluated by the Selection Advisory (SAC) Committee. Presentations were scheduled with three of the top rated responders (one withdrew prior to presentation). The SAC recommended negotiating a contract with Reich + Petch, the highest scoring proposer. Reich + Petch is the firm responsible for coordinating and completing this contract. To do so, they have assembled a multidisciplinary team of seven subcontractors with experience and expertise in each focus area. The Las Cruces office of Bohannon Huston Inc. is a key player in the proposal. Bohannon Huston Inc. will be advising Reich + Petch though the process and providing engineering and design services as well as connecting Reich + Petch to local service providers as needs arise.

(Continued on Page 2)

The services provided through Reich + Petch, with Bohannon Huston Inc and others, will result in a museum plan that defines specific detailed space usage and allocations to serve operational needs for exhibition components, live animal habitats, science discovery lab, visitor traffic flow, classroom and work spaces for educator, naturalist, administrative offices, public restrooms, a gift shop, and storage for collections and program materials. The plan will include specific exhibition component recommendations and interpretive plans, and will provide detailed budget proposals for design, fabrication or purchase, of exhibit and interpretive elements. The educational focus of the project will be family learning.

This contract is funded through a legislative appropriation for the museum development with a budgeted amount of \$180,000.00. Gross receipts taxes and any changes that may be requested due to unforeseen challenges or opportunities that arise during the contract will be paid from funds remaining from a previous legislative appropriation for trackways planning (a trackway exhibit is proposed to be incorporated into the Museum of nature and Science). This Resolution authorizes the City manager to approve contract amendments in an amount not to exceed \$6,000.00 for a total project authorization of \$187,523.00.

SUPPORT INFORMATION:

Fund Name / Account Number	Amount of Expenditure	Budget Amount
Legislative Capital Outlay		
40803170-852100-63403	\$131,923.00	\$180,000
40803150-852100-63402	\$55,600	\$55,600

1. Resolution.
2. Purchasing Manger's Request to Contract, Exhibit "A".
3. Professional Services Agreement between City of Las Cruces and Reich+Petch Design International.
4. Technical Proposal from Reich+Petch Design International.

OPTIONS / ALTERNATIVES:

1. Approve the Resolution with a YES vote. This will authorize the City to enter into a contract with Reich+Petch Design International for museum planning and authorize the City Manager to approve contract amendments up to \$6,000.00. The contract fee totals \$179,971.00 plus gross receipt taxes of \$1,552.00 for a total project authorization of \$187,523.00.
2. Disapprove the Resolution with a NO vote. Staff could either renegotiate a contract with Reich-+Petch for future consideration, enter into negotiations with another proposer, reissue the RFP or redesign the project and initiate a new solicitation.
3. Modify the Resolution and approve as modified.
4. Table the Resolution and provide specific direction to staff.

RESOLUTION NO. 08-09-547

A RESOLUTION AUTHORIZING THE CITY TO ENTER INTO A CONTRACT FOR MUSEUM PLANNING FOR THE MUSEUM OF NATURE AND SCIENCE, RFP NUMBER 08-09-547, WITH REICH + PETCH DESIGN INTERNATIONAL OF TORONTO, CANADA FOR A FEE AMOUNT OF \$179,971.00 PLUS GROSS RECEIPTS TAX OF \$1,552.00; AND AUTHORIZING THE CITY MANAGER TO APPROVE CONTRACT AMENDMENTS IN AN AMOUNT NOT TO EXCEED \$6,000.00, FOR A TOTAL AUTHORIZATION OF \$187,523.00

The City Council is informed that:

WHEREAS, the City of Las Cruces has acquired a building adjacent to the existing museum complex on Main Street Downtown for the purpose of relocating the Museum of Nature and Science, and

WHEREAS, the City solicited proposals for museum planning services and the Selection Advisory Committee has reviewed the proposals and recommended contracting with Reich + Petch Design International of Toronto, Canada, and

WHEREAS, a professional services agreement between the City of Las Cruces and Reich + Petch Design International has been negotiated, and

WHEREAS, funding for the project is available from legislative capital outlay appropriations.

NOW, THEREFORE, Be it resolved by the governing body of the City of Las Cruces:

(I)

THAT the City is hereby authorized to enter into a contract for museum planning for the Museum of Nature and Science with Reich + Petch Design International of Toronto, Canada for a fee amount of \$179,971.00 plus gross receipts tax of \$1,552.00; and authorizing the City Manager to approve contract amendments in an amount not to exceed \$6,000.00, for a total authorization of \$187,523.00; and

(II)

THAT the Purchasing Manger is authorized to contract with Reich + Petch Design International as outlined in the Purchasing Manager's Request to Contract attached hereto as Exhibit "A".

(III)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

DONE AND APPROVED this _____ day of _____ 2009.

APPROVED:

(SEAL)

Mayor

ATTEST:

VOTE:

City Clerk

Mayor Miyagishima: _____

Councillor Silva: _____

Councillor Connor: _____

Councillor Archuleta: _____

Councillor Small: _____

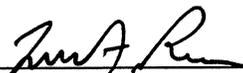
Councillor Jones: _____

Councillor Thomas: _____

Moved by: _____

Seconded by: _____

APPROVED AS TO FORM:



City Attorney

CITY OF LAS CRUCES

PURCHASING MANAGER'S REQUEST TO CONTRACT

For Meeting of: August 17, 2009

Resolution No.: 08-09-547

Contract Purchase For Museum Planning for the Museum of Nature and Science

The Las Cruces City Council is provided the following information concerning this request:

RFP SOLICITATION INFORMATION:

- 1. RFP No./ Due Date: RFP No. 08-09-547/ April 14,2009
- 2. Description: Planning for the Museum of Nature and Science
- 3. Using Department: Community Development
- 4. Number of Responses: Fourteen (14)
- 5. Award Recommendation To: **Reich+Petch Design International of Toronto, Canada**
- 6. Total Award Amount (including any tax and contingency): 187,523.00
- 7. Contract Duration: Two Hundred Twenty (220) Days

LOCAL PREFERENCE FACTOR

Local Preference Factor Applied Per LCMC §24-100	No		LCMC §24-100 not applicable to this solicitation
	Yes	X	Made A Difference To Awards(s)
		X	Made No Difference To Bid Award(s)

PROCUREMENT CODE COMPLIANCE:

The City of Las Cruces Procurement Code was administered in the conduct of this procurement and approval to purchase is hereby requested pursuant to **Section 24-92**.


 Purchasing Manager 12/31/09
 Date

CONFIRMATION OF FUND ENCUMBRANCE:

REQUISITION or PURCHASE ORDER NUMBER:	10100633
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PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT, made and entered into on this date, _____ 2009, by and between the City of Las Cruces, New Mexico, hereinafter called "CITY" and Reich+Petch Design International, of 1867 Yonge St., Suite 1100, Toronto, ON, Canada M4S 1Y5, hereinafter called "CONTRACTOR". The contract term shall commence on date of the CITY'S Notice to Proceed for a term of 220 days.

1. PROJECT DESCRIPTION:

A museum plan will be produced that defines specific detailed space usage and allocations to serve operational needs for exhibition components, live animal habitats, science discovery lab, visitor traffic flow, classroom and work spaces for educator, naturalist, admin. office, public restrooms, gift shop, and storage for collections and program materials. The plan will include specific exhibition component recommendations and interpretive plans, and will provide detailed budget proposals for design, fabrication or purchase, of exhibit and interpretive elements. Educational focus will be family learning.

2. SCOPE OF SERVICES

CONTRACTOR shall render in a satisfactory and proper manner the SERVICES set forth in Contract Exhibit A and B, attached hereto and made a part of this Agreement.

3. COMPENSATION

The CITY shall compensate CONTRACTOR for the performance of Services under this Agreement not to exceed an amount of \$179,971 (American), excluding NMGRT. The CONTRACTOR is to invoice only one time per month for the Term of the Agreement and said invoices are to be received by the 15th of each month. Compensation is for work performed in the previous month and on a reimbursement basis only. Should the CONTRACTOR not perform any work in the previous month, they need not invoice the CITY but should provide a status or other update to the CITY'S project manager. The CITY shall compensate the CONTRACTOR per New Mexico regulations within 20 days of receipt of a correct invoice.

CONTRACTOR agrees to comply with all federal and state tax payments and report all items of gross receipts as income from the operations of its business.

CONTRACTOR is responsible payment of State of New Mexico Gross Receipts Tax levied on the amounts payable under this contract for work performed within the physical boundaries of the state of New Mexico and the City of Las Cruces.

4. CHANGES AND EXTRA SERVICES

The CITY may make changes within the general scope of this Agreement. If CONTRACTOR is of the opinion that any proposed change causes an increase or decrease in the cost and/or the time required for performance of this Agreement, CONTRACTOR shall so notify the CITY of that fact. An agreed-upon change will be reduced to writing signed by the parties hereto and will modify this Agreement accordingly. CONTRACTOR may initiate such notification

upon identifying a condition, which may change the SERVICES agreed to on the effective date of this Agreement.

That party receiving written notification of a proposed change must respond in writing to such notification within five (5) days from the date of receipt. In the event that the parties hereto as to a particular change cannot reach agreement, the issue shall be resolved pursuant to Article 17.

The CITY may request CONTRACTOR to perform extra services not covered by the SCOPE OF SERVICES as set forth in Exhibit A, and CONTRACTOR shall perform such extra services and will be compensated for such extra services when they are reduced to writing, mutually agreed to, and signed by the parties hereto amending this Agreement accordingly.

The CITY shall not be liable for payment of any extra services nor shall CONTRACTOR be obligated to perform any extra services except upon such written amendment.

5. SCHEDULE

CONTRACTOR shall perform the SERVICES in accordance with the time set forth as agreed upon by the CITY and CONTRACTOR in Exhibit B. CONTRACTOR will initiate services following City Council acceptance of the proposal and with approval of Project Manager.

6. DELAYS

CONTRACTOR shall perform its SERVICES with due diligence upon receipt of a written Notice to Proceed from the CITY. The CITY cannot authorize costs to be incurred prior to such written Notice to Proceed. In the event that performance of its SERVICES is delayed by causes beyond reasonable control of CONTRACTOR, and without the fault or negligence of CONTRACTOR, the time and total compensation for the performance of the SERVICES shall be equitably adjusted by written amendment to reflect the extent of such delay. CONTRACTOR shall provide the CITY with written notice of delay, including therein a description of the delay and the steps contemplated or actually taken by CONTRACTOR to mitigate the effect of such delay. The CITY will make the final determination as to reasonableness of delays.

7. DISCLOSURE AND OWNERSHIP OF DOCUMENTS, PRODUCTS, DESIGN, ELECTRONIC FILES

All technical data, electronic files, and other written and oral information not in the public domain or not previously known, and all information, electronic files, and data obtained, developed, or supplied by the CITY will be kept confidential and CONTRACTOR will not disclose to any other party, directly or indirectly, without the CITY'S prior written consent unless required by lawful order.

All technical data, electronic files, products developed, operational parameters, blueprints, and other information and work of the CONTRACTOR contained shall be the sole property of the and shall be delivered to the CITY when requested and at the end of the Agreement.

8. SCOPE OF AGREEMENT

That this Agreement incorporates all of the agreements, covenants, and understandings between the parties hereto concerning the subject matter hereof and that all such covenants, agreements, and understandings have been merged into this written agreement. No prior agreement or understanding verbal or otherwise of the parties or their agents shall be valid or enforceable unless embodied in this agreement.

9. INDEPENDENT CONTRACTOR

CONTRACTOR represents that it has, or will secure, at its own expense, all personnel required in performing the SERVICES under this Agreement. Such personnel shall not be employees of, nor have any contractual relationship with the CITY. CONTRACTOR, consistent with its status as an Independent Contractor, further agrees that its personnel will not hold themselves out as, nor claim to be officers or employees of the CITY by reason of this Agreement.

To the extent that CONTRACTOR employs any employees, CONTRACTOR shall be solely responsible for providing its own form of insurance for its employees and in no event shall CONTRACTOR's employees be covered under any policy of the CITY.

CONTRACTOR's retention hereunder is not exclusive. Subject to the terms and provisions of this Agreement: (i) CONTRACTOR is able, during the Term hereof, to perform services for other parties; and (ii) CONTRACTOR may perform for its own account other professional services outside the scope of this Contract.

CONTRACTOR is and shall be an Independent Contractor and shall be responsible for the management of its business affairs. In the performance of the work under this Agreement, CONTRACTOR will at all times be acting and performing as an Independent Contractor, as that term is understood for federal and state law purposes, and not as an employee of the CITY. Without limitation upon the foregoing, CONTRACTOR shall not accrue sick leave, jury duty pay, retirement, insurance, bonding, welfare benefits, or any other benefits, which may or may not be afforded employees of the CITY. CONTRACTOR will not be treated as an employee for purposes of: Workers' Compensation benefits; the Federal Unemployment Tax Act; Social Security; other payroll taxes, federal or any state income tax withholding; or the employee benefit provisions described in the Internal Revenue Code of 1986, as amended. Neither the CITY, nor its agents or representatives, shall have the right to control or direct the manner, details or means by which CONTRACTOR accomplishes and performs its services. Nevertheless, CONTRACTOR shall be bound to fulfill the duties and responsibilities contained in the Agreement.

10. DEVOTION OF ADEQUATE TIME

CONTRACTOR will devote the necessary hours each week to the performance of such projects that are required by the CITY and it will serve the CITY diligently and faithfully, and according to its best ability in all respects and will promote the best interests of the CITY.

11. INSURANCE

CONTRACTOR shall obtain and maintain insurance at its own cost and expense to protect it from claims as follows:

- a. Professional Liability: \$1,000,000 per claim

12. INDEMNITY AND LIMITATION

CONTRACTOR shall indemnify, defend, and hold harmless the CITY from and against any and all claims, suits, actions, judgments, demands, losses, costs, expenses, damages, and liability caused solely by, resulting solely from, or arising solely out of the negligent acts, errors, or omissions of CONTRACTOR, its officers, employees, agents, or representatives in the performance of SERVICES under this agreement.

13. NO JOINT VENTURE OR PARTNERSHIP

Nothing contained in this Agreement shall create any partnership, association, joint venture, fiduciary or agency relationship between CONTRACTOR and CITY. Except as otherwise specifically set forth herein, neither CONTRACTOR nor CITY shall be authorized or empowered to make any representation or commitment or to perform any act which shall be binding on the other unless expressly authorized or empowered in writing.

14. EXTENSIONS, CHANGES, AND AMENDMENTS

This Agreement shall not be extended, changed, or amended except by instrument in writing executed by the parties. Such written approval shall indicate the date said extension, change, or amendment is effective and shall be signed by both parties to this Agreement.

15. TERMINATION

This Agreement may be terminated by either party hereto upon fifteen (15) calendar days written notice in the event of substantial failure by the other party to perform in accordance with the terms of this Agreement through no fault of the terminating party. This Agreement may also be terminated by the CITY for its convenience or because the PROJECT has been permanently abandoned, but only upon fifteen (15) calendar days written notice to CONTRACTOR.

In the event of termination, CONTRACTOR shall be compensated for all services performed and costs incurred up to the effective date of termination for which CONTRACTOR has not been previously compensated.

Upon receipt of notice of termination from the CITY, CONTRACTOR shall discontinue the SERVICES unless otherwise directed and upon final payment from the CITY deliver to the CITY the required number of copies of all data, drawings, reports, estimates, summaries, and such other information and materials as may have been accumulated by CONTRACTOR in the performance of this Agreement, whether completed or in process.

16. BREACH

In the event CONTRACTOR breaches any obligation contained in this Agreement, prior to instituting any action or dispute resolution procedure, the CITY shall give CONTRACTOR written notice of such breach. In the event CONTRACTOR fails to remedy the breach within five (5) working days of receiving such written notice, the CITY, at its sole discretion, without any obligation to do so and in addition to other remedies available under applicable law, may remedy CONTRACTOR's breach and recover any and all costs and expenses in so doing from CONTRACTOR.

17. DISPUTE RESOLUTION

In the event that a dispute arises between CITY and CONTRACTOR under this Agreement or as a result of breach of this Agreement, the parties agree to act in good faith to attempt to resolve the dispute.

18. ASSIGNMENT.

CONTRACTOR shall perform all the services under this Agreement and shall not assign any interest in this Agreement or transfer any interest in same or assign any claims for money due or to become due under this Agreement without the prior written consent of the CITY.

19. RECORDS AND AUDITS

CONTRACTOR will maintain records indicating dates, length of time, and services rendered. The CITY has the right to audit billings both before and after payment, and contest any billing or portion thereof. Payment under this Agreement does not foreclose the CITY'S right to recover excessive or illegal payments.

20. APPROPRIATIONS

The terms of this Agreement are contingent on sufficient appropriations and authorization being made by the CITY for the performance of this Agreement. If sufficient appropriations and authorizations are not made by the City Council, this Agreement shall terminate upon written notice given by the CITY to CONTRACTOR. The CITY'S decision as to whether sufficient appropriations and authorizations exist shall be accepted by CONTRACTOR and shall be final.

21. APPLICABLE LAW

CONTRACTOR shall abide and be governed by all applicable state law, City ordinances, and laws regarding the CONTRACTOR'S services or any work done pursuant to this Agreement.

This Agreement and the rights and obligations of the parties shall be governed by and construed by the laws of the State of New Mexico applicable to Agreements between New Mexico parties made and performed in that state, without regard to conflicts of law principles. Venue shall be in the Third Judicial District, State of New Mexico.

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22. NOTIFICATION

All notices required or permitted under this Agreement shall be in writing and shall be deemed sufficiently served if served by Registered Mail addressed as follows:

TO CITY: City of Las Cruces
PO Box 20000
Las Cruces, NM 88004
ATTENTION: Will Ticknor, Museums Administrator,

With Copies to: City Attorney
Purchasing Manager

TO CONTRACTOR: Reich+Petch Design International
1867 Yonge Street, Suite 1100
Toronto, ON Canada M4S 1Y5

REICH+PETCH
Contractor

THE CITY OF LAS CRUCES

By: _____
Principal

By: _____
Purchasing Manager

Date: _____

Date: _____

APPROVED AS TO FORM:

City Attorney

EXHIBIT A SERVICES

- A. Review preliminary space usage plan and evaluate existing building configuration and recommend options available or propose modifications related to space utilization for museum science exhibitions and visitor movement.
- B. Review considerations for demolition and remodeling, identifying major issues of reuse cost. Identify requirements and issues for LEEDS certification through sustainable design.
- C. Evaluate options for potential phasing of future additions.
- D. Evaluate building with respect to access, handling and movement of large display items and recommend alternative solutions.
- E. Recommend a museum operations plan including staffing requirements, support activities and spatial allocations for public, administrative, exhibits, programs, and visitor services.
- F. Evaluate and recommend potential science museum themes and exhibits, including options for a nature center housing several dozen live animals through the creation of an outline interpretive plan.
- G. Develop conceptual floor plan for museum use. Using the original exterior walls as a starting point, allocate the uses to spaces to include various museum functions, including exhibitions, collections, educational programs, nature center, discovery lab, and administrative and support spaces.
- H. Provide interior and exterior renderings of how the building would look after completion of this project's proposals and recommendations.
- I. Identify the range of costs for various types of science and nature exhibits and interpretive elements for this adapted space, and space modification costs to meet overall design plan.
- J. Review and discuss sources of packaged exhibits and equipment from a best value perspective and for potential cost savings.
- K. Significant detail will be required in recommendations from zoo professionals on content & habitats of the living collection, co-habitation of multiple species, habitat design and servicing.
- L. A concept with budget and sources for a traditional diorama of mounted species we are unable to keep (i.e. hawk, fox, wolf, etc.) is to be included; size TBD.
- M. Recommend a standard for consistency in graphics for labels and signage and all graphics that support exhibits and operational functions within the museum.
- N. May provide assistance or input to selected design professional in finalizing the facility conceptual plan.
- O. Attendance and participation at four (4) meetings for project initiation, status updates, pre-Council presentation review, Council presentation, etc. The Contractor will strive to maintain regular communications allowing for Museum Planning Team input and reaction throughout all phases of the work plan.

EXHIBIT B

- Deliverables:** **The final product will be a Museum of Nature & Science conceptual design package.**
- A. Provide conceptual interior renovation options and recommendations. Provide phasing and schedule recommendations including an estimated budget.
 - B. Provide interior and exhibit lighting recommendations based on appropriate technologies in concert with LEEDS initiatives, including fixture specifications, and schematic lighting plan.
 - C. Provide a comprehensive set of outline graphic design guidelines for exhibit text, wayfinding & signage.
 - D. Provide interior & exterior renderings & sketches suitable for funding & promotional purposes.
 - E. Upon completion, a museum master plan will be provided that covers all aspects of the scope of work listed within this contract. The master plan will include an implementation schedule with phasing. A project budget will be included. This plan will provide programming information in a suitable format for a follow-up RFP for an architectural design package.

SCHEDULE

- | | |
|--------------------|---|
| Weeks 1-4 | <p>Orientation, Review Evaluation</p> <ol style="list-style-type: none"> 1. Workshop in Las Cruces #1 – 1-2 Days 2. Determine project goals & objectives 3. Review collections 4. Facility program: review space usage 5. Review & evaluate facility for modifications, visitor flow & phasing for future additions, & LEED options 6. Review budget allocation, preliminary implementation plan |
| Weeks 5-9 | <p>Draft Communication Plan, Theme, Content & Building Evaluation</p> <ol style="list-style-type: none"> 1. Workshop in Las Cruces #2 – 1-2 Days 2. Operations Plan & Staffing 3. Facility program 4. Science Museum themes, outline interpretive plan 5. Circulation & space allocation plan options |
| Weeks 10-13 | <p>Draft Conceptual Floor Plan</p> <ol style="list-style-type: none"> 1. Workshop in Las Cruces #3 – 2 Days 2. Develop conceptual plan & space allocation 3. Develop exhibit media plan 4. Develop graphic guidelines 5. Determine outline exhibit budget 6. Develop exhibit source & equipment list options including dioramas 7. Recommendations for content & habitat for living collections |

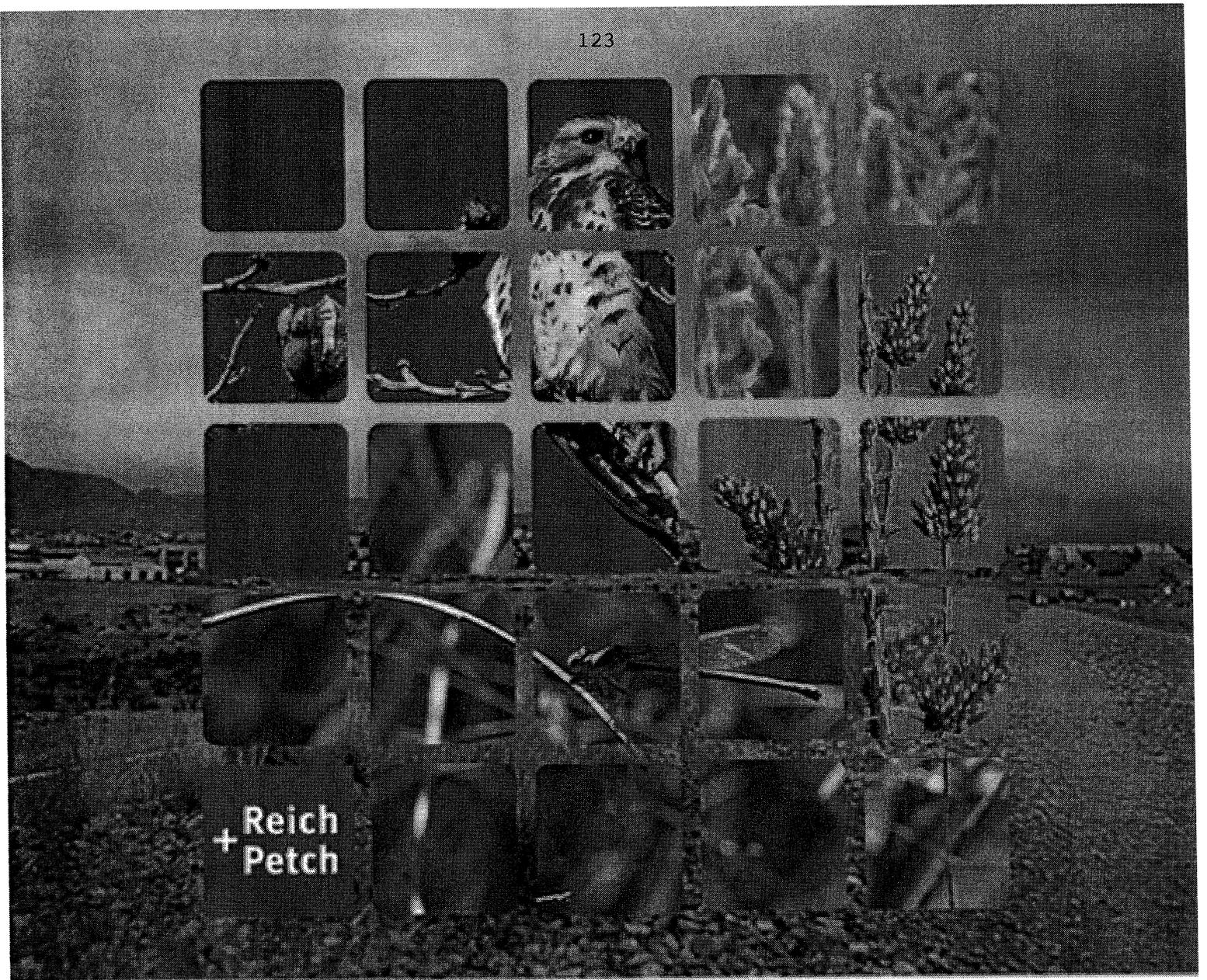
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Weeks 14-21**Design Concept**

1. Conceptual interior & exterior renderings
2. Provide phasing & schedule recommendations
3. Refine cost plan
4. Lighting concept & specifications
5. Conceptual exhibit plan refinements

Weeks 22-25**Master Plan Report**

6. Preparation of Report
7. CLC reviews Draft Report Plan
8. R+P modifications to Draft Report Plan
9. Pre-Council presentation review to CLC Museum Planning Team, CLC Admin. (A.M.) & presentation of final report to City Council (P.M.) (1 Day)



TECHNICAL PROPOSAL – MUSEUM PLAN
**LAS CRUCES MUSEUM
OF NATURE & SCIENCE**

RFP 08 - 09 - 547 – APRIL 14, 2009 4PM

REICH+PETCH DESIGN INTERNATIONAL

CONTACT PERSON: TONY REICH

PHONE: 416-480-2020 EXT.229 | FAX: 416-480-1881

1.0 TECHNICAL APPROACH

Reich + Petch will undertake the range of services required for this project by combining its extensive in-house capabilities (facility planning, architecture, interior design, exhibit and graphic design and museum planning) with experienced specialists in interpretive planning (Blue Sky Design), operations planning and animal care (Science North), lighting design (Suzanne Powadiuk Design), and museum and exhibit costing (Pendlebury Consultants).

We propose to base our work on three two-day design and planning workshops in Las Cruces, in which we will explore together the planning and design opportunities and challenges of your project. A work plan identifying the various tasks and products throughout the project is included in this proposal; we expect to develop and refine this outline in discussions with you at the start-up meeting. We have successfully undertaken similar projects using this approach, which will cover the following general areas.

FACILITY PLANNING AND BUILDING EVALUATION AND MODIFICATION:

Reich + Petch will review and evaluate the existing building, and recommend options for modifications appropriate to a new facility program and visitor experience. This will require an extensive orientation and understanding of your needs, which we expect will occur during and after the first meeting.

As architects, interior designers and facility planners specializing in museums we are well equipped to undertake the space planning, building assessment, operational and circulation assessment, remodeling analysis, and overall project phasing. With extensive renovation experience and with LEED registration we are able to advise on both matters relating to the building modifications and sustainable design.

Our wide experience in creating master plans and exhibits for other museums will be of great benefit to your team. This includes

familiarity with creating and modifying structures in a desert environment—we are currently the exhibit designers for a new visitor center in the Coachella Valley in Palm Desert for the Annenberg Foundation, and as architects we are designing renovations for the Canadian Chancellery in Riyadh, Saudi Arabia.

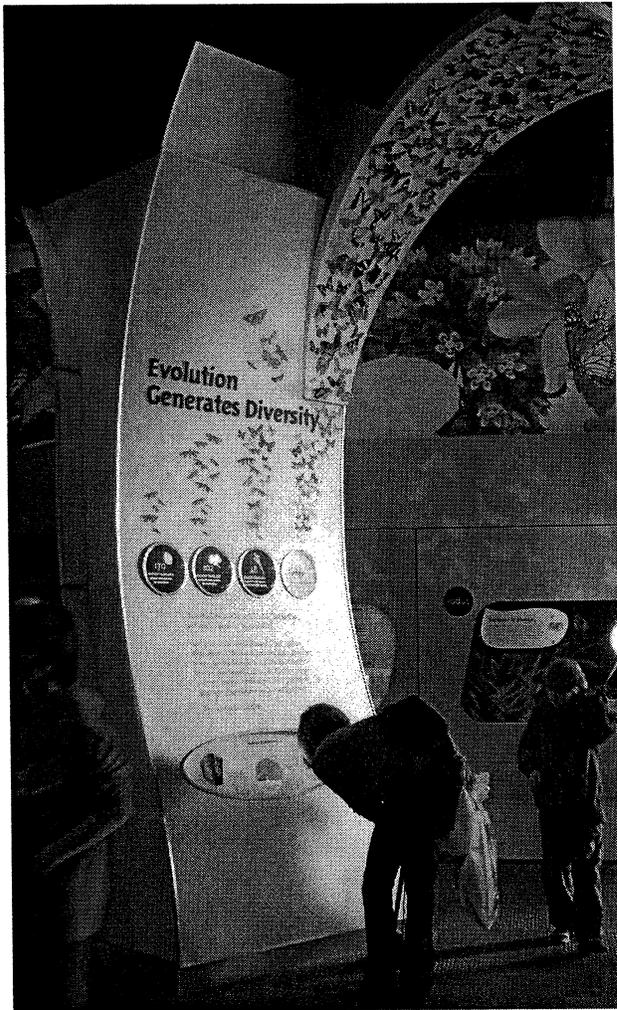
Consultants from Science North, (a leading science and nature center in Ontario) will work with us to analyze the scale of planned museum operations and recommend appropriate staffing levels, support facilities and operational issues surrounding animal housing and care. We have worked with Science North on a number of new and repurposed museums, and are currently collaborating on the Kirby Science Discovery Center in North Dakota, as well as on the Creatures of The Abyss travelling exhibition.

INTERPRETIVE PLANNING

We understand that the mission of the Las Cruces Museum of Nature and Science is: “to broaden peoples understanding of natural history, science and the environment of New Mexico and the Chihuahuan Desert”. Because we believe that it is important to know what you want to say before you determine how to say it, one of our first tasks will be to develop an interpretive plan that lays out the messages that will accomplish this mission.

Our interpretive planner, Paul Martinovich of Blue Sky Design, will work closely with museum staff (and any other stakeholders you may feel appropriate) to develop a theme and storyline for the new museum. To do this, we will analyze your existing museum exhibits, collections and anticipated visitor profile to determine the resources you can draw on, and your future aspirations. Based on these, Paul and the R+P team will propose an interpretive approach to communicating with the primary family audience, and develop the result into a clear and viable interpretive plan.

1.0 TECHNICAL APPROACH



ABOVE Butterflies+ Plants:
Partners in Evolution, Smithsonian
Institution, National Museum
of Natural History

EXHIBIT DESIGN

Once we have established your goals and objectives and identified what you want to communicate to visitors, we will work closely with you to establish an exhibit plan for the visitor experiences, gallery spaces and exhibits. This plan will map the ideas to be communicated onto the potential spaces, and identify specific specimens and media that will help communicate the ideas effectively.

This exhibits plan will be consistent with the larger building plan, which allocates spaces to all museum functions, including exhibitions, collections, educational programs, nature center, discovery lab and administrative support spaces. Once this framework is defined we can develop the required phasing and budget information, drawing on our wide network of natural history museum contacts (including Science North and the Smithsonian National Museum of Natural History) to identify potential suppliers and specialists.

Concurrently, we will develop a set of outline of graphic design guidelines for exhibit text, labels, wayfinding and signage. A schematic lighting plan will be produced by our award-winning lighting designer, Suzanne Powadiuk with whom we have worked on many similar projects.

Finally we will produce a master planning report that covers all aspects of the terms of reference, including interior and exterior renderings and sketches for your funding and promotional purposes. The report will include a schedule for implementation with phasing. Programming information will be formatted in a suitable form for a follow-on RFP for an architectural design package.

2.0 KEY PERSONNEL

Our team has a broad range of skills and experience in natural history museums and science centers. We have tailored our team and sub consultants to this project.

REICH + PETCH DESIGN INTERNATIONAL

TONY REICH, OAA, FRAIC, RIBA

Project Role: Principle-in-Charge

Tony is an architect and exhibit designer with 36 years of experience, much of which has been in science-related and natural history projects. As founder and President, he started designing natural history exhibits and science centers at the Royal Ontario Museum in 1984 with the Fishes, Reptiles and Amphibians Gallery and went on to design the Bird's Gallery (winning the 1996 AAM Award of Excellence for multi-media), the Egypt/Nubia Galleries, Ondaatje South Asian Galleries and most recently, the Schad Gallery of Biodiversity, due to open this year. He has worked on projects in 22 countries on four continents and continues to with work on Natural History museums throughout North America, Europe, Asia, and The Middle East.

STEPHEN PETRI, BES, B.ARCH

Project Role: Exhibit Planner (Advisor)

Stephen is a Principal at the firm and brings over 20 years of museum experience, with eleven years at Reich + Petch and eight years at the Royal Ontario Museum. At the ROM, Stephen was Director of Design where he managed many permanent and temporary installations of the museum's collections. His recent projects at R+P include the traveling exhibit, *Surviving: the Body of Evidence*, for the University of Pennsylvania Museum of Anthropology and Archaeology; exhibit design for the new Virginia Museum of Natural History; master planning for the Fernbank Museum of Natural History in Atlanta; and design direction for the Smithsonian Institution's Human Origins Gallery and *Butterflies + Plants: Partners in Evolution* exhibitions.

TRACY BRIGHT, AOCA

Project Role: Senior Exhibit Designer

As senior exhibit designer, Tracy will act as the day-to-day liaison with the client. She will manage the overall design direction and vision and coordinate the development of the design through the various stages. Tracy is adept at seeing the big picture as well as keeping an eye on budget and scheduling details.

Tracy's museum and science center experience includes permanent, temporary and traveling exhibits. She has designed exhibits for over twelve years and has been an interpretive guide. Her work has further led her into the specialty area of interactive exhibits. These galleries are collections-driven and follow learning objectives based on age and curriculum needs. Tracy recently completed the design for the children's gallery, *Off the Wall!*, at the Art Gallery of Ontario and an exhibit for Wanuskewin Heritage Park. Her other projects include the Art Explorium Loft at the Jacksonville Museum of Modern Art in Jacksonville Florida; the Children's Discovery Gallery at the Hong Kong Heritage Museum in China; and *Amazing Space* at Albany Museum of Art in Georgia.

CATHY MISIASZEK, BID

Project Role: Interior Designer

Combining knowledge with new ideas, Cathy will work with the Las Cruces Museum of Nature and Science team to develop design solutions that are safe, functional, attractive, and meet the needs of the people using the space.

Cathy has both interior and exhibit design experience and understands the opportunities and limitations of both when it comes to finishes and space planning. Cathy's recent experience includes: *The Annenberg Center* at Sunnylands; *The Museum of Nature*; *Butterflies + Plants*; *Partners in Evolution* and *The Korea Gallery*, both developed for Smithsonian Institution's National Museum of Natural History.

2.0 KEY PERSONNEL

EDMUND LI, AOCA, RGD

Project Role: Senior Graphic Designer
Edmund, a registered graphic designer, will conceive the graphic design exhibit strategies. He has strength in creating innovative design solutions for dynamic environments. He is skilled at integrating three-dimensional and two-dimensional elements to better communicate messages to museum visitors. He will participate in conceptualizing the exhibit design of the galleries. Edmund's architectural background and his extensive work with graphics for both museum wayfinding and exhibit design will be invaluable to the team.

Edmund brings over 10 years of museum experience, and he has developed museum and gallery graphic identities for many projects, including: Smithsonian Institution's National Postal Museum; The Bug House and Aquarium at the World Museum Liverpool; Virginia Museum of Natural History and the Behring Hall of Mammals for the Smithsonian Institution's National Museum of Natural History.

PETER LAM, B.E.S., OAA STUDENT

Project Role: Designer
As an architectural assistant and exhibit designer Peter will assist both Tony Reich and Tracy Bright on the design aspects of the project. Peter is an architectural graduate and exhibit designer and has worked with Reich + Petch on a number of projects. These include: Surviving: The Body of Evidence for the University of Pennsylvania Museum of Archeology and Anthropology; The Age of Mammals Gallery at the Los Angeles Museum of Natural History; The Baltimore Casino; The Virginia Museum of Natural History; and Teluscape at the Ontario Science Center.

CONTRIBUTION MATRIX

This table illustrates the percentage of time our team members would be assigned to the project at each of the stages.

Team Members	May		June		July		August		September		October	
	% Time	Days	% Time	Days	% Time	Days						
REICH + PETCH												
Tony Reich/Stephen Petri	40	8	32	7	32	7	33	7	24	5	24	5
Tracy Bright/Cathy Misiaszek	35	7	36	8	55	12	57	12	57	12	57	12
Edmund Li							24	5	24	5		
Peter Lam	25	4.5	23	5	45	10	48	10	48	10	48	10
Suzanne Powadiuk Designs												
Suzanne Powadiuk							24	5				
Blue Sky Design												
Paul Martinovich	20	4	23	5	18	4	14	3	5	1		
Science North												
Franco Mariotti	20	4	9	2	27	6	27	5				
Nancy Chartrand			9	2	27	4	27	2				
Pendlebury Cost Consultants												
Joe Pendlebury									36	8		
Local Advisors												
Bohannon Huston Inc									36	4		
Sightworks									36	3		

3.A CAPACITY & CAPABILITY OF THE FIRM¹²⁸

REICH + PETCH DESIGN INTERNATIONAL

Reich + Petch has a reputation for undertaking projects, with a high quality and innovative approach. We have a track-record for delivering on time and on budget, which is achieved by assigning experienced senior staff and monitoring progress and quality on an ongoing basis.

The firm has undertaken many fast-track projects and understands the efficient allocation of staff and resources. We undertook the 22,000 square foot Behring Hall of Mammals project which was the largest renovation undertaken by the Smithsonian Institution National Museum of Natural History since 1913. It achieved the projects goals within budget and ahead of schedule, winning 16 awards since opening.

We have a multi-disciplinary staff of 33 and offices in Washington D.C. and Toronto, Canada. We undertake a variety of projects of all scales and complexities; many in your budget range. Our senior staff are drawn from the ranks of the finest museums in North America: the Smithsonian Institution, The American Museum of Natural History, The Royal Ontario Museum, National Museums of Scotland, and Science North. This provides us with a valuable insider perspective and sensitivity to institutional priorities and imperatives.

We are in an excellent position to take on this project as a number of our larger projects have completed the design stage and are in fabrication or on site. This allows us to dedicate senior design staff to your project and start work immediately. We are one of the few museum planning and design firms that practice both architecture and exhibit design. This allows us to cover many of the areas you have described in the RFP with in-house staff. It also allows for a more efficient overlap and integration of team skills with an understanding of infrastructure, engineering and architectural and interior design. We consider this one of the distinguishing assets and competitive advantages that the firm offers to museum clients.

Equipment and Facilities Hardware:

Mac G5 (3); Mac Mini (2); Mac G4 (1); As well, 20 Pentium based Windows XP computers both desktop and portable, that share the offices resources of both black and white and color printing, file sharing, color scanning and access to various online services will be utilized. All members of the project team will have access to these resources throughout the project's life.

Equipment and Facilities Software:

Full Adobe Creative Suite for Mac (Illustrator, Photoshop, InDesign, Acrobat Professional, Golive, and Flash), Quark Xpress 6.5, Streamline 4.0, Transmit, and Toast - used for integrating and translating various presentation formats. For project management, estimation and word processing tasks we use Microsoft Office 2004 (PowerPoint, Word, Excel), Microsoft Project and Claris Works. Reich + Petch also have the full Adobe Creative Suite 2 for PCs.

Reich + Petch integrates the use of computers into projects at the earliest stages of planning and design, revising and testing different design solutions, regularly updating costing estimates and tracking the project's schedule and other administrative tasks. Our designers utilize 2- and 3- dimensional computer drawings in the process of design development, using the medium to examine numerous options from a variety of viewpoints. These drawings are then used to move quickly to high quality presentation layouts - either fully digital drawings or hand-drawn renderings based on computer-generated under lays. Maintaining these computer drawings also allows us to efficiently move from schematic or concept design stages to the production of the complete tender and construction documentation. Team members share calendars, documents, plans, drawings, e-mails and other electronic files in an easily accessible online environment. When file size requires, we use our FTP site to transfer larger projects between internal and external locations.

3.B SUBCONTRACTORS

BLUE SKY DESIGN

4936 Yonge Street, Suite 230
Toronto, Ontario M2N 6S3 Canada
(905) 642-6957

Project Role: Interpretive Planner

Blue Sky Design is an interpretive planning firm with over twenty years experience, involving the creation of dozens of exhibitions for informal learning environments. Their experience in planning natural history exhibitions is both varied and extensive, ranging from creating the master plan for large, multi-disciplinary permanent exhibitions, to carrying out the detailed planning of exhibits focused on specific topics. Blue Sky Design has worked as part of the Reich + Petch team to develop an ambitious and innovative plan for four Royal Alberta Museum permanent galleries dealing with Geology and Paleontology, Biodiversity, First Nations Archaeology, and Alberta History. Blue Sky Design is familiar with the challenge of motivating visitors to explore and understand complex ideas, having undertaken a number of projects that not only inform the public but also encourage their personal involvement in relevant issues.

PAUL RHYMER STUDIO

3718 Kanawha Ave
Point of Rocks, MD 21777 USA
(301) 980-4429

Project Role: Taxidermy and Diorama Specialist

Paul Rhymer Studio's team of advisors will consist of current and former Smithsonian model makers and exhibit specialists and artists. His skills include: taxidermy, models, sculpting, molding, casting, woodwork, and metal work. Having worked as a taxidermy and diorama specialist for the past 18 years, Paul's experience includes 14 years with the Smithsonian Institution. Paul Rhymer Studio and Reich + Petch have worked together on several projects, including: Behring Hall of Mammals and Butterflies + Plants Hall, both for the Smithsonian Institution and on several galleries for the Virginia Museum of Natural History.

SUZANNE POWADIUK DESIGN INC.

73 Montclair Avenue
Toronto, Ontario M5P 1P5 Canada
(416) 966-4251

Project Role: Lighting Design

Suzanne Powadiuk Design Inc. specializes in lighting design for art galleries and museums. The firm has been recognized for lighting design excellence with over 30 Illumination Design Awards including awards for the Behring Family Hall of Mammals at the Smithsonian Institution, the Christopher Ondaatje Gallery of South Asian Art and the Art Gallery of Windsor (all projects with Reich + Petch).

SCIENCE NORTH

100 Ramsey Lake Road
Sudbury, Ontario P3E 5S9 Canada
(705) 522-3701

Project Role: Live Animals, Habitats, and Operations Specialist

Science North is a world-renowned science center in Sudbury, Ontario, Canada. The science center creates exhibits and multimedia attractions for educational and entertainment venues worldwide. The Science North talent lies in transforming vision into interactive adventures that will educate, inspire and entertain. Science North creates engaging, immersive and interactive audience experiences. Science North has a highly skilled complement of in-house staff scientists and designers who specialize in live animals, habitats and operations of science centers. The project team members are selected from this roster of specialists on the basis of the specific challenges of each assignment, assembling the team that will work best for their client. With their flexible and responsive associates, they manage projects of any magnitude and in any location.

3.B SUBCONTRACTORS

PENDLEBURY COST CONSULTANTS
20 Hughson Street South, Suite 808
Hamilton, Ontario L8N 2A1 Canada
(905) 526-9995

Project Role: Cost Consulting

Pendlebury Cost Consultants has been dedicated to the cost management of capital projects. Since 1998, their team of Professional Quantity Surveyors has ensured complete and reliable costing during the design stage of the project, ongoing cost management, and complete and defensible review and resolution of construction stage changes and claims. They have experience on over 25 museums and exhibit projects in the last 9 years. They have worked closely with R+P on numerous museum projects including the ROM, the Smithsonian Institute, and the Windsor Art Gallery.

BOHANNAN HUSTON INC.

425 South Telshor Blvd
Suite C-103
Las Cruces, NM 88011

Project Role: Local Advisor

The firm of Bohannon Huston Inc. will act as local advisors on this project. Bohannon Huston Inc. provides advanced sustainable planning in design solutions, marked by personal and timely service. They also leverage the resources of their Spatial Data and Advanced Technology staff to ensure every client with a comprehensive array of products that can be used to meet their specific planning, engineering and construction needs.

SIGHTWORKS EXHIBITS

7209 Jefferson NE
Albuquerque, New Mexico 87109

Project Role: Local Advisor

Sightworks is a full services exhibit company providing curation, design, fabrication, marketing and distribution services for museums and other organizations since 1990.

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3.C LOCATION OF OFFICE WHERE THE WORK WILL BE PERFORMED

The work on this project will be undertaken by The Reich+Petch team who are based in Toronto at the following address:

REICH+PETCH DESIGN INTERNATIONAL
1867 Yonge Street, Suite 1100
Toronto, Ontario M4S 1Y5 Canada

4.A CONTRACT ADMINISTRATION: KEY CONTACT

TONY REICH, PRINCIPAL
Reich + Petch Design International
Toronto Office:
1867 Yonge Street, Suite 1100
Toronto, Ontario M4S 1Y5 Canada

4.B NAME, ADDRESS, AND NEW MEXICO REGISTRATION

(NOT APPLICABLE)

While Reich+Petch is not registered in New Mexico, Bohannon Huston Inc. and Sightworks, exhibition fabricators, who are both New Mexico Registered companies and will work with the Reich+Petch team in an advisory capacity.

4.C MANAGEMENT APPROACH

ROLE OF THE MASTER PLAN

The Master Plan will be the road map for the Las Cruces Museum of Natural History and Science's journey into the 21st century. The document will set out, in broad terms, the nature of the future visitor's experience, integrating content and design. It will both respond to and influence the evolution of the building design and offer management structures to control the process of creating the new exhibitions. This will be achieved through a collaborative process which draws equally on the skills and knowledge of the Las Cruces staff and the creativity and experience of the Reich + Petch team.

THE VISITOR EXPERIENCE

We believe that a Museum of Natural Science especially one with a broad mandate and varied collections, has a responsibility to provide a clear and comprehensive experience for the visitor. Our goal is something we call "coherent variety" resulting in a museum visit that not only communicates the essence of the story that the museum wants to tell, but also provides opportunities for the visitor to investigate the pieces of that story that speak to their personal history and interests.

AN INTEGRATED OPERATIONAL MODEL

How will we make this happen? The Reich + Petch team will come to the table with no preconceptions about how the future visitor experience should be organized and presented, but with a strong belief (backed up by experience) that a museum visit is more than a series of independent galleries, a menu from which the visitor assembles their intellectual meal. The Operational Model is more than the sum of its parts: it shows how the parts connect together, overlap, compliment and contrast with one another, to produce a rich and integrated experience for all visitors.

THE COLLABORATIVE PROCESS

We also believe this synthesis can only result from a process in which the museum and the designers focus on the context, to find and shape the strong and memorable experiences proposed above. This is what the Reich + Petch team does, thanks to our unique integration of top-level interpretive design with insightful interpretive planning. As a result, our team will quickly come to understand the museum, work with you to identify the overarching messages that will connect the future visitors, and find the most effective ways to organize and present these ideas. We believe that understanding and working with the content (the ideas to be communicated) is the single most important requirement for the development of a concept that meets your goals.

ENSURE LAS CRUCES STAFF & STAKEHOLDER INVOLVEMENT

The Museum Plan will be based on the museum's aspirations, goals and strengths as expressed through the staff members assigned to work with the consultants. They will not only be involved in a meaningful way, together with the consultants they will be the authors of the plan, fully involved in all aspects of its development. We will work with you to brief staff not directly involved in the project in an open presentation during the planning.

ENGAGE KEY MUSEUM STAFF & OUTSIDE EXPERTS TO DEVELOP VISION

We will start by working intensively with key staff to understand the institutional context and the specific goals for the new exhibits. When the team and the consultants have agreed on the basic framework (vision) for each of the visitor experiences, we will take those concepts to a variety of outside experts and stakeholders through focus groups. In the past, we have found that providing outside advisors with a structure they can react to and comment on is a much more fruitful process than asking such people in the abstract what they think the museum should do or be.

4.C MANAGEMENT APPROACH

PROJECT ORGANIZATION

In order to deliver a successful project, the consultant team and client must establish a working relationship that involves the client and its stakeholders throughout the process. This high level of involvement demands a team management approach that encourages participation, fosters communication, controls schedule and quality of the deliverable and builds on client stakeholder feedback to create the operating model and business plan that exceeds your expectations.

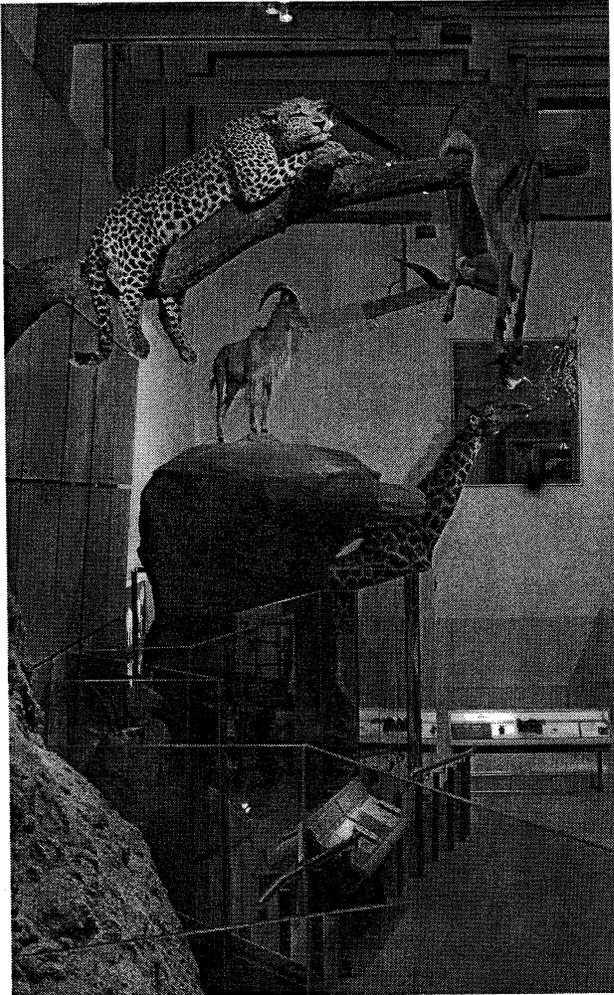
Our consulting team has worked together on a number of similar projects and has created a rapport and respect for each others individual skills that will give the Las Cruces Museum of Nature and Science the best blend of qualifications and experience.

COMMUNICATIONS

Our team believes in teamwork and welcomes the opportunity to work creatively with other teams. Together with the museum team, we will bring your ideas to life and create a fun environment and a product that will impress, engage, impact and educate visitors from all parts of the world. To function effectively, we will establish clear, active and respectful lines of communication. We will follow a tried and tested methodology that facilitates a collaborative approach while keeping essential communication flowing. By listening, our team can understand your vision, needs and goals for this unique project.

Good communications within the team is a high priority. Conference calls and reports to the Client ensure that our efforts are focused on the agreed-to work plan and project time schedule.

4.C MANAGEMENT APPROACH



ABOVE Behring Hall of Mammals,
Smithsonian Institution,
National Museum of Natural History

WORKPLAN

Orientation, Review, Evaluation
Week 1-4 (May 4th-May 29th)

1. Workshop #1-2 days
2. Determine project goals and objectives
3. Review collections
4. Facility program-review space usage
5. Review and evaluate facility for modifications, visitor flow, phasing for future additions, & LEED options.
6. Review budget allocation, preliminary implementation plan

Draft Communication Plan, Theme,
Content and Building Evaluation
Week 5-9 (June 1st-July 3rd)

1. Workshop #2-2 days
2. Operations plan and staffing
3. Facility program
4. Science Museum themes, outline interpretive plan
5. Circulation and space allocation plan options

Draft Conceptual Floor Plan
Week 10-13 (July 6th-July 31st)

1. Workshop#3-2 days
2. Develop conceptual plan and space allocation
3. Develop exhibit media plan
4. Develop graphic guidelines
5. Determine outline exhibit budget
6. Develop exhibit source and equipment list options including dioramas
7. Recommendations for content and habitat for living collections

Design Concept

Week 14-21 (August 3rd-September 25th)

1. Conceptual interior renovation options
2. Provide phasing and schedule recommendations
3. Refine cost plan
4. Lighting concept
5. Conceptual exhibit plan refinements

Master Plan Report

Week 22-25 (September 28th-October 23rd)

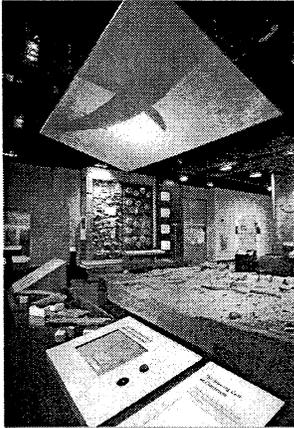
1. Interior and Exterior Renderings
2. Preparation of Report
3. Review of Draft Report Plan
4. Modifications to Report
5. Pre-council presentation review and presentation of final report to Council.

4.C SCHEDULE

TASK	May				June				July				August				September				October				
	w 1	w 2	w 3	w 4	w 5	w 6	w 7	w 8	w 9	w 10	w 11	w 12	w 13	w 14	w 15	w 16	w 17	w 18	w 19	w 20	w 21	w 22	w 23	w 24	w 25
Orientation/review/evaluation				↑																					
Draft Communication Plan, Theme, Content and Building Evaluation								↑																	
Draft Conceptual Floor plan													↑												
Design Concept																									
Master Plan Report																									

*w = week

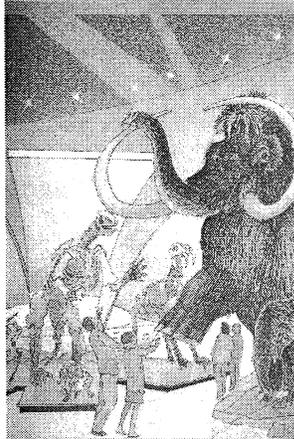
5.A PROJECT EXPERIENCE & REFERENCES

**VIRGINIA MUSEUM OF NATURAL HISTORY**

Virginia Museum of Natural History
(MASTER PLAN, DESIGN AND IMPLEMENTATION)

LOCATION Martinsville, VA SIZE 15,000 sqft BUDGET \$ 7 Million COMPLETION 2007
Reich+Petch is responsible for the masterplan and design of all galleries. We were also involved with public consultation and formative evaluation. Reich+Petch developed all exhibit design stages and production documents and have led the administration of fabrication and installation.

REFERENCE **Timothy Gette**, (Former Executive Director VMNH)
TEL: 210-474-6421 EMAIL: Tim.Gette@utsa.edu

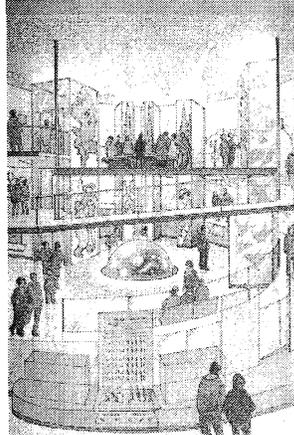
**ROYAL ALBERTA MUSEUM**

Royal Alberta Museum
(MASTER PLAN & CONCEPT DESIGN)

LOCATION Edmonton, AB SIZE 212,050 sqft BUDGET \$ 180 Million COMPLETION 2010

The complete Exhibition Master Plan, outlines the vision for the new Royal Alberta Museum experiences, along with the design, interpretive, and project management direction for development and implementation through the subsequent planning stages. The Plan showed how all the galleries, including an Object Theater, will be integrated with the architecture.

REFERENCE **Tim Willis**, Assistant Director,
TEL: 250-387-2119 EMAIL: twillis@royalbcmuseum.bc.ca

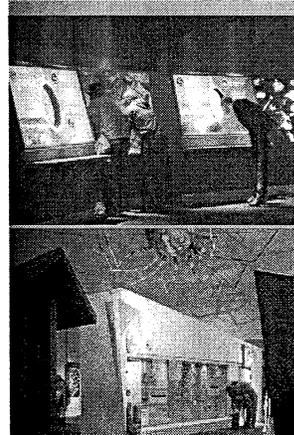
**FERNBANK SIGNATURE GALLERY**

Fernbank Museum of Anthropology and Archaeology
(MASTER PLAN & CONCEPT DESIGN)

LOCATION Atlanta, GA SIZE 4,300 sqft BUDGET \$ 1.1 Million COMPLETION 2010

The gallery introduces the idea of "what is success in the natural world". The exhibits have a strong contemporary feel with a non-linear exhibit plan. This is a distinct departure from the previous diorama based exhibits. The conclusion of the show is a positive message about the importance of stewardship of the environment.

REFERENCE **Susan Neugent**, President/CEO,
TEL: 404-929-6311 EMAIL: susan.newgent@fernbank.edu

**LIVERPOOL MUSEUM AQUARIUM AND BUG HOUSE**

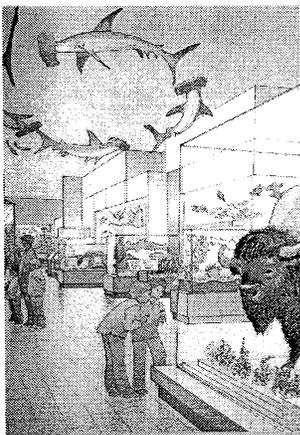
National Galleries and Museum of Merseyside
(MASTER PLAN & CONCEPT DESIGN)

LOCATION Liverpool, England SIZE 4,844sq ft (Aquarium) 3,875 sq ft(Bug House)
BUDGET \$ 3 Million (Aquarium) \$2 Million Bug House COMPLETION 2005

Reich + Petch was responsible for exhibit design for The World Museum Liverpool's Bug House, including 4 other world cultures galleries (Asia, Africa, Americas and Oceania) and an Aquarium.

REFERENCE **Lorraine Knowles**, Keeper of Liverpool Museum,
TEL: 01-44-179750700 EMAIL: Knowles@webzhost.co.uk

5.A PROJECT EXPERIENCE & REFERENCES

**SCHAD GALLERY OF BIODIVERSITY**

Royal Ontario Museum

(DESIGN AND IMPLEMENTATION)

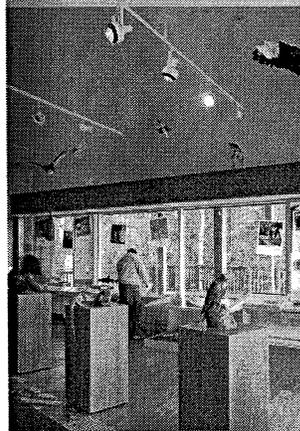
LOCATION Toronto, ON SIZE 90,000 sqft (15,000 sqft of galleries)

BUDGET \$ 5.5 Million COMPLETION 2009

Reich + Petch were the lead consultant and exhibit and graphic designer. For this project their duties included; coordinating the architects and engineers, as well as lighting, interpretive planning and multi-media design.

REFERENCE **Dan Rahimi**, Head of Exhibit Development

TEL: 416-586-8010

**LAKE SUPERIOR PROVINCIAL PARK VISITOR CENTRE**

Lake Superior Provincial Park Visitor Centre

(ARCHITECTURE, INTERIOR AND EXHIBIT DESIGN)

LOCATION Lake Superior, ON SIZE 10,764 sqft BUDGET \$ 4.15 Million COMPLETION 2003

Architecture and exhibits are linked into an exciting and informative visitor experience. Human and natural history are intertwined through exciting exhibits. Visitor experiences are paced and zoned throughout the building and site including an Object Theatre, will be integrated with the architecture.

REFERENCE **Greg Wake**, Ontario Parks

TEL: 705-755-1710 EMAIL: greg.wake@ontario.ca

**NATIONAL HURRICANE MUSEUM AND SCIENCE CENTER** National Hurricane Museum and Science Center

(MASTER PLAN)

LOCATION Lake Charles, LA SIZE 113,000 sqft BUDGET \$ 100 Million COMPLETION 2006

The National Hurricane Museum and Science Center is proposed to be the nation's foremost facility focused on educating the public about the nature of hurricanes and related tropical storms, providing a rich, multifaceted exploration of these extraordinary storms.

REFERENCE **Jay Lynch**, BHB Architects

TEL: 318-443-7291 EMAIL: jaylynch@bhbarch.com

**BUTTERFLIES + PLANTS: PARTNERS IN EVOLUTION**

Smithsonian Institution, National Museum of Natural History

(EXHIBIT DESIGN)

LOCATION Washington, DC BUDGET \$ 1.1 Million COMPLETION 2008

The exhibit is organized in two parts, an enclosed pavilion with thousands of live butterflies and surrounding displays that describe evolutionary partnerships. The exhibit surrounds the visitor with colorful arrays of imagery and specimens in order to reinforce the connection between evolution and diversity.

REFERENCE **Elizabeth Allison Musteen**, Smithsonian Institution

TEL: 202-633-1189 EMAIL: musteene@si.edu