

North Carolina Museum of Art

Proposal for Digital Interactive Experience
September 12, 2016

Firm Information
p.04

Project Approach
p.09

Project Experience
p.15

PORTRAITS

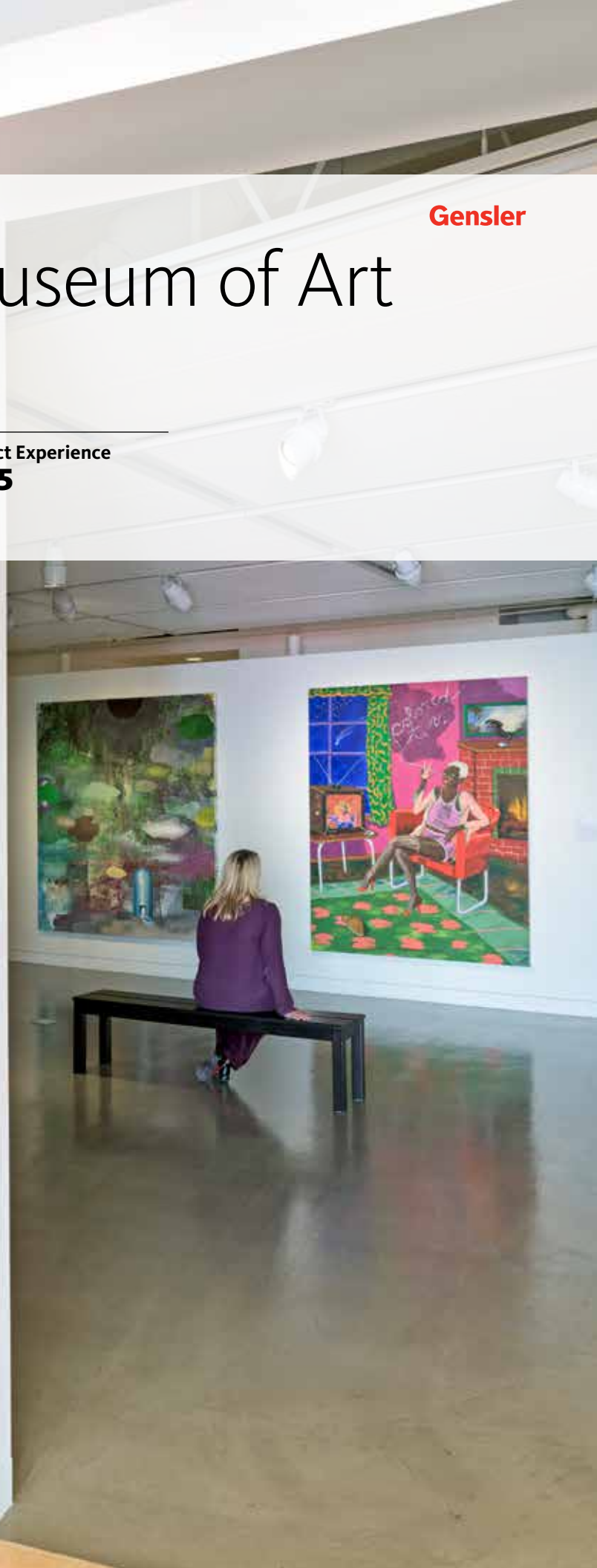
AND

OTHER LIKENESSES

FROM SFMOMA

SFMOMA
on the go

MAY 8 TO OCTOBER 11



11 East Madison Street Tel 312.456.0123
Suite 300 Fax 312.456.0124
Chicago IL 60602
USA

Gensler

September 12, 2016

Emily Kotecki
North Carolina Museum of Art
2110 Blue Ridge Road
Raleigh, NC 27607

Subject: Proposal for Digital Interactive Experience

Dear Emily,

It is our sincere pleasure to submit Gensler's proposal for a digital interactive experience for the Studio 3 Education Gallery.

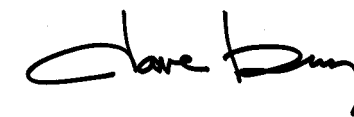
We understand the goal for the interactive is to help visitors better understand the geography of Africa, and the creative processes that go into creating African art. We propose an action plan for collaboration with you and the North Carolina Museum of Art (NCMA) team, to create an interactive platform that will help deliver an enriching experience for all who visit the museum.

Our proposal is broken down into four phases that collectively provide a holistic approach and delivery, building upon the knowledge gained from one phase to the next. Phases 1 and 2 (Immersion and Design) will set the course for the project, with Phases 3 and 4 (Implementation and Installation) will bring the content and design to life.

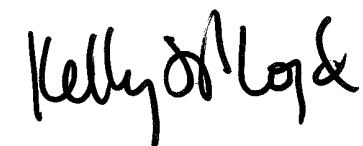
For this project, we have assembled a team of innovative thinkers and designers with a wide range of experience design for education and the arts. We are excited to pair our team's expertise with you to develop an engaging experience to complement the new African Gallery.

Thank you again for this opportunity, Emily. If you have any questions, please don't hesitate to contact us.

Sincerely,



Dave Broz
Principal in Charge
(312) 577 - 7124
dave_broz@gensler.com



Kelly Floyd
Project Manager
(312) 577 - 6512
kelly_floyd@gensler.com

01

About Gensler

Gensler believes in the power of design to positively affect people, organizations, and communities on many different levels. Our philosophy centers on redefining what's possible, through design that's inspirational as well as performance-driven, and founded in the specific vision and aspirations of each client.

At Gensler, we understand how cultures, climates, and individual personalities impact the acceptance of graphic messages.

In a permanent installation, an exhibition's elements need to integrate seamlessly with the larger museum mission and context while drawing in and engaging visitors. An exhibition's exhibits must display individual core messages while supporting the exhibition's big idea and overall goals.

Our unique design process develops experiences that engage audiences, provide information in a logical sequence, and enhance the physical location where they are installed.

We know that psychology is an important factor in reaching audiences as well. The most exciting challenge in developing exhibition components is connecting with the audience so that they internalize, learn and hear the message that you are projecting. Our multi-disciplinary team brings perspectives that help us understand people. Educational strategy helps us to understand how a diverse audience learns; graphic design helps us to communicate with diverse audiences; experience design teaches us how an audience will interact with information; and prototyping shows us what motivates them to action. Gensler is unique in bringing this multi-disciplinary background to this project to help you understand how to reach, and affect your audience.

Gensler's strength also lies in the implementation process. Our follow-through capability is the best in the industry. We work closely with our clients and other collaborators until the final component is installed to our client's satisfaction. We take pride in not only creating outstanding designs, but also in making them a functional, cost-effective reality. We know a project is not complete until it is well-received by its intended audience.



Patina, Dallas, TX

Digital Design at Gensler

Great digital interactives connect. It takes a thoughtfully designed strategy to develop communication programs and environments that define, inspire, and engage visitors. Gensler's digital design and strategy teams are housed within our Brand Design Practice consisting of specialist designers, strategists, and programmers ready to create a seamless user experience and unified impressions on audiences.

Brand Design Service Areas

Environmental & Experiential Design
Strategic Digital Media Design

Strategic Brand Development
Visual Identity & Communications Design

Brand Design Capabilities

Digital Media Design

- Content and User Strategy
- Immersive Digital Environments
- Interactive Kiosks & Directories
- Website/Mobile App Design
- Social Media Strategies
- Video Production
- Motion Graphics

Environmental & Experiential Design

- Environmental Graphic Design
- Experience Concepting & Design
- Signage & Wayfinding Design
- Placemaking
- Exhibit Design
- Event Design
- Donor & Sponsor Recognition

Strategic Brand Development

- Visioning
- Research & User Engagement
- Brand Assessment
- Brand Positioning
- Naming

Visual Identity & Communications Design

- Visual Identity Systems/Logo Design
- Communications & Messaging Strategies
- Copywriting
- Brand & Identity Guidelines
- Brand Engagement Training
- Print Collateral Design
- Packaging Design



02

Project Approach, Process and Schedule

Project Approach

The most inspiring exhibitions are not simply concerned with the physical space or digital platforms, but are dedicated to providing a service and encouraging behaviors that spark new thinking. The most successful digital experiences engage visitors by utilizing the most appropriate presentation method and the most relevant content. Our experience designers focus on the visitor first, through user research and engagement, to deliver experiences that have a lasting emotional impact and utilize all types of media including imagery, products, text and multimedia to create a rich, layered experience that connects with museum visitors.

A suite of offerings can be layered on top of an established base scope, per the funds available for interactive development. We follow the same four-phase design process whether we are at the low- or high-end of your budget. At each price point, here is what the Gensler team can deliver:

\$15,000 – Base Scope

Gensler proposes a two-fold approach to the digital interactive. First we would start with a large base map that would be physically incorporated into the Studio 3 space to orient visitors to the geography of Africa. The intention of the map is to visually reinforce location and proximity of African cultures and countries, and create the sense of wonder and awe that is one of NCMA's desired visitor impacts.

The digital interactive would then refer back to this base map and layer available content from the museum's collection such as video footage, photographs, research and other information presented in the form of an exhibition catalogue that could be browsed in multiple ways.

Other services would include:

- Visioning workshop to establish user experience and operational goals.
- Development of materials for visitor testing to be completed by museum staff.
- Coordination of additional hardware recommendations, as needed.
- Installation instructions for use by a museum hired AV integration firm.

\$25,000 – Option 1

Gensler can complete the outlined base scope, and add the following enhanced functionality and services:

- Custom content like information graphics, animation and motion graphics, and voice overs could be included to encourage visitor curiosity to explore beyond existing content. These enhanced features would more richly tie the content to the permanent graphic.
- Visioning workshop to establish user experience and operational goals.
- One (1) full-day of visitor testing by a Gensler experience designer.
- One (1) full day of on-site installation supervision and testing.

\$50,000 – Option 2

Gensler can complete the outlined base scope, and add the following enhanced functionality and services:

- Custom content like information graphics, animation and motion graphics, and voice overs could be included to encourage visitor curiosity to explore beyond existing content. These enhanced features would more richly tie the content to the permanent graphic.
- Addition of web or mobile device content to extend the exhibition beyond the gallery experience.
- Visioning workshop to establish user experience and operational goals.
- Two (2) full days of visitor testing by a Gensler experience designer.
- Two (2) full days of on-site installation supervision, testing and staff training.

Our Process

PHASE 1: IMMERSION, IDEATION AND SPECIFICATION

A series of collaborative efforts to brief the design team and establish a shared vision for the digital experience, the project goals and the overall design approach. We then complete rapid and iterative concepting to explore possibilities internally and refine and prioritize these ideas. We then help design and select key technology with preliminary ROM pricing for the supporting hardware system.

- Project kick-off meeting
- Visioning workshop to establish user experience and operational goals
- Interactive concept design
- Technology research and ROM pricing, as needed

PHASE 2: DESIGN

Detailed design of the experience that includes content and asset selection, prototyping and design samples.

- Environmental design development
- Develop content outline and story framework
- Develop content style guide and requirements
- User testing
- User interface and content design
- Finalize systems and hardware

PHASE 3: IMPLEMENTATION

Creation of all digital assets, fabrication of physical components, system integration, testing and content review and approval.

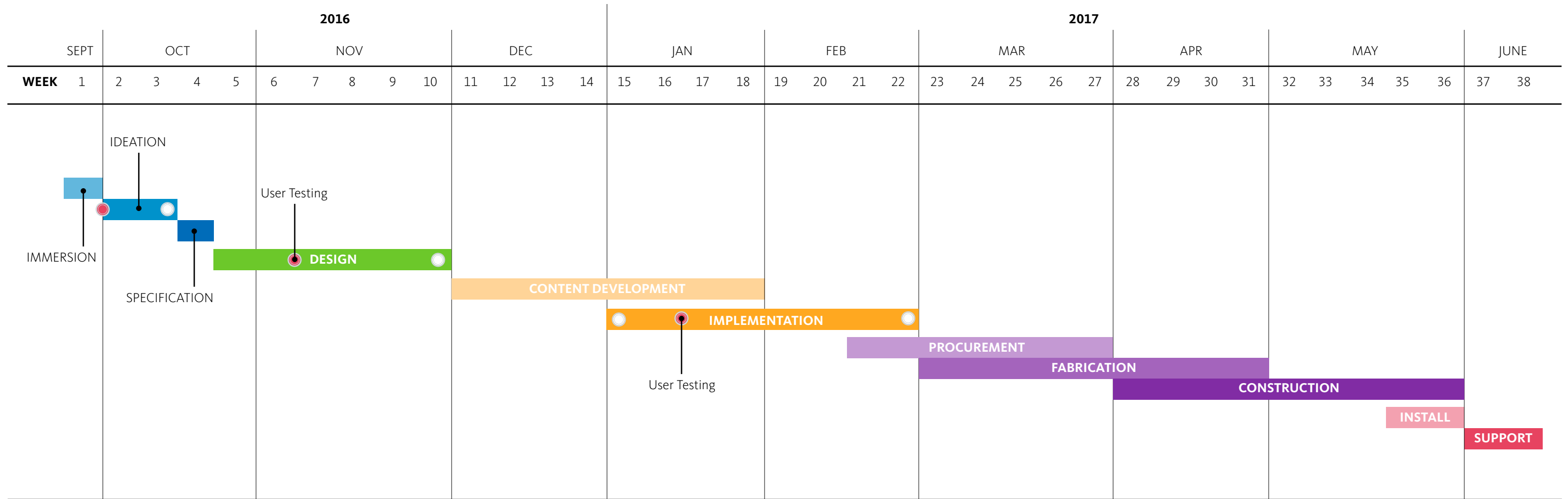
- Content development and production
- Software development and integration
- Systems setup and configuration
- Content upload
- User testing

PHASE 4: INSTALLATION & SUPPORT

Installation and integration into the built environment. Management and oversight of partners. On-site configuration and calibration. Training and on-going support.

- Installation management and on-site support
- Staff training

Project Timeline



- On-Site Meeting
- Web Meeting

03

Project Team





David G. Broz, AIA, LEED® AP

Principal

Principal

Firmwide Education Practice Area Leader

A 15 year veteran at Gensler, David is one of the firm’s Global Education Practice Area Leaders who heads up a team of over 250 designers focused on research-based design for educational environments.

David’s team has published several research documents on how space can better support learning and transform the overall campus experience. Broz is an active blogger and speaker who leads discovery sessions around the future of academia and how the built environment can positively impact today’s digital native students.

Background
 Bachelor of Architecture, University of Kansas
 Licensed Architect in the state of Illinois
 USGBC LEED®-Accredited Professional
 Member, American Institute of Architects
 Executive Board Member, University of Kansas School of Architecture
 Advisory Board Member, Multicultural Scholars Program, University of Kansas
 Wabash Arts Corridor, Advisory Board Member

Selected Project Experience **Size (sq ft)**

Columbia College Chicago – 250 projects over 8 years	
Scope varies from security desk prototype to 110,000 square foot 10-story high-rise renovation	
DePaul University, Loft Right, 594 Beds, Chicago, IL	262,000
Loft Right, Residence Hall Furniture Design	N/A
Erikson Institute, Chicago, IL	75,000
Immaculate Conception School, Chicago, IL	
New Preschool Building	15,000
Second Story Vertical Addition	15,000
Indiana State University, Learning Environments Study, Terre Haute, IN	NA
Minneapolis Convention Center Food Services Renovations, Minneapolis, MN	
Northwestern University	
Kellogg School of Management, Furniture Design, Evanston, IL	410,000
Medill School of Journalism, Media, Integrated Marketing Comm. Chicago, IL	20,000
San Francisco, CA	20,000
Science of Spirituality, Lisle, IL	80,000
St. Emily’s School, Mount Prospect, IL	
Church and School Addition	25,000
University of Illinois-Chicago, Chicago, IL	
Student Center Renewal Project	500,000
3 South Student Office Renovation	20,000
University of Kansas, School of Business, Lawrence, KS	150,000
University of Chicago, Chicago, IL	
Joseph Regenstein Library	
Edward H. Levi Hall Portal	72,000
Special Exhibits Department, AV Seminar Room	1,000
Saieh Hall for Economics	100,000
World Food Prize Foundation Hall of Laureates, Des Moines, IA	180,000

*Previous to Gensler

Research

2014 Student Living; Understanding the Expectations of High School Students on their College Environment
 2013 Academic Libraries



Kelly Floyd

Project Manager

As a Project Manager for Gensler Chicago’s Brand Design Team, Kelly brings a unique background and approach to design management focused on creating a holistic brand experience for a client’s audience.

Kelly’s goal is to ensure the client’s needs and expectations are always met through clear communication from the onset of any project. She is detail-oriented with a constant focus on the client’s needs to exceed client’s expectations. With over ten years of experience, her work spans across the print, environmental graphics, brand, exhibition, wayfinding, signage and architectural design industries.

Background

Master of Fine Arts, Museum Exhibition Planning and Design, University of the Arts, Philadelphia, PA
 Master of Arts, Journalism, Ball State University, Muncie, IN
 Bachelor of General Studies, Marketing, Ball State University, Muncie, IN

Selected Project Experience

Alexandria Real Estate, Digital Experience Design, San Diego, CA
 Confidential Liquor Distributor, Corporate Office, Chicago, IL
 Deloitte, Chicago, IL
 Essendant Headquarters, Chicago, IL
 JLL Headquarters, Chicago, IL
 Miller, Canfield, Paddock & Stone, Detroit, MI
 National Office Showroom, Chicago, IL
 Northwestern Lake Forest Hospital, Lake Forest, IL
 Northwestern University, Medill and Alumni Services, San Francisco, CA
 Radio Flyer, Chicago, IL
 William Wrigley Jr. Company
 Yorkville Office Branding, Yorkville, IL
 Toronto Office Heritage Wall, ON
 Global Innovation Center, Chicago, IL
 Franklin Electric, Fort Wayne, IN*
 Franklin Fueling Systems, Madison, WI*
 University of Wisconsin School of Nursing, Madison, WI*
 National Constitution Center, Philadelphia, PA*
 Newseum, Washington, D.C.*
 United States Holocaust Memorial Museum, Washington, D.C.*
 National Hellenic Museum, Chicago, IL*
 National September 11 Memorial and Museum, New York City, New York*
 Kleinman Family Holocaust Education Center, New York City, New York*
 Chicago Architecture Foundation, Chicago, IL*

* Experience Prior to Gensler



Erin Huizenga

Senior Strategist

An expert on innovative design, learning, and developing community-minded models, Erin enjoys learning what motivates people and meeting their needs through branded experiences, services, programs, and systems within civic systems, social enterprises, nonprofits, and purpose-minded businesses.

After working as a design consultant for many Fortune 100 and 500 companies at firms gravitytank, VSA Partners, and IDEO, she founded Till School, a design-based education for solving problems in the real world, co-founded community design consulting firm Borough & Block, and also founded EPIC, a nonprofit organization which has provided \$4M+ in pro-bono design services to 50+ nonprofit organizations in Chicago and Minneapolis by mobilizing thousands of top creative professionals to make their cities stronger communities. In 2012, she opened the HOW National Design Conference by sharing the EPIC story.

Background

Design Graduate, Portfolio Center, Atlanta, GA
Bachelor of Science, Advertising and Art History, University of Colorado at Boulder
Adjunct Professor, Northwestern University, Evanston, IL
Adjunct Design Faculty, IIT Institute of Design, Chicago, IL

Selected Project Experience

Daiichi Properties, Brand Book, Manila, Philippines
HNI ONE, Muscatine, IA
Paoli, Inc., Brand Strategy and Vision Plan, Orleans, IN
The Joyce Foundation's Project Enrich*
Vamonde*
Francis W. Parker School*
Roosevelt University*
Neighborworks America*
One Good Deed Chicago*
We Energies*
CA Ventures*
Four Seasons Hotel*
Ritz-Carlton Hotel*
Federal Reserve Bank*
Roosevelt University*
Whistlestops Chicago Placebranding*

* Experience Prior to Gensler



Michael Shaub

Senior Associate

Senior Brand Designer

Since a young age, Michael has been interested in systems—taking things apart, figuring out how they work, and then putting them back together in new ways.

When he sketched, it was machines and systems, not static scenes. Fast forward to now, as Gensler's Regional Brand Design Practice Area Leader, Michael approaches his design work in the same way, using an iterative design process to transform concepts into reality.

With over 11 years of experience, Michael has lead the graphic design solutions for a variety of clients: Advocate Healthcare, UIHC Iowa River Landing Ambulatory Care, Goodyear Headquarters, Intuit Headquarters, Motorola Mobility University of Chicago and Columbia College of Chicago. His experience includes signage and wayfinding, branding and identity projects, supergraphics, print collateral, packaging, uniforms, interiors, web design, and motion graphics installations.

In 2014, Michael received Gensler's Gene Watanabe Award, recognizing design excellence by an individual in visual communication.

Background

Bachelor of Fine Arts, Illustration, Art Center College of Design, Pasadena, CA
Masters, Industrial Design, Art Center College of Design, Pasadena, CA

Selected Project Experience

Adler Planetarium, Chicago, IL
Advocate Health Care, Signage, various IL locations
Alexandria Real Estate, Digital Experience Design, San Diego, CA
Allsteel Showroom, Chicago, IL
Intuit Headquarters, Mountain View, CA
Fourth Presbyterian Church, Chicago, IL
Girl Scouts GCNWI Graphics, Chicago, IL
Goodyear, Akron, OH
Johnson Controls, Glendale, WI
Motorola Mobility Headquarters, Chicago, IL
Northwestern Lake Forest Hospital, Lake Forest, IL
NRG Sponsor Wall, Minneapolis, MN
S.C. Johnson, Racine, WI*
Silliman Group, Hyde Park, IL
Bexar County Performing Arts Center, San Antonio, TX*
Columbia College, 618 South Michigan Ave. Façade, Chicago, IL
CSoPP - Pacific Oaks Campus, Pasadena, CA
CSoPP - POC 4 Westmoreland, Chicago, IL
Disney Creative Campus, Glendale, CA*
Dr. P. Phillips Center for the Performing Arts, Orlando, FL*
MIT Sloan School of Management, Cambridge, MA*
NYU Polytechnic Institute, New York, NY
University of Chicago, Chicago, IL
University of Virginia, Charlottesville, VA*
US Department of State*
US Embassy, Berlin
American Institute, Taiwan
World Food Prize, Des Moines, IA
Spencer Stuart
Atlanta, GA
Sao Paulo, Brazil
Tishman Speyer, Marketing Suite, Chicago, IL
Dentons, Chicago, IL
Miller Canfield, Detroit, MI
225 S Sixth St Previsor, Minneapolis, MN
550 Bond St, Chicago, IL
Amgen, Thousand Oaks, CA*
Syncada, Minneapolis, MN
Wrigley,
600 West Chicago, Chicago, IL
GIC Graphics, Chicago, IL
Confidential Financial Services Firm, Headquarters Refresh, Riverwoods, IL



03

Project Experience

Museum of the African Diaspora

Creating an Interactive Space

San Francisco

The new Executive Director at the Museum of the African Diaspora knew she had to transform the physical space and the visitor experience.

After closing the doors to create MoAd 2.0, the Executive Director's first step was to hire Gensler to help the museum create a new vision. The Gensler team used the "Little G" process to develop a shopping list for the entry, store, and gallery space on the second floor, prioritizing strategic interventions according to budget and need.

The visitor experience now starts at the front door. From the street, the lobby and store are brightly lit and accessible and the ground plane is active. Visitors engage with new educational exhibits, making use of technology for a deeper experience with the story of the African Diaspora. This is no longer a transitional lobby, rather one where people hang out and energize the space—whether as a school tour or private dinner or party—and effectively connect the Museum with the urban streetscape. Traffic to the Museum is up 200%.

The retail experience has been enhanced with repurposed and reorganized fixtures, inspiring the Director of Retail and Merchandise Manager to have better offerings and regularly change displays. Retail merchandise now relates to the current exhibits, increasing store revenue by 900%.

The new Museum boasts more diverse galleries. A once dreary hallway was repurposed into the Emerging Artists Gallery, creating a vibrant connection between the Museum and the St Regis hotel and serves to introduce hotel guests and guest residents to the Museum happenings.

Additional new galleries on the second floor include the main Dignity Health gallery and the Ernest Bates gallery, formerly the Slave Passage. Both allow for more diverse exhibits, fine arts, sculpture, three-dimensional, and experimental work. Opening up the myriad of rooms to create the second floor galleries also connects the three floors and activates the theater that was previously hidden—completing the Museum experience.

Overall, the renovation made a huge impact on the Museum. The more diverse exhibits have inspired existing donors who continue to sponsor the Museum into its 10th year. The new look also attracts new donors and this increase in patronage and fundraising supports more dynamic exhibits. The capital investment has paid off far beyond expectation.

The transformation of MoAD supports a greater partnership with both the Smithsonian Institute and with SFMOMA. The Smithsonian affiliation process considers the art collection, policy, cultural mission, and the facilities as part of the criteria for acceptance, which means MoAD is now eligible to go through the Museum assessment process to be part of the American Alliance of Museums. This honor will open doors to a higher level of curated work and give access to work that has never been available to the public—seen through the eyes of the African diaspora.

4,500 sq ft

Completed 2015

Services Provided

Programming
Interior Architectural Design
Environmental Graphic
Design



Primark

Prototype and Flagship Store

King of Prussia, PA

Primark, the Dublin-based fast-fashion retailer, teamed with Gensler to create a new flagship concept for their highly anticipated US expansion.

The 98,600-square-foot King of Prussia location, home to their second store in America, is the first of the new prototype.

Started in 1969, Primark has an established presence in Europe with nearly 300 stores. The King of Prussia (KOP) store takes cues from those sister stores and the brand's Irish roots by using industrial elements—exposed brick and concrete, corrugated metal cladding, and pine plywood—as the foundation of the design. Trademark aqua and neon accents run throughout the store, helping uphold the classic Primark identity.

But Primark wanted a fresh look for their grand entrance into the US market, and Gensler made sure to deliver. Visitors to the KOP Primark are greeted first by an unprecedented exterior façade with LED windows displaying both moving and static imagery. Upon entering, an 18'-high, 40'-long digital billboard presents custom digital content that speaks to Primark's brand, campaign messaging, product breadth, and social media focus, drawing shoppers into the vast expanse of the main floor.

The Digital Roundabout at the heart of the store serves as the "pulse of Primark." Made of 32 LCD screens suspended from the ceiling, it features marketing campaigns and fashion trends from around the world, and includes imagery from Primark's #PRIMANIA online feed. Shoppers are able to connect with Primark's global network

and see everything from street style in Spain to Instagram posts showing off new buys from the Boston flagship. The Roundabout also acts as an actual roundabout, navigating customers to different trends around the floor.

The active, engaging retail experience continues throughout the store. Mannequins wearing the latest arrivals pose on a platform runway by the interior mall entrance, complete with color-changing LED lights that have a party-mode for special events. Custom chandeliers made of tangled neon hangers add to the store's quirky personality, and have become a trademark of Primark US. During check-out at one of the 50-plus points of sale, graphic projections bring in movement and offer campaign display.

Moments of respite from the sensory overload include seating areas for shoppers to rest, do a quick fit, or even charge their phones. Fitting rooms are designed as quiet sanctuaries from the bright, bustling sales floor.

Six additional locations are planned for 2016, all of which will be variations of the KOP prototype. By being mindful of the brand's heritage, with an eye towards the future, Gensler's design feels both fresh and familiar, allowing Primark to boldly declare its presence in a new market.

98,600 sq ft

Completed 2015

Services Provided

Architectural Design
Interior Architectural Design
Prototype Design
Digital Design
Environmental Graphics
Signage & Wayfinding
Furniture Design
Retail Fixture Design
Custom Lighting Design



Alexandria Real Estate Digital Experience

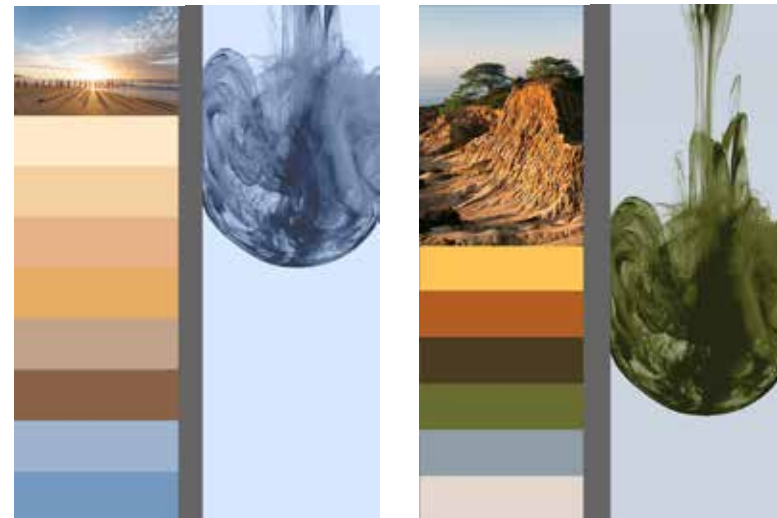
San Diego, CA

Alexandria Real Estate's flagship leasing center needed a feature element that demonstrated forward thinking to make it a destination location.

Gensler created a digital canvas that could tell Alexandria Real Estate's story to guests and serve as a presentation sales tool for potential biotechnology clients.

The first step to creating this tool was curating a wealth of data. The Gensler team collected photos, testimonial videos, tenant lists, logos, building information, and location data for 31 properties across the country and began to weave the information into an interactive experience.

With just a few taps on an iPad, a leasing agent can start and control the show, taking the client on a journey to different tenants and properties across the country. A Content Management System (CMS) manages the choreographed dance of 16.6 Million pixels that can be instantly and easily updated. A Geographic Information System (GIS) was used to extract layers of information including landmasses, borders, census population, latitude and longitude lines, and every street in each city. After landing in a selected city, the CMS presents all information stored for the property, including a video testimonial from a biotech leader or a patient whose life has been changed by their discoveries.



Completed 2016

Services Provided
Digital Design

To compliment this vast store of information, the project needed an element that provided life, color, and inspiration. While brainstorming the digital art installation the Gensler team uncovered that the ARE's building was originally an ink factory, creating tools for art before medicine. This became the inspiration for a particle of ink dropping down a stack of 12 monitors adjacent to the digital canvas.

So the fluid movements never seem to repeat, the ink motion was applied to the pixels of photos of Torrey Pines at different times of day. Ink colors are scheduled to change as the sun rises and sets, taking cues from nearby beaches and skies.



Adler Planetarium

Samuel C. Johnson Star Theater

Chicago, IL

As part of the Lift-Off! Campaign, the Johnson Family Foundation made an extraordinary commitment to the renovation of the Adler's 3D Universe Theater and its surrounding galleries. In addition to offering museum visitors thrilling shows, the restored theater will host conferences, live performances and lectures by world-class scientists.

Gensler was chosen as the design firm to fulfill this vision for both the Adler and the Johnson Family. The theater would not only be redesigned; the entire visitor experience was expanded into a working gallery, repurposing forgotten spaces and corridors into complete immersive learning environments. Through collaboration with the educators of the Planetarium, the design concept was decided to be the lifecycle of a star. A new identity was created for the theater and it was renamed as the Samuel C Johnson Family Star Theater. The interior of the theater itself was modernized, bringing it to the standards of a world class 3-D theater experience and allow the Adler to host events and leaders in the industry from around the world.

The customer experience leading visitors through the Planetarium to the theater was completely re-imagined as an educational tool, a gallery and a wayfinding system. Gensler's graphics, architects and interiors teams worked directly with the Adler's exhibit designers to create one of the most compelling museum spaces in Chicago. Technically advanced lighting and projection systems, architectural interventions and large scale graphics engage everyone from young children and parents to scientists and astronomers on a daily basis.



Completed 2014

Services Provided

Interior Architectural Design
Environmental Graphic
Design
Signage & Wayfinding
Design
Exhibit Design



Harold Washington Library Children's Library

Chicago, IL

One of the first realizations of the Master Plan Vision Document was the need for the Harold Washington Library, Thomas Hughes Children's Library renovation.

This 25,000 sf main children's library is the hub of the network of regional libraries across the city. Used as a testing ground for programs that will be rolled out across the system, this library is the impetus for change.

Conceived under the CPL vision of "home of the curious" and with the physical opportunity of an "empty box" these two drivers brought the design team to create a very flexible exploration space that pulls out the imagination of a young child when confronted with an empty box and the opportunities that the blank canvas can provide.

It also created a space that is charged to be a "parent incubator" space. This is where both parents and children can go to engage in a learning resource for enhancing their parenting skills and exploration and interaction with the journey that their children are on.

With the budget of a moderate renovation, the design team is working to economize systems, surgically renovate space and strategically apply the limited budget to the highest and best use of space.

25,000 sq ft

**Estimated Completion
December, 2016**

Services Provided

Project Visioning, Research,
and Programming
Interior Design

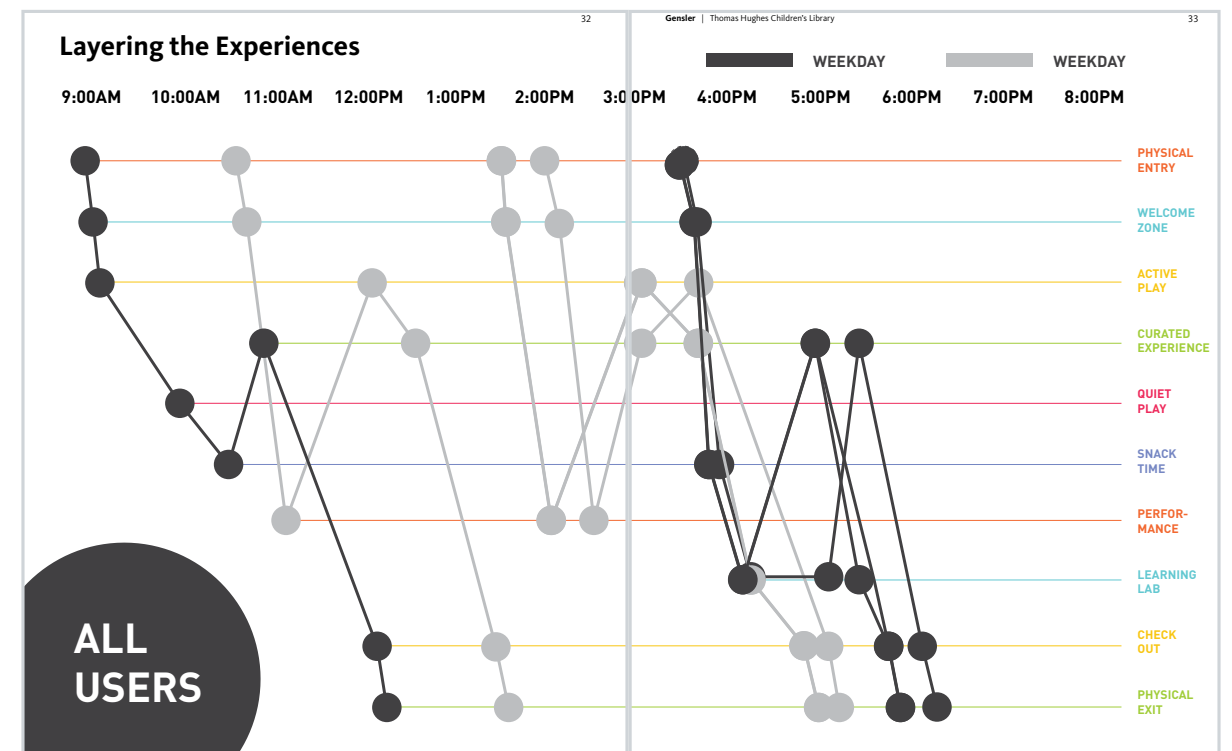


Thomas Hughes Children's Library & Prototype Study
AT THE HAROLD WASHINGTON LIBRARY
Strategy + Concept Design

First, we conducted observations during **3** library walkthroughs.

Next, we surveyed **16** experts.

Then, we conducted a programming exercise, an experience journey and a research review with **20** library administrators & staff.



World Food Prize

Des Moines, IA

The World Food Prize, awarded each year in Des Moines, Iowa, is considered the Nobel Prize for food and agriculture. It honors individuals who work to improve the world's food supply and production, with the ultimate goal of eradicating world hunger.

To support the mission of this institution, Gensler embarked on a renovation project to transform the 1903 Des Moines Public Library into the World Food Prize headquarters. The new Hall of Laureates Museum contains exhibit, ceremonial and work spaces meant to educate visitors on the World Food Prize's mission, to eradicate global hunger and food security issues.

At every turn there is a story to tell. The hundreds of uniquely commissioned pieces speak to our creative humanity: sculpture, portraits, murals, mosaics, tapestries, stained glass, bronze and marble plaques.

From the moment guests enter the building and arrive in the rotunda, each corner incorporates an illuminated sculpture signifying a main food crop: Corn, Soy beans, Rice and Wheat. Significant quotes by The World Food Prize's hero, Dr Borlaug, surround the frieze in the rotunda.



The Hall of Laureates is a nod to the past and the rich story telling that was part of every turn of the century 1900's building, and a leap towards the future through rich story telling and artifact creation. It is not just a plane museum space with art on the walls, but the art and the stories are deeply entrenched within the architecture creating a meaningful story and museum experience at every turn.

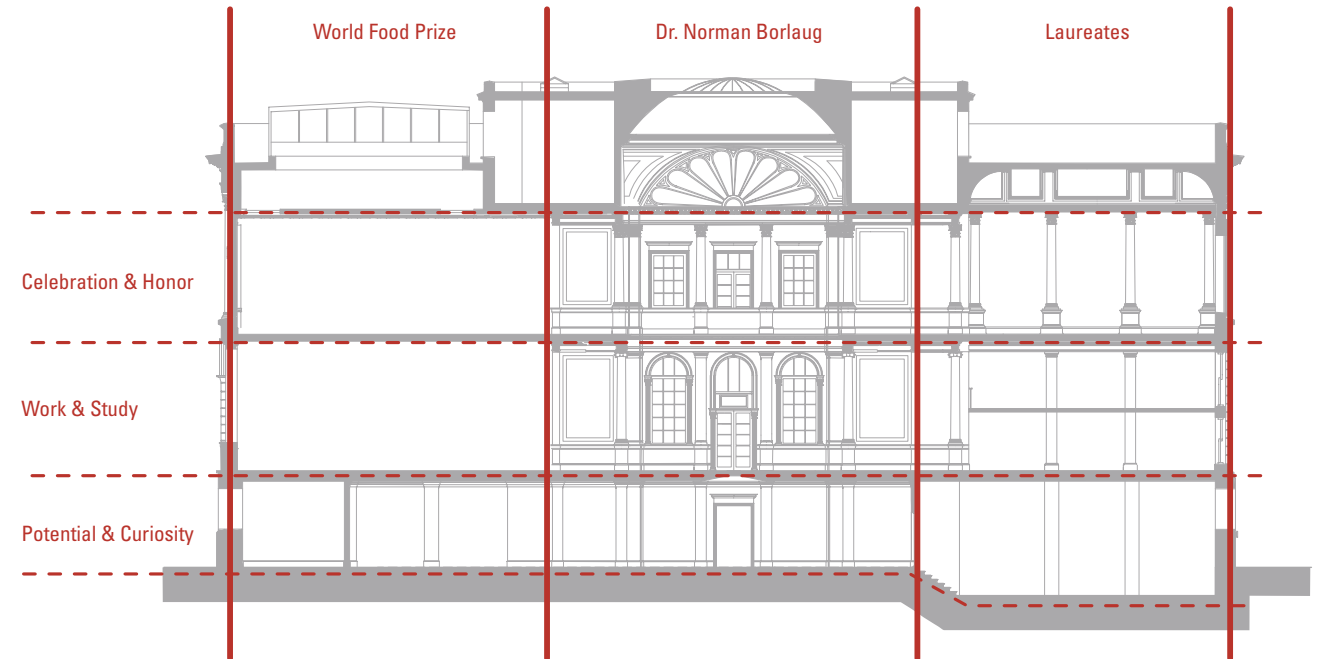
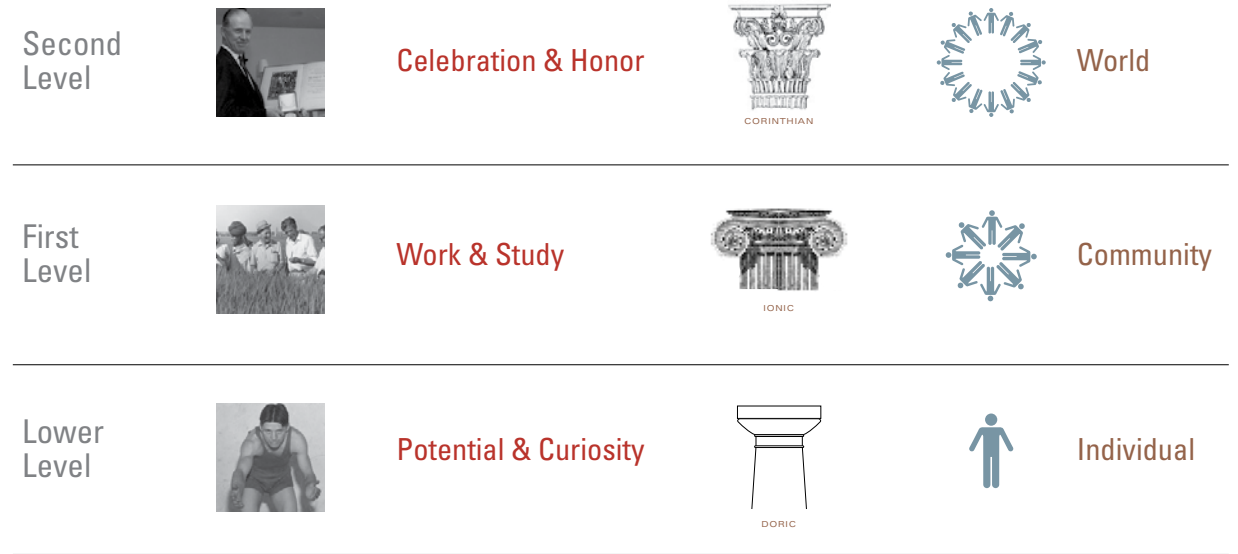
37,000 sq. ft.

Services Provided

Architectural Design
Environmental Graphics
Signage and Wayfinding

Awards

Iowa AIA, Excellence in Sustainable Design, 2012



Houston Maritime Museum

Houston, TX

Redefining through world-class design and a meaningful relocation, the new Houston Maritime Museum strives herald a new era for this important part of Houston history.

Locate in the Medical Center off of Dorrington Street, the original Houston Maritime Museum was discrete and vague. Lacking the prominence and distinguished nature needed to attain local and national visibility, the Houston Maritime board decide it was time for a new design. The board originally selected another project architect, but after unsatisfactory delivery on realizing the client's vision, Gensler was brought in after presenting an alternate scheme.

Gensler worked with the client to create a design that would achieve their goals of growing the museum's collection, fostering partnership between local industries and civic and public organization, and create a state-of-the-art, "museum of the suture" with sophisticated technological aspects, while maintain some of the more traditional museum elements of display.

The new Houston Maritime Museum in an effort to realize the client drivers was designed in a new location—a site off of Houston's Ship Channel. This new location allows the design to a greater connection and a stronger meaning to its place. The resulting design is a 48,000-square feet of museum building with exhibits, gift shop, classrooms, even space, offices, storage, archives, and a roof deck with an attached 13,000-square foot building that features offices, storage, classrooms, and a garage with 264 parking spaces.

Currently, the project is in the fundraising phase.

54,800 sq ft

**Estimated Completion
2016**

Services Provided

Architectural Design
Interior Architectural Design
LEED Consulting Services
FF&E Selection

**Targeting LEED Gold
Certification**

Project Manager

Hannah Sargent

General Contractor

Tellepsen

Consultants

T&D Engineers (MEP)
ASA Dally (Structural)
Ward, Getz & Associates,
LLP (Civil)
Ruckel, Dillion, & Wright,
Inc. (Landscape)
Jack Eby Design
(Exhibit Design)



American Red Cross of Greater Chicago

Chicago, IL

Gensler was approached by the American Red Cross to infuse brand awareness into their existing regional headquarters in Chicago and educate visitors on their extensive areas of service.

Visitors tour the space daily and the Red Cross wanted a fun, yet informative way to visually tell their story and honor the generosity of their donors and volunteers. The Red Cross is best known for their disaster relief and blood drives, but their services extend far beyond that. The project was an opportunity to convey this message.

In the lobby, new large-scale banners were designed to showcase Red Cross's five primary services: Military, International, Disaster, Health & Safety, and Blood. Story panels on the opposite wall correspond with these services and give visitors a more in-depth look at each. A series of LED tickers through the names of supporters and help the Red Cross to continually update their donor recognition.

Another addition to the reception area is a large touch-screen kiosk at the reception desk. The kiosk invites guests to take action and sign up to

volunteer, donate blood, register for health and safety classes or make a donation to the local Chicago chapter.

Beyond the entry experience, tour stops are placed strategically throughout the facility to show case the rich Red Cross history and explain all of the important services they provide to the community. Custom wallcoverings, displays, and text panels come together to tell the stories at each stop. Key spaces include the newly rebuilt Emergency Operations Center, blood services facility, and training and conference rooms.

The information graphics, combined with some finish upgrades, have given this headquarters a fresh new look and will help Red Cross to tell their stories as they tour people through the space for years to come.

Completed 2014

Services Provided

- User Experience Design
- Information Design
- Content Development
- Dynamic Motion Graphics
- Integrated Hardware
- Signage & Wayfinding
- Interior Design



Abu Dhabi	Minneapolis
Atlanta	Morristown
Austin	New York
Baltimore	Newport Beach
Bangalore	Oakland
Bangkok	Philadelphia
Beijing	Phoenix
Boston	Pittsburgh
Charlotte	Raleigh-Durham
Chicago	San Diego
Dallas	San Francisco
Denver	San Jose
Detroit	San José
Doha	São Paulo
Dubai	Seattle
Houston	Seoul
Hong Kong	Shanghai
La Crosse	Singapore
Las Vegas	Sydney
London	Tampa
Los Angeles	Tokyo
Mexico City	Toronto
Miami	Washington DC

11 East Madison Street
Suite 300
Chicago IL 60602
USA
Tel 312.456.0123
Fax 312.456.0124

www.gensler.com
twitter.com/gensleronwork
twitter.com/gensleroncities
twitter.com/genslerlifestyle

Gensler