

RFP-RH-17-009			
Exhibit Design, Fabrication and Installation			
Vendor Name	Flutter & Wow	SpacestoExperiences	Littlefish Design
Address	Ann Arbor, MI	Coopersville, MI	Ann Arbor, MI
Experience/Qualifications Team Lead	<p>Jason Stevens; Clients include Detroit Institute Arts, Great Lakes Children Museum, Motown Museum, etc. Award winning author, in journals, websites and case study. Author in recent Beverly Serrell's seminal book, Exhibit Labels. Teaches at Lawrence Tech Univ and writes about history &amp; practice of exhibit design. Currently on board of National Association for Museum Exhibition.</p>	<p>Jerry Knapp; Extensive experience &amp; knowledge of facilities, exhibits, design engineering &amp; budgeting. Will assure design meets intended outcome. Involved in construction industry for 30+ years. Employed in exhibit industry 20 years. Held positions for two major exhibit companies prior to founding SpacestoExperiences. Positions include fabricator, installer, estimator, project manager and operations manager.</p>	<p>Angela Matthews; experience in running environmental design departments for large architectural firms and prior experience in working in fabrication facilities. Shifting focus from large retail developments and fabrication details, gain broader perspective on practice of communication through environment. Littlefish formed as collaborative studio emphasizing approach of Learn, Think, Make.</p>
Experience/Qualifications Proposed Team	<p>Design Build firm with extensive experience creating interactive, hands-on, and participatory museum exhibitions for visitors. Projects known for bringing visitors into personal contact w/stories, objects and information. Performed complete gallery and exhibition renovations such as; Daring adventures of Alaska's Pioneer Pilots for Valdez Museum. Designed &amp; built traveling exhibits, low tech and high tech. In 2016, completed 11 exhibits for Great Lakes Children's Museum.</p> <p>Mary Seelhorst: Exhibit concept and development, interpretive planning and writing. Clients include Henry Ford Museum, Gilmore Car Museum, Hawaiian Mission Houses.</p> <p>Gene Ullery-Smith: Wayfinding signage, interpretive graphic programs, visual identities and marketing communications. Clients include Detroit Historical Museum, Dossin Great Lakes Museum, UofM Museum Natural History.</p>	<p>Mindy Conley: Lead exhibit designer. Extensive knowledge and experience in a facility with a similar geographic location with similar history. Will act as lead designer. Hold BFA in Industrial Design, 14 years experience in museum industry. Worked for National New York Central Railroad Museum while in college. Worked as exhibit curator for Lakeshore museum center. During tenure there, was involved in every aspect of exhibit design, fabrication, and installation of museum's exhibit program. Directly designed and installed over 200 exhibits of all sizes and types.</p> <p>Laine Knapp: Graphic Design Assistant will assist Mindy with execution of her designs as pertain to graphic production. Currently a junior in the graphic/industrial design program at MSU. Has assisted on many projects over last couple years.</p>	<p>David Shrader: Fabrication Project Manager. Experience as Account Executive, Graph-X Signs and Route Sales, Frito-Lay. Projects include wayfinding and campus plan for St. Mary Mercy Hospital.</p> <p>Kelsey Raupp: Experience as Designer, Art Director of o2 Creative Solutions, Co-Founder, Art Director for Ad Chemistry. Projects include Scion Dealer Show, Las Vega; St. Francis Indianapolis Comprehensive Wayfinding, Indianapolis, IN; St. Joseph Mercy Hospital North Entry, Cafeteria and Deli Renovation; City of Southfield City Centre District Maps.</p>

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Experience/Qualifications Proposed Team (Continued)	<p>7 Cylinders Studio: Video Production, independent film projects. Clients include UofMHuron River Watershed Council, PLAY Project, Ypsilanti Community Schools.</p> <p>Multiform Studios: Mounts and models. Clients include Carnegie Museum Natural History, etc.</p> <p>Paragon Display: Printing, flatbed printing, printing to substrate.</p> <p>Katie Westgate Design: Interactive specialist, freelance graphics, print and environmental design.</p> <p>Hosford &amp; Company: Structural and decorative steel.</p> <p>Eco-Signs: Signage and illumination.</p>	<p>Dan Manning: Account Manager/Collections Assessment will provide guidance on use of museum's collection. Has extensive antique collection and appraising experience which encompasses, but not limited to literature, tools, toys, advertising items, household items, etc. Has been doing this for over 30 years. Consummate student of history. Been helping organizations brand, market, display, and otherwise tell their stories with exhibit consulting, creative writing, advertising, product development, formatting, and other related functions both as an employee of leading Michigan firms and with his own business. BS in Economics and Management from MSU.</p>	
Technical Approach	<p>Plan and schedule project, work with staff develop detailed, actionable interpretive plan that coordinates guidelines, collaborate through physical meetings &amp; shared cloud documents, provide exhibit plans, design documents, shop drawings, fabrication and installation documents and post design services, respond to request for changes, manage fabrication &amp; implementation w/benchmarks, acquire all req'd permits, deliver functional design on schedule and within budget: Research and Planning - 1-2 months; Design &amp; Scripting - 3 months; Fabrication, Implementation &amp; Testing - 4-6 months; Install and final - 1 month Total project 9-12 months</p>	<p>In general, approach will be creative and practical. Design will incorporate components made from readily available materials and hardware for ease of ongoing maintenance and repairs. Understand museum making investment into these exhibits and as such intent to design elements for continued use for many years. Philosophy based on 6 simple words: CREATE, INSPIRE, ENGAGE, PARTNERS, INTERPRET and EXPLORE.</p>	<p>Approach is starting with research, observation, open minds and open ears. Learn everything can fro multiple perspectives. As thousand questions. Then think. Strategize. Consider how many user touch points exist, what cues are in environment and how messages are interpreted and how things relate, reinforce, clarify and/or conflict. Define treason and logic behind the existence of things. Look at project 100 ways. Phase 1: Research and Analysis - preliminary meeting with client to establish objectives, key personnel, detail timelines and receive existing and documentation. Phase 2: Analysis; Phase 3: Discovery; Phase 4: Programming, Phase 5 - Conceptual Design; Phase 6 Design Development; Phase 7 fabrication coordination.</p>

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Subcontractor Selection Plan	Compare vendor options, minimum 3 compared. Conduct cost-analysis & Quality comparisons to select best qualified firm.		
Project Innovation	Design exhibits that as a hallmark, require minimum maintenance & ease of repair. Experience helps identify and eliminate redundancy & Recognize where projects can maximize resources & efficiency.		
Warranty Information	Warranty for 1 year from owner acceptance. Owner acceptance after 1 month minimum of testing & commissioning onsite.	Warranty all in-house fabricated products for period of 5 years. Entire exhibit is warranted for one year. Other exhibit components are covered by manufacturer's warranty.	
Cost Proposal (Project Budget)			
	Master Planning	Project Design	Phases 1-4 (Research and Analysis, Analysis, Discovery, and Programming
	Construction of Museum Store \$10,020.00 - \$32,000.00	Fabrication	Phase 5 Conceptual Design
	Reception Desk		Phase 6 Design Development \$15,000.00
	Silo Exhibit Space \$2390.00	Total Estimated Cost	Phase 7 Fabrication Coordination \$7,500.00
	Van Hoosen Exhibit Design \$8740.00		
	Van Hoosen Exhibit Implementation \$25,420.00 - \$40,000.00		
	Mastodon Exhibit Design \$2450.00		Total estimated cost \$67,500.00
	Mastodon Exhibit Fabrication \$8240.00 - \$12,500.00		
	Bull Barn, Milk House and Calf Barn Interpretation \$5230.00		
	Total Estimated Cost \$71,880.00 - \$125,000.00		