

Proposal for Exhibit Design  
For the Kenneth Hahn  
Community Center  
Baldwin Hills, Los Angeles, California

April 26, 2014

Submitted By Group Delphi  
Alameda, California

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# Kenneth Hahn Community Center Exhibit Design

## Design Fee, All Inclusive:

**\$125,100**

Our bid of \$125,000 is all inclusive of all costs and fees to be incurred by Group Delphi in the function of completing all planning, design, and consultation / supervision during exhibit fabrication.

A breakdown of our design fees is as follows:

### Design and Supervision:

**\$71,000**

Content & Concept Development	\$14,500
Design	\$27,500
Fundraising Tools	\$6,500
Fabrication Docs & Implementation	\$13,500
Fabrication Supervision	<u>\$9,000</u>
Total:	\$62,000

The fees are based approximately on our estimate of professional hours required multiplied by our standard hourly billing rates. Design Director \$150; Project Manager \$130; Designers \$130; Production Designer \$90; Drafting \$90. Not included: Photo and illustration acquisition, scanning of images, original illustration or video. Depending on how a Kenneth Hahn Bio Video is structured, it could run approximately \$45,000-\$60,000. Video work can be discussed and agreed upon prior to starting the project.

### Content Development Fees and Expenses:

**\$48,100.00**

These fees have been broken out for purposes of describing the two design disciplines. The fees below, (content development), are in addition to the fees as noted above (exhibit & graphic design).

• Project Start Up / Planning charrette & meetings:	2,400.00
• Concept design / Storyline development & narrative outline:	3,100.00
• Schematic Design / Rough draft script & media outline:	4,000.00
• Design Development / Second draft & media outline:	10,400.00
• Construction Docs / Final script & media pre-production:	16,800.00
• Fabrication / Proofreading production files:	6,000.00
• Installation / Consulting during exhibit installation:	3,800.00
• Project completion / Project docs and wrap-out:	<u>1,600.00</u>
Total:	\$48,100.00

### Travel Expenses:

**\$6,000.00**

Five trips at \$1,200.00 per trip

# SCOPE OF WORK

## Kenneth Hahn Community Center Exhibit Design

### Spaces and Components

Group Delphi is proposing to provide the exhibit design services for the Kenneth Hahn Community Center in Baldwin Hills as listed below under our Scope of Work:

- Overall and content spaces identification
- Graphic banners and panels
- Graphics for interactive exhibits and kiosks
- Object Labels
- Reader rail graphics
- Text Panels - with and without images
- Super graphics
- Graphic styling guidelines for interactive media graphics

### Services

#### Content & Concept Refinement and Development

- Conduct a kick-off meeting to define and clarify the goals and opportunities of the project
- Review relevant work and existing artifact cases to date in the Community Center space
- Visit the project site and informally document the facility
- Review the historic materials and artifacts
- Evaluate the preliminary exhibition themes and propose refinements, potential alternatives and storylines
- Suggest refinements to the themes and recommend an organizing structure to present the information
- Prepare preliminary story / sequence / flow diagram
- Prepare an implementation estimate

*Deliverables: Refined story and theme document, space utilization diagram, budget estimate*

#### Design

- Develop preliminary design concepts for individual exhibits and displays
- Create a preliminary exhibit language of typography, colors and graphic style
- Develop preliminary designs into more detailed exhibit visuals
- Revise cost estimate
- Attend meetings as required

*Deliverables: Exhibit and display concepts, refined exhibit design, preliminary exhibit visuals, display and area concept illustrations, and revised cost estimates*

## **Fundraising Tools**

To facilitate fundraising efforts we will design and prepare

- Concept booklet
- PowerPoint presentation

*Deliverables: Fundraising tools*

## **Fabrication & Implementation Documents**

- Prepare fabrication and installation documents necessary to implement the exhibit
- Prepare production art files for all graphics Components
- Review with exhibit team at 50% production art progress
- Provide 90% production art for final review
- Provide one round of changes to 90% art files
- Provide 100% production art
- Attend meetings as required

*Deliverables: Production art files at 50%, 90% and 100%*

## **Fabrication Supervision**

- Participate in contractor kick-off meeting to establish protocol, communications standards, detailed schedule and mutual expectations
- Review and respond to RFIs, color and materials samples and mock-ups provided by graphics vendor
- Assist in inspection of print production at vendor's shop
- Assist in inspection of installation of typical signage Components in the field
- Inspect completed installation and prepare "punch list" of items requiring post installation attention by vendor
- Attend meetings as required

*Deliverables: Punch lists*

## **Consulting**

At request of project team, participate, consult on, or conceptualize items or treatments beyond actual exhibit signage and graphics Components listed above, such as

- Architectural color
- Exhibitory
- Attraction logo or logos
- Press kit
- Print collateral
- Educational materials
- Exterior interpretation signage for playgrounds, etc.

## **Project Schedule**

Group Delphi can begin work soon and can meet the reasonable needs of the project. This estimate is based upon a typical completion and installation schedule of an installation of this scale. Prior to starting the project, we will need to set a target opening date. Delays in the overall project schedule may result in additional fees.

## **Approach**

### **Kenneth Hahn Community Center Exhibit Design**

Our proposed work flow:

#### **Content Research**

- Deep dive into background research assembled by the exhibit team to date
- Compile additional research to support simple, elegant, fun writing and content development
- Participate in onsite charrette at the Community Center

#### **Exhibit Storyline and Content Outline**

- Develop storyline, content outline, and narrative flow of exhibits
- Present concept to team members
- Receive and review feedback

#### **Text Development**

- Develop titles and subtitles (if/as needed)
- Write primary copy for 5 to 7 exhibit sections
- Review and refine with team members
- Present concept to team members
- Receive and review feedback

#### **Media**

- Interview family members
- Identify archival video and film footage for video biography (3 to 5 minutes)
- Write script for video biography
- Develop production plan for new videography required (if any)

## Contracting Notes

### Billing:

Monthly invoices reflecting the percentage of work completed plus expenses will be submitted for payment. Invoices shall be paid within thirty (30) days of receipt. Applicable sales tax will be added to billing as required by the California State Board of Equalization.

### Advance Payment-Retainer:

Before starting work, Hunt Design requires an advance payment equal to 20% of the total fees, which will be credited at the end of the project.

### Conditions:

Revisions and Additions: This proposal covers only the services outlined. If the scope of work changes, approved revisions or additions will be charged for on an hourly basis, and as an addition to the original contract.

### Termination of Contract:

Assuming just cause, either party reserves the right to terminate this agreement after giving ten (10) days written notice to the other. shall be paid for services and reimbursable expenses incurred under this contract up to the date of such termination.

### Cash Flow and Timely Payments:

Timely and regular payments of invoices are required for continuous work on the project.

### Sequence of Work:

The fees stated above are based on executing the project or large project portions as a group or groups. That is, items added out of sequence or after general approvals of Spaces or phases, may be considered as extra to the contract.

### Limit of Quantity of Designs:

A reasonable quantity of design solutions for individual Components will be developed for review. Excessive or unreasonable requests for redesign or additional design options may result in additional design fees.

### Originality:

All reasonable care will be taken to avoid accidental duplication of graphic designs already in existence, but responsibility and matters of registration, trademarking, copyrighting, rest with the owner.

### Best Effort Basis:

The creative services described above will be provided on a "best effort" basis. That is, will create designs based on our training, experience and professional judgment and that represent our best effort; non-acceptance of the design(s) shall not constitute reason for nonpayment.

### Extended Schedule:

The fees stated above are based upon the described project schedule. Delays in the overall project schedule may result in additional fees. Restarting the project after an inactive period of more than two months will result in a restart fee of 3% of the total project fees.

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## Key Personnel

### Mark Adams, Project Director

Mark will be the lead client contact and will coordinate all aspects of Group Delphi's work, including design development, engineering, interactive exhibit development, fabrication installation, budgets and schedules. Before the merger of GGE and Group Delphi, Mark filled this same role for the Friends of Placerita Canyon in the first two phases of exhibit master planning and concept design.

For over 20 years Mark has worked with museums, science centers, children's museums and visitor centers in all phases of exhibit development, from conceptual design through final design, fabrication and installation.

Mark understands the processes of creating and integrating a full spectrum of exhibit elements, including graphics and signage systems, artifact display cases, interactive exhibits and activities, dioramas and immersive environments, theaters, media productions and traveling exhibitions.

Mark's current and past clients include the San Bernardino County Museum, White Point Education Center / Palos Verdes Land Preserve, Edgewood Nature Center, the Point Reyes Bird Observatory Foundation, the Gulf of the Farallones National Marine Sanctuary, the West Basin Water District, the Sunnyvale Historical Museum, the Denver Museum of Nature and Science, the Hatfield Marine Science Center, the Chabot Observatory and Space Science Center, the California Science Center, the Arizona Science Center, the Science Spectrum, the Burbank Nature Center, the Jackson Rancheria, the Museum of the Central Sierra, the Southern Ute Cultural Center & Museum, the San Mateo County Historical Association, the San Francisco Maritime Museum, the Warner Bros. Visitor Center, the Children's Fairyland of Oakland, the Phoenix Museum of History, the Barona Band of Mission Indians, the Lake Tahoe Visitor Center, the Los Angeles Children's Museum, the Children's Learning Center at the Ballpark in Arlington (The Texas Rangers), the City of Long Beach Solid Waste Management Division, the Carpenter Family Foundation, the Petroleum Museum (Midland, TX.), the Washington County Historical Museum, and the Dwarshak Dam Visitor Center.

### Bill Nieser, Director of Museums and Retail, and Partner at Group Delphi

At Group Delphi, Bill Nieser has retained the same position he held at GGE before the merger, and is intimate with the master plan and concept designs developed to date for the Placerita Canyon Nature Center. With 30 years of exhibit production expertise and a member of the GGE team since 1998, Bill helps Group Delphi maintain high standards in the production of exhibits and environments for museums and retail settings. He will be responsible for insuring that all GGE resources are made available as needed in the design, construction and installation of your exhibits. He has been directly involved in all of GGE's high profile museum projects since joining that company. His broad range of skills and knowledge are a strong part of Group Delphi's operational base for ensuring cost-effective, solid solutions while adhering to the design criteria. Bill has been deeply involved and the main point of contact for both the client and the designers on large projects for the The Perot Museum of Nature and Science, Pacific Science Center, San Bernardino County Museum, California State History Museum, The White Point Education Center, The Oakland Museum of California, West Basin Water District, Honolulu Academy of Arts (George Sexton & Associates), Levi Strauss, Chabot and Robert Mondovi Vineyards (West Office Exhibition Design), Boudin (Pentagram Design) as well as many others.

### **Steve Todisco, Senior Estimator**

Steve is the Senior Estimator at Group Delphi and is responsible for preparing comprehensive pricing of all Group Delphi's museum & trade show projects. He has over 15 years of experience with Group Delphi in both the estimating and fabrication side of the business.

A graduate of Rhode Island School of Design with an Industrial Design degree, he brings a passion and keen design awareness to projects. His approach strives to blend the client's desires, the context of the estimate and Group Delphi's unique approach to client service and fabrication.

He is a highly motivated, diligent, detail-oriented individual, well organized and dedicated to his work. His background in both design and the practical side of fabrication is reinforced by a methodical approach to problem solving. Steve's broad range of experience ensures that all aspects and scope of the project are accounted for and that the properties are built per estimate.

Steve is additionally responsible for tracking budgets and offering ideas on value engineering throughout the bid and fabrication process. His work on museum projects include "Dragon Skies" at the Oakland Museum of California, The Perot Museum of Nature and Science, the Pacific Science Center, City of Downey Columbia Memorial Space Science Learning Center, the Chicago Children's Museum, the Hawaiian Hall Restoration Project at the Bishop Museum and the Bay Area Discovery Museum.

### **Jeff Osicka, Senior Project Manager - Internal Production**

Jeff expertise in managing high profile projects is based on ten years in this particular role. Prior to this role at GGE, Jeff spent 8 years in the shop in a hands-on role with many of the techniques that he now uses to develop the quick, cost effective engineering solutions for particular problems on the various jobs that he manages. Additionally, Jeff has a deep graphic production background that allows him to interface effectively between the designers and the production staff. Some of his work has included exhibits and installations for the Intel Museum, Jelly Belly Candy Company, Pixar Animation Studios, Dolby Laboratories, Edgewood Nature Center, Alcatraz Visitor Center, White Point Nature Center, and Sunnyvale Historical Visitor Center.



### **Jon Altimus, Scenic Manager**

Jon will be responsible for the production of all diorama elements for your project. He was involved in the conceptual design of the Placerita Canyon exhibits, providing engineering and estimating guidance.

Jon has been creating dioramas for renowned museums and science centers for over 15 years. Clients include the Perot Museum of Nature and Science, San Bernardino County Museum, California Academy of Sciences, Yosemite Valley Visitor Center, The Oakland Museum of California, Aquarium of the Bay, Notre Dame De Namur University Paleontology Hall, The Lindsay Wildlife Museum, the Hong Kong Museum of History, North Carolina State Museum of Natural History, the Coyote Point Museum, Newark Museum, Ford Museum of Flight, Audubon Zoo Insectarium, the Burke Museum, Taiwan Museum of Natural History, Museo Papalote in Mexico City, and the National aquarium in Mar del Plata, Argentina.

### **Tom Foley, Production Manager**

Tom ensures that Group Delphi maintains high standards of performance in fabricating exhibit properties and display graphics. Tom has 20 years experience exhibit industry and his sought-after expertise keeps jobs on time and on budget. He has instituted processes based on his experiences, particularly in logistics and operational procedures. His responsibilities at Group Delphi include directing execution of construction and set-up drawings, specifying materials and providing workable solutions while adhering to design criteria. Tom's museum client list includes the Perot Museum of Nature and Science, Pacific Science Center, San Bernardino County Museum, California State History Museum, The Oakland Museum of California, West Basin Water District, Sunnyvale History Museum, Edgewood Nature Center, The White Point Education Center, Alviso Adobe Historic Park, National Park Service / Alcatraz Visitor Center, Farallones Marine Sanctuary, Jackson Rancheria, Point Reyes Bird Observatory Center, Bank of the West Museum, Intel Museum, Dolby Systems lobby and San Antonio Museum.

### **David Sinclair, Senior Design Detailer**

David will be responsible for creating all constructions documents and shop drawings for your project. For the last 18 years David has been a Detail Designer for museums, science centers, trade show exhibits, and corporate marketing centers. David has worked for Exhibit Place, Exhibit Group and General Graphics before joining Group Delphi more than ten years ago. During his tenure with Group Delphi he directs the Detailing Department and has produced fabrication and engineering drawings for Omneon and Zhone Technologies, as well as drawings sets for various museum projects including the Denver Museum's "Space Odyssey", The Chabot Science Center's "Dragon Skies" traveling exhibit and the new Bay Area Discovery Museum. He also worked on the Perot Museum of Nature and Science, the Pacific Science Center, a retail setting for L'Uomo International at Stanford Shopping Center and a themed environment for the Sony Metreon. David received his Bachelor of Fine Arts in Industrial Design from the Cleveland Institute of Art and was awarded an IDSA Certificate of Recognition for Design Achievement.



**Jennifer Rigby, Text Writing and Graphic Design and Principal of The Acorn Group**

Director of The Acorn Group, Jennifer Rigby will be doing all text writing and graphic design. She also led the exhibit master planning process for the Friends of Placerita Canyon and worked as a senior designer with Jim Freed during concept design.

Jennifer's training and experience over the last 20 years have earned her a reputation for creating effective, dynamic educational and interpretive experiences. Her projects are nationally recognized, earning awards for Exhibit Design, Print and Media Design, and Interpretive Media Design from the National Association for Interpretation (NAI); Best of Show from the Western Fairs Association; Award of Excellence from the California Parks and Recreation Society; and the National Education Award from the American Zoo and Aquarium Association. She is the recipient of the 2002 California Project Learning Tree Award for Service to Environmental Education, the 2002 California Institute for Biodiversity Educator of the Year Award, and the 2005 Howard Bell Award for outstanding achievements and contributions as a leader in the field by the Association for Environmental and Outdoor Education.

Jenny has served as an advisor on several national curriculum projects, directed the California Department of Education curriculum and compendium project, and served as project manager of the California Plan for Environmental Education and Senate Bill 373 (School Diversion and Environmental Education Law) and as co-consultant on Assembly Bill 1548 (the Education and the Environment Law). Currently she serves as a regional representative and member of the board certification team for the National Association for Interpretation. Previously, she helped develop strategic plans for the North American Association for Environmental Education, California Department of Fish and Game, and California Regional Environmental Education Network.

Her background includes teaching in formal and non-formal institutions, including zoos and aquaria; interpretive writing, exhibit and graphic design; and program evaluation, research and training. She holds a bachelor's degree in social ecology, master's degree in education, and two California teaching credentials. She is certified by NAI as a Certified Interpretive Planner.

**James Freed, Senior Designer, The Acorn Group**

Jim Freed will be the lead designer throughout all phases of design development. Jim filled this same role for the Friends of Placerita Canyon in the first two phases of exhibit master planning and concept design. He is a gifted exhibit designer with 15 years in the industry. His specialty is conceptual design and three-dimensional development of educational exhibits. A skilled draftsman and illustrator, he also has a background in architectural design. James grew up in the Bay Area and earned a BFA in Illustration at the prestigious Art Center College of Design in Pasadena.

After several years as an artist and animator in the software industry, he moved into exhibit design. His design project credits since 1995 include exhibits at the Lindsay Wildlife Center, Discovery Park Visitor Center, Seattle; The Golden Gate Park Visitor Center, San Francisco; The North Carolina Museum of Natural Sciences, Raleigh; Wilder Ranch State Park Visitor Center, Santa Cruz; Bay Area Discovery Museum, San Francisco, Monterey Bay National Marine Sanctuary Trail, Santa Cruz; Kirkland Ranch and Artessa Wineries, Napa; and Yosemite National Park. Jim's work is showcased in several of The Acorn Group's recent projects, including interpretive master plans for the New Mexico Farm and Ranch Heritage Museum; State of Oregon, Coos Bay Region; Chilao Visitor Center; Coral Mountain Regional Park; Agua Hedionda Lagoon Discovery Center; Huntington Beach Wetlands Conservancy Center; George F Canyon Nature Center, and White Point Nature Preserve. Jim is currently working on several other projects with The Acorn Group and Group Delphi.



## References

### **San Bernardino County Museum *Geological Wonders Hall***

(for GGE & Group Delphi reference)

Richard Valencia  
Principal, Platypus Studio  
Pasadena, California  
323/916-0071

(for GGE reference)

Kathleen Springer, Senior Curator  
Division of Geological Sciences  
San Bernardino County Museum  
(909) 307-2669 ext. 242

(for GGE and Group Delphi reference)

### **The Perot Museum of Natural History**

Scott Rabiet  
Amaze Design  
Boston, Massachusetts  
(617) 367-6300

### **Chabot Space Science Center's *Bill Nye Climate Gallery***

Andy Anway  
Amaze Design  
(617) 367-6300

(for GGE and Group Delphi reference)

Chabot Space and Science Center (four major exhibitions over eight years)  
Tamara Schwarz, Project Manager  
Oakland, CA.  
510-336-7349

(for GGE reference)

Kristina Ellis, Education Specialist  
Andrea Vona, Executive Director  
**Palos Verdes Peninsula Land Conservancy**  
White Point Nature Preserve  
Nature Education Visitor Center  
Palos Verdes, California  
(310) 541-7613

(for GGE reference)

Julia Bott  
Executive Director  
**Edgewood Nature Preserve**  
Menlo Park, CA 94025  
(650) 321-5812