while these phases can be broken into discrete scopes, it is far more efficient and cost-effective to contract for all 4 phases from the onset.
**deliverables**

- Collaboratively assess & articulate project goals
- Define physical qualities that will help to shape guest experience
- Generate **distinct concepts** that achieve project goals in very different ways

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**PHASE 1: IDEATE**

collected imagery Water exhibit at the Children’s Museum of Denver at Marsico Campus
**deliverables**

- Use client-feedback from Phase 1 to develop 1 scheme
- Represent project components with **realistic scale** and architectural integration
- Develop guest narrative: What are the **experience opportunities** & how do they fit into your space?

**PHASE 2: SCHEME**

preliminary 3D modeling for Market Station Paseo
deliverables

- Build detailed 3D digital model based on Phase 2 design
- Specify & represent material & lighting conditions
- Produce rendered views and fly-through animation video

PHASE 3: DEVELOP
deliverables

- Develop preliminary cost estimates based on Phase 3 design
- Adjust design to meet client’s budget
- Make technical drawings to communicate design to fabricators
- Source fabricators & project manage through installation

PHASE 4: IMPLEMENT
• duration of each phase and total project delivery dependent on client needs, vendor availability, & project scope
• the client may request more meetings (donor presentations, stakeholders’ feedback, etc) at an hourly, billable rate
there are many **rules of thumb**, but every project is different...

in general, if you know what your total project budget is, *the exhibits team* charges **15%*** for all 4 phases of exhibit design and project management.

for example, if your total construction budget is $2M (this would include everything, from bathrooms to café to administrative offices to exhibit spaces), then you could expect to spend $300,000 on exhibit design and project management. We base our estimate on the **total** project and not just the exhibit spaces, because we offer you designs for the entire guest and staff experience, not just the furniture in each exhibit. This approach, as with all things, is negotiable.

if you don’t know what your total project budget should be, **no problem**. *the exhibits team* has lots of experience helping clients define their project scope.

* = *the exhibits team* offers discounted pricing for non-profit organizations

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**PROJECT COST ESTIMATING**

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**most exhibit design firms charge 20-25% of total project budget.**
Altitude Climber at the Children’s Museum of Denver at Marsico Campus

to see more, please visit us at exhibitsteam.org