EXHIBITING SUSTAINABILITY THROUGH DESIGN AND CONTENT

Museums are in an excellent position to teach the public about how to live more sustainable lives. In this session we will discuss how to teach about sustainability through content and through our choices as designers.

What are the simplest, high impact actions that we can take to make our exhibits have a lower global warming footprint and avoid toxic substances?

After a group presentation, we will break up into pre-selected breakout rooms for group discussions on more specific topics.

AGENDA
12:00 WELCOME
12:05 NINA NESSETH
ENVIRONMENTAL MINDSET IN EXHIBIT CONCEPTS (ROLE OF ENVIRONMENTAL EDUCATION IN CONTENT APPROACH)
12:20 DOUGLAS FLANDRO
THREE AREAS TO CONCENTRATE ON WHEN CONSIDERING SUSTAINABLE EXHIBITS (CARBON REDUCTION, HEALTHY MATERIALS, AND ENVIRONMENTAL JUSTICE)
12:35 INTRODUCE BREAKOUT GROUPS
12:35 BREAKOUT GROUP DISCUSSIONS
12:55 CLOSING REMARKS

BREAKOUT GROUPS

A. HOPEFUL PROBLEM-SOLVING AND ENGAGING VISITORS WITH CLIMATE ACTION THROUGH SCIENCE

NINA NESSETH, Senior Scientist, Traveling Exhibitions from Science North, will discuss opportunities for integrating environmental education and climate storytelling into permanent and traveling exhibits and installations. Using Science North’s current climate action-themed exhibition (Our Climate Quest: Small Steps to Big Change), she will lead a discussion on key learnings and best practices for creating visitor experiences that inspire action through constructive hope.

B. CERTIFYING AN OUTDOOR EXHIBIT, EXPEDITION BLUE ON CAPE COD, WITH THE INTERNATIONAL LIVING FUTURE INSTITUTE

CHRIS MUSKOPF, AIA, will discuss the process of Core Green Building Certification, including client buy-in, how much work was involved for the designer, the certification process, and the benefits to the project. They will lead a discussion on the value of 3rd-party certification for exhibit projects.

C. BEAUTIFUL SALVAGE AND EXHIBIT REUSE AT THE OH WOW! SCIENCE CENTER

SHARON CLARKE, AIA, will discuss how they were able to save money and conserve resources by repurposing outdoor signage and millwork for use in the renovated gift shop and utilizing the community to contribute salvaged objects to create a 3D mural wall. They will discuss strategies for talking to clients about opportunities for salvage and reuse and introduce a crowd-sourced 3D map of salvage partners.

D. THIRD-PARTY INTERIOR FINISH STANDARDS OR GREENWASH? WHICH ONES TO LOOK FOR

DOUGLAS FLANDRO, LEED AP BD+C, LEED AP ID+C, CPHC, will share research on what to look for when selecting plywood, paints, carpets, millwork and textiles in your exhibit. They will also lead a discussion on materials and techniques that other designers have found most useful.

E. ENGAGING THE COMMUNITY IN DEVELOPING EXHIBIT CONTENT

KATHRYN MURANO SANTOS, Assistant Director of Collections and Registrar, Rochester Museum & Science Center will discuss their recent experiences in facilitating “Changemakers,” a community-curated exhibit about local women who changed the world, with a crowd-sourced experience working with under-represented community partners who reimagined museums across the nation as “Makers of Waves,” a planned exhibit about how women entrepreneurs connect us all. They will lead a discussion on best practices for community engagement.

“TO TRULY ADDRESS CLIMATE CHANGE, WE NEED TO INVOLVE THE COMMUNITIES MOST AFFECTED BY IT.” KATHRYN MURANO SANTOS, Senior Director, Collections & Exhibitions, Rochester Museum & Science Center

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