



 **Ganymede Design Group**  
Museum Planning • Interpretive Design

## Ganymede Design Group

Ganymede Design Group specializes in the conceptualization, development and design of interpretive environments such as those found in museums, galleries and cultural centers. Our work reflects the synergy of our team members' combined professional expertise in the fields of interpretive exhibit planning, gallery design, graphic design, education and project management, as well as individual creative work in several arts disciplines. Although Ganymede was born as an independent Exhibit Design entity in 1995, our professional relationships with one another stretch back to the 1980s.

## How Do We Work?

All Ganymede collaborations are the product of a working partnership with our clients. Effective communication between team members is elemental. Each project begins by defining the client's audience and giving thoughtful consideration to the project objectives, be they aesthetic, informational, emotional or some combination of these and other fundamental factors.

Every exhibit and every interior should become a uniquely personal experience for the visitor. Our projects are culturally-sensitive and user-friendly, and our focus is ALWAYS to create experiences that are elegant, intelligent, engaging and respectful of the individuals who will explore them.

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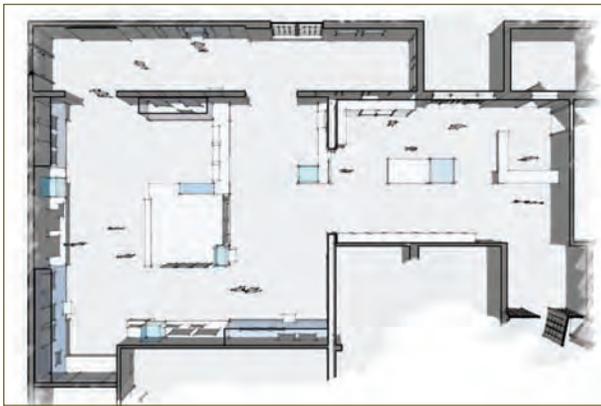
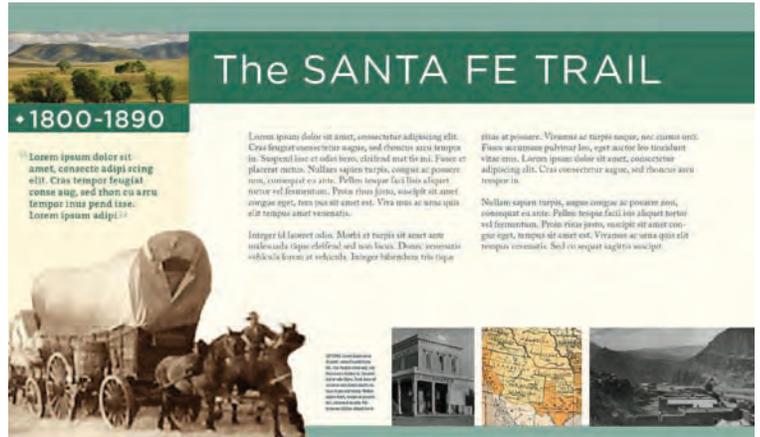


**Tovrea Castle at Carraro Heights, Phoenix Parks & Recreation and  
Historic Preservation Departments  
Phoenix, Arizona**

Isolated, enigmatic and iconic, Tovrea Castle sits silently on a hilltop overlooking central Arizona's Valley of the Sun. Today, it is the centerpiece of a long-awaited city park and regional attraction. Interpretive exhibits conceived, designed and produced by Ganymede Design Group and fabricated by Construction Zone, LLC, added the crowning touches to a 20-year restoration process that allowed the City of Phoenix to open the doors to guests during Arizona's Centennial celebration.

Exhibits occupy two floors in the historic building and celebrating a distinctive period of Phoenix's growth into a modern metropolis. Ground floor rooms feature the actors in the Castle's unusual story, including the property's initial homesteaders; the entrepreneurial builder of a hotel that never was; an Arizona cattle baron, and the wife who outlived two husbands in her personal castle on a hill.

In the basement downstairs, interpretive exhibits reveal the story of the construction of the castle, its gardens, and their subsequent conversion from a private residence to a remarkable historic landmark. Multimedia elements and hands-on activities invite guests to be active participants in their tour of the Castle and grounds.



Fort Union National Monument, National Park Service (in progress, 2012)  
Watrous, New Mexico

Ganymede Design Group is the consulting team collaborating with Arizona State University's Public History Program to update interpretive exhibits at historic Fort Union. The fort, located on the Santa Fe Trail, is a "microcosm for the stories of military peace keeping and protection for westward expansion, military engagement in Indian conflicts, and creating and changing the Southwest from 1851 to 1891."

Design responsibilities include initial architectural and exhibition master planning; space allocation; seamless integration of exhibition flow into the site's historic; "Mission 66" architecture; as well as design of interactives, graphics and a retail area.



## Nina Mason Pulliam Rio Salado Audubon Center Phoenix, Arizona

Audubon Arizona's new community learning center "connects people with nature" in a surprising number of ways, and in a surprisingly beautiful environment. It embodies Audubon's sustainability messages from the inside to the outside: from educational messages to the clean, elegant exhibit design to the "green," LEED Platinum-certified building and surrounding interpretive environment.

Interpretation is based on the theme of water in the desert. Water means life...it defines habitats and enables community and population growth for all species. Audubon Arizona's premier exhibition, "Water's Changing Journey," interactively explores these themes as well as critical conservation concepts.

The Nina Mason Pulliam Rio Salado Audubon Center is a multi-purpose learning space that comfortably accommodates a variety of audiences. Many of Audubon Society's international members travel widely to experience nature in general and birds in particular. Audubon Arizona is also deeply committed to delivering hands-on nature experiences to its own local, urban constituency. Diverse needs and interests are served by the variety of interior and exterior elements conceived, designed and produced by Ganymede Design Group in collaboration with Audubon staff.

- President's Award for Special Achievement in Environmental Excellence (2010) Valley Forward Association
- Award of Merit: Environmental Education/Communication -- "Water's Changing Journey" (2010) Valley Forward Association



### The Schuff-Perini Climber Children's Museum of Phoenix | Museo de los Niños de Phoenix

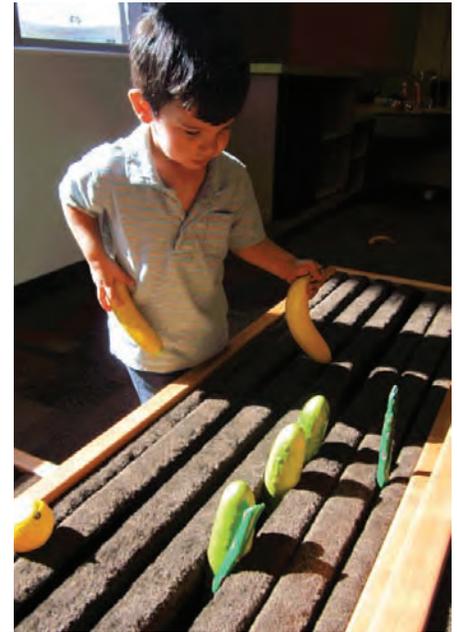
When the Monroe School was built in 1914, it was said to be “the most modern grade school in the United States.” Today, it’s a lively place of learning where young children explore, inquire and use every one of their senses. The centerpiece of the re-imagined, re-energized old building is “The Climber,” an iconic interactive sculpture designed by Ganymede’s principal, Kevin Winters.

It’s a 60-ton, 3-story-high, steel dreamscape that children and adults can climb in, climb on and climb around. They crawl down; they scramble up. Friends huddle to tell secrets in a tippy little house, sail to private destinations in a winged bathtub or race across an airy sea in a boat powered by kid-energy and four pairs of crazy, colorful feet. Tiny adventurers cling to the walls, bravely balance, or face their fears along the way as they explore the secure, but seemingly precipitous end of each branching element.

Like every work of art, it’s imagination become reality. Like every great exhibit, it’s an experience that can be completely different every time.

“Kevin’s ideas are both thoughtful and daring. It takes someone of Kevin’s caliber and creative spirit, and a carefully assembled team, to create something as distinctive and unique as our climbing structure.”

— NANCY STICE, Director of Exhibits, Children’s Museum of Phoenix



### Children's Museum of Tucson: Bodyology Tucson, Arizona

The Tucson Children's Museum incorporated the essence of the Good to Grow leadership initiative into the playful design of "Bodyology," the museum's newest exhibit emphasizing the health and wellness of young children. Ganymede joined forces with the Tucson Children's Museum staff and Nicomia design and fabrication to create an exhibit that engages children in active exploration, robust imaginative play, physical activity requiring both fine and gross motor skills, and thought-provoking discoveries that lead to meaningful learning. One of the goals of "Bodyology" is to encourage visitors to make developmentally appropriate connections to the world around them, connections to their own experiences and to other exhibits in the museum. Together, exhibit components contribute to creating an awareness of the body, choices regarding healthy foods, the need for physical activity and how these choices relate to the overall health and wellness of children and families.



### Model Railroad Building, McCormick-Stillman Railroad Park Scottsdale, Arizona

McCormick-Stillman Railroad Park has been named one of America's top destinations for children. The Model Railroad Building showcases the park's four "resident" model railroad clubs, and features constantly-evolving layouts in three scales: N-gauge, HO-gauge and O-gauge. In the lobby, a Garden railroad circles overhead, and a sturdy model trolley welcomes kids to climb aboard.

Ganymede Design Group collaborated with Holly Street Studio Architects, park management, and railroad club members to develop an engaging, interactive environment that invites visitors to learn more about the art and hobby of model railroading. Lively graphics and original, railroad-themed sculptures add pizzazz and layers of interest to the cheerful building.

## Grand Canyon Wild West Experience Tusayan, Arizona

The Grand Canyon Wild West Experience in Tusayan, Arizona is dedicated to advancing public understanding, appreciation of, and engagement with the past, present, and future of the American West through exhibitions, media, and public programs that illuminate the arts, sciences, history and native cultures of the region and, in particular, the Colorado Plateau and Grand Canyon.





Himdag Ki: Hekihu, Hemu, Im B I-Ha'ap  
(Tohono O'odham Nation Cultural Center & Museum)  
Topawa, Arizona

Ganymede Design Group worked hand-in-hand with Durrant Architects of Tucson, Arizona, to provide consultation regarding specific museological concerns and cultural sensitivity issues. In particular, “back of house” activities with their precise environmental requirements and adjacency issues, and spaces for receiving, quarantine, fumigation, collections storage, conservation, and special consideration for traditional practices and protection of sacred and funerary items were easily accommodated in initial planning as a function of GDG’s hands-on familiarity with professional museum practice.

Ganymede took the lead on exhibition planning by first eliciting the viewpoint of museum staff, tribal elders, other tribal members and employees and the architectural team in order to develop an Interpretive Master Plan. A vibrant series of exhibits emerged; they celebrate O’odham community history and traditional values. Dynamic exhibit text, educational program planning, concept development for computer-stations, graphic design and production supervision as well as supervision of final installation were among the many services supplied by Ganymede Design Group.

“The success of Himdag Ki: is due in large part to the wonderful support and extraordinary effort of Ganymede Design Group.”

— VELETTA CANOUTS, Ph.D.,  
Museum Administrator, Tohono O’odham Nation Cultural Center and Museum



Heard Museum North, Scottsdale, Arizona &  
Heard Museum West, Surprise, Arizona

Ganymede Design Group worked with the architects at Holly Street Studio to insure that the Heard Museum's high standards in exhibition design integrated seamlessly into each new satellite facility. Both were honored with awards from Southwest Contractor: "Best Public Project Under \$5 million" (Heard Museum West, 2006) and "Interior/T.I. Project Under \$5 million" (Heard Museum North, 2007).

“...the new Heard North is as beautiful a setting as possible, with blond bamboo-plank floors, walls built from the darkened wood of an old winery, clean lines, dramatic lighting...”

—RICHARD NILSEN, *The Arizona Republic*, July 15, 2007



“The Heard Museum opened its satellite facility in Surprise this week and, as usual... the scholarship is impeccable, the presentation top of the line.”

— RICHARD NILSEN, *The Arizona Republic*,  
June 25, 2006





HOME: Native People in the Southwest  
Heard Museum, Phoenix, Arizona

The 2005 reinstatement of the Heard Museum’s permanent collection was a \$7.6 million project that required the remodel and redesign of 21,000 square feet of interior and exterior exhibition spaces, including the integration of new technologies and interactive elements. The design team was charged with accommodating 2000 unique objects of different sizes and varying environmental requirements into the exhibition, as well as incorporating several interactive computer stations, while providing visitors with a feeling of openness and light.

“What you have created is spectacular. It’s creative, it’s culturally sensitive (and tells me how well you listened to our Native advisors), it’s extremely tasteful (I heard that in spades from our VIP visitors), it shows off the collection beautifully, it has nice “interruptions,” it’s layered to meet different levels of interest, it’s confident and upbeat, it’s full of light and air...”

— FRANK H. GOODYEAR, JR., Director, Heard Museum



South Mountain Environmental Education Center,  
Phoenix Parks and Recreation Department, Phoenix, Arizona

Nestled at the base of Phoenix's 16,000 acre mountain preserve, the South Mountain Environmental Education Center introduces visitors to the park's natural and cultural history while orienting them to the many trails and unique recreational opportunities in this natural Sonoran Desert setting. Dramatic photomurals provide a backdrop for the hidden stories of the park, which include archaeology, Native American history, mining, a CCC camp and an unexpected variety of wildlife. One of Ganymede's design considerations was to help visitors know what special features they can find when they venture up the trail or – should they choose to experience the park only by stopping at the center – to insure that their experience will be equally rich and satisfying.

The award winning project was recognized by Valley Forward Association with the Crescordia Award for Environmental Excellence in 1999 and the Honeywell Award for Environmental Education in 2000.



## The Muhammad Ali Center Louisville, Kentucky

GDG's senior Interpretive Planner served as Chief Curator for the Muhammad Ali Center, leading the development of its immersive visitor experiences. Susan's involvement included exhibit conceptualization to message development, research (both historic and graphic), and writing as well as collaboration with and oversight of exhibition and media contractors. Over 24,000 square feet of interpretive galleries celebrate Ali's life and legacy: his journey from youthful athlete to the world's most recognized citizen inspires guests to craft their own path with confidence, conviction, dedication and respect, and fosters an awareness of the importance of giving to others and defining one's own, spiritual center. The Center has earned the 5-Star Award for Best New Attraction (North American Travel Journalists, 2006); 2006 Event Design: Best Museum Environment Silver Award; the Louisville Management District Cornerstone Award, 2006; and the AAM Media & Technology Committee MUSE Bronze Award for Video, 2007.

**You have given me a lot to think about in regard to how museums interpret a life and life in general. Is it our job to dispassionately illuminate the past or should we use the story of those who came before us to inspire those who come after...**

**Many of my colleagues would say the former. I am beginning to see the possibilities of the latter. My museum is wonderful, but sterile, cold, and dark. You have given me a lot to think about.**

— MATTHEW WHITE, Director, Hands On Science Center, National Museum of American History, Smithsonian Institution, October 2006



## Remembering Our Indian School Days: The Boarding School Experience Heard Museum, Phoenix, Arizona

The story of the forced assimilation of American Indian children at federal Indian schools is a tragic: they were removed from familiar lands and loving families and transported to distant communities. The physical environment designed to house this story is one of enclosed spaces and narrow corridors with no blue sky in sight. A spacious gallery that once featured an overlook into the areas below was given new life as old-style architecture. Subdivided, transomed and paneled, *The Boarding School Experience* evokes the world of tiny 19th century classrooms and dormitory rooms that became home for at least two generations of Indian children.



### National Baseball Hall of Fame at Bank One Ballpark Phoenix, Arizona

The National Baseball Hall of Fame opened its second satellite museum at BOB, the Arizona Diamondbacks' high-tech stadium, in 1998. The respected Cooperstown baseball museum loaned a collection of 90 historic items at an estimated value of over \$3.8 million. This “beautifully designed minimuseum of artifacts” (*Phoenix New Times*, July 1998) also featured museum-quality environmental protection, a product of Ganymede Design Group’s specialized interior architecture and microclimate casework.



The Jim Click Hall of Champions  
University of Arizona, Tucson, Arizona

IEF Group of Tucson, Arizona called in Ganymede Design Group's A-team to create the Wildcats' athletic heritage museum. More than a trophy-filled Hall of Fame, the Jim Click Hall of Champions celebrates over a century of Wildcat sports traditions, individual and team achievements, diversity and highlights the student-athletes who strive on behalf of each of the University's NCAA teams. Custom casework was designed to guarantee that the historic artifacts on display – a large proportion of which are made of fragile, organic materials – were properly protected from damage resulting from environmental factors like light and insufficient air exchange.



### Twentieth Century American Sculpture at The White House: Honoring Native America Washington, D.C.

The Heard Museum was invited to develop and install a temporary exhibition at the White House. Contemporary works of Native American fine art were selected by the curator and then assessed by designer Kevin Winters, who assigned them to interior and exterior spaces that were appropriate for their particular media. Among the works featured in the Rose Garden and elsewhere were sculptures by Native artists including: R.E. Bartow (Yurok), Doug Coffin (Potawatomi/Creek), Bob Haozous (Apache/Navajo/English/Spanish), Truman Lowe (Winnebago), and Nora Naranjo-Morse (Tewa).



**Santa Ana Pueblo Cultural Learning Center  
Hyatt Regency Tamaya Resort and Spa, Santa Ana, New Mexico**

When the Santa Ana Pueblo Hospitality Corporation planned its elegant Hyatt resort, they required the architects to incorporate aspects of the community's ancient architecture into its state-of-the-art, contemporary facility. Notably, a round kiva building is located adjacent to the graceful entry plaza, which replicates the scale and massing of the tribe's sequestered village many miles away. Inside the kiva, Ganymede Design Group curated and designed the Tamayame's first tribal museum in close collaboration with the Governor's office and community leaders. Exhibits feature native perspectives on the People's emergence and journey to their homeland, history of their encounters with the Spanish conquistadors, traditional cultural practices and contemporary life. Ganymede coordinated the acquisition of new, fine art photographs of the Old Pueblo and managed the assembly, registration and cataloging of artifacts loaned for exhibit purposes by tribal members as well as the purchase of reproduction historic items.

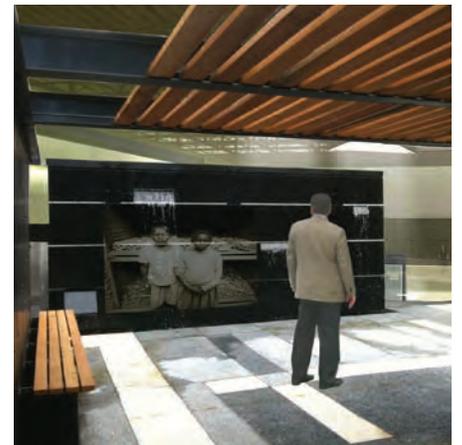


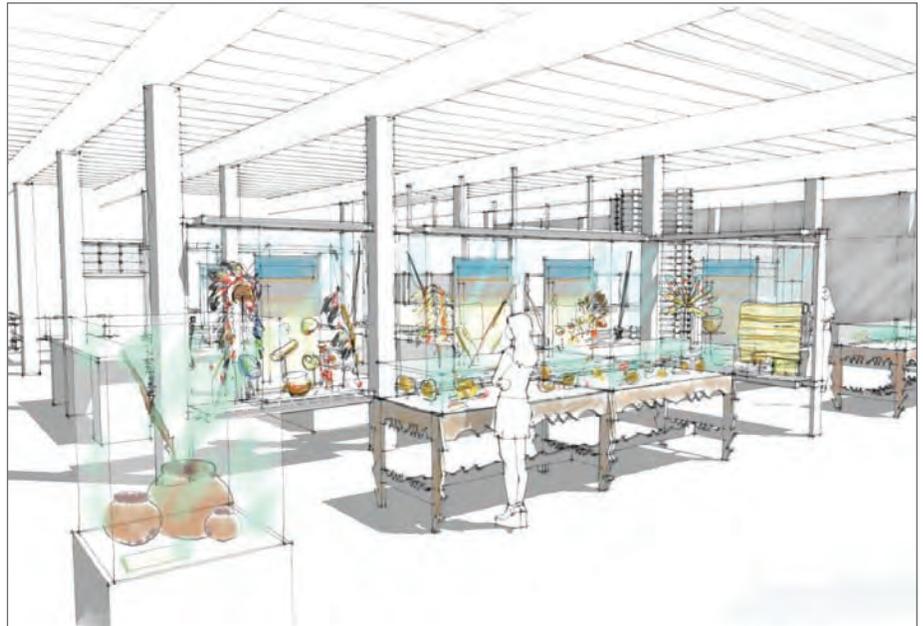


### The IJ and Jeanné Wagner Jewish Community Center Salt Lake City, Utah

The IJ and Jeanné Wagner Jewish Community Center “enriches the life of the Jewish community and the community at large by offering educational, cultural and recreational opportunities in a place where people of all backgrounds, cultures and beliefs gather in peace and understanding.” A focal point of the large, multidisciplinary campus is the Price Family Holocaust Memorial, comprised of an installation artwork referred to as the “Garden” and a small Holocaust history exhibit.

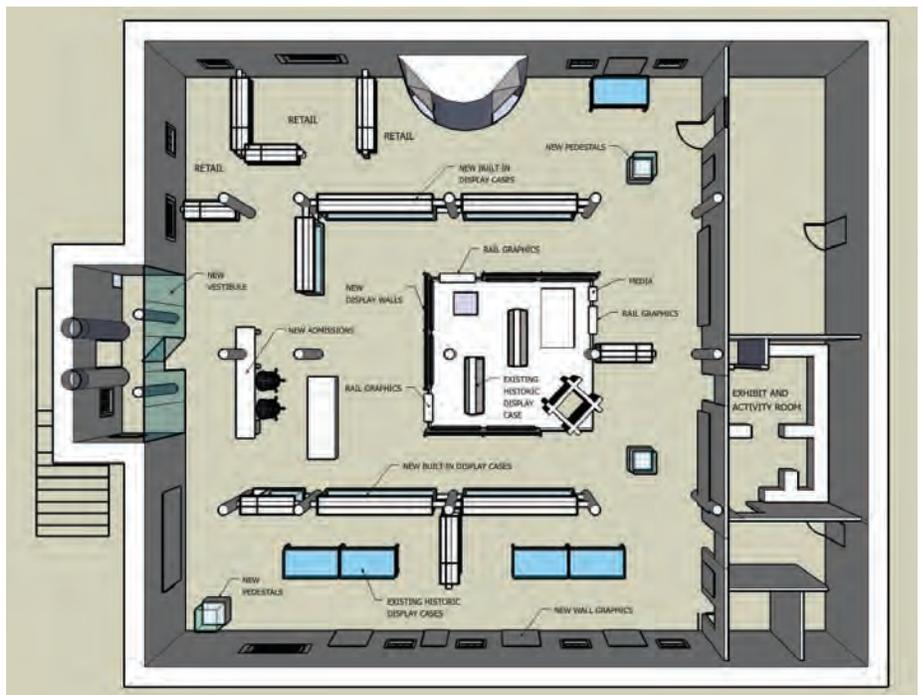
Ganymede Design Group developed an Interpretive Master Plan for the JCC that will help the organization achieve its goal of creating experiences that are not confined to certain seasons (plans are to enclose the Garden). The master plan includes strategies that animate the existing memorial, develop interactive opportunities to promote increased participant engagement, enhance the educational messaging and encourage members and guests to take action to “repair the world” (*tikkun olam*). The interpretive approach will also be broadened to include all communities where human rights are threatened or that have been the victims of genocide, with the intention to “grow seeds of tolerance within our immediate community and beyond.”

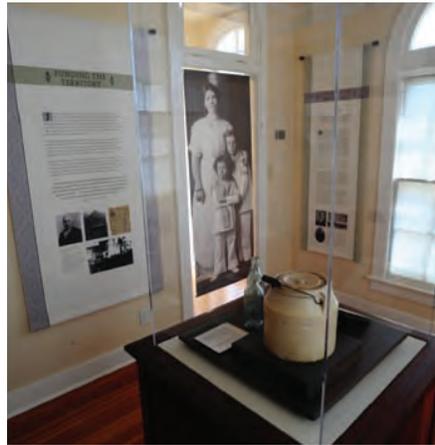




### The Smoki Museum Prescott, Arizona

In 2011, Ganymede Design Group was called on to develop an Exhibition Planning Guide for the historic Smoki Museum. Founded in the 1930s, the museum collections are housed in Depression-era buildings and displayed in original casework that also serves as open storage. The Planning Guide articulates fresh interpretive strategies and a contemporary approach to educational exhibit design that preserves and honors the architectural character of the building(s). State-of-the-art standards for environmental control (light, temperature, humidity) are badly needed by the Museum and are fundamental to Ganymede's design recommendations.





### Arizona Jewish Historical Society/Cutler Plotkin Jewish Heritage Center Phoenix, Arizona

Members of Ganymede Design Group’s core team have provided a variety of planning, exhibits and publications design services to the Arizona Jewish Historical Society.

Work began with an Interpretive Master Plan in 2008, which was prepared while the Historical Society restored historic Temple Beth Israel, Phoenix’s first synagogue. The building – the organization’s most prominent “artifact” – embodies an unusual cultural history that reflects the changing demographics of Phoenix. Built as a Jewish synagogue and community center in 1921, it later became home to a Chinese Baptist church and then a Mexican Baptist church before being acquired by the historical society. AZJHS’s goal is to preserve the property and transform it into a significant regional museum and cultural center.

GDG built on the recommendations of the Interpretive Master Plan by working with the Director and Board’s Museum committee to develop a “Learning Plan” (2010); this serves as Phase I of the historical society’s long-term exhibition planning process. Subsequent phases of the project have been deferred until funds are raised for implementation. In the interim, Ganymede designed and installed the Heritage Center’s premier exhibition “New Frontiers: Jewish Pioneers in the Arizona Territory”; a companion book will be published in 2012. Graphic designer Lisa MacCollum also created a master signage plan for the campus and a new branding package for the Arizona Jewish Historical Society and Cutler Plotkin Jewish Heritage Center.

## MANAGING WATER IN THE WEST Interpretive Projects for the Federal Bureau of Reclamation

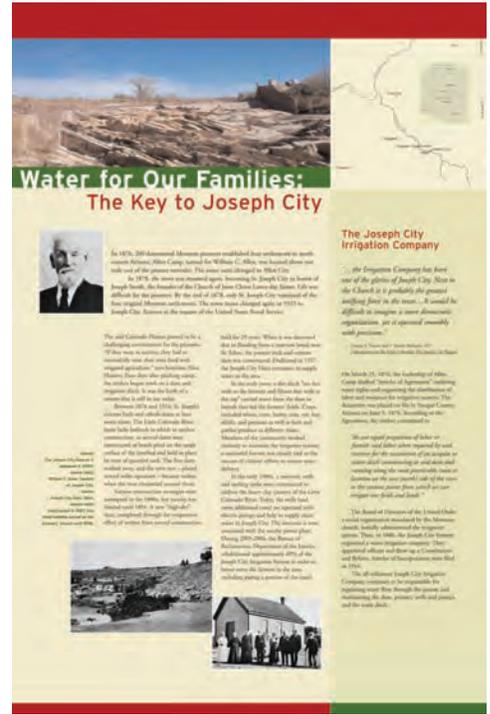
Many federal water projects include a public education dimension. Ganymede Design Group has contributed to a number of these projects.



Interactive exhibits at the Hoover Dam Visitor Center engage visitors on topics that range from the social to the scientific. At this monumental Depression-era federal engineering project, exhibits explore the challenges of construction, share the accomplishments of the men and machines that brought it to fruition and illuminate the science of hydroelectric power.



"Our Elders All Knew How to Farm" documents – in Navajo and English – the history of irrigation in Ganado, Arizona on the Navajo reservation. The film features several Navajo elders who recall the original system and captures their concern for the loss of traditional practices and values over time. Recent improvements to the irrigation system offer new hope for the future, as young people begin to revive the farms. The film was awarded the 2006 Arizona Governor's Heritage Preservation Honor Award (Education) and the 2006 American Cultural Resources Association Quality Product Award.



Interpretive signage in Joseph City, Arizona's town park celebrates the historic founding of the community by Mormon pioneers and the settlers' decades-long struggle to supply their fields with water from the Little Colorado River and its tributaries.

## INTERPRETED INTERIORS

Concern for audiences, fine design and outstanding communications are principles that Ganymede Design Group applies to all of its projects, no matter where they're placed. Our primary goal is to discern our clients' objectives, articulate them ever more precisely and create solutions that exceed their expectations...and wow their guests.

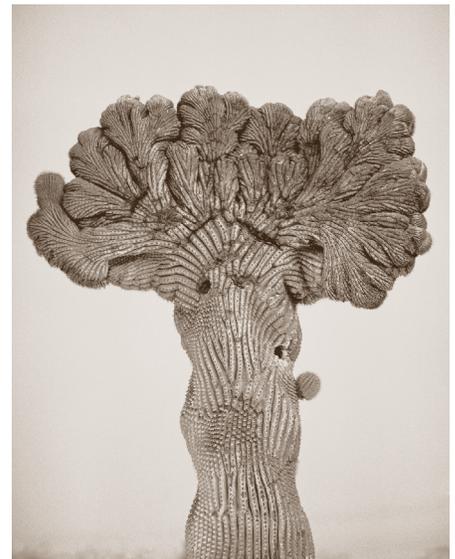
### Gainey Village Health Club and Spa Scottsdale, Arizona

Ganymede Design Group developed a series of exhibit *nichos* that tastefully guide spa guests on a journey into the natural landscape and healthful practices of the Akimel O'odham (Pima Indians), the native inhabitants of the region. In addition to design services, Ganymede provided

- Original research and writing, including Native names for treatment rooms
- Graphic design for *nichos* and an educational brochure for guests
- Acquisition of artifacts and other exhibition materials
- Commission of an 8'x12' original painting/mural and fine art photography

**Gainey Village is, perhaps, the only club in the country that can legitimately list curators and botanists among its design consultants, and its attention to detail – no, its devotion to detail – has not only made it one of the most unique facilities in the U.S., but one of the most successful as well.**

— KATE HENSLER FOGARTY, *Club Business International (CBI)*, February 2001





### Ina Levine Jewish Community Campus Scottsdale, Arizona

Ganymede Design Group provided interpretive interior design services to the dramatic new campus, which houses several Jewish agencies, a preschool and community center. Planning, design and production included

- Commission of original art for banners celebrating the Twelve Tribes of Israel
- Research and interpretive text-writing for permanently-installed works of art
- Interactive “Endowment Book of Life”
- Temporary multi-media installation featuring contemporary and historic Arizona Jewish images and music of the Jewish world

### Bureau of Indian Affairs Western Regional Office Phoenix, Arizona

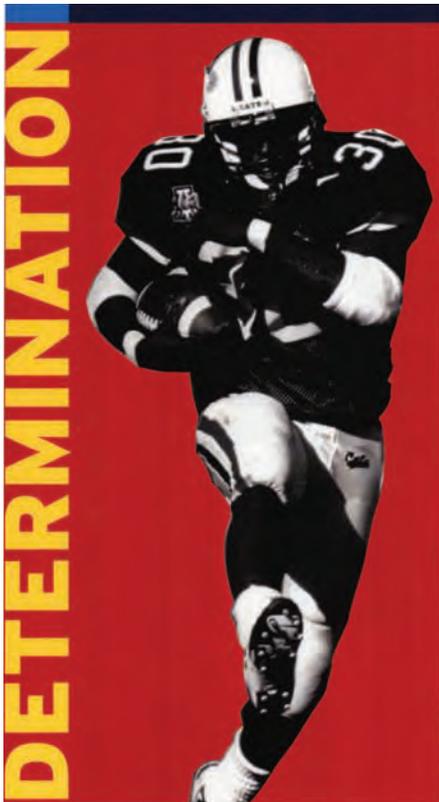
A large storage closet in a Phoenix office tower proved to be a treasure trove of Native American art and artifacts. Ganymede Design Group worked with BIA staff to design a dual-purpose meeting and visitor space, providing services that also included

- Object identification and curation
- Interpretive planning and writing
- Graphic design

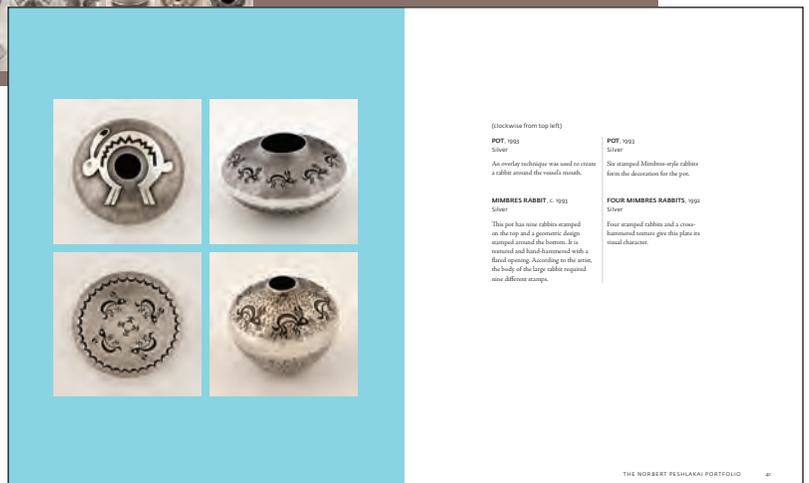
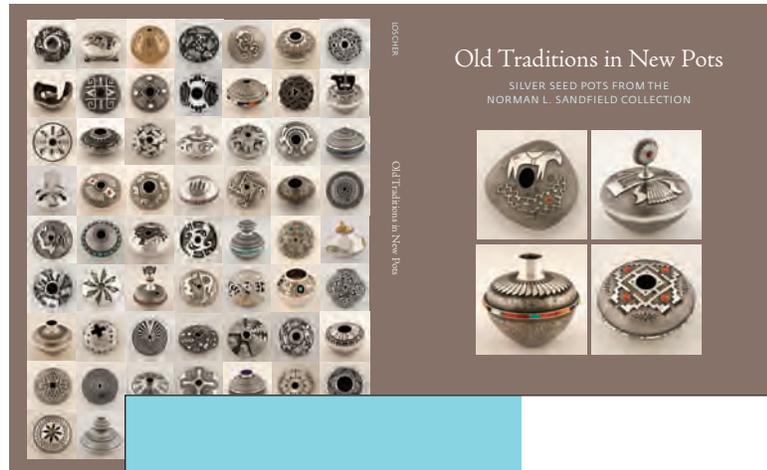
## MESSAGING, MOVEMENT, MEMENTOS

### Interpretive Graphics Designed With the Audience in Mind

A great story means nothing if your guests can't make sense of it. A fabulous exhibit is exasperating when they can't find their way. A fascinating object will be ignored if its description is illegible. A memorable experience is more easily celebrated a second time, when guests leave with an attractive and informative brochure in hand. And a new project is more easily marketed when your clients can visualize where it's headed...



Exhibition Banner



Exhibition Catalogue



Jewed 21

Top left: A. Alvarez, Wikimedia Commons; middle left: Wikimedia Commons; middle right: Wikimedia Commons; bottom left: Wikimedia Commons; bottom right: Wikimedia Commons

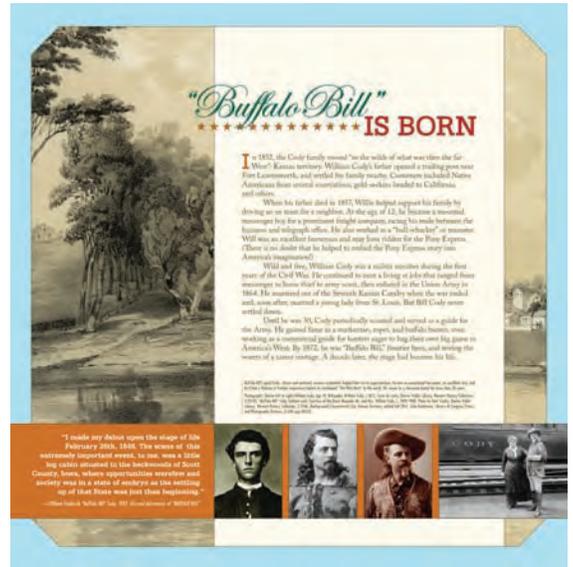
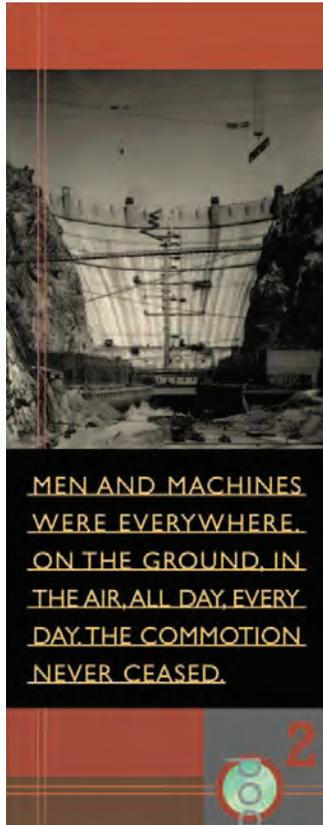
## T-Jewedga Our Land Nuestra Tierra

For generations, our land provided for all of our needs. A gift of the Creator, the desert supplied food, water, shelter and the resources our people required to live well. The gift comes with responsibilities, however. It takes hard work to live in our land.

Our ancestors organized their lives around the changing seasons. Rain, falling on the mountains, sinks deep into the earth but reappears at desert springs. In past times, our people established water villages near these springs. They also dug *churoos*, deep pits that served as wells or reservoirs. Water is essential to life.

In the summer, our people traditionally moved to villages near the mouths of arroyos. When the summer rains fall, fast-moving waters carry plant debris and new soil down canyon slopes onto the open desert, fanning out and replenishing the earth. Summer fields were planted in these enriched soils; some O'odham farmers built small check dams or other structures to guide water to the plants.

This way of life came to an end about a century ago. Deep wells were drilled on the Nation. This meant that the O'odham could stay in one village year-round, because water is always available. Our grandparents' homes, fields and livestock all benefited from the wells, as do O'odham families today. But the traditional *churoos* and arroyo floodwaters continue to supply local reservoirs for gardens and livestock. Many families continue to honor the traditions of the saguaro, cholla and mesquite harvests that connect us to our land.



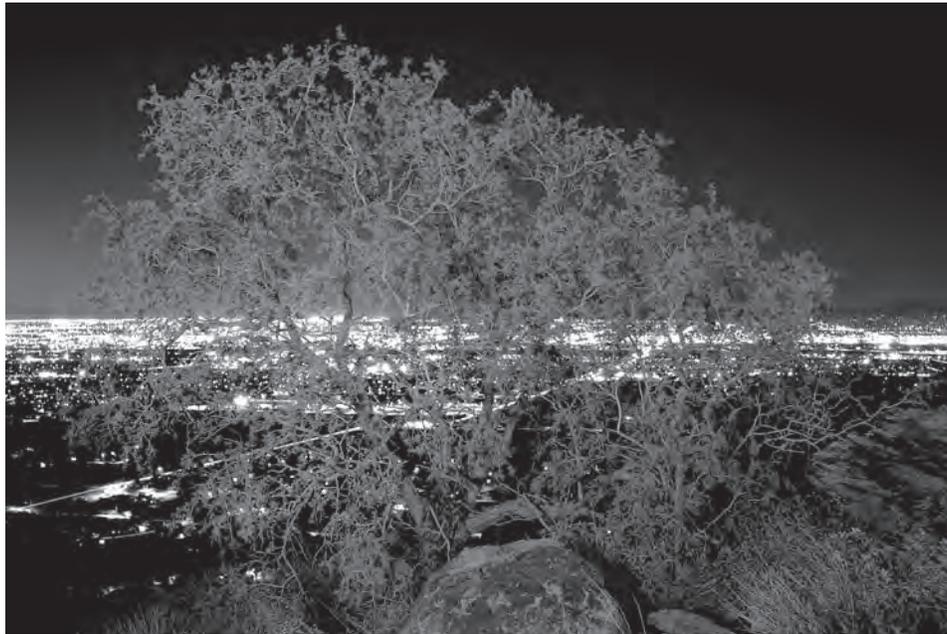
Graphic Panels



Wayfinding/Signage

## THE ART IN EXHIBITS

Ganymede Design Group regularly seeks opportunities to draw new audiences into their projects, especially those who might not find the subject matter of particular interest. The presence of original artwork – within and in addition to exhibit content – adds an elegant and unexpected aesthetic to the interpretation in gallery spaces.



Park staff was concerned that visitors to South Mountain Environmental Education Center would leave with an appreciation of the delicate balancing act faced at an urban preserve. Craig Smith's suite of photographs add a city-dweller's perspective on the encroachment of modern life into the natural environment.

Photographer Craig Smith produced giant black-and-white images of student-athletes' hands at work added drama to the Jim Click Hall of Champions, University of Arizona, and helped to impart a sense of the pure beauty and physicality of sport.



Fences on Southwestern reservations are traditionally constructed of native materials such as greasewood, saguaro ribs and ocotillo branches. Potter Rosemary Lonewolf (Santa Clara/Tewa) and glass artist Tony Jojola (Isleta) were inspired by these fences, and together created an original installation of glass and clay that defines the gallery edges and guides visitors into HOME, the Heard Museum's permanent collection.



One of Ali's enduring messages is to find your dream and bring it to life; the Center's visitor experience is inspirationally-punctuated with Korean artist Ik-Joong Kang's 55-foot multi-media installation honoring children's hopes and dreams. The wall is composed of several thousand tiles that feature artwork by children from over 130 countries, as well as a special group of drawings by kids from Kentucky. An audio component adds another layer to the experience.

## Action leads to REACTION!

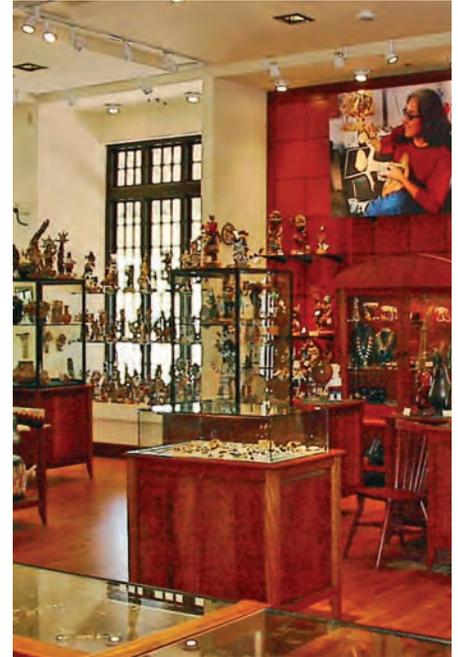
Changing demographics, communications techniques, learning trends and twenty-first century technologies drive the huge demand for interactive components everywhere, from museum exhibits to retail shops. Where once the DO NOT TOUCH signs intimidated countless visitors, today PLEASE TOUCH icons abound. Ganymede Design Group is committed to working with our clients to create interactive elements that are interesting, informative, meaningful and FUN.



Clockwise from top left: Family gallery, Himdag Ki: Hekīhu, Hemu, Im B I-Ha'ap, Hoover Dam Visitor Center, Find Your Signature Strength, Muhammad Ali Center, and Schuff-Perini Climber, Children's Museum of Phoenix



clockwise from top: Video pod in Home, Heard Museum, Flipbook in Home, Heard Museum, and Virtual interior tour, Tovrea Castle at Carraro Heights.



## RETAIL SPACES

The customer comes first! Ganymede Design Group advocates the same user-centered approach to the design of retail spaces as it does for all visitor experiences: elegant aesthetics that facilitate discovery, guide traffic flow and ensure maximum product access and visibility. Great lighting is a key feature of Ganymede planning.

## Clients & Collaborators

Archeological Consulting Services, Ltd.  
Arizona Diamondbacks  
Arizona Jewish Historical Society  
Arizona State University  
Bank One Ballpark  
Bureau of Indian Affairs  
Bureau of Reclamation  
Children's Museum of Phoenix  
Children's Museum of Tucson  
Chicago Children's Museum  
City of Phoenix  
City of Scottsdale  
Construction Zone, LLC  
Durrant Architects  
Fort Union National Monument  
Heard Museum  
Holly Street Studio  
HRS Architects  
IEF Group  
Ina Levine Jewish Community Center  
Jacobs+Alt Architects  
Muhammad Ali Center  
National Park Service  
Santa Ana Pueblo  
Scottsdale Museum of the West  
Smoki Museum  
Southern Arizona Transportation  
Museum Association  
Tohono O'odham Nation  
United States Department of the  
Interior  
University of Arizona  
IL and Jeanné Wagner Jewish  
Community Center

## Design Consultants

Argo  
Batwin & Robin  
Tom Coffin  
Cortina Productions  
Craig Smith Photography  
Exhibit Services  
giantboy  
Tom Martin, TMPDC  
John Montiel  
Roger Smith Lighting Design

**J.K. Winters**  
President and Creative Director  
Ganymede Design Group, Inc.

Kevin Winters was trained to create great art, not just to exhibit it. His early career includes hands-on experience in architectural restoration, including murals, carvings and interior detailing. He has also worked with painting and object conservators in St. Louis, Chicago, New York, Los Angeles and Phoenix, Arizona. In addition, he has served as preparator and installer for art objects at the St. Louis Art Museum, Scottsdale Center for the Arts and elsewhere.

In the 1990s, Kevin was appointed Creative Director at the prestigious Heard Museum. During his tenure, he was responsible for oversight of the Design Department, and managed architectural programming, design, budgeting, curatorial collaboration, outsourcing and project management of several award-winning exhibitions. After founding Ganymede Design Group in 1995, Kevin expanded his work to include a variety of new clients as well as continuing his association with the Heard, for which he guided the architectural and design teams responsible for a major expansion in 1997. Kevin then assumed responsibility for the major remodel and exhibition design that would result in the installation of a reinterpreted permanent collection (HOME, 2005), effectively facilitating the relationship between consulting architects, designers and the Heard's own, in-house design management and curatorial teams. The highly-successful collaboration led to additional major projects: design and construction of the Heard Museum's two new satellite facilities.

And he continues to make paintings and sculpture.

#### **Education**

M.F.A. Dual degree in Painting and Sculpture, Washington University, 1985

B.F.A. Design and Fine Arts, Kent State University, 1983

**Lisa MacCollum**  
Graphic and Interpretive Design  
Principal, LisaMacStudio

Lisa MacCollum has been designing print and exhibition graphics since 1981, when she began working for McHorney & Associates as a graphic designer. In 1984, she joined the staff of the Heard Museum where she was responsible for the design and production of the entire range of museum communications media: interpretive graphics for permanent, changing and traveling exhibitions; publications such as catalogs, fliers and brochures; signage and wayfinding; and the vital curatorial collaboration that is fundamental to creating beautiful and effective materials. In addition, she coordinated the Museum's traveling exhibition program while serving as point person for a complex multi-year, multi-gallery exhibit implementation plan.

As Heard Museum Creative Director, Lisa not only served as lead designer but managed the consulting, design and construction teams for an ambitious program of new construction and renovation. Her knowledge of the ever-changing fields of publishing, graphics production, construction and exhibit fabrication makes her an integral member of design teams for cultural, academic and interpretive venues. In 2006, Lisa founded LisaMacStudio which focuses primarily on the design of exhibition graphics, publications, print collateral and wayfinding/signage packages. She is an accomplished watercolorist and recently illustrated her first book for young adults.

#### Education

M.I.M. International Management, Thunderbird School of Global  
Management, 1997

B.F.A. Graphic Design, Northern Arizona University, 1980

**Susan Shaffer Nahmias, Ph.D.**  
**Interpretive Planner & Educator**

Dr. Susan Shaffer Nahmias is an Interpretive Planner who has spent over 35 years working with museums and cultural organizations to develop exhibits and programs that engage and inform diverse audiences. Since initiating her consulting practice in 1988, she has served a wide variety of organizations as planner, curator, writer, educator and instructional designer.

In 2001, Dr. Shaffer Nahmias was appointed Chief Curator for the Muhammad Ali Center where she oversaw the development and installation of 24,000 square feet of multimedia exhibits as well as serving as primary researcher and writer. Earlier in her career, she headed the educational services division of the Heard Museum, Phoenix, and served as Assistant Curator of Education at the Michigan Historical Museum in Lansing, Michigan. She has also held adjunct faculty positions at Arizona State University and Mesa Community College. Dr. Shaffer Nahmias has numerous publications and professional presentations to her credit. She has earned awards from the Association of Educational Communications and Technology, State of Arizona, American Association of Museums, American Association for State and Local History and Michigan Museums Association.

**Education**

Ph.D. Educational Technology (Learning and Instructional Design)

Arizona State University, 1993

M.A. Anthropology (Museology emphasis), Arizona State University, 1978

B.A. Physical Anthropology, University of California at Santa Barbara, 1975

### Photo Credits

Craig Smith: Himdag Ki: gallery, Heard Museum, Heard Museum North, The Jim Click Hall of Champions, South Mountain Environmental Education Center, and National Baseball Hall of Fame. Chris Mooney: Himdag Ki: lobby. Jackson Saunders: Heard Museum West. Muhammad Ali Center. Marcella Wells: Hoover Dam Visitor Center. White House Photographer: Twentieth Century American Sculpture at the White House. David Grove and Susan Shaffer Nahmias: Santa Ana Pueblo Cultural Learning Center. Bill Timmerman: Heard Museum North retail and facade, Nina Mason Pulliam Rio Salado Audubon Center. Allison Francisco, Himdag Ki: Library/Archives: Tohono O'odham elders and children. Joel Zolondek: Cutler Plotkin Jewish Heritage Center. Rees Candee: Grand Canyon Wild West Experience.