



## Introduction

The City of Smyrna is seeking to assess and redesign the current exhibits and collections on display at the Smyrna Museum. The Smyrna Museum opened to the public in 1999 in the recreated Smyrna Train Depot. It has been managed by the all-volunteer staff of the Smyrna Historical and Genealogical Society. The museum houses artifacts, personal papers, genealogical information, images, and maps related to the history of Smyrna and Cobb County. The City is taking a greater role in the management of the museum, and invited HW Exhibits to assess the current museum collections and exhibits and develop a plan to modernize the museum.

## Our Offer

HW Exhibits is pleased to offer our professional services to the City of Smyrna to plan new exhibits for the Smyrna Museum. To develop the plan, HW Exhibits will assess the museum's object and document collections, make recommendations regarding objects suitable for display, and develop a plan for the new exhibits that sets out the storylines, exhibit components (i.e. interpretive panels, interactives, casework, etc.), and the arrangement of the exhibit components in the museum.

## Our Story

HW Exhibits is the public outreach and interpretation division of Brockington and Associates, one of the largest heritage resources consulting firms in the Southeast. Brockington was established in Atlanta, GA in 1986. Over the past 30 years, our archaeologists, historians, architectural historians, preservation planners, museum specialists, and GIS specialists have completed more than 4,800 cultural resource management projects throughout the Southeast and around the country. HW Exhibits became a formal division of Brockington in 2003. Our company maintains offices in Atlanta and Savannah, Georgia; Mount Pleasant, South Carolina; Elizabethtown, Kentucky, and Nashville, Tennessee.

## Our Services

Exhibit Planning	Interactive Development	Custom Illustrations
Exhibit Design	Educational Materials	Custom Artifact Mounts
Content Writing	Casework Fabrication	Installation

HW Exhibits is committed to sharing stories about our country's natural and cultural heritage with the public. We develop and design exhibit plans and interpretive programs, museum exhibits, and outdoor exhibits for trails and parks. We undertake research and write exhibit content, and we create beautiful designs with informative graphics, appropriate images, and well-organized content. We are used to handling historical objects and artifacts, and have extensive experience with object identification, conservation and stabilization, and appropriate procedures for their display. In addition, we develop and design an array of supporting products including educational lessons plans, informative websites, and video documentaries. HW Exhibits also provides in-house exhibit fabrication and installation services. Our carpenters and fabricators are part of the project from the planning phase, ensuring our final products are well designed and efficient to construct.

## Our Team

Museum Specialists	Illustrators	Archaeologists
Interpretive Writers	Preservation Planners	Fabricators
Interior Designers	Industrial Designers	Installers
Graphic Designers	Historians	Carpenters

Our team includes a collaborative group of museum specialists, exhibit planners and designers, preservation planners, graphic designers, illustrators, interpretive writers, industrial designers, and woodworkers. We begin each project by assessing tasks and selecting team members based on the expertise they can contribute to each job. As a division of Brockington, we have access to the entire Brockington team of archaeologists and historians to help us research accurate and compelling content, and ensure that our exhibit design goes along with informative and entertaining stories. When appropriate, we partner with talented subcontractors to bring additional expertise to our projects.

## Our Project Approach

HW Exhibits is excited to work with the City of Smyrna and its stakeholders to plan new exhibits for the Smyrna Museum. We believe strongly that partnerships create the best exhibits. By working closely with the City of Smyrna and the Smyrna Historical and Genealogical society, we can ensure that the new exhibits are a valuable and meaningful experience for residents and visitors. The following sets out our approach to the project.

We will begin the project by reviewing the museum's collection of objects and documents. We will consider the relevance of these materials to the history of Smyrna and Cobb County and make recommendations regarding their long-term care.

Once we have completed our assessments of the museum's assets we will develop a draft plan for the new exhibits. The draft plan will set out the exhibit subjects and topics, exhibit components for presenting the stories, (i.e. interpretive panels, interactives, casework, etc.), and the arrangement and flow of the exhibit components in the depot. As part of developing the draft plan, HW will recommend which artifacts from the Smyrna collection should be included in the exhibits and which objects could be placed in long term storage or deaccessioned. This artifact assessment will include the museum's document collection. We can provide costs to digitize documents to be retained, once we have finished our assessment. We will base all recommendations on industry standard best practices.

We will present our draft plan to the City of Smyrna and other stakeholders during an in-person meeting. We will use discussions from this meeting to further refine the exhibit plan. HW will develop a final plan for the City of Smyrna. The final plan will include wall and floor plans, sketches of any proposed casework, an inventory of the primary objects to be displayed, and costs to design, write, and fabricate the proposed exhibits. Upon approval of the final plan, HW can create a 3D rendering of the proposed new exhibits. These renderings can be used to seek public input and to assist with fundraising.

## Tasks

To create the exhibit plan for the Smyrna Museum, we will complete the following tasks:

### **Phase I Exhibit Planning**

- Consult with the client
- Determine the goals and objectives of the new exhibit
- Determine the exhibit themes and storylines
- Discuss and determine the intended exhibit look and feel
- Review all available research materials and background information
- Review artifacts and identify those for display, recommend artifacts for deaccession
- Determine necessary lighting for exhibit space
- Identify suitable exhibit materials and products
- Determine exhibit flow, determine any necessary construction
- Create wall plans setting out the arrangement and overall look of the proposed exhibit components
- On-site draft presentation with the City of Smyrna and other stakeholders
- Determine anticipated design and build costs
- Prepare final planning document, including 3D renderings

***Deliverables:*** A planning document setting out:

- exhibit components;
- artifact assessment;
- storylines associated with each exhibit area;
- wall plans;
- 3D rendering;
- budget for development, design and build.

### Costs for Smyrna Museum Redesign Exhibit Plan

\$21,809.40

## Project team

HW creates a specific team for each project we work on, depending on the skills sets necessary for the project tasks.

### Rachel Bragg

#### *Project Manager*

Rachel Bragg is based in our Charleston, SC, office where she serves as a project manager, exhibit developer, and architectural historian. Rachel holds a Bachelor of Arts degree in Anthropology and a Master's Degree in Heritage Preservation from Georgia State University. Rachel has managed and developed outdoor and indoor exhibits, lesson plans, and interpretive content. She works with our in-house designers to create realistic plans and execute engaging and creative exhibits. Rachel believes that any historic object can give you a direct connection to the past. Ms. Bragg will serve as Project Manager.

### Tisha Bell

#### *Project Designer*

Tisha Bell studied graphic design at the Art Institute of Charleston and web design at Trident Technical College. Her background is in fine art and illustration. Ms. Bell acquired a wide range of design skills working in advertising, email marketing, and web/mobile app development. Tisha is a versatile, motivated designer with a well-rounded suite of skills that she uses to bring ideas and stories to life in any medium — print, video, and on the web. Tisha Bell will serve as Project Designer.

### Andrew Steever

#### *Technical Director*

Andrew Steever attended Pratt Institute's Master's program in Industrial Design where his focus was furniture and exhibit design, after spending eight years in the film and television industry in New York City. Mr. Steever worked as a designer and project manager for Technical Theater Solutions where he led that company's exhibit related projects. In April 2013, he launched Squarepoint Design as an exhibit and furniture design firm. Andrew's work can be found in Historic Charleston Foundation's historic homes, at the College of Charleston's Natural History Museum and Halsey Institute of Contemporary Art, and at The Charleston Museum. In the Spring of 2017, Mr. Steever merged his thriving business with HW Exhibits and joined our team as our Technical Director. Andrew will consult with Tisha and Rachel on the constructed aspects of the exhibit.

### Aaron Ferrari

#### *Fabrication Shop Manager*

Aaron Ferrari has been designing and constructing custom cabinetry for a wide variety of clients for over 20 years. Aaron worked with Mr. Steever at Technical Theater Solutions developing museum exhibits and theater productions before joining Squarepoint Design in 2013. Mr. Ferrari's creativity, problem solving skills, and great eye for detail helped make Squarepoint Design a success. In 2017, Aaron joined the HW Exhibit team as part of the HW Exhibits/Squarepoint Design merger. Aaron will serve as the Fabrication

Shop Manager and principle cabinetmaker. Mr. Ferrari will provide budgetary and design guidance for the constructed aspects of the exhibit.

**Meagan Brady**

*Curation and Database Specialist*

Ms. Brady serves as Laboratory Supervisor of Brockington's Atlanta laboratory. She is an artifact specialist, and routinely assesses and contextualizes artifacts from archaeological investigations. She oversees the preparation of collections for permanent curation in repositories throughout the eastern United States. She also carries required inventories of collections for our clients and agencies. These inventories require the development of specific databases and documentation necessary based on project requirements and client needs. Meagan will assist in assessing the museum's artifact and document collections.

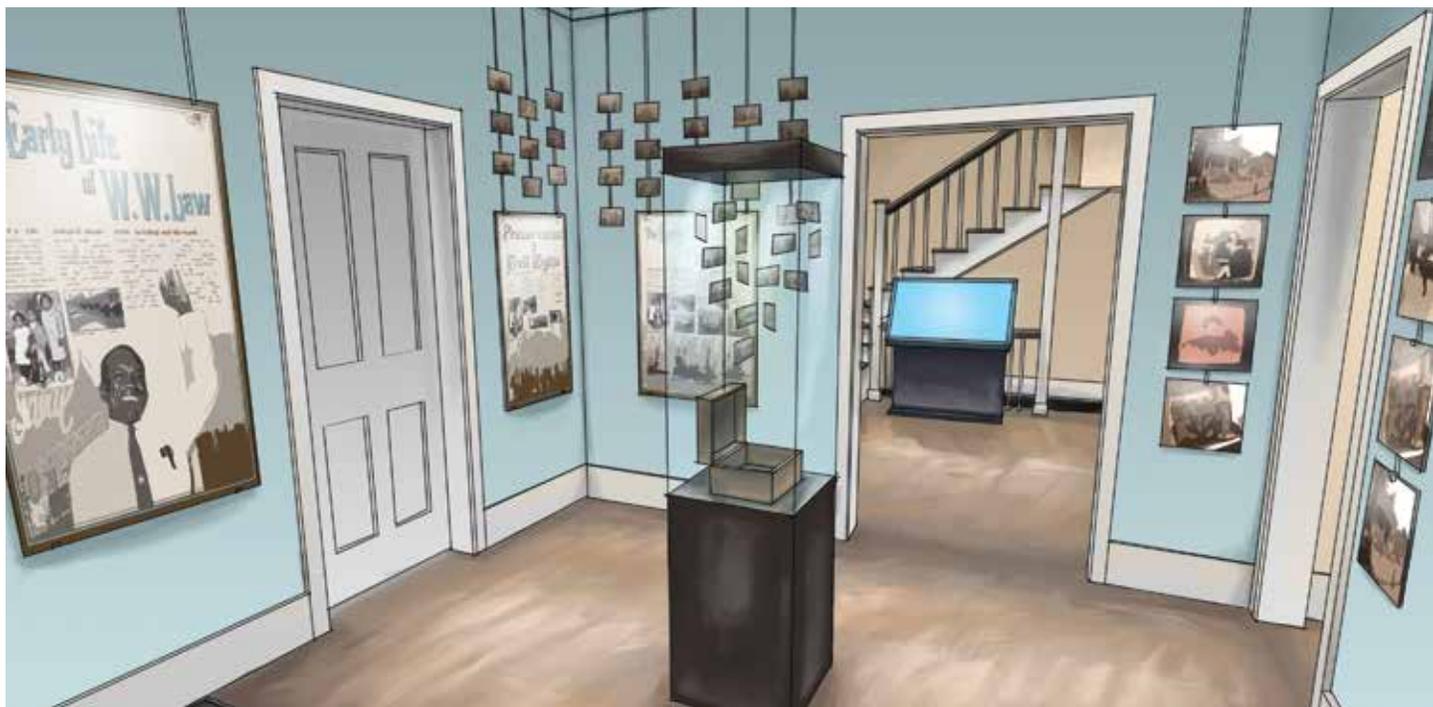
**Carol Poplin**

*Director*

Carol Poplin is the Director of the HW Exhibits. Ms. Poplin holds a Bachelor of Arts degree in Archaeology from the University of Calgary, and a Master of Arts degree in Museum Studies from the University of Leicester, England. She joined Brockington and Associates in 1988 and has over 30 years of experience working in the cultural resource management industry. As director of HW Exhibits, Ms. Poplin combines her knowledge of archaeology and material culture, her skills as a writer, and her training in museum interpretation and design to develop products and programs for interpreting and presenting heritage-based subjects to the public including museum exhibits, outdoor panels, web sites, video documentaries, and traveling exhibits.

# King-Tisdell Cottage Exhibit Plan

SAVANNAH, GEORGIA



## CLIENT

King-Tisdell Cottage Foundation, Inc.

## ELEMENTS

Exhibit plan

HW Exhibits developed a plan for new interpretive exhibits at the popular King-Tisdell Cottage in Savannah, Georgia. The plan will provide visitors with the opportunity to experience the historic house museum through both self-guided and docent-led tours. Owned by two African American families in the early 20th century, the exhibit follows the lives of the Kings and the Tisdells as they worked to build homes and businesses as members of Savannah's new black middle class.

In addition, the new exhibits consider the larger issue of historic preservation in the African American community. When the house was scheduled for demolition in the early 1970s, local historian and civil rights pioneer Mr. W. W. Law successfully championed the preservation of the cottage. It was moved to East Huntingdon Street in 1979. The exhibit will share the inspiring story of entrepreneurship, vision, and preservation with visitors through interpretive panels, reader rails, hands-on activities, a large touchscreen map, and several unique artifact displays. All of these items will preserve the historic integrity of the cottage. The new exhibits are scheduled to open in early 2014.



# St. Simons Lighthouse and Keeper's Dwelling Exhibit Plan

ST. SIMONS ISLAND, GEORGIA



## CLIENTS

Coastal Georgia Historical Society

## ELEMENTS

Exhibit Plan

St. Simons Lighthouse and Museum is dedicated to telling the story of the lighthouse and its keepers, as well as the history of coastal Georgia. The lighthouse and keeper's dwelling were built in 1872, and is the second lighthouse built on St. Simons. The first lighthouse was constructed in 1807 and destroyed by Confederates as they abandoned the Georgia Sea Islands in 1862. The Coastal Georgia Historical Society has begun a program to restore the keeper's dwelling and update the museum's exhibits to make it a twenty-first century experience for the enjoyment of residents and visitors.

HW Exhibits developed an exhibit plan for the keeper's dwelling that showcases the history, technology, families, and culture associated with the St. Simon's Lighthouse. The plan includes large information panels, costumed-designed murals, artifacts displays, traditional hands-on experiences, as well as touch screen interactives. All of our proposed exhibit components respect the historic fabric of the dwelling.



# King-Tisdell Cottage

SAVANNAH, GEORGIA



## CLIENT

King-Tisdell Cottage Foundation, Inc.

## ELEMENTS

Exhibits  
Interactive exhibits  
Artifact displays

HW Exhibits developed new interpretive exhibits at the popular King-Tisdell Cottage in Savannah, Georgia. The exhibits provide visitors with the opportunity to experience the historic house museum through both self-guided and docent-led tours. The exhibit follows the lives of the Kings and the Tisdells, two African American families who owned the home in the early 20th century, as they worked to build homes and businesses as members of Savannah's new black middle class.

In addition, the new exhibits consider the larger issue of historic preservation in the African American community. When the house was scheduled for demolition in the early 1970s, local historian and civil rights pioneer Mr. W. W. Law successfully championed the preservation of the cottage. It was moved to East Huntingdon Street in 1979. The exhibit shares the inspiring story of entrepreneurship, vision, and preservation with visitors through interpretive panels, reader rails, hands-on activities, a large touchscreen map, and several unique artifact displays. All of these items preserve the historic integrity of the cottage.





# Carters Lake Visitors Center

CHATSWORTH, GEORGIA



## CLIENT

US Army Corps of Engineers, Mobile District

## ELEMENTS

Exhibits  
Interactive exhibits  
Outdoor signs

HW Exhibits produced indoor and outdoor exhibits at the Carters Lake Visitors Center. Exhibit themes include the area's rich cultural history, the US Army Corps of Engineers' stewardship of the lake's natural resources, as well as their extensive work on water management. The indoor exhibits complement the building's circular shape and expansive views of the lake, with custom fabricated kiosks and physical interactives and reader rails along the windows. The indoor centerpiece features a floating panel wrapping around the central column, showing a large recreation map for visitors. Outdoor exhibits at each overlook tell the story appropriate to its location: the construction of the dam and recreation opportunities at the lake. Small signs along a nature trail hint at nature to notice and find.



# Santa Elena History Center

BEAUFORT, SC



## CLIENT

Santa Elena Foundation

## ELEMENTS

Interpretive Panels

Hands-on Interactives

Video Presentations

Unique Architecture

As part of their efforts to compete with France and England to control the New World, Spain established its first North American capital at Santa Elena on Parris Island, SC in 1566. Four hundred years later, archaeologists rediscovered the remnants of this pioneering settlement. In 2016, HW Exhibits developed exhibits for the new Santa Elena History Center in Beaufort, SC. The exhibit celebrates the 450th anniversary of the founding of the settlement.



# Funk Heritage Museum

WALESKA, GEORGIA



## CLIENT

Funk Heritage Center  
Reinhardt University

## ELEMENTS

Wallpaper murals  
Interpretive panels  
Display cases  
Hands-on objects  
Video presentation

Funk Heritage Museum is dedicated to sharing the history and ecology of North Georgia with the public. In the Hall of Ancients, the exhibits explore 10,000 years of American Indian culture with dioramas and artifacts. In 2016, HW Exhibits helped update the museum with two new exhibits: History Beneath Our Feet and Life Along the Etowah. Both exhibits include artifacts from the 1995 archaeological excavations at the Cherokee County Hickory Log site. We created beautiful wallpaper backdrops, interpretive panels, artifact displays, and hands-on presentations. Our designs were developed to complement and enhance the existing dioramas through appropriate colors, fonts, and layout.

