ABOUT VINES
Firm History
Vines Architecture is an integrated sustainable architectural and interior design practice located in Raleigh, North Carolina. Comprised of a talented and experienced staff of 18, featuring internationally recognized industry leaders, Vines Architecture is a design firm that engages in activities, which focus on building healthy, sustainable communities while strengthening design excellence in the profession and awareness within the community. Through a research-based process that continually seeks to deliver the highest level of innovative design solutions and service, our rigor is driven by a deep desire to achieve the very best solutions for our clients. We are architects and designers for people and the environment that seek opportunities to contribute positively wherever we have a presence.

As a firm, we bring over 26 years of experience and a profuse portfolio of award-winning, on time, on budget projects. Founded in 2008 by Victor Vines AIA, LEED AP, the firm offers specialized expertise in our select market sectors of cultural museums, libraries, higher education, community colleges and municipal projects, and feasibility studies. Our firm prides itself on a portfolio of work that has been created both through previous associations as well as recent significant commissions by way of selective collaborations and teamwork. Our staff have all worked in firms previously, producing some of the most significant work in the area and now bring that experience and ability to Vines Architecture.

As reflected in our mission, Vines Architecture is committed to the idea of collaboration and teamwork throughout the entirety of the design and construction process. We place a high emphasis on consistent input from all; designers, clients, consulting partners, community organizers, regulatory agencies and builders/contractors. By creating a process which fosters research, discovery, innovation and delivery, our process has proven to be extremely successful.

Because of our commitment to strong initial concepts and extensive programming/planning expertise we are able to accommodate a wide range of explorations and modifications to our designs without losing sight of the overall project goals envisioned. Through a commitment to delivering excellent service by way of strong project management leaders, many of our consultants welcome the opportunity to work with us as Architect of Record bringing their knowledge and national expertise to our team.

Services Provided
Vines Architecture is a full service architectural firm with extensive capabilities, providing services in:

- Programming and Planning
- Architectural Design and Documentation
- Master Planning
- Feasibility Studies
- Interior Design
- Facility Assessments
- Sustainable Design
- Construction Administration

Specialized Areas of Expertise
For over 28 years Vines Architecture, through the leadership and contributions of its staff, have developed a specialized expertise in public sector library and museum / visitor based projects. We have been at the forefront, of having worked with numerous clients in North Carolina, Georgia, Washington DC, Maryland, and Ohio. Our staff and project team includes programmers/planners, operations consultants, architects, environmental graphic designers, historians, researchers and engineers. Our Principal-in-Charge and Director of Design have successfully delivered library projects in New Hanover County, Durham County, Washington DC, Atlanta-Fulton County and Cleveland. We have also completed numerous cultural projects in Fayetteville, Greensboro, Charlotte, Baltimore, and Washington D.C. In addition, we are experienced in working with developer lead projects and are well versed in collaborating with other consultants and architects. Sustainability, research based strong conceptualization and design excellence through all our work has become rooted and woven in our firm culture and projects. Other areas of expertise include Higher Education, Residential, and Municipal projects.

Professional Staff
Licensed Architects - 7
Project Designers / Interns – 7
Construction Administrators - 1
Interior Designers – 1
Administrative - 2
Founding his practice in North Carolina in 2008, Victor Vines has spent the last 28 years producing design work in the South Atlantic region by inspiring clients and colleagues to do their very best work. As President of Vines Architecture, Inc., he has been responsible for the management and design direction of a vast number of architectural projects. Victor’s design portfolio ranges from museum and cultural institutions, educational/university facilities to large-scale urban projects. Within his portfolio are the AIA award winning NC A&T State University School of Education, the AIA award winning Harvey B. Gantt Center for African American Arts & Culture and the Programming of the Smithsonian Institution National Museum of African American History and Culture. During his career Victor Vines has contributed to projects receiving fourteen AIA design awards (regional, state and local) and has lead and directed over thirty projects over a ten-year period with flagship public clients.

Over a career that spans more than 30 years, Victor has personally led the project efforts for more than 30 facilities. His hands-on principal level involvement from the initial project research, discovery and analysis procedures of programming allows him to participate with the users to reach a clear and accurate understanding of project requirements spatially, experientially and functionally. He is a problem-solver and consensus builder regarding complex building types, particularly with a focus on higher educational facilities. Victor’s process is one which allows all perspectives and goals to be discussed and considered equally. Victor Vines is known for his hands-on project involvement; deliberate efforts to share his knowledge with firm members, students, interns, and clients; and intense collaboration with other associate firms in the profession. His style and approach is to actively participate in each project to assure the overall client needs and project requirements are achieved at the highest level. This responsibility resides from the pre-design and conceptual phases through project close-out, with a heavy emphasis on client/project development and the execution of the firm’s work.

Across an incredible array of environments, building types, scales, visual expressions, colleagues and human circumstances, Vines’ career illustrates that Architecture is a full-bodied calling. He shows us that as Vines Architecture continues to emerge, it demands our best humanity, intellect, tenacity and commitment.
Jolie Frazier Thomas  AIA
PRINCIPAL | PROJECT MANAGER | MUSEUM PLANNER

Jolie Thomas has been an architect with award-winning architecture firms and brings 17 years of design experience to Vines Architecture. Her portfolio includes numerous building types ranging from cultural to university, campus master plans to residential. This diverse experience has given her a range of skills and opportunities in every aspect of the design process. Her strength and passion is as a designer focused on creating great buildings by leading the design in all phases of the project.

Jolie’s excellent communication and management skills guide her projects from pre-design through construction and close-out, ensuring sensitivity and quality throughout. With her strong focus on completing every task at the highest level, Jolie is an integral member of each team she leads or participates on.

Currently, Jolie is the project manager for NC Civil War & Reconstruction History Center and the NC A&T State University New Student Center project. She was also the lead designer on the University of North Carolina Student Center Study, Atlanta History Center, NC Wesleyan College Library as well as the Coastal Studies Institute for the University of North Carolina. She was also a lead design team member on several significant projects at the College of Design at North Carolina State University, including the Leazar Hall Renovation and Addition, which has received multiple AIA design awards.

Jolie was the recipient of the NC AIA Young Architect Award as well as the Boston Society of Architects Young Architect Scholarship. Jolie received her Masters of Architecture from North Carolina State University where she was the recipient of the Kamphoefner Prize for design achievement and her thesis was selected for publication in Archiprix International.

Jeff Schroeder  AIA
ASSOCIATE | PROJECT ARCHITECT / DESIGNER | LIBRARY PLANNER

As an Architect and Designer with more than 17 years of experience, Jeff Schroeder has been involved in numerous award winning projects of varying types and size. His experience ranges from large scale master planning to community branch libraries to building signage and displays. Throughout his extensive experience with award-winning firms Frank Harmon Architect and The Freelon Group, Jeff has learned to design buildings with a focus on sustainability, strong design, and a sense of place.

Over the last several years, Jeff Schroeder has become one of the recognized upcoming designers with a passionate focus on library design. His in-depth knowledge of the ever changing learning environment and his ability to successfully transform that into unique spaces makes Jeff a sought after designer in this building type. Recently he has been a project leader for several libraries including the Durham Main Library Addition and Renovation, the New Hanover County Pine Valley Branch Library and the Atlanta Central Library.

While with the Freelon Group, Jeff was a Senior Designer for the Tenley-Friendship and Anacostia Libraries for the District of Columbia Public Library as well as the South Regional Library for the Durham County Library System. He has recently completed the renovation of the DCPL Northeast Neighborhood Library, and the Alpharetta Library for the Atlanta-Fulton Public Library System. In addition to his architectural involvement on these projects, he worked closely with the artists, art coordinator, and signage consultants for the Anacostia Library. He also led the team that developed the interior furnishings and equipment standards for the library system. Through his diligence and passion for design, Jeff has become a creative force in library design and planning. Jeff’s other work includes cultural and community based projects such as the Roanoke River Lighthouse and Maritime Museum and North Carolina Pottery Center, while at Frank Harmon Architect.

Education
Master of Architecture: North Carolina State University
Bachelor of Science in Environmental Design
Emphasis in Interior Design, Minor in Art: University of Missouri

Registration
Licensed Architect, State of North Carolina (NC #10517)

Education
Bachelor of Architecture: North Carolina State University
Bachelor of Environmental Design in Architecture: NC State University

Registration
Licensed Architect, State of North Carolina (NC #10189)
During her academic career at NCSU, much of Meredith’s work focused on furthering an architectural response to site and place, as well as cultural, social, and political context. One of her most recent projects, “Woodser Huts” explores methods of resilient coastal design on the North Carolina Outer Banks. “Woodser Huts” was highly awarded by both professional Architecture and Landscape Architecture communities, receiving the American Institute of Architecture’s (AIA) Triangle Fellowship Award, and the North Carolina American Society of Landscape Architect’s (NC ASLA) Student Award of Excellence, the highest honor bestowed in the competition. Upon graduating, Meredith was also honored to receive the Award for Design Excellence in the Master of Architecture Program in Honor of the Emeritus Faculty of the Department.

As a lifelong resident of North Carolina, Meredith grew up in the county near Efland. She was introduced to the local woodworking community in her youth, and has been privileged to enjoy the mentorship of many respected North Carolina craftsmen.

Dave Hardin has been collaborating with Vines Architecture since 2013 and joined the Vines office full-time in 2015 as a Project Manager and Designer. With over 17 years of experience, Dave has worked on a variety of cultural and residential projects, both in the private and public sectors, involved in every aspect from programming through project closeout. He has accumulated experience both in the field of construction and architectural practice, affording him a comprehensive understanding through all levels of architecture. His ardent interest in every aspect of the practice creates strong working relationships with a wide range of clients, consultants and contractors.

While earning his BArch from the University of Arizona College of Architecture, Planning and Landscape Architecture, Dave started his career in architecture at the design/build firm of Rick Joy Architects. Moving to Durham, North Carolina in 2003, worked on a diverse collection of projects from Residential, University, Public Transportation and Cultural projects for NCDENR. These projects include a range of affordable & high-end residential projects, office & academic renovations at NCSU, Station Site & Platform Canopy Design for the TTA Light Rail Project, Restroom & Bathhouse Facilities at Umstead Park and the Seal & Sea Lion Shade Canopy at the NC Zoo. Currently, Dave is the project manager overseeing the construction administration of the NC A&T University Student Center in Greensboro, NC.
Kaitlan Phelps brings 10 year of Interior Design service to Vines Architecture and is currently focused on the 90,000 sq ft Durham Co. Main Library Renovation. Her previous project experiences include large scale public projects NCA&T Student Center, Durham Human Services Complex, and the Harvey B Gantt Center.

Kaitlan attended Meredith College and was the recipient of the Sandra Shelton Graham Scholarship in Interior Design. Since graduation, she has built a reputation for elevating interiors - creating aesthetically pleasing and functional spaces that complement and enhance the architecture.

Kaitlan’s design intuitiveness was recognized by industry leaders in 2008 when she was presented with two DOC Awards by Ultron.
New Hanover County hired the Raleigh-based design architectural firm Vines Architecture in January of 2018 to complete a Rough Order of Magnitude (R.O.M.) Program Space Needs Assessment for both the New Hanover County Cape Fear Museum of History & Science and the New Hanover County New Main Branch Public Library. The assessment study determined the new space needs to meet and address the future programs of the new museum and library. The Space Needs Assessment was completed to support and inform the overall Project Grace Development Project relative to only the New Main Branch Library and New Cape Fear Museum components of the project.

Vines Architecture worked collaboratively with an executive committee, including representatives from both the library and the museum, to evaluate and determine the space needs for each the library and for the museum and identify what spaces could commonly be shared between the two county services. The executive committee was led by key members of the New Hanover County Manager’s Office as well as the director and staff of both the Main Library and the Cape Fear Museum. Over a period of three months Vines Architecture met with the Executive Committee to study and review multiple iterations of the programs space needs in which the final space needs program was derived.

Completed
April 2018

Type
New Construction

Size
81,788 SF

Construction Budget
N/A

Owner
New Hanover County

Contact
Jennifer Rigby
Strategy + Budget Office
New Hanover County
910.798.7237
jrigby@nhcgov.com
CLEVELAND PUBLIC LIBRARY MARTIN LUTHER KING JR. BRANCH
CLEVELAND, OH

The Cleveland Public Library - Martin Luther King Jr. Branch proudly asserts itself as an integral part of a large mixed-use project at the confluence of four distinct neighborhoods and districts. In a manner that is sophisticated in its architectural expression, the library will be a place for all, as it honors the legacy of Dr. Martin Luther King Jr. While serving diverse populations of culture, race, economic levels and sociologies, this connectional destination will present itself as a humble yet powerfully impactful cultural organism, serving its patrons and communities in the same manner Dr. King asked of this nation, its people and the world.

Within the development, the new library will cleverly distance itself enough to preserve an autonomous identity, without suggesting any of the exclusivity, separation or inequalities Dr. King was so adamantly against. We consider how this architecture can uplift, gather and unify. How an abundance of transparency can allow for air and light, to expose both the positive and the negative, and begin to heal the injustices we are all obligated to address. While there have been and will continue to be challenging and turbulent times, communities must lock arms together to push through the darkness and deliver us all to the light. The building represents an iconic library that welcomes, embraces and unifies communities, neighborhoods, cultures, and races within the site, which will over time, become the heartbeat of Cleveland.

In contrast to the historical library as a dense protector of books, the new MLK Library is envisioned as lightweight and delicate, lifting up to allow the space of the street plaza to slide into the library, effectively blurring the boundary between library and ‘city’ while also symbolically reflecting Cleveland Public Library’s commitment to the notion of connection to the community and truly spearheading the “People’s University.”
2.3 | DEVELOPMENT TEAM & QUALIFICATIONS
PINE VALLEY BRANCH LIBRARY
WILMINGTON, NC

The Pine Valley Branch Library will replace the existing Myrtle Grove Branch and allow New Hanover County Public Library to offer more and diverse programs and services to the rapidly growing community. Located at a major intersection in Wilmington, the site is in close proximity to the Cross City Trail, allowing opportunities to tie into the recreational infrastructure and other cultural and recreational facilities throughout the city and county.

As a response to this unique opportunity, and the adjacent wetlands, vegetation, and retention pond areas, the library has a unique and significant ability to be a major destination for educational outdoor programs, community gatherings, and everyday use, in addition to current library offerings and resources. The new library will be heavily focused on providing flexible and diverse program spaces to meet community needs while also allowing places for traveling exhibits, educational festivals, and other cultural events.

Program spaces within the building include a defined teen zone, enclosed quiet reading area, children’s area and program room, and multiple sized multifunction library program spaces.

Completion
January 2019 (Projected)

Type
New Construction

Size
20,000 SF

Construction Budget
$4.6 Million

Owner
New Hanover County Public Library

Contact
Harry Tuchmayer
Library Director
910-798-6321
htuchmayer@nhcgov.com
DURHAM MAIN LIBRARY RENOVATION & ADDITION
DURHAM, NC

The transformation of the new main library will include 71,200 SF of complete renovation and a significant addition of approximately 19,800 SF. Currently the building, built in 1980, is very inwardly focused with limited natural light and connection to the community.

The design objectives for the project are to foster greater connectivity within the building itself and the city and community beyond. The site is located in downtown Durham at a unique ‘seam’ between downtown businesses, developing condominiums, a redeveloping historic neighborhood and several existing social services. Literally and conceptually, the new design will emphasize permeability and transparency as a means to more fully engage with the city and to foster greater visibility and wayfinding within the existing building.

The new layout will shift the entry to engage the important urban corner at Liberty and Roxboro Street and to present a new image of DCL to the City of Durham. A renewed focus on the design of the landscape will be emphasized as well through the creation of an outdoor event space, entry plaza, art garden, outdoor reading spaces, and roof terraces.

The layout for the interior of the building will consolidate the two entries to one level within a new grand entry marketplace that will open to the new Liberty Streetscape. A significant addition is planned to accommodate a larger community meeting / multipurpose room as well as technology driven ‘maker spaces’, a new STEAM literacy center as well as a business incubator, job skills center and new collaborative learning spaces.

Completion
January 2020 (Projected)

Type
New Construction + Renovation

Size
91,000 SF

Construction Budget
$39.5 Million

Owner
Durham County Library

Contact
Peri Manns, ASLA
Deputy Director
919-560-7996
pmanns@dconc.gov
2.3 | DEVELOPMENT TEAM & QUALIFICATIONS
ATLANTA CENTRAL LIBRARY - PHASE 1 [ PROGRAMMING + SD ]

ATLANTA, GA

Designed by internationally known architect Marcel Breuer, the ten story Atlanta Central Library is an architecturally significant building in downtown Atlanta that represents the previous concept of a library as a protector of books. The concrete exterior of the building is dense and heavy with minimal windows and natural light, and a connection between the public floors is non-existent other than a heavy central concrete stair. The challenge of the project is how to radically transform the library experience within an existing significant modern architectural statement.

The project approach focuses on maximizing the spatial and experiential transformation while minimizing the perceived negative impacts on the building’s exterior. The entry plaza will be re-established as an outdoor public space to create a welcoming and active urban plaza to energize the library and city. Within the building, the ground floor is a place where large active programs can occur, and is directly connected back to the plaza, allowing the entire first floor and plaza to be thought of as a central library community space. A new grand stair, open atrium, and light shaft are being introduced to both connect floors and introduce daylight without negatively impacting the exterior facade. The new atrium space will connect the various public areas of the building and assist with wayfinding, visibility, and the overall spatial perception. On the fifth and sixth floors, where a currently underutilized outdoor terrace exists, new event and program spaces will be created with a direct connection to the terrace and will provide an opportunity for both library and event usage.

Once completed, the hope is that the Central library will help to re-energize both the library and surrounding area and will become a destination not just for the residents of downtown Atlanta, but for all of Fulton County.

Completion
November 2019

Type
Renovation

Size
260,000 GSF

Construction Budget
$36 Million

Owner
Atlanta Fulton Public Library System

Contact
Al Collins
Assistant Director of Building/Engineering of Library Projects
404-730-1822
alfred.collins@fultoncountyga.gov

Vines Architecture - Design Architect
2.3 DEVELOPMENT TEAM & QUALIFICATIONS
HARVEY B. GANTT CENTER FOR AFRICAN-AMERICAN ARTS + CULTURE*
CHARLOTTE, NC

The site’s location in Brooklyn, a historic neighborhood that was the center of Charlotte’s black community from the late 1800s until the 1960s, provided the central design inspiration. The Myers Street School, Charlotte’s first African-American school, once stood in the heart of Brooklyn and earned the nickname “Jacob’s Ladder School” from the fire escapes on its exterior. However, the theme of “Jacob’s Ladder” also had a larger significance for this community, symbolizing a persistent, stepwise approach to social, political, and economic advancement.

This powerful metaphor is represented in vertical circulation elements on the south facade and the articulation of the central atrium as an abstracted ladder proceeding upward to a horizontal glass band representing education. From this plane of education, a crystalline volume of glass breaks through the roof. The ladder metaphor is further abstracted in the building’s perforated-metal rainscreen, which resembles the quilts that enslaved people fashioned from discarded scraps of fabric and that were often hung from the windows of safe houses along the Underground Railroad. This optimized rainscreen also enables a breathable building envelope. Limited glazing helps minimize energy costs.

Inside, the highly flexible, contemporary space includes exhibition areas, multipurpose space, retail and restaurant space, reception space to host community gatherings, and a “back of house” area for staff offices and exhibition preparation. Mechanical systems were zoned to tailor ventilation to the disparate requirements of public and gallery spaces.

Completed
August, 2008

Type
New Construction

Size
50,000 SF

Construction Budget
$19.5 Million

Owner
Afro-American Cultural Center

Contact
David Taylor
Executive Director
(704) 906-6625
david@ganttcenter.org

*Project design is through previous association; Victor Vines - Principal-in-Charge
2.3 | DEVELOPMENT TEAM & QUALIFICATIONS
The new North Carolina Civil War History Center will be built on the site of the former Fayetteville Arsenal. The history of the Arsenal dates back to the War of 1812, but became a player in the conclusion of the Civil War as one of Sherman’s last conquests in his march northward. The historic site is the primary driver for the location of the statewide history center which will cover the role of North Carolina and her people from before the war through Reconstruction and beyond. The historic significance of the site served as the spring board for the early conceptual design drivers for the museum.

Our design strives to create a new building that respects the significance of the site in North Carolina history as well as creating a new place to highlight the stories being told inside. With a conceptual focus of the multiple roles of North Carolina in the Civil War, as well as a desire to connect the building out into the landscape and arsenal ruins, the idea of a pavilion scheme began to take shape. Three main public areas - the main exhibits, an auditorium, and a second level elevated cafe - are all connected by a glassy circulation spine and under one large roof acting as the glue of the scheme. Stretching out into the landscape, outdoor plazas, walkways, and covered shelters encourage visitors to have a better connection with the ruins themselves.

Elevated views from the museum will allow visitors to look down on the property, gaining a more comprehensive understanding of the scale and extents of the previously existing arsenal site. Much like the state during the Civil War, the site has been divided. A major highway was cut through the existing arsenal ruins in the 1980s and severed the site into two separate parcels of land connected by a pedestrian footbridge. Another main concept driver in our design was to reconnect the two pieces of the site to give visitors a way to visualize the magnitude of the original arsenal footprint. A widening of the existing footbridge is proposed to aid in “healing” the site into a more unified complex rather than two distinct parcels.
2.3 | DEVELOPMENT TEAM & QUALIFICATIONS

HISTORIC HOUSES RELOCATED FROM OTHER LOCATIONS ON THE SITE - RESTORED FOR ADDITIONAL EDUCATIONAL OPPORTUNITIES

KEBONY WOOD FOR PLAZAS, ELEVATED PATHWAYS, AND EXTERIOR WOOD

SOLID COR TEN STEEL PANELS FOR ROOF

PERFORATED COR TEN STEEL PANELS FOR EXTERIOR SKIN, PEDESTRIAN BRIDGE, AND PICNIC SHELTER

CRUSHED STONE INFILL OF ARSENAL RUINS TO HIGHLIGHT FOOTPRINT

HISTORIC POE HOUSE TO SERVE AS AN IN-TACT ARTIFACT OF POST-CIVIL WAR LIFE
Fifty years ago, the F.W. Woolworth building in Greensboro, North Carolina, was a focal point in the struggle for civil rights when four local college students staged a sit-in at the “whites-only” lunch counter at the back of the store. After many years of neglect, the building and its significant history stood largely unnoticed. The non-profit organization, Sit-In Movement, Inc. purchased the F.W. Woolworth Building in downtown Greensboro with a vision to renovate the historic building to house the new International Civil Rights Center and Museum. Today the building stands as a monument to the power of human courage and its ability to bring about social change. It is a place to witness, to experience and to discuss how to affect social change in our own nation and around the world.

The renovation of the building centered around the preservation of the Art Deco style exterior and modern renovation of the interior to house the new International Civil Rights Center and Museum. This project, which includes the renovation of three levels (45,000 sf), includes the historic lunch counter where the first sit-in took place as well as the original monumental stair. The development of the exhibits and interior was centered around keeping significant “artifacts” in their original places and allowing the procession to respond to their location. A series of exhibits in the main exhibition hall, as well as in numerous other areas throughout the building, chronicle the struggle for civil rights in America and throughout the world. The climax of the exhibits is at the historic lunch counter where visitors are able to see where the original sit-in took place.

In addition to telling the story of the civil rights movement, the International Civil Rights Center & Museum is also an archival center, collecting museum, and teaching facility devoted to the international struggle for civil and human rights. Other spaces within the building include a large auditorium where lectures, classes and events such as an annual speaker series can be held, staff offices, support spaces, and gift shop, which is located along the street edge and reminds visitors of the building’s origin as a department store.

**INTERNATIONAL CIVIL RIGHTS CENTER + MUSEUM RENOVATION**
**GREENSBORO, NC**

**Completed**
January, 2010

**Type**
Renovation / Restoration

**Size**
45,000 renovated sf

**Construction Budget**
$8.28 Million

**Owner**
Sit-In Movement, Inc.

**Contact**
Mr. John Swaine, CEO + CFO
Sit-In Movement, Inc.
134 South Elm Street
Greensboro, NC 27401
336-274-9199, EXT. 239
jswaine@sitinmovement.org

*Project design is through previous association; Victor Vines - Principal-in-Charge; Vines Architecture served as owner’s representative*
2.3 | DEVELOPMENT TEAM & QUALIFICATIONS
The programming and pre-design phase for the new National Museum of African-American History and Culture, located in Washington, DC, focused on establishing the programmatic requirements for the facility. In developing these guidelines, numerous meetings were held with the Smithsonian Institution and the staff of the National Museum of African-American History and Culture. Several studies were conducted to determine potential visitation estimates and facility assessments including exhibit master planning, collections storage needs, detailed facility programming and spatial needs, as well as specific requirements for the mechanical, electrical, security and fire protection and life safety systems for the museum. Guidelines and technical requirements were also established for sustainability, environmental systems, and accessibility. A third element of the programming and pre-design phase focused on the relationships between the various building components. This included the creation of preliminary program adjacency diagrams as well as vertical blocking and stacking diagrams which represent the desired relationships between the individual programmatic spaces of the building.

**SMITHSONIAN NATIONAL MUSEUM OF AFRICAN-AMERICAN HISTORY AND CULTURE (PHASE ONE)**

WASHINGTON, D.C.

The programming and pre-design phase for the new National Museum of African-American History and Culture, located in Washington, DC, focused on establishing the programmatic requirements for the facility. In developing these guidelines, numerous meetings were held with the Smithsonian Institution and the staff of the National Museum of African-American History and Culture. Several studies were conducted to determine potential visitation estimates and facility assessments including exhibit master planning, collections storage needs, detailed facility programming and spatial needs, as well as specific requirements for the mechanical, electrical, security and fire protection and life safety systems for the museum. Guidelines and technical requirements were also established for sustainability, environmental systems, and accessibility. A third element of the programming and pre-design phase focused on the relationships between the various building components. This included the creation of preliminary program adjacency diagrams as well as vertical blocking and stacking diagrams which represent the desired relationships between the individual programmatic spaces of the building.

**Completed**

2009

**Type**

Advance Planning and Programming

**Size**

350,000 sf

**Construction Budget**

$600 Million

**Owner**

Smithsonian Institution

**Contact**

Mr. Lonnie Bunch
Director
National Museum of African-American History and Culture
202-633-4751

*Project design is through previous association; Victor Vines - Principal-in-Charge*
Library, cultural, and visitor based projects are a core project type within our portfolio of work. Members of our team have been directly involved with the design of numerous library and museum projects throughout the region and have designed multiple library projects for the District of Columbia Public Library, Atlanta-Fulton Public Library System, and Durham County Library. The following is an overview of some of our significant library, museum, and public/visitor-based projects.

- **TENLEY-FRIENDSHIP NEIGHBORHOOD LIBRARY**, Washington, DC
- **ANACOSTIA NEIGHBORHOOD LIBRARY**, Washington, DC
- **PINE VALLEY LIBRARY**, Wilmington, NC
- **CLEVELAND MLK BRANCH LIBRARY**, Cleveland, OH
- **DURHAM MAIN LIBRARY RENOVATION**, Durham, NC
- **ATLANTA CENTRAL LIBRARY RENOVATION**, Atlanta, GA
- **WOODRIDGE PUBLIC LIBRARY STUDY**, Washington, DC
- **NORTH REGIONAL LIBRARY**, Durham, NC
- **ALPHARETTA PUBLIC LIBRARY, Alpharetta, GA**
- **NORTHEAST NEIGHBORHOOD LIBRARY, Washington, DC**
- **SOUTH REGIONAL LIBRARY**, Durham, NC
- **ATLANTA CENTRAL LIBRARY RENOVATION**
- **Cleveland, OH**
- **WOODRIDGE PUBLIC LIBRARY STUDY**
- **Wilmington, NC**

*Project design is through previous association; Victor Vines - Principal-in-Charge*
2.3 | DEVELOPMENT TEAM & QUALIFICATIONS

NORTH CAROLINA CIVIL WAR HISTORY CENTER, Fayetteville, NC

ATLANTA HISTORY CENTER RENOVATION AND EXPANSION, Atlanta, GA

ELSEWHERE LIVING MUSEUM RENOVATION Greensboro, NC

GANTT CENTER Charlotte, NC

INTERNATIONAL CIVIL RIGHTS CENTER AND MUSEUM*, Greensboro, NC

AFRICAN–AMERICAN HISTORY + CULTURE PROGRAMMING [PHASE 1]*, Wash. D.C.

MD MUSEUM OF AFRICAN–AMERICAN HISTORY + CULTURE,* Baltimore, MD

NEW STUDENT CENTER, NC A&T State University

GRAHAM STUDENT UNION FEASIBILITY STUDY, UNC Chapel Hill, NC

PERFORMANCE PLACE RENOVATION, UNC School of the Arts

ECSU STUDENT CENTER*, Elizabeth City, NC

STONE CENTER*, UNC Chapel Hill
Current Workload

UNCSA PERFORMANCE PLACE RENOVATIONS
Renovation of Three Performance Theaters  
*Winston-Salem, NC*

NCCU NEW SCHOOL OF BUSINESS
75,000 SF New School of Business  
*Durham, NC*

NCCU MASTER PLAN
2028 Comprehensive Master Plan for North Carolina Central University  
*Durham, NC*

NCCU P-3 ON CAMPUS STUDENT HOUSING
Semi-Suites and Apartment Student Housing Complex – 1,244 units  
*Durham, NC*

NC A&T NEW STUDENT CENTER STUDENT
150,000 SF New Student Center in the heart of the NC A&T State University campus  
*Greensboro, NC*

DURHAM MAIN LIBRARY RENOVATION
90,000 SF Renovation/Addition urban downtown replace library  
*Durham, NC*

Vines Architecture will be readily available and fully committed to ensuring a successful partnership and project completion for New Hanover County and Project Grace.
ABOUT EISTERHOLD ASSOCIATES
EISTERHOLD ASSOCIATES

Eisterhold Associates, Inc. (EAI) is an established, exhibit design firm that prides itself on delivering not just an exceptional exhibit, but also an exceptional experience. EAI specializes in creating successful immersive visitor experiences for museums and cultural institutions, with a particular focus on interpretation. We are adept at conveying increasingly complex ideas and connecting with multicultural audiences.

In 1979, Gerard Eisterhold set out to create an organization that could provide the most effective, direct, and meaningful response to the needs of cultural organizations. For nearly forty years, our seasoned team of associates has been committed to the possibilities of interpretive exhibits that expand boundaries and reveal opportunities. Our working relationships allow us to comfortably challenge ourselves to make each project the best. Our core team is based in Kansas City, and our associates are located from coast to coast. Together, we create a work force of highly experienced, dedicated, and talented professionals.

EXHIBIT DESIGNERS

The collective experience of the team at EAI offers advantages to each client - we know the profession. The same people who develop our concepts also carry out implementation. We have been fortunate to work on some of the country’s most popular institutions, including the National Civil Rights Museum, the Rosa Parks Museum, African American Museum in Philadelphia, the National Museum of the US Army, and the Harry Truman Presidential Library and Museum—as well as theme parks such as Jurassic Park and EPCOT Innoventions. The former gives us experience in articulating culture and connecting with disparate audiences. The latter gives us a solid understanding of the “business” side of Experience Planning.

Our end-goal is to create vehicles for cultural definition and discourse made of objects, space, images, media, and technology. Museums are our collective tools for remembering, for thinking about ourselves, and for defining who we are. Eisterhold Associates (EAI) creates places where people can learn about themselves and learn to make informed choices about their lives.
EISTERHOLD ASSOCIATES, INC. TEAM

Because we understand that a successful exhibition can only be created when there is true collaboration between designer and client, we have specifically built an organization that can devote its full attention to a limited number of carefully-chosen projects at one time.

JERRY EISTERHOLD
Creative Director

Mr. Eisterhold has been a leader in developing exhibits that connect with all audiences for nearly four decades. With solid design schooling and an early background in filmmaking and animation, he has dedicated his career to the field of interpretive design, with a particular focus on museums. He has purposefully structured Eisterhold Associates in a way that allows him to lead each project from inception to installation. In short, the portfolio of Eisterhold Associates is also the portfolio of Gerard Eisterhold.

Mr. Eisterhold’s range of projects includes artifact/collections-driven museum exhibits, story-based exhibits with no existing collections, entertainment-based exhibits, master-planning projects, visitor centers, and memorial exhibits. His ability to envision the possibilities, challenges, and costs for new exhibit projects comes from many decades of dedicated experience in the field.

Mr. Eisterhold holds a B.F.A. in Design from the Kansas City Art Institute, is a board member of the Disney Hometown project, the Missouri Governor’s Agritourism Advisory Council, and a founding board member of the Highway 36 Alliance, which develops multi-site themed interpretations along Missouri’s northern tier. He is the owner and chief winemaker of Vox Vineyards, upon which Eisterhold Studios sits, and where 42 varieties of grapes are raised and bottled to make TerraVox wines.

SUE MALIK
Project Manager

Sue Malik has over 25 years of experience in the design profession. A registered architect and LEED AP, she brings valuable knowledge of the architectural/engineering profession to the table. This, coupled with her collaborative spirit, energy to solve complex issues, and previous employment with BNIM Architects makes her an ideal fit as a project manager for this project. She has worked on a variety of projects both large and small ranging from work for the NBA San Antonio Spurs to a project for the Kansas City Ronald McDonald House. Sue also has experience teaching environmental design and architecture at the collegiate level. She is currently the Senior Project Manager for the National Museum of the U.S. Army. Ms. Malik holds a B.Arch (Cum Laude) from Kansas State University.
WILLIAM RUGGIERI  
Senior Exhibit Designer

Mr. Ruggieri is involved in all phases of exhibition design and planning: conceptual design, team management, detail design, and production supervision. His many years of design management allow him to provide an accurate assessment of design solutions, budgets, and strategies. His responsibilities include developing conceptual design, and integrating it with traffic flow and architectural program. He directs preparation of drawings and defines techniques for communicating content intent. He was educated at the University of Cincinnati College of Design, Architecture, and Art, completing an Industrial Design Intensive. He served on the faculty of the Parsons School of Design, jurors for *Industrial Design* magazine competitions, and is on the advisory board for the Pantone Color Institute.

LEIGH ROSSER  
Exhibit & Interactive Designer

Leigh Rosser was educated as an architect and furniture designer, with professional experience in digital media production for the entertainment industry, prototyping/model building for architectural design, and user interface design for software development. Mr. Rosser is an experienced designer who excels in developing and coordinating computer-based design, physical interactives and props, and audio/video production into stimulating, tangible, real-world installations. In addition, Mr. Rosser is actively involved in public art design, installation, and interventions. Notable Eisterhold projects include: The American Jazz Museum, The International Civil Rights Center and Museum, The Auburn University Athletic Hall of Honor, The Greensboro Historical Museum, and Veterans Memorial Auditorium Renovation in Des Moines.

DAVID BROWN  
Interactive Systems Designer/Developer

David Brown is the former Technology Director for the GLOBE Program, a global citizen-science project now active in 110 countries around the world. Additionally, Mr. Brown was a communications researcher at JPL and spent three years at NASA Headquarters working on communications and data systems for the Space Station and Shuttle programs. As an exhibit design associate, he led the design and development of media and interactives for the International Civil Rights Museum and the National Museum of the Marine Corps, and continues to convey complex concepts through the use of digital media and interactive technologies, both in physical spaces and online.
2.3 DEVELOPMENT TEAM & QUALIFICATIONS

VALERIE TAYLOR
Senior Content Developer

Valerie Taylor provides expert exhibit content development and interpretive planning for institutions such as the National Museum of the Marine Corps, the National Museum of the U.S. Army, and NASA Apollo Mission Control at Johnson Space Center. She brings 15+ years of experience in developing stories, messaging, and themes for exhibits of all types and audiences. Before Eisterhold Associates, she led the Exhibit Development department for Christopher Chadbourne Associates, where she established best practices for the firm’s content development process and deliverables, represented the firm at interviews and conferences, and managed project schedules and budgets as needed. Ms. Taylor holds a B.A. in Visual and Environmental Studies from Harvard University, where she graduated Magna Cum Laude.

ELLY MILES
Project Coordinator

Ms. Miles has been involved with coordinating Museum exhibitions and installations since 1999. As Project Coordinator, Ms. Miles is responsible for project communications, coordinating resources, activities, and stakeholder and consultant participation, tracking task allocation and completion, and developing content. Prior to joining EAI, Ms. Miles worked at the prestigious Nelson-Atkins Museum of Art and was primarily responsible for curatorial research and writing, coordinating content for museum and university publications, developing educational interactives and programs, and managing the highly acclaimed Museum Store, repeatedly recognized by Travel + Leisure magazine as one of the world’s coolest museum gift shops.

IAN SPAETH
Graphic Designer

A graduate of the Kansas City Art Institute, Ian Spaeth is responsible for establishing an overall graphic design solution that is elegant, exciting, and functional. As an experienced environmental designer, he has the ability—through the appropriate uses of color, imagery, and typography—to place audiences in an environment that is unique to the message being conveyed through a given story, while at the same time incorporating artifacts, documents, and media pieces into the overall design. Mr. Spaeth also works with the fabricator to oversee installation of the graphics, works with the printer to ensure color matching, and conducts image research.
GERARD EISTERHOLD | PRINCIPAL-IN-CHARGE / CREATIVE DIRECTOR

Since 1980, Mr. Eisterhold has been president, principal designer, and project director for Eisterhold Associates Inc. He has structured the company to lead each project from inception to installation.

Proposed Duties and Responsibilities:
As Creative Director, Mr. Eisterhold will devise an interpretive strategy in line with your vision. He will serve as the primary contact for all tasks related to the overall creative strategy, and will lead the EAI team in creative development. He will also guide the planning and distribution of content in relation to the floor plan, the design of physical exhibits, and their architectural integration.

Qualifications and Skills:
With over 35 years of experience, he understands the downstream implications of initial planning to avoid dead-ends, budgetary disasters, and coordination breakdowns. He enthusiastically embraces the client’s knowledge and vision, ensuring that each project is unique to its place in the cultural ecology.

Selected Projects With Eisterhold Associates, Inc.:
- National Museum of the United States Army; Ft. Belvoir, VA; Work in Progress
- George C. Marshall Museum; Lexington, VA; Interpretive Plan; 2018
- National Museum of the Marine Corps; Quantico, VA; Final Phase Design Services; 2017
- NASA Apollo Mission Operations Control Room; Houston, TX; Conceptual Design; 2016
- American Museum of Tort Law; Winsted, CT; Permanent Exhibit; 2015
- National Hurricane Museum and Science Center; Lake Charles, LA; Master Plan and Schematic Design; 2010; Work in Progress (completed feasibility validation phase June 2015)
- Sixth Floor Museum; Dallas, TX; Exhibit Modification and Enhancements; 2013
- North Carolina Civil War History Center; Charlotte, NC; Interpretive/Digital Master Plan; 2013
- Living Tribute to America’s Warriors Healing Gardens, U.S. Department of Defense; Walter Reed Military Medical Center; Bethesda, MD; Permanent Exhibit; Awaiting Funding
- President’s House: Freedom & Slavery in Founding a New Nation; Philadelphia, PA; 2010
- Jonathan B. Lovelace Athletic Hall of Honor; Auburn University, AL; Permanent Exhibit; 2010
- International Civil Rights Center and Museum; Greensboro, NC; Permanent Exhibit; 2010
- Greensboro Historical Museum; Greensboro, NC; Permanent Exhibit; 2010
- African-American Museum of Philadelphia; Philadelphia, PA; Permanent Exhibit; 2009
- Civil Rights Memorial Center; Montgomery, AL; Permanent Exhibit; 2005
- Rosa Parks Museum & Library; Montgomery, AL; Permanent Exhibit; 2000; Annex; 2005
- Harry S. Truman Library and Museum; Independence, MO; Permanent Exhibit; 2004
- Universal Studios: Jurassic Park Discovery Center; Orlando, FL; Permanent Exhibit; 1999
- National Civil Rights Museum at the Lorraine Motel; Memphis, TN; Permanent Exhibit; 1992

Employment History:
- Creative Director, Full-Time Staff; Eisterhold Associates, Inc.; Kansas City, MO; 1979–Present
- Art Director; Productions; Kansas City, MO; 1978–1982
- Co-Director of Exhibits/Graphics; Kansas City Museum; Kansas City, MO; 1975–1981
- Animator; Prentice Hall/Robert J. Brady Company; Bowie, MD; 1975–1979
- Animation Artist/Assistant Art Director; McGraw-Hill/Edutronics; Kansas City, MO; 1973–1975

Education:
- B.F.A. in Design; Kansas City Art Institute; Kansas City, MO; 1973
- Agronomy student; University of Missouri; Columbia, MO; 1969–1971
SUE MALIK, LEED AP | PROJECT MANAGER

Ms. Malik is responsible for the development and implementation of contracts, project schedules, budgets, staffing plans and process reports.

Proposed Duties and Responsibilities:
Eisterhold Associates, Inc.’s approach to project management focuses on good communications, defining clear responsibilities in the early stages of the project and conducting effective, regularly scheduled meetings that focus on making decisions for the tasks at hand and defining the next steps that will take us all forward. Ms. Malik will lead this charge and be your primary point-of-contact for all management tasks. She will be in charge of the project schedule and budget, as well as internal task coordination.

Qualifications and Skills:
A registered architect and LEED AP, she has over 25 years of experience in the design profession and brings valuable knowledge of the architectural/engineering profession to the table. This, coupled with her collaborative spirit and energy to solve complex issues, makes her an ideal fit as a project manager for any project—coordinating ongoing work and review processes for collections selection, text, illustrations, graphic production and audio-visual development.

Selected Projects With Eisterhold Associates, Inc.:
• National Museum of the United States Army; Ft. Belvoir, VA; Permanent Exhibit; Work in Progress
• National Museum of the Marine Corps; Quantico, VA; Final Phase Design Services; 2017
• NASA Apollo Mission Operations Control Room; Houston, TX; Conceptual Design; 2016
• Living Tribute to America’s Warriors Healing Gardens, U.S. Department of Defense; Walter Reed Military Medical Center; Bethesda, MD; Permanent Exhibit; Awaiting Funding
• Black Archives of Mid-America; Kansas City, MO; 2012
• “The Civil War in Missouri,” Missouri History Museum; St. Louis, MO; Temporary Exhibit; 2011
• Todd Bolender Center for Dance & Creativity; Kansas City, MO; Permanent Exhibit; 2011
• Erie Canal, Flight of Five; Lockport, NY; Master Plan; 2011

Employment History:
• Project Manager, Full-Time Staff; Eisterhold Associates, Inc.; Kansas City, MO; 2010–Present
• Senior Designer, Ellerbe Becket (currently AECOM); Kansas City, MO; 1990–1993; 1997–2003
• Designer, HOK (currently Populous); Kansas City, MO; 1993–1997
• Adjunct Instructor, University of Missouri Kansas City; Kansas City, MO; 2003–2009

Education:
• B.Arch., Cum Laude; Kansas State University; Manhattan, KS; 1981

Licenses & Certifications:
Registered Architect, Missouri
LEED® Accredited Professional, 2009
Mr. Ruggieri, Senior Exhibit Designer, is involved in all phases of exhibition design and planning, including conceptual design, client presentation, schematics, design team management, detail design, and production supervision.

**Proposed Duties and Responsibilities:**
Mr. Ruggieri will provide design leadership in all phases as outlined above. His responsibilities will include developing conceptual design, and integrating it with traffic flow and architectural programming. He will work closely with all Designers and the A/E firm to ensure compliance to key messaging, space allocation, and structural requirements.

**Qualifications and Skills:**
Mr. Ruggieri’s many years of design management allow him to provide an accurate, pragmatic assessment of design solutions, budgets, and implementation strategies. He has expertise in all phases of the design process, including production of concept drawings and final deliverables.

**Selected Projects With Eisterhold Associates, Inc.:**
- National Museum of the United States Army; Ft. Belvoir, VA; Permanent Exhibit; Work in Progress
- George C. Marshall Museum; Lexington, VA; Interpretive Plan; 2018
- Boot Hill Museum; Dodge City, KS; Interpretive Plan; 2017
- National Museum of the Marine Corps; Quantico, VA; Final Phase Design Services; 2017
- NASA Apollo Mission Operations Control Room; Houston, TX; Conceptual Design; 2016
- North Carolina Civil War History Center; Charlotte, NC; Interpretive & Digital Master Plan; 2013
- Living Tribute to America’s Warriors Healing Gardens, U.S. Department of Defense; Walter Reed Medical Center; Bethesda, MD; Permanent Exhibit; Awaiting Funding
- President’s House: Freedom and Slavery in the Founding of a New Nation; Philadelphia, PA; 2010
- Jonathan B. Lovelace Athletic Hall of Honor; Auburn University, AL; Permanent Exhibit; 2010
- International Civil Rights Center and Museum; Greensboro, NC; Permanent Exhibit; 2010
- Greensboro Historical Museum; Greensboro, NC; Permanent Exhibit; 2010
- National Hurricane Museum and Science Center; Lake Charles, LA; Master Plan/Schematic; 2010

**Employment History:**
- Christopher Chadbourne Associates; 1988–2011
  Served as Senior Exhibit Designer for projects such as:
  - National Museum of the Marine Corps; Quantico, VA; Permanent Exhibit
  - National Infantry Museum; Columbus, GA; Permanent Exhibit
  - National Law Enforcement Museum; Washington, D.C.; Permanent Exhibit
  - Altoona Railroaders Memorial Museum; Altoona, PA; Permanent Exhibit
  - Chicago Museum of Science and Industry / U-505; Chicago, IL; Permanent Exhibit
  - Museum of Work and Culture; Woonsocket, RI; Permanent Exhibit
  - Ohio and Erie Canal Visitors Center; Cleveland, OH; Permanent Exhibit
  - RI Historical Society / The Dorr Rebellion; Providence, RI; Temporary Exhibit
  Exhibit Designer for regional and national interpretive exhibits.

**Education:**
- B.S. in Design; University of Cincinnati College of Design, Architecture, and Art; Cincinnati, OH; 1981
ELLY MILES | PROJECT COORDINATOR

As Project Coordinator, Elly Miles is responsible for the overall coordination of a project’s tasks and documentation.

Proposed Duties and Responsibilities:
Ms. Miles will assist the Project Manager in all aspects of project coordination and facilitation as needed, including: client communications; project documentation; project scheduling and budget management; internal team coordination (Exhibit Designers, Graphic Designers, Content Developer, etc.) and external team coordination and subcontractors as required.

Qualifications and Skills:
Ms. Miles is adept at seeing a project’s components from the gestalt point of view, to ensure consistency in design and focused alignment of details in accordance with the project mission and vision. She is an excellent communicator and is skilled at working closely with client representatives and the Project Manager to coordinate team members, communications, and resources to ensure project objectives are carried out.

Selected Projects With Eisterhold Associates, Inc.:
• National Museum of the United States Army; Ft. Belvoir, VA; Consultation; Work in Progress
• George C. Marshall Museum; Lexington, VA; Interpretive Plan; 2018
• Dorothy Day Conservation Center; Parkville, MO; Preliminary Design; 2017
• Boot Hill Museum; Dodge City, KS; Interpretive Plan; 2017
• National Museum of the Marine Corps; Quantico, VA; Final Phase Design Services; 2017
• NASA Apollo Mission Operations Control Room; Houston, TX; Conceptual Design; 2016
• SS United States; Philadelphia, PA; Curatorial Planning Meeting; 2016
• American Museum of Tort Law; Winsted, CT; Permanent Exhibit; 2015
• Sixth Floor Museum; Dallas, TX; Exhibit Modification and Enhancements; 2013
• North Carolina Civil War History Center; Charlotte, NC; Interpretive & Digital Master Plan; 2013
• SS United States; Philadelphia, PA; Pre-Design Brief; 2012

Employment History:
• Project Coordinator, Full-Time Staff; Eisterhold Associates, Inc; Kansas City, MO; August 2012–Present
• Museum Store Manager; The Nelson-Atkins Museum of Art; Kansas City, MO; 2006–May 2012
• Departmental Assistant; The Nelson-Atkins Museum of Art; Kansas City, MO; 2004–2008
• Operations Manager; The New Theatre Restaurant; Kansas City, MO; 2003–2004
• Research Assistant; The Nelson-Atkins Museum of Art; Kansas City, MO; 1999–2003
• Manager; Spivey’s Books / Old Maps / Fine Art; Kansas City, MO; 1997–1998
• Supervisor; Barnes and Noble; Kansas City, MO; 1997
• General Manager; EBT Restaurant; Kansas City, MO; 1994–1996
• Foodservice Coordinator; Myron Green; Kansas City, KS; 1992–1994
• Manager; Cascone’s Restaurant; Kansas City, MO; 1987–1992

Education:
• B.A. in Art History, with distinction; University of Missouri Kansas City; Kansas City, MO; 2002
ABOUT THE SEXTANT GROUP
The Sextant Group supports architects, interior designers, owners and facility planners as a catalyst: as technology adviser and consultant, we help stakeholders and design teams explore and articulate present and future needs through our intrinsic understanding of how technology and users interact. We then enable that dynamic to inform and shape the environment, resulting in better-designed (i.e., efficient, cost-effective, future-proofed) learning, healing, communication, collaboration, and entertainment facilities.

THOUGHT LEADERS
Experienced in planning and designing spaces and systems for educational, healthcare, corporate, government, institutional, performing arts, broadcast, and sports & recreation. 900 projects on over 300 campuses across North America, with recognized expertise in

- Strategic Technology Planning
- Audiovisual, Multimedia and Broadcast Systems Design
- Voice/Data/Video Telecommunications Networking
- Security Assessment, Electronic Security Systems Design
- Architectural Acoustics, Noise & Vibration Control
- Technical Lighting Design
- Theatre Technology
- Healthcare Technology
- Faculty Support and Development
John Cook is an internationally-recognized expert on the intersection of pedagogy and instructional technologies. As a sought-after presenter on the relationship between academic technologies and the learning space, John has overseen the design of systems for literally millions of square feet of general classrooms, labs and active learning facilities, plus medical education, corporate training, and other campus spaces. His portfolio spans over 600 projects on more than 200 campuses where he has led project teams for institutions from community colleges to the Ivy League.

PROJECT RESPONSIBILITIES

Leads the exploration of emerging technologies and the impact on the facility; determines strategic direction of technology solutions in support of client’s business and technology objectives; leads technology team; acts as executive level contact for client.

CREDENTIALS & ASSOCIATIONS

Certified Technology Specialist (CTS) by InfoComm International
Award-winning designer as part of team honored with nine national awards, including “Best Presentation Rooms” and “Best Teleconferencing Design”
Society of Motion Picture and Television Engineers (SMPTE), member

EDUCATION

Master of Science / Learning Design & Technology, College of Education / Purdue University / 1987
Bachelor of Science / Technology Leadership & Innovation, School of Technology / Purdue University / 1984

PUBLICATIONS & PRESENTATIONS

Presenter at SCUP, APPA, NACAS, NIRSA, IMSH, ACUI

PROJECTS

Durham County, NC
Main Library Renovations
Forsyth County, Winston-Salem NC
Forsyth County Central Library
Richland Library System, Columbia SC
Library Master Plan & Technology Planning for 10 branch system
Carnegie Library of Pittsburgh, Pittsburgh PA
Interactive UX (“User Experience”) Flagship
Brooklyn Public Library, Brooklyn NY
New Central Library
Durham County Human Services Complex, Durham NC
New Government Office Complex
ABOUT WSDIA
WSDIA

From leading exhibition design for the Smithsonian’s National Museum of African American History and Culture’s third floor Community Galleries, to overseeing all brand moments in Nike’s 150,000 square feet east coast headquarters, WSDIA is well versed in exhibition design and environmental graphics.

Our lead Creative Director, WSDIA founder and partner Jonathan Jackson, brings over fourteen years of architectural, spatial and graphic experience to the team. Apart from running numerous notable environmental, retail and exhibition projects throughout his career, he spearheaded the recent, award-winning Nike NYHQ project, working closely with Senior Creative Director of Nike Global Basketball, Michael Spoljaric, to implement all environmental branding components in the space. Similarly on this project, Jonathan will be responsible for all big picture thinking throughout each phase, guiding our team and working closely and collaboratively with Vines, Eisterhold, and New Hanover County.

Our Design Team is comprised of 3D Designers Corey Yurkovich—who works at the intersection of architecture, exhibition, and design development—and Aimee Wolf—who recently graduated with an MFA from Taubman College of Architecture + Urban Planning at the University of Michigan. Working closely with Vines to ensure the design is thoroughly considered, Jonathan, Corey and Aimee will address all spatial aspects of the project, particularly within the exhibition space.

On the 2D Design side, our team’s lead Art Director Adrien Menard—who studied at the ECV Paris and the KABK, and is an award-winning, meticulous type designer—and Alessandra Bautista—an incredibly talented graphic designer who’s worked with brands such as Apple, Airbnb, Nike, and Helmut Lang—will be responsible for all graphic elements in the space: exhibition graphics, and environmental graphics.
Jonathan is principal of WeShouldDoItAll (WSDIA), a contemporary design studio that translates clients’ needs into dynamic, visual systems that can be presented at multiple scales. These solutions take the form of branding, interactive, books, environmental or spatial projects.

Jonathan has a multifaceted design portfolio, which includes environmental graphics and signage system for Nike’s new 150,000 sq.ft. headquarters in NY. Under the umbrella of Ralph Appelbaum & Associates, WSDIA is one of the lead exhibition design teams for the David Adjaye designed Smithsonian National Museum of African American History & Culture (NMAAHC), which opened on the Washington D.C. Mall in September 2016. Past clients include AIA NY Center for Architecture, Spotify, Art Directors Club of New York (ADC), Nike, University of Pennsylvania School of Design, Pandora Media, The New York Times Magazine, The Trust for Governors Island and ESPN.

SELECT PROJECT EXPERIENCE

Smithsonian Institution Traveling Exhibition Service (SITES)—Men of Change:

Men of Change presents for new generations the stories of significant African American men, the known and unknown heroes who stand as icons on our country’s historical landscape. The Smithsonian traveling exhibition weaves the historic and contemporary together to illuminate the significance of present-day icons within the context of rich community traditions and creating a lasting impact throughout every museum and community. The exhibition opens February 2019 in Los Angeles’ California African American Museum, and for two years travels to ten museums across the nation. WSDIA designed the brand identity and exhibition design for the show. Through concept development and design, the traveling exhibition aims to debunk the misconceptions of African American men, shedding light on their incredible and varied achievements. The show’s six themes are divided into niches using a field of poles—a play on perception—visibility versus invisibility of these men and their true complexity and character. WSDIA also acted as curator by identifying artists (primarily of color) to create art pieces representing the 24 Men of Change.

Role on Project: Creative Director
Project Size: 2,000-3,000 square feet
Completion Date: February 2019

Nike NYHQ: Nike’s Workplace Design + Connectivity team partnered with STUDIOS

Architecture and WSDIA to implement all environmental branding components in Nike’s east coast headquarters. By examining sport themed floors through the lens of NYC, the direction was manifested through materials, imagery, illustration, custom typography in the six floor space. WSDIA designed the indoor basketball court bleachers, all wayfinding and signage, a 30 foot tall bark wall that nods to Nike’s Oregon roots; custom handmade rugs in various spaces; floor patterns derived from court lines and NYC’s bridges; custom running and basketball inspired CNC milled wall tiles; conference room ceiling tiles resembling shoe soles; a Michael Jordan mosaic tile wall; custom perforated locker patterns; and the art direction and curation of all illustration and photography for meeting booths.

Role on Project: Creative Director
Project Size: 150,000 square feet
Completion Date: June 2017

YEARS EXPERIENCE 15
YEARS WITH FIRM 14

REFERENCES

Smithsonian Institution Traveling Exhibition Service (SITES)
Marquette Folley, Content Director
T. 202.633.3111 | E: folleym@si.edu

Nike WD+C
John Shipman, Senior Director Global Workplace Design
M +1 (617) 599-8514 | John.Shipman@nike.com
ABOUT LIGHT DEFINES FORM
Light Defines Form (LDF) is a consulting and creative studio providing aesthetically, conceptually and technically cohesive electric and day lighting design to architects, designers and select clients throughout the U.S. Through a comprehensive understanding of environmental design, our designers use lighting to add value to projects by creating quality visual environments.

LDF’s designers are ahead of industry trends in selecting sources and equipment that are both efficient and efficacious. We have been a part of numerous LEED accredited buildings. LDF designs control systems that allow occupants to interact with the quantity and disposition of lighting to reduce power consumption and create more ergonomic environments. We design lighting systems that balance initial and life-cycle costs to judiciously use financial resources and minimize environment impact. Most importantly, we design systems that put light where it is needed for psychological benefit and visual acuity. Through poetic lighting design, LDF supports usable, sustainable and inspiring architectural space.
Our mission is to fill the gap between the technical and safety concerns of the Electrical Engineer and the aesthetic intent of the Architect or Designer. LDF’s designers clearly communicate with sketches, drawings, mock-ups and specifications that facilitate the design process.

SERVICES
Complete building and site electric lighting design
Daylighting design and electric lighting control integration
Design and documentation to support LEED certification
Dynamic and interactive lighting systems
Specialty lighting control design
Custom luminaire design
Life-cycle cost analysis
Night imagery design
Video conferencing and specialty room designs
Ordinance compliance
Photometric evaluation
Submittal review and site observation
Onsite focus supervision
Control system commissioning

SELECT PROJECT EXPERIENCE
Durham County, Durham NC
Main Library

NC A&T University, Greensboro NC
New Student Center

North Carolina State University, Raleigh NC
Gregg Museum of Art and Design

Quintiles, Durham NC
Headquarters Tower

EDUCATION
Master of Fine Arts, Lighting Design
Department of Architecture and Environmental Design
Parsons School of Design, New York

CREDENTIALS & ASSOCIATIONS
National Council for the Qualifications of Lighting Professionals,
International Association of Lighting Designers
Illuminating Engineering Society of North America
IALD Aeard of Excellence
IESNA Award of Merit
NYEIS Lumen Award