CINNABAR

A COMPANY OF DESIGNERS, FABRICATORS AND PRODUCERS CREATING UNIQUE EXPERIENCES FOR THE MUSEUM, ENTERTAINMENT AND CULTURAL INDUSTRIES

4571 ELECTRONICS PLACE • LOS ANGELES • CA 90039 • TEL 818 842 8190 • FAX 818 842 0563

WWW.CINNABAR.COM

ipm magazine

april / may 2009

volume 5, issue 2

4 people, projects, places & products

7 brew-seum

9 icy interactives in sunny california

11 green acres: cal academy of sciences

16 in the law

17 nwave: a conversation with ben stassen

19 for the love of learning

21 web 2.0 meets museum 2.0

23 museums as community

28 TEA update

30 power of the draw

IPM STAFF

Editor-in-Chief
Martin Palicki

Designer
Martin Palicki

Editors
Mitch & Kim Rily

Contributors
Ben Dickow
Anna Huddleston
Christine Kerr
H. Jacob Lager, Esq.
Judith Rubin
Jan Shaw
Julie Smith

InPark Magazine (ISSN 1553-1767) is published six times a year by Martin Chronicles Publishing, LLC. 2349 E Ohio Ave. Milwaukee, WI 53207. Shipping address: 2349 E Ohio Ave. Milwaukee, WI 53207. Phone: 847-993-7631. Fax: 847-993-7632. Printing by Crescent Printing in Onalaska, WI

Contents © 2009 InPark Magazine. All rights reserved. Nothing in the magazine may be reproduced or used in any manner without the prior written permission of the magazine. InPark Magazine is not responsible for unsolicited manuscripts, photographs or illustrations. Such material must be accompanied by a self-adressed and stamped envelope to be returned.

Postmaster: Send address changes to InPark Magazine 2349 E Ohio Ave. Milwaukee, WI 53207. Subscriptions are available annually for $25 per year.

Opinions expressed in editorial matter are not necessarily those of InPark Magazine or its publishers, Martin Chronicles Publishing, LLC.

When I go to a museum, I want to be an active participant. I want to pull levers, see things move, and experience something new. A friend of mine, by comparison, can spend hours gazing at artifacts from ancient civilizations, and has no interest in hopping into a flight simulator or human gyroscope. Another friend must read every single word on every display case. Clearly, each of us go to the museum with different expectations and hope to walk away fulfilled.

Museums are starting to understand that they need to be accessible to many different types of people, as evidenced in our story on the California Academy of Sciences (cover image), which was designed with a layering technique that allows guests to choose how deep they want to get involved in any particular exhibit.

At EPCOT, guests can now participate in a Kim Possible World Showcase Adventure by borrowing one of the park's Kimmunicator's (which look awfully similar to cell phones) and using it to explore various country's within the park's permanent international fair. In China, a terra cotta warrior nods his head at you. In France a gargoyle sticks out its tongue. Given my confession at the start of this column, you might understand why I think this new attraction is one of the most interesting developments to come out of the parks. But while the technology certainly contains some wow-factor, the real innovation is in how it doesn't necessarily interfere with other guests who would rather study the warrior's features or read about the gargoyle's history, yet opens the park's treasures to a whole new group of guests.

Museums should absolutely be able to move in this direction, without compromising core educational or organizational values. The creative community is certainly equipped to help museums develop adventures that they can layer into their rich collection of artifacts and exhibits that will help make the museum more accessible to the community, and perhaps can even be an additional source of revenue. After all, as this issue attempts to explore, museums are an integral part of any community, and as such, they can only become more effective by engaging a wider audience.

Martin Palicki
Editor-In-Chief
marty@inparkmagazine.com
414-434-2429

COVER PHOTO COURTESY OF
CALIFORNIA ACADEMY OF SCIENCES

people

VALENCIA, CA - **The Attraction Services Company (TASC)**, a leading engineering and fabrication (design/build) company with 35 years' experience creating themed environments and special effects, is growing. The company recently expanded to a new and modern 30,000 square foot, standalone facility in Valencia, Calif., and announced hiring **Terrence Miller** as senior project manager, and forming a strategic relationship with consultant **David Aion** of **The Aion Company** as director of business development.

As TASC's new senior project manager, Terrence Miller brings 15 years of project management experience in construction, museums and theme parks.

As director of business development, David Aion will handle expansion of sales, marketing, advertising and public relations functions for TASC. The Aion Company is based in Toluca Lake, Calif.

ORANGE, CA – **Mad Systems**, an audiovisual systems integration company that specializes in museums and visitor attractions, announced that **Mark Hogan** has joined the company as a VP of Technology. An industry veteran with more than 20 years of international experience, Mark will apply his audiovisual expertise to a broad range of projects and tasks, including software and hardware development, product development, show programming and creative technical design.

"Mark Hogan is one of the top practitioners in our field, always ready for a new challenge, and always determined to find a solution," says Maris Ensing, CEO of Mad Systems. "One of his special talents is the ability to take an existing technology and re-apply it in new and unexpected ways that confer a new dimension and excitement to a project. We are thrilled to have him as part of the Mad Systems team."

"At Mad Systems, I look forward to whatever comes next," says Mark. "There are excellent opportunities to come up with out-of-the-ordinary solutions for our clients, and that is exactly my cup of tea."

Mark's previous work includes several years with **Madame Tussauds** in London, doing everything from systems design to show production. He subsequently spent 18 years with Electrosonic, working within the company's development and systems groups to serve a variety of clients around the world.

projects

WEST SUSSEX, UK - Immersive theater specialist organization, **Global Immersion**, has supplied a Fidelity BrightTM digital fulldome solution to Destination Cosmos at the **Futuroscope** theme park in Poitiers, France. The planetarium re-opened on Saturday 7th February 2009 following the integration of six projectiondesign© graded, matched and optimized projector units – the result of a unique process facilitated by Global Immersion following years of experience and co-development with the Norwegian projector manufacturer.

Parc du Futuroscope is situated two-hundred miles south of Paris in the department of Vienne and is the second largest theme park in France. Since opening in 1987, the site has attracted more than 35 million visitors with its innovative application of multimedia, cinematographic and audio-visual technologies. In 2002, Destination Cosmos opened alongside the twenty-one existing pavilions in the park, housing a fulldome theater and an interactive pre-show area to engage visitors of all ages with astronomy and Space science.

Destination Cosmos has become one of the highest attended Planetariums in Europe since its launch, with approximately 800,000 visitors walking through its doors each year. The 21-meter tilted dome theater has been screening a French-dubbed version of AMNH's fulldome productions 'Search for Life' to an audience of up to 350 people at a time.

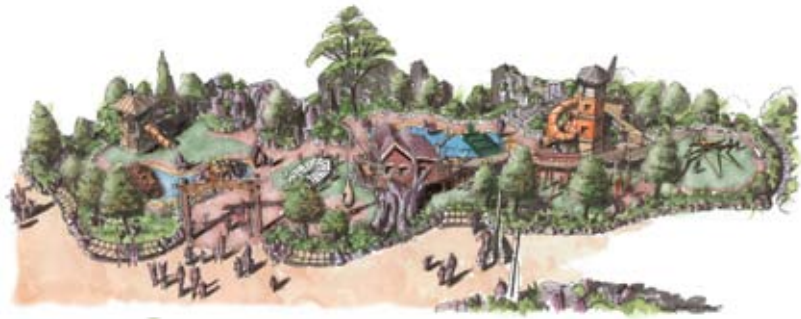
LONG BEACH, CA - For the **Aquarium of the Pacific** in Long Beach, California, **Main Street Design** recently developed and designed an integrated suite of exterior exhibits which explore water resources, use and conservation in Southern California.

Centered around a large-scale hands-on wet model of the three major watersheds that drain into San Pedro Bay, the new exhibits focus on the role people play in the environment, past, present and future. Interactive stations arrayed around the perimeter of the model invite guests to trigger rainfall from overhead sprinklers. Visitors observe – and often actively engage – as rainfall percolates through the soil to recharge precious groundwater resources, or runs off and flows through a range of different environments as it makes its way down to the Bay.

The Watersheds exhibits adjoin a new LEED platinum environmental education classroom facility, adjacent to the site of the Aquarium's proposed Seaports of San Pedro Bay exhibit, which we are currently developing. For more information, please visit www.mainstreetdesign.com.

APPLE VALLEY, MN – **The Minnesota Zoo** is excited to announce a new, interactive nature-based play area – Woodland Adventure – opening on July 11, 2009. Located off the Zoo's Central Plaza, Woodland Adventure will provide children ages 3-12 the opportunity to reconnect with the great outdoors by discovering sculptures of animals and natural objects, exploring hollow trees, and climbing on suspension bridges, nets, tunnels, and slides. "Woodland Adventure completes our lively, attractive, all-new Central Plaza, a place where families can gather, relax and play before setting out to explore Russia's Grizzly Coast and all our other outdoor exhibits," said Minnesota Zoo Director/CEO Lee Ehmke. "It is intended to foster active play/learning in an environment that complements the natural habitat approach of the entire Zoo."

A $1 million project, Woodland Adventure is entirely funded by private and corporate sources, including a $500,000 grant from **General Mills**.



places

KELOWNA, BC - Get ready to experience Canada's largest publicly owned and newest aquatic centre this April in Kelowna. **H2O Adventure** offers fun for up to 500 swimmers including a variety of interactive water features including waterslides, family wave pool, river run, FlowRider® and more! The aquatic center introduces Canada's first-ever indoor surfing wave – the FlowRider®.

The FlowRider® generates a thin sheet of water that flows over a stationary wave form. The resulting 'wave-like' shape permits riders to slide down, carve a turn, and ride up the wave surface, emulating the maneuvers of other board sports. The FlowRider® is ideal for surfers or boogie boarders, beginners or advanced and is available via **Whitewater West**.

ST. LOUIS, MO – On Wednesday, February 25, 2009, retired Supreme Court Justice Sandra Day O'Connor was in St. Louis, Missouri for the grand opening of the **Judicial Learning Center. The Center**, located in the Thomas F. Eagleton United States Courthouse, is the first of its kind and was created to inform visitors about the judicial process in the courts of the United States and to promote public understanding about the rule of law in American society. **Taylor Studios** designed, built, and installed all of the exhibits for this innovative project.

The exhibit gallery is divided into four major areas. The first area interprets judicial independence; the second area interprets the federal court system; the third area interprets how courts work; and the final area interprets the Eighth Judicial Circuit within the federal court system. Taylor Studios also created a changeable section for courthouse staff to post current events stories and feedback from the public.

products

TORRANCE, CA - **Wildfire, Inc.**, the industry leader in UV (aka ultraviolet or "black light") effects, fixtures and products, announced an exclusive sales and product development agreement with **Modern Masters**, a leader in the decorative paint market and subsidiary of Rust-Oleum.

Effective immediately, Modern Masters will take charge of all wholesale sales and distribution of Wildfire brand paint products. The arrangement enables Wildfire and Modern Masters to combine their resources to roll out new Wildfire products, improve existing products and increase their availability to customers. Wildfire will announce two new product lines within the next few months.

"We are very pleased to announce this agreement with Modern Masters," said Wildfire president John Berardi. "We have partnered with Modern Masters in a variety of ways over the past 18 years. We take this next step knowing that Modern Masters understands our markets as well as our paint products. Modern Masters has the foundation and global resources of its well-known parent company, yet is still run by the family that originally founded it, which allows them to provide the same high-quality, attentive and efficient customer service that Wildfire customers know and expect from us."

"Modern Masters is totally committed to the amusement park and themed entertainment communities," exclaimed Jim Rogers, vice president of Modern Masters. "Wildfire paints are a perfect compliment to our existing product lines, including Modern Masters Theme Paint. We look forward to working with Wildfire on developing more innovative and exciting products for these industries.

ORANGE, CA – Technology solution designers and company founders Andy Gregory, Maris Ensing and Mark Hogan announced the formation of **Muse Applications Inc.**, a creative and engineering company providing unique solutions for interactive devices and exhibits that support productivity, education, entertainment and engagement in business settings, retail, museums and visitor centers, themed attractions, and the home.

Muse is currently developing and adapting several technologies for custom applications in a variety of products and market sectors. These include Multi-touch solutions, which activate tabletops or other surfaces to become multi-touch and multi-user capable, and other camera-based solutions including gesture recognition and eye tracking.

"This is not about hardware or software," says Muse principal Andy Gregory. "It is about solutions: using whatever it takes to achieve the required result. Our creative designers and producers bring settings to life with customized and personalized interactivity, building unique environments and unforgettable experiences. We are taking mundane functionality to new levels in the boardroom, the retail store, the cultural attraction, the visitor center and the home. Muse is about how you identify yourself and express that identity; how you use modern technology to enlighten, entertain and convince."

One new application area that Muse is developing is localized social networking, in which the interactive is used to encourage people in a particular place - such as a retail store, bar or restaurant - to interact with one another in a whimsical or serious way. This can be used for business presentations or sharing information in the boardroom, introducing customers to various options and possibilities within a retail environment, or as social icebreakers in gathering places.

Muse is a specialist company, working to create a range of interactive solutions and products. The company is set up to work with larger engineering firms, design firms and fabricators, in addition to working directly with end users. The company founders, Andy Gregory, Maris Ensing and Mark Hogan have between them over 60 years of experience designing and building unique engineering solutions for entertainment and education related venues. Visit www.museapps.com