

# Interpretive Planning for Museums

Oregon Museum Association—Hood River, Oregon—September 10, 2018

What are your organizational...



Needs?



Assets?



Constraints?

Who is your audience?



Current?



Aspirational?

What is your big idea?



What is the visitor experience?



Exhibits?



Programs?



Media?



Other?

**Kyrie Kellett**

Mason Bee Interpretive Planning

503-419-7735

[connect@masonbeellc.com](mailto:connect@masonbeellc.com)

[MasonBeeLLC.com](http://MasonBeeLLC.com)

**Chad Jacobsen**

Formations Inc.

503.665.7110 x 205

[cjacobsen@formationsinc.com](mailto:cjacobsen@formationsinc.com)

[www.formationsinc.com](http://www.formationsinc.com)

## Group 1: Bend

A funder is willing and able to make a huge contribution to create a new museum in your community. Their drive is to “rebrand” the town as a center of culture.

*Collections currently include:*

- Taxidermied Husky Dog
- Endangered salamander
- Unidentified dinosaur bone
- Creepy doll collection
- Letters written by Jimmy Carter to his mom

## Group 2: Oregon City

Your museum has existed for over 112 years, but people rarely visit it anymore. The board fears that if you don't reimagine your organization, it will fold.

*Collections currently include:*

- Obscure tractors and farm equipment
- Medicine bottles from a Chinese apothecary
- Meteorite fragments
- Tidal pool animals preserved in formaldehyde
- A set of blue blocks
- Model of a steam engine

## Group 3: Grants Pass

Your roadside attraction is in a plain rental building on the highway. The historic gas station across the street closes, and you will be moving into the building.

*Collections currently include:*

- Gas station advertisements from the early 1900s
- Antique furniture
- Costumes from productions of Cervantes plays
- Contemporary Pacific NW Native artists
- Holographic art