# LONDON TUNNELS

EXHIBITION DESIGNER CONSULTANCY SERVICES
PREPARED FOR THE LONDON TUNNELS LTD (LTL)

JULY 24, 2024

LOCAL PROJECTS

# DEAR GARDINER & THEOBALD,

Thank you for the opportunity to submit the enclosed proposal for Exhibit Designer Consultancy Services to London Tunnels Ltd (LTL) for The London Tunnels project.

We are delighted to be invited to join the London Tunnels team and have greatly enjoyed the opportunity of ideating about how we can serve as the Exhibition Design partner to create a physical and digital visitor experience in the disused Kingsway telephone exchange.

Over the past four years we have had the great opportunity of speaking with Angus Murray and his team about the inspired ideas for turning these historic and important tunnels into an exciting and vibrant visitor attraction in London.

Through these discussions, our recent onsite tour, the RFP and accompanying materials including floors plans, photos and the Matterport model, we have been able to envision the many possibilities presented within the Avenues and Streets of the tunnels, the Bar, and other spaces. Working with you, we will use technologies to allow your 2M+ annual visitors to explore the natural world and better understand man's impact upon it through the creation of digitally generated exhibitions. So too will we provide a unique and engaging set of experiences which highlight the tunnels role in the Second World War, Cold War and Cultural History (model of Ian Fleming's 'Q Branch' of M16).

In the enclosed proposal we include:

- Studio Overview
- High-level Exhibition Design Concept Proposal
- Project Schedule I Feasibility Study Phase of Work
- Fee Proposal
- Relevant Experience
- Project Team
- Potential Sub-Consultants

Additionally, we accept the proposed Scope of Services and terms of appointment that were included as RFP Appendix A and C.
We look forward to discussing these materials with you further.
Thank you for your consideration.

## LET'S CREATE THE FUTURE TOGETHER.

# LOCAL PROJECTS

Fast Co Design Company of the Year

## STUDIO OVERVIEW

Local Projects is a multi-disciplinary design studio with a portfolio spanning two decades in cultural, educational, and corporate experience design and production. We are best known for technologically advanced work that drives emotional engagement. Located in NYC, we collaborate with a wide range of clients regionally and internationally, utilizing our unique capabilities and creative process to produce world-class projects in the fields of exhibition and media design, experience design, and media production.

Local Projects is a woman-led business. Whitney Rutter, CEO, and Samantha Wellbrock, COO, alongside Jake Barton, Founder & Chief Creative Officer. Launched in 2004, our studio consists of 65+ full time design, project management, and operations team members.

Each project is typically led by one of our Creative Directors in collaboration with a Project Manager. In addition to these project leads, LP's in-house team includes interdisciplinary Design Directors. These experts in physical design, graphic design, content development, creative technology, media design, interactions design, and more, each lead and manage a team of in-house designers and coordinators who contribute to current projects.

As a studio, we are committed to pursuing sustainability in all areas of our business, not just during projects. Local Projects is one of the first signatories of the Sustainable Exhibition Design & Construction Toolkit, the first toolkit of its kind for sustainable exhibit design. We actively pursue a range of efforts to make our studio and industry at large more sustainable.

**INTERNAL CAPABILITIES**

Exhibit Design
Experience Design
Media Design & Production
Software Design & Production
Research & Content
Retail Design
Visual Strategy

## SELECT AWARDS

We have won a major award in each discipline.

**2X**
MUSEUMS & THE WEB
GLAMI AWARDS

**9X**
AMERICAN ALLIANCE OF MUSEUMS
MUSE AWARDS

**7X**
FAST COMPANY
INNOVATION BY DESIGN

**2X**
FRAME AWARD

**8X**
SEGD DYNAMIC ENVIRONMENTS

THE NATIONAL DESIGN AWARD

CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

**4X**
ONE CLUB

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# HIGH-LEVEL EXHIBITION DESIGN CONCEPT PROPOSAL

# CONCEPT DESIGN APPROACH

When we first met founder of the London Tunnels Angus Murray in 2018, we found his passion for the forgotten history and ingenuity behind the WWII-era tunnel networks in Sydney and London contagious. The setting was at once familiar to us as designers who often grapple with complex and specific histories, and completely novel as a canvas for a modern experiential attraction. It's been our pleasure to act as a sounding board for the London Tunnels team as the project has evolved and reached this momentous stage.

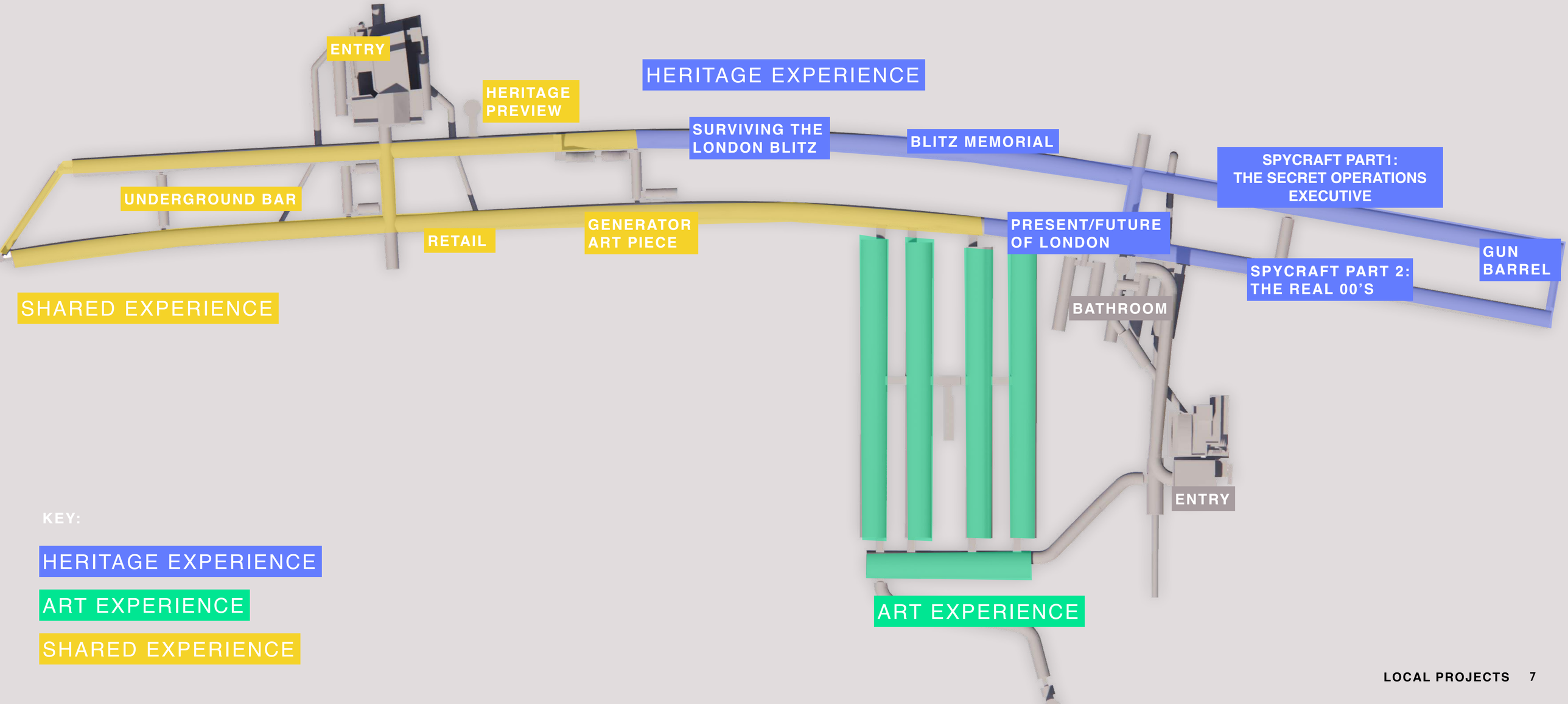
However, the trust we've earned through the collaboration thus far is not our foremost qualification to design the Tunnels.

Our design work for Hyde Park Barracks Museum, Greenwood Rising: Black Wall Street History Center, Sydney Jewish Museum and Museum of Jewish Heritage, National Museum of Australia, and Bloomberg's London Mithraeum sets us apart as the experience design studio most capable of getting audiences that wouldn't traditionally be found in the walls of a museum excited and curious about challenging histories.

When audiences encounter Local Projects' vibrant narrative spaces, they are measurably more likely to retain strong memories and emotions, and even change their attitudes and behaviors.

Moreover, the breadth of our work across spatial typologies ranging from hospitality to hospitals, corporate experience centers to sustainability learning labs, has given us a uniquely dynamic ability to mold flexible, modular spaces. In the following proposal, we demonstrate our capacity for imagination, technical execution, and business operations.

# FLOORPLAN




KEY:

HERITAGE EXPERIENCE

ART EXPERIENCE

SHARED EXPERIENCE

# DESIGN PRINCIPLES

Our exhibition design concepts for London Tunnels are formed around the following six guiding design principles:



## 1. MAKE HISTORY RELATABLE



## 2. USE ARTIFACTS IN SERVICE OF THE EXPERIENCE



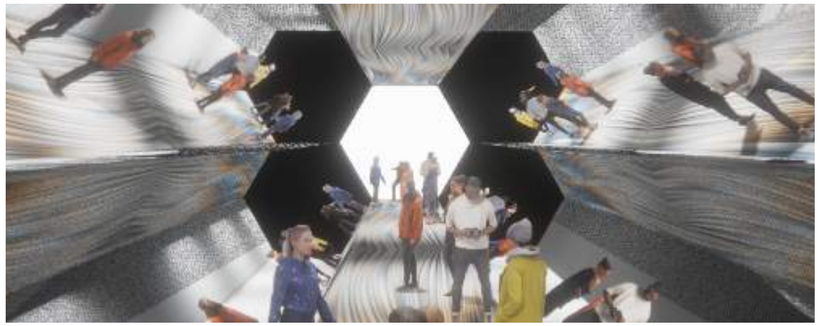
## 3. CONSTRUCT AN EMOTIONAL ARC



## 4. CONTEMPLATIVE MOMENTS BETWEEN SCENES



## 5. WAYFINDING



## 6. ULTIMATE IMMERSION

# DESIGN PRINCIPLES



## 1. MAKE HISTORY RELATABLE

The heroism and moral clarity of World War II. The game of global chess played by two global superpowers during the Cold War. These stories, the role the tunnels played within them, remain as fascinating as ever. But how do they resonate with the reality of our geopolitical environment? How will young people relate to these stories and how can they draw inspiration for their own lives?

Powerful as these stories are, we won't take their resonance for granted. We'll test, iterate, and innovate until we find messaging and interaction paradigms that resonate with the audiences we identify as most likely to become first-time and repeat customers.



## 2. USE ARTIFACTS IN SERVICE OF THE EXPERIENCE

Throughout the tunnels, equipment and artifacts from across the decade hint at the many fascinating uses of the tunnels.

While early community feedback revealed greater interest in both the history and authenticity of these objects than initially expected, further audience research is needed to understand whether showcasing the existing infrastructure and machinery within the tunnels will prove to be a significant draw.

We'll work with your team to strike the perfect balance, utilizing these historic remnants to their full potential without muddying the clarity and flow of the experience or affecting visitor capacity.

# DESIGN PRINCIPLES

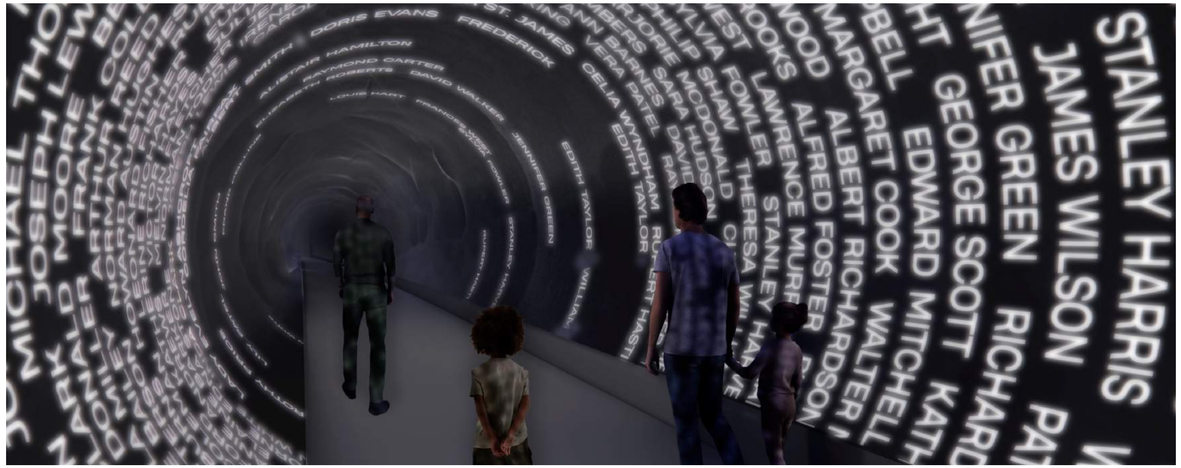


## 3. CONSTRUCT AN EMOTIONAL ARC

Our vision for the Tunnels Exhibition is to create moments of heightened emotion, from the excitement of the Special Operations Executive mission and the danger and determination of the London Blitz during the Heritage Experience to the transformative awe and wonder of the Art Experience.

Shared spaces will connect the two experiences with aesthetic and thematic links, revealing glimpses of both for all visitors, regardless of the purchased ticket type.

In this initial pass, we activated three areas to serve this purpose: the orientation and conclusion galleries of the Heritage Experience, and the T-Lab hybrid retail space for the Art Experience.




## 4. CONTEMPLATIVE MOMENTS BETWEEN SCENES

The rich history of the tunnels encapsulates some of the most significant moments of Britain’s recent past. In recognition of the many sacrifices that were made to keep others safe, and in remembrance of those we lost, specifically during WWII, memorials will provide contemplative moments for visitors to reset and reflect.

To create a memorable and impactful experience we propose to approach the memorials in a more subdued and less media-driven way. Interchanging active, sensory immersion with moments of calm will deepen emotional connections and double as opportunities to sit and rest.

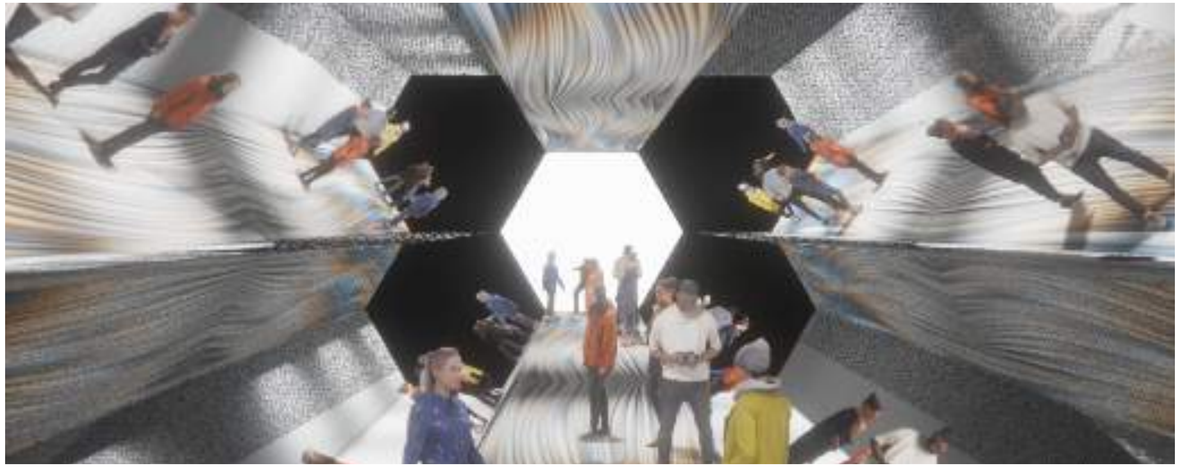
# DESIGN PRINCIPLES



## 5. WAYFINDING

The Kingsway Exchange Tunnels span multiple kilometers, stretching through a variety of passages and offering spaces of different heights. Wayfinding will be paramount. Even when visitors know where they're going or are following a one-way linear experience, they'll appreciate the comfort of always knowing where they are.

We will utilize all possible formats of wayfinding to study a layered approach — from traditional signage, to video projections on the floor, to interactive maps. Testing the frequency and presentation of those wayfinding methods on-site will be crucial in understanding what will ensure visitors feel confident, safe, and at ease throughout their London Tunnels experience, and eager to come back.



## 6. ULTIMATE IMMERSION

Entering the London Tunnels will bring visitors into a novel environment without natural light. This could at times feel disorienting — a condition which can serve as an advantageous contribution to intensifying the desired immersive effects.

Within the Art Experience section of our proposal, we propose a variety of techniques to bend space and perception in a way that will surprise and delight visitors, and inspire artists who will see the London Tunnels as a unique canvas upon which to engage with audiences.

# HERITAGE EXPERIENCE

UNIQUE VISITOR JOURNEY

# HERITAGE EXPERIENCE DESIGN APPROACH: OPTIMIZING THE EXPERIENCE

The Heritage Experience will be designed to pulse visitors through at a pace that maximizes throughput, while providing a satisfying and memorable visitor experience for each individual that will make them want to return with their family and friends.

In order to prevent mental and physical fatigue, we're proposing a variety of experience typologies, beginning with a more traditional historic gallery that explains the history of the tunnels, an immersive show we call Surviving the Blitz, and a two-part experience we call *Spycraft* that invites visitors to become the strategists and field agents whose work shaped the Special Operations Executive (SOE) and MI6. The first Spycraft gallery features a variety of interactive experiences that allow visitors to actively use their body and minds in engaging ways, followed by a second gallery filled with impressive spy gadgets (both real and imagined) from the Cold War and beyond.

Visitors are constantly being incentivized to move forward, not by in-person guides herding groups, but by narrative cues that include visual media, soundscapes, vibrations, and even scent - all working together to enhance the multi-sensory experience and pull visitors through the story.

In this way, we'll ensure that we balance a high-quality experience with one that can maximize flow, throughput, and ultimately revenue generation.



# STORYTELLING APPROACH: A LOCAL-TO-GLOBAL STORY

To connect the Kingsway Exchange Tunnels' rich history with a forward-looking vision of the future, we've adopted a curatorial approach that organizes our exhibit narrative around an increasingly global perspective.

Beginning in London, we'll look at how the Blitz affected the city's denizens, widening the perspective to all of the UK as the story progresses. In our espionage galleries, we'll begin by looking at the SOE's operations across Europe, then widen the aperture to the power struggle between the US and USSR during the Cold War, and understand MI6's role within that struggle. In the Heritage Experience conclusion gallery, Facing Global Challenges, we'll draw inspiration from the coordinated efforts of everyday British citizens and secret agencies alike to surmount daunting challenges, and how they can inspire global action in the face of our biggest challenge yet: climate change.



Surviving the London Blitz



Spycraft I: The SOE



Spycraft II: The Real 00's

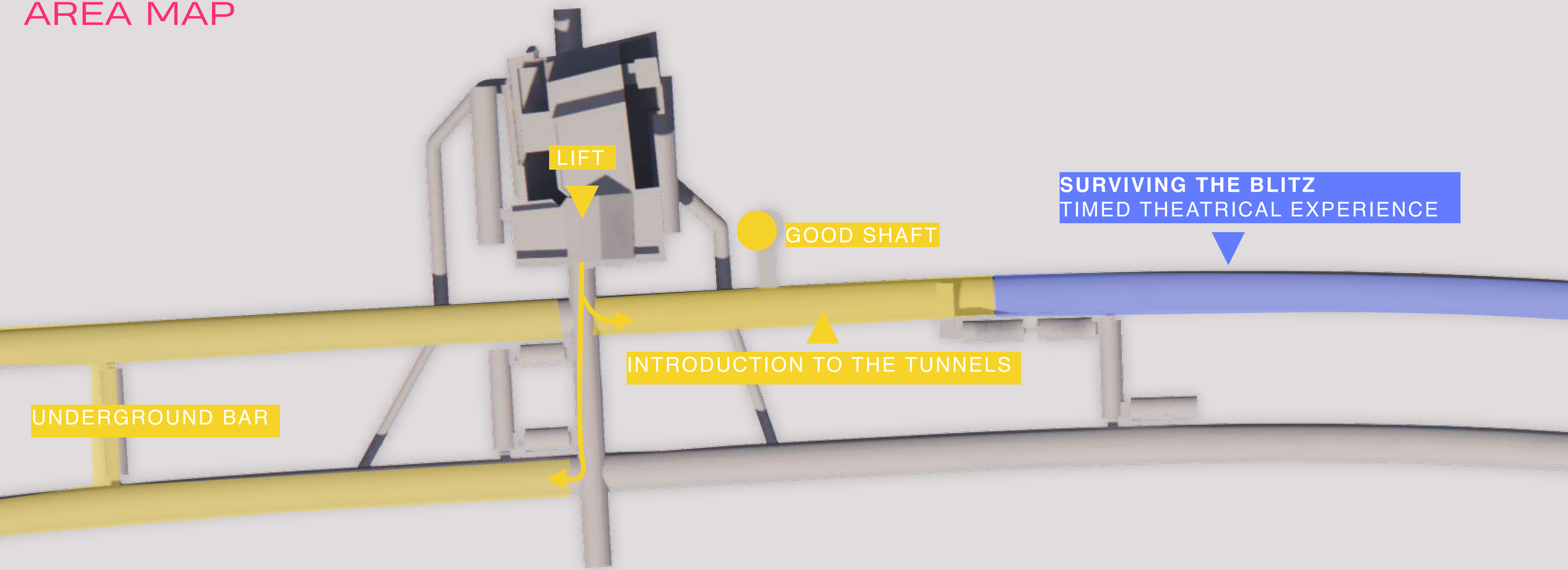


Facing Global Challenges

# INTRODUCTION TO THE TUNNELS

HERITAGE EXPERIENCE PREVIEW GALLERY

# AREA MAP


LIFT
GOOD SHAFT
SURVIVING THE BLITZ
TIMED THEATRICAL EXPERIENCE
INTRODUCTION TO THE TUNNELS
UNDERGROUND BAR

# INTRODUCTION TO THE TUNNELS

Right after descending into the tunnels, visitors can either proceed straight down the hallway into the South Street tunnel, where they can head to the Underground Bar, or hang a left into this gallery, which will be accessible to Art Experience and Heritage Experience ticket holders. The gallery will function as a preview of the Heritage Experience, filled with intriguing moments teasing the stories to come. It will lay out the history of the Tunnels, their construction, and context in the war. The displays will balance a mix of analog and digital content to help visitors transition into the immersive media experiences of the Tunnels.

This area will also serve as a waiting area to pulse Heritage Experience ticket holders into the subsequent Surviving the Blitz timed experience. The holding area will be designed to catch the eye of those who have not yet purchased tickets for the Heritage Experience, hinting at the desirable and exciting experience that follows.





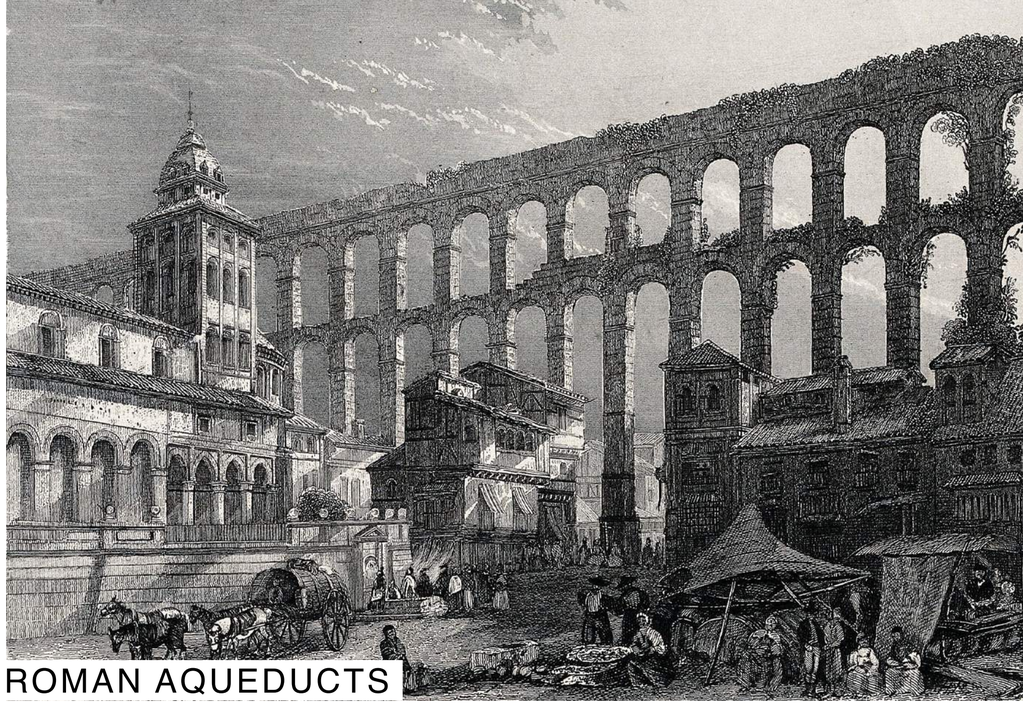





# GOOD SHAFT:
# LAYERS OF LONDON

As part of the introductory experience, the good shaft can be brought to life with an impressive “time travel” component, simultaneously uncovering local history, as well as revealing the infrastructures that lay above.

As viewers gaze up towards the surface of the tunnels, layers of history reveal themselves. We could imagine spotlighting major infrastructure underneath today’s London, or even walking the clock back to Roman-era Londonium.



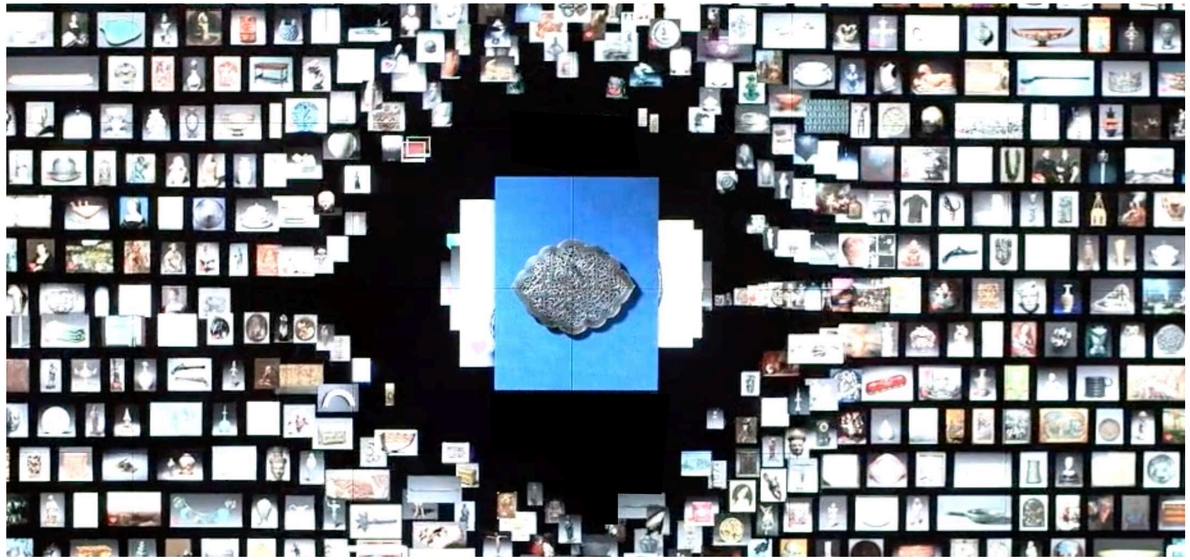
ROMAN AQUEDUCTS

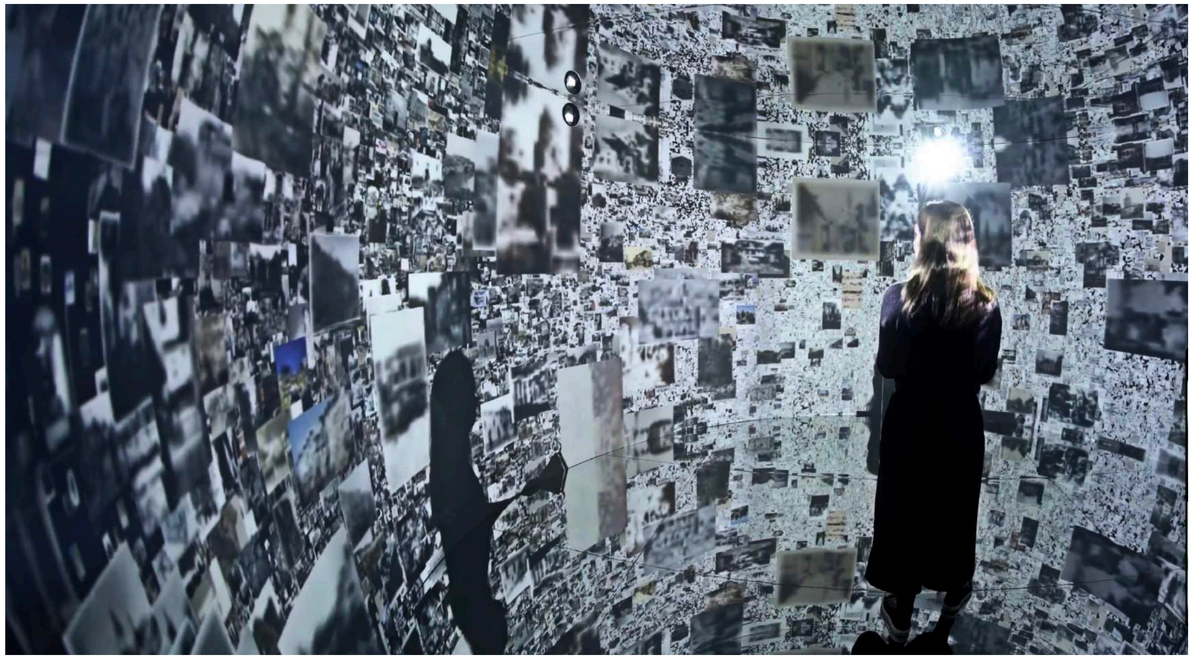


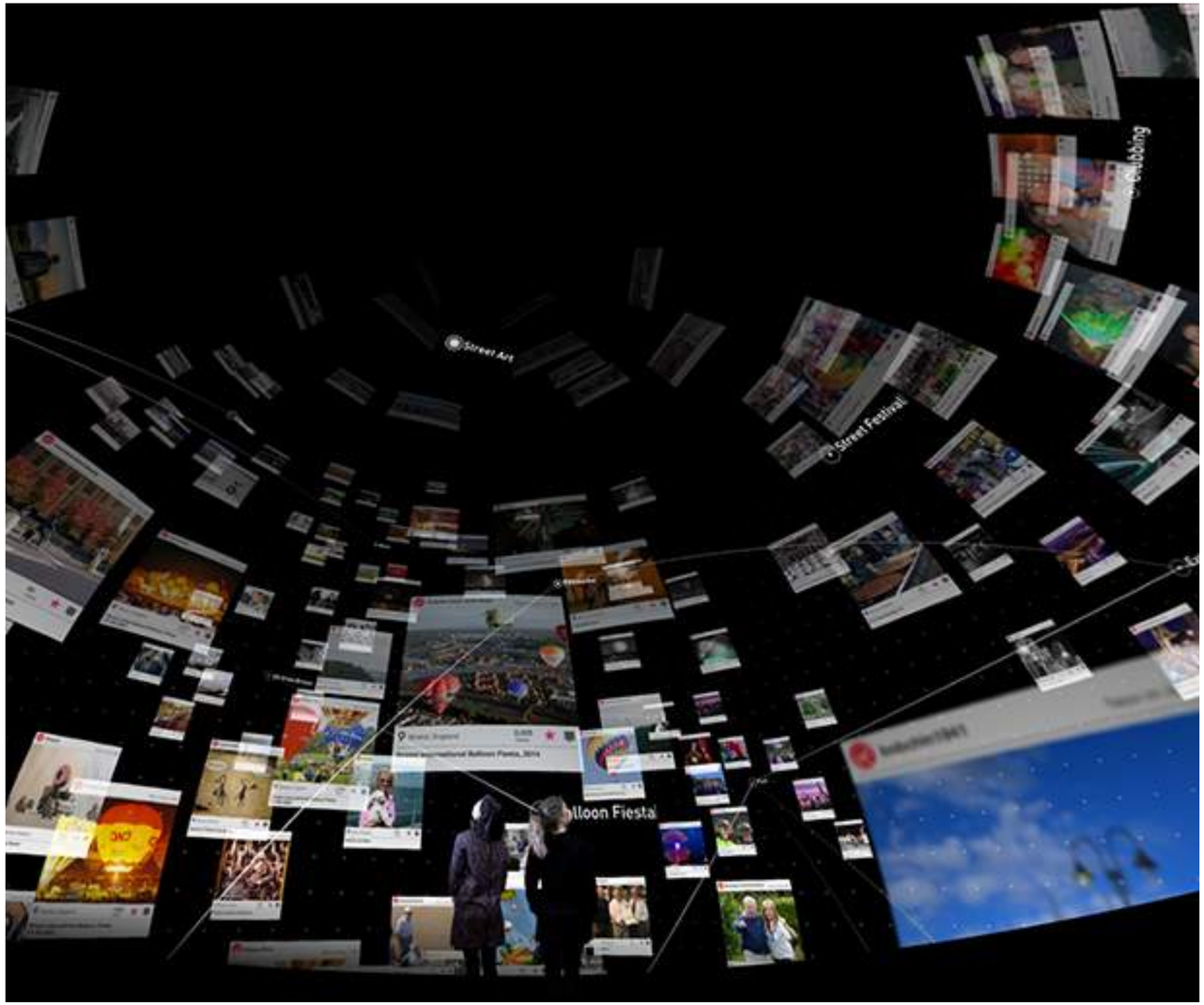



CONSTRUCTION OF TUNE LINES

# REFERENCE IMAGES







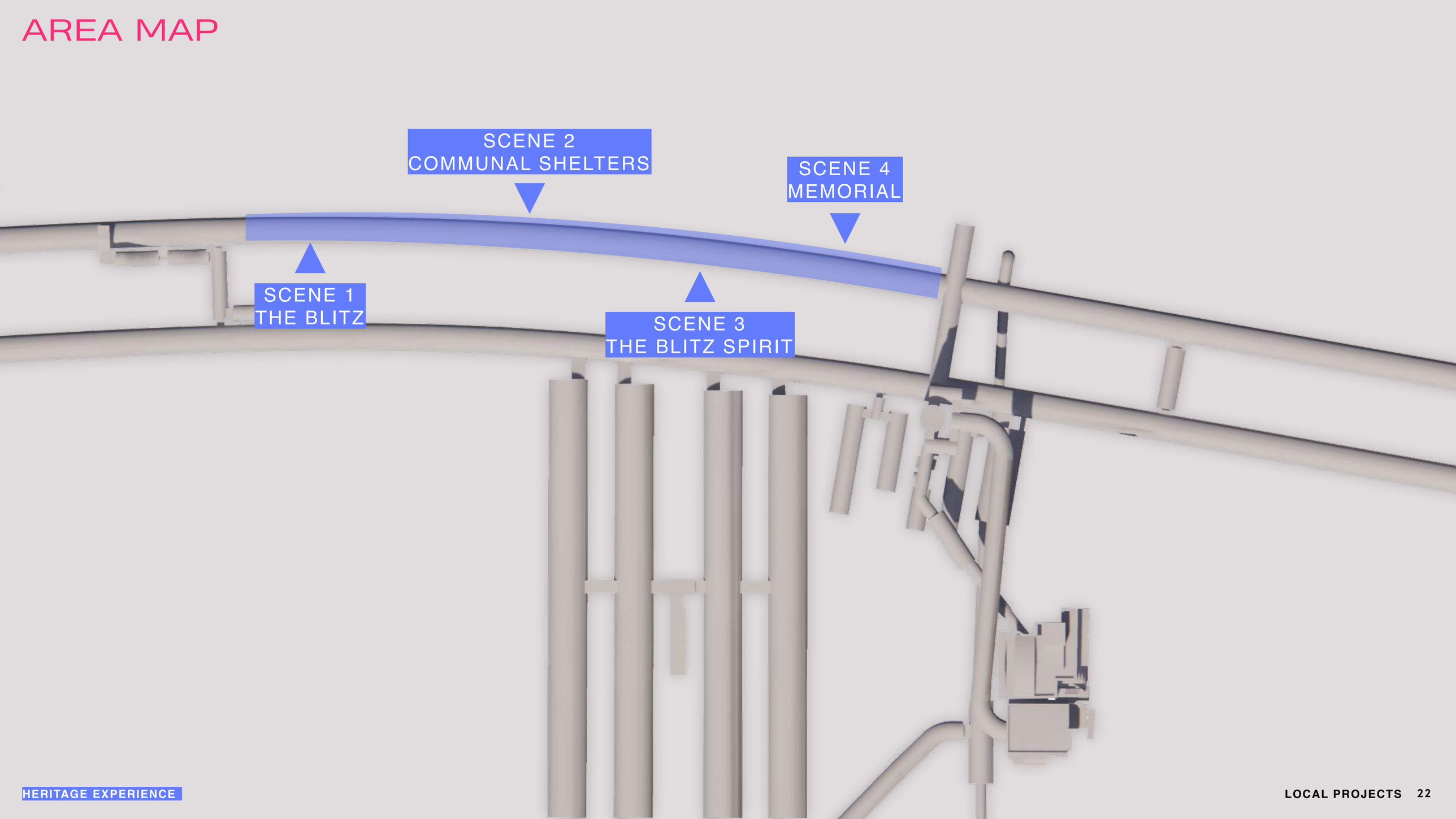
# PERSPECTIVE VIEW



# SURVIVING THE BLITZ

TIMED EXPERIENCE

# AREA MAP


SCENE 2
COMMUNAL SHELTERS
SCENE 4
MEMORIAL
SCENE 1
THE BLITZ
SCENE 3
THE BLITZ SPIRIT

# SURVIVING THE BLITZ
# NARRATIVE SEQUENCE OVERVIEW





SCENE 1
THE BLITZ



SCENE 2
COMMUNAL SHELTERS



SCENE 3
THE BLITZ SPIRIT

# SCENE ONE: THE BLITZ

Through our work at the 9/11 Memorial Museum, we discovered that some of the strongest memories of that day took place in the moments before the tragedy - thinking about the clear blue sky of that sunny morning, standing in stark contrast to the dark day that followed.

Similarly, Surviving The Blitz will open with a moment of calm, as visitors move up a light incline that lifts them above the rooftops of London to an immersive view of the city at 4:00pm in the afternoon on September 7, 1940. The peace of the moment is shattered as 348 German bombers and 617 fighters swoop over visitors from behind, beginning a two hour blitz of London.





# REFERENCE IMAGES

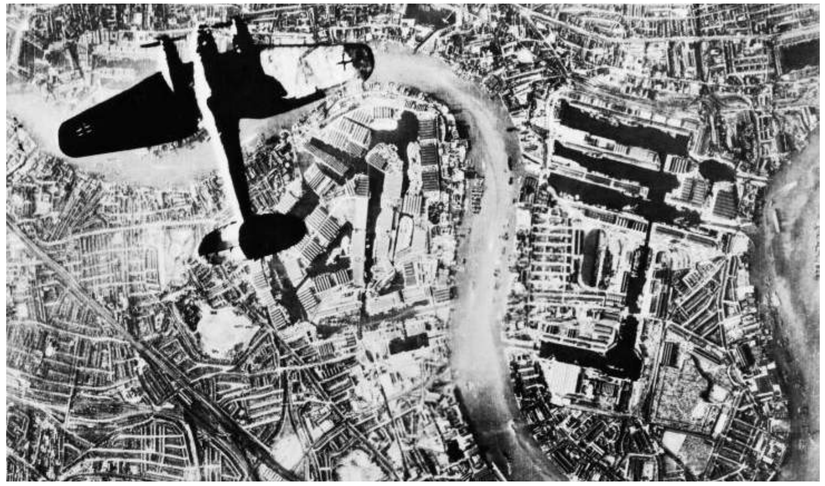








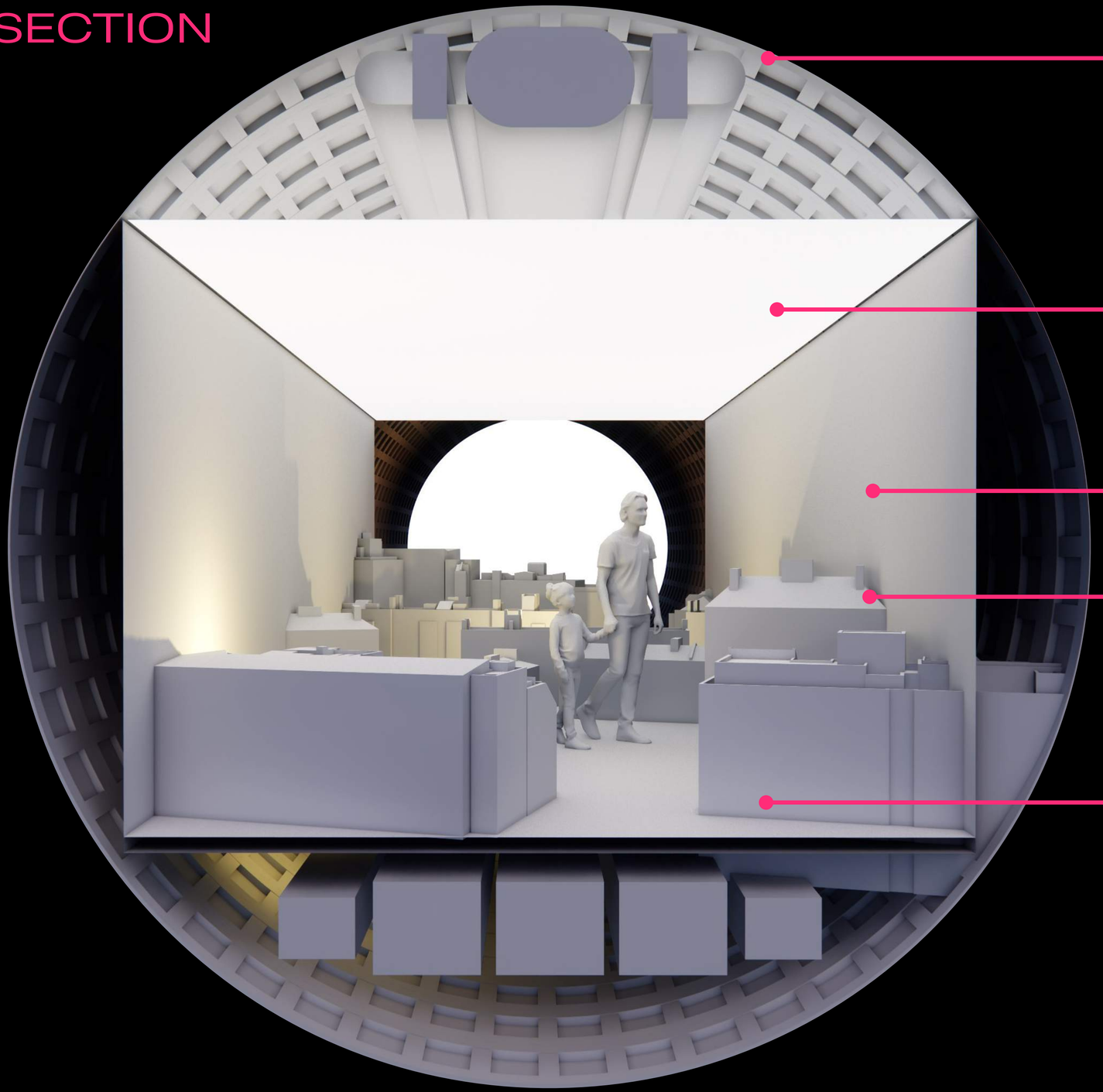


# PERSPECTIVE VIEW



# TUNNEL CROSS-SECTION



EXTERIOR TUNNEL

LED MEDIA CEILING

MIRRORED WALLS

PHYSICAL SCALE MODEL OF LONDON

PHYSICAL PLATFORM

# SCENE TWO: COMMUNAL SHELTERS

Tunnels proved to be one of the most reliable places for Britons across the UK to seek shelter from German raids. This gallery looks into the different types of tunnel shelters, with a focus on the seventy-nine Tube stations that were outfitted as air raid shelters, including bunks for 22,000 people, first aid facilities, and chemical toilets, and the 124 canteens opened in all parts of the tube system.

Visitors walk onto the literal tube tracks, with video screens that recreate the lived experience of these communal shelters.






# REFERENCE IMAGES











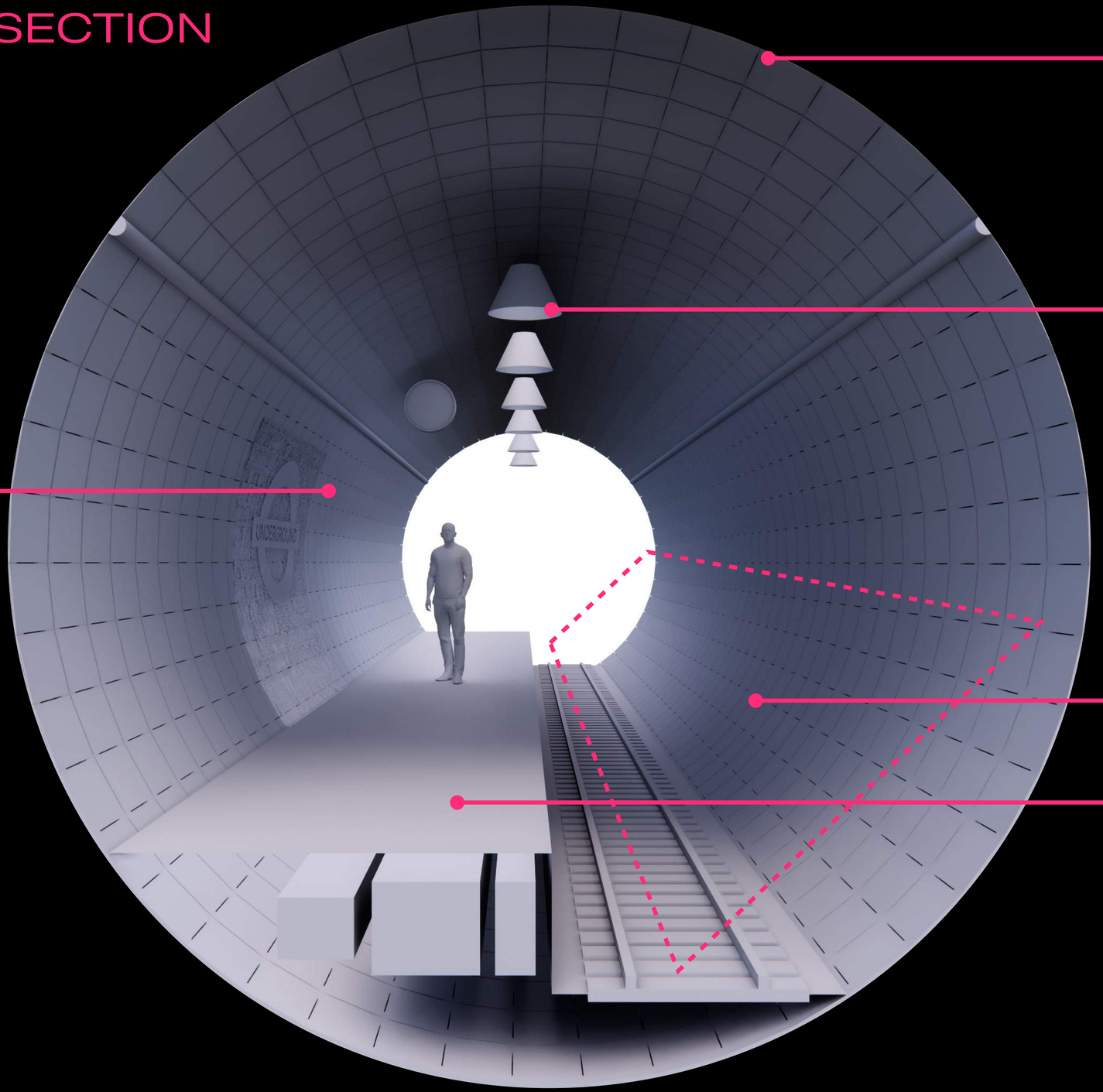





# PERSPECTIVE VIEW



# TUNNEL CROSS-SECTION



EXTERIOR TUNNEL

SCENIC LIGHTING

SCENIC CONTENT

HOLOGRAPHIC MEDIA

PHYSICAL PLATFORM

# SCENE THREE: THE BLITZ SPIRIT

The relentless bombing campaign of the Blitz finally subsided in 1941 — a victory secured not just by the Royal Air Force's growing strength, but by the unwavering spirit of the people of London.

Throughout the ordeal, Londoners displayed remarkable resilience, banding together to provide mutual aid and support. Personal stories, anecdotes, and images provide a range of impressions, connecting history to relatable emotions and allowing visitors to empathize with the daily lives of Londoners. This section will not dilute the daily fear and burdens of those days, rather it will complete them with the extraordinary demonstrations of unwavering patriotism, often referred to and celebrated as “The Blitz Spirit”.





# REFERENCE IMAGES














# VICTIMS OF THE BLITZ MEMORIAL

Following the London Blitz narrative sequence, visitors will need a moment to absorb what they've learned, and experience a contemplative moment before they proceed to the next experience, *Spycraft.*

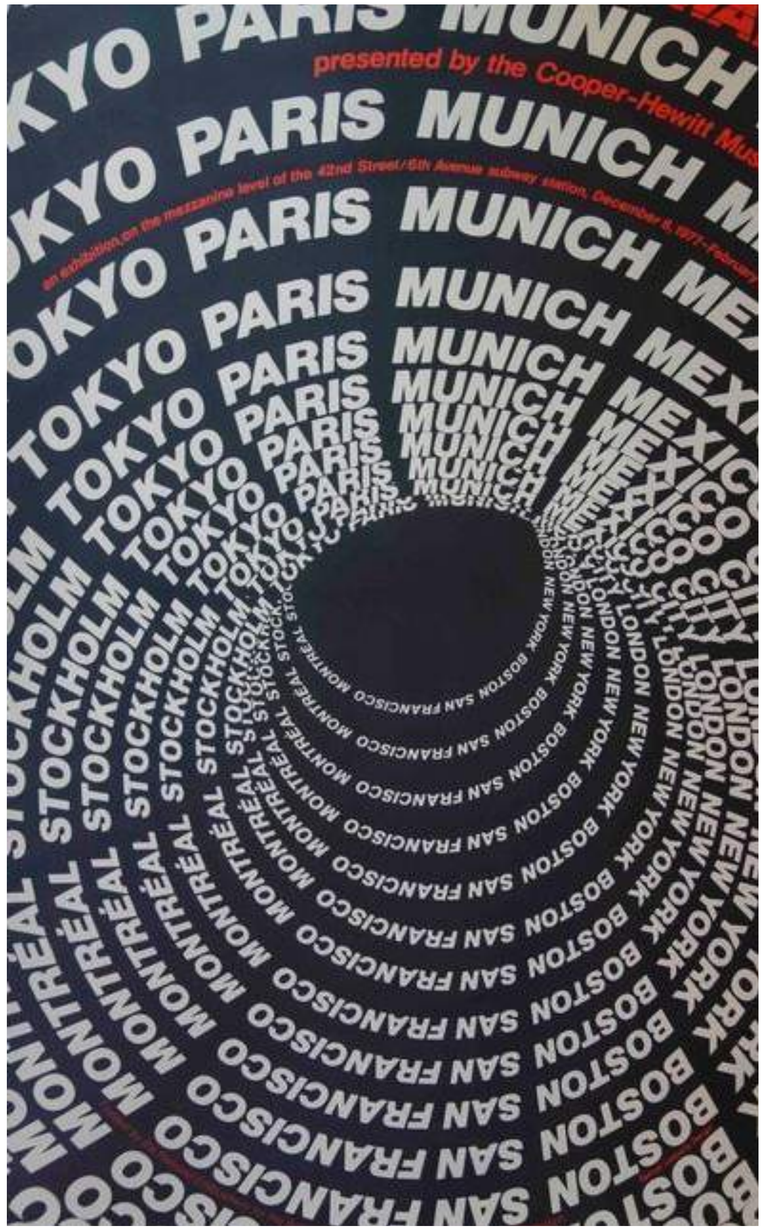
We imagine a memorial that spotlights the names of the wounded and fallen that snake along the tunnels.

Individual names may be highlighted one at a time, along with archival photos that shares a glimpse into the rich life led by that individual victim.

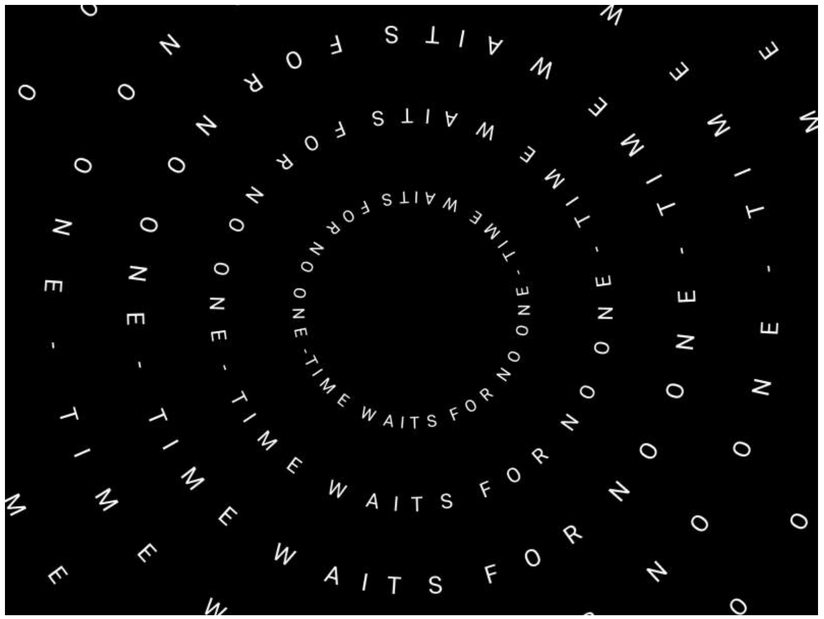





# REFERENCE IMAGES

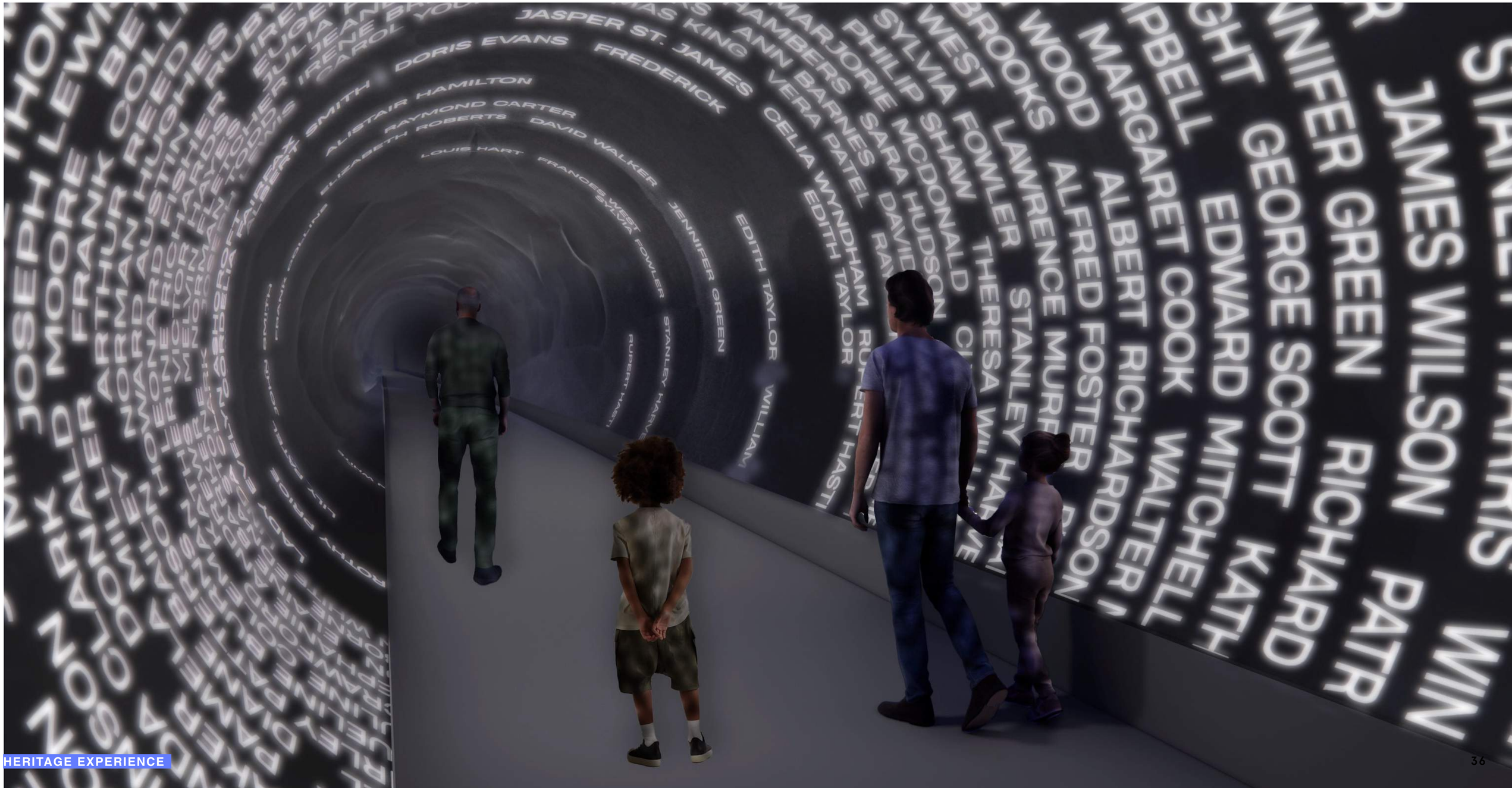




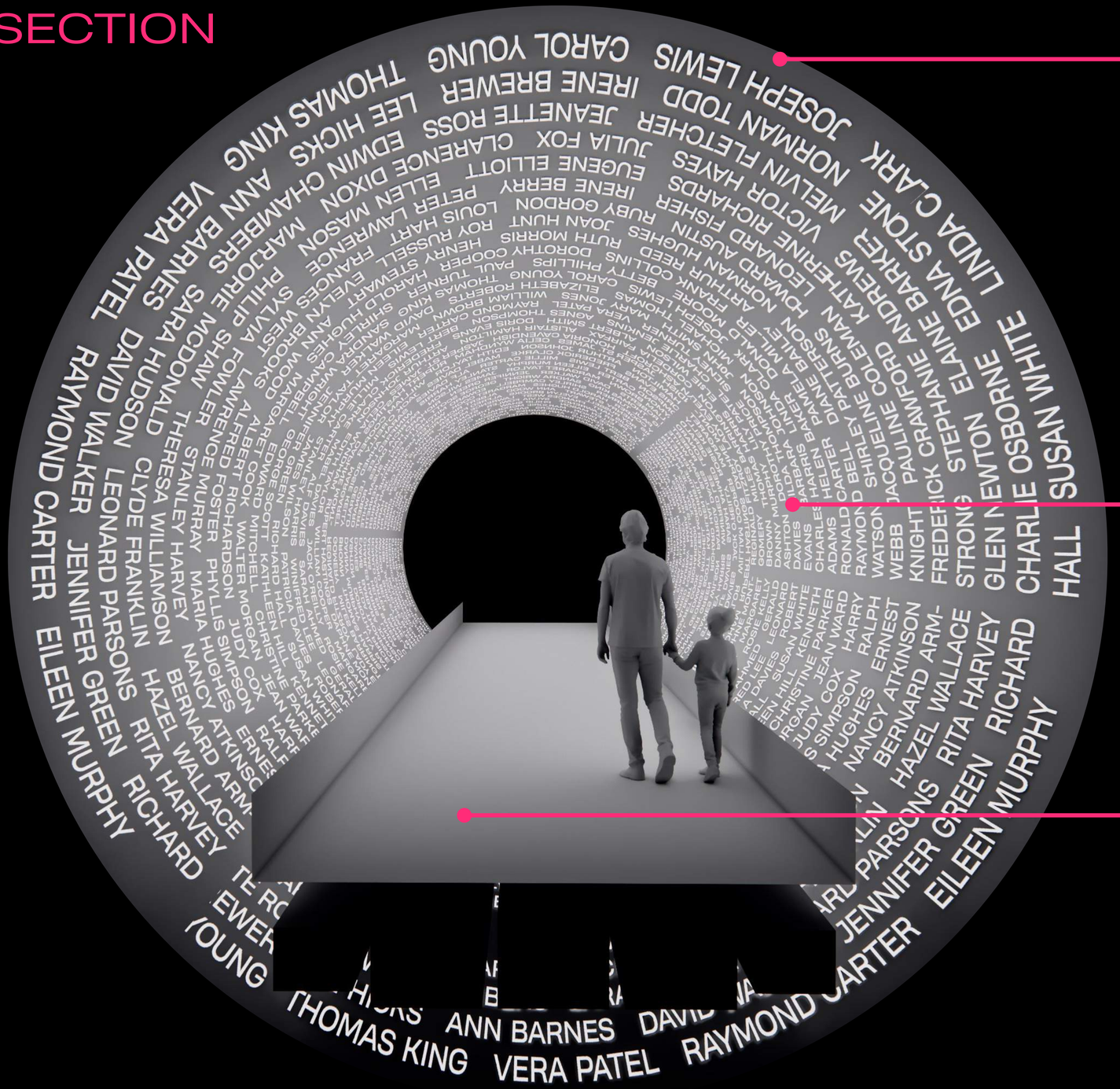






# PERSPECTIVE VIEW



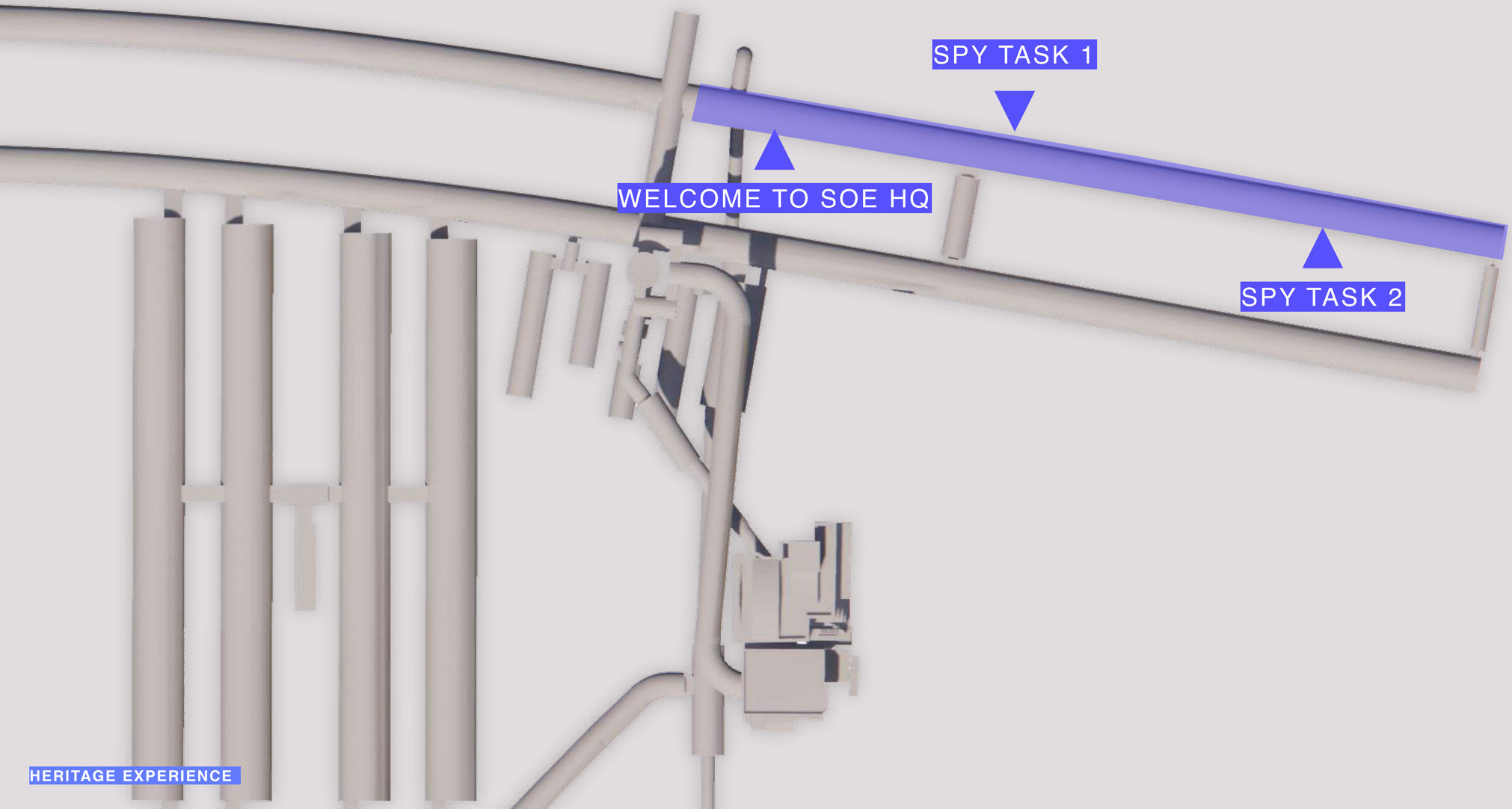
# TUNNEL CROSS-SECTION


JOSEPH LEWIS
CAROL YOUNG
THOMAS KING
ANN BARNES
VERA PATEL
RAYMOND CARTER
EILEEN MURPHY
JENNIFER GREEN
RICHARD PARSONS
RITA HARVEY
HAZEL WALLACE
BERNARD ARM-
NANCY ATKINSON
HARRY
RALPH
ERNEST
JEAN WARD
CHRISTINE PARKER
KENNETH WHITE
ROBERT
GERALD
SUSAN
JACK
JUDY COX
PATRICIA
CHRISTINE
KATHLEEN HILL
SUSAN KEMP
ALBERT COOK
WALTER MORGAN
JUDY COX
NANCY ATKINSON
BERNARD
HAZEL WALLACE
RITA HARVEY
RICHARD
EILEEN MURPHY
RAYMOND CARTER
JENNIFER GREEN
LEONARD PARSONS
CLYDE FRANKLIN
THERESA WILLIAMSON
STANLEY HARVEY
MARIA HUGHES
LAWRENCE FOSTER
PHYLLIS SIMPSON
ALBERT COOK
WALTER MORGAN
DAVID WALKER
DAVID HUDSON
EDWARD SCOTT
KATHLEEN HILL
SUSAN KEMP
RAYMOND JONES
WILLIAM BROWN
ELIZABETH THOMAS
BETTY CAROL YOUNG
THOMAS KING
HAROLD SHIRLEY
EVELYN WOODS
SYLVIA PHILLIPS
MARJORIE EDWIN CHAMBERS
ANN BARNES
VERA PATEL
RAYMOND CARTER
EILEEN MURPHY
JENNIFER GREEN
RICHARD

# SPYCRAFT:
# THE SPECIAL OPERATIONS EXECUTIVE

HERITAGE EXPERIENCE

# AREA MAP

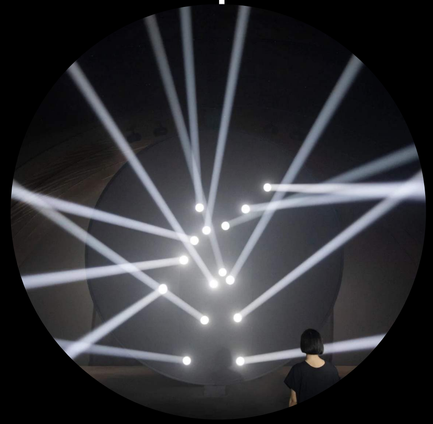


# SPYCRAFT PART ONE: THE SOE NARRATIVE SEQUENCE OVERVIEW





SCENE 1:
WELCOME TO SOE HQ



SPY TASK 1:
DECIPHER THE
SECRET MESSAGE



SPY TASK 2: PLAN A
MISSION TO THE
CONTINENT

# SCENE ONE:
# WELCOME TO SOE HQ

The second part of the Heritage Experience transports visitors to a secret underground resistance movement. Inspired by the use of the tunnels by the British Special Operations Executive (SOE) during WWII, this experience, spanning the post-war era through the end of the Cold War, invites visitors to Become A Spy.

A recreation of the SOE offices awakens curiosity and inspires exploration. Strategically placed mirrors enlarge the space, sparking awe and underscoring the secretive atmosphere of the story. Scattered letters, newspapers, images, and personal notes reveal the types of operations SOE agents conducted. Visitors learn about MI6's evolution in the postwar era, and are invited to take their place alongside fellow agents in the storied Secret Intelligence Service. A holographic spymaster recruits visitors to join the world of espionage and briefs them on the important mission they are about to undertake.



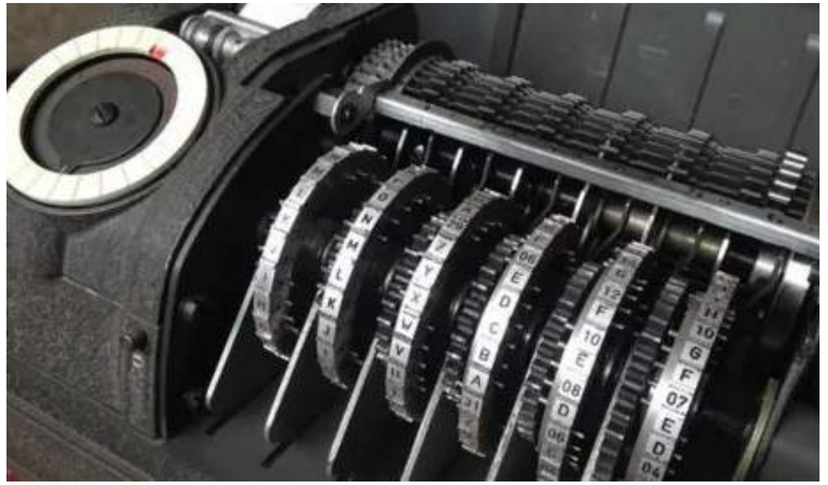



HERITAGE EXPERIENCE

# REFERENCE IMAGES - SOE AGENT AS GUIDE







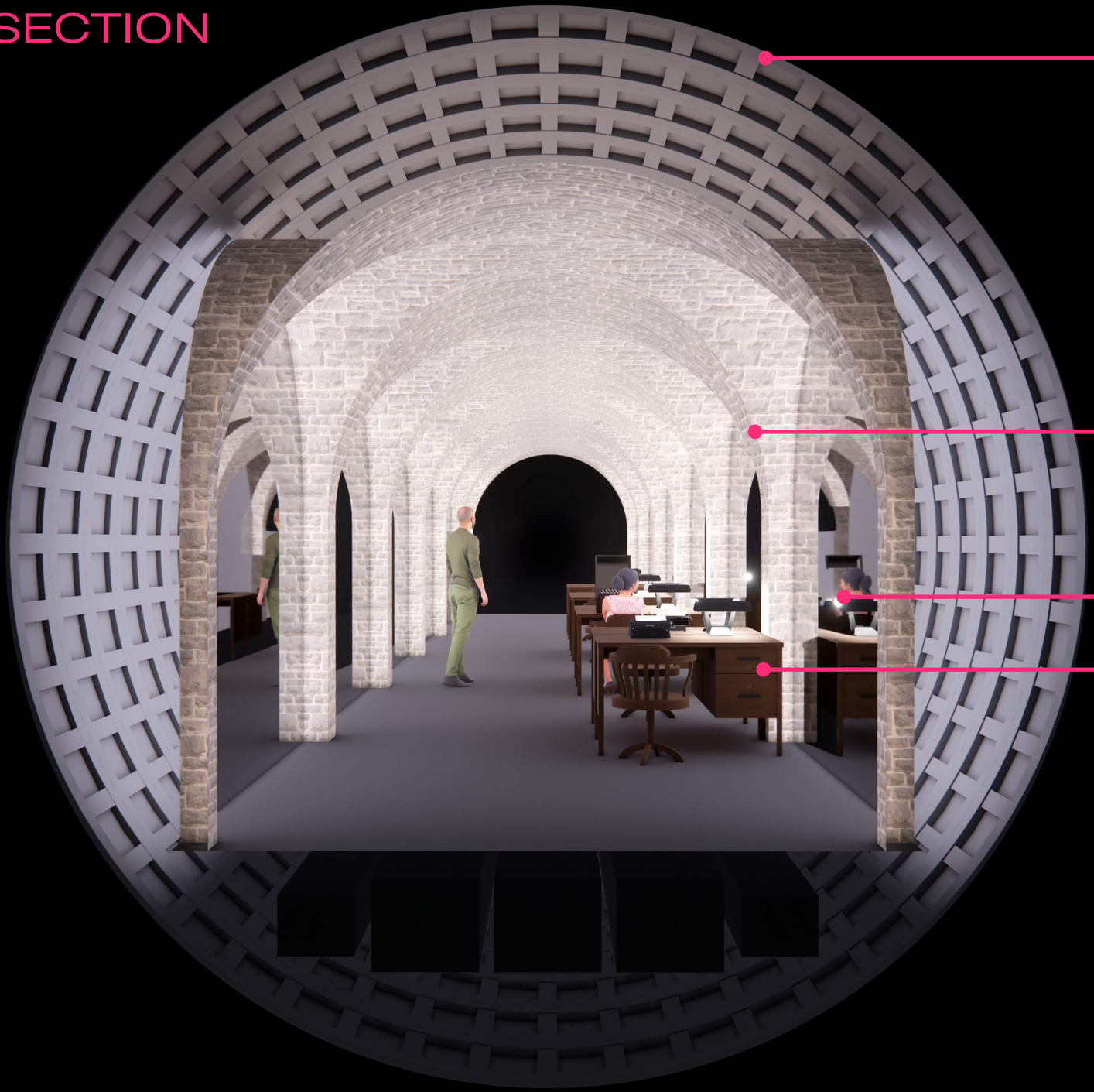




# PERSPECTIVE VIEW



# TUNNEL CROSS-SECTION

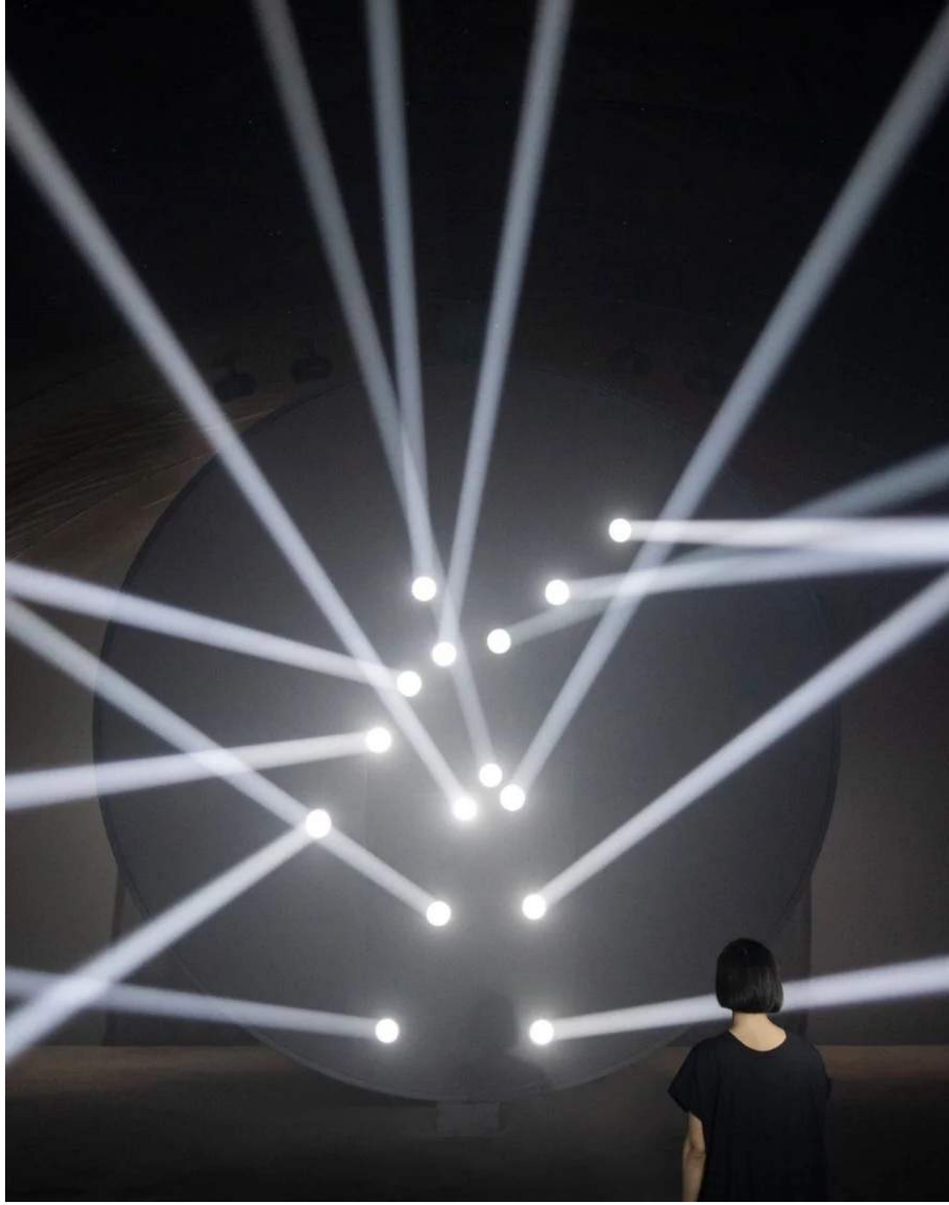


# SPY TASK 1: DECIPHER THE SECRET MESSAGE

In this interactive experience, visitors learn the cryptographic method used by the SOE to communicate with their undercover agents in occupied Europe.

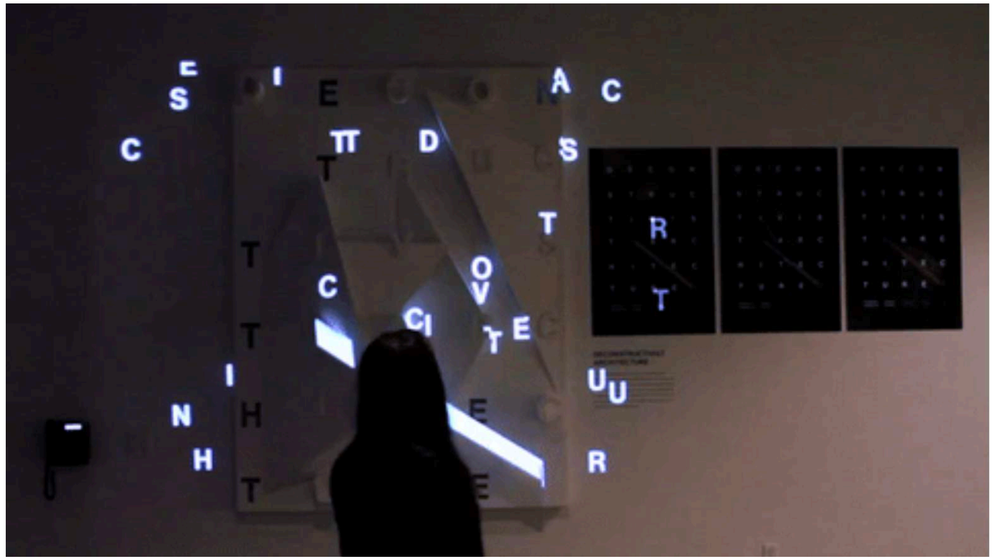
Different props located throughout the space provide contextual cues and prompt visitors to work together to decode a cryptic message, sent in the form of a poem by one of the SOE field agents. Once the task has been completed successfully, a timer goes off and visitors have to work against the clock to draft a response with crucial instructions ensuring the success of the operation. Different components of this interactive will account for a diverse spectrum of abilities, ensuring inclusive engagement of a broad range of visitors from all ages, and backgrounds.



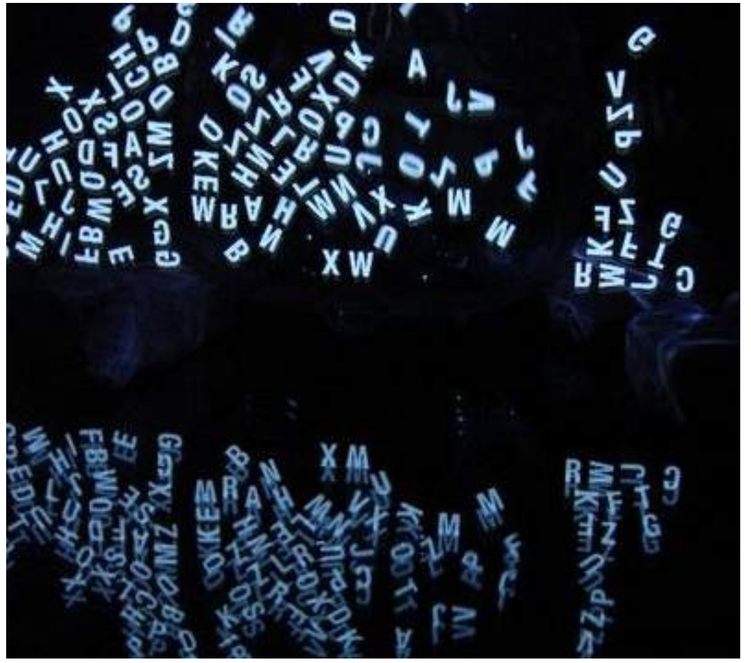


# REFERENCE IMAGES









# SPY TASK 2: PLAN A MISSION TO THE CONTINENT

Once visitors have deciphered information about the enemy, they'll use that information to plan a daring mission to the continent.

Drawing on real spy tactics like the extensive 'double-cross' system run by MI5 to feed misleading intelligence to the Germans, and imagery intelligence activities conducted by the RAF Photographic Reconnaissance Unit, visitors will work with their holographic Spymaster to plan a mission that will misdirect Nazi forces, leaving an opening to strike key military targets in the heart of the Third Reich.





# SPYCRAFT:
# THE REAL OO'S

# SPYCRAFT PART TWO: THE REAL OO'S NARRATIVE SEQUENCE OVERVIEW

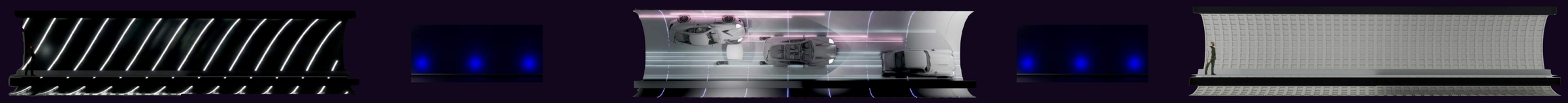




PHOTO OPPORTUNITY: THE 007 GUN BARREL

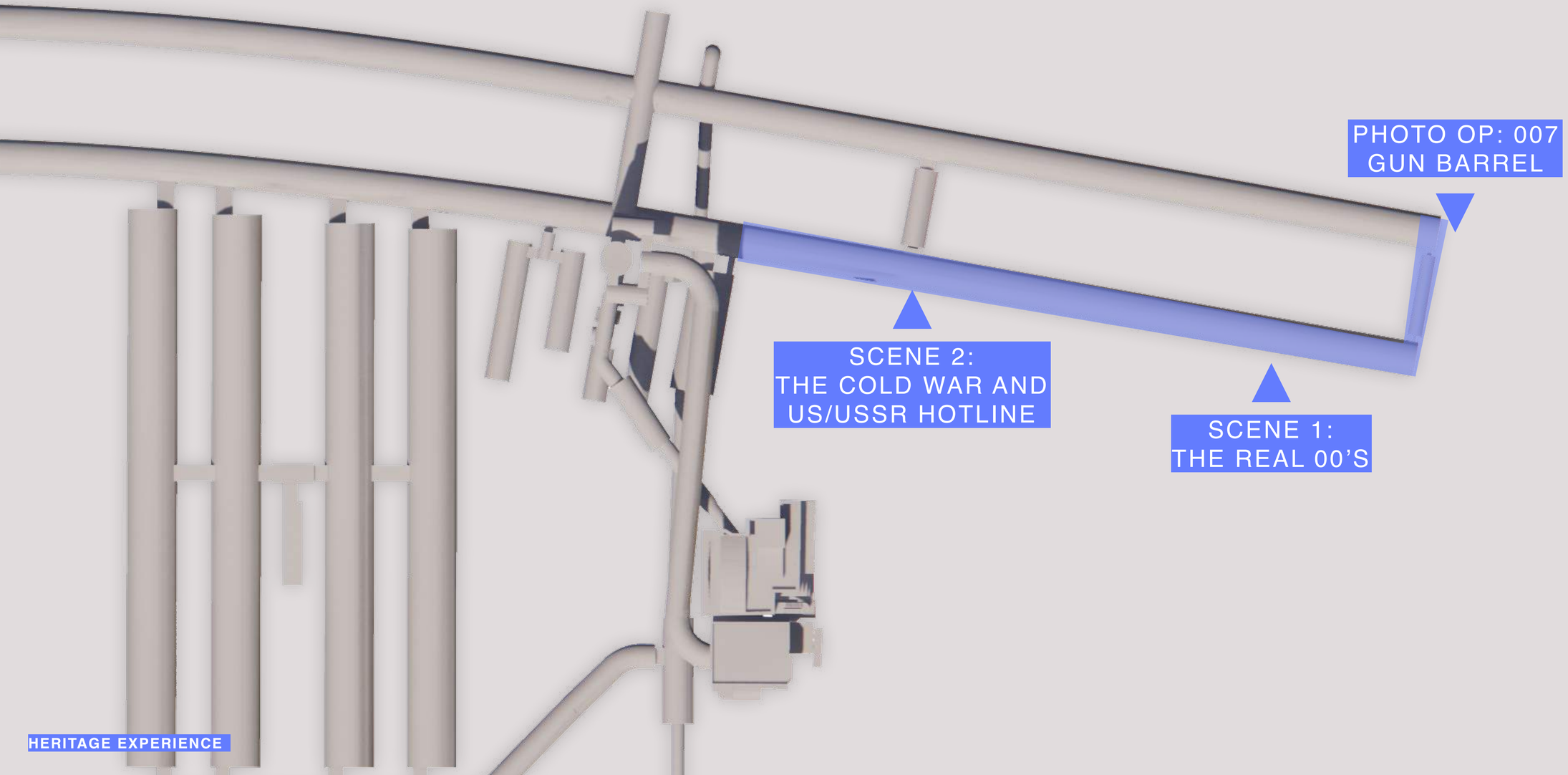


SCENE 1: THE REAL 00'S



SCENE 2: THE COLD WAR AND US / USSR HOTLINE

# AREA MAP


PHOTO OP: 007
GUN BARREL
SCENE 2:
THE COLD WAR AND
US/USSR HOTLINE
SCENE 1:
THE REAL 00'S

# SPY TASK 2: PLAN A MISSION TO THE CONTINENT

In the next section, we'll shift our focus from the planners and strategists of the SOE to the doers of the espionage world: field agents.

We recognize this section of the experience will be one of the most popular and anticipated.

We propose to use the small connecting tunnel between the North and South sections by turning it into the iconic 'gun barrel' that opens every James Bond movie. Visitors will be able to strike an iconic pose before proceeding to the next part of the *Spycraft* experience.

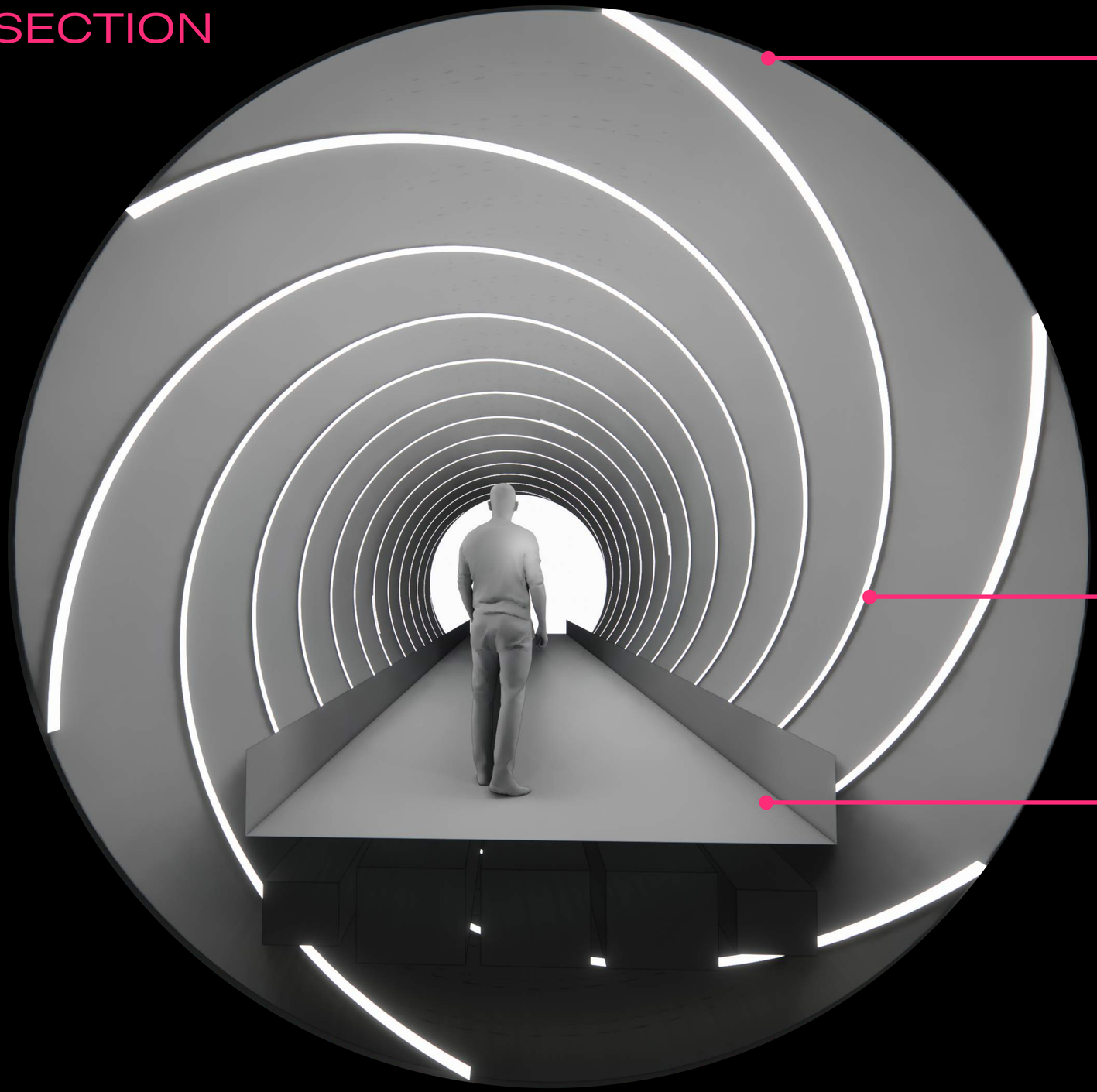




# THE GUN BARREL: PERSPECTIVE VIEW



# TUNNEL CROSS-SECTION



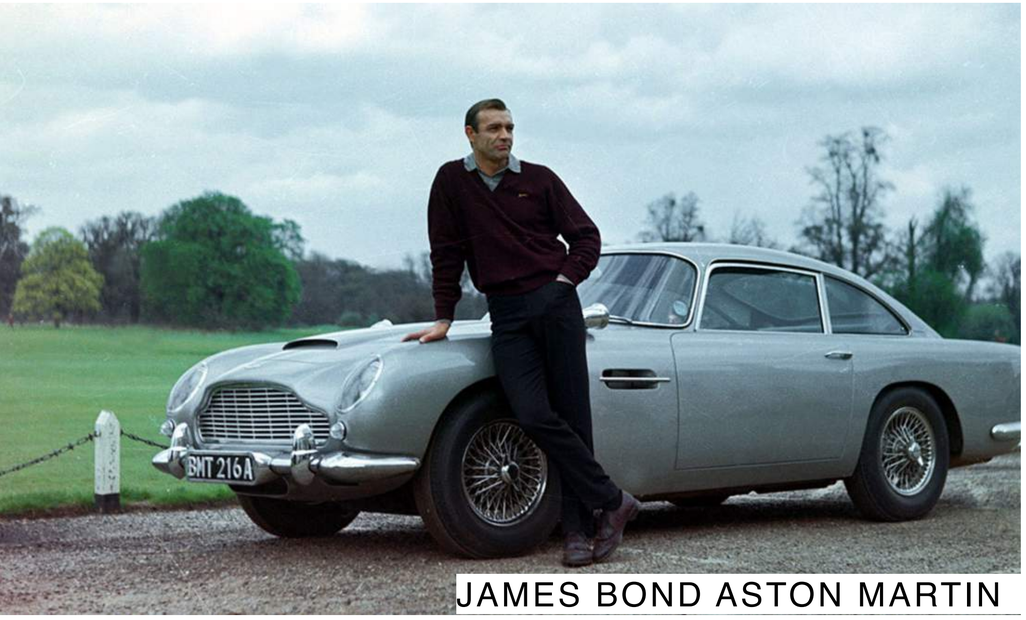
# SCENE ONE: THE REAL 00'S

According to World War II historian Damien Lewis in his book *Churchill's Secret Warriors*, agents of the Special Operations Executive (SOE) were given a "0" prefix when they became "zero-rated" upon completion of training in how to kill, inspiring the “double-O” titles in the James Bond books and movies.

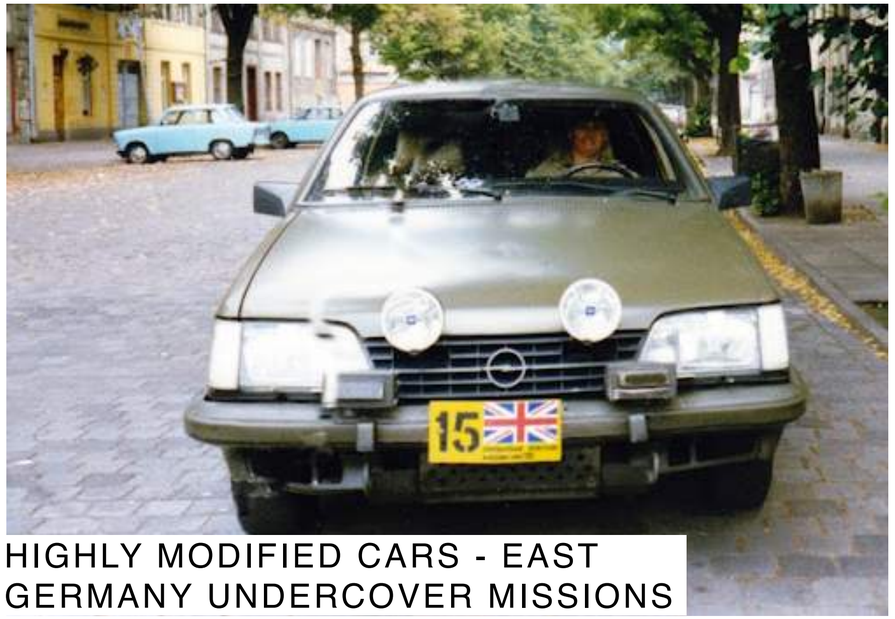
In this gallery, we’ll share some of the beloved fictional gear, from cars to weapons to recording devices, used in the James Bond movie, alongside real spy hardware, showing how pop culture and fiction converge and diverge.




HIDDEN CAMERA IN CIGARETTE CASE




JAMES BOND ASTON MARTIN

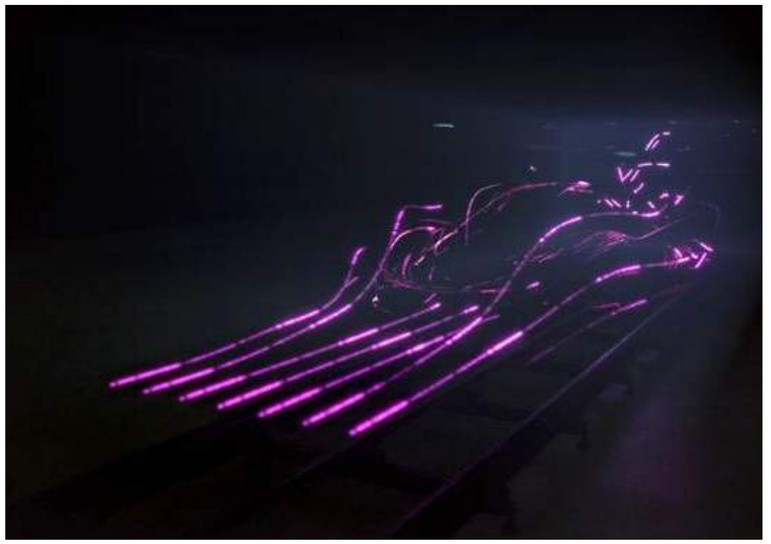



HIGHLY MODIFIED CARS - EAST GERMANY UNDERCOVER MISSIONS

# REFERENCE IMAGES









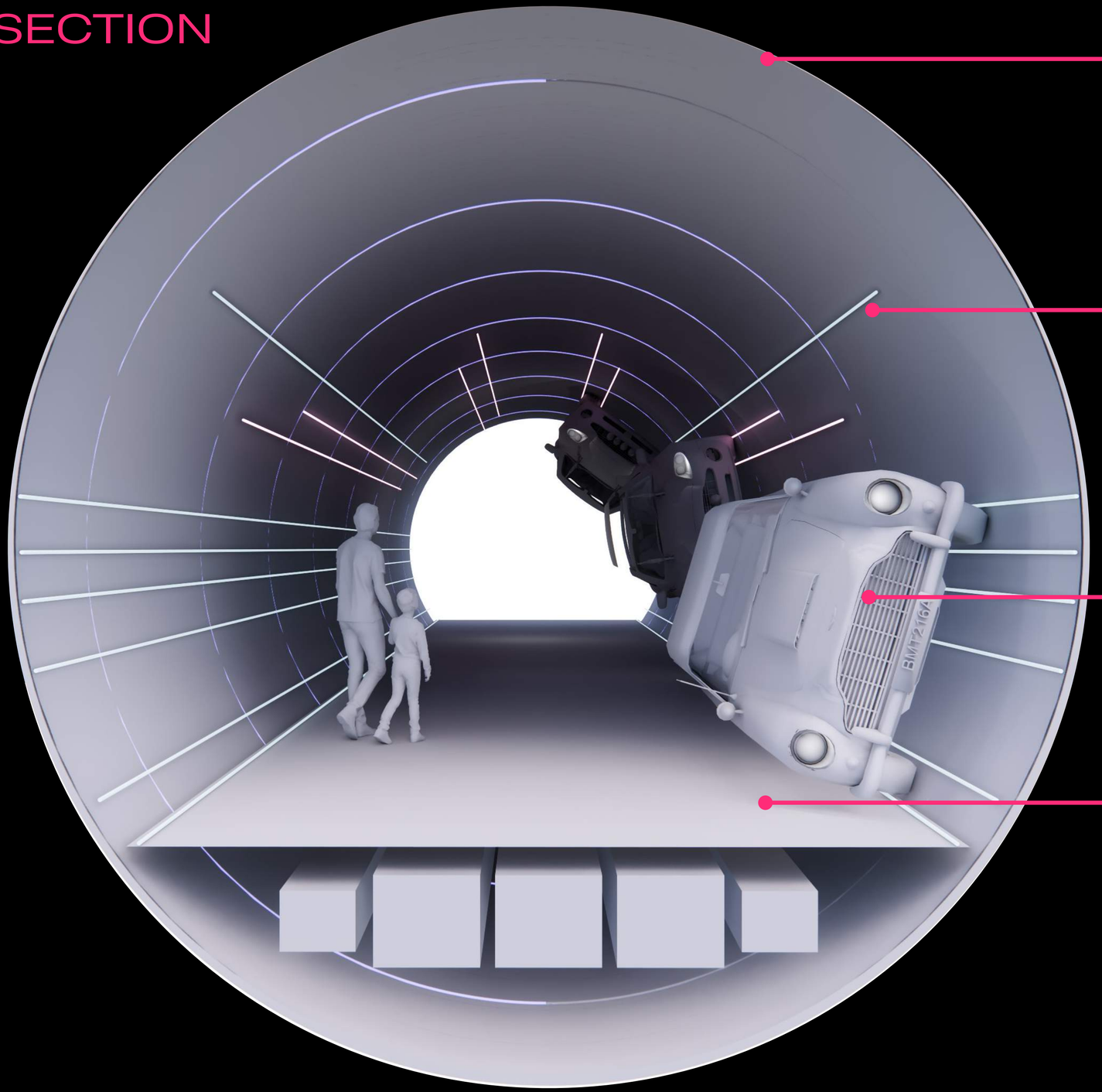




# PERSPECTIVE VIEW



# TUNNEL CROSS-SECTION



EXTERIOR TUNNEL

LED LIGHTING

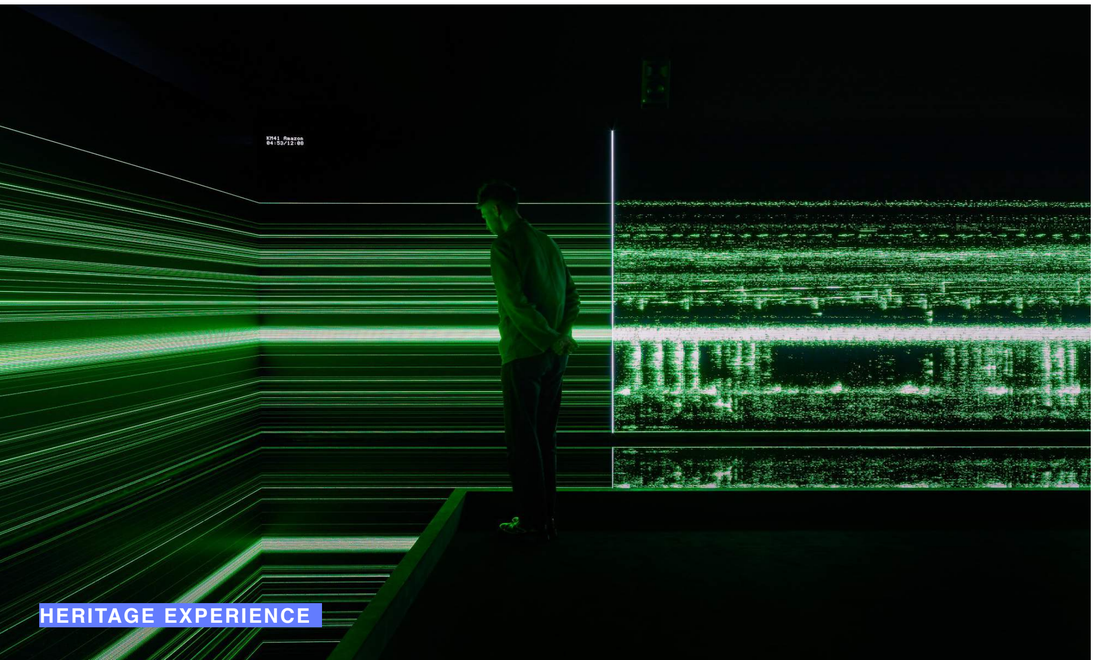
REAL SPY CARS
+JAMES BOND
MODELS

PHYSICAL PLATFORM

# SCENE TWO: THE COLD WAR AND THE US/USSR HOTLINE

A long blade of light crosses the entire gallery, symbolically representing the TAT-1 cables laid on the bottom of the ocean to connect US and USSR.

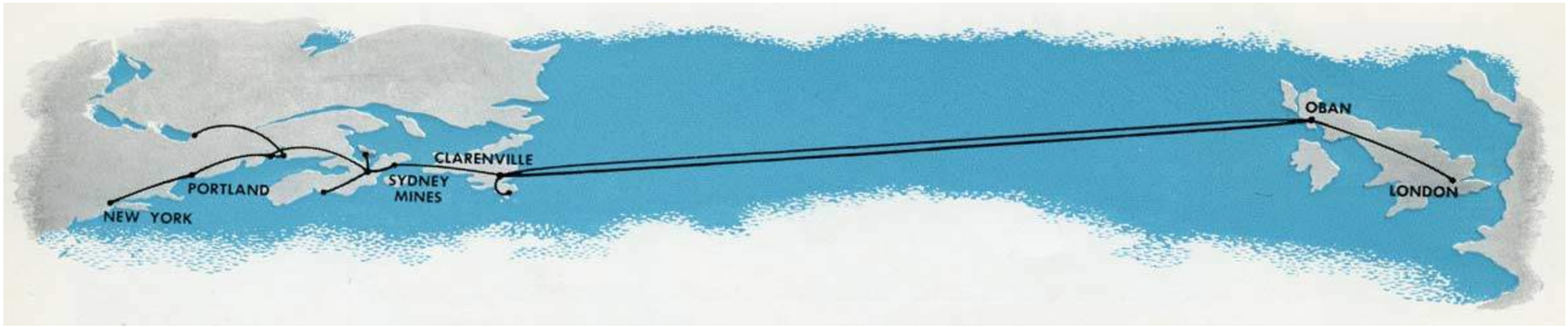
Environmental audio and atmospheric lights suggest the cables are laid down in the depths of the ocean. Unpredictably, change in the light color + audio snippets of those (formerly) classified conversations break the silence of the sea, reflecting the activation of the secret communication line.

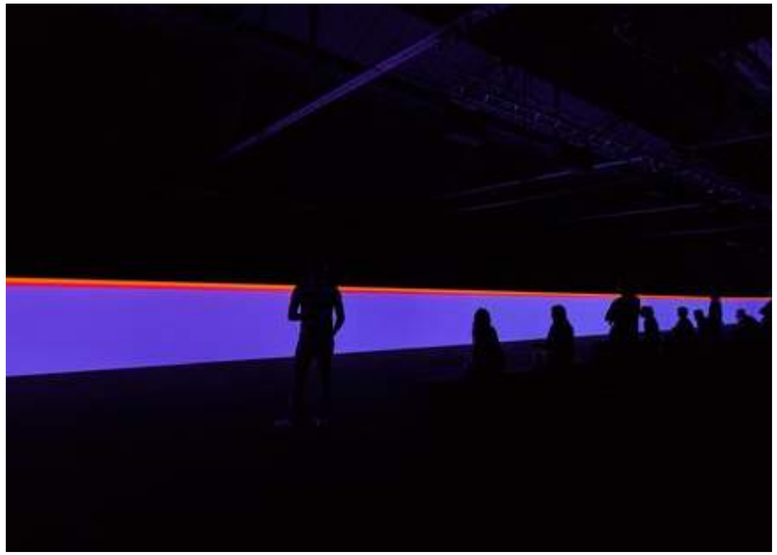


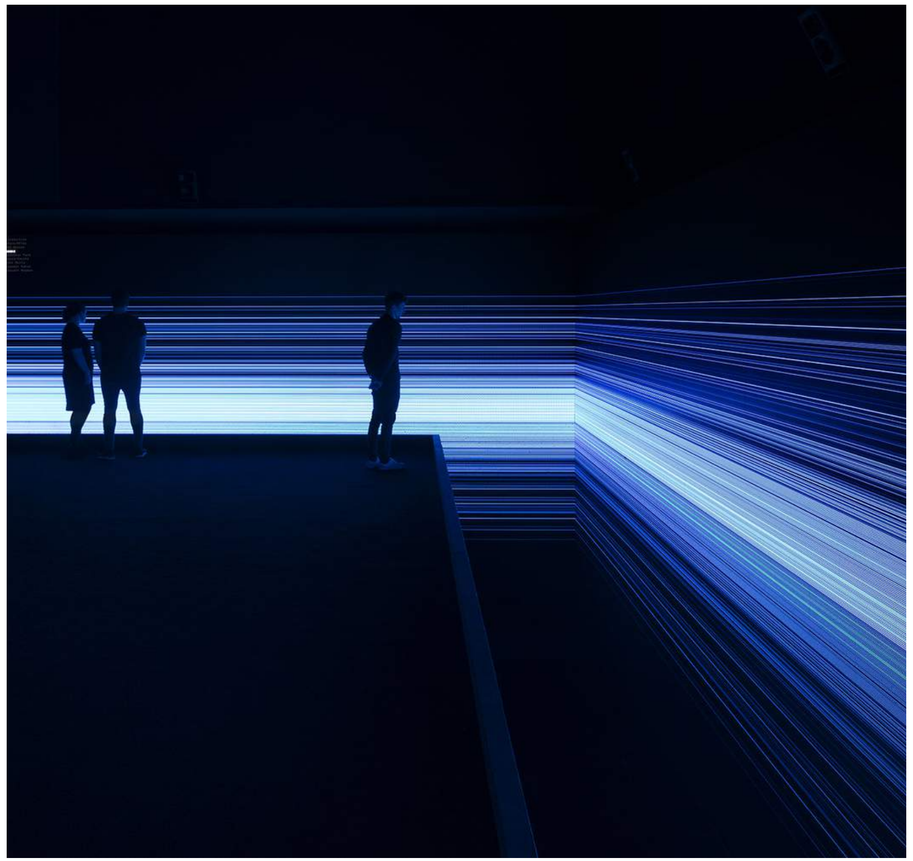


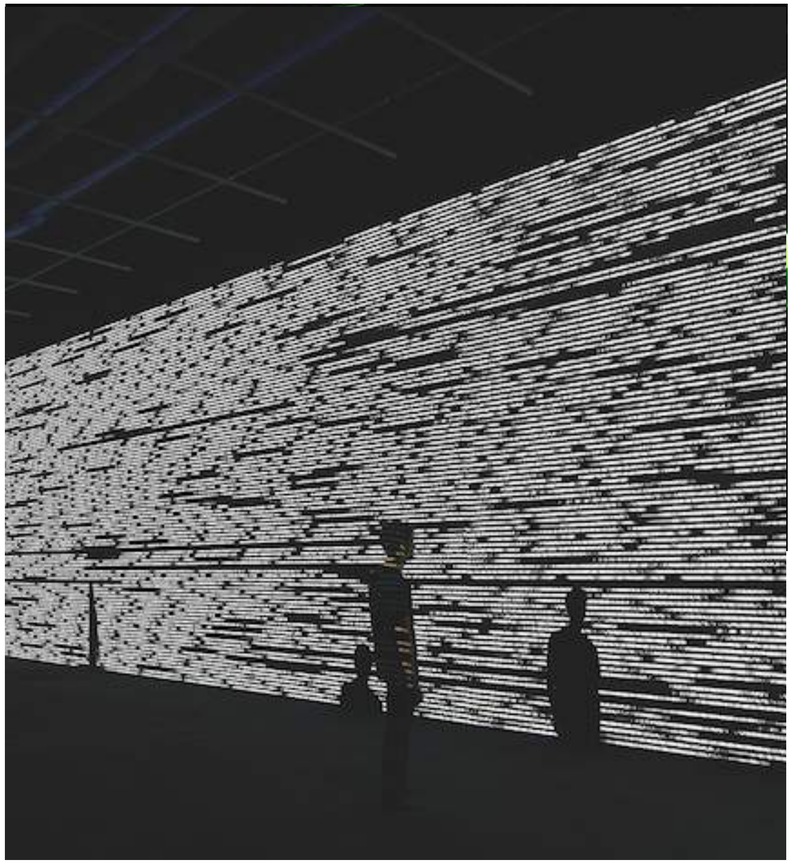
# REFERENCE IMAGES



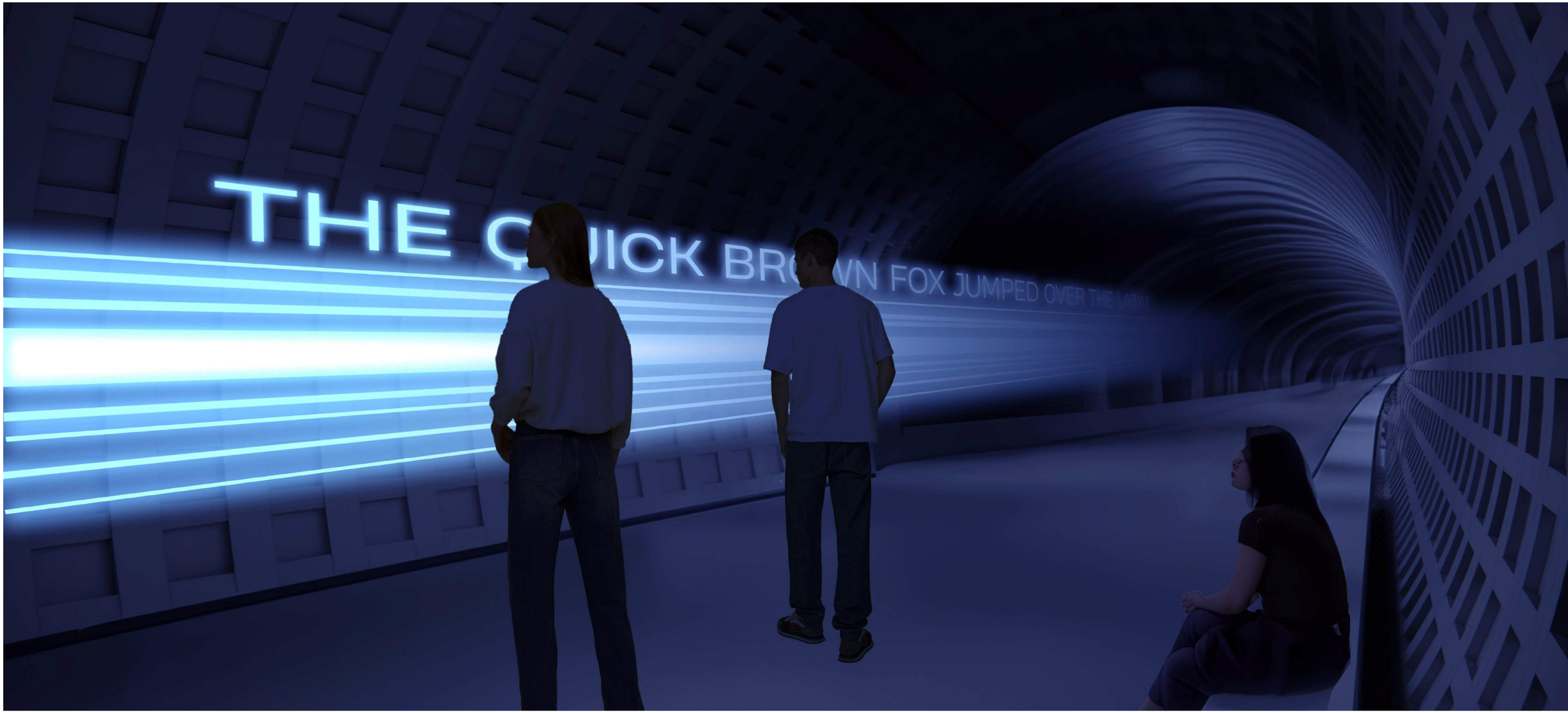






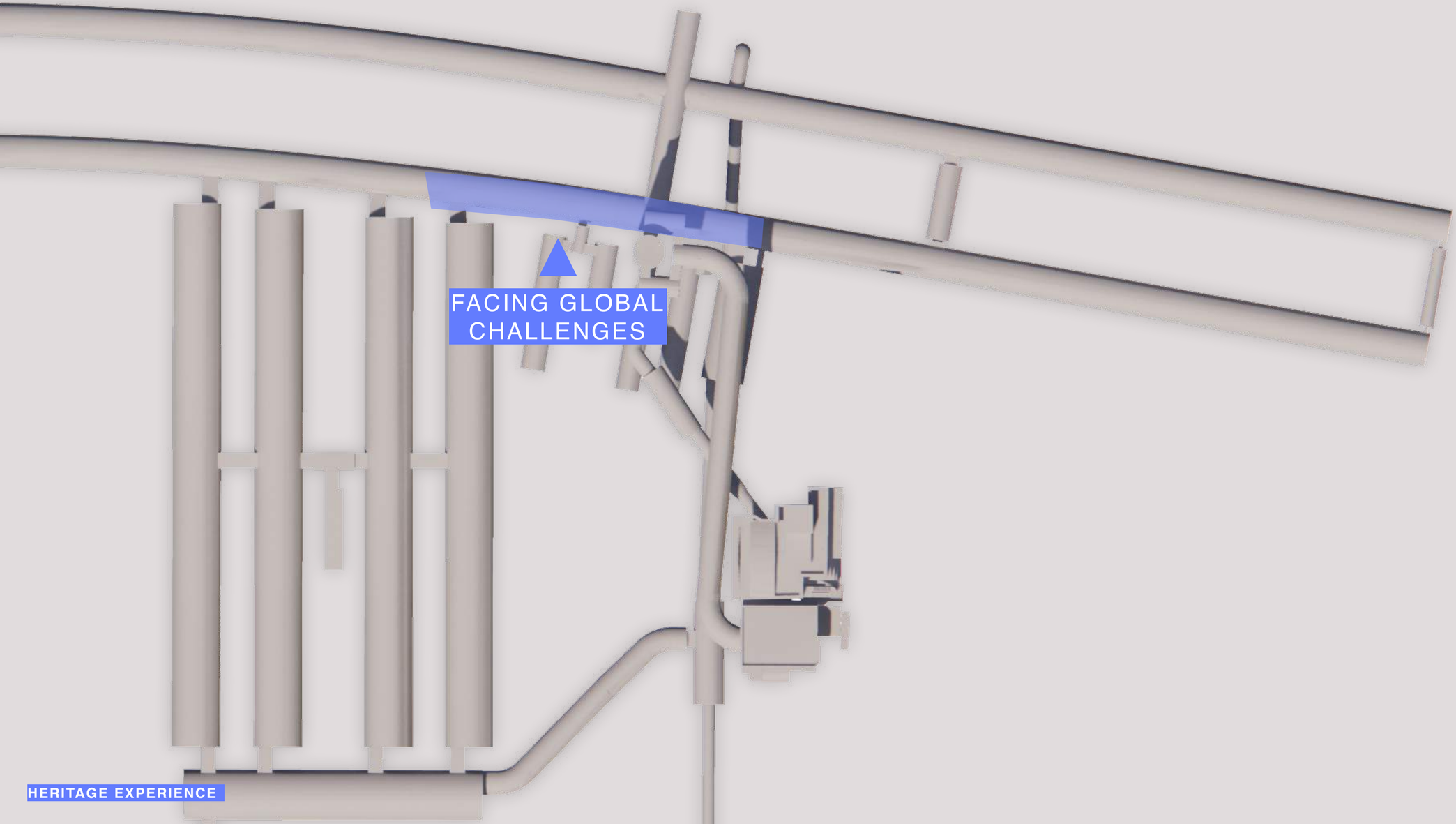
# PERSPECTIVE VIEW




In 1963, the TAT-1 system was ready to be tested. The US sent "The quick brown fox jumped over the lazy dog's back 1234567890": the message used every letter and number key on the teletype machine in order to see that each was in working order. The United States first used the hotline when President John F. Kennedy was assassinated on November 22, 1963.

# PRESENT & FUTURE: FACING GLOBAL CHALLENGES

# AREA MAP



# FACING GLOBAL CHALLENGES GALLERY

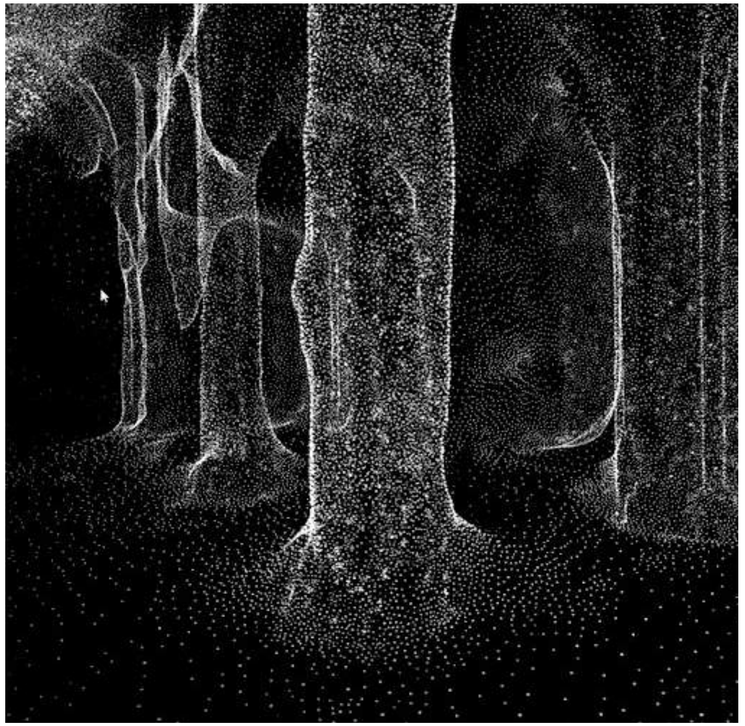
Originally conceived as a subterranean refuge during a tumultuous period, the London Tunnels are an inspiring reminder of what's possible when people use their ingenuity and collective energy in the face of dangerous challenges. As the world around us continues to change and we face a new era of environmental challenge, how will visitors use their imaginations and their agency to make change?

In this rotating gallery that connects the Heritage and Art experience, visitors will experience the interconnected nature of our world, with nature itself as a thematic and physical focal point of the experience. We can also imagine teasing artworks from the Art Experience that speak to global challenges, as well as sharing ways for visitors to contribute their own ideas and commitments to future change.

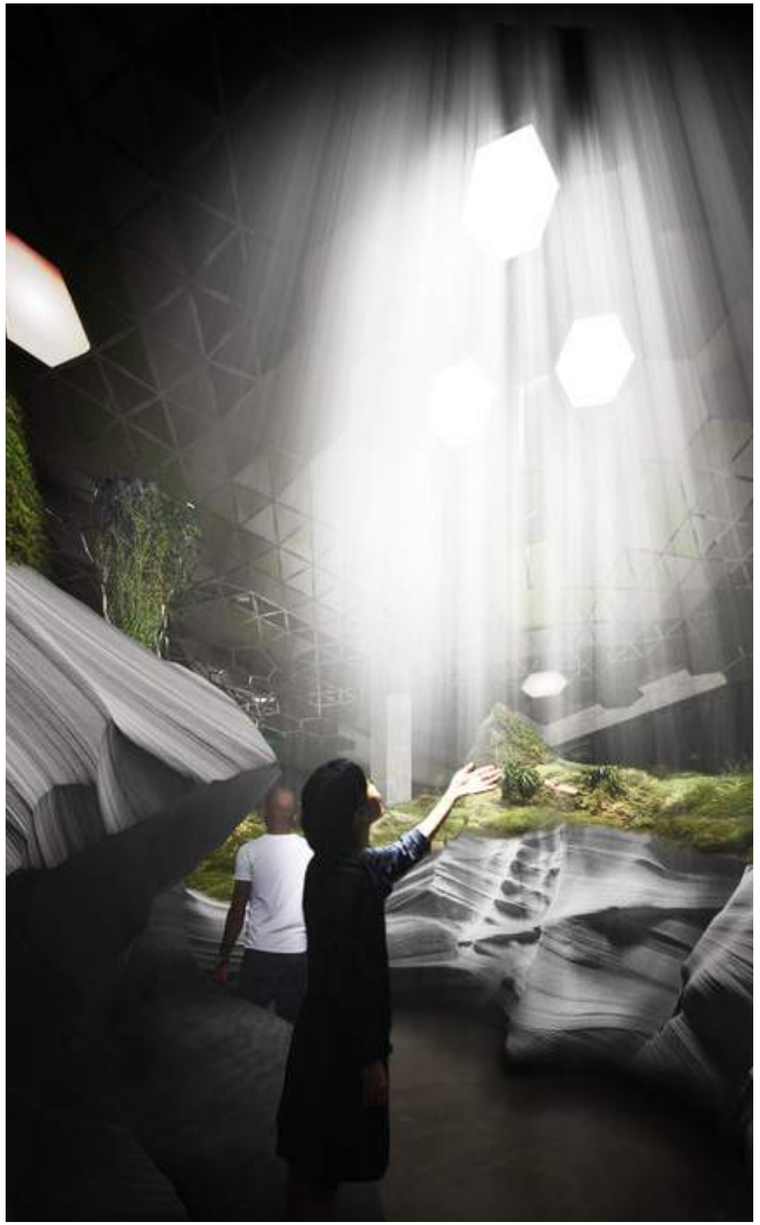





# REFERENCE IMAGES











# PERSPECTIVE VIEW



# ART EXPERIENCE

UNIQUE VISITOR JOURNEY

# ART EXPERIENCE DESIGN APPROACH: BALANCING FLEXIBILITY AND ICONIC MOMENTS

The Art Experience's Avenue tunnels offer the greatest volume at over 7m diameters, offering artists, creative collaborators, and visitors the most dramatic canvas for creativity within the London Tunnels.

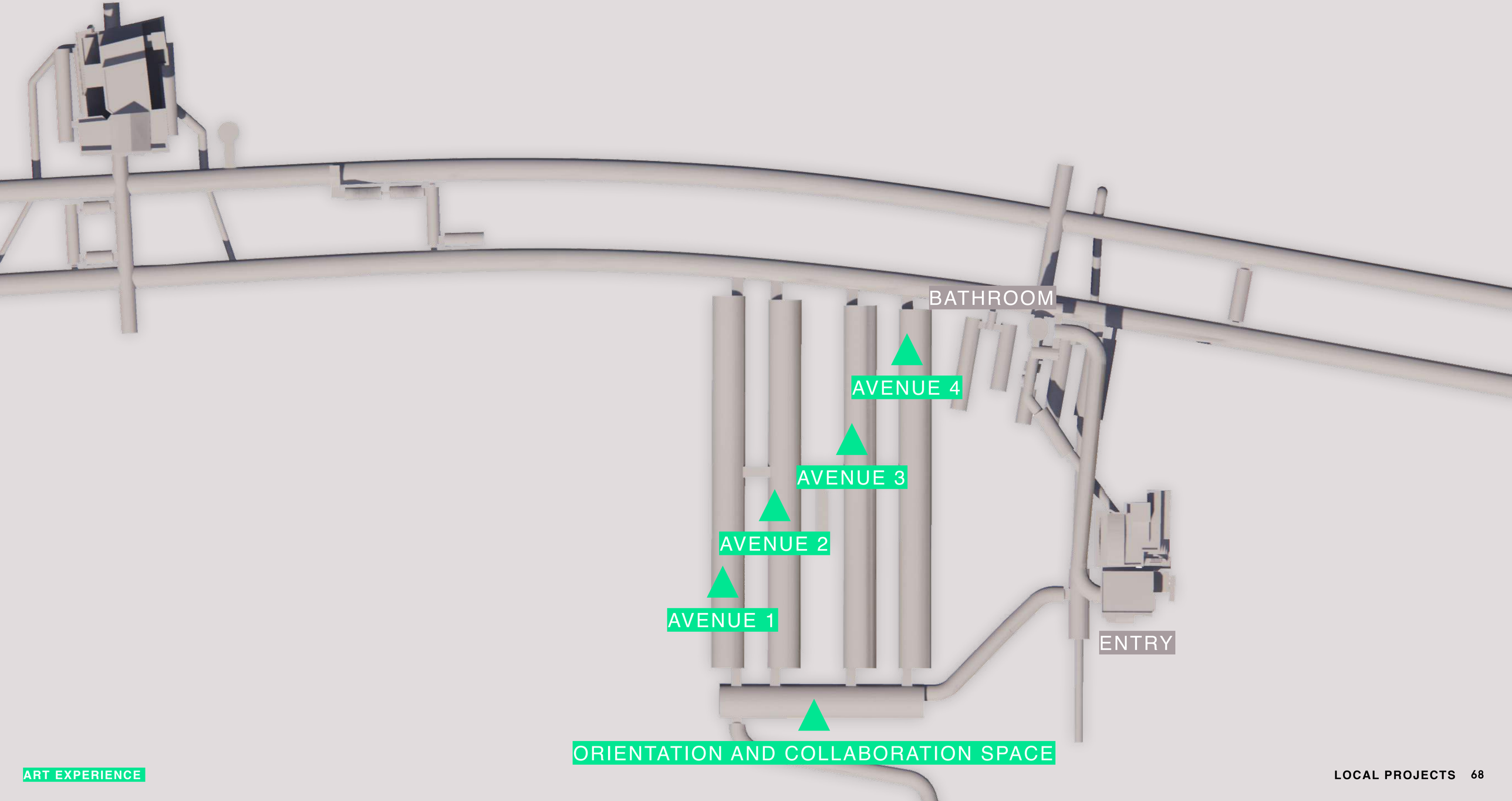
We envision how the Avenue tunnels could serve as the backdrop for events like fashion shows and galas and as a canvas for major artists.

Additionally, we have outlined recommended partners drawn from our unique and diverse network of partners - from content to retail, revenue generation to intellectual property. We will work with your team to select partners whose unique value will make the Art Experience at the London Tunnels unmissable.

As visitors proceed into the space, they'll encounter clear way-finding with an eye-catching editorial feel, curatorial thinking that links the Avenues to coherent themes, space for the residents of T_Lab to share and test their evolving work, as well as food and beverage offerings.



# AREA MAP


BATHROOM
AVENUE 4
AVENUE 3
AVENUE 2
AVENUE 1
ENTRY
ORIENTATION AND COLLABORATION SPACE

# FLEXIBLE INFRASTRUCTURE ENABLES BOLD DESIGN

We envision a system of modular flooring and ceiling trusses that can allow us to easily reconfigure the Avenue tunnels.

These trusses account for existing HVAC, power and data, and other mechanical systems. We designed the truss and flooring system to maximize available height within the tunnel (roughly 13’), and support both physical design and AV equipment like LED panels, projection, sound equipment, lighting, rigging points, and the ability to bring in additional equipment as needed.

In the following pages, we've explored different typologies for the tunnels that will cohere as a kit of parts to be assembled in different combinations that best support storytelling.



# FLEXIBLE INFRASTRUCTURE CONSIDERATIONS - REFERENCE IMAGES



SPECIALTY LIGHTING



IMMERSIVE MEDIA



IMMERSIVE MEDIA



INTEGRATED LIGHTING



RIGGING POINTS



ACOUSTIC TREATMENT

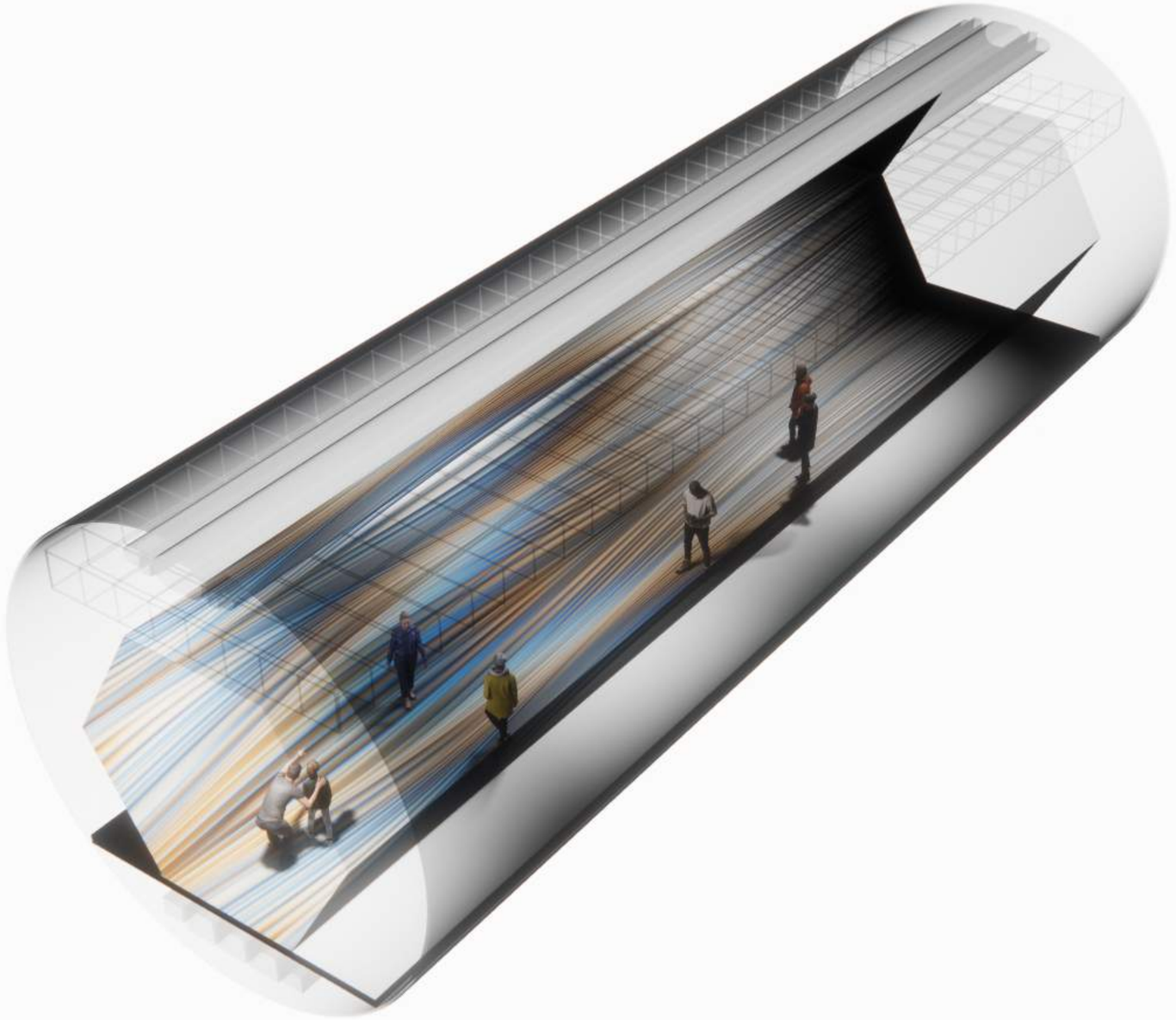
# TYPOLOGIES & CONFIGURATIONS

# A UNIQUE CANVAS FOR IMMERSIVE ART

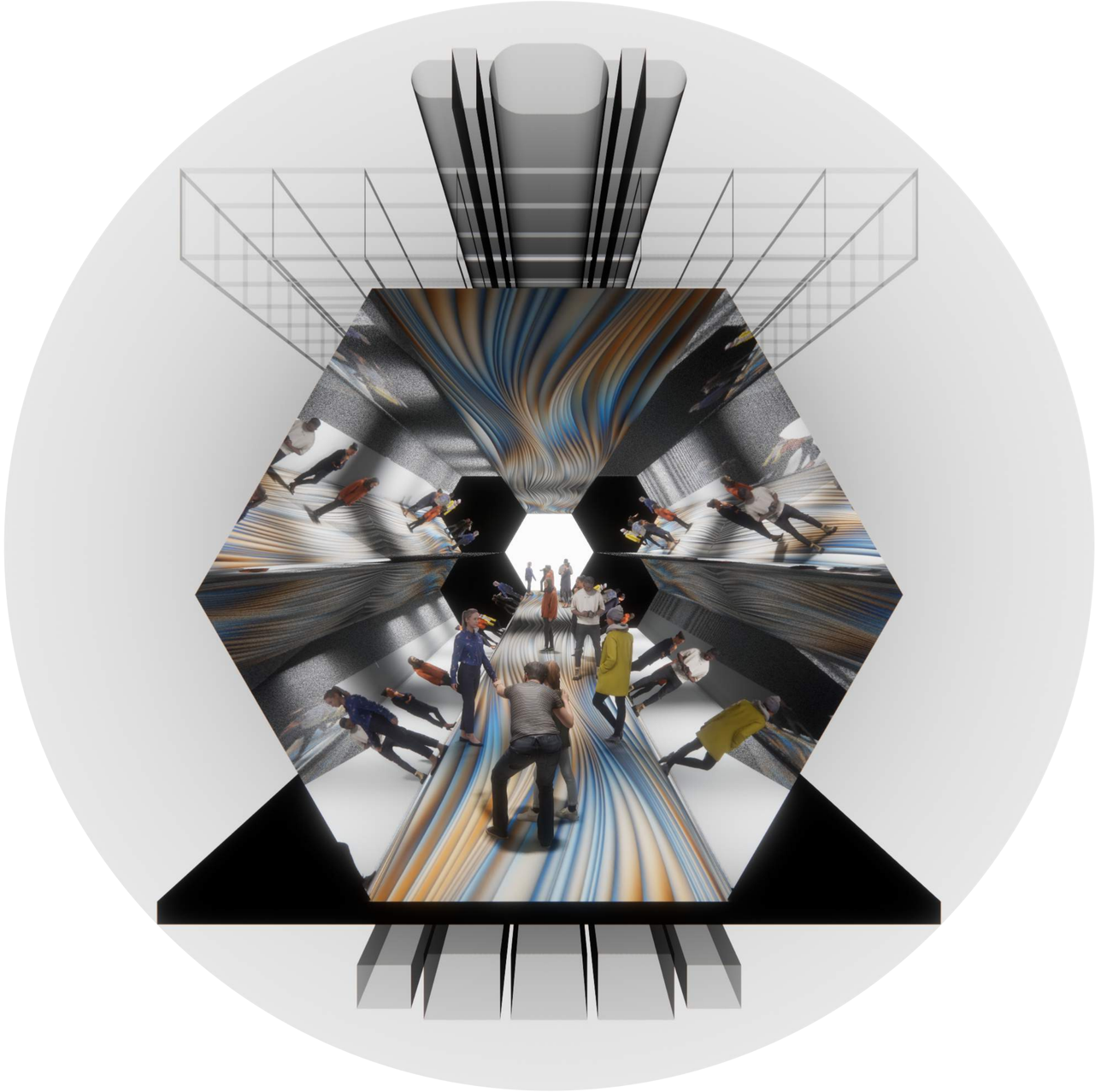
We have the opportunity to move beyond simply covering the surfaces of the tunnels with LED’s or projectors. Instead, we’ll introduce visitors to unique physical design and AV elements that artists and other creative collaborators will be eager to take advantage of.



# ART CANVAS - KALEIDOSCOPE



# ART CANVAS - KALEIDOSCOPE



# ART CANVAS - KALEIDOSCOPE

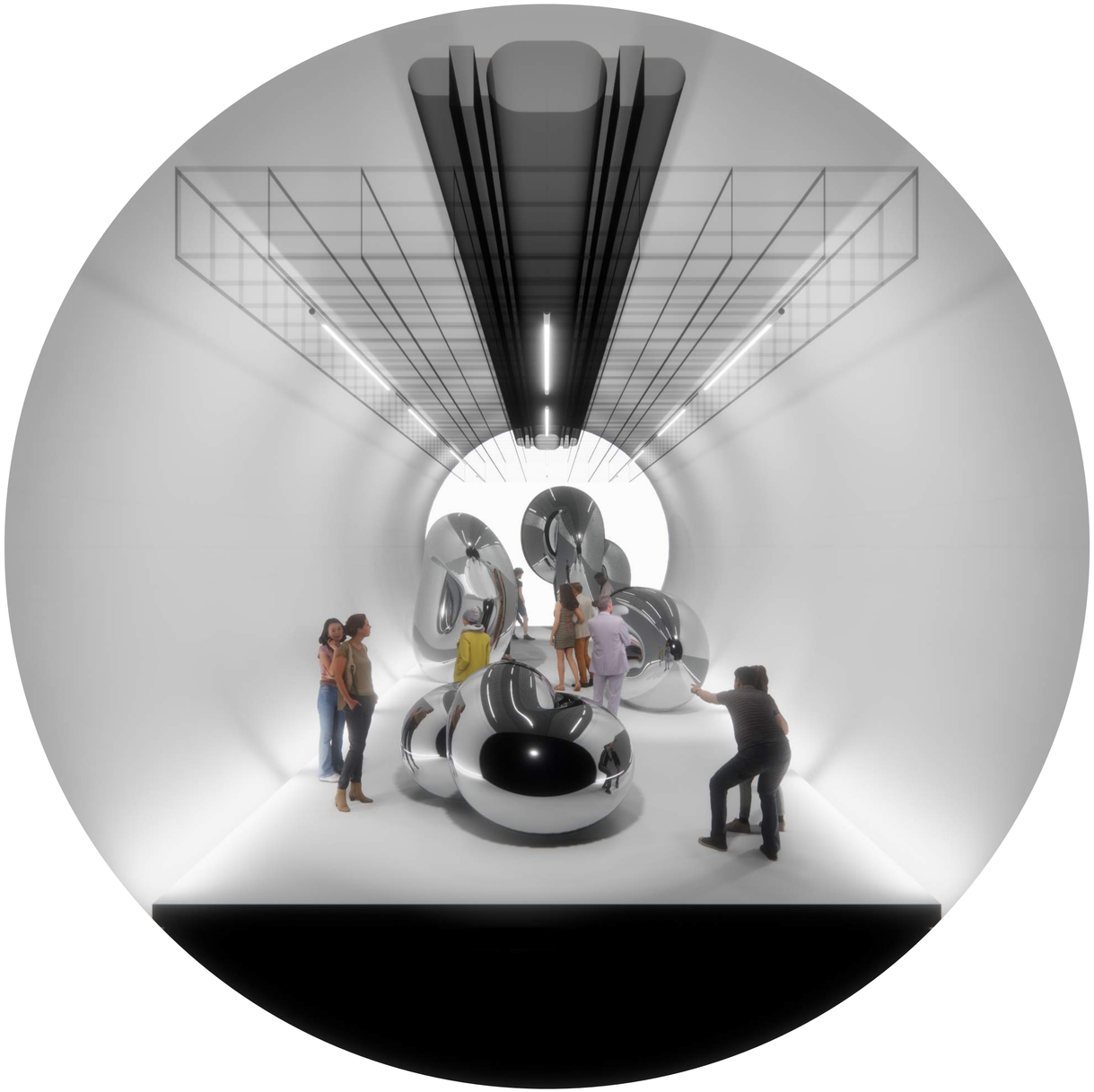


ART EXPERIENCE

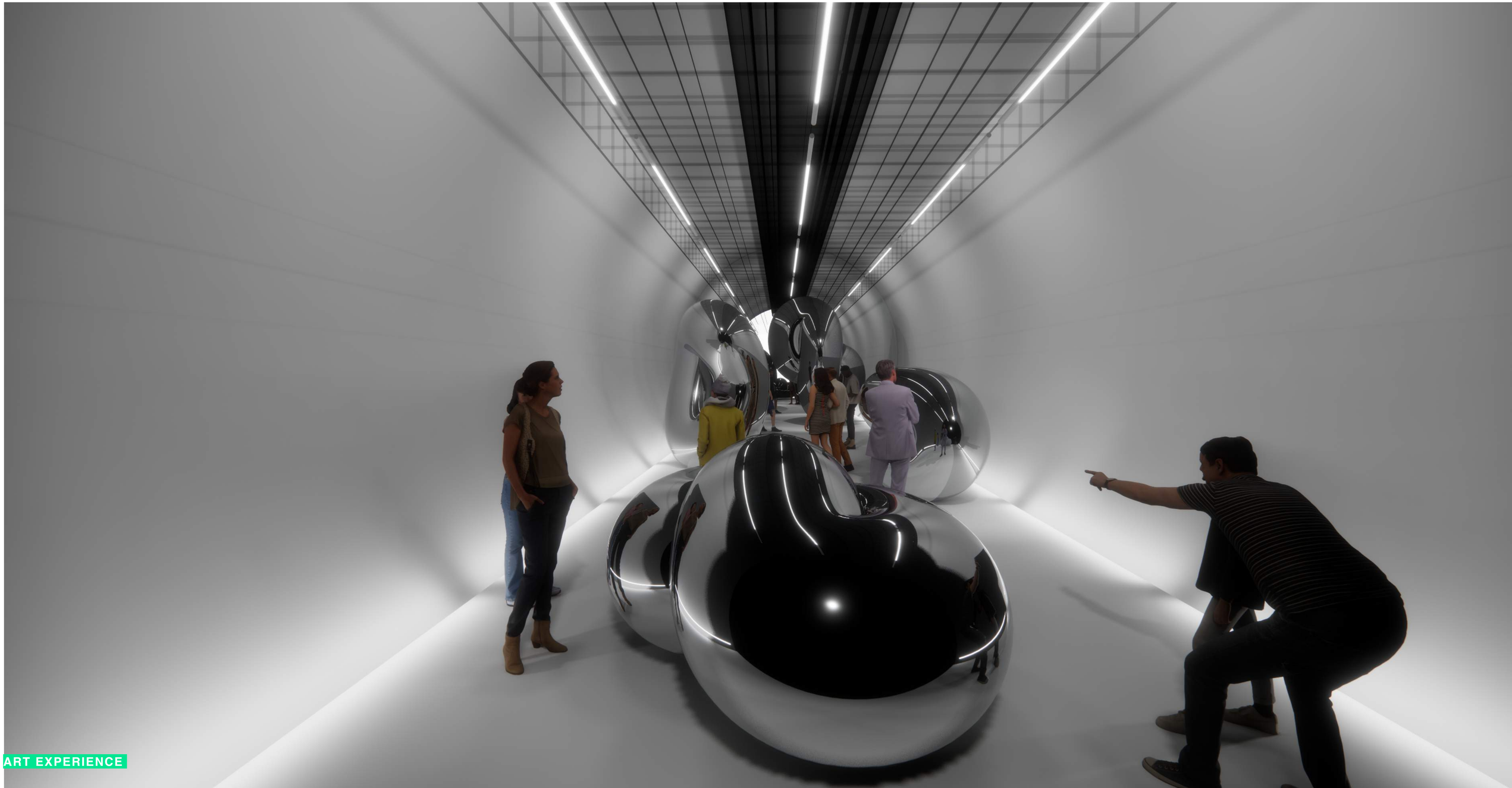
# ART CANVAS - SCULPTURES



# ART CANVAS - SCULPTURES



# ART CANVAS - SCULPTURES



ART EXPERIENCE

# EVENTS: CUSTOMIZING THE SPACE

The design of the tunnels should accommodate efficient transformation of the spaces for a variety of event needs.

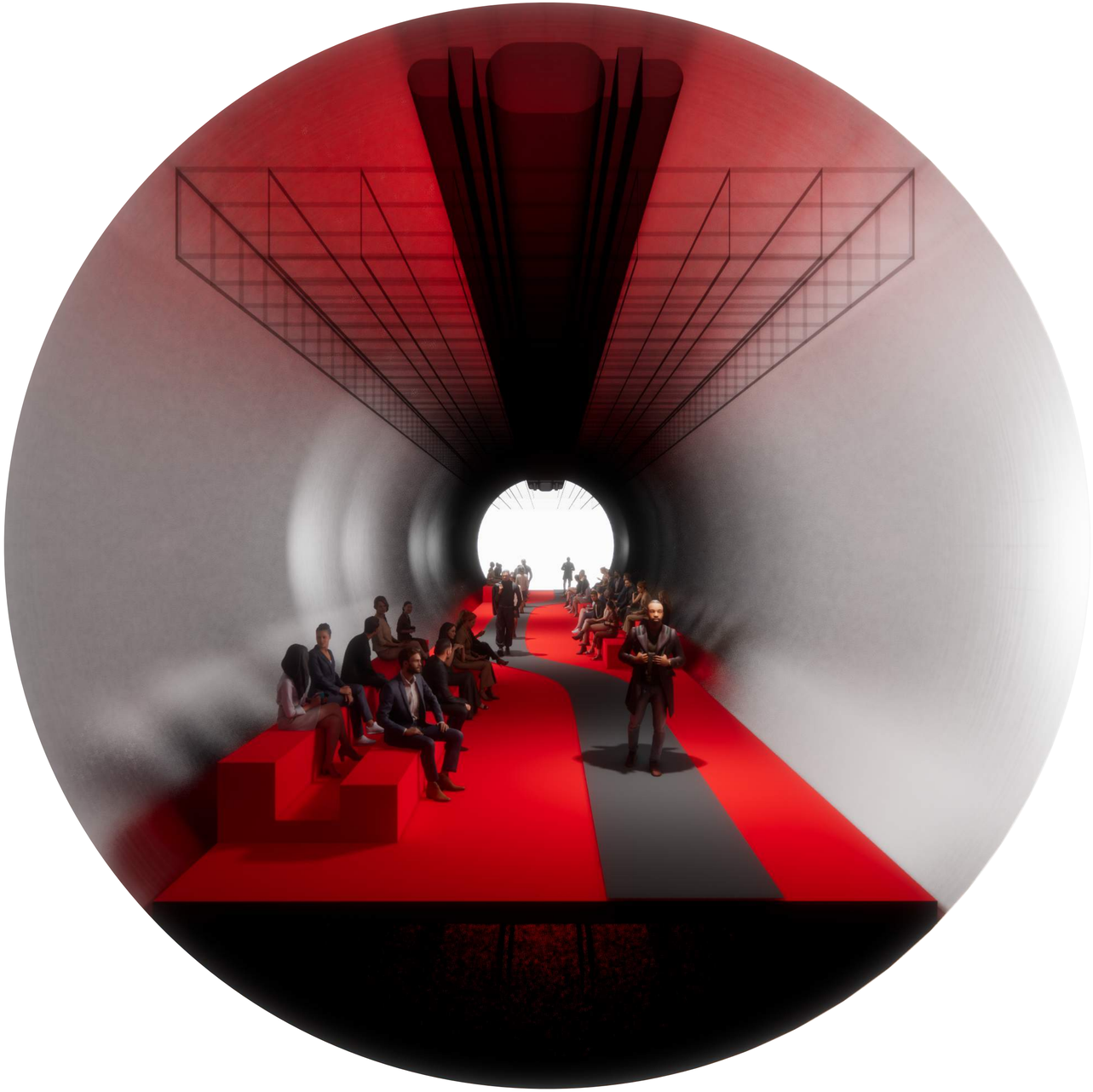
Design toolkits and training can be made available to operations staff to customize the space, and assign different levels of production value that can be available for different scale engagements.



# EVENTS - FASHION SHOW



# EVENTS - FASHION SHOW

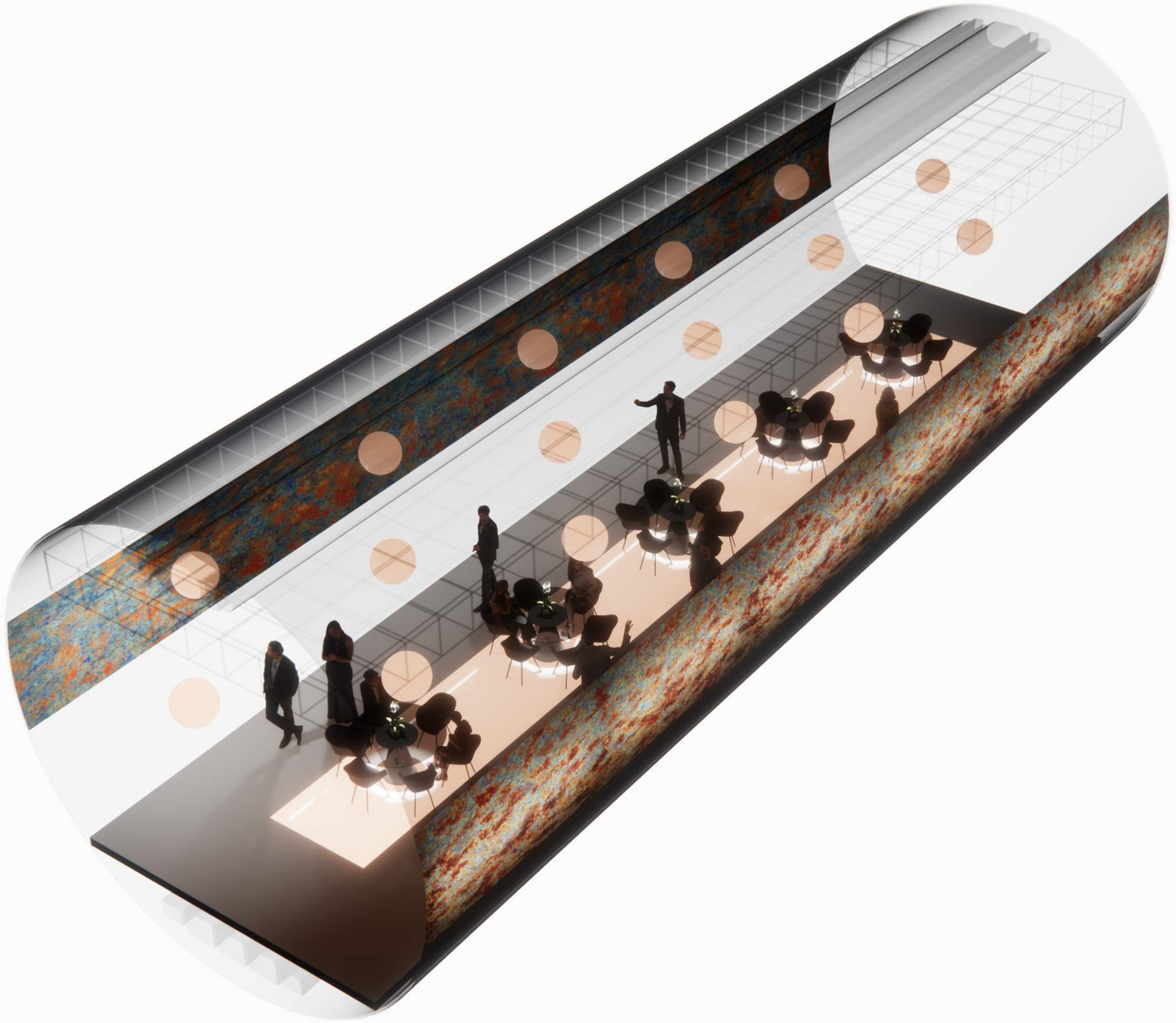


# EVENTS - FASHION SHOW

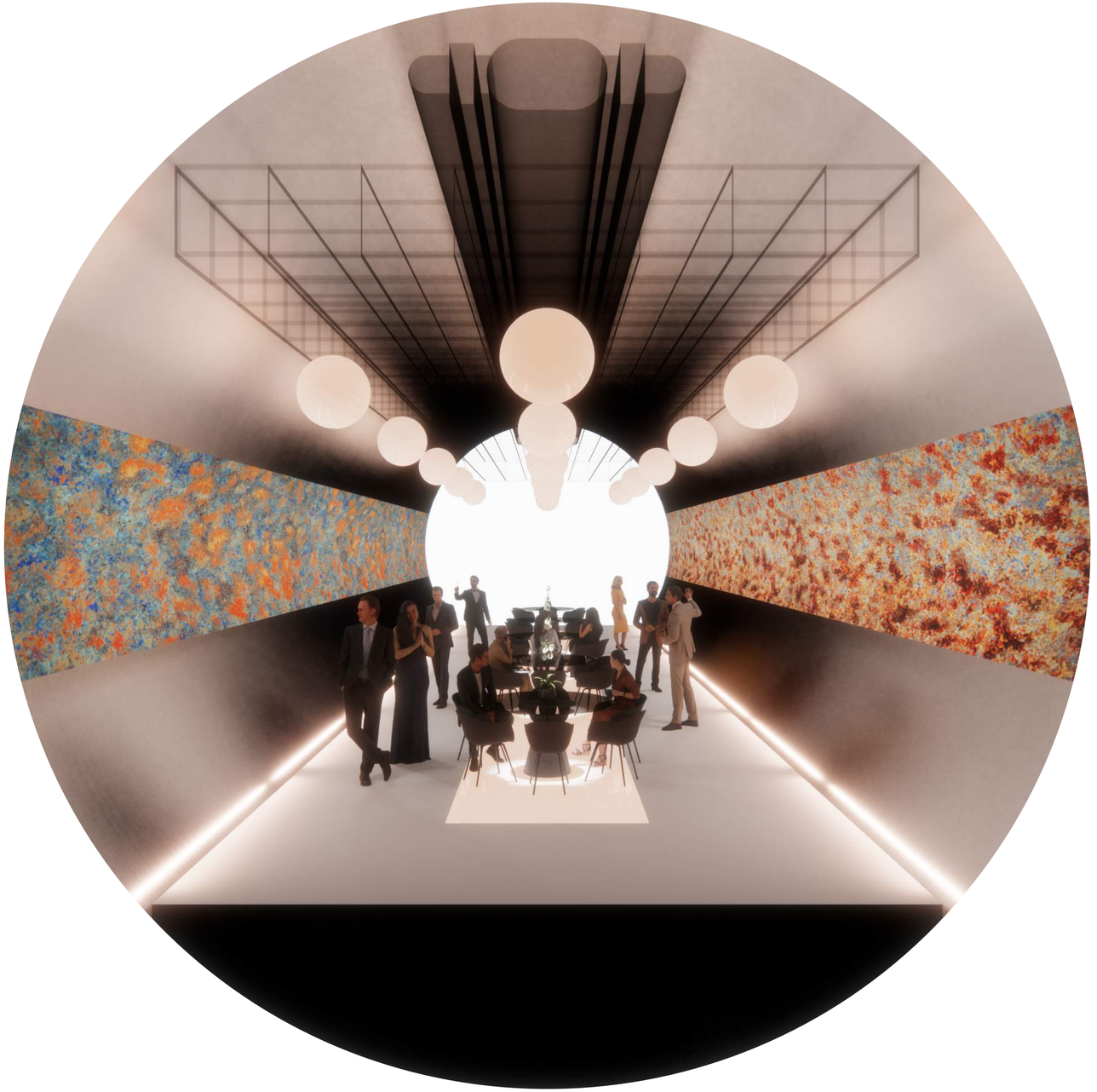


ART EXPERIENCE

# EVENTS - GALA / DINNER RENTAL



# EVENTS - GALA / DINNER RENTAL



# EVENTS - GALA / DINNER RENTAL



ART EXPERIENCE

# EVENTS, GALAS, MUSICAL PERFORMANCES













# ORIENTATION AND COLLABORATION SPACE

# UPDATEABLE ORIENTATION THEATER

As a firm that designs a variety of orientation spaces for museums, corporate spaces, retail stores, and more, we know one thing for sure - orientation is underrated, especially in the context of contemporary art.

We assume that because viewing art is a leisure activity, that the average visitor will find comfort and excitement in discovering what art moves them. But in reality, the exploration of art can be daunting and discomforting if visitors are not surrounded with context for what they're experiencing.

From the MoMA in NYC to the Guggenheim Bilbao in Spain, we've had great success with orienting visitors, giving them a taste of what's to come, and contextualizing the value and meaning of art so they have a jumping-off point from which to derive their own interpretations and opinions. The case of ZERO, the Guggenheim Bilbao's orientation gallery outlined in our case studies, was particularly successful, with a 46% increase in attendance.

We imagine a short orientation film inside a theater at the entrance of the Art Experience's Orientation and Collaboration Space that gets visitors excited about what they'll see. Imagery can be switched out easily as new shows arrive, as pictured.







# INTRODUCING T_LAB

Within the Orientation and Collaboration Space will be a devoted area for the art residents of ’T_LAB’ to share and test their projects. Residents with a physical presence in the tunnels would be drawn from the applicant pool you describe in your Concept Design document - students from Universities and Tech Institutions, as well as members of local and London-wide community groups and organisations.

By providing residents with access to high-volume user testing, you’ll be able to ensure that high-quality experiences are ready for prime time in the Avenues.

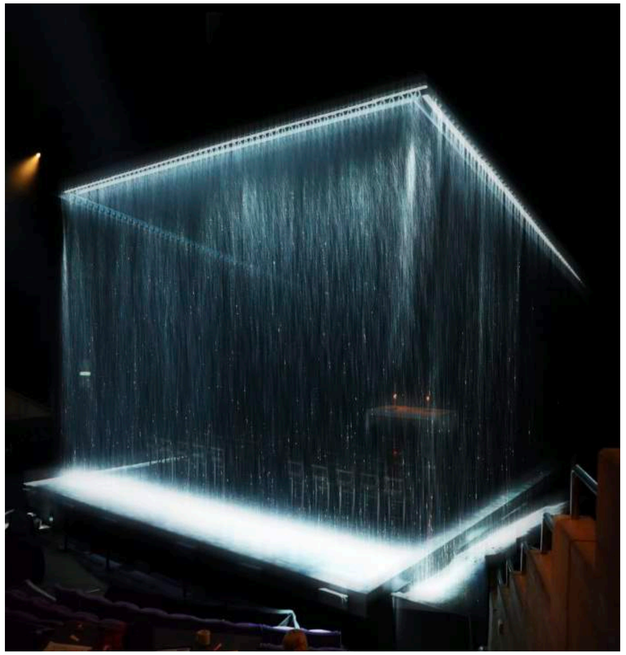


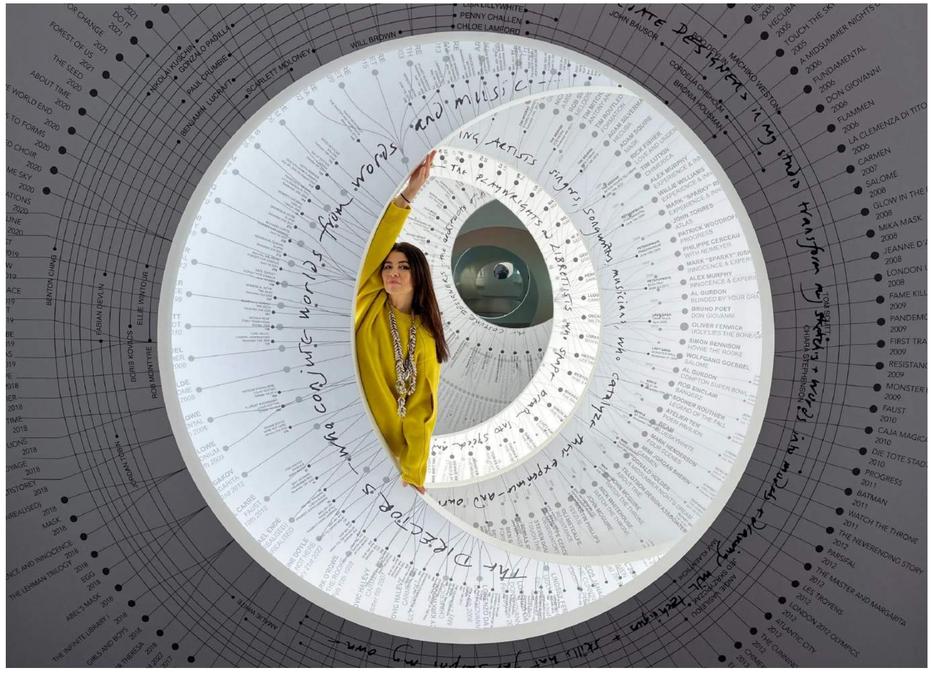


# REFERENCE IMAGES – ORIENTATION AND COLLABORATION SPACE













# SHARED EXPERIENCES

AVAILABLE TO ALL VISITORS

# SHARED EXPERIENCES DESIGN APPROACH - OVERVIEW

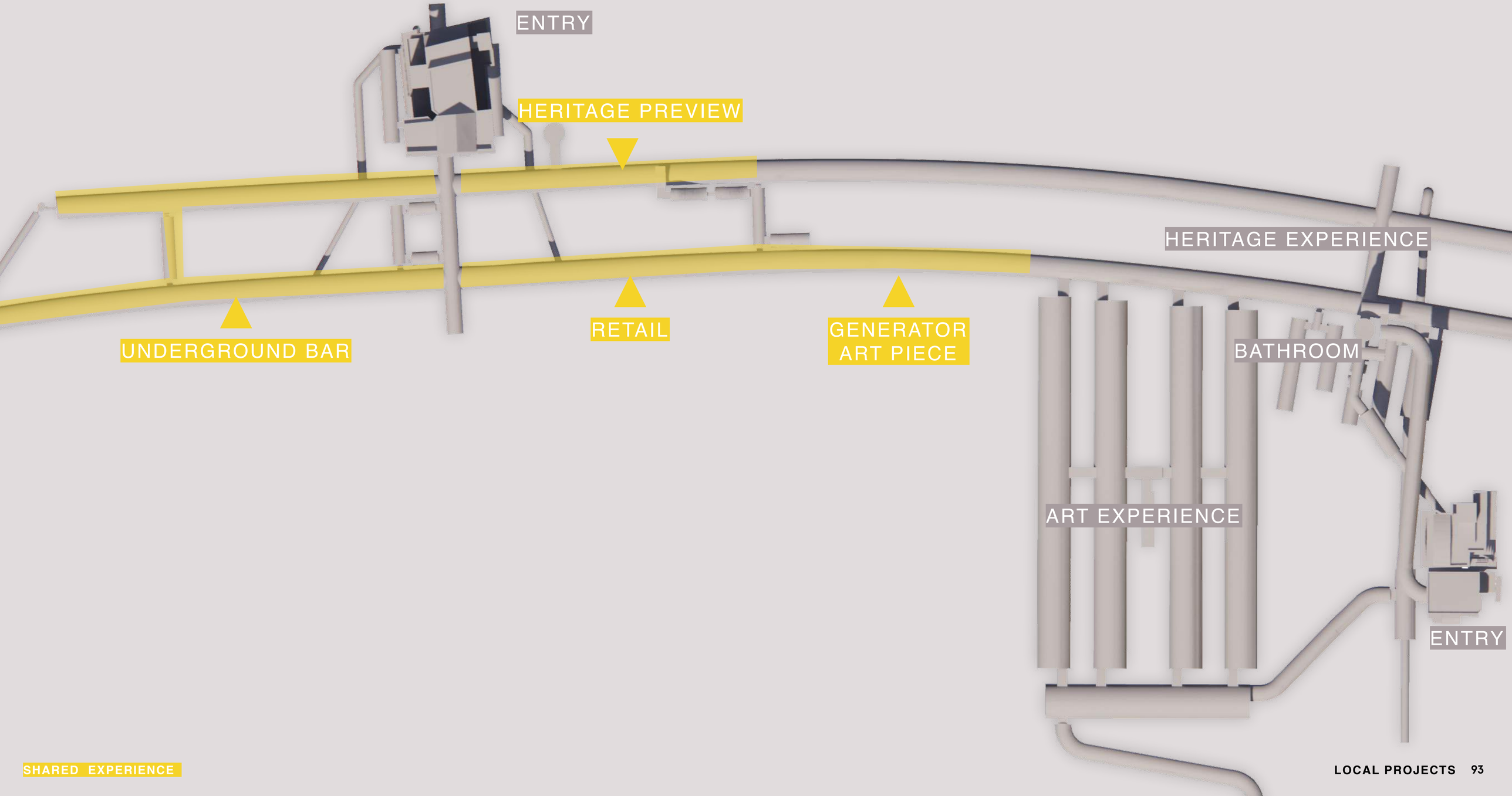
The Shared Experience portion of the tunnels include the spaces available to all visitors, whether they've purchased a ticket to just the Art or Heritage Experience, or simply made a reservation at the Underground Bar.

These spaces will likely be the most crowded, and also offer the most potential for revenue generation, from ticket upsells to retail. It's also the portion of the tunnel with a substantial amount of eye-catching legacy machinery.

In the following pages, we offer initial thinking on how to capitalize on the high traffic, potential revenue opportunities, and existing historic assets in this important section.



# AREA MAP

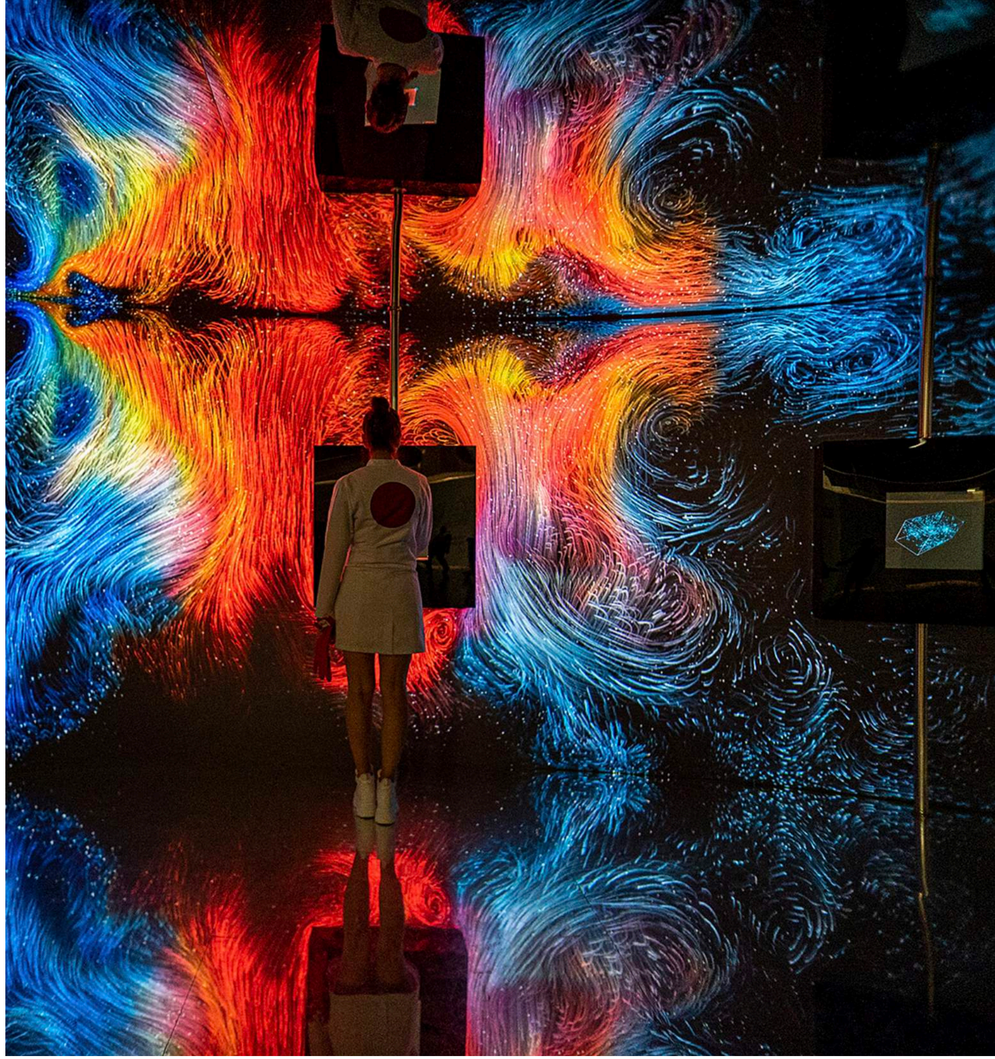

ENTRY
HERITAGE PREVIEW
UNDERGROUND BAR
RETAIL
GENERATOR
ART PIECE
HERITAGE EXPERIENCE
BATHROOM
ART EXPERIENCE
ENTRY

# GENERATOR

# GENERATOR ART PIECE

Visitors can interact with the original generator equipment in the tunnels to release a mesmerizing visualization of energy. Visitors can team up with others to trigger a larger energy release.

The visualization can also be updated to match the retail brands that have a presence in the subsequent retail area, or customized for specific brand activations or events.





SHARED EXPERIENCE

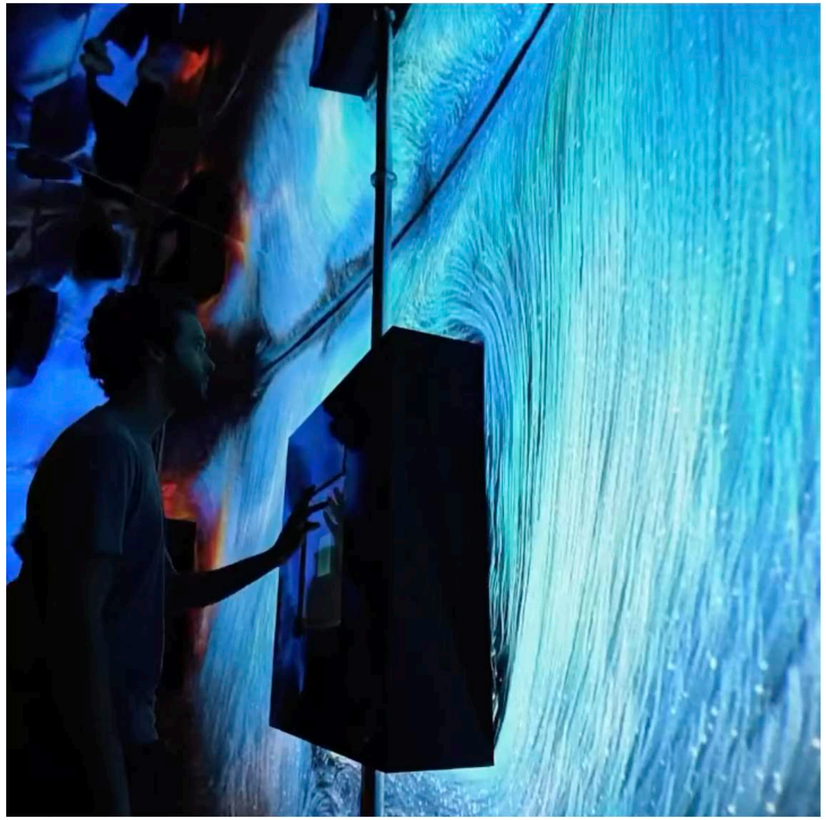
# REFERENCE IMAGES









# RETAIL

# RETAIL

Within this portion of the tunnels, visitors heading to the Heritage Experience from the main elevator, and visitors exiting the Heritage and Art Experiences will all join together in a shared experience with retail at its core.

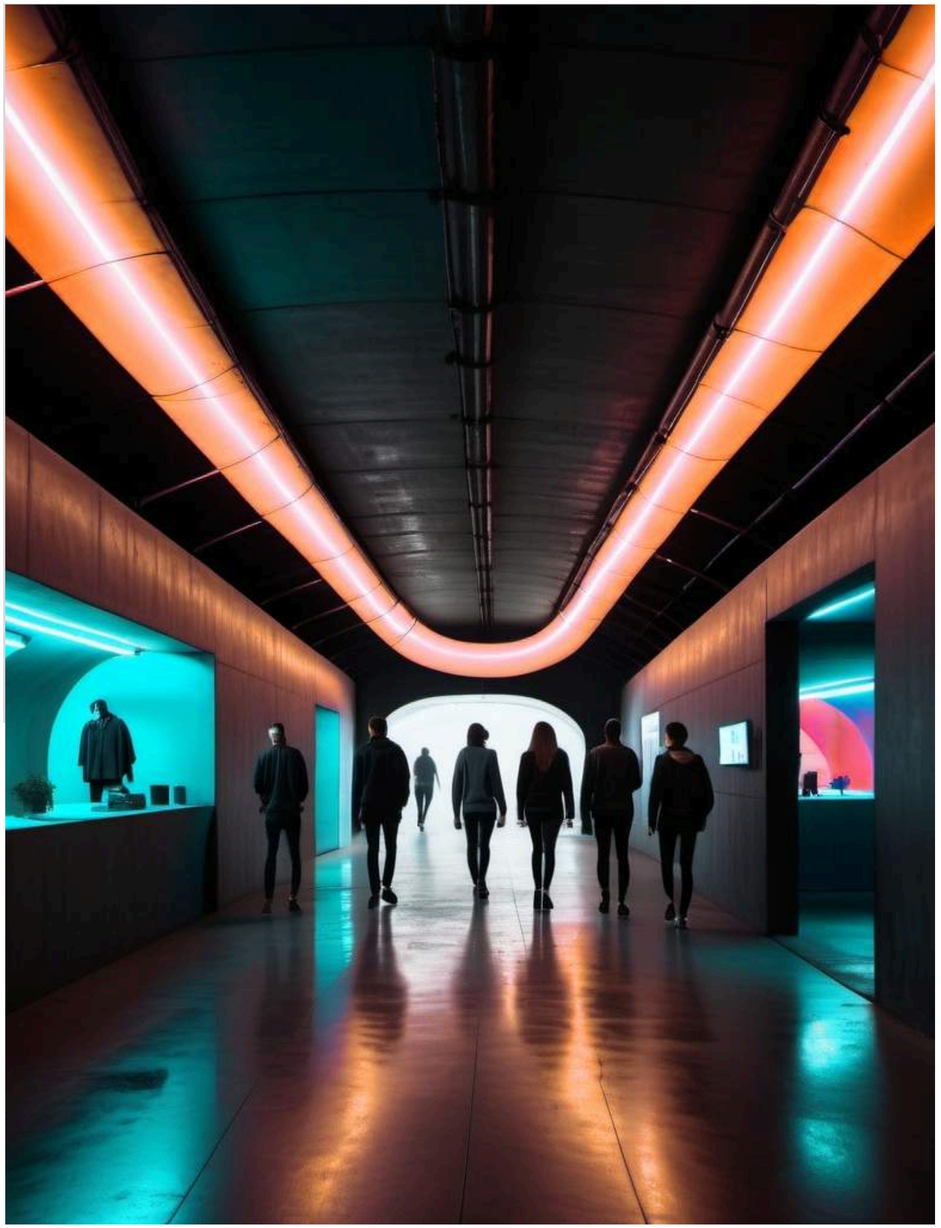
We'll embrace the spirit of T_Lab to offer variety, experimentation, and unique products that can't be found anywhere else.

Since this portion of the tunnel will see high traffic, we think it makes sense to create a series of themed retail modules with multiple points-of-sale, distributed across a long portion of the tunnel. London Tunnels could collaborate with well-known luxury brands and smaller cutting-edge brands to offer exclusive product releases, or collaborations made available only at London Tunnels.

You’ve also expressed a desire to make this space rentable. A system of flexible, stand-alone retail modules would be easy to switch out for larger brand activations, and create a lively “marketplace” atmosphere that departs from a typically staid and austere museum gift shop.

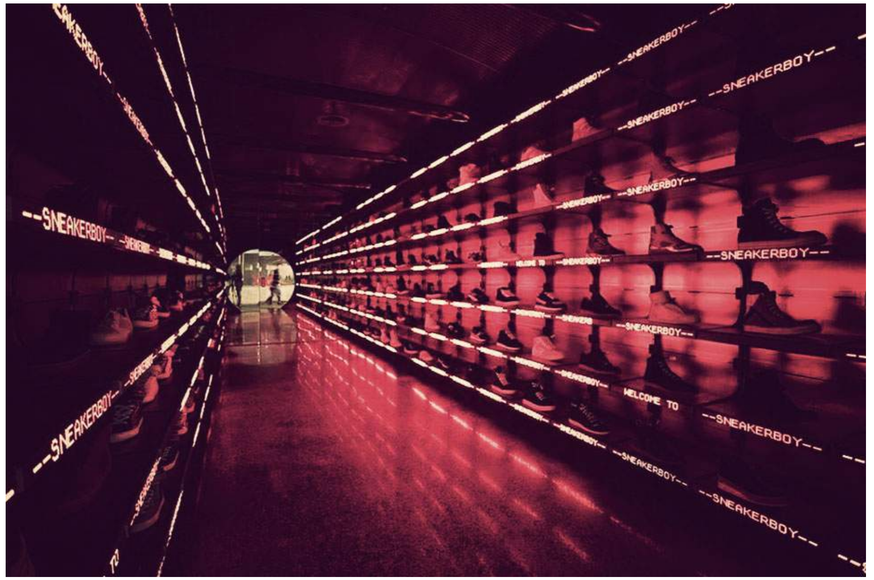


# REFERENCE IMAGES












# UNDERGROUND BAR

SHARED EXPERIENCE

# UNDERGROUND BAR

The Underground Bar is a destination in itself, and a complementary experience before or after the Heritage or Cultural Exhibition. It builds on the success of businesses like 21c Hotel Museums, Fotografiska, and Alamo Draft House that blend contemporary art, craft cocktail culture, and hospitality.

We would investigate subtle ways to integrate cultural artifacts and art into the bar's interior design, opening up potential conversation pieces for patrons.

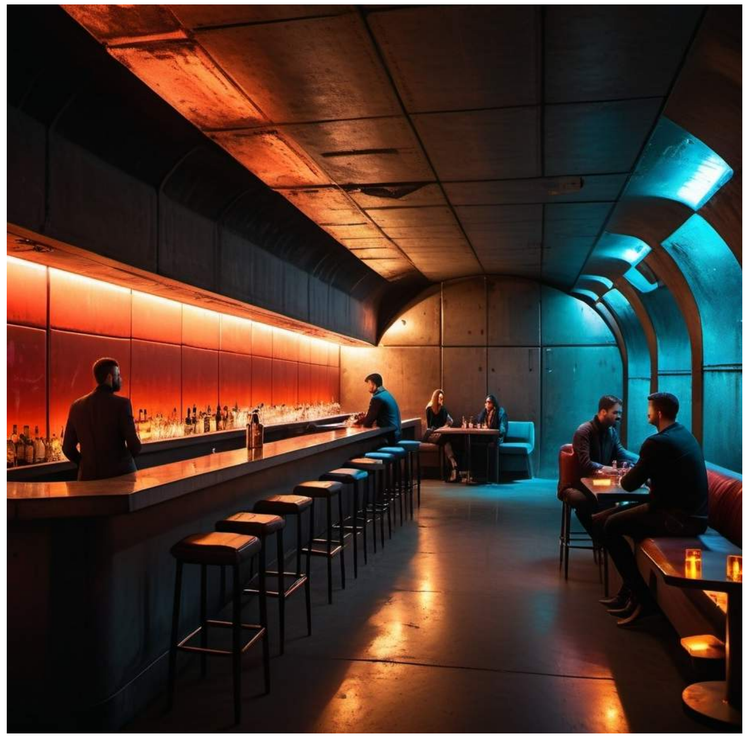
We envision the Underground Bar as an artistic gem, serving classic cocktails with a spy-inspired twist that captures the unique spirit of the tunnels, including the pantheon of 007-inspired cocktails that have evolved over the years like the Vesper Martini, the Double Agent,  the Poison Dart, and the Decoy.

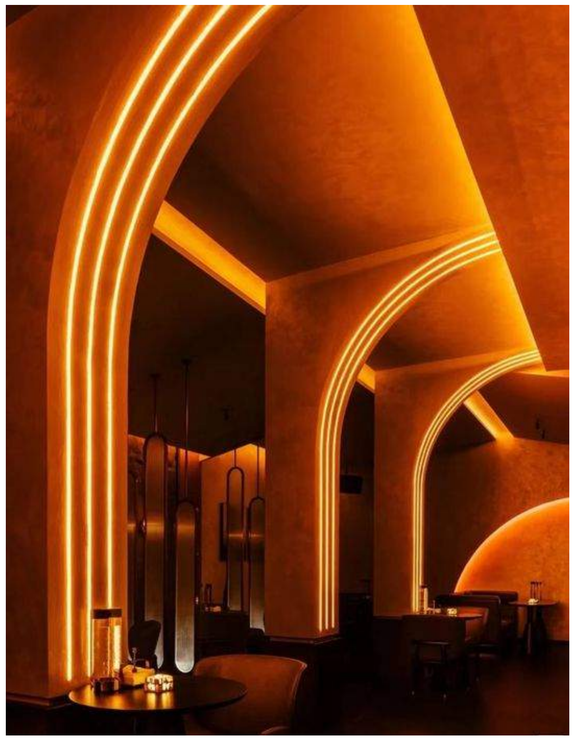
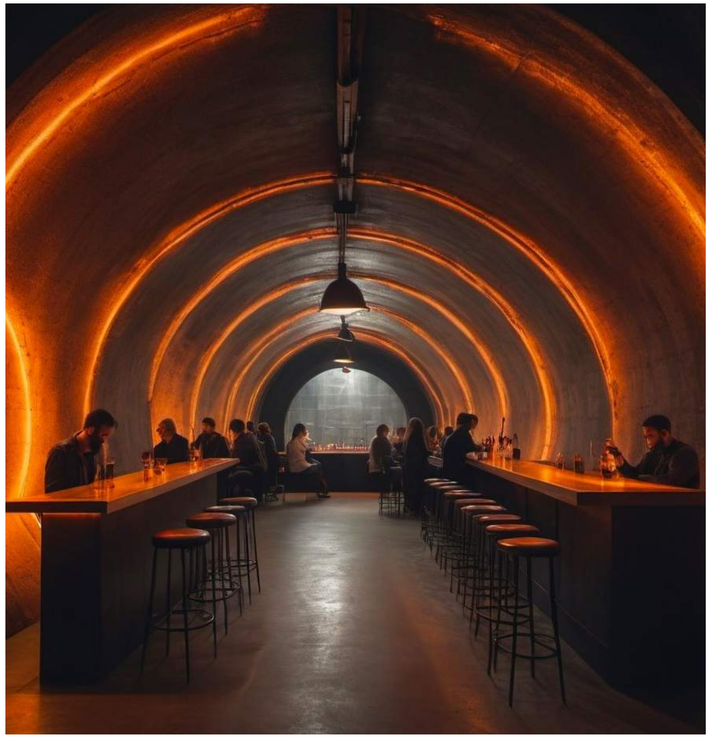
Package deals could be offered to those who purchase an Art Experience and/or Heritage Experience ticket, including reserved seating in a choice area of the bar, and a pre- or post-exhibition cocktail.

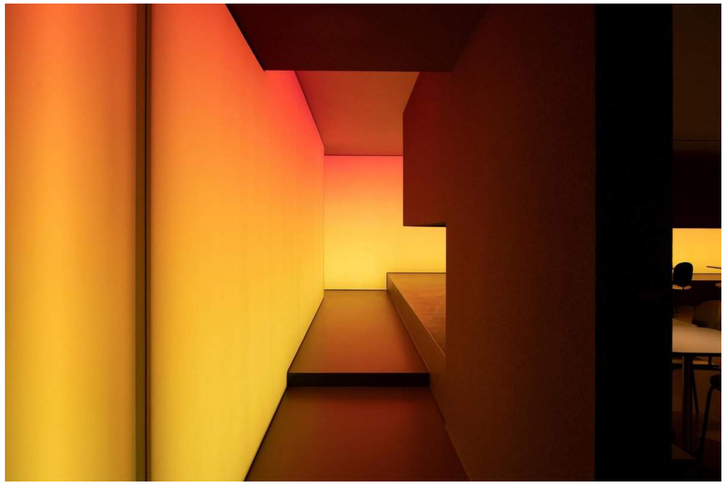
We can also imagine offering experiential elements like table side interactives and puzzles, or live performers who invite visitors to take part in espionage-related stories or activities.



# REFERENCE IMAGES






# PROJECT SCHEDULE | FEASIBILITY STUDY PHASE OF WORK

# FEES

a) Provide a price, as set out in the below template, for services set out in Appendix A. The commercial envelope should be issued in accordance with the below template;

| TLT | Fee* lump sum |
|---|---|
| RIBA Stage 1 Feasibility Report | |
| *Total Fee* | $125,000.00 |

**All fees are exclusive of VAT but inclusive of Disbursements*

**Local Projects Exclusions:**

(estimates for the following upon request)

**High fidelity renders.**

**Physical Prototype Materials**: Local Projects will use all available resources in house during the design phase however, should a purchase of equipment, furniture, or custom fabrication be required, the client will be responsible for reimbursement.

**Language:** All design materials will be delivered in English

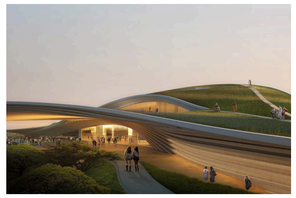
**Travel and related expenses**.

**Shipping and couriers.**

# RELEVANT EXPERIENCE

# RELEVANT EXPERIENCE

Through Exhibition Design and other services for the below cultural organizations, Local Projects has developed unparalleled expertise to provide London Tunnels Exhibition Design Services. The projects below are further articulated as case studies in the pages that follow.



**National Museum of Singapore, Founders Memorial** *
Client: National Museum of Singapore
Location: Singapore
Engagement Dates: 2020 - Ongoing
Services Provided: Interpretive Planning



**United Nations** *
Client: United Nations
Location: Geneva, Switzerland
Engagement Dates: 2022-Ongoing
Services Provided: Exhibit Design, Media Design, Software Design



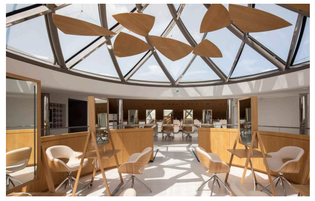
**The Kishle** *
Client: Tower of David Museum
Location: Jerusalem, Israel
Engagement Dates: 2018 - Ongoing
Services Provided: Exhibit Design, Media Design



**Waterway of Change: A Complex Legacy of the Erie Canal***
Client: Erie Canal Harbor
Location: Buffalo, NY
Opening: 2025
Services Provided: Strategy, Visitor Experience, Experience Design, Exhibit Design




**Seeing Picasso**
Client: The Estate of Pablo Picasso
Location: Touring: San Francisco, CA, Atlanta, GA
Engagement Dates: Ongoing
Services Provided: Experience Design, Exhibit Design, Linear Media Design, AV Design



**Le Visionnaire**
Client: L'Oréal
Location: Paris, France
Open Date: 2023
Services Provided: Experience Design, Media Design & Production, Software Design & Production



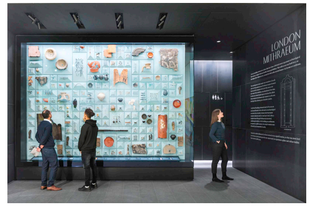
**Hyde Park Barracks Museum**
Client: Sydney Living Museums
Location: Sydney, Australia
Open Date: 2020
Services Provided: Exhibit & Media Design, Media & Software Development, Visitor Experience Design



**Planet Word Museum of Language Arts**
Client: Planet Word Museum of Language Arts
Location: Washington D.C.
Engagement Dates: 2016 - 2020
Services Provided: Exhibit Design, Content Development, Media Design, Media & Software Development



**ZERO Gallery, Guggenheim Museum Bilbao**
Client: Guggenheim Museum Bilbao
Location: Bilbao, Spain
Engagement Dates: 2018 - 2019
Services Provided: Experience Design, Media Design & Development




**London Mithraeum**
Client: Bloomberg LP
Location: London, UK
Open Date: 2013 - 2017
Services Provided: Experience Design, Media Design, Media & Software Development



**National September 11 Memorial & Museum**
Client: National September 11 Memorial & Museum
Location: New York, NY
Engagement Dates: 2006 - 2014
Services Provided: Experience Design, Media Design

*NOTE: Case studies for these projects are confidential trade secrets and are not to for public consumption.

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# Founders Memorial - Interpretive Master Plan

How can we create a memorial and museum that represents and serves an entire nation?



## PROJECT OVERVIEW

Local Projects was engaged by the National Museum of Singapore to act as Master Interpretive Planners and Visitor Experience Consultants for the new Founders Memorial, an integrated, interpretive gallery and gardens experience to celebrate Prime Minister Lee Kuan Yew, Singapore's first generation of leaders, and other significant figures in Singapore's history. In collaboration with local firm, Chemistry, we were tasked with developing and implementing an extensive stakeholder engagement process to ensure that this new, national institution would resonate with all of Singapore's citizens as well as international visitors. Utilizing knowledge gained from internal research, collaboration with architects Kengo Kuma & Associates, and external stakeholder engagement workshops, we are currently developing experiential, thematic, and operational roadmaps to guide later stages of the project, ensuring that the overall visitor experience is both meaningful and impactful for a wide range of audience segments.

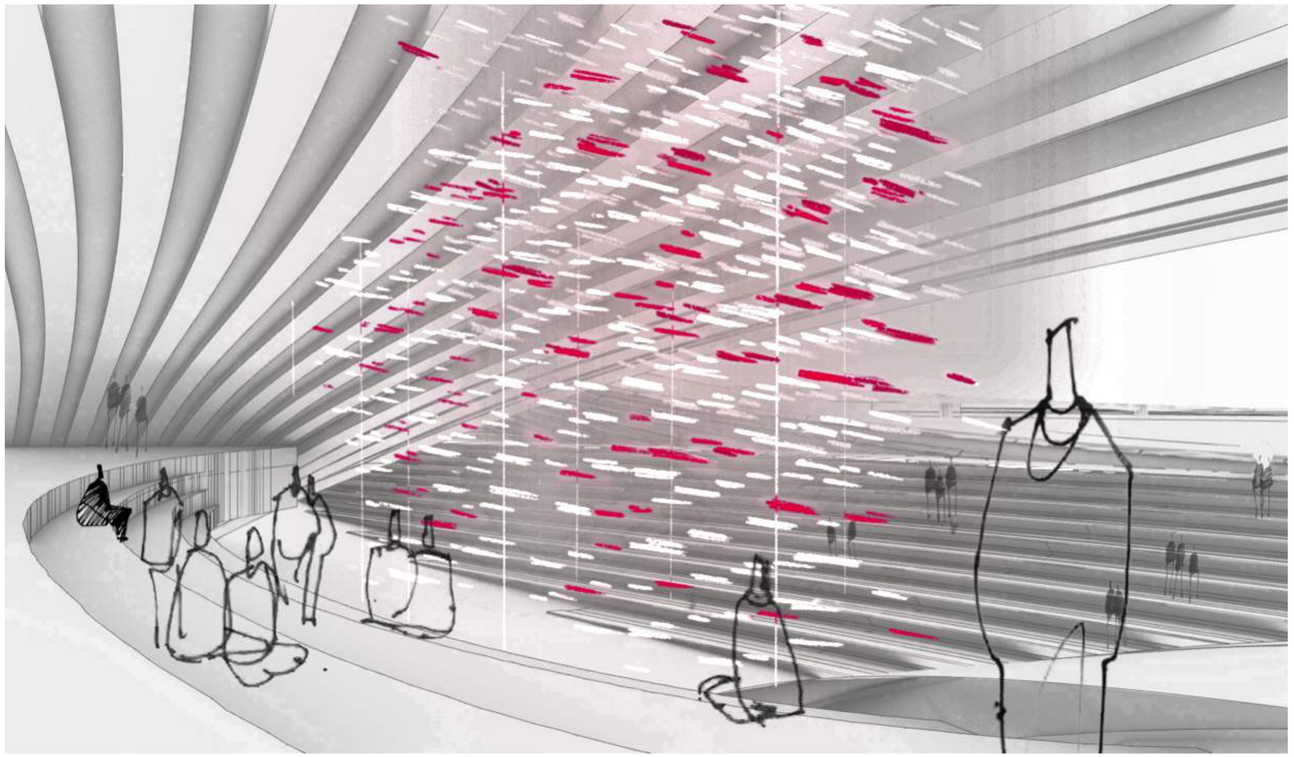
## PROJECT CREDITS

**CLIENT:** National Museum of Singapore
**LOCATION:** Singapore
**PROJECT STATUS:** Ongoing

**SERVICES PROVIDED:** Interpretive Planning
**PARTNERS:** Chemistry, Kengo Kuma & Associates



From August 2020 to March 2021, 11 public workshops were conducted, online and in person, with over 200 Singaporeans from different walks of life.



This rendering of a kinetic flag installation is one idea that emerged from the experience design workshops as a dynamic and reflective way our National Symbols could be evoked as part of the Memorial's experience in an open space such as the building's Visitor Centre. Composed of multiple moving red and white elements, participants felt that such an installation could represent the collective voice of citizens, bringing it to life in a poetic way through technology and data.



The workshops included research workshops where participants shared insights from their own backgrounds on the desired attributes of the visitor experience at the Founders' Memorial and generated ideas on design features to realize this vision. These research workshops were followed by validation workshops which brought together several participants from the research workshops to build on the earlier insights and develop more detailed design concepts for the Memorial's visitor journey.

“The Viewing Gallery experience is an opportunity for more open conversations about what was, what is, and what could be.”

LIEW WEE WEN, 40 YEARS OLD

“I would like to interact with artifacts more. We always see them in textbooks, but seeing a 3D or real-life version would be exciting and interactive”

EILEEN BAK YULIN, 17 YEARS OLD

“People desire to be outdoors - it is a great relief from our busy metropolitan lives. The connection with people is crucial, the bond: how can outdoor spaces foster emotional connections?”

LAWRENCE LER, 42 YEARS OLD



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# UN Geneva Visitor Center

How can visitors to the UN's Geneva Headquarters understand the importance of and process behind multilateral cooperation?



## OVERVIEW

The United Nations is the principal instrument of multilateral diplomacy and international cooperation, and its Geneva headquarters is emblematic of that work, with a density of governmental and nongovernmental stakeholders and spirit of partnership makes it a center of global soft power.

## PROJECT CREDITS

**CLIENT:** Foundation Portail Des Nations
**LOCATION:** Geneva, Switzerland
**OPEN DATE:** 2025

**SERVICES PROVIDED:** Exhibit Design & Media Design
**SIZE:** 8,000 sqft

### The Opportunity

With multilateralism in crisis, philanthropist Ivan Pictet and the Foundation Portail Des Nations hired us to design the core visitor experience for a new immersive and innovative welcome center that highlights the UN's importance in solving global issues. The Foundation had extremely ambitious targets for visitor throughput: challenging us to double the current annual attendance.

### Vision

United Nations meetings are renowned for their live translation across its eight official languages. We wanted to extend this experience to visitors.

### Our Approach

Our solution involved developing a custom location-tracking system that delivers audio in eight languages. After visitors select their language on a personalized device received in the lobby, they simply walk into media zones and hear the audio in their chosen language automatically—no device interaction required. The program advances visitors through each gallery using a carefully designed timeline, which accommodates the large volume of tour groups that make its way through the Portail des Nations every day.






**Introducing Multilateralism and the People That Make It Work**

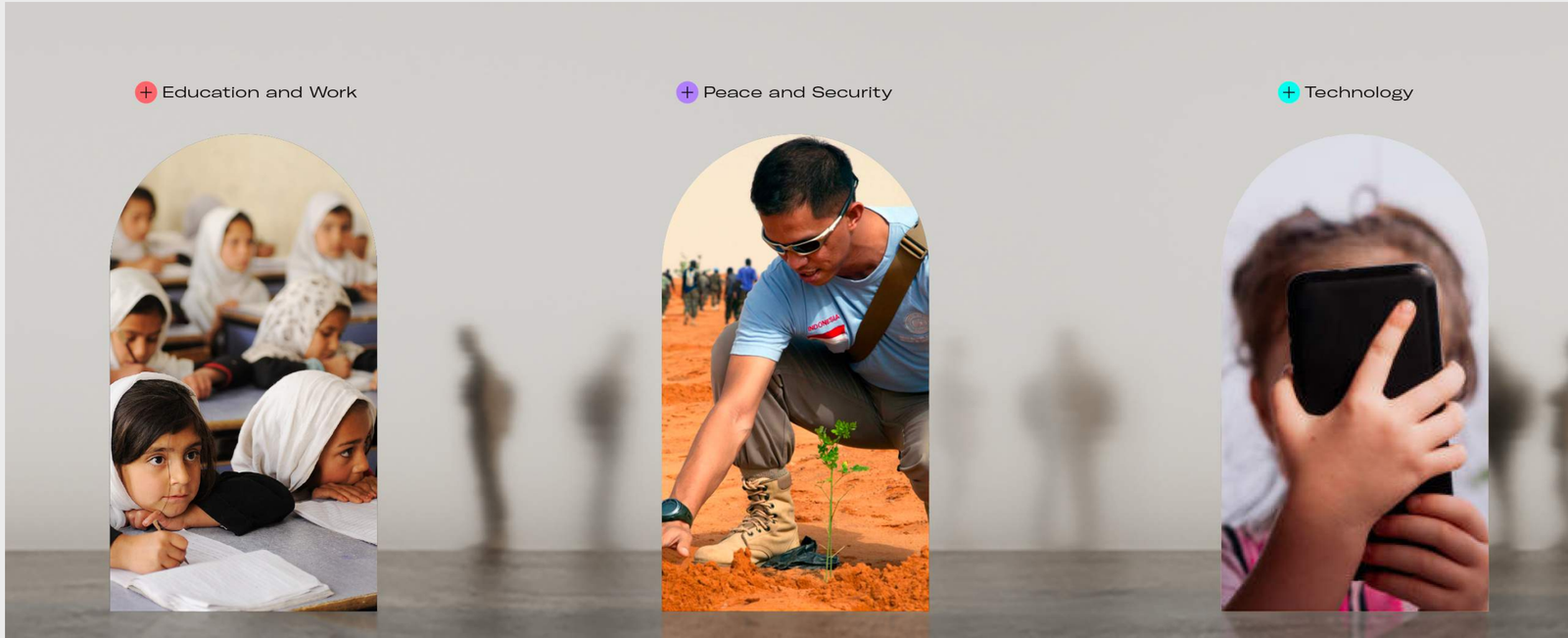
The tour begins with a presentation on International Geneva, as the UN Secretary General SG welcomes visitors and explains why ‘global challenges require multilateral diplomacy and international cooperation.’ Visitors get a sense of the daily rhythms of multilateral diplomacy and international cooperation in Geneva.






Visitors move toward a zone they’re most interested in, and hear individuals stories of how the UN Geneva shapes daily life.

In the next sequence, doorways to different challenges within the UN’s purview appear.






**Monitoring the World from Geneva**

In the “control room”, visitors encounter how the UN brings together “the head and heart,” contrasting an enormous amount of real-time global data with first-person accounts from field officers.

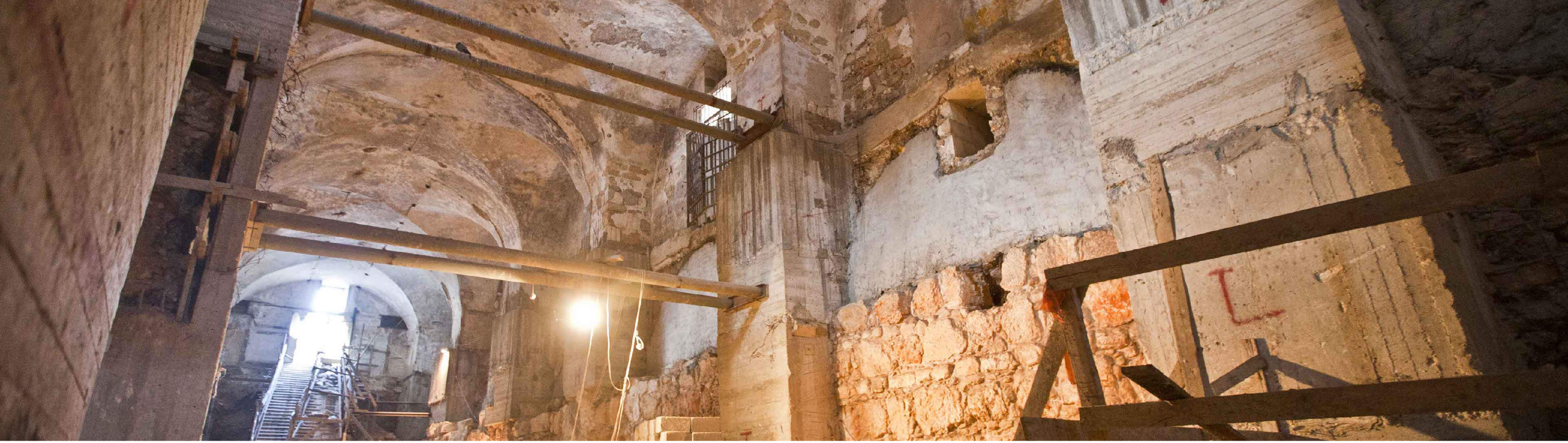
This comprehensive worldview enables the UN to tackle the world’s biggest issues, from disease to human rights. Visitors discover a diverse range of work carried out by UN Geneva and its partners to address various global challenges and promote a more peaceful, sustainable and equitable world.






**Multilateral Consensus in Action**

In the final gallery, visitors have the chance to vote on global priorities themselves. In a room modeled on famous UN assembly halls, visitors are presented with one of three global challenges: the environment, health, jobs. The individuals and case studies they have encountered in the previous rooms resurface as divergent perspectives on the topic at hand. The visit concludes when each visitor must decide whether to hold fast to their individual nationalist values, or compromise in favor of a greater global good.



## TOWER OF DAVID MUSEUM

# The Kishle

How can we create a museum experience around archaeological discovery that explores three centuries of history within a single site?

**CONFIDENTIAL, WORK IN PROGRESS**

### PROJECT OVERVIEW

Local Projects was engaged by the Tower of David Museum in Jerusalem to tell the story of The Kishle, a newly excavated archeological site adjacent to the museum that contains multiple layers of important history spanning nearly three centuries. We developed an immersive approach using state-of-the-art technology that would allow each and every visitor to take the role of archeologist and experience the magic and wonder associated with archeological discovery. Inspired by the knowledge of Chief Archaeologist Amit Re'em, visitors use personal headlamps to reveal the layers of history that surrounds them, from the Ottoman Empire, to the Crusades, to the Palace of Herod.

### PROJECT CREDITS

**CLIENT:** Tower of David Museum

**LOCATION:** Jerusalem, Israel

**PROJECT STATUS:** Ongoing

**SIZE:** 5,100 sqft

**SERVICES PROVIDED:** Exhibit Design, Media Design, Fundraising Materials

The experience begins in an orientation gallery where visitors are invited to touch and experience the past through a cast resin topography map and recreation of Herod's original palace,






As visitors uncover the clues, the projections reveal the history that surrounds them, from the Ottoman Empire, to the Crusades, to the Palace of Herod itself. These layers of history and meaning build until visuals of Herod's Palace fills the space completely and Amit describes the crown jewel of the Roman Empire and the site of the trial of Jesus.



Visitors then don archaeologists' hard hat affixed with a lantern, one with magical powers to reveal the history inscribed into the walls.  They enter the experience and a combination of projection, light, and sound invites them to to discover together the secrets of the Kishle with Chief Archaeologist Amit Re'em.



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# Waterway of Change: A Complex Legacy of the Erie Canal

The Erie Canal’s story, told through multiple sites on its 200th birthday




## PROJECT OVERVIEW

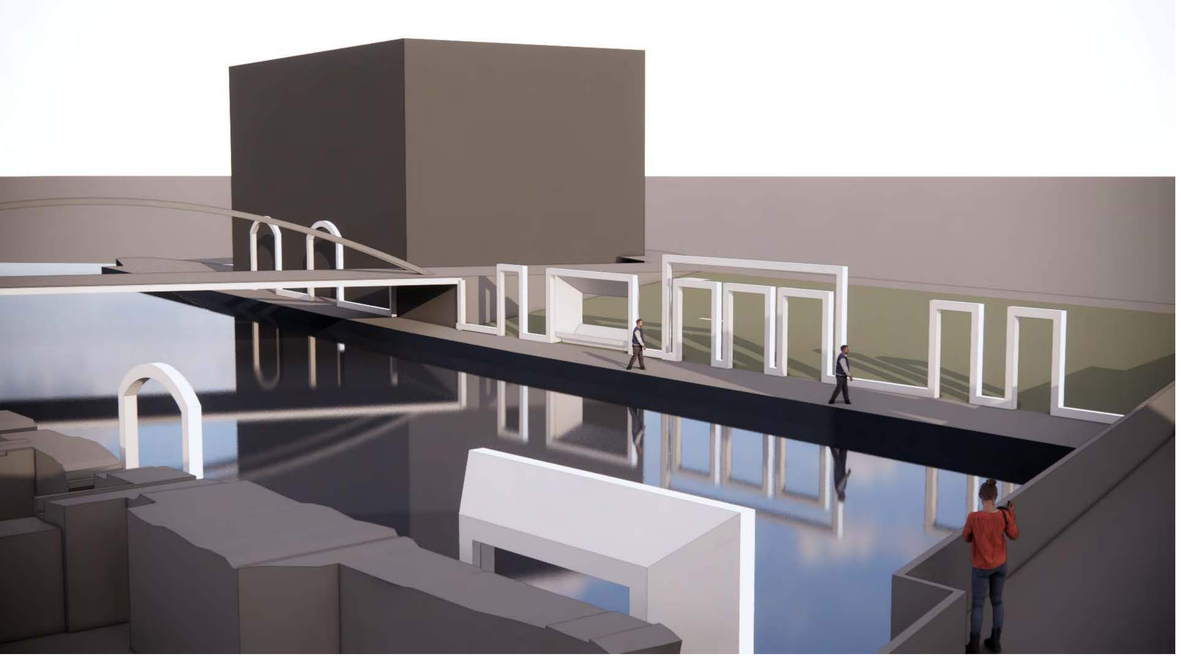
The 200-year anniversary of the Erie Canal’s completion is an opportunity to rekindle the connection between the community and the legacy of the waterway at its Western Terminus, now known as Canalside, the heart of downtown Buffalo's waterfront revitalization. Our design approach commemorates the bicentennial at Canalside in a manner that is not only educational but also participatory, aiming to create unforgettable experiences for locals and visitors alike.

Exhibit experiences inside the historic Longshed building combine with strategically deployed site activations along the Main Canal to manifest the multifaceted history of the area as something tangible and memorable. The experiences put a spotlight on stories and voices that have traditionally been marginalized or overlooked, and bring the sights and sounds of the past into the present with new context and perspective.

## PROJECT CREDITS

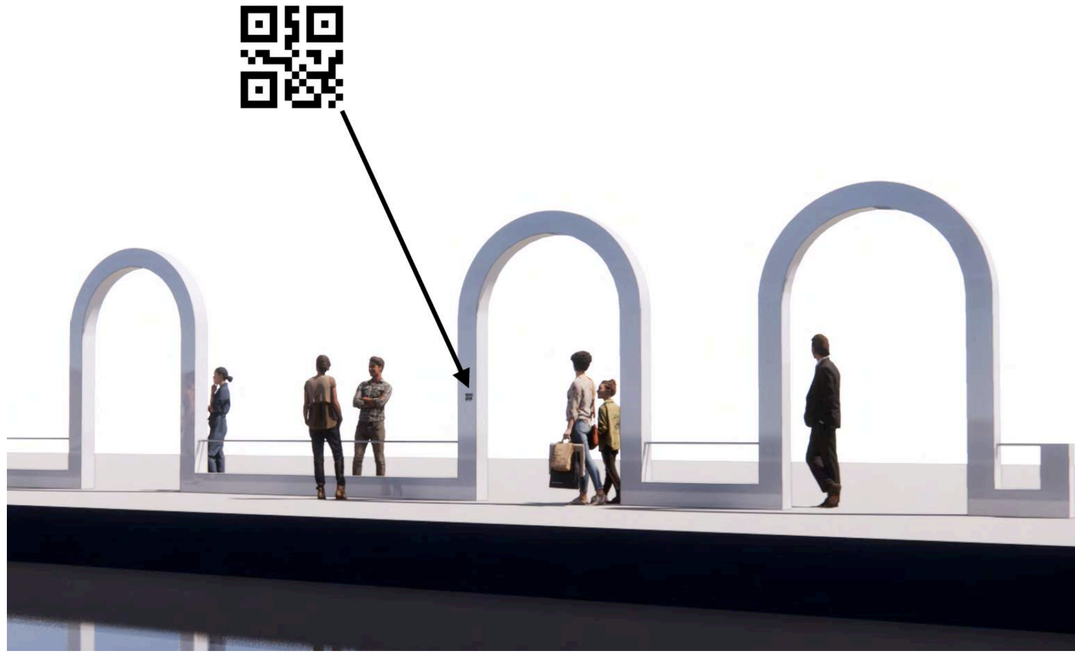
**CLIENT:** Erie Canal Harbor Development Corporation
**LOCATION:** Buffalo, NY
**OPEN DATES:** 2025

**SERVICES PROVIDED:** Strategy, Visitor Experience, Experience Design, Exhibit Design



**Exterior Activations Activate the Entire Canal**

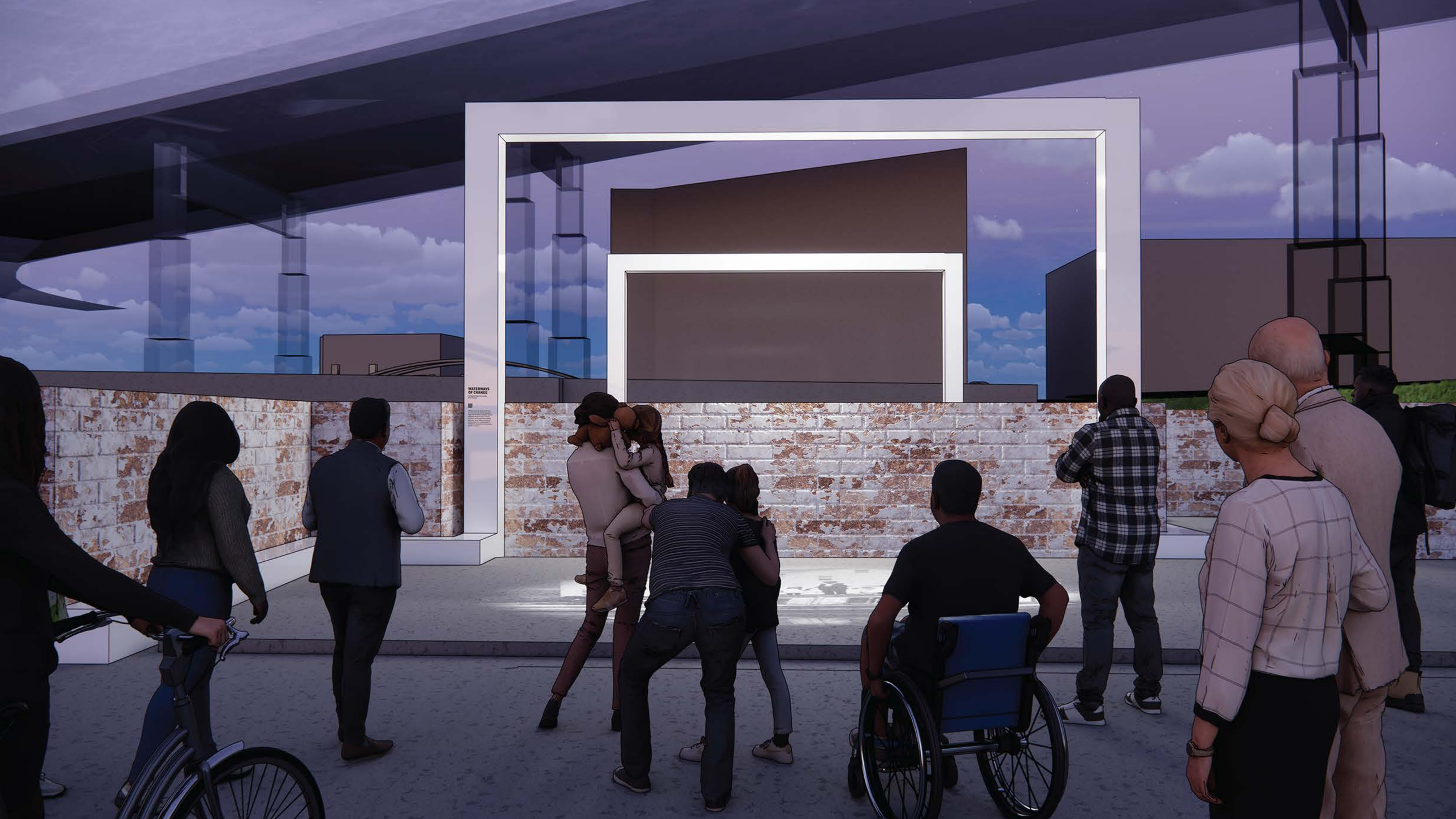
A series of Exterior Activations invite visitors to discover and engage with the history of the Canal.



Threshold sculptures along the Canal serve as traces of Canalside's past. During the daytime, a mobile website experience adds a layer of historical context and narrative to the Threshold sculptures.



At dusk, the sculptures illuminate, sending waves of light from the Main Canal to the Longshed, and projecting shadow scenes to evoke Buffalo's historic waterfront.


WATERWAYS
OF CHANGE

**The Longshed Experience**

The Longshed, a wood structure reflecting Canalside's rich history by incorporating design elements from the Joy and Webster Storehouse located on that spot in the early 1800s, serves as the backdrop for thematic exhibits offering varied perspectives on the Erie Canal's impact on Buffalo and the United States.







A centrally-placed 3D sculptural map serves as the focal point for the exhibit, orienting visitors to the Erie Canal as the Waterway to the West, with Buffalo as its gateway.




Tactile exhibits encourage visitor engagement with the engineering innovations behind the Canal, from grain elevators and hydraulic cement to Buffalo Harbor itself.

Visitors discover the Canal's lasting influence through networks of people, ideas, and communities and contribute their own portrait to the visualization. This exhibit is visible through the Longshed's large glass door, serving as a beacon and inviting everyone to become part of the experiential fabric of Canalside.






## PERSPECTIVES ON THE CANAL

Idemporum quibeari dit est, si conseque pa sequi omnihil lignimp oriatim rempos eatur? Acepere hentore labo. Ita et et incid ut et quaturia nonem quiaest, aute officae ctempor eatiorpora vit, occatiatem et vollant et quisque rerum earia quam nos que volore sum eosandunt.



# Imagine Picasso - Introductory Experience

How can give visitors context and a personal connection with one of the most prolific and beloved fine artists of all time?




## PROJECT OVERVIEW

Local Projects was engaged to create an introductory experience for *Imagine Picasso*, the largest-of-its-kind immersive, multimedia experience invites visitors to step into the world of Picasso in a way that has never been done before – bringing more than 200 works together in one place at one time using the groundbreaking, multi-projection techniques of Image Totale.

Building on the success of the original *Imagine Picasso* exhibition, our new introductory experience, entitled “The Presence of Genius,” sums up Picasso as a singular individual whose genius emanated from his studio and changed the world. Visitors walk through animated historic images and quotes that celebrate his impact, journeying towards an intimate visitation with Picasso in his studio.

## PROJECT CREDITS

**CLIENT:** The Estate of Pablo Picasso,

**LOCATION:** Touring: San Francisco, CA, Atlanta, GA

**PROJECT STATUS:** Active, in process

**SIZE:** 8,000

**PARTNERS:** S2BN Productions

**SERVICES PROVIDED:** Experience Design, Exhibit Design, Linear Media Design, AV Design

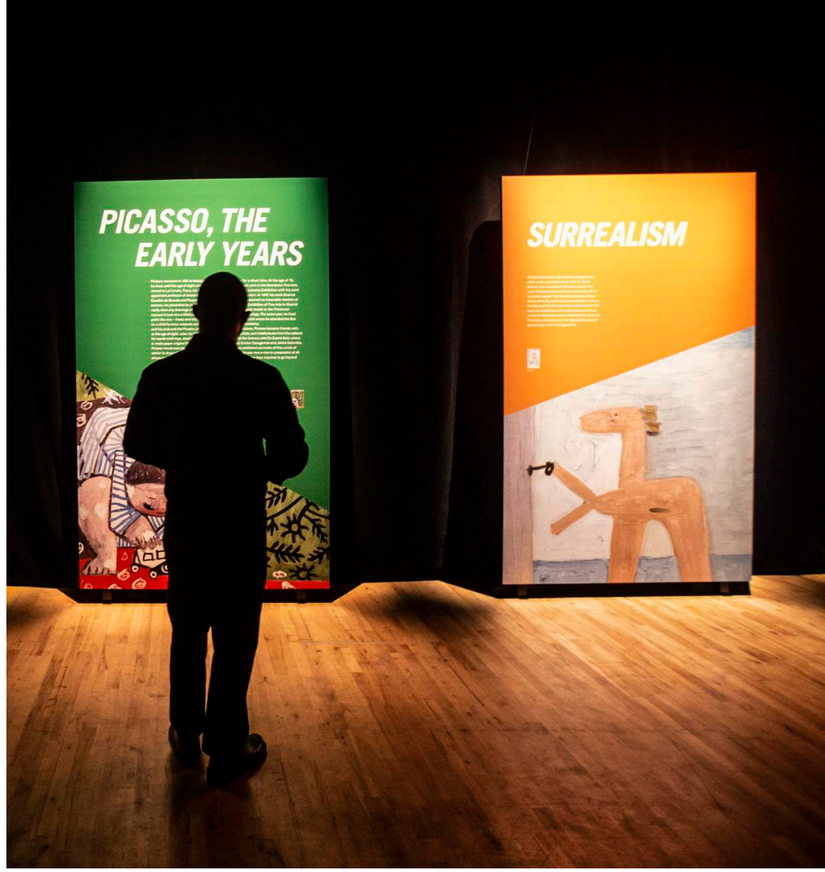
We imagined the approach to Picasso's story not with an overarching narrative, but as a series of bold, dramatic graphic panels that foreground Picasso the revolutionary: an artist always evolving, always in flux, whose stylistic phases were as prolific as they were varied.







The panels instill in visitors a sense of what Picasso's creative spirit was like, using the strikingly unique and symbolic color choices he employed in some of his iconic works to tell his story.




The irregular diagonal elements not only communicate the dynamism Picasso embodied, but are also suggestive of what awaits in the main experience.

As visitors enter our new immersive introductory space for Imagine Picasso, they encounter a network of projection surfaces that contrast poignant imagery from Picasso's life with his own words and sources of inspiration.









The projections draw the visitor towards the apotheosis of the space - a representation of Picasso’s studio, where the risk-taking, playful nature of his genius reached its fullest expression.








L’OREAL

# Le Visionnaire

## Can the world’s largest beauty manufacturer blend the historic and futuristic to create something new?

### OPPORTUNITY

In 1938, L'Oréal opened its headquarters on 14 rue Royale in Paris. Almost a century later, the world’s leading beauty manufacturer tasked us with developing a visitor experience that enhanced L'Oréal’s internal creative capabilities, giving each employee unprecedented access to the company’s history, contemporary trends, and customer insights.

### VISION

L'Oréal project leaders encouraged us to embrace the contrast between heritage and modernity in the new space. We wanted to help L'Oréal’s creative teams embrace that same spirit while forging a deeper connection between each individual and their sources of inspiration.

**GLOBAL WINNER FOR WORKPLACE DESIGN** FAST COMPANY INNOVATION BY DESIGN AWARDS

WORKPLACE
LE VISIONNAIRE
Local Projects

An interactive experience that spans three floors and gives employees and visitors deep insight into L’Oréal’s history



### PROJECT CREDITS

**CLIENT:** L’Oréal
**LOCATION:** Paris, France
**OPEN DATE:** 2023
**SIZE:** 43,000 SQ FT

**SERVICES PROVIDED:** Experience Design, Media Design & Production, Software Design & Production



## APPROACH

Three interactive experiences spanning multiple floors, bring employees together in physical spaces and serve as tools to catalyze the creative process. The journey begins in La Route, a heritage space that contains L'Oréal's archives. In Les Marques, groups are invited to explore and collect inspiration before being treated to a branded multimedia show that is customized specifically for each group. Finally, inside the central room of the glass structure, they arrive at Le Visionnaire, or the Visionary Wall. This is a technology-driven visioning space that jumpstarts creativity by making quick, intuitive connections between ideas and imagery.



We also took cues from architect Alain Moatti's integration of an elegant egg-shaped glass structure into the original building's classical architecture, blending historic and futuristic to create a place dedicated to innovation and 'savoir faire' transmission



Within the heritage space, La Route, visitors explore 25 individual niches, a mosaic of illuminated drawers and cabinets that showcase objects reflecting the rich history and evolution of L'Oréal.

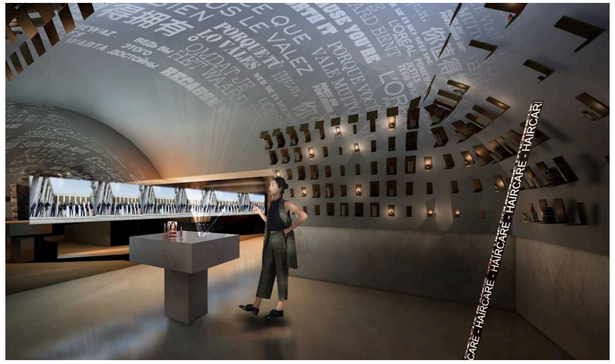
Fascinating stories and objects include the blond hair dye packages used in the first women's hairdressing schools, housed inside 14 Rue Royale itself, as well as the evolution of sunscreen and other innovative technologies developed by L’Oréal.

The Human Adventures Table invites visitors to dive into the mission and people-centric culture of L'Oréal Groupe. Video testimonials from employees in creative and executive divisions from Barcelona to Bogotá offer a multifaceted and distinctly human lens into the values that define L'Oréal Groupe’s culture.

Visitors explore tactile shelves and cabinets, revealing a selection of rich stories told through objects and multimedia. Each story can be saved to a visitor’s personal collection for later reference and inspiration.



The brands' space, Les Marques, offers a multi-sensory look at L'Oréal Groupe's portfolio of brands. The walls of the room feature an array of iconic products spanning six categories - haircare, hair color, fragrance, makeup, skincare, and body care - that surround visitors.



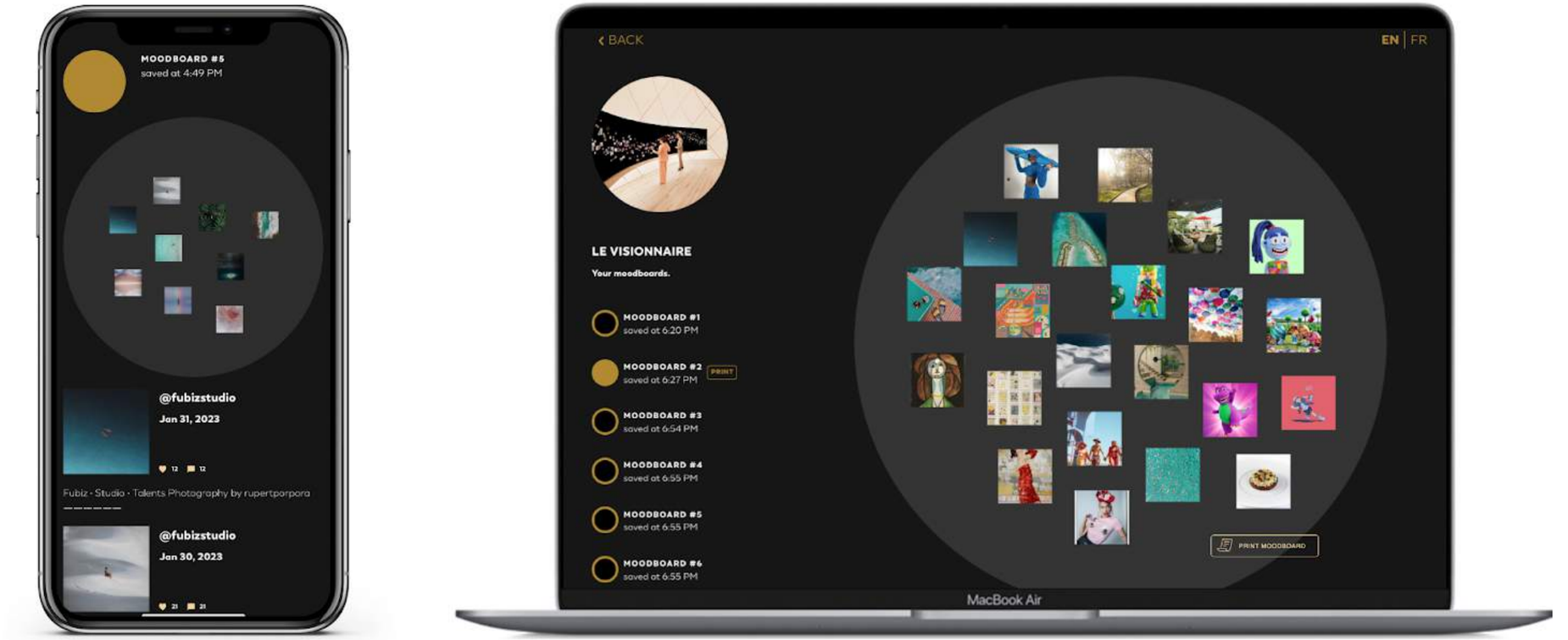
L'Oréal brand ambassadors can also create custom shows, immersing visitors in a brand or a category in an exclusive subterranean vault. Video, audio, and images that capture a brand's essence activate along the wall and on the ceiling in an immersive space that supports facilitators' presentations.




At the Visionary Wall, visitors create personalized moodboards from a cascade of live images.

Machine learning is used to curate millions of live images and sort them based on color composition and semantic contents like shapes, patterns, and architectural features.

Each addition to a collection conjures up new, relevant images that inspire users to make meaningful connections in real-time.




All visitors' activity within Le Visionnaire can be saved to a visitor's unique ID, leveraging the existing system that gives L'Oréal Group employees access to the building. Visitors don't have to register for a new app or create a new user profile to collect content in the space, making the collection process seamless and intuitive. They can collect stories across the heritage space or save a moodboard from the insight wall, all of which can be emailed to them, or accessed across mobile and desktop devices.



“One of the risks at L'Oréal is that we have so much information that you can easily get lost. So we created a smart selection of relevant content that can help newcomers to go deeper into its culture and history.

Nothing is just decorative. We wanted to give meaning to everything; everything has a function.”

- Cristina Parma, Project Director, L'Oréal

# Hyde Park Barracks Museum

How can we re-envision the story of a UNESCO World Heritage site to add new and diverse perspectives?




## PROJECT OVERVIEW

Sydney Living Museums tasked Local Projects to completely rethink and redesign an existing institution in order to tell the story more completely. The Hyde Park Barracks, a UNESCO World Heritage Site, was the administrative hub for Britain's system of migrating convicts to work in labor camps across the continent. Previously, the museum explored the experience of the convict population but did not acknowledge fully the site's role as an agent of colonial change and its impact on Aboriginal Australia. Local Projects was engaged to transform the experience, weaving together narratives from a variety of diverse perspectives.

## PROJECT CREDITS

**CLIENT:** Sydney Living Museums
**LOCATION:** Sydney, Australia
**OPEN DATE:** 2020
**SIZE:** 19,375 sq ft
**SERVICES PROVIDED:** Exhibit Design, Media Design, Media & Software Development, Visitor Experience Design

**Awards:** Winner, Permanent Exhibition, Museums & Galleries National Awards 2020 ◆ Excellence, Outdoor/Environmental Exhibit Design, Communicator Awards 2021 ◆ Merit, Spatial Design, SEGD Awards 2021 ◆ Enduring Impact: 15+ Years in Business, Fast Co. Innovation By Design Awards, 2021

**"THIS PROJECT TAKES IMPORTANT STEPS IN ADDRESSING GENERATIONAL TRAUMA AND IMPACTS ON FIRST PEOPLES AND CONVICT DESCENDANTS ON VERY CONTESTED GROUND." - MAGNA AWARDS JURY**



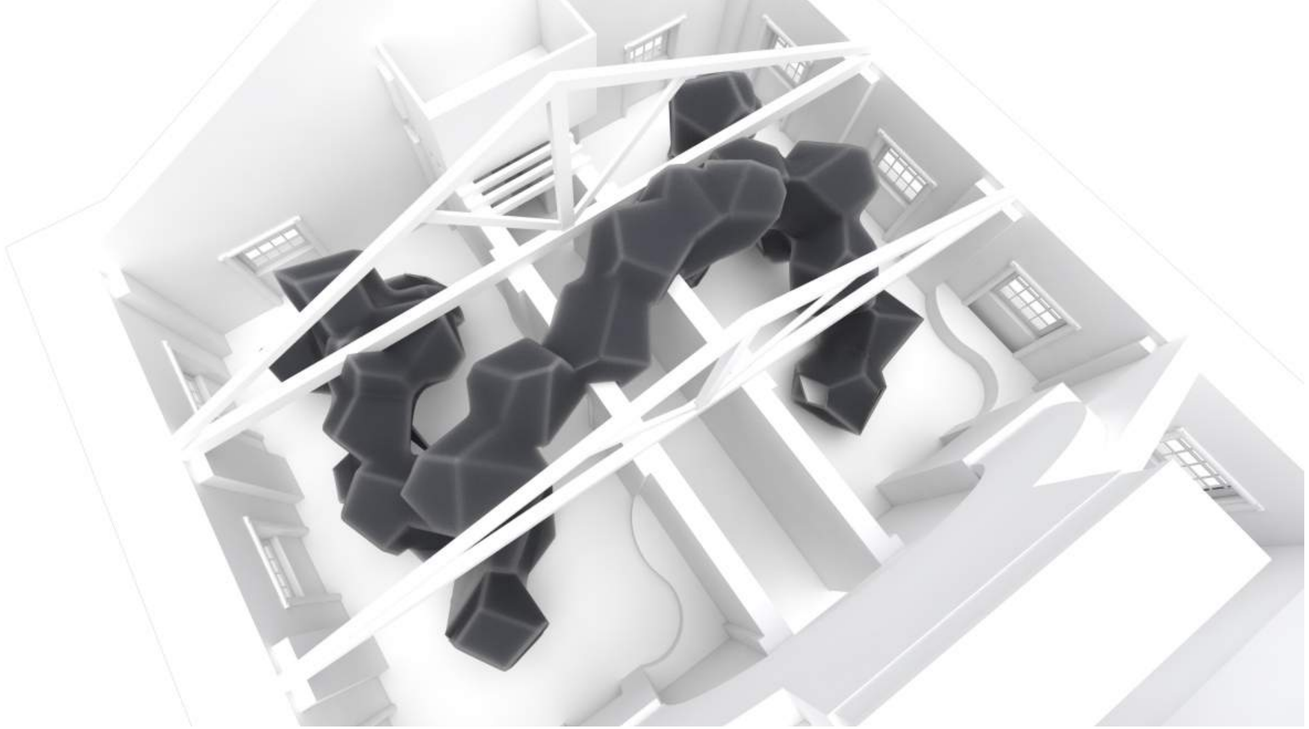

Utilizing state-of-the-art bluetooth audio technology and visitor tracking software, we created a next generation museum experience where visitors can hear a plurality of voices as they move through the galleries, allowing them to learn and connect emotionally with the subject matter.

In ‘Convicts Colony’ a projected panorama recreates the Sydney of 1815, where convicts made landfall after their journey. Here, a visitor's location is tracked and activates animated vignettes within the historical image, including depictions of convicts at work or at leisure, Aboriginal presence and trade, and other scenes across town.





In ‘The Journey’, a set of large projection scrims hanging in tight arrangement suggest a boat, creating an immersive space in which visitors encounter the voyage of convicts from Britain to Australia. First-person audio accounts of lost relationships and separation from home amplify the experience.



In ‘Multiple Perspectives’ a sculptural form spans the two southern galleries, connecting a series of dioramas that illustrate scenes of convict labour and experience while building Sydney and expanding the colony, as well as the impact of this activity on Aboriginal communities.



**“A new benchmark for storytelling finds a fresh balance between multiple voices, where both analogue and tech-driven viewing experiences aim for the authentic, rather than an authoritative tone”**

ARTSHUB AUSTRALIA

The “Frontier Violence” gallery reckons with colonial Australia's past. An arrangement of nine pillars creates an open circle in the centre of the gallery. The media program acknowledges and commemorates violence perpetrated by settlers against Aboriginal people.





In ‘Tightening the Grip’ the tension between institutional control and convict defiance is expressed through a large-scale, undulating ribbon that connects two galleries. The top side of the ribbon represents an institutional perspective, while the underside depicts the convict experience.



The exhibit includes an interactive in which a variety of convict tattoos are projected onto the floor; visitors can "catch" the projections and see them superimposed on their own bodies.



In ‘Sydney 1848,’ a semi-circular, interactive screen is triggered by visitors’ presence, activating the transformation of a black and white line-drawing representing Sydney at the end of the convict era, into  a lush, painterly and colorful  depiction of the modernising city intent on covering up its convict past.

In ‘Legacies,’ an array of life-size vertical screens features a rotating selection of contemporary figures recounting their thoughts about the Barracks.  Pictured to scale—as if inhabiting the room themselves—and facing visitors, they reflect on the building’s history: their personal or cultural connection to it; its impact on Aboriginal communities; and its ongoing legacy.



# Planet Word

How can a museum explore the profound influence of words on the human experience and foster a love of language in visitors?




## PROJECT OVERVIEW

Local Projects transformed the National Landmark Franklin School into an interactive museum exploring the profound influence of words on the human experience.

We were given the opportunity to create an entirely new kind of museum oriented towards children and students - one driven by the voices of visitors. The five-story, Modern Renaissance building offers multi-sensory experiences about linguistics, lyrics, humor, literature, poetry, rhetoric, advertising, natural language processing, and many other topics.

## PROJECT CREDITS

**CLIENT:** Planet Word Museum of Language Arts
**LOCATION:** Washington D.C.
**OPEN DATE:** October, 2020
**SIZE:** 11,610 sq ft
**PARTNERS:** BBB Architects, Hypersonic, Solomon Group, SH Acoustics
**SERVICES PROVIDED:** Exhibit Design, Content Development, Media Design, Media & Software Development

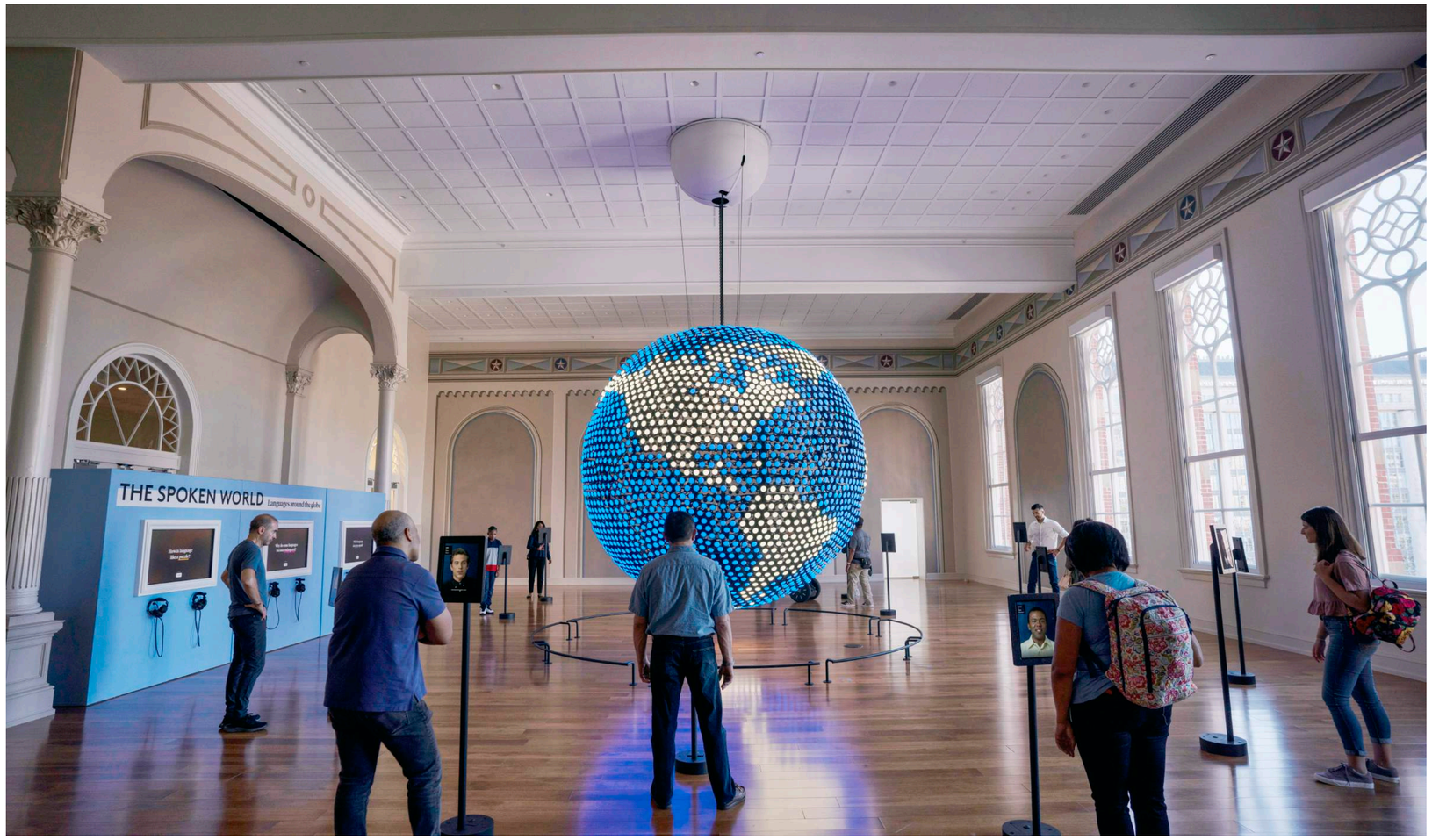
**AWARDS:** Gold, Environmental Design, New York Driven by Design Awards, 2020 ◆ Interaction Award, Engaging Category, Interaction Awards, 2021 ◆ Gold, Interactive & Immersive, MuseWeb's GLAMi Awards 2021 ◆ Excellence, Outdoor/Environmental Exhibit Design, Communicator Awards, 2021 ◆ Notable, Built Environment, Core77 Design Awards 2021 ◆ Merit, Experiential Design Innovation, Cube Awards 2021

**"D.C.'S NEWEST WORD-FOCUSED FIXTURE IS NOTABLE FOR ITS TECHNOLOGICALLY SAVVY INTERACTIVE APPROACH."- SMITHSONIAN MAGAZINE**

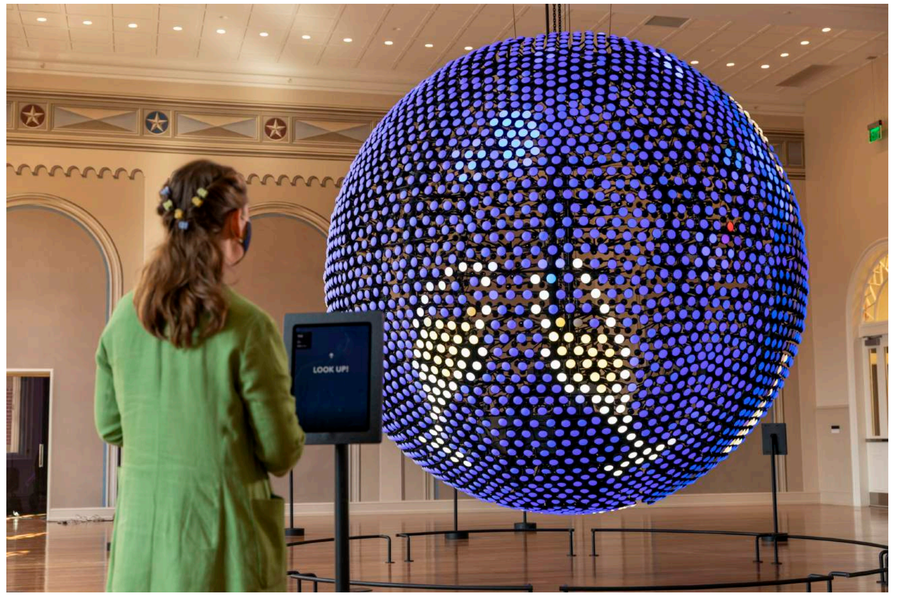


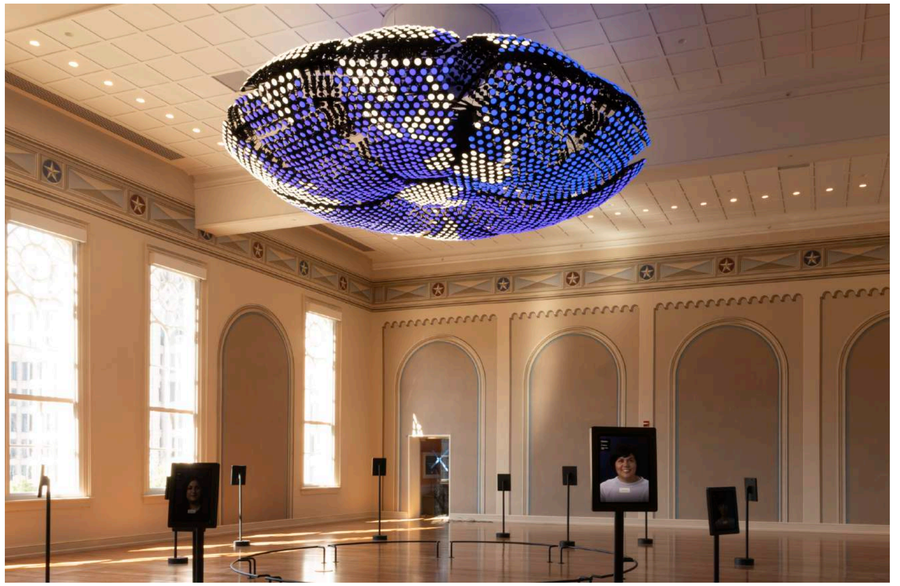

The first gallery explores stories of how language became the expansive, incomparable tool for creativity and collaboration it is today. A double-height wall composed of over 1,000 words comes to life and asks questions for the audience to respond to out loud.






A suspended globe composed of thousands of LEDs anchors the expansive Great Hall. Visitors use stand-mounted iPads  to converse with “language ambassadors” from around the world in augmented reality.



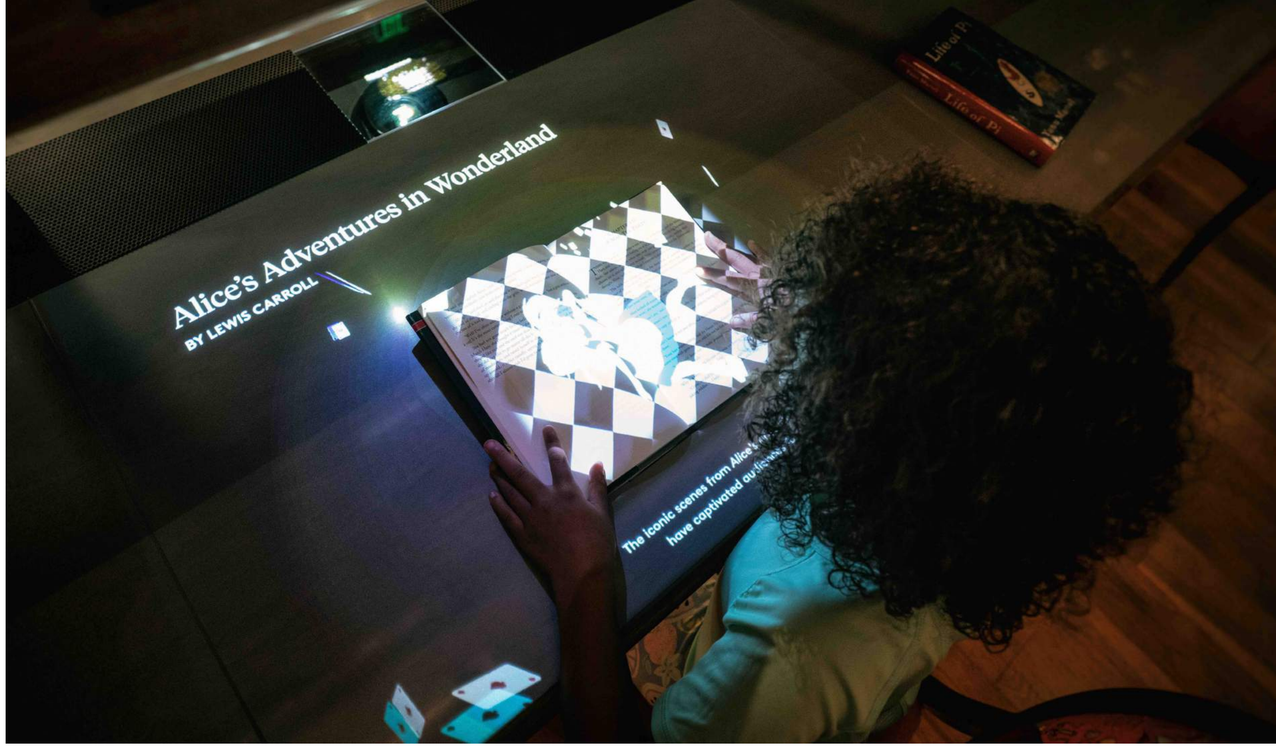
When visitors engage with a language speaker and try their hand at a phrase, they see a visual reward specific to that phrase spread out over their portion of the globe. For events, the globe folds and elevates, transforming into a chandelier.



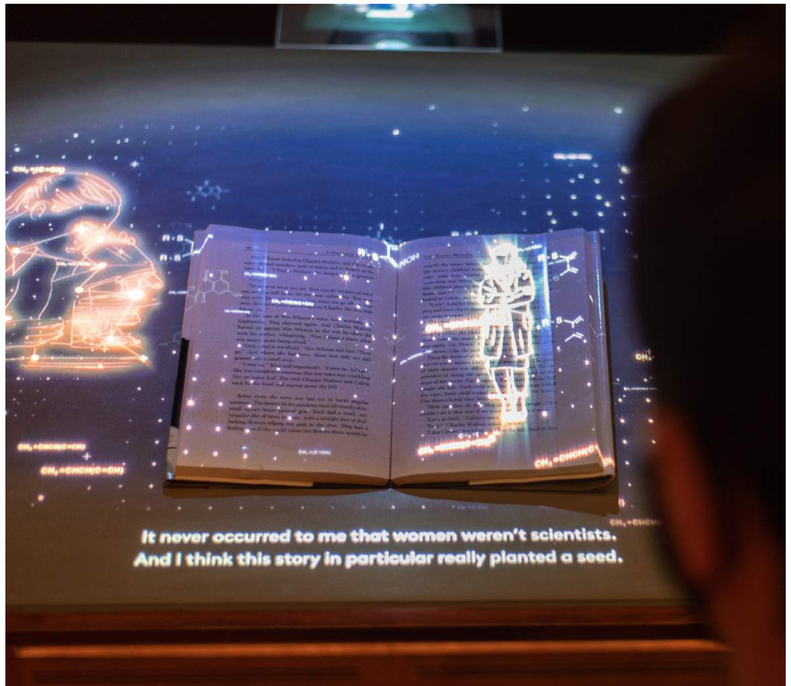



Visitors use smart paint brushes to paint with words in Word Worlds. Each brush is associated with a word used for setting a scene. As visitors paint, the setting comes to life as the brush activates immersive imagery, motion, and sound effects that bring to life some of the nuances behind words like ‘crepuscular”, “autumnal” and “nostalgic.”








In the Library, the wonders of imagination and literature collide.

Visitors can choose from a large selection of books embedded with RFID technology. As they place their selected book on the table, characters, settings, and important moments come to life as projections on the pages.

As birds fly, Alice falls, and basketballs bounce, visitors hear original audio of authors describing why they wrote their bestsellers.

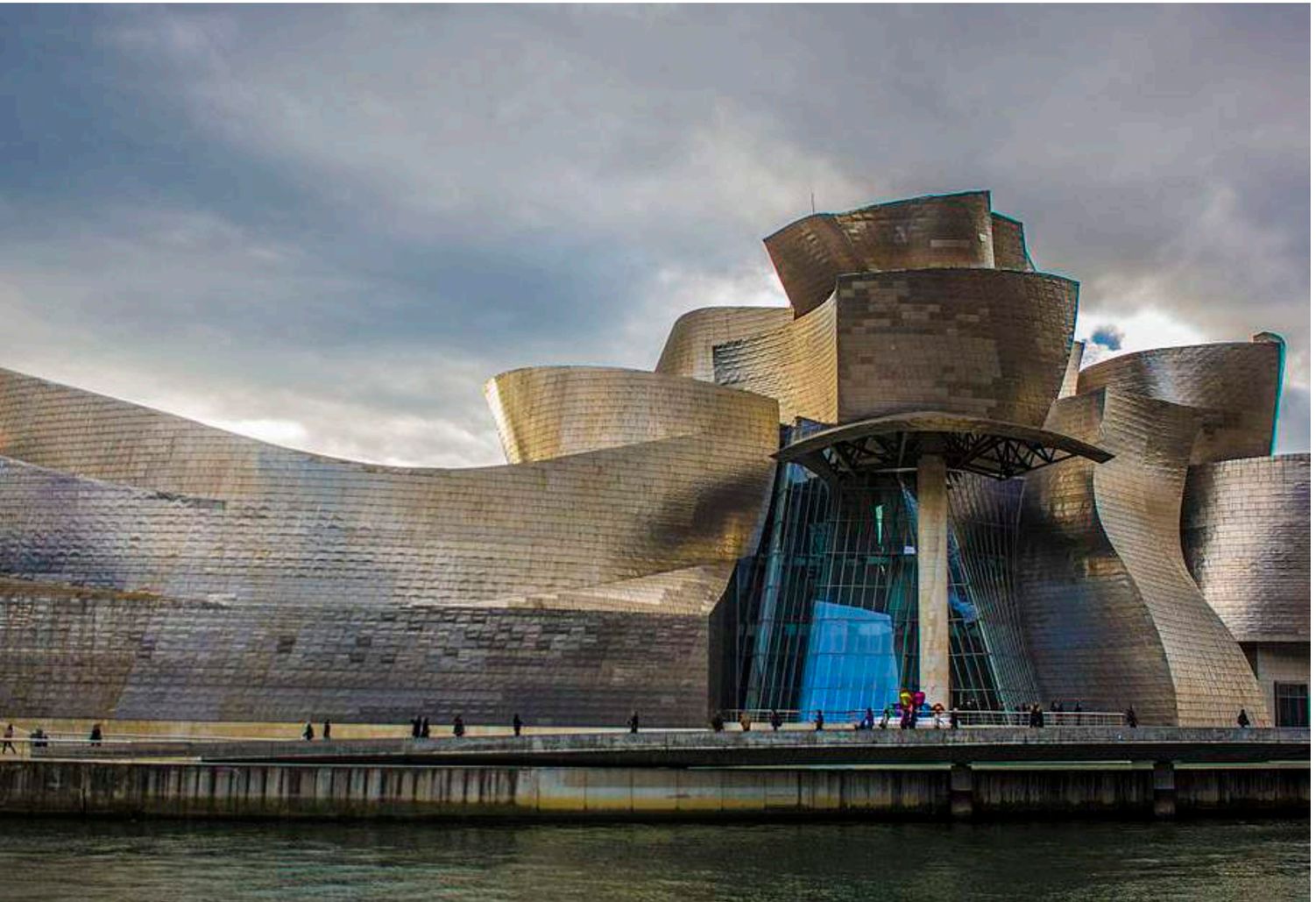


**“Local Projects’ mission is to connect people to social experiences through art, and it guides every one of their projects. They understand that empathy occurs when we can experience the journeys of others through our senses.”**

FORBES MAGAZINE

# ZERO Gallery & Lobby Visitor Experience

How can we redesign a visitor experience that improves the guest experience & builds an emotional connection with the museum?



## PROJECT OVERVIEW

Local Projects was engaged by the Guggenheim Museum Bilbao to completely redesign the lobby visitor experience, including creating a new immersive, introductory space called ZERO Gallery. Using a curved projection, our team created a mirrored kaleidoscopic environment, transforming a small, non-traditional space into 300° views, giving the gallery the illusion of being 14 times its original size. ZERO Gallery provides insight into the urban history of Bilbao, the design of Frank Gehry's most iconic building, and a unique overview of the museum's permanent collection. Our team designed a new visitor flow, wayfinding signage system with iconography, and overall technology system that transformed the building's lobby into a highly accessible visitor experience that seamlessly integrates with the Museum's iconic architecture. In addition to new physical and digital signage solutions, we created faster access for online ticket holders and separated ticketing from audio guide on-boarding, cutting the wait times for general admission.

## PROJECT CREDITS

**CLIENT:** Guggenheim Museum Bilbao
**LOCATION:** Bilbao, Spain
**OPEN DATE:** 2019

**SIZE:** 4,585 sq ft
**SERVICES PROVIDED:** Visitor Experience Design, Wayfinding, Furniture Design, Media Design, Media Production, Exhibit Design

**AFTER OPENING ZERO GALLERY, 48% OF VISITORS NOW ENTER THE INTRODUCTORY GALLERY SPACE**

Previously, the space that is now ZERO Gallery had a lounge area that allowed visitors to sit and learn about the museum and plan their trip. Only 2% of visitors were using this space a the start of their visit.





Using a curved projection, our team created a mirrored kaleidoscopic environment, transforming a small, non-traditional space into 300º views, giving the gallery the illusion of being 14 times its original size.



A four-minute introductory film provides insight into the urban history of Bilbao, revealing the layers of design behind Frank Gehry's most iconic building and offering a unique overview of the museum's permanent collection.

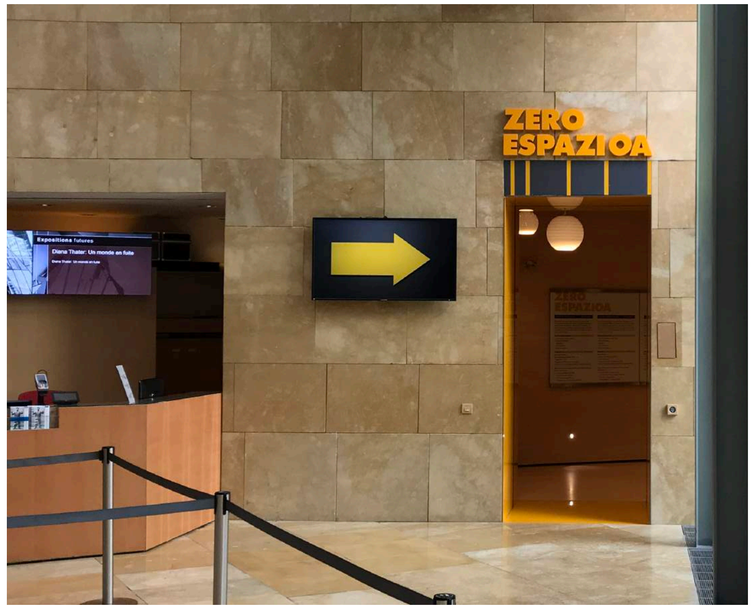






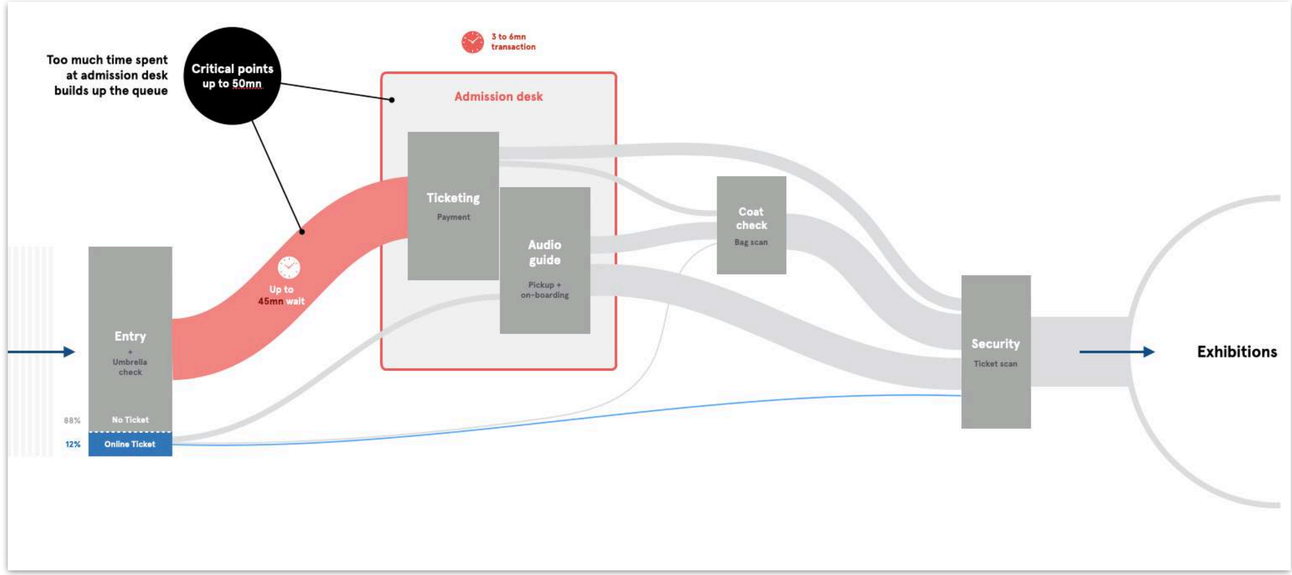
Our team was also engaged to help develop a new visitor experience, wayfinding and signage system for the Guggenheim Bilbao lobby. The museum was serving double the number of visitors they had designed for when the museum opened in 1997 resulting in consistent 45 minute waits to even enter the lobby.





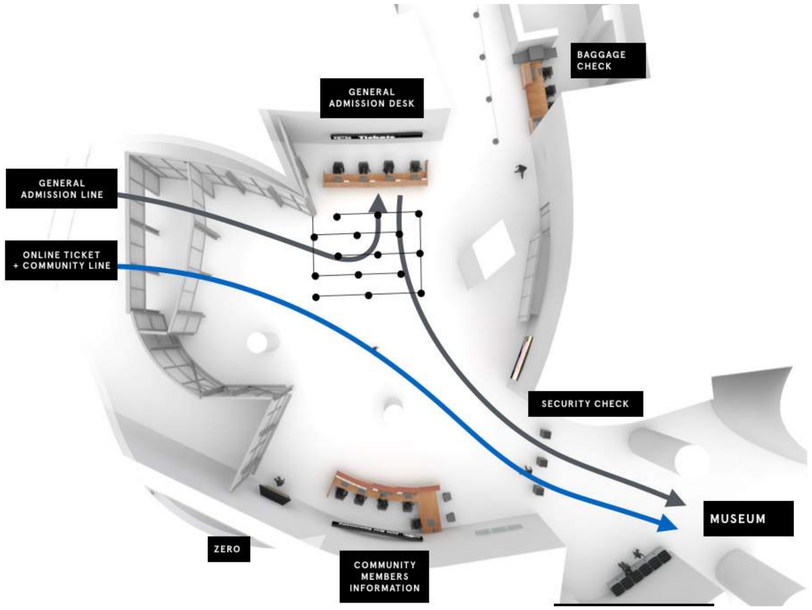

Without a highly visible, dynamic and multi-lingual signage and wayfinding system, visitors were spending additional time in a high traffic area as the museum resorted to using existing screens as a host for directional arrows.

Our team conducted extensive visitor flow studies, interviews with staff and stakeholders, and reviewed architectural documents to determine what factors physically and experiential were hindering operations and negatively impacting visitor experience.



We then worked closely with the Museum to find bold, physical design and digital signage solutions to improve wayfinding while respecting the ethos of the 1997 Frank Gehry design.





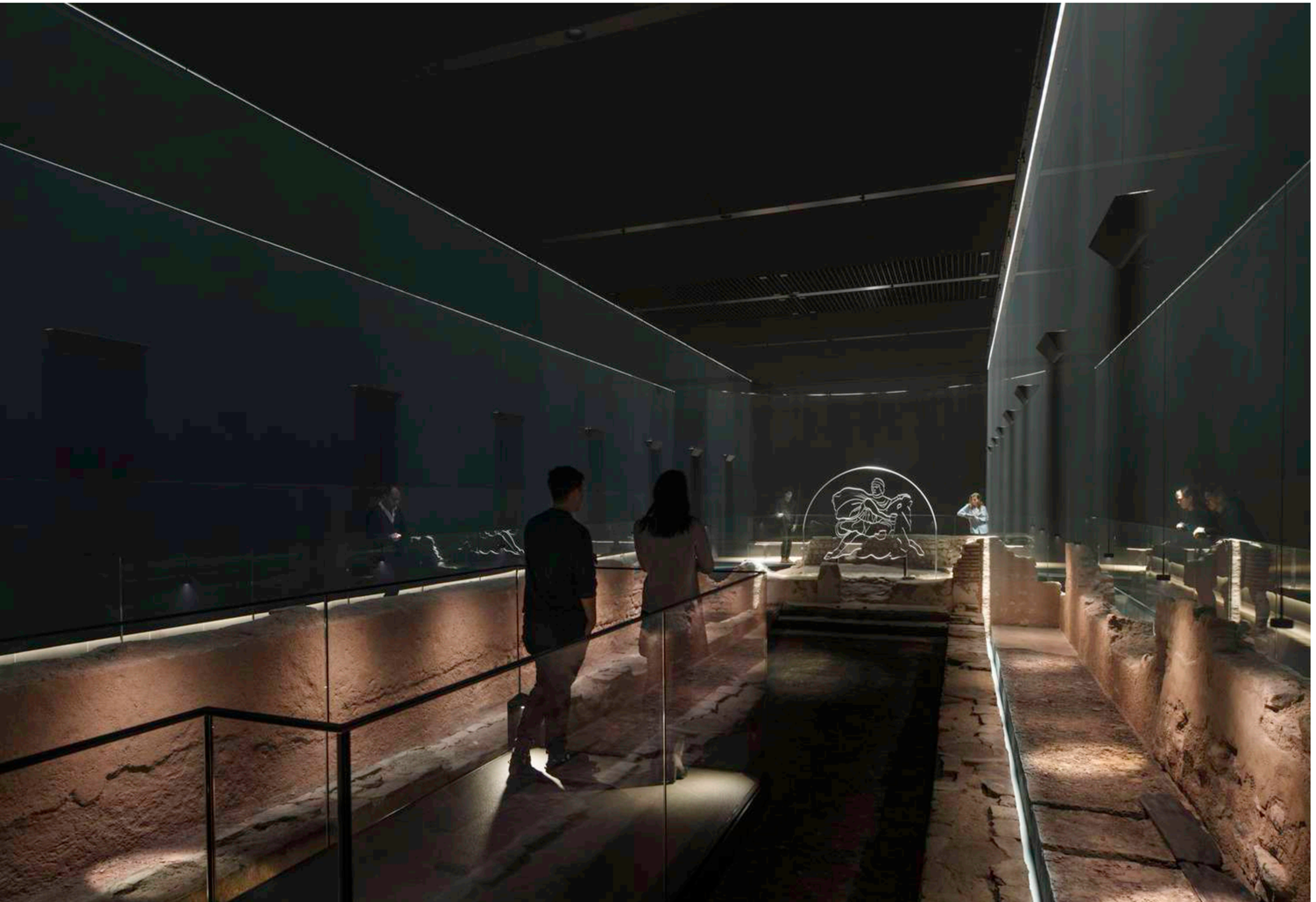

This new visitor flow offers faster access for online ticket holders and separates the ticketing from audioguide on-boarding. This, combined with clearer way finding signage on the exterior entry-way and in the lobby interior, cut down visitor queues significantly resulting in a simple, logical, and functional experience for both visitors and museum staff.




Our system provides content flexibility, rotating between current exhibitions, programs, and events at the Museum. Digital ticketing signage also provides clear information hierarchy, which is augmented by special surprise "takeover moments," branding the space with historical and contemporary imagery and a deconstructed logo.

# London Mithraeum

How can sound and light reveal what little we know about the mysterious Roman cult of Mithras?



## PROJECT OVERVIEW

The Temple of Mithras, originally constructed around AD 240, was first discovered in 1954 during the excavation of a World War II bomb site. Today, beneath the London headquarter of Bloomberg LP, London Mithraeum changes the way we encounter archaeology, offering visitors an immersive experience and bringing the bustling world of Roman Londinium to life by unlocking the stories behind the city's first Londoners. Local Projects created a living, physicalized hologram that recreates the structure of an ancient Roman temple in sheets of light and haze, a technique never-before-used in an exhibit context. This groundbreaking creative approach allows visitors to walk through the ruins and immerse themselves in the structure as it once stood.

## PROJECT CREDITS

**CLIENT:** Bloomberg LP
**LOCATION:** London, UK
**OPEN DATE:** November 2017
**SIZE:** 8,500 sq ft
**PARTNERS:** Studio Joseph, Electrosonic, Goppion, Tillotson Design Associates

**SERVICES PROVIDED:** Experience Design, Media Design, Media & Software Development
**AWARDS:** AIANY Project Award, 2017 ◆ D&AD Award, 2018 ◆ German Design Award, 2018 ◆ AIA Design Award, 2018 ◆ British Archaeological Awards, 2018 ◆ Dezeen's Top 10 Museum Interiors, 2018 ◆ Merit, ADC Awards, 2018

**ONE OF 10 MUSEUMS "WORTH A VISIT FOR THE INTERIORS ALONE" - DEZEEN**

On the mezzanine level, visitors encounter translucent resin casts of key temple artifacts they can touch, paired with interactive digital kiosks containing more information.





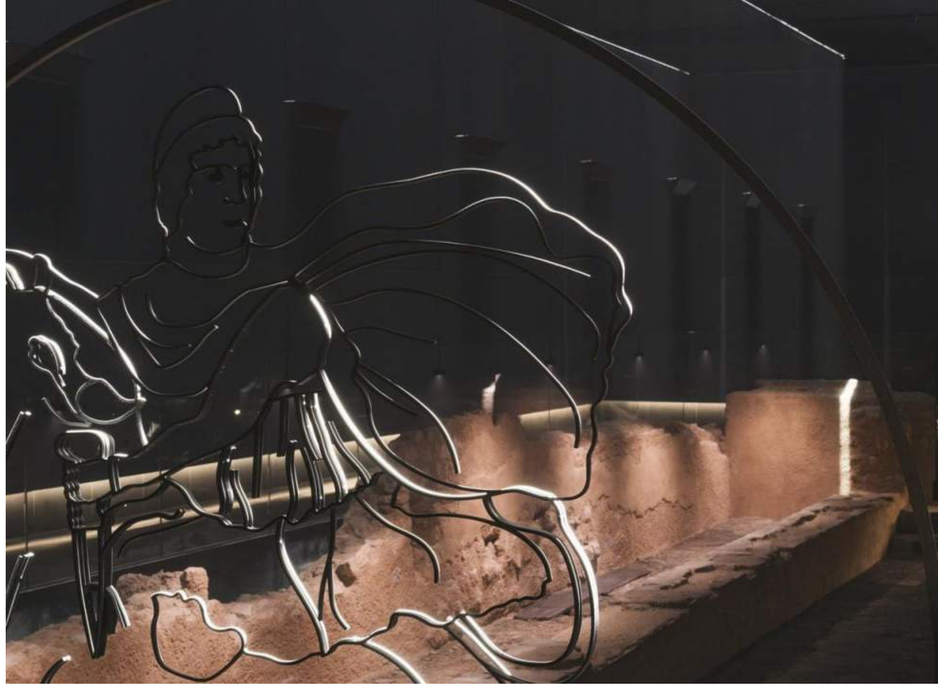

The top level of the museum combines an impressive case of 600 Roman artifacts discovered at the site, along with accompanying analog and digital interpretation and a contemporary gallery of rotating artworks inspired by the Mithraeum.



The featured experience on the bottom level uses light, haze, and audio with reconstructed temple ruins to create a unique theatrical experience around archeology, offering visitors the chance to take in the sights and sounds of an ancient, mysterious religion.


LONDON MITHRAEUM
You are standing seven metres above the site of one of Britain's most important archaeological discoveries, a temple dedicated to the Roman god Mithras. This mithraeum was built here, on the banks of the Walbrook river, around AD 240, in the ancient Roman city known as Londinium.
The worshippers in this temple were members of an all-male cult that spread across the Roman Empire between the 1st and 4th centuries AD. By the 5th century AD, the temple, like Londinium, was abandoned. Over time, its ruins were buried under layers of soil and the debris from centuries of settlement and commerce as the area developed into a thriving part of modern London.
World War II bombing destroyed much of the area on and around this site. In the aftermath, an archaeological excavation here revealed a Roman ruin. Its purpose remained unknown until the last day of work, when a sculpted head of the god Mithras was uncovered, confirming the identity of the building as a mithraeum. In response to public interest, the temple remains were dismantled and reassembled nearby.
MITHRAEUM PLAN
Today, the London Mithraeum has been restored to its original location, at what was street level in the Roman period, giving you the rare opportunity to experience a place and culture hidden from view for 1,800 years.



**“Ghostly holograms recreate the structure of the ancient Roman temple together with artifacts using sheets of white haze, a new technique never used before in a museum exhibit.”**

FORBES MAGAZINE




## NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM

# Memorial & Museum Experience Design

**TOP MUSEUM IN USA, TRIPADVISOR'S 2018 TRAVELERS' CHOICE AWARDS**

How do you tell the story of the most tragic event in our country's recent history?

### PROJECT OVERVIEW

The events of September 11, 2001, haunt our memories and still impact our lives through policy and politics today. When Local Projects was engaged to design the National September 11 Memorial & Museum, we knew that a traditional approach to a historic experience focused on an "official" narrative would leave out the complexity of the events and their impact. How could a single narrative voice try to sum up the total experience of everyone around the world who lived through that day? Instead, we made the radical decision to create a museum with a plurality of views, voices, images, locations, and connections. We engaged the global community by collecting individual stories online and through the media and designed unique spaces to display this diverse content.

### PROJECT CREDITS

**CLIENT:** 9/11 Memorial & Museum
**LOCATION:** New York, NY
**OPEN DATE:** 2014
**SIZE:** 110,000 sq ft
**SERVICES PROVIDED:** Experience Design, Media Design
**PARTNERS:** Thinc Design, Jer Thorp, Layman Design, Electrosonic, Underground Audio, NowArchival

**AWARDS:** Cannes Gold Lion for Creative Data, 2015 ◆ Fast Company Award, 2014 ◆ One Club Award, 2015 ◆ Muse Awards (4), 2015 ◆ Webby Awards (2), 2012 ◆ Communicator Awards, 2012 ◆ Top Museum in USA, TripAdvisor 2018

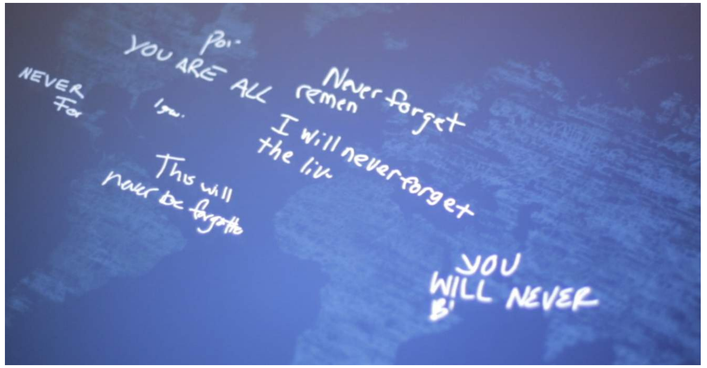
Visitors enter the exhibit through an audio tapestry of 417 testimonies from around the world, starting a unique visitor journey that offers a wide range of personal accounts, voices, and perspectives.







Rather than list the almost 3,000 names of victims in alphabetical or chronological order, we collaborated with data artist Jer Thorp to develop an algorithm that arranged the names according to “meaningful adjacency” requests from family members.




Visitors write their own notes of hope or remembrance that is temporarily projected onto the last remaining foundation of the original towers. Messages are stored in the museum’s archive, adding to the plurality of voices.






**“The museum has done something powerful. And, fortunately, it seems to regard itself as a work in progress, involved in investigation, not summation.”**

HOLLAND COTTER, THE NEW YORK TIMES



**“The exhibit has been rated the number one museum exhibit to see in the United States and with good reason. The installation is a celebration of our ability to cherish and celebrate life.”**

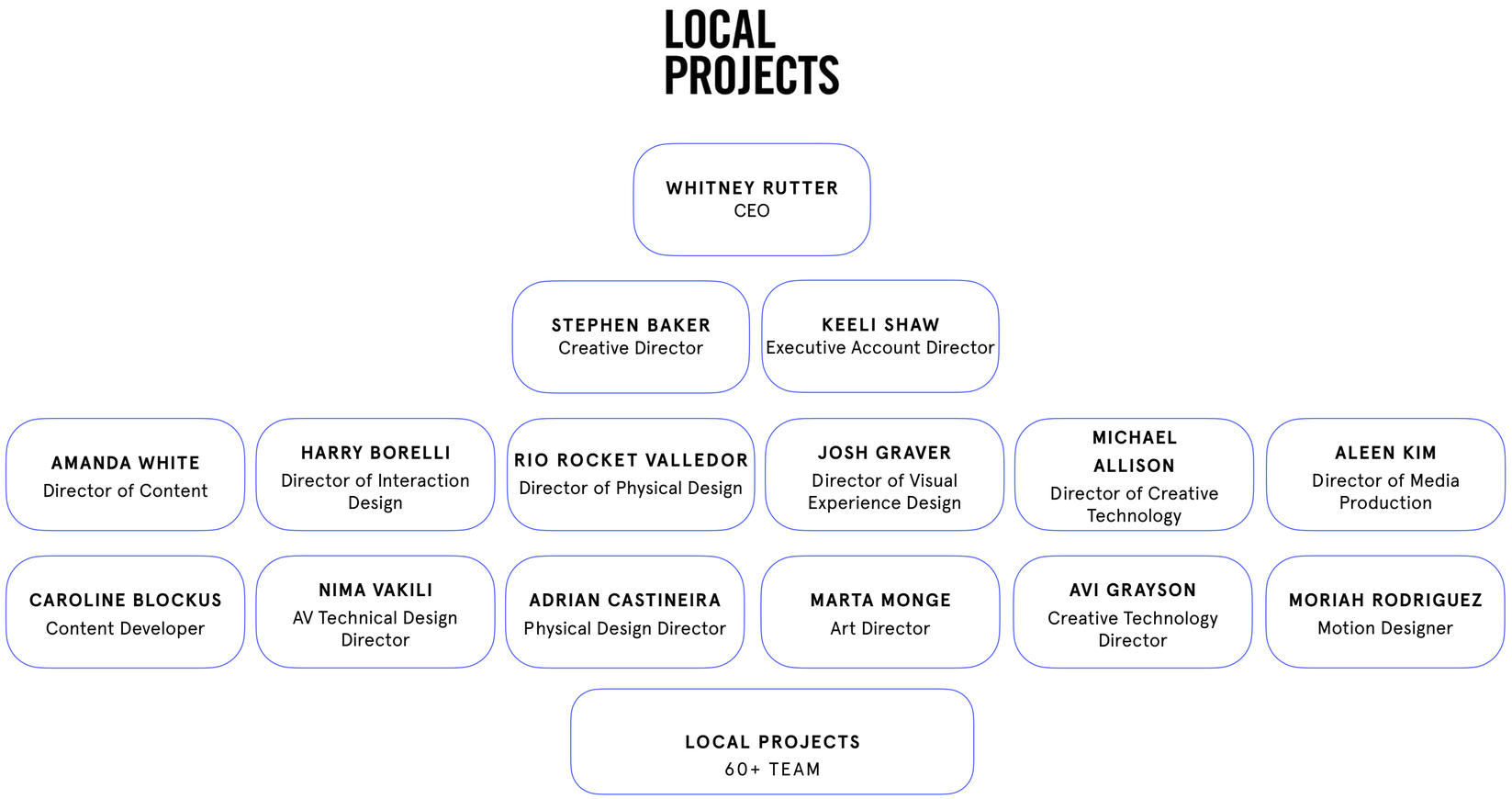
FORBES MAGAZINE

# PROJECT TEAM

## PROJECT TEAM

The following organization chart highlights our proposed team structure for this project: Local Projects / Exhibition Design along with additional proposed sub-consultants - Tillotson Design / Lighting Design, Charcoal Blue / Acoustics, and Electrosonic / AV Integration. Our firms bring years of experience independently as well as collectively on projects of similar size and scope. Additionally, our sister company Camron PR has been a trusted London-based partner for strategic communications and PR, and we are happy to make introductions as desired.

In the pages that follow we include the names and resumes of Local Projects Project team, as well as overviews of our proposed sub-consultants and Camron PR.




POTENTIAL SUB-CONSULTANTS

TILLOTSON DESIGN ASSOCIATES

CHARCOALBLUE THEATRICAL INNOVATION ESTD 2004

ELECTROSONIC

**TILLOTSON DESIGN**
Lighting Design

**CHARCOALBLUE**
Acoustical Design

**ELECTROSONIC**
AV Integration

# LOCAL PROJECTS - PROJECT TEAM



## Whitney Rutter

CHIEF EXECUTIVE OFFICER

EXPERIENCE

Whitney Rutter is the CEO of Local Projects. She has extensive experience in the intersection of art, culture, and technology having held multiple leadership roles in the experience industry. Whitney has worked with clients all over the world developing ground breaking experiences. She leads the studio, creative teams working closely with LP's clients to ensure LP is responsive to each client's unique challenges. Since joining LP in 2017, she held previous positions as the Managing Director & Director of New Business before becoming CEO in 2022. In addition to her work at LP, she is active in promoting women's leadership in the Visual Arts. Whitney studied art making, environmental science and international affairs.

RESPONSIBILITIES

**Business Development**

**Marketing**

EDUCATION

**The Graduate Center**
M.A. International Affairs

**University of North Carolina at Chapel Hill**
B.A. Cultural Studies

# LOCAL PROJECTS - PROJECT TEAM



## Stephen Baker

CREATIVE DIRECTOR

EXPERIENCE

Stephen Baker is a creative director and designer focusing on experiential design spanning architecture, interaction design, and emerging technology. As Creative Director at Local Projects, Stephen's credits include collaborations with IBM, Manchester United, the Denver Museum of Nature & Science, and more. Before coming to Local Projects, Stephen held a design leadership role as Experiential Creative Director with agency HUGE, where he developed an an immersive Olympic Pavilion and series of future-facing retail pop-ups across Asia for the Japanese brand SK-II, as well as activations for Google, Vanguard, and Pantone. He has also worked extensively with scientists, researchers, and technology companies including IBM on a series of films on Quantum Computing, Columbia University on a large-scale interactive visualization on Neuroscience, and World Science Festival on an education exhibit on Quantum Mechanics and General Relativity.

RESPONSIBILITIES

**Creative Direction**

**Project Oversight**

EDUCATION

**Parsons School of Design**
M.F.A Design & Technology

**University of Michigan**
B.F.A. Bachelor of Fine Arts
Major: Fine Arts
Minor: Design and Architecture



## Keeli Shaw

EXECUTIVE ACCOUNT DIRECTOR

EXPERIENCE

Keeli Shaw is an Interactive Project Director, working at the intersection of interactive Exhibit and Media design. She has produced interactive projects ranging from mobile applications to large-scale multi-touch walls and award-winning immersive galleries and exhibitions. At Local Projects, she has overseen the design and development of projects including the Hyde Park Barracks Museum in Sydney, Australia, the BioDesign Studio and Body Metrics permanent exhibitions at The Tech Interactive in San Jose, Case Western Reserve University, Gallery One and ArtLens mobile application for the Cleveland Museum of Art. Prior to Local Projects, Keeli worked at the J. Paul Getty Museum in Los Angeles in the Collections Information & Access Department.

RESPONSIBILITIES

**Project Direction**

**Client Relations**

**Project Team Oversight**

EDUCATION

**New York University**
M.A. Arts Administration

**University of California**
B.A. Bachelor of Arts,
Political Science, Art History

# LOCAL PROJECTS - PROJECT TEAM



## Amanda White

DIRECTOR OF CONTENT

EXPERIENCE

With 16 years' experience in leading content development for design, Amanda brings an unmatched depth and breadth of experience to her role as Director of LP's Content Development department, where she manages department-wide needs and initiatives. Amanda also serves as the content lead on key projects, including work on the Museum of Science and History in Jacksonville, the UN Visitor Center in Geneva, Switzerland, Freedom Tower in Miami, and the Motown Museum in Detroit. Before joining LP, Amanda worked with the United Nations, the Woods Hole Oceanographic Institution, and crafted strategic messaging and storytelling for a broad range of other projects and clients. Her expertise is in the combination of inspirational team leadership, lateral thinking, strategic planning, and creative methodologies that she brings to all projects, transforming concepts into impactful experiences for user engagement.

RESPONSIBILITIES

**Content Direction**

**Project Oversight**

EDUCATION

**University of Auckland**
M.A. Art History



## Caroline Blockus

CONTENT DEVELOPER

EXPERIENCE

Caroline Bernadette Blockus is a Content Developer, using storytelling and creative strategies to transform complex ideas and messaging into imaginative experiences for all people. Caroline is passionate about art and culture and always curious about exploring new approaches to visitor engagement. Before Local Projects, Caroline worked as an Interpretive Planner for the United Nations, and as Editor-in-Chief and New York Correspondent for She Performs Global. She attended the University of Westminster, London, where she received a MA in Museums, Galleries, and Contemporary Culture.

RESPONSIBILITIES

**Content Development & Strategy**

EDUCATION

**University of Westminster**
MA in Museums, Galleries, and Contemporary Culture

# LOCAL PROJECTS - PROJECT TEAM



## Harry Borelli

INTERACTION DESIGN DIRECTOR

EXPERIENCE

Harry is an award-winning experience designer and an Interaction Design Director at Local Projects. Select clients include Planet Word Museum of Language Arts, Faith & Liberty Discovery Center, and the Theodore Roosevelt Presidential Library. Prior to Local Projects, Harry has worked in the fascinating intersection of art, science, and technology for well over a decade. His work has taught, inspired and delighted audiences all over the world in permanent and traveling exhibitions for organizations like the Solomon R. Guggenheim Museum and the American Museum of Natural History (AMNH). Throughout his career, his work has been guided by a desire for people to discover the wonder of art and science, and informed by a deep passion for how technology can augment and enhance our experience and understanding of them. He is currently an adjunct faculty member at Parsons School of Design.

RESPONSIBILITIES

**Interactive Design**

EDUCATION

**New York University**
M.P.S. Interactive Telecommunications Program

**Rhode Island School of Design**
B.F.A. Photography



## Nima Vakili

AV TECHNICAL DESIGN DIRECTOR

EXPERIENCE

Nima Vakili is a designer, maker, and creative technologist interested in human-computer interaction, situated technologies, parametric design, and fabrication. As Senior Physical Designer at Local Projects his credits include the Fashion for Good Centre, Target Open House, The Truth is Local with The New York Times, and Hyde Park Barracks Museum. Nima has exhibited his work internationally at venues including the Media Architecture Biennale and has been awarded the prestigious AED Neuland's first-prize in the Exhibition and Public Spaces category. Prior to Local Projects, Nima was Sensing Lab Manager at the State University of New York at Buffalo where he pursued his interest in interactive architecture. Nima holds a dual Master of Architecture and Fine Arts from the joint Media Arts and Architecture Program offered by SUNY Buffalo and Bauhaus-Universität Weimar.

RESPONSIBILITIES

**AV Design**

EDUCATION

**State University of New York, Buffalo**
M.A./M.F.A. Media Arts and Architecture Program

# LOCAL PROJECTS - PROJECT TEAM



## Rio Valledor

DIRECTOR OF PHYSICAL DESIGN

EXPERIENCE

Rio Rocket Valledor is the Director of Physical Design at Local Projects. Educated and trained as an architect, he changed career paths to Exhibition and Visitor Experience Design sixteen years ago. Since then, he has enjoyed working on projects with multidisciplinary elements (graphics, displays, artifacts, art, media, content, audio, interactives) in diverse environments, guided by strong concepts or narrative and engaging visitors with various design strategies. Select clients include Independence Hall, Dassai Brewery, National Air & Space Museum, UN Geneva Visitor Center. His career includes working with Ralph Appelbaum Associates on The Smithsonian National Museum of African-American History & Culture (NMAAHC) in Washington D.C., the International African American Museum in Charleston, SC (IAAM) and The Hip Hop Museum visualized concept study in the Bronx, NY.

RESPONSIBILITIES

**Physical Design Direction**

EDUCATION

**Pratt Institute of Design**
BA in Architecture



## Adrian Castineira

PHYSICAL DESIGN DIRECTOR

EXPERIENCE

Adrian is a Physical Design Director at Local Projects, focusing on creating environments that bring stories alive. Adrian directs physical design at Local Projects for projects such as the Faith & Liberty Discovery Center, The March with TIME Studios & The King Estate, and collaborations with ABB Group, and design competition for the National Museum of Archaeology and Earth Sciences (MNAST) in Rabat, Morocco. As an exhibit designer, Adrian has previously led the design and production of permanent and temporary exhibitions for institutions including the National Museum of African American History and Culture in Washington DC, the Jewish Museum and Tolerance Center in Moscow, Russia, and the Royal Alberta Museum in Edmonton, Canada. As an architect, Adrian has worked in Madrid, Paris and New York for multiple studios, including Lacaton & Vassal and Andrew Berman Architect. He holds a Master of Architecture and professional license from ETSAM in Madrid, as well as an MS in Advanced Architectural Design from Columbia University in New York.

RESPONSIBILITIES

**Physical Design Direction & Oversight**

EDUCATION

**Columbia University**
M.S. Advanced Architectural Design

**Superior Technical School of Architecture of Madrid**
Master of Architecture

# LOCAL PROJECTS - PROJECT TEAM



## Joshua Graver

DIRECTOR OF VISUAL EXPERIENCE DESIGN

EXPERIENCE

Joshua Graver is Director of Visual Experience Design at Local Projects, ensuring high quality visual storytelling across all projects, and developing our talented staff of designers. Select clients include Arecibo Observatory, Shock Bottom,Jack Hadley Black History Museum, IBM, and Erie Canal Bicentennial. Prior to Local Projects, Josh worked as a Designer and Design Director at Decoded Advertising and 2x4, where he worked on projects for clients ranging from Prada to the NYC Administration for Children's Services. He's also worked in-house as Creative Director for the Museum of Art and Design and the Pratt institute.

RESPONSIBILITIES

**Visual Experience Design**

EDUCATION

**Yale University**
MFA Graphic Design



## Marta Monge

ART DIRECTOR

EXPERIENCE

Marta Monge is an Art Director and cross-disciplinary designer at Local Projects. She is interested in interactive and immersive media and is passionate about developing visual identities that bleed into three dimensional environments. Her credits include forthcoming projects with the Museum of Jewish Heritage in New York City and the Theodore Roosevelt Presidential Library in Medora, North Dakota. Originally from Italy, Marta holds a master's degree from Central Saint Martins College in London and over 7 years of experience in the industry, working within all stages of the design process, from ideation through production. Before Local Projects, Marta worked for clients like Mozilla, Nesta, Audi, Seat, Enel, Ferrero and led the design efforts on the UAEU Pavilion at Expo 2020 Dubai.

RESPONSIBILITIES

**Visual Experience Design**

**Art Direction**

EDUCATION

**Polytechnic University of Turin**
BA Design

**University of the Arts London**
MFA Design

# LOCAL PROJECTS - PROJECT TEAM



## Michael Allison

DIRECTOR OF CREATIVE TECHNOLOGY

EXPERIENCE

As Director of Creative Technology at Local Projects, Michael oversees Creative Technology on a variety of projects in addition to working directly with a range of cultural and corporate clients. In this role he balances artistry, creativity, engineering, and complexity to create bold new experiences and systems. While at Local Projects, his credits include collaborations with the Cooper Hewitt Smithsonian Design Museum, Children's Healthcare of Atlanta, Intercorp Headquarters, the Hyde Park Barracks Museum (a UNESCO World Heritage Site), and the Do Good Institute with the University of Maryland. Michael received his Masters of Professional Studies at New York University's Interactive Telecommunications Program.

RESPONSIBILITIES

**Creative Technology**

**Creative Engineering**

EDUCATION

**New York University**
M.P.S. Interactive Telecommunications Program

**University of Southern California**
B.S Multimedia Studies



## Avi Grayson

CREATIVE TECHNOLOGY DIRECTOR

EXPERIENCE

Avi is a Creative Technology Director focusing on backend development, web development and DevOps. His recent credits include leading backend development on the Fashion For Good Centre in Amsterdam, the Sydney Hyde Park Barracks Museum, and the University of Massachusetts Amherst Old Chapel media wall. He has contributed to a range of other projects including the Equal Justice Initiative's Legacy Museum in Montgomery, the Museum of the City of New York's permanent exhibits, ARoS Public, and the London Mithraeum. Avi holds a BA from Sarah Lawrence College with a focus in Computer Science and History.

RESPONSIBILITIES

**Creative Technology**

**Creative Engineering**

EDUCATION

**Sarah Lawrence College**
B.A. Computer Science and History

# LOCAL PROJECTS - PROJECT TEAM



## Aleen Kim

DIRECTOR OF MEDIA PRODUCTION

EXPERIENCE

Aleen Kim is Director of Media Production at Local Projects, overseeing the creation, implementation, and installation of linear media programs for a range of cultural and corporate clients. While at Local Projects she has overseen media production efforts on a range of projects that include Greenwood Rising Black Wall St. History Museum in Tulsa, Oklahoma, and the Faith & Liberty Discovery Center on Philadelphia's historic Independence Mall. Prior to Local Projects, Aleen led numerous award-winning projects with clients including MoMA, Showtime Networks, Google, New York Times Magazine, Netflix, Hulu, and more.

RESPONSIBILITIES

**Media Development & Production**

EDUCATION

**Baylor University**
B.A. Radio / TV / FIlm & Sociology



## Moriah Rodriguez

MOTION DESIGNER

EXPERIENCE

Moriah is a Visual Experience Designer focused on making complex subjects more readily understandable through cross-disciplinary design and animation. Moriah's projects include Theodore Roosevelt Presidential Library, National Public Housing Museum, Erie Canal, and Columbus Museum. Before Local Projects, Moriah was a motion designer at Within co. where she worked on brands from The Atlantic to 1800 Tequila. In past roles she's created work for Disney, ABC and climate organizations such as Who's Saving The Planet and The Climate Mobilization.

RESPONSIBILITIES

**Motion Design**

**Visual Experience Design**

EDUCATION

**Massachusetts College of Art and Design**
BFA, Graphic Design **y**

# POTENTIAL SUBCONSULTANTS



Bloomberg's London Mithraeum, Local Projects & Tillotson Design Associates

# SUBCONTRACTORS: TILLOTSON DESIGN - LIGHTING DESIGN

For Lighting Design, Local Projects would partner with Tillotson Design Associates, with whom we successfully partnered on the **London Mithraeum** with the **Museum of London Archaeology** and Bloomberg LP. Tillotson is a Women Owned Business (WBE) with extensive experience designing for a range of cultural and corporate clients.

**About Tillotson Design:**

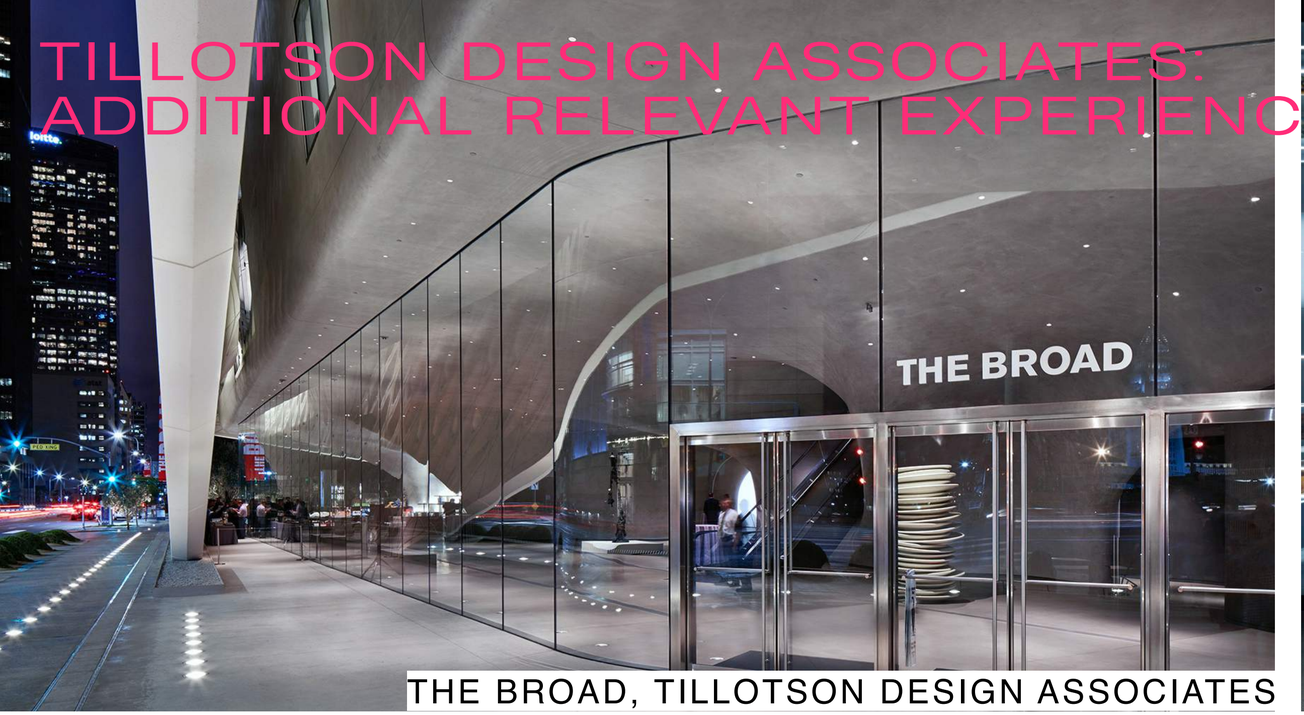
Tillotson Design Associates, founded in 2004, is a WBE lighting design consultancy based in New York City. A diverse staff with backgrounds in architecture and interior design, including several LEED accredited professionals, combine talents to create exemplary work. Together, our principals provide over 80 years of lighting expertise. In 2021, Tillotson Design Associates was named Architizer's A+ Lighting Design Firm of the Year. The launch of Tillotson Design Associates came just after Ms. Tillotson completed lighting designs for the Seattle Central Public Library and Prada Beverly Hills with the Office for Metropolitan Architecture.

Collaborating with developers, architects, and interior designers throughout the world, our award winning portfolio includes interior and exterior lighting for corporate headquarters, universities, hotels, libraries, masterplans, museums, parks, performance halls, residences, restaurants, and retail establishments. Our clients have included some of the most talented architects in the world including nine Pritzker Prize Laureates: Rem Koolhaas, Herzog & de Meuron, Norman Foster, SANAA, Thom Mayne, Renzo Piano, Christian de Portzamparc, Frank Gehry, and Shigeru Ban.

TILLOTSON DESIGN ASSOCIATES

*** WBE Certified**

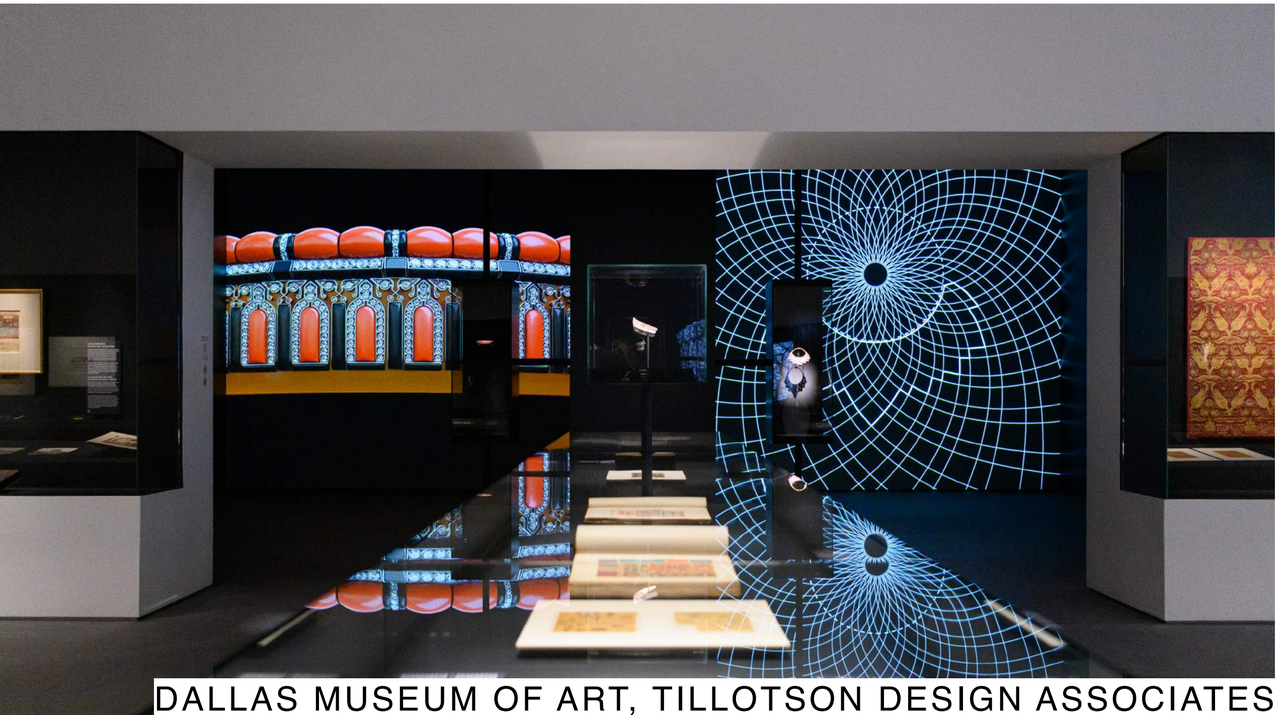
# TILLOTSON DESIGN ASSOCIATES: ADDITIONAL RELEVANT EXPERIENCE



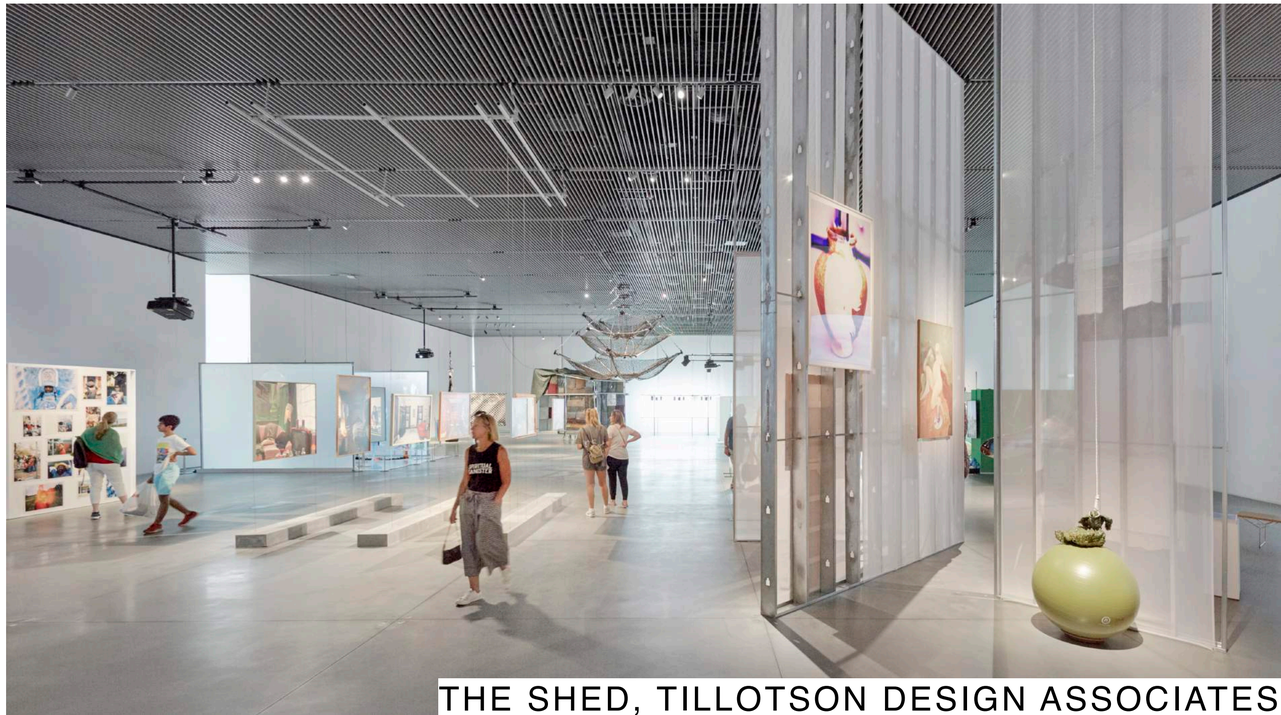

THE BROAD, TILLOTSON DESIGN ASSOCIATES




MIT MUSEUM, TILLOTSON DESIGN ASSOCIATES



DALLAS MUSEUM OF ART, TILLOTSON DESIGN ASSOCIATES



THE SHED, TILLOTSON DESIGN ASSOCIATES

# SUBCONTRACTORS: CHARCOALBLUE – ACOUSTIC DESIGN

For Acoustic Design, Local Projects would partner with Charcoalblue. Important projects include: **Wonderlab at the National Science and Media Museum**, Luminato Festival at Hearn Power Station, Technicians Gallery, **Science Museum London** and the Mercury Store in Brooklyn.

**About Charcoalblue:**
Of Charcoalblue's six studios, the **U.K.** one is the headquarters.

Our services are by nature multi-faceted, like the performing arts. We offer a holistic approach that consists of venue planning and auditorium design, acoustic design, experience design, and design and specification of theatre systems – seating, stagelighting, stage engineering, and audiovisual.

Our diverse portfolio includes world-famous companies such as **London's National Theatre**, Chicago's Steppenwolf Theatre Company, Toronto's Massey Hall, **the London Symphony Orchestra**, Chicago Shakespeare Theater, and the **Royal Shakespeare Company**. We have also designed innovative spaces for Sydney Theatre Company, St. Ann's Warehouse in Brooklyn, **Aviva Studios for Manchester International Festival,** and Perelman Performing Arts Center at the World Trade Center. We work with large scale tech organizations such as Google and Facebook and a wide range of educational and non-profit institutions including the **London Academy of Music and Dramatic Art**, the American Repertory Theatre at Harvard, Banff Centre for Arts and Creativity, and The Obama Presidential Center in Chicago.

Charcoalblue embraces its responsibility to our local and global communities. We care about the impact we have on our environment, about making our organization and our buildings reflective and inclusive of the communities we serve, and about our influence on the next generation.

CHARCOALBLUE
THEATRICAL INNOVATION | ESTD 2004



GLENBOW MUSEUM, CHARCOALBLUE

# CHARCOALBLUE: ADDITIONAL RELEVANT EXPERIENCE



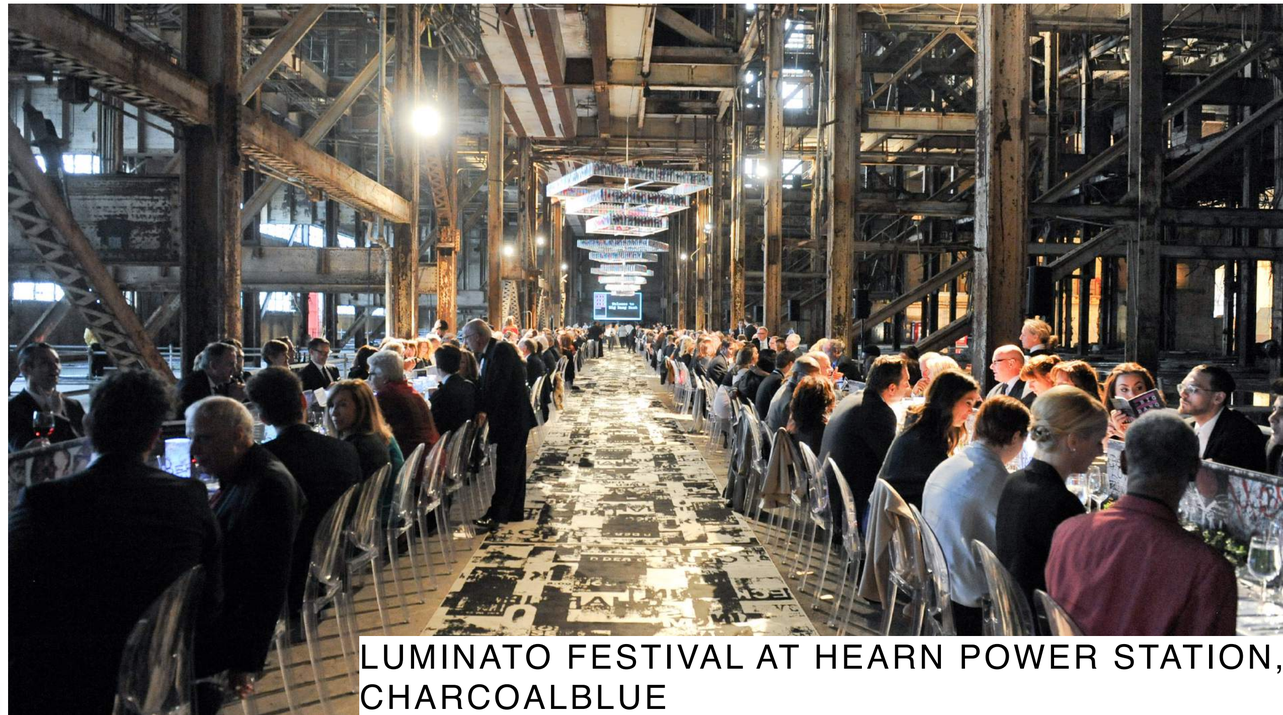
WONDERLAB, CHARCOALBLUE




TECHNICIANS GALLERY, SCIENCE MUSEUM LONDON, CHARCOALBLUE



MERCURY STORE, CHARCOALBLUE



LUMINATO FESTIVAL AT HEARN POWER STATION, CHARCOALBLUE

# SUBCONTRACTORS: ELECTROSONIC - AV DESIGN & INTEGRATION

For AV Design and Integration, Local Projects would partner with Electrosonic. Shared clients include National September 11 Memorial & Museum, EY, National Museum of African American History and Culture, and more.

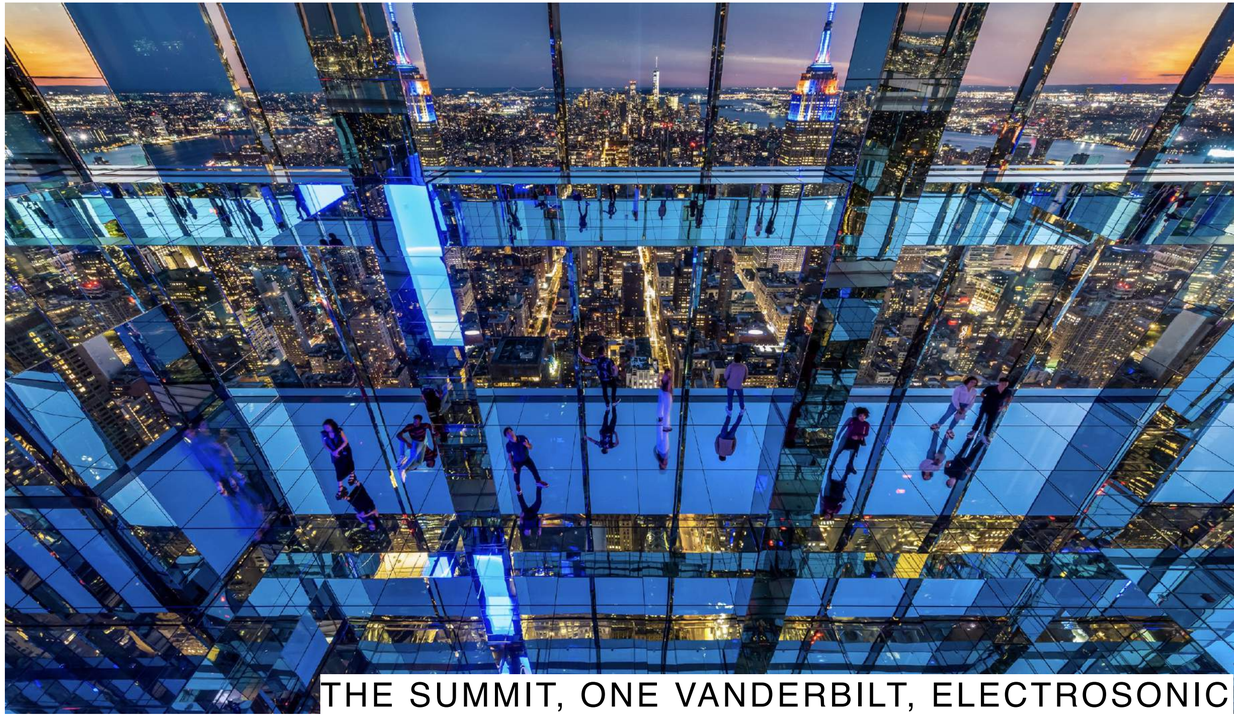
## About Electrosonic:

The history of Electrosonic is the history and evolution of the modern audio-visual system. Founded in 1964, Electrosonic has been credited for creating the most innovative audio-visual solutions and experiences available to the international marketplace. For more than 60 years Electrosonic has been an industry pioneer designing and installing some of the largest and most complex projects in the world.

With a collective mentality to deliver innovative solutions to our clients, Electrosonic has remained an industry leader continuing our mission to deliver innovative technology solutions that create memorable experiences where people live, work and play. With a global staff of over 500+ employees operating out of 16 offices in North America, Europe, Asia and the Middle East we have developed the infrastructure to support any sized project globally.

We work with corporations, brands, and intellectual properties to develop, understand and evolve their stories into memorable experiences, exploring technology applications and developing functional design for their sophisticated needs. Having delivered projects in over 60 countries during our history and over 2,500+ unique installations over the last 4 years we have the expertise and the experience to support your unique needs.

ELECTROSONIC



THE SUMMIT, ONE VANDERBILT, ELECTROSONIC




MUSEUM OF THE AMERICAN REVOLUTION, ELECTROSONIC

# ELECTROSONIC: ADDITIONAL RELEVANT EXPERIENCE



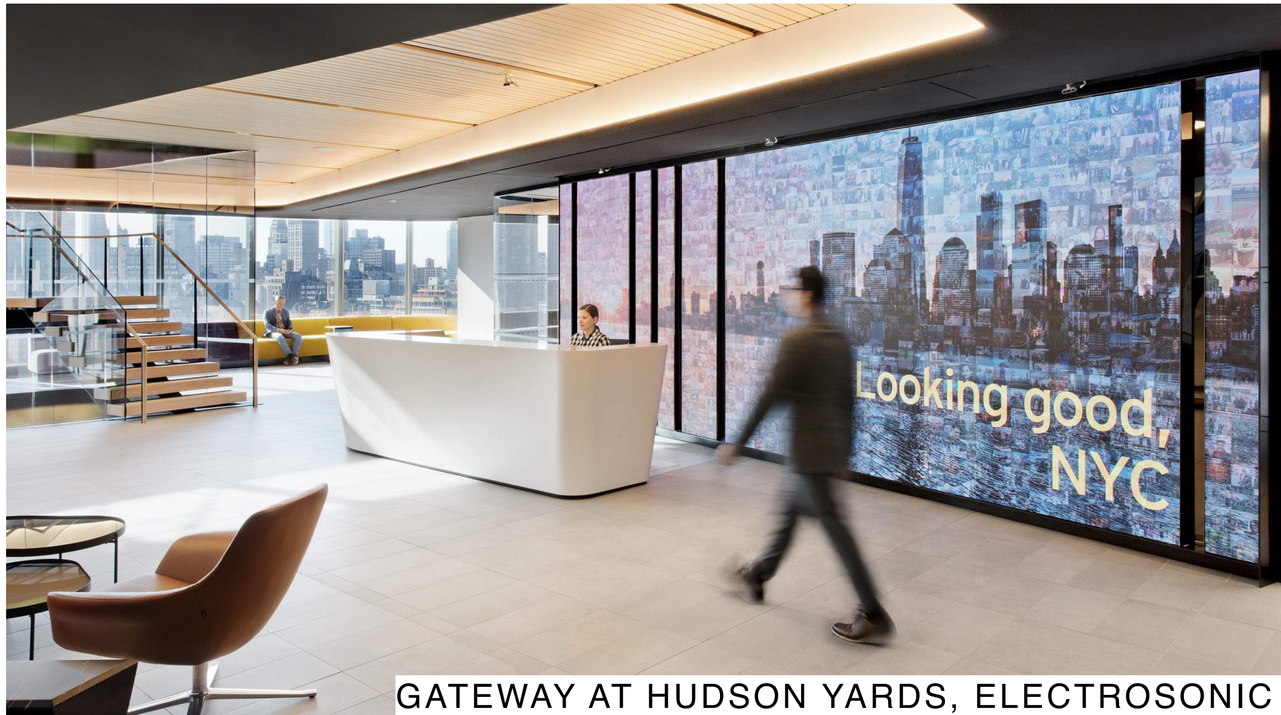
AT&T DISCOVERY DISTRICT, ELECTROSONIC




‘THE ORCHARD’ AT DOHA’S HAMAD INTERNATIONAL AIRPORT, ELECTROSONIC



MUSEUM OF TOLERANCE, ELECTROSONIC




GATEWAY AT HUDSON YARDS, ELECTROSONIC

# OUR PREFERRED PR PARTNER

CAMRON

GLOBAL COMMUNICATIONS GROUP

## A COMMUNICATIONS AND STRATEGIC POWERHOUSE

Camron is a leading global brand strategy & communications design agency with offices in London, New York, Los Angeles and Milan. Camron has a decades-long reputation for shaping stories at the intersection of design, culture and commerce, and works with brands that aspire to shape culture, rather than follow it. They harness insight-led strategy to help brands tell their narratives; from innovative public relations through to content creation, activations, social media and fully integrated campaigns.

## SERVICES

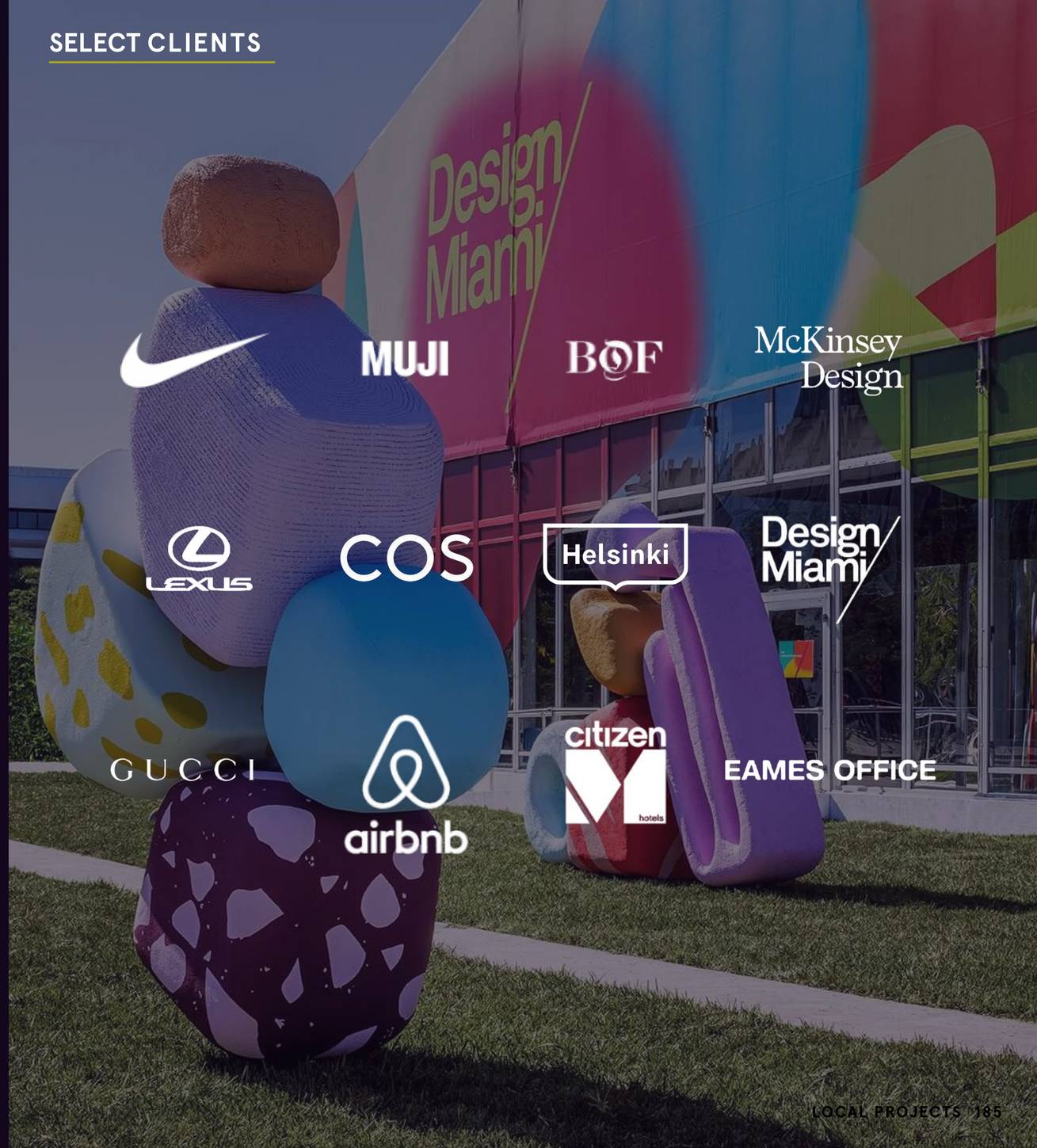
Brand Strategy

Go-to-Market Strategy

Launch Communications Rollout

Press Office Management

## SELECT CLIENTS



# CAMRON: ADDITIONAL RELEVANT EXPERIENCE



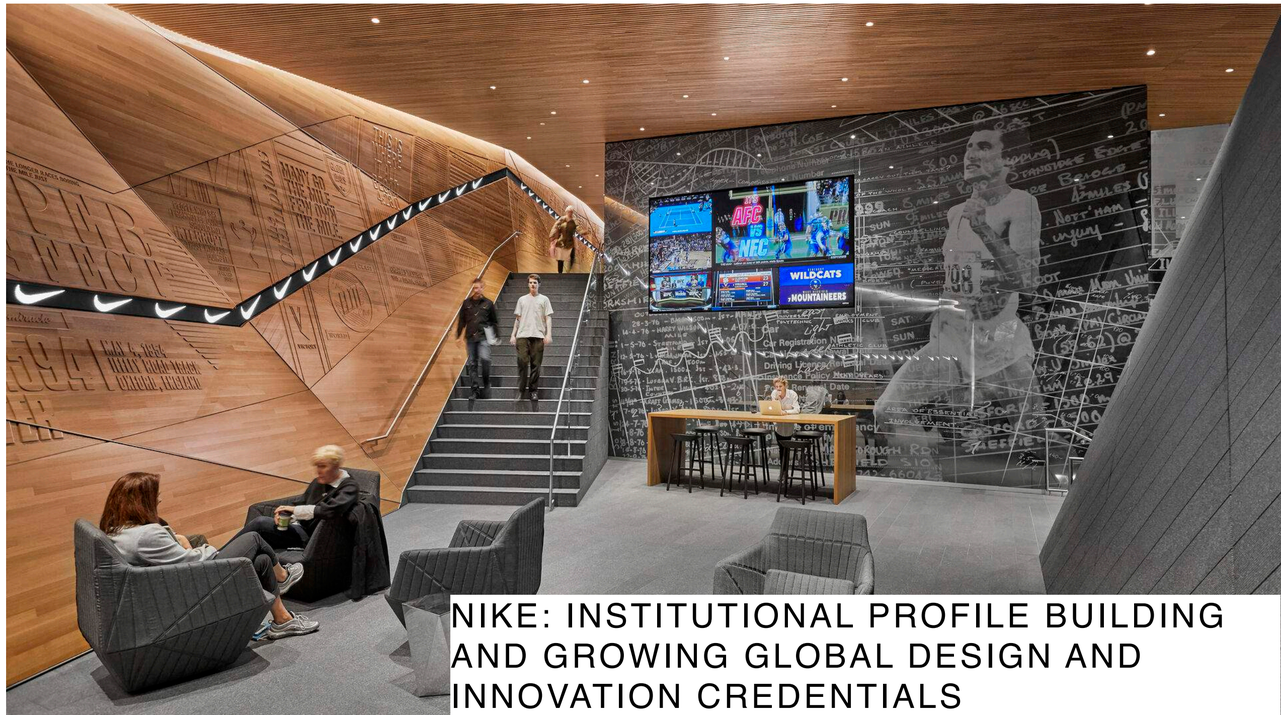
COS: PIONEERING A NEW STANDARD OF CULTURAL PATRONAGE IN ART AND DESIGN



AIRBNB: POSITIONING A CATEGORY-LEADER FOR GLOBAL GROWTH AND INTRODUCING THE SHARING ECONOMY INTO THE CULTURAL SPHERE



HELSINKI: DEFINING AND DELIVERING THE MESSAGE OF THE CITY'S INTRINSIC RELATIONSHIP WITH DESIGN




NIKE: INSTITUTIONAL PROFILE BUILDING AND GROWING GLOBAL DESIGN AND INNOVATION CREDENTIALS




LOCAL
PROJECTS