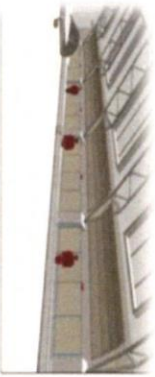
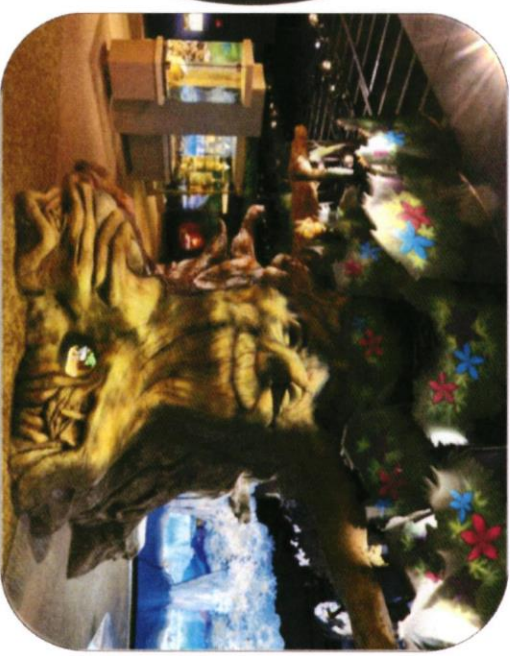


C L A R O c r e a t i v e s t u d i o s



WORLD CLASS MUSEUM EXHIBITS, ENGAGING RETAIL STORES, ENTERTAINING ATTRACTIONS





Dave Clare - Partner - Claro Creative Studios

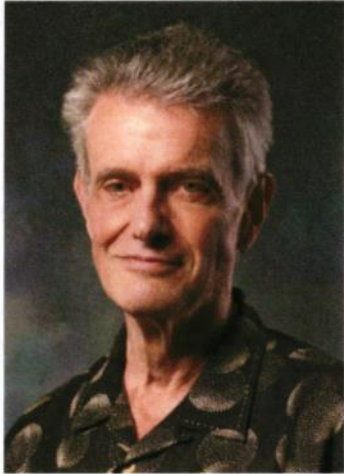
Dave founded Claro Creative Studios seeing a need for responsive, creative and practical solutions and execution for clients seeking value and unique experiences for their projects. Dave has a passion for being involved in delivering entertaining and engaging spaces. Before founding Claro in 2001, Dave was consistently cast in high level leadership roles at The Walt Disney Company, The Larson Company, and Sony Development Corporation. Working for KHS&S, Dave opened their China headquarters in Hong Kong, specializing in themed construction. He has recently consulted with Apple, Google, Stella McCartney, and One World Marine, providing his leadership to various creative projects.



Annette Crump - Partner - Claro Creative Studios

With over 25 years of experience in Planning, Scheduling, Project Management and Coordination, Annette brings **world class organizational and planning experience** to the project team. Whether managing budget and schedule for the Longwood Children's Garden, the Science Fiction Museum and Hall of Fame, the Mini-Time Machine Museum of Miniatures, or the Flying Heritage Collection, Annette demonstrates a remarkable ability to plan the implementation of a project at the strategic level while managing it at a detailed level. She is currently working on a project with One World Marine in Zhuhai, China.





Tim Kirk - Designer/Illustrator

Tim has experience in a broad media spectrum---from theme park and museum exhibit design to book illustration and greeting cards. Tim was employed as an Imagineer by the Walt Disney Company for more than 22 years. He was a partner in Kirk Design Inc., which designed and produced the Science Fiction Museum and Hall of Fame in Seattle for Paul Allen.

Tim is a five-time winner of the prestigious Hugo Award for science fiction and fantasy illustration. He was the first American artist to illustrate the J.R.R. Tolkien Calendar for Ballantine Books, and his Tolkien work is featured in the Greisinger Museum in Switzerland.

Tim was a principal designer on Tokyo DisneySea and the Disney-MGM Studio Tour theme park for Disney. Other clients include Thinkwell Design and Production, The Hettema Group, Rethink Leisure and Entertainment, the Ronald Reagan Presidential Library, the University of Notre Dame, Ghirardelli Chocolate, the Parsonage of Aimee Semple McPherson (in LA), the National Tourist Administration of China, The Lotte Group, and the Mini Time Machine of Miniatures in Tucson, AZ.





Larry D. Gertz - Producer

Over the past 35 years, Larry Gertz has led the design and production of museums, museum exhibits and shows, theme park attractions, film and video productions. Larry creates a team environment in which all of the stakeholders participate in realizing the ultimate project vision. Larry began as an educator and has maintained his love of teaching. This combined with 25 years creating high-level entertainment has proven to be a winning formula. He spent 20 years as a creative lead at Walt Disney Imagineering eventually becoming the creative executive for “Epcot” at Walt Disney World. After Disney, Larry established his own company and has produced projects as diverse as The Flying Heritage Collection in Seattle Wa., and for the Russian Jewish Museum in Moscow.





Daniel Molitor - writer and creative director

Dan has over 30 years experience developing theme park attractions, museum exhibits, specialty films, videos, and interactive experiences. For over a decade he was a writer at Walt Disney Imagineering, where he was a key player on teams that created attractions such as *Buzz Lightyear's Space Ranger Spin* and *The Extraterrestrial Alien Encounter*. He helped to create Port Discovery, an innovative children's museum in Baltimore, and has developed experiences and exhibits for The Smithsonian and other world-class institutions. As a creative director at The Hettema Group, he led concept development and supervised the writing staff on projects in South Korea, Saudi Arabia, Trinidad and Tobago, and around the US. Daniel is the author of 6 published books and serves on the board of directors of the San Gabriel Valley Literacy Council. He spends two nights a week teaching English to adult learners.



Our Assignment -

- 1) To review the existing museum
- 2) To meet with stakeholders to share goals and ideas
- 3) To provide a Design Charette report showing *high level design ideas* for the Museum's exhibits. At the City's discretion, the City may use this document as a basis for a future Concept Exhibit Design. These are only ideas . . .

What we found -

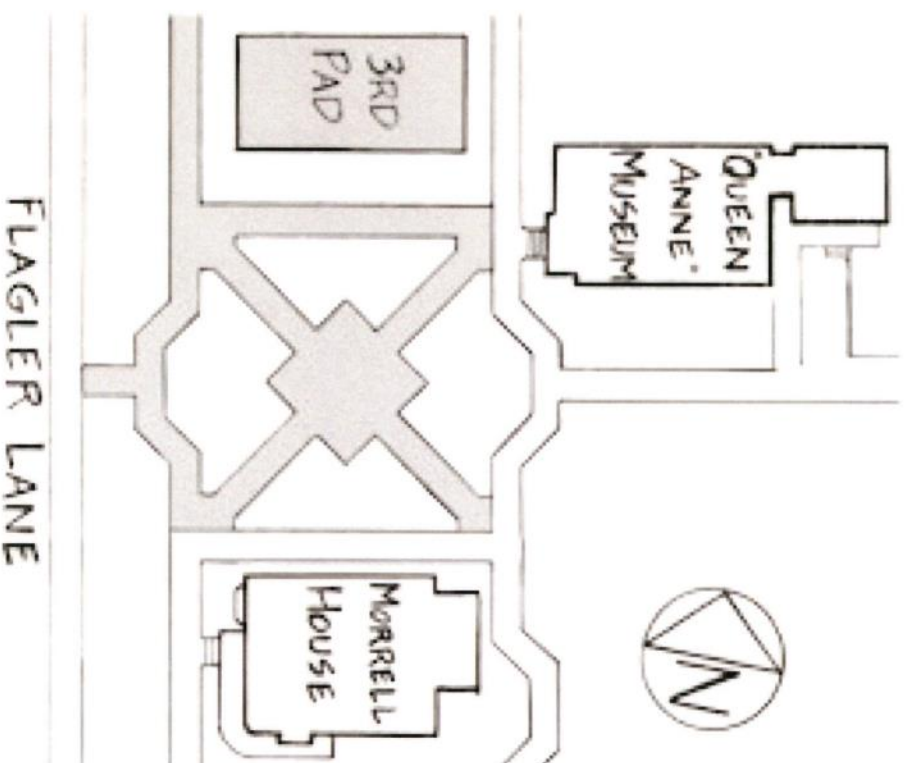
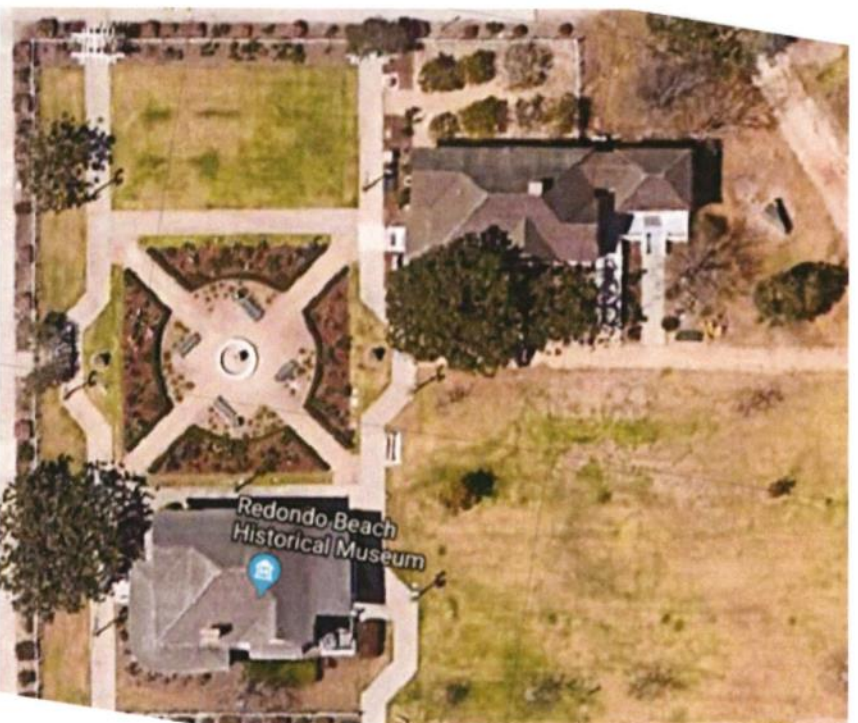
Many wonderful stories and subjects that could be turned into key exhibits

What was missing -

- Organization of content
- A clear story of Redondo Beach
- Graphics to enlighten the visitor about people, places and events

The following are a number of ideas and suggestions from our team to help move you forward . . .



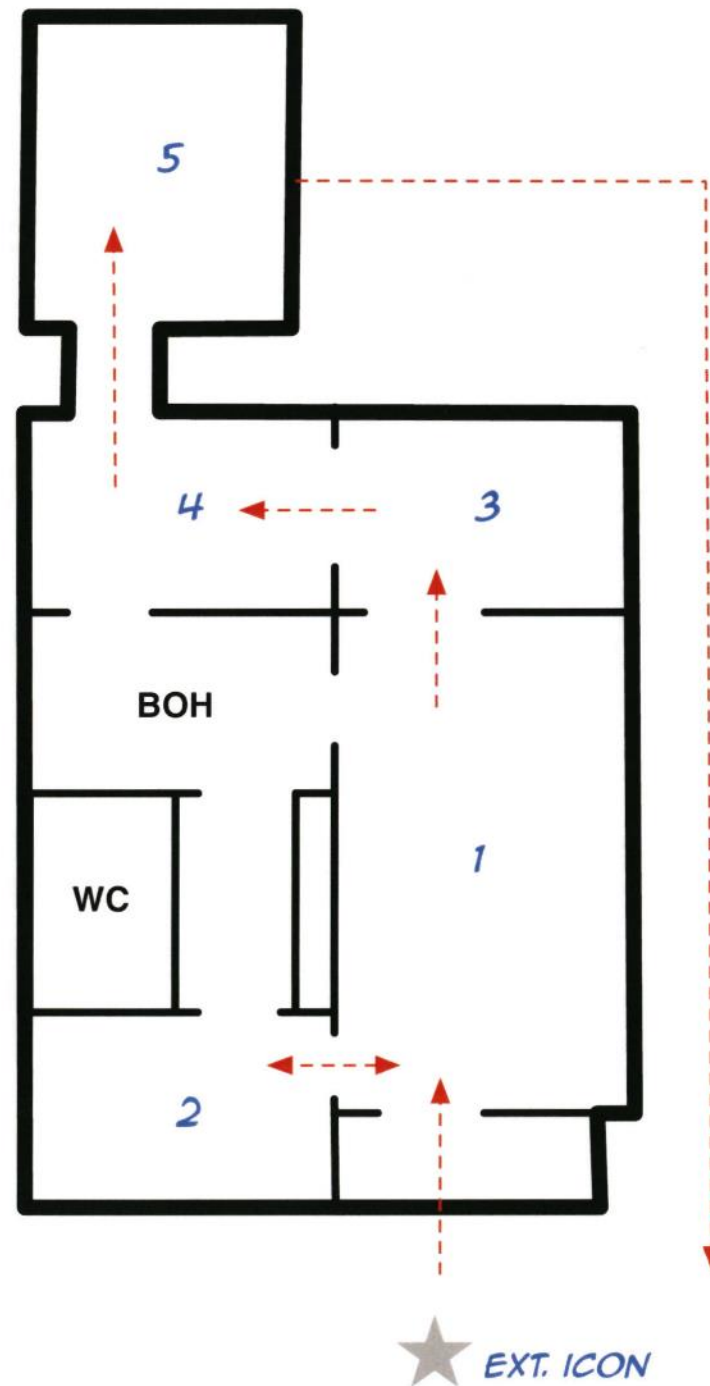


Exterior and Icon

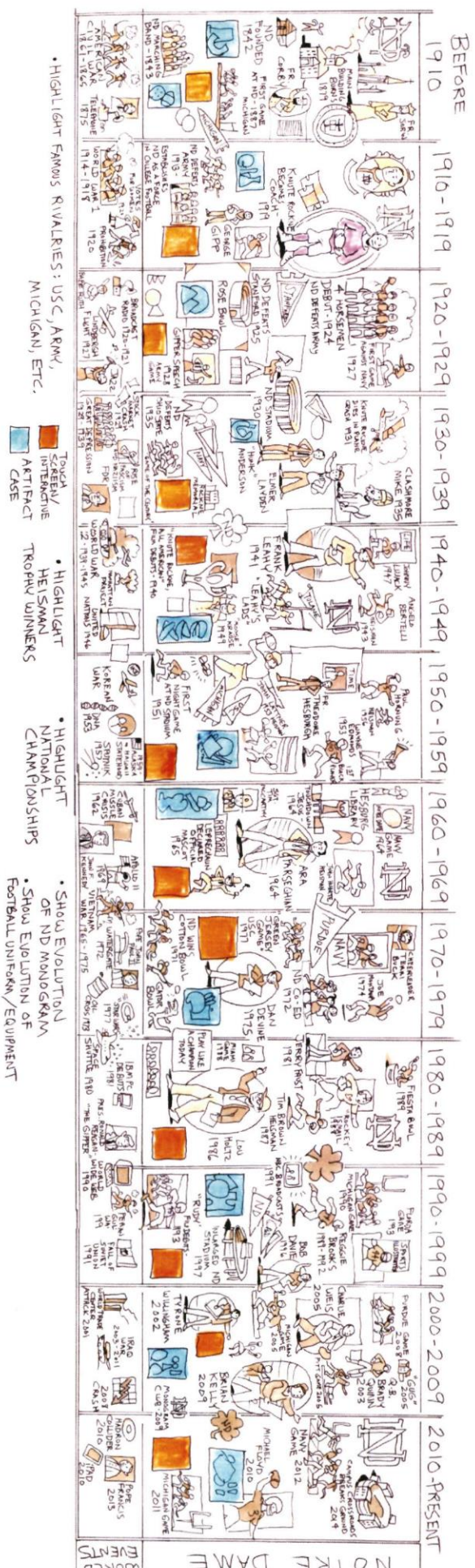
Immediately upon their arrival at Heritage Court, visitors are drawn to the front garden with its freestanding sculptural icon. Combining elements of an eye-catching marquee and an outdoor graphic display, the elements built into the icon provide visitors with an intriguing teaser of the rich history that awaits inside the museum. For pedestrians who might be just wandering by, it's also a quick introduction to some of Redondo Beach's key figures and historical moments, as well as a prime location for tourists looking for a signature "Kodak Moment" snapshot.

One option may include an electronic reader board built into the icon, highlighting the museum's current exhibits and giving a shout-out to locals whose present-day accomplishments will be celebrated by future generations.

Possible exterior icon location, and guest flow pattern . . .



A Timeline Example -
 Could be used as a unifying element that can start and guide the guest experience . . .



Timeline
section
example....

WORLD EVENTS	NOTRE DAME	
<p>AMERICAN CIVIL WAR 1861-1865</p> <p>TELEPHONE 1875</p>	<p>1910</p> <p>FR. SORIN</p> <p>MAIN BUILDING BURNS 1879</p> <p>FR. CORBY</p> <p>ND FOUNDED 1842</p> <p>FIRST GAME AT ND-1887 MICHIGAN</p> <p>ND MARCHING BAND-1843</p>	
<p>WORLD WAR I 1914-1918</p> <p>VOTES FOR WOMEN 1920</p> <p>PROHIBITION 1920</p>	<p>1910-1919</p> <p>KNUTE ROCKNE BECOMES COACH- 1919</p> <p>GEORGE GIPP</p> <p>ND DEFEATS ARMY 1913-</p> <p>ESTABLISHES ND AS A FORCE IN COLLEGE FOOTBALL</p>	
<p>BROADCASTS RADIO 1920</p> <p>LINDA FLIGHT</p> <p>BABE RUTH</p>	<p>1920-</p> <p>ND DEFEATS STANFORD 1920</p> <p>ROSE BOWL</p> <p>4 HORSEMEN DEBUT-1920</p> <p>ND DEFEATS A</p>	

• HIGHLIGHT FAMOUS RIVALRIES: USC, A MICHIGAN

A possible
Redondo
Beach
Timeline
Example...

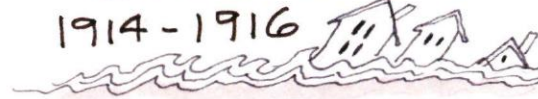
REDONDO BEACH

1910 ~ 1919



BOSTON
RED SOX
VISIT
REDONDO
BEACH
1911

SEVERE STORMS
1914-1916



EL JA ARMS HOTEL
1915

SURFING
LEGEND AND
OLYMPIC GOLD
MEDALLIST
DUKE
KAHANAMOKU
VISITS
REDONDO
BEACH



1913



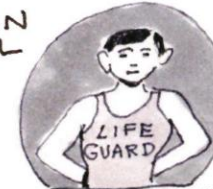
CHARLES LINDBERGH
ATTENDS
REDONDO UNION
HIGH SCHOOL
1917



TOUCH
SCREEN
VIDEO
DISPLAY



"ENDLESS PIER"
BUILT 1917



GEORGE FREETH DIES
OF INFLUENZA
1919

WORLD



HALLEY'S
COMET 1910

FIRST FORD
ASSEMBLY LINE 1914



INFLUENZA
EPIDEMIC
1918



"TITANIC" SINKS
1912



WORLD WAR 1
1914-1918



18TH AMENDMENT
(PROHIBITION)
1919

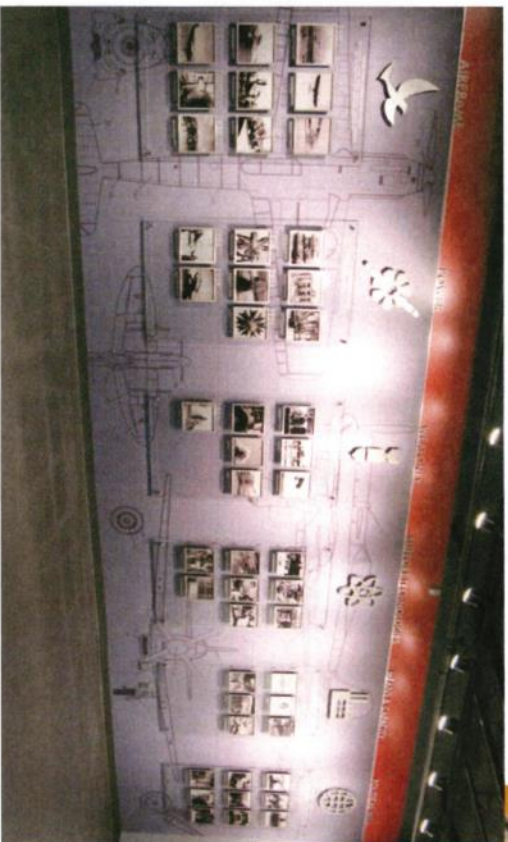
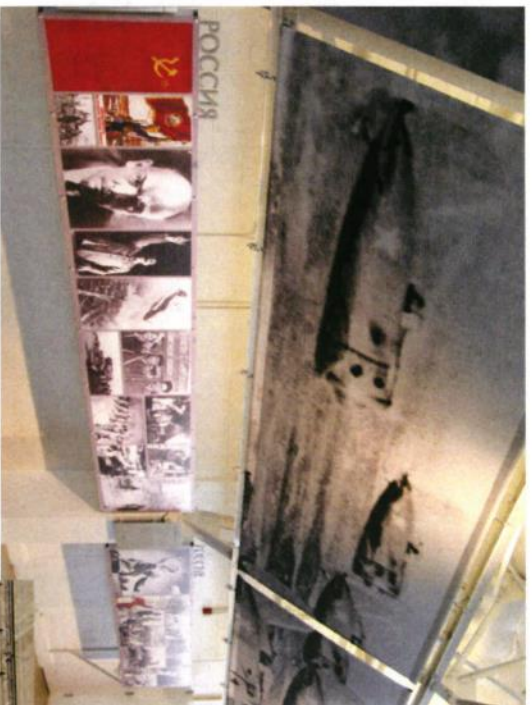
Entry and Galleries

Walking into the museum, the visitor's eyes are *instantly drawn to colorful graphic panels* hanging from the high ceiling. These feature a collage of people and places, a who's who of Redondo's past and a guide to the exhibits we see spread throughout the first gallery. These overhead graphics will, in fact, be with us throughout the museum. They serve to highlight the contents of each room and showcase key subjects related to the specific displays each room contains.

Here in the first room, we might be introduced to the natural setting of Redondo Beach and how it has changed over time. On one wall, we see a large panoramic mural of the area as it must have looked several hundred years ago, while on the opposite wall we see the exact same point of view but now advanced in time to the present day with the modern city stretching out from its still spectacular position on Santa Monica Bay. Between these two views are exhibits that dive more deeply into the city's rich past. Historical photos, intriguing artifacts, and bold text bring to life the old days and connect them to the community that exists today. Here and there, audio and video moments enhance the exhibits, allowing us to hear and see Redondo's citizens relate their own memories of the places and events explored in the displays. State of the art directional speakers confine these stories to each discrete location, thus preventing the room from becoming a cacophony of competing storytellers.



Colorful graphic
display examples,
color coding each
topic you choose . . .



Possible Content
Organization
(examples only)

THE PLACE

THE PEOPLE

RB AT WORK

RB AT PLAY

MEMORABLE
EVENTS

"WEENIE" DRAWS YOU TO...

"I DIDN'T KNOW THAT!"

"NOW & THEN"
FUN FACTS

ARTIFACTS

PHOTOS

GRAPHICS/TEXT

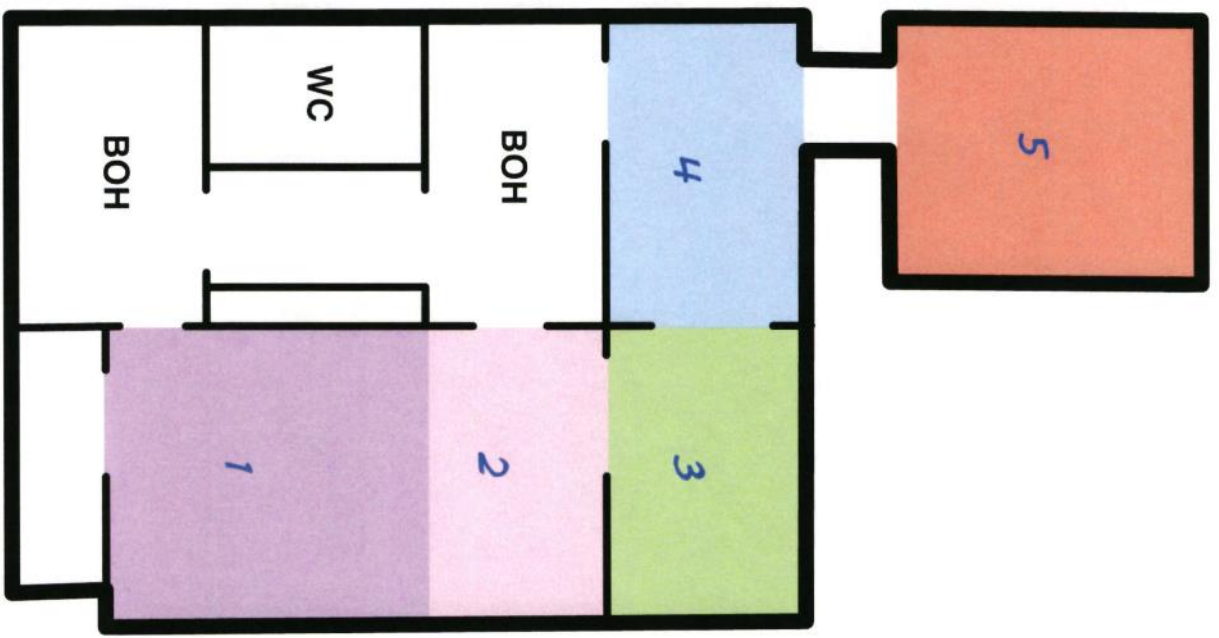
MEDIA

QR LINKS

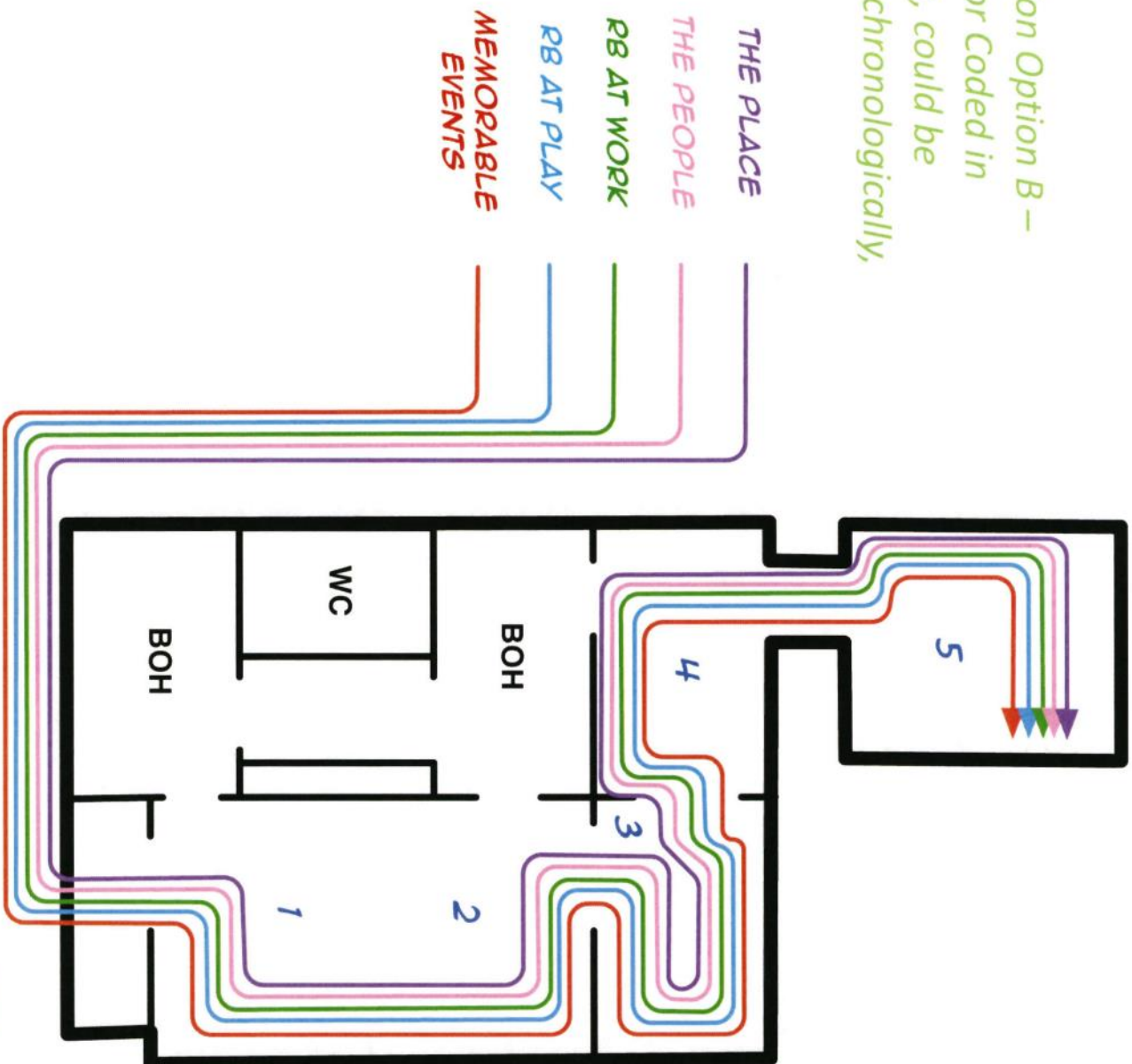
FLOATERS —————> DIVERS

Organization Option A – Topic by Room

THE PLACE
THE PEOPLE
RB AT WORK
RB AT PLAY
MEMORABLE
EVENTS



Organization Option B –
Topics Color Coded in
each room, could be
organized chronologically,
or ...



*Selfie Moment Idea –
You with a bird's eye
view of Redondo Beach,
Past or Present . . .*



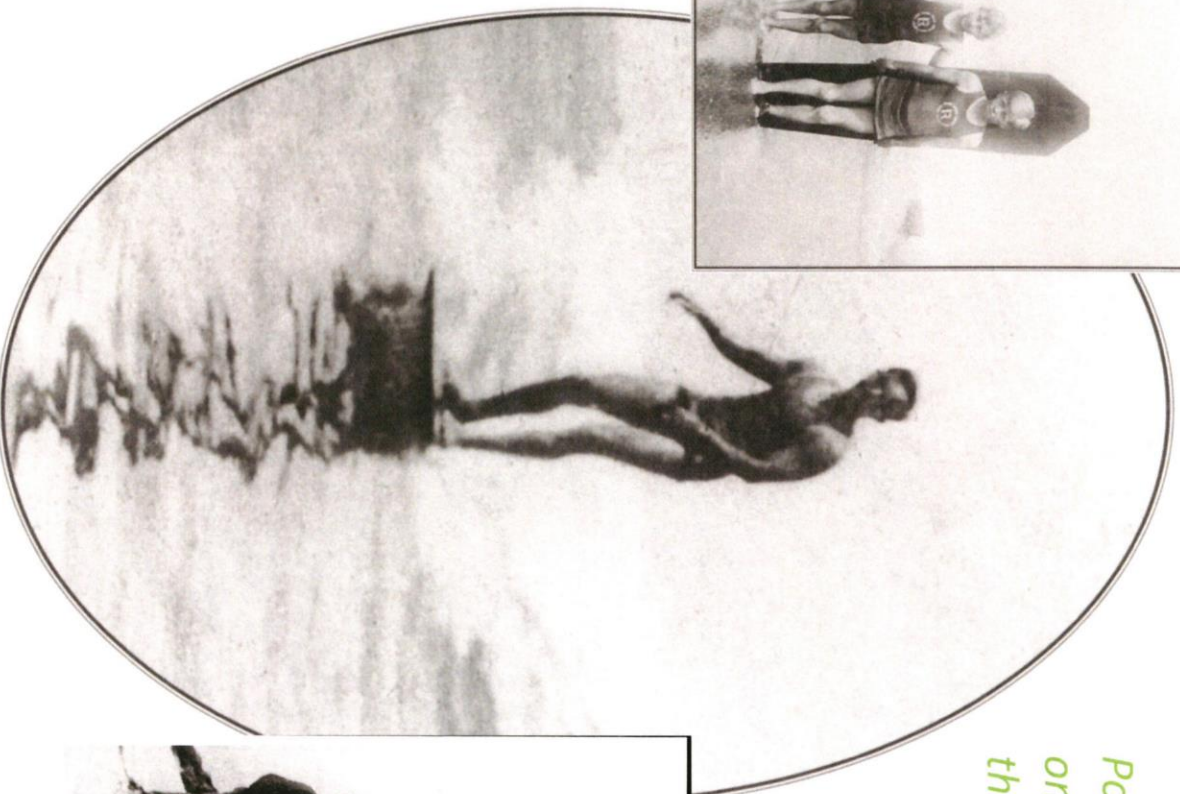
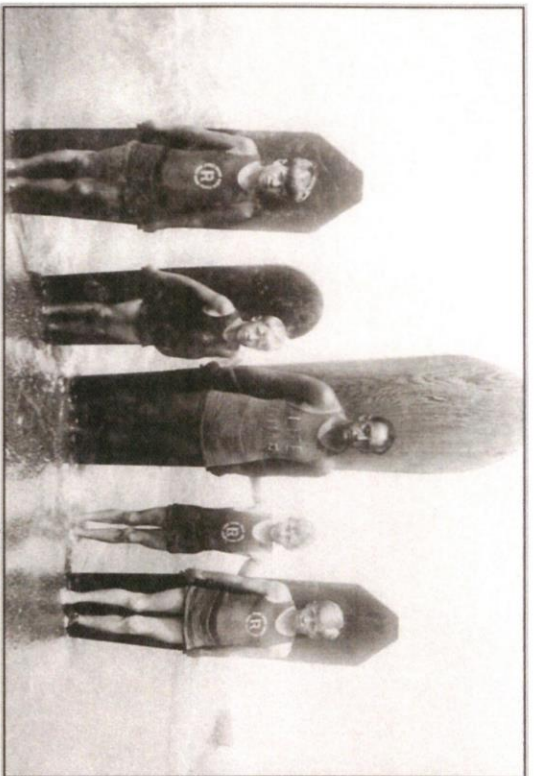
From Room to Room -

Movement from one gallery to the next is encouraged by *carefully arranged primary artifacts or displays* that create eye-catching visual magnets. When we're ready to move on, these major icons or "weenies," as Walt Disney called them, capture our attention and draw us forward to engage in the next chapter of the story.

Some of these displays also serve as appealing opportunities for taking photographs. We live in the age of the selfie, and the museum's galleries include several unique backdrops that will become favorite spots for photo-snapping visitors of all ages. For example, surfing fans might be able to capture themselves riding a wave with George Freeth; or using a vintage signal light to contact the gambling ship Rex so it will send its launch to the pier. Large graphics, physical props, and eye-fooling perspective tricks make these selfie spots a unique attraction within the museum. And, as countless pictures are uploaded to social media sites, they will help to build a distinctive online identity.



*Possible feature exhibit
on George Freeth and
the Surf Life . . .*

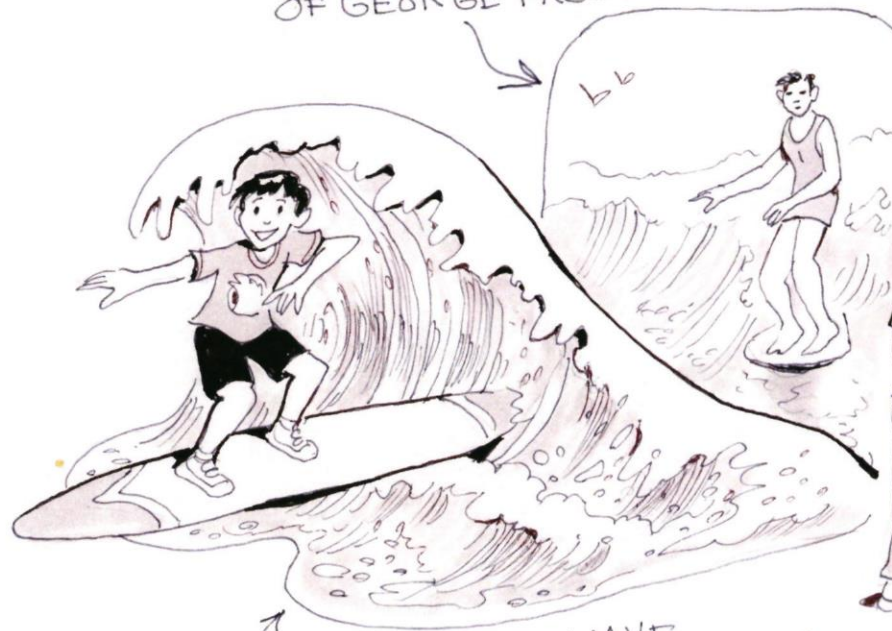


Example of a possible "Hero" exhibit

GEORGE FREETH
PHOTO OP

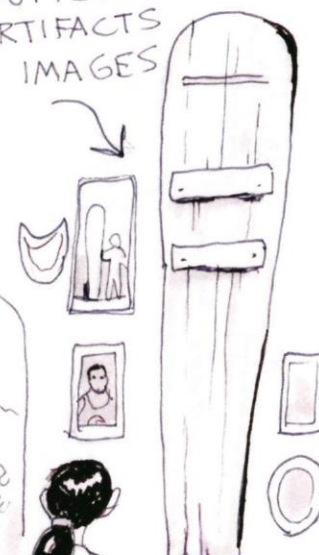
PHOTO MURAL IS ONLY
KNOWN SURFING IMAGE
OF GEORGE FREETH

SUPPORTING
ARTIFACTS
AND IMAGES



SCULPTED WAVE

MINI DOCUMENTARY
VIDEO STATION



Dimensional scenery photo op . . .

Or something as simple as this . . .



Printed graphic photo op . . .

From Room to Room -

As we continue from room to room, the story of Redondo Beach's rich past continues to unfold. Whether we're interested in the early days of its unique lifestyle, once-familiar landmarks now long gone, or what it was like to grow up, go to school, and work in years gone by, the selection of carefully chosen artifacts and accompanying photos, text, and media offer a compelling narrated experience.

That experience is enhanced by the contribution of live docents who offer their own perspective and add their own experiences to the story.

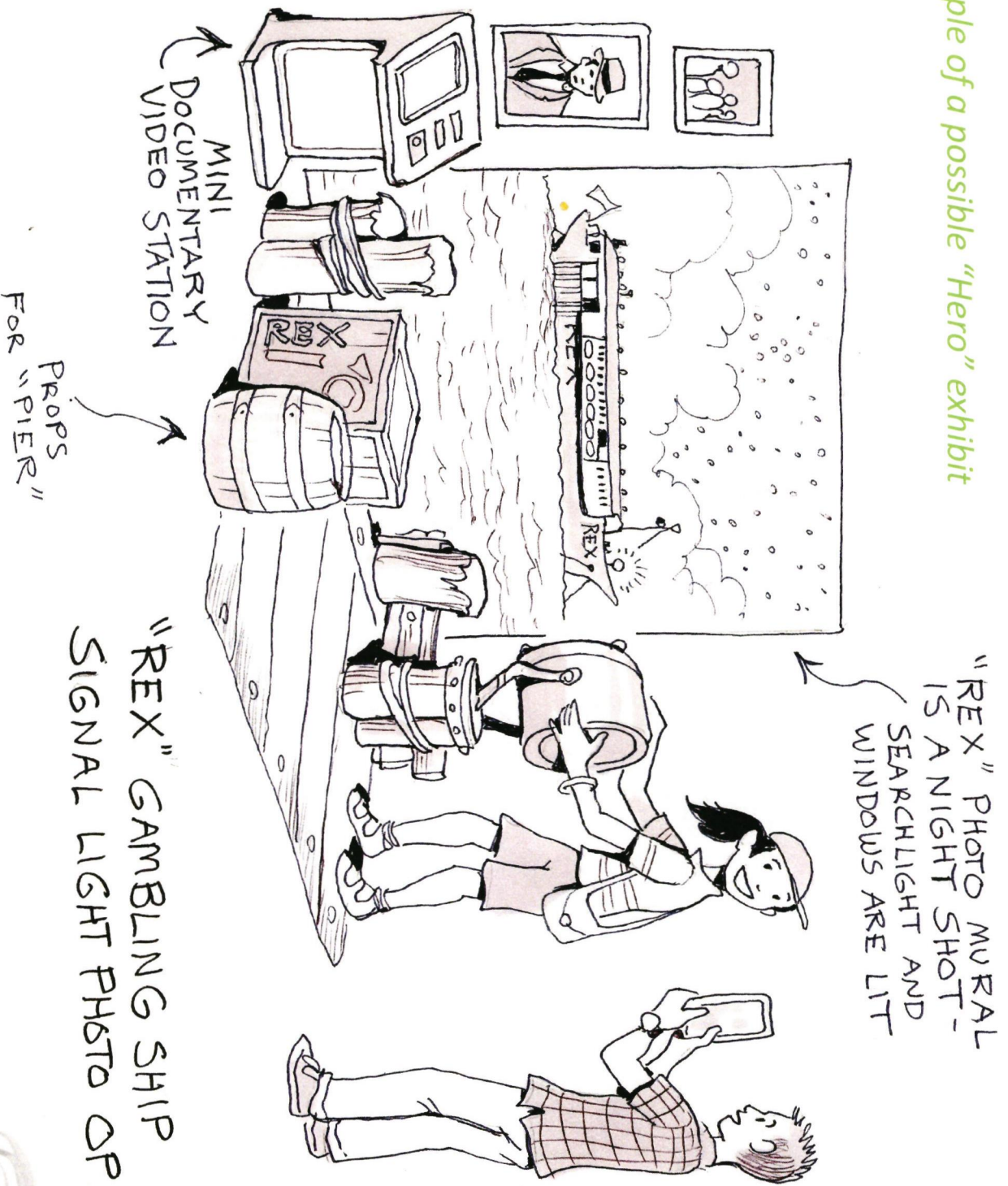
Exhibits are designed to *stand by themselves*, but each one features key "*talking tools*" that docents can leverage to anchor their personal narratives. These tools might be a photograph or newspaper clipping, or a physical object such as a lifeguard's whistle or a baseball pitched by RUHS's Scott Davison as ashes from the burning Redondo Beach pier fell onto the field.



Signal Light
artifact as
currently
displayed . . .



Example of a possible "Hero" exhibit

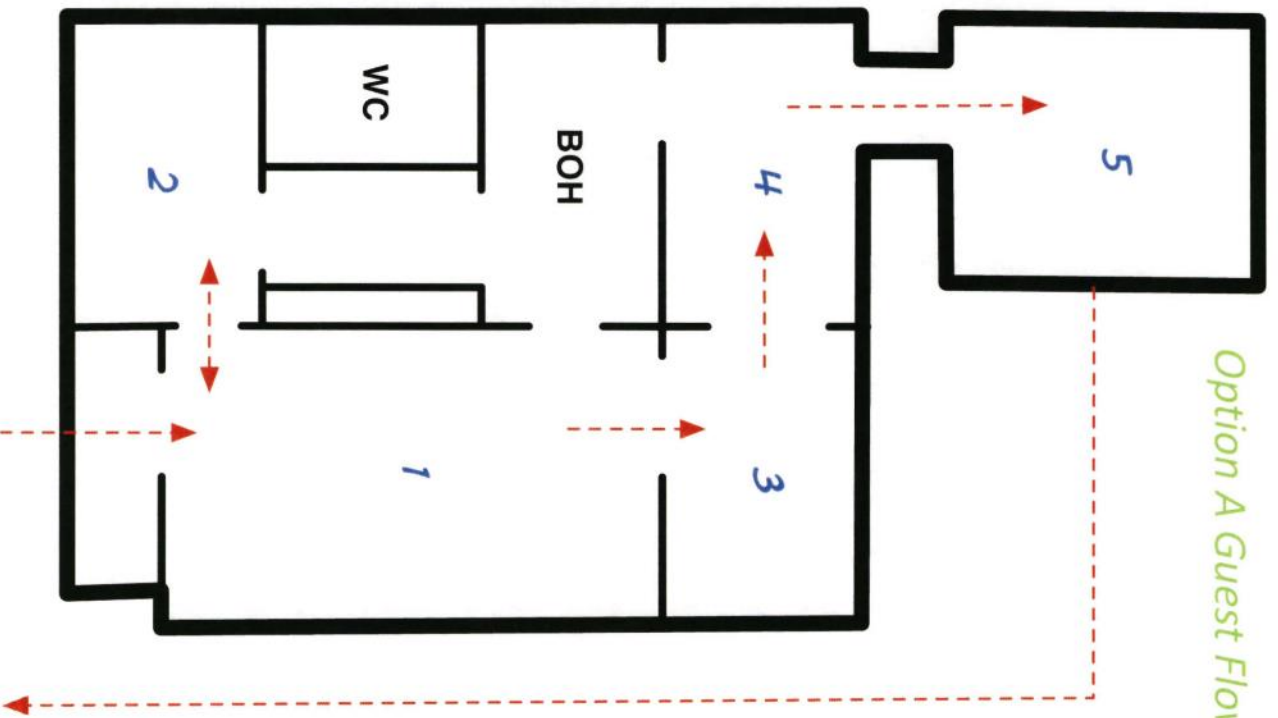


Once we've reached the last of the rooms within the historic house that is the museum's home, we'll have had a chance to glimpse many different aspects of the city's history and the lives of the people who made it their home. For visitors from outside Redondo, the stay has offered insight into why this place is so special, and for long-time residents it's reminded them how much has changed and why it's important to protect and preserve the remainders from the past that are still around.

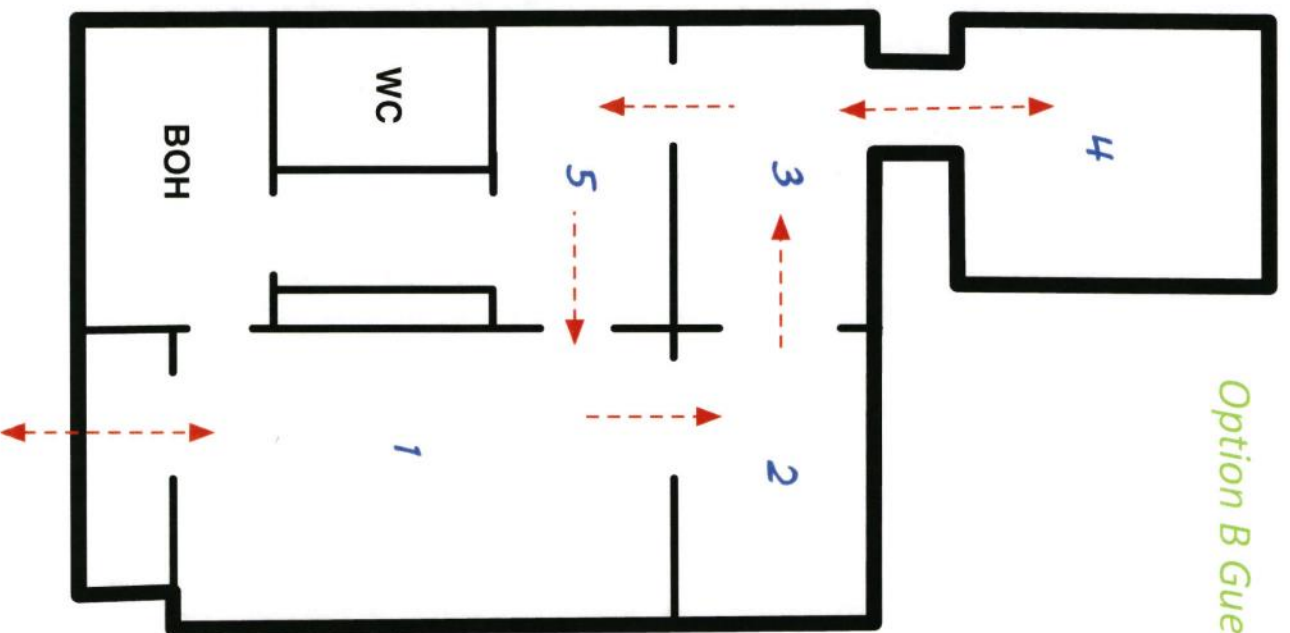
But our visit to the museum is not yet ended. A graphic panel at the rear exit guides us outside to the building's annex, where a special exhibit is on display. We stroll out onto the back porch of the old house and follow a short path to the temporary gallery. A small crowd of people, a mix of young and old, streams inside. We join them and find ourselves in a recreated locker room at Redondo Union High School, circa 1955. Each of the stylized "lockers" is actually a display case featuring mementos from the members of RUHS's Athletic Hall of Fame. Some of the people surrounding us are the actual hall of famers, along with a new generation of young athletes come to be inspired by their heroes. Strolling through the exhibits, we overhear stories of big games and big wins, world records and the superstars who set them. The kids are excited to see that some of the lockers are empty...waiting for the displays of *their* accomplishments in the years to come.



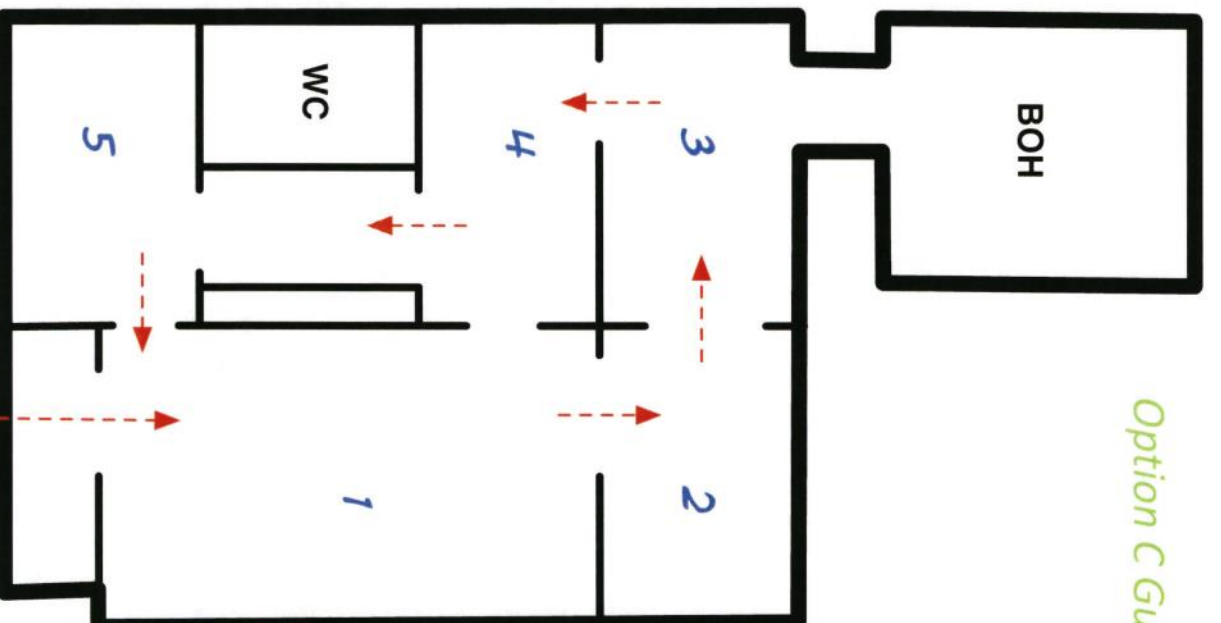
Option A Guest Flow



Option B Guest Flow



Option C Guest Flow



★ EXT. ICON



Option D Guest Flow,
With added Flex
Space



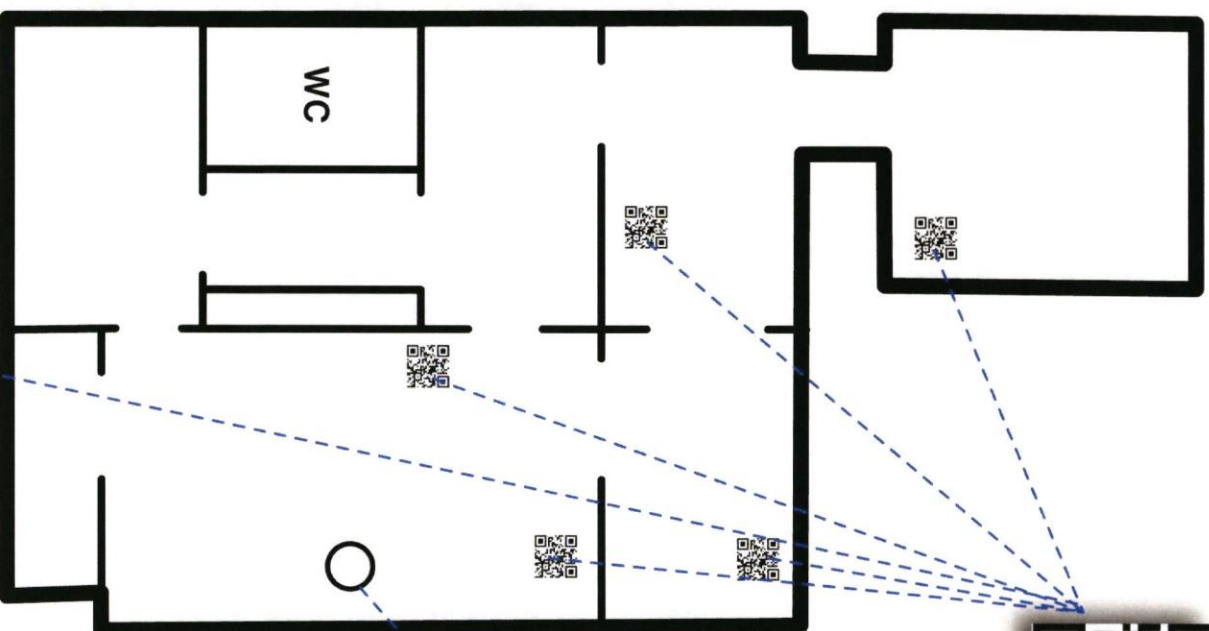
**QR CODE
LINKS TO
ONLINE
CONTENT**

*Make your exhibit content
live and online . . .*

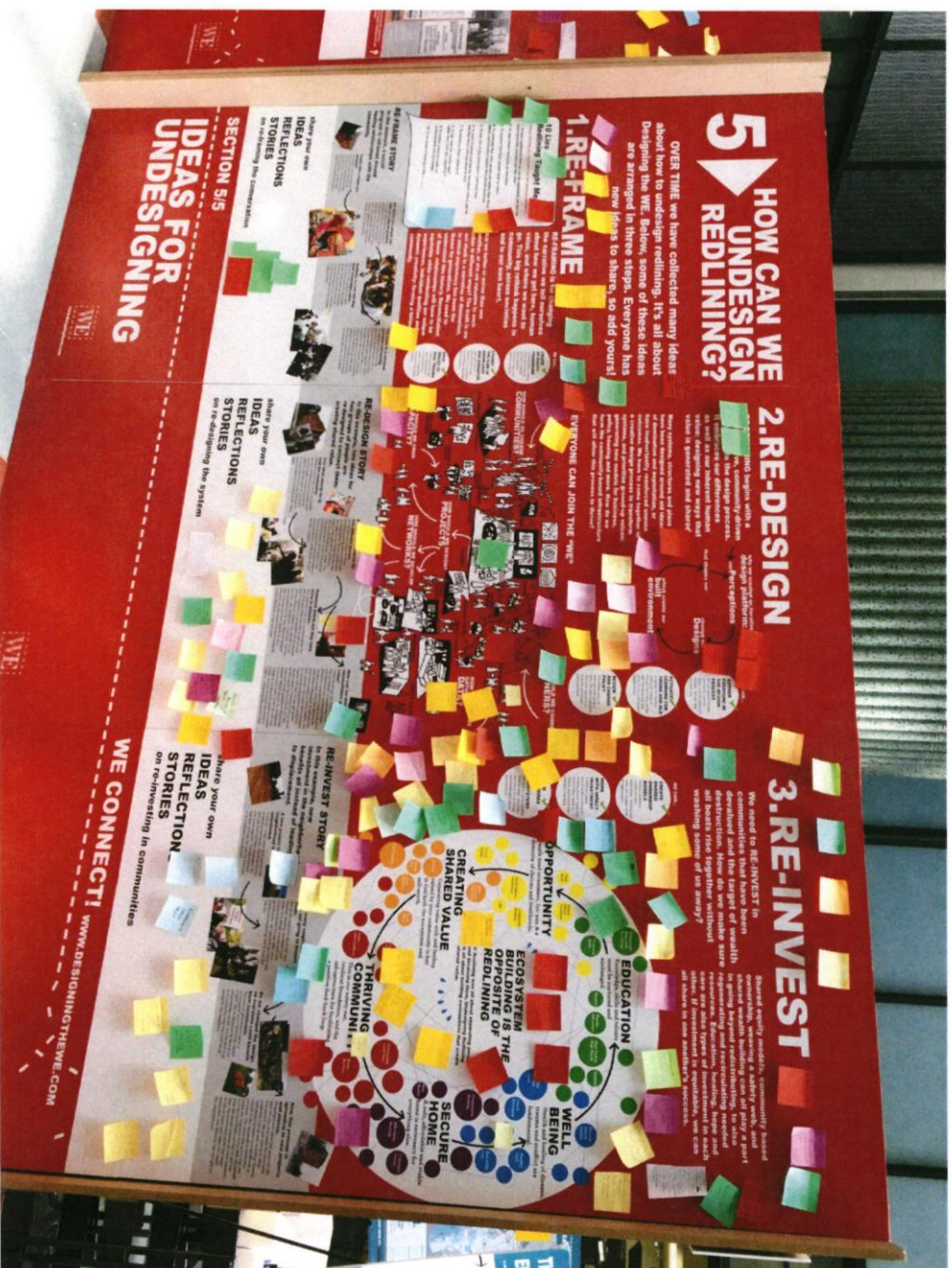


**KIOSK LINK
TO LIBRARY
EXHIBIT**

*Synergy opportunities to do
temporary displays at other
City locations . . .*



*Keep the Community involved
by giving them ways to
participate and contribute...*



As Guest depart, they will reflect -

Finally, as we stroll back out into the garden and follow the path toward the front of the old Queen Anne house, we feel the warm sun on our faces and the cool breeze scented by the ocean air and we're reminded yet again how special this place is, and how lucky we are to be here. Redondo Beach has a long and storied history, and we're happy to know that we are a part of that story and will be the ones to write it long into the future.



Again, these are our high-level ideas on how to begin to improve the overall visitor experience.

We are happy to take questions at this time.

Thank you!!

Claro Creative Studios
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Glendale, CA 91202
Contact: Annette Crump
acrump@clarocreativestudios.com

