

TEA

T H E A A W A R D S P R O G R A M

REPRESENTING
CREATORS OF
COMPELLING
PLACES & EXPERIENCES
WORLDWIDE



TWENTIETH
ANNIVERSARY
COMMEMORATIVE
E D I T I O N

2 0 1 2

YOU! THE EXPERIENCE



This 15,000 square foot exhibit is a celebration of body, mind and spirit that explores many aspects of personal health and well being. It showcases the extraordinary workings of our bodies, the effects of lifestyle choices we make, the impact of the environment in which we live, and the role of medical technology. Over 50 interactive elements, each unique in character, engage the audience across a diverse spectrum of topics, from birth and reproduction and individual organ systems to lifestyle choices, diet, medical innovation and ultimately aging and life expectancy.

A sampling of the many exhibits include a giant, interactive 13' heart, a human-sized cardio "Hamster Wheel," "Stay Active," which demonstrates how the physically challenged overcome barriers, "Mirror, Mirror," demonstrating the expression and perception of emotions, "Your Appetite," a series of lighthearted interactives about healthy eating choices, "iStan," a human patient simulator that presents symptoms and can be diagnosed, and "Face the Future" which captures the guest's image and demonstrates the process of aging.

A wide array of media segments, each sensitively designed for its specific topic, supplement the experience, and guests can swipe their admission tickets throughout the exhibit to aggregate additional data and links to access when they return home. The exhibit is supported by a rich program of educational programming for guests, students and teachers.



TEA AWARD FOR OUTSTANDING ACHIEVEMENT

MUSEUM EXHIBIT

Museum of Science and Industry, Chicago, Illinois USA

OFFICIAL PROJECT CREDITS

EXHIBIT DEVELOPMENT

MUSEUM OF SCIENCE AND INDUSTRY, CHICAGO

Kurt Haunleiner, Vice President, Exhibits and Collections
 Patricia Ward, Ph.D., Exhibit Director
 Mark Ewing, Senior Project Manager
 Ed McDonald, Director of Exhibit Projects
 Roger Harris, Senior Manager, Exhibit Maintenance
 J. Jeffrey Johnson, Director, Facilities
 Kathleen McCarthy, Director, Collections
 Margaret Schlesinger, Curator
 Helen McGuire, Senior Exhibit Developer
 John Meyer, Content Developer
 Catherine Miller, Content Developer
 Joe Emsady, Exhibit Design Developer
 Alex Gallegos, Education Coordinator
 Bridget Basta, Manager, Program Development
 Todd Gieske, Evaluator
 Laura Graham, Intern

PROJECT DIMENSIONS, INC.

Jim Mallerino, Exhibit Project Manager

LIFE FITNESS

Gary Olgesby

PPI CONSULTING

Bob Haroutunian, Principal

EXHIBIT DESIGN

Thinc Design
 Tom Hennes, Principal
 Julie Chung, Lead Designer
 Rachel Schreck, Project Manager
 Rebecca Widiss, Lead Content Developer
 Eunhae Kang, Designer
 Steven Shaw, Design Director
 Greg Blackburn, Graphic Supervisor

EXHIBIT FABRICATION

Kubik-Malbis, Inc.
 John Harper, Project manager
 Rocky Adrance, Manager of Interactive Exhibits
 Chanda Lawrence, Graphic Designer

BOSS DISPLAY

David Foster

CLICKNETHERFIELD (CASEWORK)

Ryan Skorch

MILGO/BUFKIN

Bruce Gitlin, CEO
 Steven Messler

GRAPHIC DESIGN

Hunt Design
 Wayne Hunt, Principal
 Heather Watson, Designer
 In Sung Kim, Designer

MEDIA DESIGN AND PRODUCTION

POTION

Jared Schiffman, Principal
 Phillip Tionsong, Principal
 Thomas Gerhardt, Developer
 Jeff LeBlanc, Developer
 Yasmin Elayat, Developer
 Young Sang Cho, Developer
 Caroline Oh, Graphic Designer
 Hybrid Medical, Biological Illustration

CORTINA PRODUCTIONS

UNIFIED FIELD

Marla Supnick, Principal
 Maureen Lin, Lead Designer
 Jason Ball, Project Manager
 Eli Kuslansky, Concept Designer
 Arava Shekell, Designer
 Micheal Muldoon, Illustration & Animation
 Valeria Pivovarova, Modeling & Animation
 Jeff Miller, Technology Director
 Chuck Yust, Programmer
 Jeff Becker, Programmer
 Henry Tseng, Programmer
 John Singer, Programmer
 Greg Kinney, Electrical Engineering

SNIBBE INTERACTIVE

Scott Snibbe, President and Creative Director
 Alan Shimoide, Engineer
 Oriol Ferrer Mesa, Engineer
 Isiah Merrill, Engineer
 Joshua Samberg, Engineer
 Katherine Trimble, Creative
 Noah Cunningham, Video

Francesca Penzani, Video
 James Buckhouse, Project Management
 Maribeth Rubin, Project Management
 Patrick Wilson, Installation

DESIGN ISLAND

Timothy Steinoeuer, Media Producer
 Rich Swim, Assistant Producer
 Barbara Phillips (TellAStory), Writer
 Anthony Torres, Researcher
 Dan Whiting, Media Graphics
 Greg Jones (D7), Editor
 Cameron Roberts (D7), Director of Photography
 Brad Gorton, Production
 Dave Wallace (DWSD), Sound and Music Composition
 Anthony DeLaura (squareactor), Flash Design / Development
 Tina Jones, Still Photographer

LOCAL PROJECTS

Jake Barton, Principal
 Ian Curry, Director of Interaction Design
 Katie Lee, Art Director
 Tiya Gordon, Producer
 Claire Lin, Graphic Designer
 Brian House, Creative Technologist

EYETECH DIGITAL SYSTEMS, INC.

Robert Chappell, Software Engineering
 Caleb Hinton, Software Engineering
 Bryson Hinton, Electronics & Hardware Engineering
 Melinda Trego, Office Support

PERFECT PROTOTYPE

Matthew Browning, Project Lead/Programming
 Michael Gartner, Programming
 Geoffrey Beatty, 3D Animator
 Cyril Drouet, Total Immersion, Advisory/Programming

XVIVO SCIENTIFIC ANIMATION

David Bolinsky, Partner/Medical Director
 Michael Astrachan, Partner/Creative Director
 Caran Maloney, Animator

7THSENSE DESIGN, LTD.

Ian Macpherson, Director
 Adam Neale, Director

MAD SYSTEMS, INC.

Maris J. Ensing, President
 Mark Hogan, Chief Technology Officer
 Jeff Struthers, Project Manager
 Thom Roy, Lead installer
 Des Moriarty, Lead Installer
 Brett Bemis, Installer
 Brandon Phillips, Installer

BBI ENGINEERING, INC.

Mark Roos, Principal
 Phil Bailey, Principal
 Jim Sallee, Project Manager
 Sasha Harris-Cronin, Programmer

LIGHTING DESIGN

Renfro Design Group, Inc.
 Richard Renfro, Principal
 Rebecca Malkin, Project Manager
 Michael Poace, Lighting Designer

ARCHITECT

Ross Barney Architects
 Carol Ross Barney, Design Principal
 Eric Martin, Principal-in-Charge
 Ryan Gilbin, Project Manager
 Jonathan Wildaver, Project Architect
 Steve Rohr, Project Architect

CONSTRUCTION

Berglund Construction, Inc., General Contractor
 Anthony Rosignolo, Project Manager
 Art Lander, Superintendent
 Steve Bruszer, Vice-President
 Jim Dyer, Sr., Vice-President of Preconstruction
 Fred Berglund, President
 KJWW Engineering Consultants, P.C., Engineers



TEA AWARDS COMMITTEE COMMENTS:

“YOU! the Experience” presents its subject matter at an unprecedented scale and does so with imagination, creativity, excellent design and, most of all, with sensitivity in its presentation. It covers an ambitiously broad range of subject matter, but the developers of the project looked at each facet of the story individually, selecting presentation modes and designing interactives that engage and communicate appropriately for their respective pieces of the story. The exhibit can be experienced on a “macro” level, focusing on the largest and most obviously dynamic exhibits, but each topic presented also has considerable depth which can immerse the visitor in the exhibit for many hours and multiple visits. Appealing and engaging across the full demographic range, “YOU! The Experience!” is a thoughtful and memorably engaging exhibit presentation that demonstrates the best of compelling design and execution.