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Subject: Museum Competition
Date: November 29, 2014 8:25:32 PM PST
To: PMN --

13 Attachments, 9.2 MB

ENTRANT:

"Museum of Science Fiction: Preview Museum Exhibit Design" Competition Entry by Paul M. Newitt

Paul M. Newitt Exhibit Registration Number: 74.87

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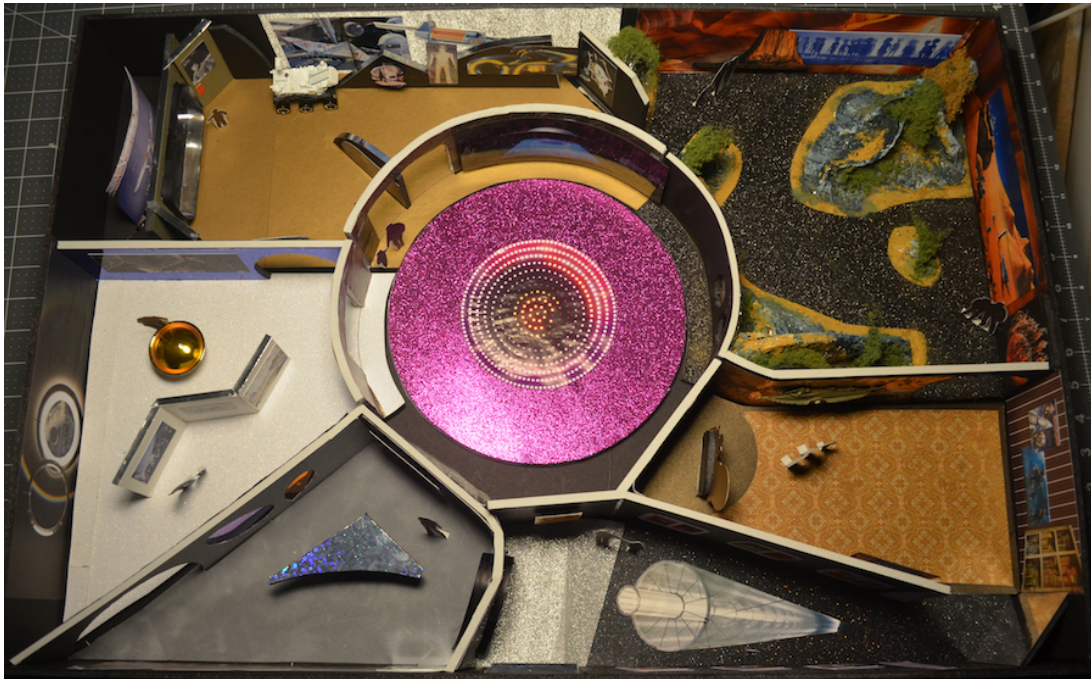
INTRODUCTION & SCALE MODEL NOTES:

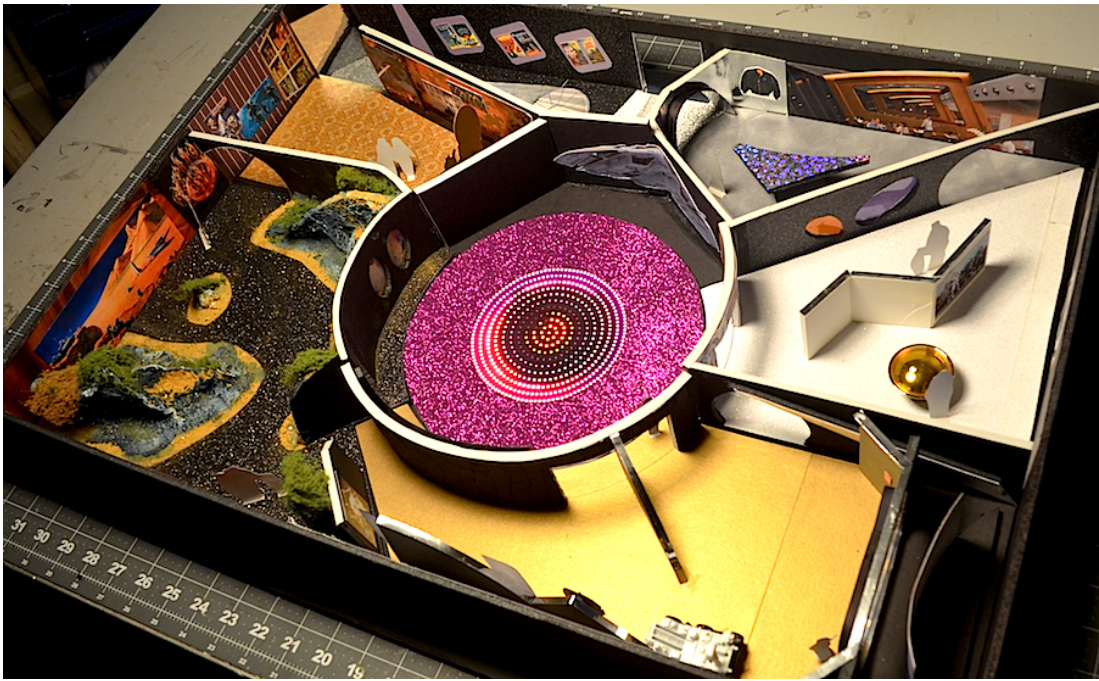
This is my proposal for the "Museum of Science Fiction - Preview Center". Thank you for this opportunity.

I have read all the criteria requirements for the proposal, and feel that I have met, and/or provided venues for any possible needs of the MOSF Preview Center (as proposed).

My proposal consists of a Foamcore interior scale model, which is in 1/36th scale. The interior space measures 26 inches by 17.5 inches, which represents 78 feet wide by 50 feet long, or 3,900 square feet. The ceiling height shown is at 10 feet. The interior circular area would be 33 feet in diameter. I have provided scale figures to give a sense of size and scale, and to the degree of personal interaction for the visitor.

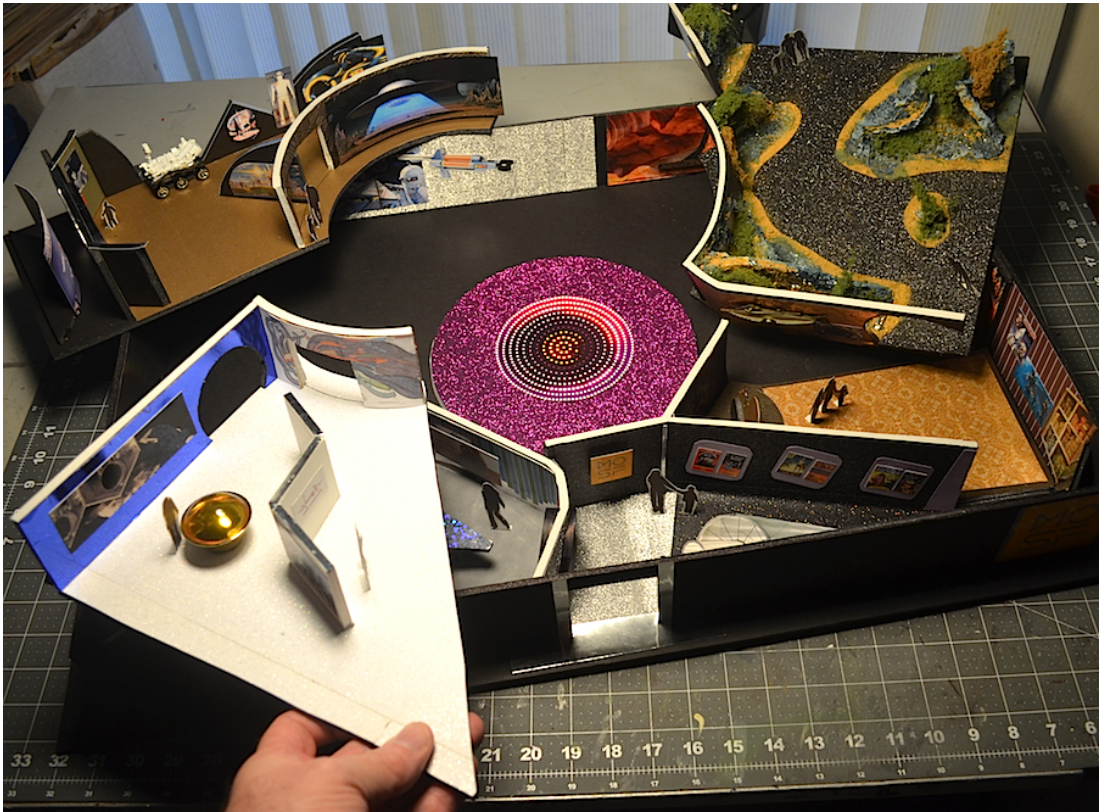
(top plan view):







This model has three removable sections for a closer look at various areas (see below).



THE WALK-THROUGH EXPERIENCE EXPLAINED:

1. HALLWAY

Your experience in the "Museum Of Science Fiction -- Preview Center" begins in the entrance, which is a que area for arriving guests. This includes the ticket purchase desk area and where cast members can meet and greet guests. This central area clearly identifies the branding of the MOSF for not only guests but for potential donors and investors.



2. SF AUTHORS PARLOR

Your experience begins to the right, where you encounter an optical illusion that makes you feel as if you're walking up an incline, and getting smaller at the same time! This immediate visual trick represents the fictional immersion often found in Science Fiction stories. At the same time, it educates the visitor about the beginnings of literary SF through book covers and authors' photos. As you look towards the end of the hallway, what looks like an office or den, is actually a mirror that will guide you into a Victorian parlor that tells the history of Jules Verne and H.G. Wells. The center of attention in the room is a full-sized Time Machine, as used in the 1953 movie of the same name. Other props include a large (Disney) Nautilus model and related posters, art and signage.



3. THE HUMAN EXPERIENCE in SCIENCE FICTION

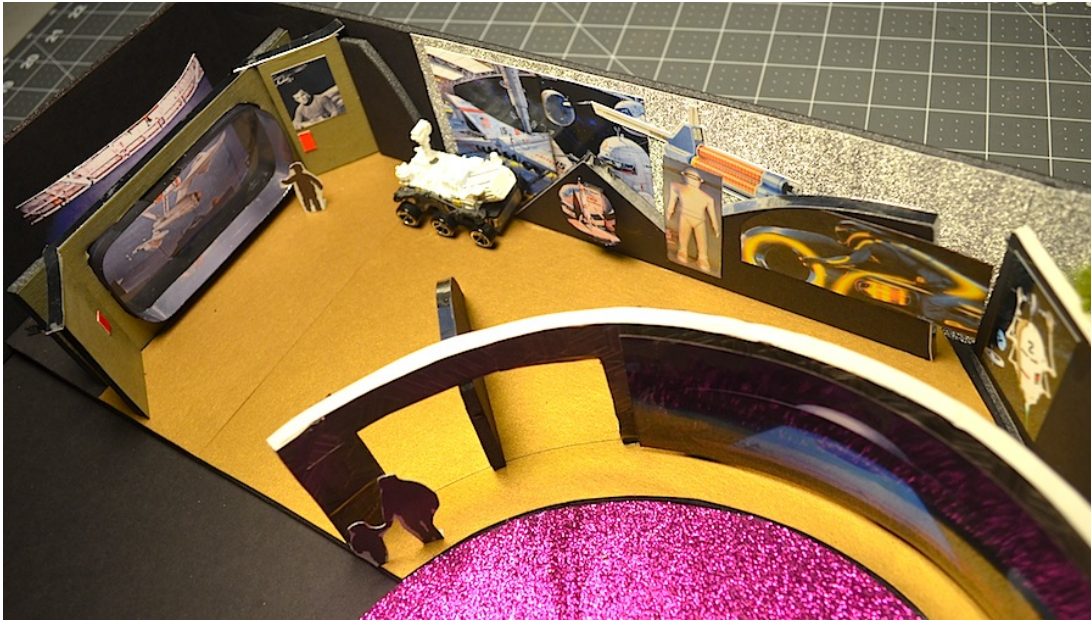
As you leave the parlor, you enter a gritty, unusual immersive experience, which is a dark planetscape where you, as a visiting human, can experience first hand what it means to be away from Earth, and placed in an Alien environment. This space includes rock structures, alien plants and the sounds of creatures speaking. Simple animations and soundtracks greatly enhance the experience. This is the place where the written word from SF books come to life for the visitor. A great teaching tool that connects the written word to a virtual, perhaps fearful and disorientating personal immersion experience for all... (Special note: If you look at the two oval windows in this room, they are frosted. When people in the center area walk by, they are unknowingly "part of the show", as the movement of aliens beyond the rocks!)



4. THE SCIENCE IN SCIENCE FICTION

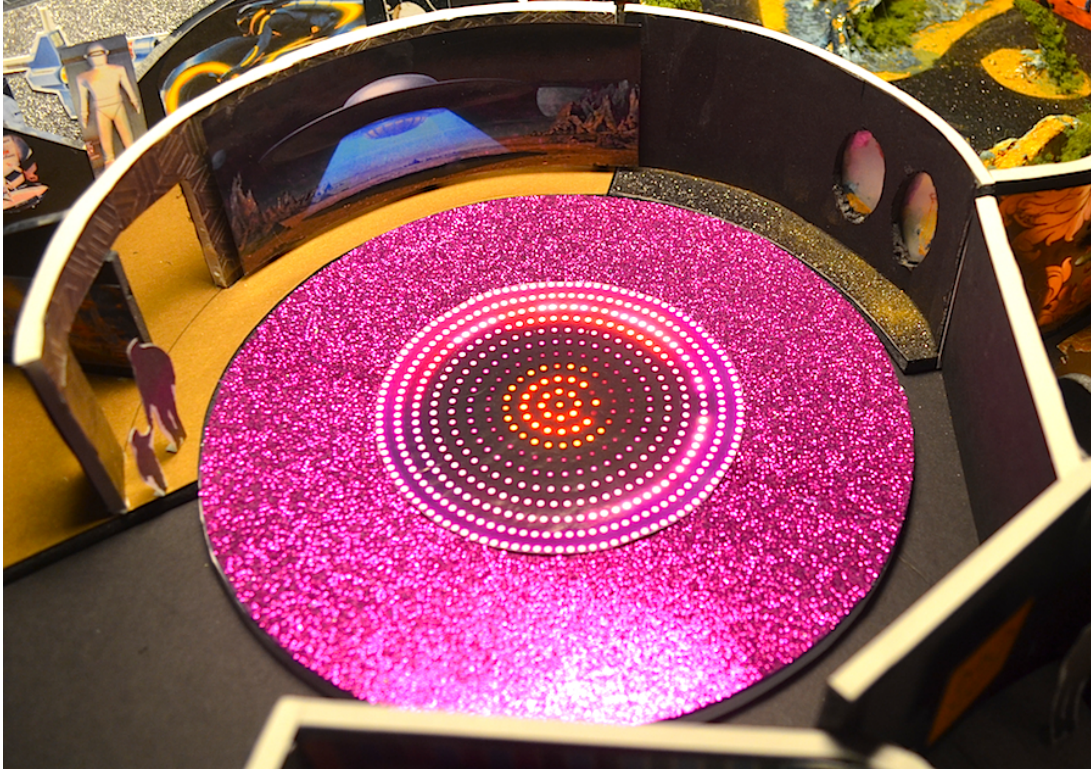
From complete "alienation", you manage to "escape" into a more familiar area that greets you with the hardware used in science fiction stories and media. The background walls include concept art by famous SF visual artists, with actual props and scale models used in films. This may include weapons, communicators, and other devices. It may also include costuming and other embellishments. NASA items such as a Mars Rover might be included, to illustrate just how "Science Fiction" can become "Science Reality". The starship view screen frames a small, darkened room, where there is a 6 foot long scale model of Star Trek's Starship Enterprise. What better experience than to stand on the bridge of a starship, and see the Enterprise in space!

This area is completely open to new, rotating shows to display specialized subject matter that fit within this genre'. The small darkened room can be used to display other scale model prop ships, depending on the subject matter (as either in the context of "in space", or as a special effects model as if it's being filmed at the studio). This room measures 21.5 feet long and 8.3 feet deep.



5. CENTRAL MEETING AREA - THE MEDIA IN SF

In the middle of the Museum Preview Center is a 33 foot diameter space that is primarily designed to show how motion pictures (such as "Forbidden Planet" shown on the screen in the model) and television play in today's Science Fiction genre'. This area is accessible from "The Science in SF" area, or from the "Gallery". A very large, curved screen (or many screens) play a specific, iconic SF movie each day. There is seating provided. This area doubles as a meeting room for special fan events, book signings, and celebrity meet-and-greets (by design, the gallery and science areas may be used for additional room for special events). (note the two oval windows as discussed in description number 3).



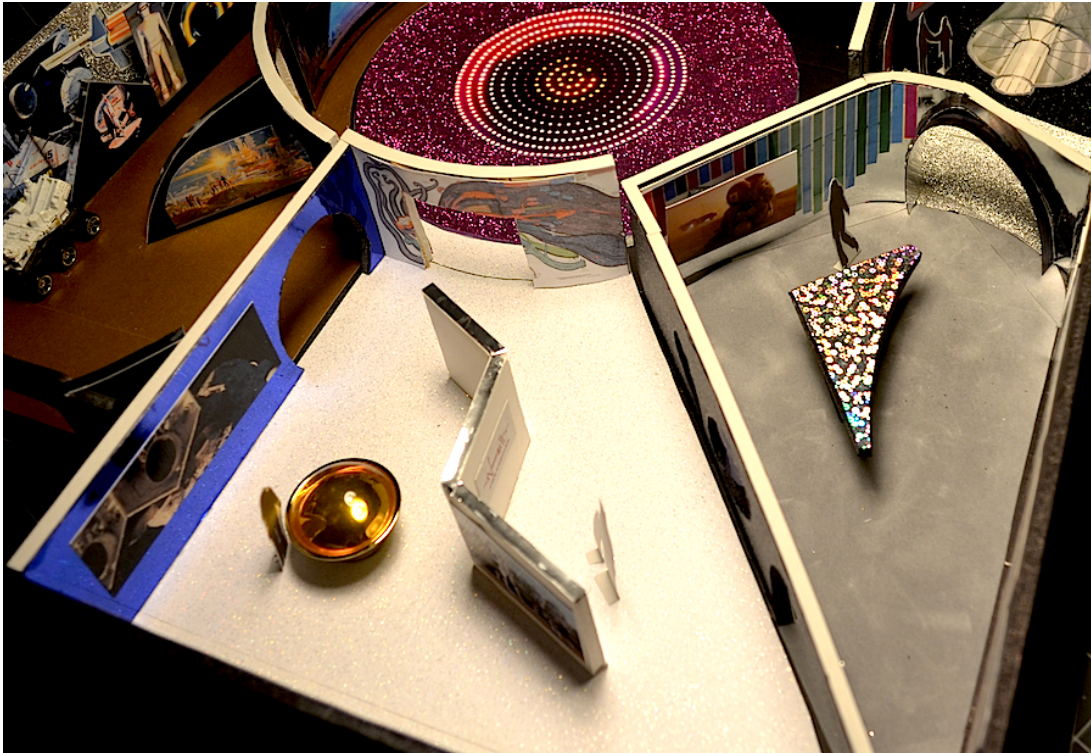
6. MOSF GALLERY

This area, which is 33 feet long on the back wall is the Gallery, which feels more like a fine art gallery; to show where art meets science and speculation! The prime purpose of this gallery is to show illustrations of the proposed full-sized permanent MOSF museum structure and interior. A dual purpose of the gallery is to include art shows of famed SF painters and futurists. A dedicated area could be provided for student art from around the world. This is a very flexible space for many uses to promote SF and Fantasy artwork and sculptures. If needed, it can be used to extend another themed exhibit on the science and art of SF.



7. MOSF GIFT SHOP

The final stop on the self-guided tour is the MOSF Gift Shop! (in right side of photo). The colored oval "shop windows", seen from the gallery provided an inviting glimpse of what may be for sale. The Gift Shop is not only a place to purchase specialized MOSF items, but to offer educational items, as well as SF collectibles and one-of-a-kind items. The proceeds from sales from the Gift Shop would go towards the development of the main museum. This is also a meeting place where donors and investors can learn about MOSF. The Gift Shop is where you'll exit from the Preview Center.



ADDITIONAL INFORMATION:

A. The use of rich color, bright imagery and unusual design elements define unique spaces that people will want to embrace. Some doorways are curved to instill a sense of creativity.

B. To realize a \$200 per square foot goal, my suggestion is to do as much work yourself as possible (it has been my experience that the "profit structure" of professional exhibit design companies may quickly exceed your projected budget). There are resourceful ways to achieve this goal without great expense (since I did my own SF Museum in 2001 in Old Sacramento). One example of this is to approach high-end interior item manufacturers (such as flooring and wall coverings) to sell to you at a discount, since they can showcase these materials in the museum as samples for clients, (and it promotes the museum, too, if they use it in print or online).

C. My design is based on a projected cost of an actual expense of \$150 per sq. ft. Your major expense will be the construction of the walls. You may wish to check with local codes and regulations for volunteer work, and inspection codes. All electrical, WiFi and plumbing would have to be professionally done.

D. There are places in the preview center where simple sound and animation could take place. I have access to motors, armatures and links for making two-dimensional graphics and figures move to enhance the immersion experience. Special circuit boards are currently available (called "DreamPlayers") that connect light and motor effects, via a proximity switch, etc. These are perfect, less expensive alternatives to figure audio-animatronics, which may be in the permanent museum later.

D. My concept was conceived by "Universal Design", which provides access for all physical needs. Doorway widths for walking, wheelchairs, etc.; and for quick and easy exit in an emergency situation. By design, lower inner wall sections for each area will (may) make overhead sprinkler design requirements easier to obtain, meaning less overall cost.

E. Cast Members (employees) could communicate via brand new "com" badges, within the designated 4,000 square foot WiFi area. A special MOSF costume would be most appropriate. An occasional visiting character, alien or robot would be part of the experience for visitors to meet and greet!

COMPETITION CRITERIA (Preview Museum Objectives met by my design proposal):

- **Exhibits:** Provides spaces for many exhibits in a creative "flow" of storyline (within 4,000 square feet).
- **Change:** By establishing a basic, immersive design structure, each area leads into the next.
- **Exploration:** The "Human Experience in SF" provides a great sense of "what if" and exploration (and translates the printed word into a personal experience).
- **Community:** The Central Meeting area and Gift Shop will provide space for (smaller) groups for local events and school events as well.
- **Preview:** The Gallery includes a visual preview (and perhaps video playbacks) of the proposed MOSF main museum.
- **"I want more":** The experience I designed includes elements of clever distraction, history, dark immersion, cool "stuff" to look at up close, and the sense of awe in what's to come, and a place to buy things. This space, I feel, is somewhere people may just want to "live in", because they like it so much! It's a sense of home, a little bit of Hollywood sets, and comfort and most of all imagination!
- **Education:** My design provides for a special curriculum that teachers can create (or created by the MOSF staff) for field trips. Each designated area is different enough that it should capture the attention span of (almost) every child that visits. If you instill the emotions of joy, intrigue of the unknown and a sense of awe, you can capture their interest in the subject at hand (in other words, you have their undivided attention). I designed the flow of the space to not only take visitors on a journey, but to educate them along each step of the way.
- **Casual Fans:** I included elements of visual deception and intrigue to draw in the fans that have only seen one or two SF movies. By "walking" them through the history of SF and then the "sizzle" of the immersive experience, you've got their attention, too, and they will want to see and experience more. My design provides a taste of what you'll see in the main museum; so it's not just "a lot of pictures". The "Human Experience" immersive area, and the Starship viewscreen with the large models are such examples of what you'd see in a "big" museum. Dedicated areas like this also give donors and investors confidence in the capabilities of the MOSF staff and designers.

Thank you for your consideration!

Paul M. Newitt
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