

# Getting Started: Planning, Designing and Opening New Science Centers

NAMES 2104 November 10

Tom Rockwell, Director  
Exhibit & Media Studio



- Founding Culture & Community
- Dreams • Early experiments

## VISION & DNA

- Financial & Audience Models
- Coalition of Support • Site Secured
- Ongoing Fundraising
- Revised Models

## ESTABLISHMENT & SUPPORT

- Institutional • Architecture • Exhibits • Programs

## DESIGN

- Architecture • Exhibits
- Installation

## CONSTRUCTION

- Full Staffing
- Marketing • Opening • Shakedown

## OPENING

- Revised Models

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# Formation

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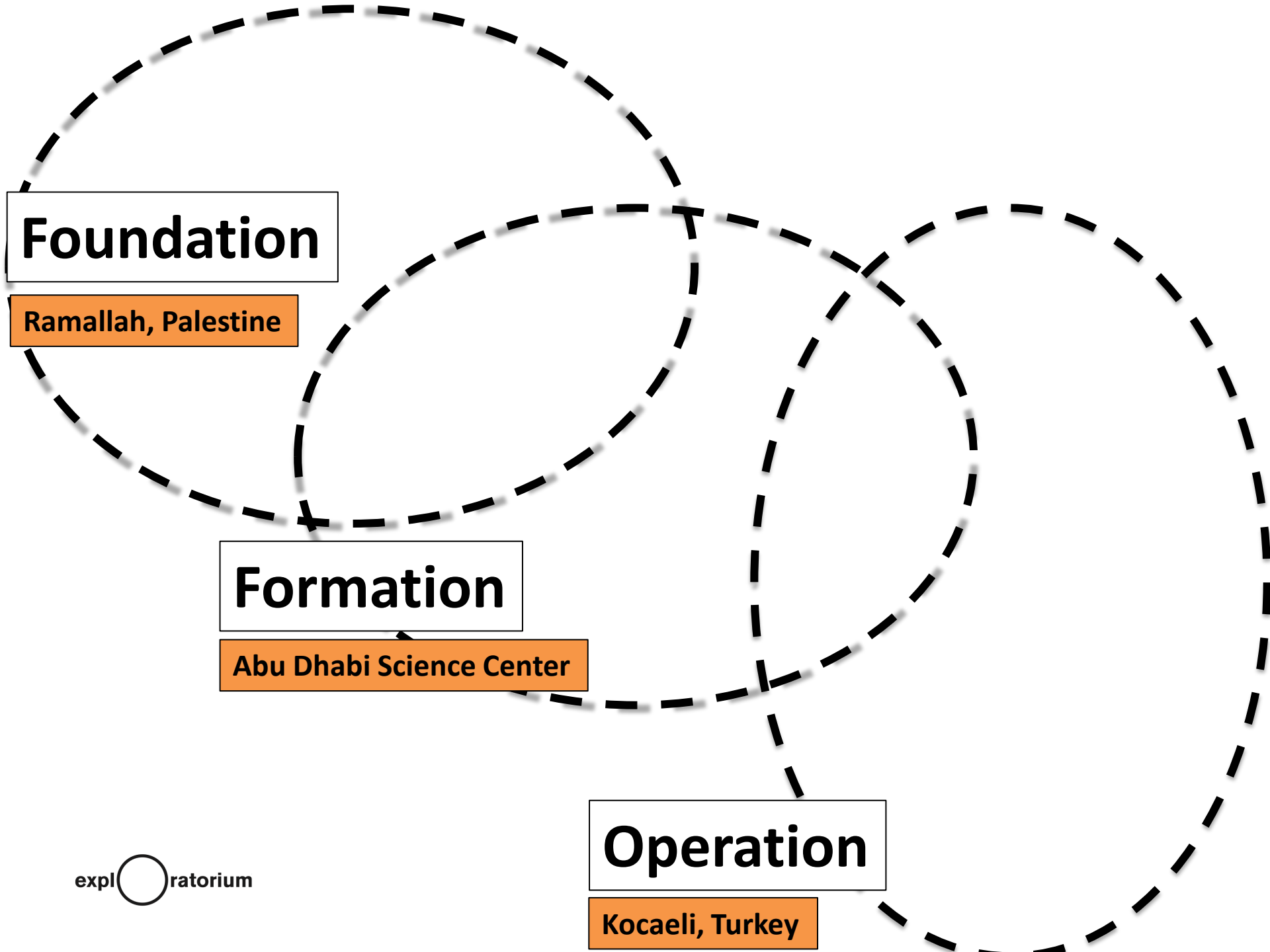
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## OPENING

# Operation

- Revised Models

## FIRST 2 YEARS



**Foundation**

Ramallah, Palestine

**Formation**

Abu Dhabi Science Center

**Operation**

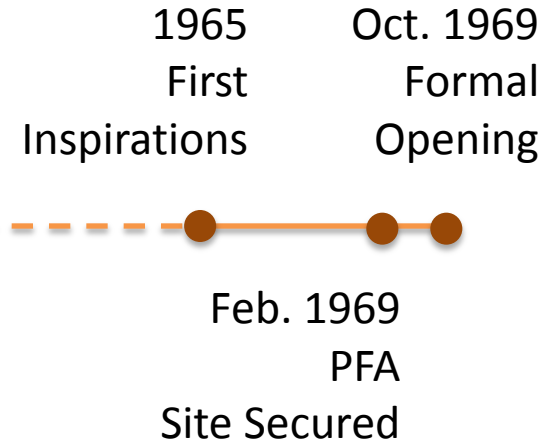
Kocaeli, Turkey





# The Exploratorium Process

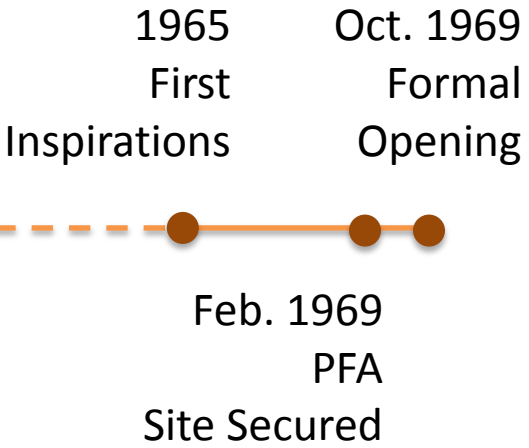
## To Open at the Palace of Fine Arts (PFA)



## To Open at Piers 15 & 17



# The Path to the Palace of Fine Arts (PFA)





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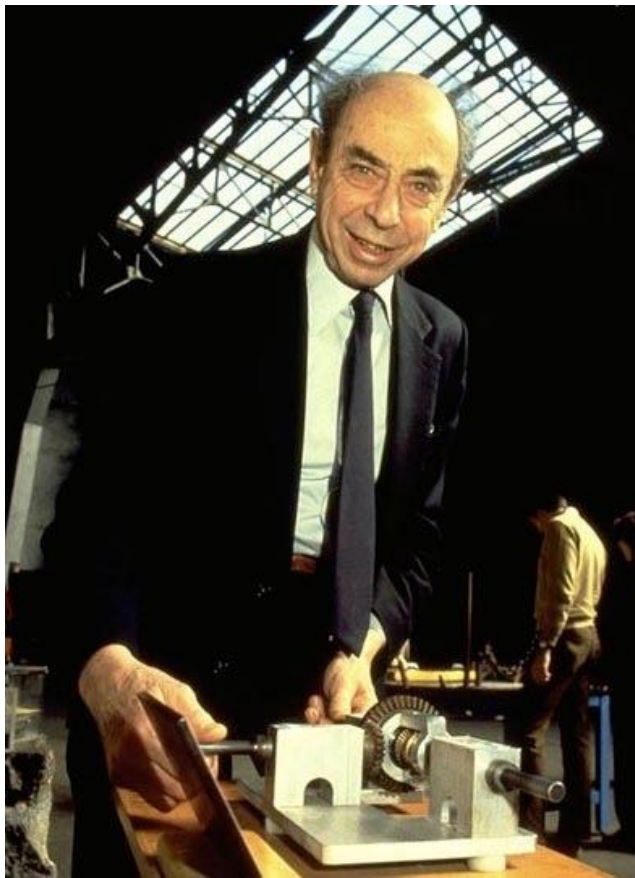
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## Rationale For A Science Museum

Frank Oppenheimer, Department of Physics, University of Colorado

Reprinted from CURATOR November 1968

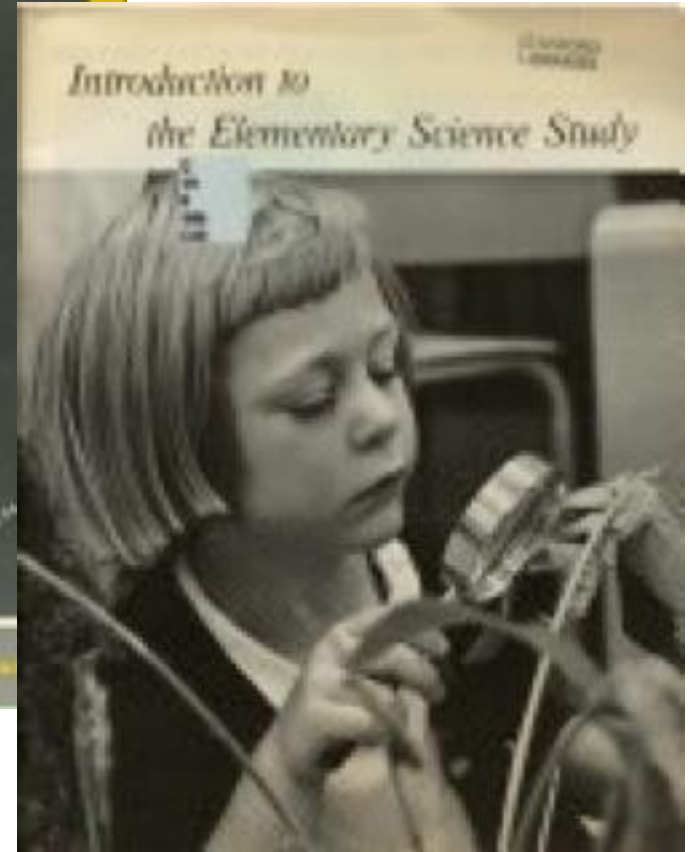
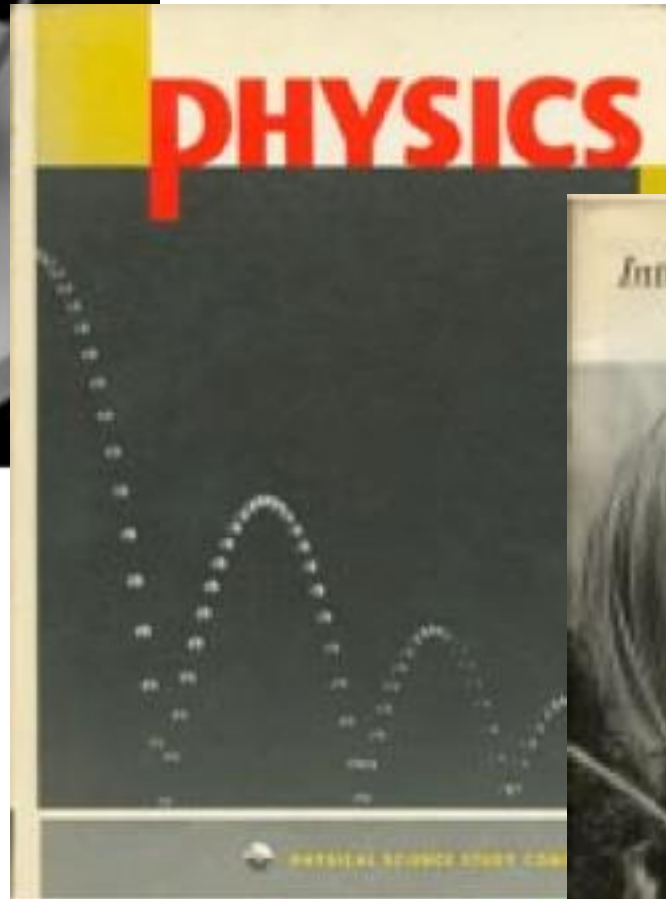
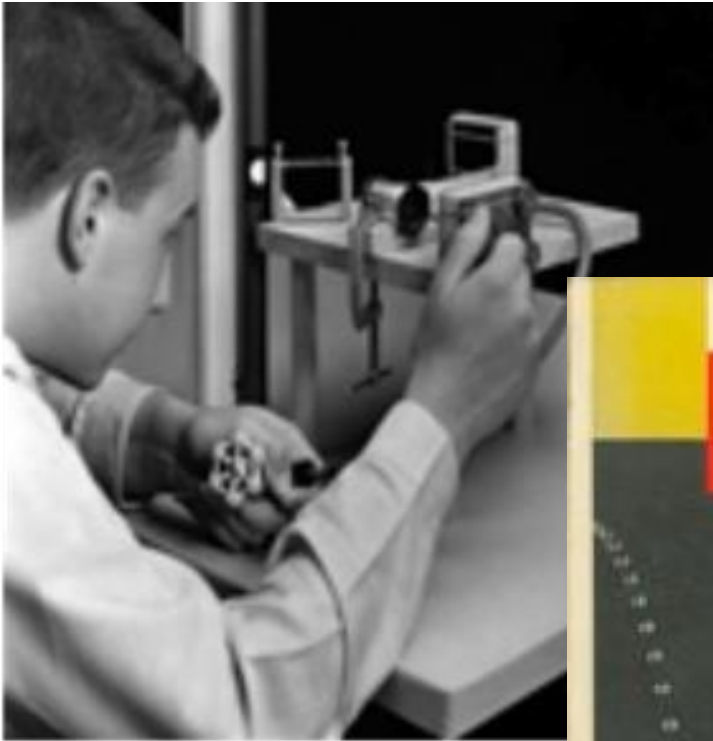
There is an increasing need to develop public understanding of science and technology. The fruits of science and the products of technology continue to shape the nature of our society and to influence events which have a world-wide significance. Yet the gulf between the daily lives and experience of most people and the complexity of science and technology is widening. Remarkably few individuals are familiar with the details of the industrial processes involved in their food, their medicine, their entertainment or their clothing. The phenomena of basic science which have become the raw material of invention are not easily accessible by the direct and unaided observation of nature yet they are natural phenomena which have, for one segment of society, become as intriguing and as beautiful as a butterfly or a flower.

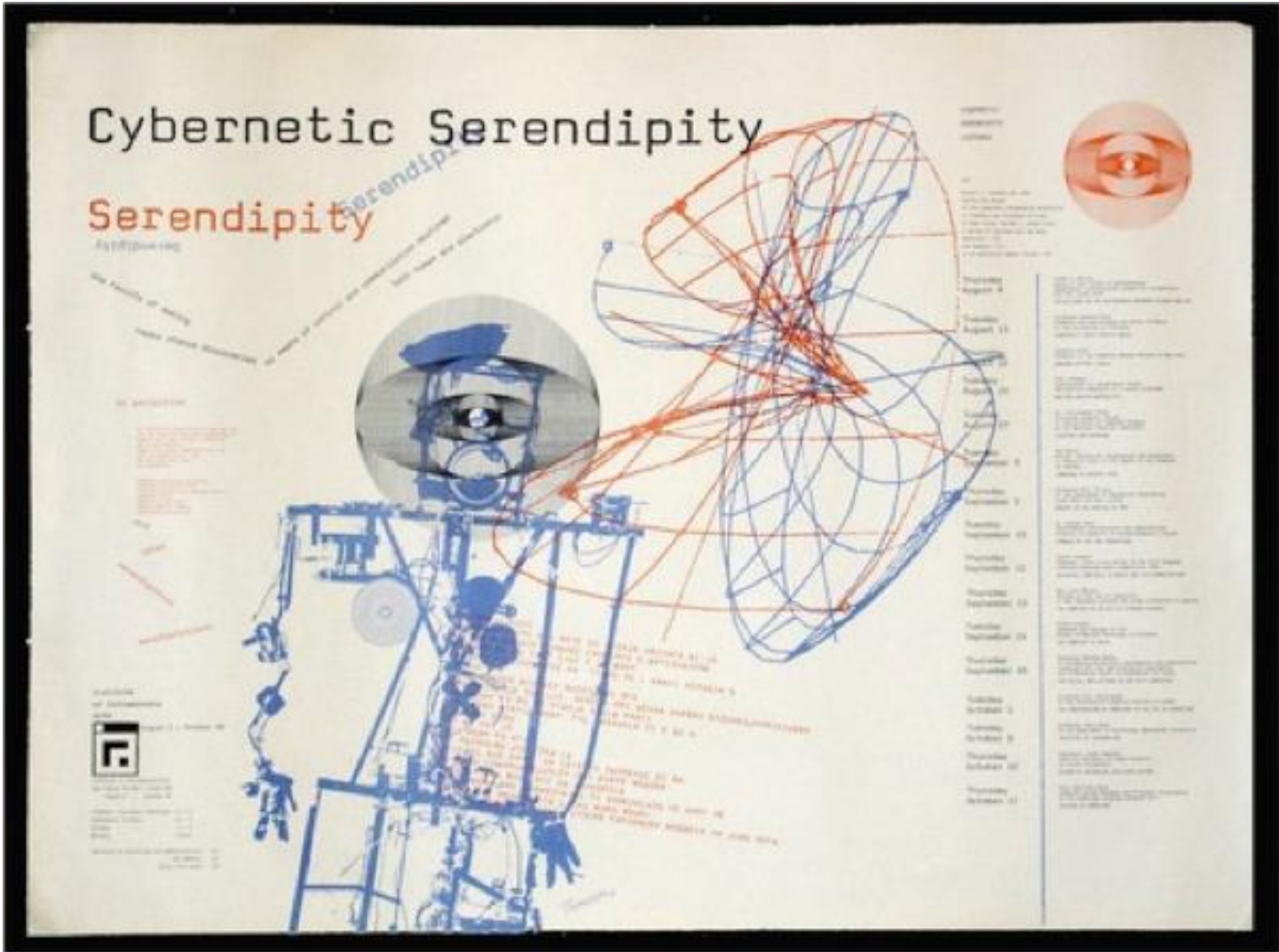
There have been many attempts to bridge the gap between the experts and the laymen. The attempts have involved books, magazine articles, television programs and general science courses in schools. But such attempts, although valuable, are at a disadvantage



The cavernous Palace of Fine arts building before the Exploratorium moved in.

behavior of laboratory apparatus and machinery; such a place can arouse their latent curiosity and can provide at least partial answers. The laboratory atmosphere of such an "exploratorium" could then be supplemented with historical displays showing the development of both science and technology and its roots in the past.





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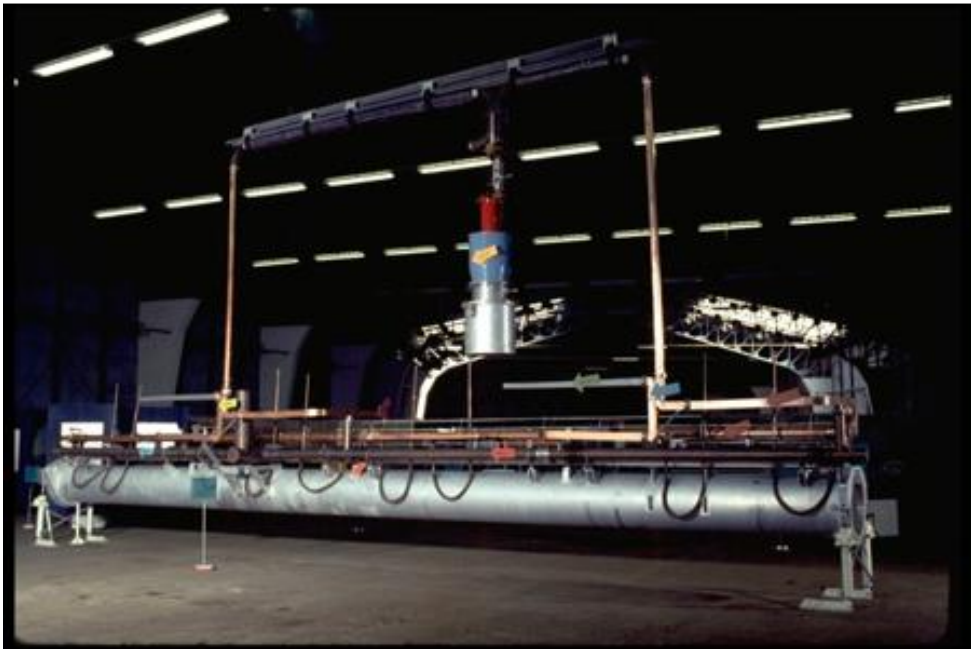
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**OPENING**

**Operation**

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**FIRST 2 YEARS**



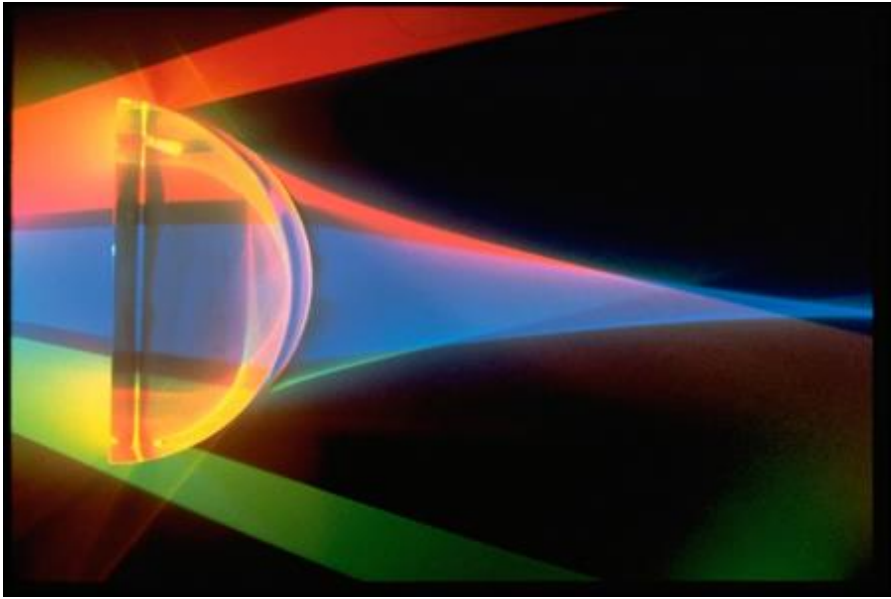












# Getting to Pier 15 & 17

## To Open at Piers 15 & 17



**VISION & DNA**

• **Site Secured**

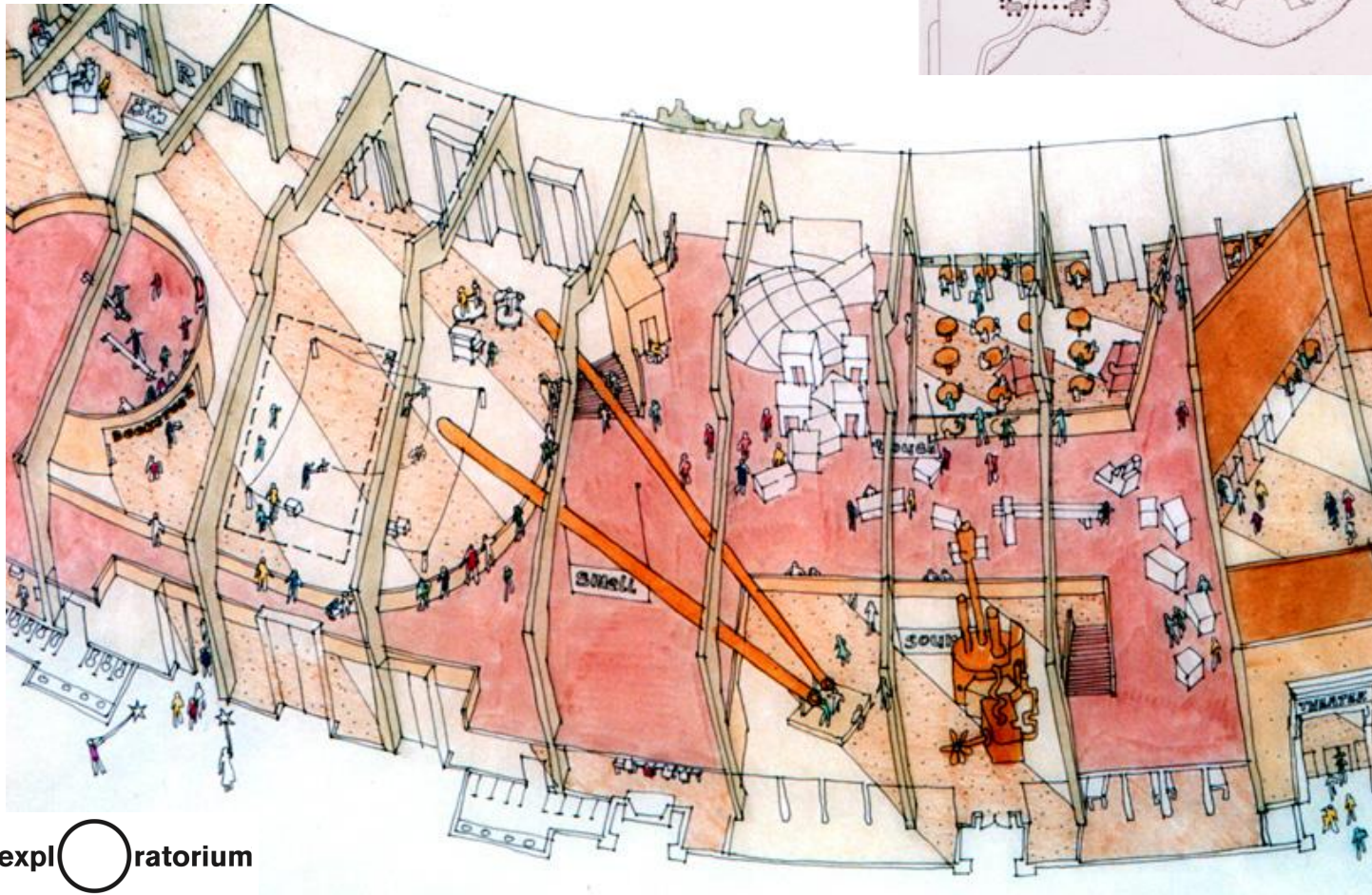
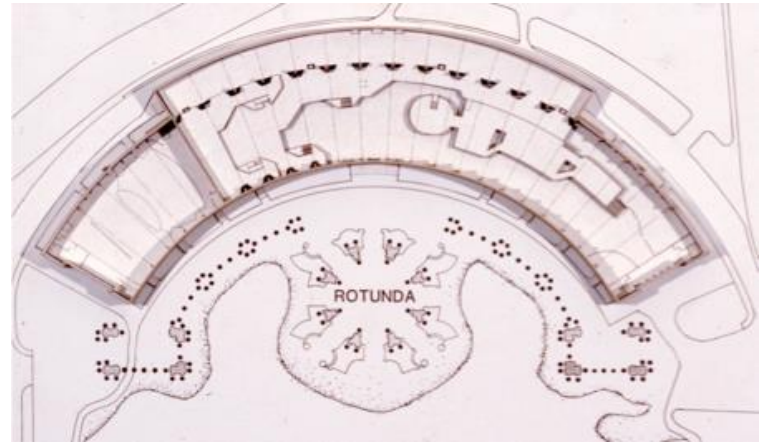
**ESTABLISHMENT & SUPPORT**

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**OPENING**

# Renovating the Palace of Fine Arts 1989 - 2000



# Investigating Multiple San Francisco Sites 2000 - 2004

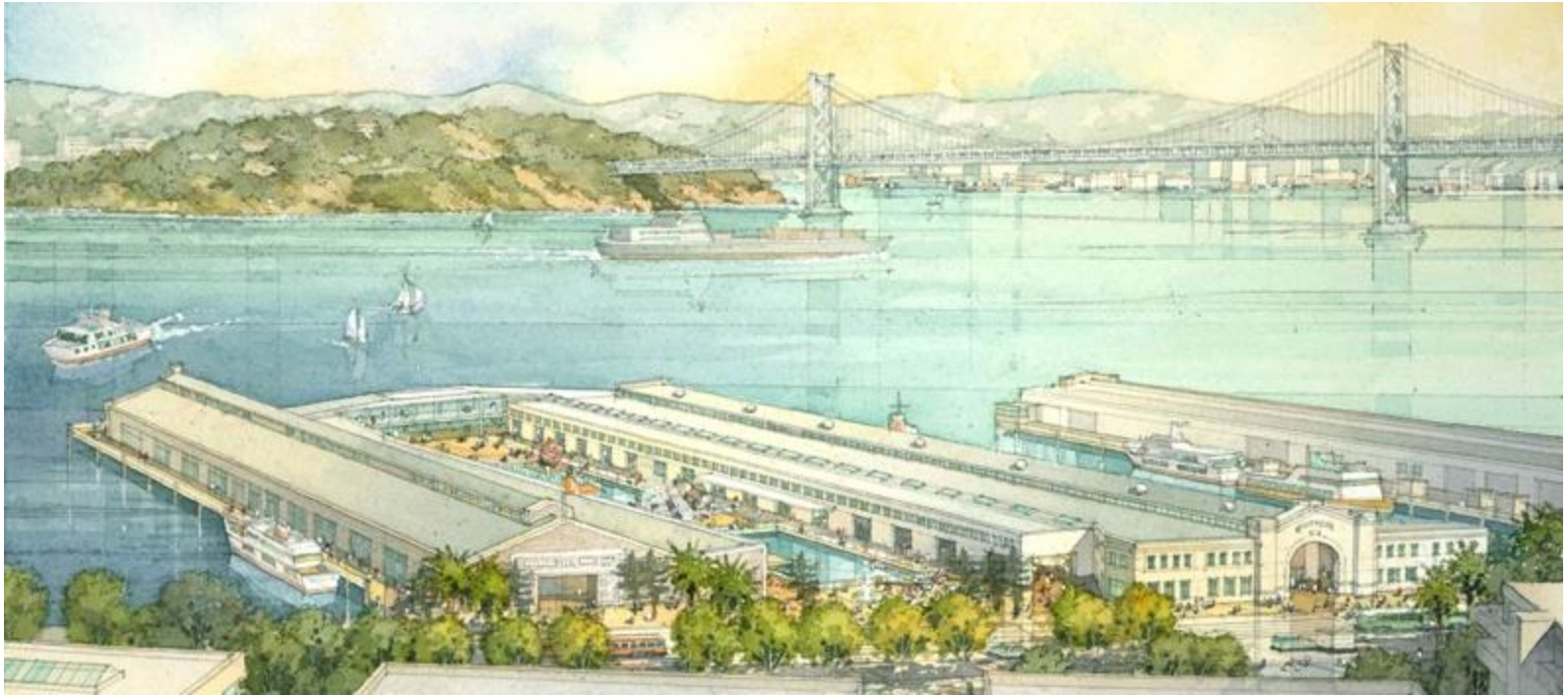


# The importance of a site

**Planning, Designing and Renovating Piers 15 & 17**  
Started in 2004, Opened in 2013, Still Developing

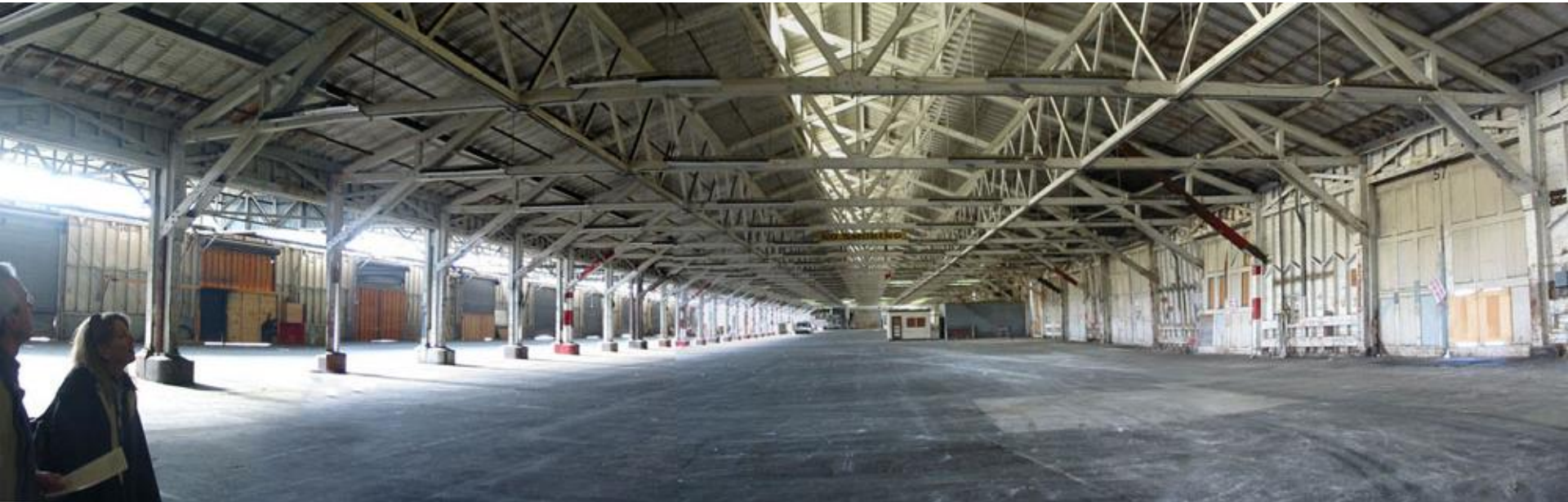








PIER 15

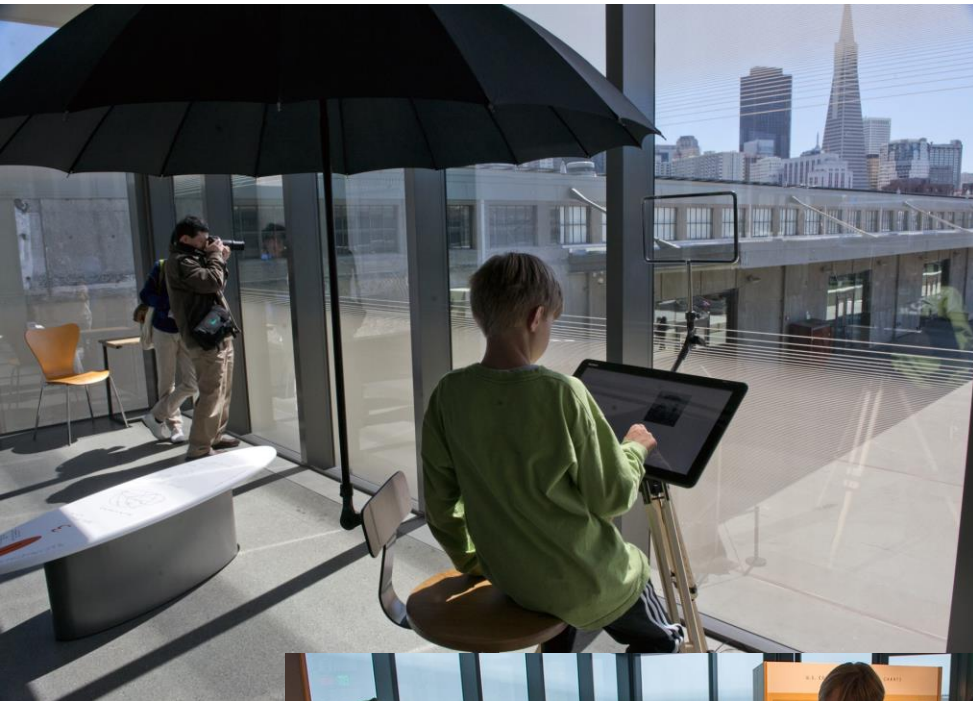


PIER 17























# EXPLORATORIUM EXHIBIT NETWORK

The San Francisco Exploratorium has partnerships and exhibits worldwide.



2011

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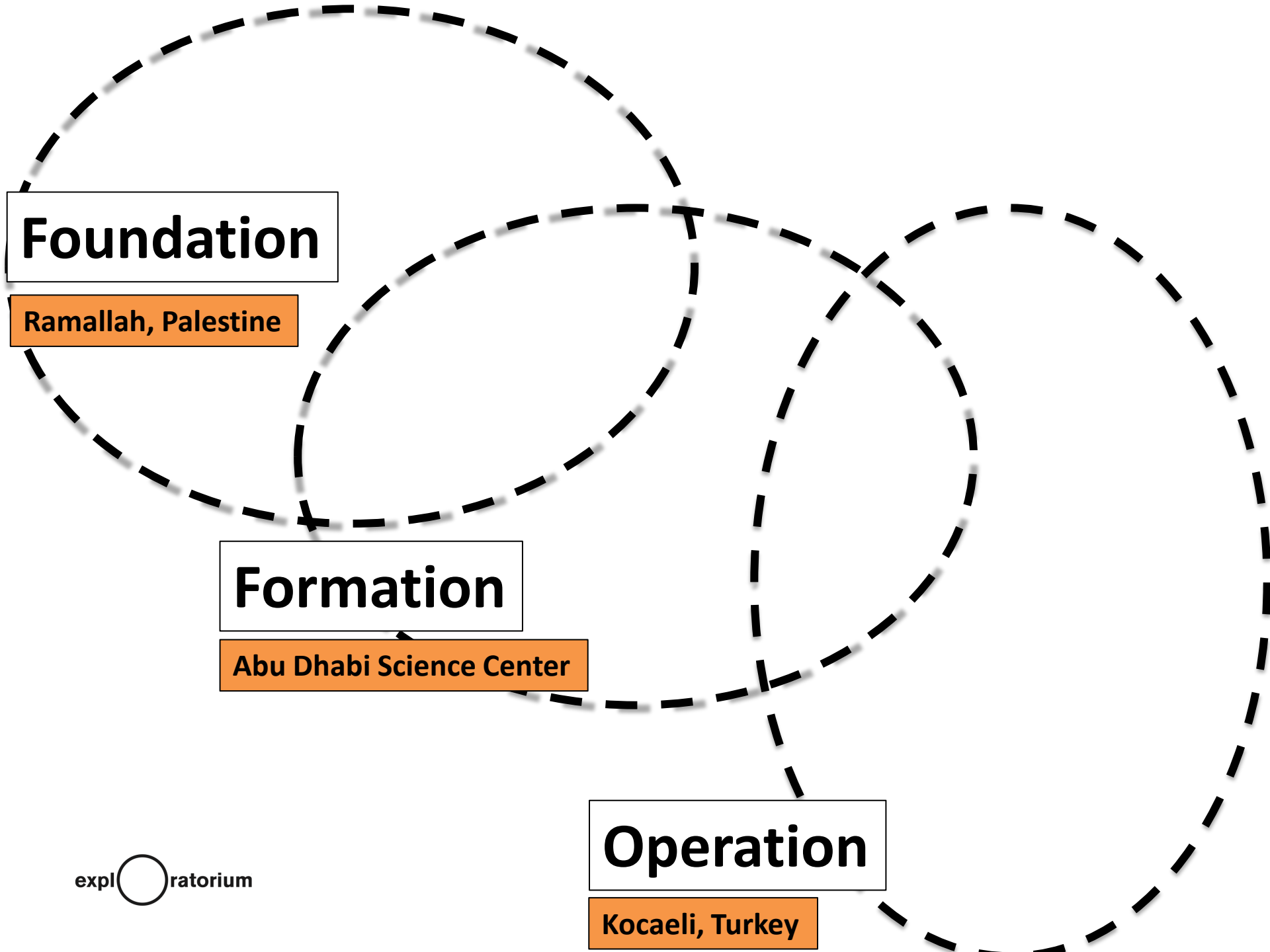
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# The Path to the Place of Fine Arts (PFA)



Frank and Jackie visit science museums in Europe summer 1965

Frank attends Museum and Education conference summer 1966

Frank and Jackie discuss possible locations 1966-67

Frank and Jackie visit San Francisco to reconnoiter summer 1967

Hans Gerson tells Frank about the PFA fall 1967

Frank and Jackie move to San Francisco summer 1968

PFA use solicitation fall 1968

Palace of Arts and Science Foundation founded December 1968

PFA use approved for Exploratorium February 1969

San Francisco Foundation grant \$50,000 May 1969

Oppenheimers move in to PFA July 1969

Doors first open August 20, 1969

Official opening October 11, 1969

150,000 visitors in first year



Summer 1969