

## Guy Hermann, Principal

Guy founded **Museum Insights** in 2008 after working for nine years as Director of Museum Planning for the museum architectural firm of Verner Johnson and Associates in Boston. He came to Verner Johnson after serving as a member of the senior staff at Mystic Seaport Museum, one of the country's largest history museums, where he gained an in-depth understanding of every part of a museum's operations.

Because he has worked extensively as both a museum professional and as a planning professional, Guy has an unmatched understanding of the broad range of issues that need to be addressed in planning for new museums and museums undergoing significant transformations.



### Museum Master Planning Projects

*Strategic Master Plan* for the “**Apollo Experience**” visitor attraction and for the **Apollo Theater** performing arts venue in Harlem, NYC. Developed business plan, visitor experience concepts, business plan, and facility concepts for a new immersive experience in Harlem. Led strategic master planning for the performing arts business at the theater. (Two projects: 2013-15)

*Master Facilities Plan* for the **Eric Carle Museum of Picture Book Art** in Amherst, Massachusetts. Analyzed audience and program needs in order to recommend short and long term facility updates (2015)

*Facilities Master Plan* for the **Jule Collin Smith Museum of Fine Art** at Auburn University, Auburn, Alabama. Analyzed audience and program needs in order to recommend short and long term facility updates. (2015)

*Program and Facilities Master Plan* for the **Fort Bend County Museum Association** in Richmond, Texas. Developed a comprehensive master plan for the Museum Association, including programmatic recommendations, interpretive concepts, and a detailed facility use plan for the Association's 20 buildings. (2014-15)

Program and Facilities Feasibility Study for the **Amesbury Carriage Museum** in Amesbury, Massachusetts. Developed a sustainable business plan and facility use concept for a new museum in an historic mill building. (2014-15)

Collections Storage Analysis for the **Hudson Valley Visual Arts Collections Consortium**, Hudson Valley, New York. Analyzed collection storage needs for five different visual arts organizations in order to plan for a shared collection storage facility. (2014)

Program and Facility Master Plan for the **Water Innovation Center**, Louisville, Kentucky. Developed program, interpretive, and facility concepts for the new water-focused science center on the Ohio River. (2013)

Business and Facility Plan for the San Felipe de Austin State Historic Site for the **Texas Historical Commission**, Austin and San Felipe, Texas. Developed a business plan, attendance projections, interpretive concepts, and facility needs for a new visitor center on the site of Stephen F. Austin's original Texas colony. (2013)

*Preliminary Master Planning* for the **American Clock and Watch Museum** in Bristol, Connecticut. Developed preliminary program and facility concepts based on member survey data. (2012)

*Museum Consultant* for the new **Academy Museum of Motion Pictures** in Los Angeles. Guy led the master planning for the museum working with the museum's startup staff and members of the Academy's Board of Governors to evaluate the evolution of the museum's business plan and architectural concepts in order to ensure that the new museum will be both financially sustainable and fully functional as a working museum. (2010-2013)

*Strategic Master Plan* for the **Brattleboro Museum and Art Center**, Brattleboro, Vermont. Guy led the planning for expansion of the programs and facility for this regional contemporary art museum. (2012)

*Interpretive Master Plan* for the **National Museum of Suburbia** in Johnson County, Kansas. Guy led the planning team to develop a master plan for the museum to take on a new role as a national museum interpreting suburban society, history, and culture. (2011)

*Strategic Master Plan* for the **Old Lighthouse Museum** in Stonington, CT. Guy developed a master plan for a careful, historically sensitive, redevelopment of a 19th century lighthouse that has long served as a community museum. He is acting as museum consultant during architectural design and construction. (2011-present)

*Museum Master Plan* for the **Wilson Museum**, Castine, Maine. Long a private family museum, Guy helped the Wilson Museum to update its programming, operations, and facilities to better meet community needs. (2010-2011)

*Detailed Architectural Plan Evaluation and Recommendations* of the programs, staffing, and collections space allocations for the new 1,000,000 square foot **National Museum of Egyptian Civilization**, in Cairo. Plans for the museum were developed in the 1980s. Guy helped UNESCO to determine if the spaces provided were adequate to the programmatic and collections needs of a contemporary museum. (2010)

*Master Planning Review and Update* for the **Nathan Hale Homestead** in Coventry, CT. Guy worked with Connecticut Landmarks staff to refocus prior facility and landscape master planning to find ways the historic site can better tell the story of Nathan Hale. (2009)

Master Plan for the Mill Hill site for the **Norwalk Historical Society** in Norwalk, CT. Guy worked with landscape architects AKRF to develop a master plan for the historic site which met the programmatic needs of both the Historical Society and the demand for more accessible urban green space. (2009)

*Conceptual Master Plan* for the **Flint Hills Discovery Center** in Manhattan, Kansas. Guy led the master planning team of architects, exhibit designers, and economic analysts to lay the groundwork for a new kid-friendly environmental discovery center whose mission is to inspire stewardship of the region's tall grass prairie. (2008-2009)

*Visitor Experience Study* for the **Coltsville National Park** in Hartford, Connecticut. Guy led a team that proposed exciting, informative, and sustainable visitor experience options for the proposed National Park. (2008)

### EVJA Projects

The following projects were completed while Director of Museum Planning at Verner Johnson and Associates.

*Visitor Experience Visioning* for the **Royal British Columbia Museum**, Victoria, British Columbia. Guy led the visioning for the comprehensive reinvention of the visitor experience of the Provincial museum. (2007)

*Comprehensive Master Plan* for a new \$300 million **Tennessee State Museum** in Nashville. Guy led the master planning team of architects, exhibit designers, and economic specialists to develop a master plan for a proposed relocation of the state museum to a new 300,000 SF facility. (2006-2007)

*Conceptual Master Plan* for the new **Academy of Motion Picture Arts and Sciences** museum project being developed in Hollywood. Guy developed multiple programming scenarios to help Academy members make decisions about how best to allocate the project's budget, developed a detailed architectural program, and assisted the Academy in selecting an architect. (2007-2008)

*Conceptual Master Plan* for **Museum L-A**, Lewiston/Auburn, Maine. Guy led a team that included a strategic planner, interpretive planner, and museum architects in order to develop a plan for a new museum. (2007)

*Visitor Experience Planning* and *Master Site Plan* for the **Frick Art and History Center** in Pittsburgh. We analyzed The Frick's space needs in the context of the existing buildings and potential future programs and activities and recommended ways to organize and clarify the visitor experience of the site while still respecting the historic landscape and buildings. (2005)

*Comprehensive Master Plan and Feasibility Study* for the **National Museum of African American History and Culture**, a new Smithsonian Museum planned for the Mall in Washington DC. Guy led the planning work which included creating an operational plan, coordinating the program planning, assessing the potential visitation and architectural implications for potential museum sites on the National Mall, and integrating the results into a comprehensive report to Congress. (2002-2003)

*Comprehensive Master Plan* for the **NASCAR Hall of Fame and Museum** for the city of Atlanta's competitive bid to host the Hall of Fame. Guy led the program, exhibit, and architectural planning and integrated the work of more than a dozen consultants into a final comprehensive competition submittal for the city of Atlanta. (2005)

*Space Planning* for the **Carnegie Museum of Natural History** in Pittsburgh. Guy worked with curators, educators, and exhibits staff to analyze space planning options for a

museum building which had not seen significant renovation for nearly 100 years. This work resulted in revamped collections storage areas, dramatic new exhibit spaces, and vastly improved visitor circulation. (2004)

*Collections Facility Plan* for the **MIT Museum** in Cambridge, MA. The planning began with the intent of making the collection areas more efficient and resulted in a new vision that will allow the museum to both manage its collections better and also better meet visitor needs. (2004)

*Collections Facility Plan* for the **Ohio Historical Society** in Columbus, Ohio. We assessed multiple options for expanding the landmark brutalist style museum building in order to accommodate the Museum's expanding collections. (2004)

*Comprehensive Master Plan* for the **North Carolina Museum of History**. The Master Plan includes space planning for an existing building along with an extensive addition to accommodate new programming. (2003)

*Master Planning* for the **Carnegie Museums of Pittsburgh**, including the *Carnegie Museum of Art*, *Carnegie Museum of Natural History*, *Carnegie Science Center*, and *The Andy Warhol Museum*. The Master Plan for all four museums encompasses more than one million square feet of building area in six locations. Guy continued with further detailed planning for the proposed expansion of the Warhol and Natural History Museums. (2000-2004)

### Seminars, Workshops, and Presentations

*Steering Committee Member*, Building Museums Symposium. 2012–present.

*Building (And Rebuilding) Academic Museums: Reshaping Teaching Museums for the 21st Century*. Building Museums Symposium. 2015.

What does it mean to be a community museum? Keynote presentation, Connecticut League of History Organizations Annual Conference. 2014

*Discussion Convener*, *Museum Metrics—Measuring Success*. American Association of Museums conference. 2012.

*Finding the Right Balance, a Workshop on Museum Business Models and their role in Pre-Design Museum Planning*. ASLH conference, Building Museums Symposium, Mountain Plains Museum Association and New England Museum Association, various locations. 2008-2014

*Assessing the Reality of the "Bilbao Effect"*, Association of Science and Technology Centers Annual Meeting. 2004

Keynote Speaker: Vermont Historical Society and the Vermont League of Local Historical Societies Annual Meeting, Rutland, Vermont. May 2001.

Specialist Evaluator for proposals using new media, National Endowment for the Humanities Public Programs Division. April 2001.

Landsdowne Scholar Lecture: "Storytelling and Learning in the Virtual Museum," University of Victoria, British Columbia. March 2001.

Invited Speaker: "Move Over Homer: Museum Stories in Digital Space" at the Public Stories: Museums, Audiences, Narrative Symposium in Victoria, British Columbia. March 2001.

## Guy Hermann (continued)

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Lecture: "How is Technology Transforming Museums?" Tufts University Museum Studies Seminar, Boston. November 2000.

Panelist for National Endowment for the Humanities Public Programs Division. March 1999.

Speaker: "Exploring Narrative: Telling Stories and Making Connections," Museums and the Web conference, New Orleans. May 1999

### Selected Publications

Review of *Reshaping Museum Space: Architecture, Design, Exhibitions* for the British journal *Museum Management and Curatorship*. 2006

*A Museum Architect's Top Ten Food Service Questions*. The Manask Report 2005.

"Web-Based Narrative: Telling Stories and Making Connections" *History News*. Spring 2000. (Retitled "Move Over Homer: Exploring Digital Narrative")

"Shortcuts to Oz: Strategies and Tactics for Getting Museums to the Emerald City" in *The Wired Museum*, edited by Kathy Jones Garmil, published by the American Assoc. of Museums, 1997.

"Notes on Museums for the New Millennium," *Spectra*, Autumn 1996 and electronically in the Canadian Heritage Network's Heritage Forum

### Other Experience

**Director of Museum Planning**, *E. Verner Johnson and Associates*, Boston, MA 1999-2008. As Director of Museum Planning, Guy was responsible for leading all of the firm's master planning and pre-architectural planning projects.

**Chief Information Officer**, *Mystic Seaport Museum*, Mystic, CT 1992-99. During Guy's tenure the museum became widely acknowledged as a leader in the innovative use of information technology.

**Project Director**, *The New England Foundation for the Humanities*. Boston, MA 1986-90

**Adjunct Professor of English**, *University of Connecticut*. Avery Point Campus, Groton, CT 1986-91

**United State Coast Guard** licensed captain of Ocean Sailing Vessels

### Professional Affiliations

Steering Committee, Building Museums Symposium

American Association of Museums

New England Museum Association

American Association for State and Local History

### Education

MA, Literature, University of Rhode Island, Kingston, RI.

BA, English and Fine Art, Beloit College, Beloit, WI.