



The Museum at Bethel Woods: Key Players and Partners

KEY PLAYERS:

The Gerry Foundation of Liberty, NY directed the planning and execution of all phases of the development of The Museum at Bethel Woods.

Gallagher & Associates (Museum Designer)

Gallagher & Associates, based in Bethesda, MD with an office in San Francisco, G & A practices internationally, specializing in museum master planning and exhibition design, environmental graphics and brand development. The award-winning firm's expertise includes a wide spectrum of visitor experiences such as public- and private-sector museums, visitor centers, hall of fame exhibits, science and learning centers, traveling exhibitions, and corporate experiences. Current projects total more than 50, including the new museum for the Academy of Motion Picture Arts and Sciences, the National Museum of American Jewish History, the B.B. King Museum, the National Sports Museum, and the Gettysburg National Military Park and Visitor Center. (www.gallagherdesign.com)

Westlake Reed Leskosky (Museum Architect)

Westlake Reed Leskosky ("WRL"), founded in 1905, specializes in innovative designs for Performing and Other Cultural Arts, Workplace Environments, Healthcare, Research and Technology, and Historic Preservation and Adaptive Reuse. WRL has been honored with more than 200 significant design awards in the last twenty-five years, including a state level AIA Gold Medal Firm Award, a National Endowment for the Arts Federal Design Achievement Award, several honors from the National Trust for Historic Preservation, and a GSA Design Award. The firm's work has been featured nationally and internationally in professional and popular publications, including *Architecture*, *Architectural Record*, *Progressive Architecture*, *Building Design & Construction*, *Contract*, *Interiors* and *Wallpaper*. (www.wrl.design.com)

Zubatkin Owner Representation, LLC (Owner's Representative)

Zubatkin Owner Representation, LLC ("ZOR") is a project management/owner representation firm focusing on the development of museum, performing arts and institutional projects. ZOR's clients include the American Museum of Natural History, St. Patrick's Cathedral, Sterling and Francine Clark Art Institute, Westport Country Playhouse and New Museum of Contemporary Art, among other prestigious institutions throughout the Northeast. (www.zubatkin.com)

MEDIA PRODUCTION COMPANIES:

Cortina Productions (Film Production)

Cortina Productions designs and produces award-winning films and interactive experiences for museums that entertain, inform, and inspire. Some of its more recent projects include the Newseum's 4D Theater, Muhammad Ali Center, Monterey Bay Aquarium, UNC Basketball Hall of Fame, and the Smithsonian's National Museum of the American Indian. Cortina produced two of the feature films for The Museum: *The Festival Experience* and *Woodstock: The Music* (www.cortinaproductions.com)

Northern Light Productions (Film Production)

Northern Light Productions ("NLP") is a full-service producing high-quality, nonfiction media. The firm seeks to create the kind of programs that start conversations – thought provoking, well researched, and visually powerful. Established in 1982, the Boston-based firm produces a wide variety of work for museums and broadcast worldwide. NLP produced 17 films for The Museum ranging in length from approximately 3.5 minutes to 18 minutes. (www.nlprod.com)

Second Story Interactive Studios (Interactive Exhibits)

Second Story Interactive Studios is a leading creator of informative and entertaining interactive media experiences. Since 1994, the studio has created hundreds of original interactive media experiences by incorporating an inventive mix of technology and storytelling. Some of its industry-leading partners and sponsors include The Getty Museum, Library of Congress, National Geographic, The Museum of Modern Art, Experience Music Project, Discovery, The U.S. Holocaust Memorial Museum, and the Smithsonian Institution. Second Story produced 6 interactives for The Museum. (www.secondstory.com)

The History Channel – History™ (Film Production)

The History Channel – History™ is a leading cable television network featuring compelling original, non-fiction specials and series that bring history to life in a powerful and entertaining manner across multiple platforms. History™ has earned four Peabody Awards, three Primetime Emmy® Awards, ten News & Documentary Emmy® Awards and received the prestigious Governor's Award from the Academy of Television Arts & Sciences for the network's Save Our History™ campaign dedicated to historic preservation and history education. History™ reaches more than 95 million Nielsen subscribers. (www.History.com)

Hadley Exhibits, Inc. (Exhibit Fabricator)

Hadley Exhibits, Inc., based in Buffalo, NY, has been producing high-quality exhibits for museums, trade shows, corporate facilities and visitor centers for over 50 years. The firm offers a complete range of exhibit-related services including detailing, engineering, fabrication, installation, and project management. Clients include the JFK Library and Museum, the New York State Museum, the National Museum of the American Indian, and the American Museum of Natural History. (www.hadleyexhibits.com)

McCann Systems (AV Integrator)

For over a decade, **McCann Systems** has created revolutionary audio-visual communication solutions for companies around the world. McCann Systems unique designs can be found in just about every major industry including museums, advertising, broadcast, education, entertainment, finance, government, hospitality venues, insurance and transportation. (www.mccannsystems.com)

RomeAntics (AV Designer)

RomeAntics provides multimedia system design, consulting and production management services. It develops effective strategies for a wide range of unique multimedia installations, including corporate productions, museums, visitor centers and large-scale video projections. (www.romeantics.com)

PRG Integrated Systems (Lighting Integrator)

Production Resource Group, L.L.C. (PRG) is the world's leading supplier of entertainment technology solutions, including lighting, audio, projection, scenery, and automation systems. PRG serves a wide range of markets, including theatre, concert tours, and trade shows, corporate and special events, television and film, and themed environments. PRG provides its services worldwide through more than 17 offices in North America, Europe and Asia. (www.prg.com)

Ted Mather Lighting Design (Lighting Designer)

Ted Mather Lighting Design specializes in providing integrated theatrical and entertainment architectural lighting design services for museums, exhibit designers, architects, and producers. The firm has completed large-scale interactive and theatrically oriented museums and live attractions around the world. TMLD creates memorable and unique experiences for visitors and audience members by developing the artistic vision of the design team into an innovative, dynamic, and cohesive whole. (www.tmld.net)

THE CONTENT DEVELOPMENT TEAM:

The Museum Development Group of the Gerry Foundation, headed by CEO Michael Egan, consists of 9 professionals, including several seasoned TV and film producers.

History Associates

For more than twenty-five years, **History Associates Incorporated** has provided customized consulting services in historical research and writing, exhibit content, litigation research, and archives and records management. Its clients have included more than 300 corporations, government agencies, and professional and nonprofit organizations worldwide. (www.historyassociates.com)

Robert Santelli

The author of more than a dozen books on American music, including *The Big Book of Blues*, *The Bob Dylan Scrapbook*, and *Greetings from E Street: The Story of Bruce Springsteen and the E Street Band*, **Robert Santelli** is also the Executive Director of the Grammy Museum in Los Angeles. Santelli began his music museum career in the early 1990s, serving as Vice-President of Public Programs and Education at the Rock and Roll

Hall of Fame and Museum in Cleveland. In 2000, he became CEO of Experience Music Project in Seattle. He is also founding director of the National Music Museum Alliance and the curatorial creator of the British Music Experience in London, scheduled to open in early 2009.

Dennis Barrie

Dennis Barrie is an internationally distinguished museum director, cultural historian and an expert in popular culture. He was the opening Executive Director of the Rock and Roll Hall of Fame and Museum in Cleveland. Since joining WRL in 2005, Dr. Barrie has worked on the conceptualization of the new museum for the Bethel Woods Center for the Arts and the currently-in-development Las Vegas Museum, a \$54 million project for downtown Las Vegas. Additionally, Barrie has provided developmental services for the soon to open Grammy Museum in Los Angeles and the proposed Museum of the Academy of Motion Picture Arts and Sciences, also in Los Angeles.

Dennis Elsas

Dennis Elsas is a legendary NY disc jockey and radio personality from WNEW-FM, now heard daily on WFUV in NYC and nationally on Sirius satellite radio. Dennis is recognized as a rock authority, known for history making interviews and heard widely as a voice-over artist. (www.denniselsas.com)

Steve Gillon

Steve Gillon is the resident historian and host of several series for The History Channel. Having taught at both Oxford and Yale, he also enjoys a professorship at the University of Oklahoma. He is the author of *Boomer Nation: The Largest and Richest Generation Ever, and How It Changed America*.

Ben Fong-Torres

Ben Fong-Torres is a former senior editor and writer at *Rolling Stone* magazine. He has published seven books, is a columnist at the *San Francisco Chronicle*, and hosts *Backstage Sundays* on legendary rock station KFRC (www.kfrc.com).

ADDITIONAL MAJOR CONTENT CONTRIBUTORS:

- ***Warner Bros Entertainment***
- ***Experience Hendrix, LLC***
- ***Fantality Corporation (Janis Joplin estate)***
- ***VH1 Classics***