

Name : Ase Norman Paul Stromdahl

Gender : Male

Profile

Norman Paul Stromdahl is a talented and experienced interpretive designer, project planner and problem solver. His years of experience integrating interpretive exhibit design and artifacts with site and building architecture has enabled him to understand the complexities of each discipline. Practice and research are the basis for this understanding and the ability to ask the right questions.

A project's greatness may be in its initial vision but its success is in the details. As a designer and project director is it imperative that one understands:

- The institutions resources and expectations for the project
- The communities interested in the project and have the ability to identify and incorporate stakeholders in the process.
- The project team's requirements for timely information, decisions, adherence to a schedule and the regulatory environment that surrounds a project.

Qualifications

- Practiced public speaker, presenter and facilitator of strategic planning workshops, corporate participation and public input meetings.
- Organized, systematic communications and using public schedules to document to document progress. Agenda driven meetings with outcome expectations articulated at the start.
- A command of professional vocabularies; design as a business, museology, architecture, exhibit design and fabrication, visitor experience and urban landscape architecture.
- Project educator, outlining needs and expectations through interactive graphic presentation, review and re-marked discussion.
- A lover of knowledge; the research and content that goes into creating great places and programs.

Education

Master of Business Administration, Ohio University, Athens, OH

Professional/EMBA program for working professionals uses a concentrated system of case study and continuous testing with classes focused on finance, forecasting, economics and organization

Bachelor of Fine Arts, Kansas City Art Institute, Kansas City, MO

Environmental design degree encompassing graphics, patterns, objects and places.

KCAI has been creating designers for over 120 years. Orchestrator, Managing Director

Professional Experience:

Orchestrator, Designer, Managing Director:

npstromdahl | CREATES llc, Seattle, WA,

NPS Creates is an interpretive planning and exhibit design partnership specializing in creative solutions, orchestrated processes and educated outcomes for both the visitor and client.

Interpretive Planner, Project Director/Principal:

The Portico Group, Seattle, WA

Portico is an architecture and landscape design firm creating zoos, botanic gardens, parks and arboretums; visitor experiences with animals, plants and environments.

Interpretive Exhibit Designer/Principal:

Gerard Hilferty and Associates Inc, Athens, OH

Hilferty is an interpretive planning and exhibit design firm creating story driven visitor experiences centered on history, natural history, and culture.



Environmental Graphic Designer/Director of Design:

Forsythe French Inc, Kansas City, MO Forsythe French was a pioneer in the creation, production and installation of environmental graphic and way-finding systems.

Lettering Artist:

Hallmark Cards Inc, Kansas City MO "When you care enough to send the very best." Hallmark is the premier creator of personal greeting and recognition products.

Diverse Project Experience:**Museum & Visitor Centers**

College of Eastern Utah Prehistoric Museum, Price, UT. Principal Designer; relocation of current museum to new site with expanded story of prehistoric life and research in central Utah. Interpretive content development and concept design, architectural programming. Planned; 50,000 ft², \$15,506,500 Gross Total, Exhibits

Flying J Tribute Gallery, Ogden, UT. Principal Designer; a tribute exhibit laying out the qualities of O. Jay Call founder of Flying J and his impact on hospitality for the traveling public. Design and construction contracting for architectural modifications, interpretive exhibits, audiovisual interactives and artifact curation. Constructed; 1000 ft², Budget over \$1,000,000

Korea National Marine Museum, Seoul, Korea, Principal Designer; museum to be built in Busan at the edge of the harbor. Topics included maritime technology and industry, Korean maritime history, current fisheries and natural history. Integrated design of site, architecture, exhibits, administrative, host and archival support facilities. Planned; 25,000 m², \$100,000,000 USD Gross Total Cost

Orange County Regional History Center, Orlando, FL. Project Director / Interpretive Planner; new cultural and natural history exhibits focusing on the changing community of Central Florida. Design and construction contracting for new exhibits integrated into renovated historic courthouse. Content development, artifact selection, lighting and exhibit maintenance training. Constructed; 11,000 ft², \$4,190,000 Exhibit Cost

Cleveland Health Education Museum, Cleveland, OH. Project Director and Designer; redevelopment of interpretive storyline based on human behaviors and organized by age development benchmarks. Exhibit content and concept development, architectural organization and evaluation for ten approaches. Partial Construction 20,000 ft² \$4,500,000 Exhibit Cost

Calgary Stampede Agricultural Discovery Center, Calgary, Alberta, Canada, Principal Designer; Alberta is Canada's bread basket and this science center's goal is to showcase food, from field to your table. Exhibit concept, content development, architectural programming, incorporation of college facilities and total project development. Planned; 6300 m², \$67,600,000 USD Total Gross Cost

USS Arizona Memorial Visitor Center Expansion, Pearl Harbor, Honolulu, HI. Interpretive Principal Designer; in less than two hours, with the clash of two different cultures the role of the United States on the world stage would change. Concept development and architectural programming. Planned; Five Acre site, 5,000 ft²

Cahokia Mounds Interpretive Center, Illinois Historical Preservation Agency, East St. Louis, IL. Project Manager / Exhibit Designer; this interpretive center reveals what lies beneath the premier prehistoric native American site in North America. Design, contracting for fabrication and integration of exhibits and theatrical audiovisual presentation into new facility. Constructed; 21,000 ft², \$2,040,000

The Sam Noble Oklahoma Museum of Natural History, University of Oklahoma, Norman, OK. Project Director and Exhibit Designer; from desert to swamps the SNOMNH lays out the story of the people, natural wonders and prehistoric life of the sooner state. Master planning and phased design, contracting for installation of new exhibits and coordination



with university Curators and dinosaur mount makers. Planned; 45,000 ft2 \$16,000,000, Constructed; 14,000 ft2, \$4,000,000 First Phase

International Game & Fish Association Fishing Hall of Fame & Museum, Ft. Lauderdale, FL. Project Director and Designer; a story about the mystery of what lies beneath the surface, of being with friends and conserving the largest of the our world's environments. Interior and exterior exhibits design and contracting for fabrication, artifact curation, audiovisual production and maintenance training. Constructed 25,000 ft2 \$7,872,000

National Afro-American Museum , Wilberforce, OH. Project Designer; the first in five galleries/ buildings intended to present the stories of African-Americans from their cultural perspective. Historic image research, exhibit design and construction detailing. Constructed; 5000 ft2, \$900,000

Zoos & Aquaria

Smithsonian National Zoological Park, Seal and Sea Lion Exhibit, Washington DC, Principal Interpretive Designer; life on the edge, the Pacific Ocean where continents and environments collide. Research, content development and thematic design. Planned; \$600,000 Exhibit Budget

LA Zoo, Pachyderm Forest, Los Angeles CA, Principal Interpretive Designer; elephants around the world are in trouble and this new exhibit presents each communities unique challenges. Under construction; Six Acres, \$26,000,000 Total Construction Budget

Byculla Zoo and Botanical Gardens Master Plan, Mumbai, India, Project Director/Thematic Designer; facility assessment, development visitor experience, phasing and budget. Planned; 18.2 Hectares \$54,000,000 USD Total Gross Budget, Under construction; \$14,000,000 USD

Miami Metrozoo, Wings of Asia, Miami, Florida, Principal Interpretive Designer; birds are modern day dinosaurs is the basis for this prehistoric life research station and new breeding aviary. Interior and exterior interpretive exhibit design, contracting for fabrication, and contract compliance for audiovisual, interactive and graphic exhibits. Constructed; Six Acres, 6000 ft 2 \$1,200,000 Interpretive Exhibits

Honolulu Zoo, Master Plan and Earth Island Science Center, Honolulu, Hawaii, Principal Interpretive Designer; Hawaii's environment is unique as an island, its age, and all that people have brought to it. The open-air Science Center at the zoo provides an alternative interactive tool for learning. Planned; 7500 ft2, \$3,000,000 Interpretive exhibits

Arboreta & Botanic Gardens

Descanso Garden, La Canada Flintridge, CA. Principal Interpretive Planner; re-invention of 150 acre garden in LA based on an interpretive approach; a landscape shaped by water. Interpretive goals and messages, site layout, collections and design vocabulary based on new interpretive theme. Planned; 137 Acres, \$13 to 15,000,000 Gross Total Budget

Chicago Botanic Garden, Rice Plant Conservation Center, Chicago IL, Interpretive Principal/Exhibit Designer; revealing the science behind the plants, exhibits explain and engage both the visitor and researcher using CMS computer interfaces, models, changeable graphics and plants. Under fabrication; 2000 ft2, \$350,000 Interpretive exhibits

San Francisco Conservatory of Flowers, Golden Gate Park, San Francisco, CA. Interpretive Principal/Exhibit Designer; the history of the Conservatory, pollination, and medicine as the initial permanent exhibit and two temporary exhibits incorporating traditional exhibit techniques and live plant collections. Constructed; 12,000/2000 ft2 respectively

Papers & Presentations:

What is Your Landscape Telling You. Daily Journal of Commerce, Seattle, 2004. How an interpretive approach to landscapes forms messages and drives design.



National Association for Interpretation, 2009 Region 10 Workshop, "K.I.S.S. Technology, Or how you can make the most of your staff using cell phone tours."

National Association for Interpretation, 2008 International Workshop, "Interpreting a Culture from the Outside." A presentation outlining the research, documentation and confirmation process of interpreting another culture in that culture's homeland.

Western Museum Association, 2004 West Muse Conference, "Interpreting Revised History." Panel presentation illustrating how time can provide a broader view of historical subjects and how exhibits have and should respond.

American Association of Museums, 1999 National Conference, "Selecting Design Talent" A panel discussion and presentation concerning attributes considered in the selection, education and training of interpretive exhibit designers.

Awards

- Mound Builder Award, Cahokia Mounds Society, recognition of exceptional effort on behalf of the Cahokia Mounds Interpretive Center and Prehistoric Site.
- Most Enthusiastic Speaker, Hallmark Cards, 35th Speech Workshop
- Distinguished Graduate, Missouri National Guard, Non Commissioned Officer School; graduated first in a class of 150
- Champion Papers Imagination Scholar; single student selected from the top ten design schools for a two week design and production seminar at the Graphic Arts Technical Foundation.
- Eagle Scout, Boy Scouts of America

Memberships

- American Association of Museums
- Western Museums Association
- National Association for Interpretation
- National Association for Museum Exhibition

