

**JOSEPH G. ANSEL**  
40 Fourth Street, #207  
Petaluma, CA 94952

Tel. 510 -231-6126  
jlesna@comcast.net

---

An executive, manager and prolific designer/builder with 18 years of experience at the world renowned **Exploratorium**.

### PROFESSIONAL WORK HISTORY

ANSEL ASSOCIATES, Inc. Petaluma, CA

1993 - Present

#### **Principal**

- o Assisting various artists in marketing, management and client negotiations.
- o Serving as a business advisor to *Reuben Margolin* in selling and licensing art.
- o Supporting *Ned Kahn Studios* in the licensing of intellectual property.
- o Produced a comprehensive master planning document for KA.BA, an architectural firm, as part of planning for a large scale science center in Turkey.
- o Supported Tellart in master planning for a confidential exhibition which opened in 2012.
- o Supported The Exploratorium in master planning for a confidential institution.
- o Selected as the design and management firm for **The Anchorage Museum of Art, Science and History**, Anchorage, Alaska. Responsible for the design and installation of three interactive galleries in a renovated building.
- o Supported White Oak Associates in master planning for **The Telus World of Science/Creative Children's Museum**, Calgary, Alberta, Canada.
- o Produced a feasibility study for **The Northern California Natural History Museum**.
- o As the sole design and management firm for The City of Wolfsburg, Germany created **PHÆNO**, a 110,000 square foot science museum. Undertook:
  - 1) General consulting related to management, architecture and content.
  - 2) Exhibition selection, design and management of exhibit construction, exhibit installation, lighting and interior design.**phæno** opened November 2005 to international acclaim.
- o Produced a study for the **Wiener Stadthalle**, Vienna, Austria on the creation of an **"Edutainment Center."** Produced capital and operating budgets, an exhibition inventory, programmatic elements, a staffing plan and advised on architectural matters.
- o Served WTG Associates, Marblehead, MA, in contract preparation, contract administration, management & design for **Exploration Place**, Wichita, Kansas.
- o Advised **Fundación YPF S. A.** Buenos Aires, Argentina, in the creation of **Puerto Curioso**--a proposed new science center located downtown on the waterfront.
- o Provided consulting and design services in the creation of **The Science Oasis**. In two reports, advised on themes, architecture, exhibits and operations.
- o Provided substantial consulting services to:
  - **Omniplex**, a major science center in Oklahoma City.
  - **The Great Lakes Museum**, Cleveland, OH in the creation of a new science center. Advised on exhibits, museum operations and management.
  - **The Tech** San Jose, CA concerning architecture and visitor services.

THE EXPLORATORIUM, San Francisco, California  
**Assistant Director**

1989 – 1992

Responsible for the management of exhibit sales and licensing programs including marketing, budgeting and supervision of marketing and production employees.

- o Member of the Exploratorium's management committee: responsible for the overall management of the Exploratorium.
- o Formulated and wrote a successful National Science Foundation grant which provided \$2.1 million of support, matched by \$1.2 million of sales, over three years.
- o Created a sales and marketing division. Negotiated sales of over \$3.9 million and generated substantial revenues. Established an off-site production facility and produced over 120 interactive science exhibits within 30 months.
- o Created and oversaw a 19 piece art exhibition which opened in Switzerland in 1990. This exhibition toured Europe to generate earned income.

**Assistant Director—Development Associate**

1982 - 1988

Created and managed an in-kind fund raising program. Created and administered various personnel and financial plans, managed temporary exhibits.

- o Raised over \$600,000 in in-kind gifts, secured items such as: a type setting system, telephone switching system, computers, exhibit components and pro bono services.
- o Designed and implemented a pension plan which was based on complex computerized financial projections. Selected a long-term disability plan and conducted a wage and salary survey which contributed to the creation of a formal salary structure.
- o Managed eight temporary exhibitions at the Exploratorium including: (1) "*Memory: the Art and Science of Remembering*," an original exhibition which toured North American science centers; and (2) "*Capturing Light*," an original exhibition to celebrate the 150th anniversary of photography.

**Exhibit Shop Manager**

1974 - 1981

Under the guidance of Dr. Frank Oppenheimer, the founder of the Exploratorium participated in the creation of over 95 original interactive science exhibits by designing and/or fabricating exhibits alone or in collaboration with others.

- o Independently conceived, designed, prototyped and produced numerous exhibits such as: **Convection Currents**, **Very Small Hot Sparks**, **Inverse Square Law** and **Cool Hot Rod**. Collaborated with 27 artists in the creation of over 30 interactive artworks, including pieces by Ed Tannenbaum, Doug Hollis, Brian Eno, Michael Naimark, Bill Parker, Ned Kahn and others.
- o Managed the Exploratorium's exhibit production shop. Managed various museum operations such as security and safety. Oversaw or participated in numerous construction projects.
- o Produced working drawings for, and actually constructed, the massive structural steel framework of the Exploratorium's 300 seat McBean theater.

## OTHER RELATED PROFESSIONAL EXPERIENCE

- o Consultant to **The Discovery Center at the Powerhouse**, Durango, Colorado concerning architecture, exhibitions, governance, fundraising and costs.
- o Consultant to **The Lemelson Center, The Smithsonian Institution**, Washington, DC in designing and planning an exhibition on creativity.
- o Advisor to **Xerox PARC**, Palo Alto, California concerning exhibit design and exhibition planning for an exhibition on reading.
- o Long term consultant to **Interval Research Corporation**, Palo Alto, California, concerning the design and fabrication of proprietary interactive products and artworks. In addition, developed and presented a 90 minute lecture on fostering creativity in research.
- o Consultant to the **National Science Center for Communications and Electronics**, Fort Gordon, Georgia concerning exhibit design, production and cost.
- o The Exploratorium's principal consultant to **Bechtel International** to design a 200,000 sq. foot museum in Madrid, Spain. Produced a 200 page master planning report.
- o Independent consultant to **Science Alive**, Christchurch, New Zealand, concerning exhibit selection, design, fabrication and general museum operations. Visited and advised four additional science centers in New Zealand.
- o Invited speaker on the topics of exhibition design, exhibit production, exhibit sales, the ethics of intellectual property and architectural issues in science centers in 1989, 1990, 1991, 1996, 1997, 1998 and 2004 at the Association of Science and Technology Centers annual convention. Invited speaker concerning the design of interactive exhibits at the 1995 European Collaborative for Science and Industrial Exhibitions (ESCITE) convention held in Cardiff, Wales and the 2004 TILE conference in Maastricht, The Netherlands.
- o Conducted a four day seminar concerning: 1) the goals and methods of education in science centers 2) interactive exhibit conception, design, and construction.
- o Published in **Energie Impuls der Zeit, The Informal Science Review, The ASTC Newsletter, Hands-On**, and **The Exploratorium Quarterly** and **The Resource Guide for Start-Ups**--a publication of the American Youth Museums. Author of a major case study concerning the unionization of the Exploratorium published in **Institutional Trauma: Major Changes in Museums and Its Effect on Staff**.

## EDUCATION

B. S. Degree, Management, University of Santa Clara, CA - 1970  
Graduate Studies, Philosophy, San Francisco State University - 1972-1974

## AFFILIATIONS

Invited Member - **The Museum Group** - Senior consultants to museums  
Past Board Member and Treasurer – **Public Art Works, Marin County**