

ObjectIDEA

MUSEUM PLANNING • EXHIBITION DEVELOPMENT • VISITOR ADVOCACY

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Salem, Massachusetts 01970
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Matt Kirchman

Matt Kirchman is the Founder and President of ObjectIDEA and serves as the Creative Director for all projects. He holds a Master of Science degree in Experiential Education (MSEd) and a Bachelor of Fine Arts degree in Visual Communication (BFA). For over 20 years, the interpretive design field has afforded him the opportunity to exercise his philosophies and methods in these very related schools of thinking.

Prior to forming ObjectIDEA, Matt was an exhibition developer and Manager of Interpretation at several exhibition planning and design firms. He brings an in-house perspective to the planning process by calling on his experience as a designer at the John G. Shedd Aquarium in Chicago, and as an educator for several parks and museums across the United States.

Matt was one of two independent consultants invited by the American Alliance of Museums to assist the organization in identifying the benchmarks for interpretive planning that AAM uses to accredit its member institutions.

Samples of Matt's interpretive design work are published in *Noah's Art: The Graphics of Zoos, Aquaria, Aviaries and Wildlife Parks*, and journals for the Society of Environmental Graphic Design (*SEGDesign*) and the American Alliance of Museums (*The Exhibitionist*). He has lectured at conferences for the American Alliance of Museums, The National Association for Museum Exhibition, New England Museum Association, and Museums Australia.

He sits on the Board of the New England Museum Association, serves as the New England Region Representative for the National Association of Interpretation, and is a Council Member for Historic New England.

He is also a member of the MUSAIC network, the Praxis Projects Group, and The Museum Group. All are specialty consortiums of professionals that serve the museum field in distinct ways.

Finally, Matt collects museum visits and keeps a record of each and every one. His current collection numbers over 500 visits from Bangkok to Boston; New Zealand to New York.

Professional History

President and Creative Director

ObjectIDEA, Interpretive Planning and Design
9 Naples Road
Salem, Massachusetts

2006–

Adjunct Faculty

Tufts University
Graduate School of Arts and Sciences, Museum Studies
Medford, Massachusetts

2015–

	Director of Planning and Exhibition Development	
	Amaze Design, Inc.	
	Boston, Massachusetts	1998–2005
	Exhibition Developer	
	Joseph A. Wetzel Associates, Inc.	
	Boston, Massachusetts	1994–1998
	Faculty Assistant	
	Northern Illinois University	
	Campus for Outdoor Education and Interpretation	
	Oregon, Illinois	1993–1994
	Museum Educator	
	Byron Forest Preserve	
	Jarrett Prairie Museum	
	Byron, Illinois	1993–1994
	Museum Educator	
	Blue Hills Trailside Museum	
	Massachusetts Audubon and	
	Milton, Massachusetts	1995–1997
	Assistant Director of the Outdoor School	
	Southern California Environmental Education and Leadership Foundation	
	Yorba Linda, California	1993
	Exhibition Designer	
	John G. Shedd Aquarium	
	Chicago, Illinois	1989–1993
Discourse	<i>Composing Museum Experiences: Music as a Metaphor</i>	
	<i>New England Museum Association</i>	
	<i>Mystic, Connecticut</i>	<i>November, 2016</i>
	<i>Museum Flavor: Chefs Offer a Tasty Lexicon for Exhibit Designers</i>	
	<i>New England Museum Association</i>	
	<i>Portland, Maine</i>	<i>November, 2015</i>
	<i>Discursive Space: Breaking Barriers to Effective Spatial Communication in Museums</i>	
	Ryerson University , University of Ontario, University of Nottingham, University of Leicester	
	Toronto, Ontario, Canada	June, 2013
	<i>Musings on Adaptation</i>	
	<i>A Summit on the Evolution and Survival of Natural and Environmental History Museums</i>	
	American Alliance of Museums	
	Baltimore	May, 2013

- Where Is the Home for Technology in Collections-based Exhibitions?*
Reaching and Teaching through Material Culture Symposium
Winterthur Museum, Garden, and Library
Wilmington, Delaware September, 2012
- Green Exhibitions: About Sustainability versus For Sustainability*
New England Museum Association Annual Conference
Hartford, Connecticut November 2011
- The Relationship Between Exhibitions and Museum Brand Identity*
Boston Society of Architects
Boston, Massachusetts May 2009
- Exhibition Critique: Johnson & Wales Museum of Culinary Art*
New England Museum Association
Providence, Rhode Island November 2008
- New Strategies for Interpretation. New Directions for Interpretive Centers*
Maine Mountain Heritage Network
Augusta, Maine May 2006
- If We Did It Again... Reflecting on the Development and Design of the ECHO Center*
New England Museum Association
Burlington, Vermont November 2005
- Taxonomy Meets Technology: Virtual Experiences in Natural History Museums*
New England Museum Association
New Haven, Connecticut November 2004
- Environment, Culture and History: Integrated Approaches to Exhibitions*
New England Museum Association
Boston November 2003
- Museums in the 21st Century: Where are We Headed?*
Royal Ontario Museum
Toronto, Canada 2002
- Untangling Tangled Destinies – A Critique of the Exhibition: Land and People in Australia*
Museums Australia
Canberra, Australia May 2002
- On the Bitter Warmth of a Platypus Rug: Exhibiting Nature and Human Nature*
American Association of Museums
St. Louis, Missouri May 2001
- Think Globally...Experience Locally: The Benefits of a Regional Exhibit Program*
American Zoo & Aquarium Association
Boston, Massachusetts April 1998

Interactivity in Museums: An Exhibition Workshop

National Association for Museum Exhibition | American Association of Museums
Hartford, Connecticut November 1997

Teachings of Spider: The Natural Environment as Inspiration and Resource for Creativity

Colloquium on Native American Culture in Curriculum
Northern Illinois University
DeKalb, Illinois April 1994

Marking Time: Breaking the Time-space Continuum in Museum Design

Effective Use of Graphic Timelines in Exhibitions
SEGD Design Magazine, #24 2009

It [Still] Ain't Easy Being Green

The LEED Certification of the ECHO Environmental Science Center
SEGD Design Magazine, #7 2005

Tangled Destinies: The National Museum of Australia. A Monograph

Edited by Dimitry Reed
The Images Publishing Group 2002

Outstanding Business Announcement, Invitation and Greeting Card Design

Donna Hicks, Art Directors Book Company
Shedd Aquarium Holiday Card 1993

Noah's Art: the Graphics of Zoos, Aquaria, Aviaries and Wildlife Parks

Signage, exhibit and publication design for John G. Shedd Aquarium
Wei Yew, Quon Editions 1991

Awards

Leadership in History Award

American Association for State and Local History (AASLH)
Prairie Rhythms: Jarrett Prairie Museum, Byron Forest Preserve District
Award of Merit 2017

Leadership in History Award

American Association for State and Local History (AASLH)
Dear Boston: Messages from the Marathon Memorial
Award of Merit 2015

Excellence in Exhibition

American Alliance of Museums (AAM)
Dear Boston: Messages from the Marathon Memorial
Award of Merit 2015

Award of Merit

American Association of Museums
John G. Shedd Aquarium 1990 Holiday Campaign
Publications Competition 1993

Invited Contributor

American Association of Museums
Interpretive Planning Colloquium
Annual Meeting, Indianapolis 2005

Affiliation The Museum Group

The Museum Group (TMG) is a consortium of museum consultants founded in 1995 by independent professionals who have held leadership positions in museums. The group engages the wider museum community in its commitment to promote fresh thinking and active conversation about the complex issues that challenge museums today.

Praxis Museum Projects Network

The Praxis Network is a group of independent professionals, each of whom brings an established and particular expertise to the process of creating exhibitions. Praxis was formed in 2015 to advance the members' individual expertise, learn from each other, and extend the benefits of collaboration to clients and the exhibit design field as a whole.

American Alliance of Museums

New England Museum Association
Board of Directors

National Association for Interpretation
New England Region Representative

Education Master of Science

Curriculum and Instruction, Emphasis: Interpretation and Experiential Education
Northern Illinois University, Lorado Taft Field Campus for Outdoor Education
Oregon, Illinois 1993

Bachelor of Fine Arts

Visual Communication, Emphasis: Environmental Graphic Design
Northern Illinois University
DeKalb, Illinois 1989

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Client List

2017

The Trustees of Reservations | Welcome Center, The Old Manse, Concord, MA

The Eli and Edythe L. Broad Institute of MIT and Harvard | Lobby Project

AthenaHealth Corporation | 20th Anniversary Commemoratives Project

Worcester History Museum | Industrial History Gallery

Martha's Vineyard Preservation Trust | The Heritage Center at the Carnegie Library

2016

New England Ski Museum

Herreshoff Museum and America's Cup Hall of Fame | Master Planner and Consultant to Architect

Connecticut Audubon Society, Fairfield, CT | Museum Plan for Birdcraft Museum

Buffalo Bill Center of the West, *Invisible Boundaries: Migration in the Greater Yellowstone*

A National Geographic Museum, *Invisible Boundaries: Migration in the Greater Yellowstone*

Nantucket Whaling Museum | Permanent Gallery Renovations

2015

Walden Pond Visitor Education Center | Master Planning Consultant to Architect

The Rockpile Museum, Gillette Wyoming | Exhibit Development

B Nantucket Whaling Museum, *Stove by a Whale: The Story of the Essex* | Exhibit Development

C Baseball Hall of Fame and Museum, *A Whole New Ballgame* | Guest Curator

D Jarrett Prairie Museum, | Museum Planner

2014

E City of Boston, *Dear Boston... Messages from the Marathon Bombing Memorial* | Project Founder

US Marshals Museum | Exhibit Development

Cold Spring Harbor Whaling Museum | Museum Master Plan

United States Botanic Garden | Interpretive Master Plan

Hitchcock Center for the Environment | Exhibition Plan for Living Building Challenge

2013

Virginia Historical Society, Richmond, *The Story of Virginia* | Exhibition Development

F The Petersen Automotive Museum, Los Angeles, CA | Museum Master Plan

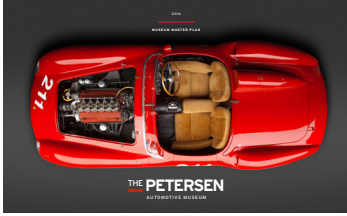
TSYS: Total System Services, Inc. | Corporate Headquarters Visitor Education Center Plan

2012

Collier County Florida Museums, *Marco Island Historical Museum* | Exhibition Plan

G Patriots Point Naval and Maritime Museum, *The USS Yorktown Experience* | Exhibition Development





F

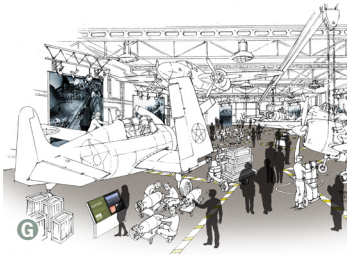
Miami Science Museum, *The Living Core* | Interpretive Master Plan and Exhibition Development
 The Oakland Zoo, Oakland, CA | Exhibition Design: *California Trail!*
 Greenville Zoo, Greenville, North Carolina | Facility Master Plan

2011

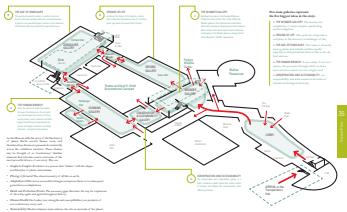
Finger Lakes Museum, Keuka, NY | Interpretive Master Plan
 New Jersey Pinelands Commission, New Lisbon, NJ | Visitor Center Plan and Design
 The Wilson Museum, Castine, ME | Interpretive Plan
 Pink Palace Family of Museums, Memphis, TN | Museum Master Plan

2010

Fort Adams State Park, Newport, RI | Interpretive Master Plan
 National Museum of Suburban History, Kansas City, MO | Interpretive Master Plan
 Alachua Savannah Visitor Center, Paynes Prairie, Gainesville, FL | Museum Plan and Design



G



H

2009

H Cleveland Museum of Natural History | Interpretive Master Plan and Exhibition Design
 Boston Children's Museum | Exhibition Design: *Our Green Trail*
 State of Connecticut and National Park Service, Hartford | Plan for Coltsville National Park
I National Mississippi River Museum and Aquarium, Dubuque, IA | Phase 2: Exhibition Design

2008

National Mississippi River Museum, Dubuque, IA | Phase 1: Campus Master Plan
 The Old State House and Boston Massacre Site | Museum Experience Plan
J Tampa Bay History Center | Interpretive Plan and Exhibition Plan for Inaugural Exhibitions
 Museum of Lewiston-Auburn, Maine | Interpretive Master Plan
 Massachusetts Audubon, Milton, MA | Master Plan for Trailside Museum Renovation
 Cold Spring Harbor Whaling Museum, New York | Exhibition Master Plan



I



J

2007

City of Los Angeles | Hyperion Water Treatment Facility Visitor Education Center
 Marina Barrage Visitor Center, Singapore | Interpretive Planning Workshop and Exhibit Plan

2006

Vermont Institute of Natural Science | Queechee, VT | Exhibition Plan: *Flyways*
K Arkell Art Museum | Interpretive Plan and Exhibition Design



K

With Krent Paffett Design

Pennsylvania State Museum | Harrisburg, PA | Museum Master Plan
 Museum of Science and Industry, Chicago | Exhibition Competition: *Mars Encounter!*
 Florida Keys Land and Sea Trust, Marathon, FL | Master Plan for Museum of the Florida Keys
 New York Historical Society, NYC | Interpretation Management: *Slavery in New York*
 Boston Harbor Islands National Park | Visitor Center Exhibitions and Interpretive Trail



L Longwood Gardens, Kennet Square, PA | Centennial Celebration Exhibition Plan
 Plimoth Plantation, Plymouth, MA | Exhibition Plan: *The Pathways Project*
 Schenectady Museum | Facility Master Plan

With Amaze Design



M National Museum of Australia, Canberra, ACT | Museum Master Plan, Inaugural Exhibitions
 National Children's Museum, Washington, D.C. | Museum Master Plan for Inaugural Exhibitions
N Nantucket Historical Association | Exhibit Design: *Whaling Museum and 1847 Candle Factory*
 Chicago History Museum | Exhibit Master Plan: *Children & Families' Gallery, Sensing Chicago*
 Marsh Billings Rockefeller National Historical Park, Woodstock, VT | Exhibit: *Upon This Land*
 Wildlife Conservation Society, The Bronx Zoo, NYC | Exhibition Plan: *Madagascar!*
 Blackstone Valley National Heritage Corridor Visitor Center, Worcester, MA | Master Plan
 New Jersey State Museum, Trenton | Gallery Master Plan: Natural History Hall
 National Science Center of Qatar | Interpretive Master Plan, Facility Master Plan
 ECHO: Lake Champlain Basin Aquarium and Science Center, Burlington, VT | Master Plan

