

**Mark Walhimer**

315 East 69th Street, #4D

NY, NY 10021

(415)794-5252

[mark@museumplanning.com](mailto:mark@museumplanning.com)

**Resume as of July 2021**

Portfolio: <https://museumplanning.com>

Blog: <https://museumplanner.org>

**Teaching**

Online Museum Courses, Museums 101 and Introduction to Museums <https://museumcourses.com/>

January 2017-May 2017

Georgia Institute of Technology, Atlanta Georgia, Temporary Part-time Instructor, School of Industrial Design

2015-2017

Tecnológico de Monterrey, Estado de México, Mexico Full-time Professor, Departamento Diseño Industrial

2013-2015

Universidad Iberoamericana, Ciudad de México, Mexico Part-time Professor, Departamento Diseño Industrial

**Professional**

1999-Present

**Museum Planning, LLC**

Managing Partner of museum consulting firm to assist start-up and expanding museums.

Services include: Feasibility studies, strategic planning, museum master planning, exhibition design, exhibition project management, fabrication supervision, and installation supervision

2008-2009

**Children's Museum of Indianapolis, Indianapolis, Indiana**

Director of Exhibits Director of exhibition design and exhibition project management at the world's largest Children's Museum. Hired to reorganize the museum exhibition department.

2004-2007

**Academy Studios, Novato, California**

Chief Operating Officer Provided museum consulting to multiple museums, including the Smithsonian. Also, supervised and provided the overall direction of the design department, fabrication department, and project management department Annual revenue of \$6 million

**Education**

Master of Industrial Design. Pratt Institute, Brooklyn, New York

Bachelor of Science. Fine Arts, Skidmore College, Saratoga Springs, New York

**Research**

Interactive educational experiences in public settings

## **Memberships**

American Alliance of Museums (AAM), Association Science-Technology Centers (ASTC), International Council of Museums (ICOM), Society for Experiential Graphic Designs (SEGD), Association for Computing Machinery (ACM)

## **Publications**

2021, *Designing Museum Experiences* by Mark Walhimer, Rowman & Littlefield

2021, National Science Foundation (NSF), #2041474, Science Museums Futures, Team Leader, One of forty invited museum professionals to research and think about the future of science museums.

2020, American Alliance of Museums (AAM), requested to write COVID-19 Museums and Taking Temperatures section of COVI-19 Toolkit

2020, Informal Learning Review, Special Issue 2020, “How Will Coronavirus (COVID-19) Change Museums? A Few Predictions”, Mark Walhimer

2020, *Experiential Marketing: Case Studies in Customer Experience* 1st Edition by Wided Batat (Author), 2020, Mark Walhimer, Perspectives on the museum sector, Customer Experience in the arts and culture sector Chapter 11

2020, Interviewed and quoted Wall Street Journal, “Museum Facades Are New York City’s Latest Canvas for Art”, By Charles Passy, December 3, 2020

2019, Interviewed and quoted ArtNet News, “The New Empire Builders: How Pace and Other Art Dealers Are Reinventing What a Gallery Space Should Do” By Brook Mason, September 10, 2019

2019, Interviewed and quoted Wall Street Journal, “That Da Vinci Isn’t for Sale, It’s Just to Get You in the Door”, By Charles Passy, May 2, 2019

2019, Interviewed and quoted Wall Street Journal, Michelin-Starred Chef to Rework the Met’s Menu”, By Charles Passy, February 4, 2019

2018, Interviewed and quoted Wall Street Journal, “Brooklyn Museum to Show Work of Art World Icon Frida Kahlo”, By Charles Passy, November 15, 2018

2018, Interviewed and quoted Wall Street Journal, “Met Museum’s Catholicism-Inspired Fashion Exhibit Draws Record Crowds”, By Charles Passy, October 11, 2018

2018, Interviewed and quoted Wall Street Journal, “Pop-up ‘Museums’ Are Instagram Fans’ Favorite Place to Pose”, By Lara Korte, July 5, 2018

2018, Interviewed and quoted Wall Street Journal, “Bronx Museum Expands Into Manhattan”, September 27, 2018

2018, Interviewed and quoted Wall Street Journal, “Pop-Culture Museum Eyes a Second Home”, By Charles Passy, May 31, 2018

2018, Interviewed and quoted Le Temps, “Avec l’essor des «pop-up museums», l’art devient éphémère et divertissant”, by Sandra Cazenave, October 1, 2018

2018, Interviewed and quoted La Presse, “Bienvenue à l’égo-musée: l’essor des usines à égoportraits” by Daphne Cameron, November 5, 2018

2017, Interviewed and quoted Wall Street Journal, “Met Hopes for Big Rewards With Pair of ‘Blockbuster’ Art Shows” By Charles Passy, November 30, 2017

2017, Interviewed and quoted for New York Times, “A Collector’s Dream: Creating Your Own Museum as a Legacy” by Paul Sullivan, September 29, 2017

2016, STEAM Journal, STEAM and the future of museum interactivity 2016, Curator, Museums 101 review

2016, Interviewed New York Observer, Museum Customer Experiences 2015, Museums 101, Author, Publisher Rowman & Littlefield

2015, Interviewed and quoted, New York Times, Artsbeat, “A Close-Up View of a Courbet Painting Under Restoration” by Doreen Carvajal, May 7, 2015

2015, Interviewed and quoted by Andrea Muirragui Davis for Indianapolis Business Journal article January 24, 2015 “Conner Prairie’s Goal: Take Balloon Exhibit to New Heights”

2015, Museums 101 by Mark Walhimer, Rowman & Littlefield

2014, Interviewed and quoted for David Wallis article New York Times, March 20, 2014, “Start-Up Success Isn’t Enough to Found a Museum”

2013, “The Future of Museum Exhibition Design” by Mark Walhimer for Muse Magazine, Canadian Museums Association (CMA), November/December 2013

2013, Interviewed and quoted for Geraldine Fabrikant article New York Times, March 20, 2013, “The Particular Puzzles of Being a Small Museum”

### **Conference Presentations**

2013, American Alliance of Museums Conference, Mark Walhimer panelist “The Future of In-House Design in an Outsourcing World”

### **Peer Reviewer**

2020, 2018, 2016, American Alliance of Museums AAM, Museum Assessment Program, Museum Peer Reviewer 2019, Institute of Museums and Libraries Services IMLS, Grant Reviewer, Field Reviewer

### **Juror**

2015, United States Department of Energy, Solar Decathlon, Communications Juror 2013, United States Department of Energy, Solar Decathlon, Communications Juror 2011, United States Department of Energy, Solar Decathlon, Communications Juror

## **University Guest Speaker Presentations**

2020 Drexel University, Museum Studies

2020 Pratt Institute, Talk Now, July and August Lectures

## **Recent Projects**

Fulbright Specialist, March 2021, On roaster to work with “start-up” museums Recent Projects – Mark Walhimer, Managing Partner, Museum Planning, LLC

2020-Present, Discovery Center at Murfree Spring, Murfreesboro, Tennessee. Museum Feasibility Study and Museum Strategic Plan for new outdoor interactive STEM / STEAM exhibition. The project includes the conceptual development of interactive exhibits. 5000 square feet outdoor STEM / STEAM exhibition, \$1M budget

2020 - Present, Museum of Fort Worth African-American History and Culture, Fort Worth, Texas, Museum Feasibility Consultant

2019, Cabela Interactive Nature Conservation Museum, Sydney, Nebraska. Museum Feasibility Study, Museum Master Plan, and Museum Exhibition Design, including building design.

2016-2018, C.O. Polk Interactive Museum, McDonough, Georgia. Museum Master Planning, Museum Exhibition Design of new local history museum. The project included turnkey services through to opening day. \$1.5M budget

2019, The Strong Museum, Rochester, New York. Museum Audience Research and IMLS Summative Evaluation Report.

2018, Museum of Teaching and Learning (MOTAL), Fullerton, California. Museum expansion consultant

2017, The Cade Museum of Creativity, Gainesville, Florida. Conceptual Development STEAM Music Exhibition

2017, Women’s Sports Museum, Sarasota, Florida. Museum Feasibility Consultant.

2017, Wow! Children’s Museum, Lafayette, Colorado. Museum Expansion Workshop.

2015, New Orleans Jazz Museum, New Orleans, Louisiana. Museum Planning Workshop

2011 – 2015, Alcatraz Cruises, “Alcatraz Landing”, San Francisco, California. Strategic planning, Exhibition Design, and Project Manager of 3500 square foot interactive outdoor exhibition

2011-2015, Alcatraz Cruises, “Alcatraz: Life on the Rock”, San Francisco, California. Strategic planning and Project Manager of 2500 square foot interactive traveling museum exhibition

2012 – 2014, Dutchess County Arts Council, Poughkeepsie, New York. Museum Feasibility Study of 25,000 square foot Art Center.

2012, M+, Consultant to IBM, West Kowloon, Hong Kong. Museum Planning Workshop.