

SERVICES GUIDE

WAYSIDE EXHIBITS

MUSEUM DESIGN

VISITOR CENTER DESIGN

EXHIBIT FABRICATION

EXHIBIT SPECIFICATIONS
FOR GRANT APPLICATIONS

BRANDING / IDENTITY

DESTINATION MARKETING



Interpretations ▶





SCOTT R GROVE

TABLE OF CONTENTS ►

**Certified
Woman Owned
Business**

Ruth Bielobocky
iondesign, LLC

(301) 606-6191
ruth@iondesignworks.com

**Certified
HUBZone
Business**

OFFICES:
401 N Mildred St
Charles Town WV 25414
5840 Shookstown Rd., Bldg 2.
Frederick, MD 21702

www.iondesignworks.com

Scott Grove
Grove Public Relations, LLC

(301) 305-1499
sgrove@grovepr.com

OFFICE:
16 E South Street
Frederick, MD 21701

www.ScottRGrove.com

Introduction1
 Interpretive Plans.....2
 Wayside Exhibits.....4
 Museum Design6
 Destination Marketing Plans.....8
 Visitor Center Design10
 Identity & Branding12
 Profiles.....14
 Work Samples.....16
 References.....26



We love taking people on journeys;

whether through time, to distant lands, or undersea. We're dedicated to creating interpretive work that engages the viewer, expands one's thinking, and results in an emotional connection.

Our assignments have taken us across the country to historic sites, national parks and municipal main streets, giving us the opportunity to work on projects with diverse and fascinating subjects.

We've worked with many government agencies, but also love the experiences we've had with smaller, private non-profit museums and organizations. They have given us the opportunity to **support their important missions and bring their unique American stories to life.**

If there are ways that we can assist your organization, please let us know.

We would love the opportunity to do so. Until then, thank you for consideration and best wishes in all your endeavors.

Ruth Bielobocky & Scott Grove

INTERPRETIVE PLANS

The creation of an interpretive plan is the all-important first step in the development of a museum.

We begin with a workshop session that we facilitate with your group. During the session we'll help you to identify potential target audiences, desired audience experiences, potential objects and artifacts available for exhibition, artwork, and more. The workshop also provides a forum for individuals to collectively express their thoughts and expectations for the museum, leading to a unified vision. Getting consensus among group members is imperative to the success of your effort.

These findings are recorded in a document that describes interpretive approaches, primary story lines, and includes initial floorplans and schematic concept illustrations.

The initial review of the document is often an exciting experience, with the group's vision presented in a tangible, illustrated manner that gives the project reality.

Museum goals, storylines, and exhibit concepts begin to come into focus with the creation of an interpretive plan. ▶

While there will be other important architectural and exhibit-related planning, the interpretive plan will serve as the “go-to” foundation document for subsequent work.

Because of its technical information and vibrant illustrations, the interpretive plan will be vital in communicating your vision to secure the governing or financial support you may need.



Floorplans, schematic drawings, and images excerpted from the Edythe M. Jolley Museum and Cultural Center interpretive plan.



WAYSIDE EXHIBITS

No other interpretive medium surpasses the immediate gratification of a wayside exhibit.

The wayside instantly calls our attention to the site we are seeing—bringing it to life with engaging imagery and an intriguing backstory that elevates it to a new and prestigious stature.

When developing a wayside exhibit we review all known storylines associated with the site before selecting the approach we believe will best represent the resource.

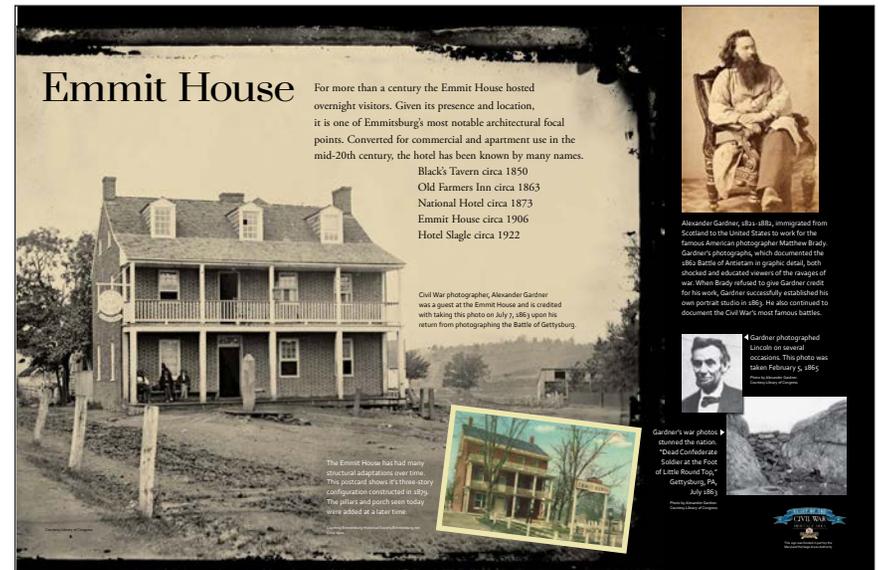
Research is conducted, storylines are developed, imagery is collected, and preliminary sketches are executed for client review.

The second phase of the project is begun with copywriting and the actual design of the exhibit.

Finally, we oversee the fabrication and procurement of the panels and bases.

Wayside exhibits quickly awaken the heritage and the humanity of your most precious natural and historic resources. ▶

Waysides are among the most affordable media available and provide a round the clock interpretive visitor experience that serve for many years.



One of a series of twelve exhibits created for the Town of Emmitsburg, MD, that identify and promote the significance of its historic sites.

The best museums don't feel as though they've been planned. Instead, they offer an engaging experience that unfolds and grows with each passing step. This is our goal with the museum exhibits we design.

We begin each project with a thorough study of your interpretive plan and the overarching goals you want your museum to accomplish.

We then take the storylines you've identified and develop exciting and effective techniques for communicating them. This is accomplished through the use of your photographs, objects, and artifacts that can be showcased with the support of integrated technology and interactive experiences.

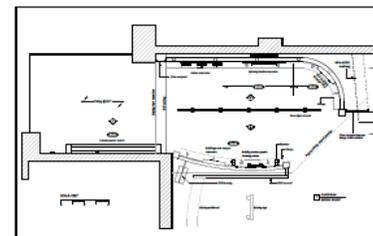
The exhibits are laid out in an overall floorplan that is designed for optimum flow and interpretive impact.

Knowledgeable of the latest available industry materials, we can provide you with the best and most affordable options for the construction of interior spaces and exhibits.

We take the complexity and unknowns out of the museum design process to ensure its interpretive goals are met. ▶

Our design process typically takes place in less than six months, with fabrication and installation dependent upon the size and complexity of the project.

Northern Great Lakes Visitor Center, Ashland, WI, offers interpretive exhibits and a five-story observation tower that overlooks the 180-acre park. Below, view of a transitional / introductory hallway exhibit leading to the main exhibit area.



Museum floorplan and an exhibit focusing on simple approaches to sustainability.



Municipalities can enjoy greater economic success through the marketing of their historic, cultural, and recreational resources. Every town has its own unique selling proposition. You will learn yours with a Destination Marketing Plan.

The plan is developed in part following a half-day workshop that we facilitate with your group. During the session, all potential visitor-related attractions and target audiences are identified.

Discussions center around the packaging of the attractions and the best and most affordable means of promoting them.

All information is used in developing a clear strategy and goals for the marketing of your town as a visitor destination. This includes potential marketing tools such as traditional advertising, brochures, websites, newsletters as well as other grass roots opportunities.

Every town has its own unique offerings that will attract visitors and stimulate greater economic development. ▶

The completed plan will also offer several professionally-executed marketing examples that suggest how your town and its attractions can be creatively positioned. Ultimately, the document provides a guide for the effective promotion of your town and the steps needed to accomplish increased visitation. This includes available grants and private-sector funding strategies.

The “Mountain to Valley Tour,” a 3-day journey through Northern Frederick County in the footsteps of Saint Elizabeth Ann Seton, offers an example of “packaging” through partnerships with government and non-profit organizations.



The National Shrine of St. Elizabeth Ann Seton.

The National Shrine of Saint Elizabeth Ann Seton
339 S. Seton Ave, Emmitsburg, MD
www.setonshrine.org | 301-447-6606
10:00am - 4:30pm daily

Elizabeth Ann Seton's journey of faith began in childhood. She was born in New York City, August 26, 1774. Elizabeth's mother died when she was three. She was sent to live with relatives, where she developed a strong spiritual life. In 1796, Elizabeth married William Magee Seton (1768-1803), who came from a wealthy, Episcopal New York family. Together they had five children and also cared for William's two younger sisters.

Within the next three years, the Seton family business went bankrupt. William grew ill with tuberculosis and died. In the months following his death, Elizabeth was surrounded by Catholics, which after a difficult period of discernment, she fully embraced.

Financially destitute and having no support her children, Elizabeth accepted an invitation to open a small school for girls in Baltimore in 1808. Soon after, she was asked to establish a similar school near Emmitsburg, which she did with her children and nine other women.

The fledgling group endured a harsh winter before moving into the White House in February 1810, where they established St. Joseph's Free School. In May, Seton expanded, enrolling paid boarding students. By year's end the school was thriving. St. Joseph's Academy and Free School helped form the beginning of Catholic education in America.

Seton's triumphs were equally countered by difficult challenges. Shortly after the group's arrival, her two sisters-in-law died of tuberculosis, as did her two daughters in the next few years. Seton finally contracted tuberculosis herself in 1818 and died January 4, 1821. For his weekly efforts and all that would follow, Pope Paul VI canonized Saint Elizabeth Ann Seton, the first American-born Saint, in 1975.

While at the Shrine, take time to see the Visitor Center film and displays, the Basilica where Seton is buried, Seton House, White House and Cemetery.

Interior of Basilica

National Fallen Firefighters Memorial
FFMFA / National Emergency Training Center
Former Campus of St. Joseph's College
1682 S. Seton Avenue, Emmitsburg, MD
www.ffmfa.org | 301-447-1000 call in advance
Daily sunrise-sunset, photo ID required

The cemetery of the former St. Joseph's College campus offers just one example of the magnitude of the Sisters of Charity's work. Since 1834, the order has established hundreds of schools, orphanages and health-related institutions nationally and internationally, enhancing the lives of millions. St. Joseph's College closed in 1973 and the campus was sold to the Federal Emergency Management Administration in 1979. It is now used to train fire and emergency personnel.

Curios Christi
Created here by 1905
on the site of the original cemetery
discovered by
Rev. D. Schuch in 1905

FREDERICK COUNTY, MD
Mountain to Valley TOUR
A Journey Through Northern Frederick County in the Footsteps of Saint Elizabeth Ann Seton

Bartholomew Hall built in 1871 is one of the historic buildings of St. Joseph's College.

To Life a Nation
911 sculpture

Highlights:

- **The Walk of Honor**, which honors individual firefighters on thousands of inscribed bricks.
- **To Life a Nation**, a 911 sculpture of the three firefighters who saved a dog in Gaithersburg.
- **The National Fallen Firefighters Memorial Site**, which honors firefighters who have sacrificed their lives in service to others.



National Fallen Firefighters Memorial.



National Park Service: Catoctin Mountain Park.

Each stop on the itinerary had a direct connection to Seton's life. Sites included National Fallen Firefighters Memorial—the site of the school she founded; Catoctin Mountain Park, which she traveled; and National Shrine Grotto of Lourdes, where she worshipped.

VISITOR CENTER DESIGN

In recent years, the design of tourism visitor centers has been re-envisioned with the infusion of branding concepts and interpretive exhibits that more immediately orient travelers to the geographic areas they are visiting. This approach makes visitors aware of the local experiences to be had and allows trained staff members to be more helpful in their guidance. Our planning approach to visitor center design begins by asking about the origins and behaviors of your visitor audiences, followed by a review of major attractions, and hospitality amenities. We learn what you want the visitor's desired experience to be and evaluate how the space can be used to achieve that goal.

From this discussion, we develop themes, floorplans and layouts which are conveyed through schematic drawings. Following the approved completion of the designs—incorporating dramatic imagery, compelling text, and interactive technologies—the exhibits are then fabricated and installed by our team of professionals who have decades of experience.

Unique themes help to create a clearer sense of “place” for visitors and establish a foundation for the experience that they can have. ▶



Touchscreen kiosk at staff desk invites visitors to join their mailing list. This enables staff to collect demographic and origin information.



Schematic drawing (left) of the Chesapeake Heritage & Visitor Center in Queen Anne's County, MD, shows concept before design is finalized. Installed exhibits and desk are seen below.



Touchscreen (left) provides comprehensive information about area amenities.



Selfie panel (right) gives visitors a rare photo opportunity with the Chesapeake Bay Bridge, to share with others on social media.

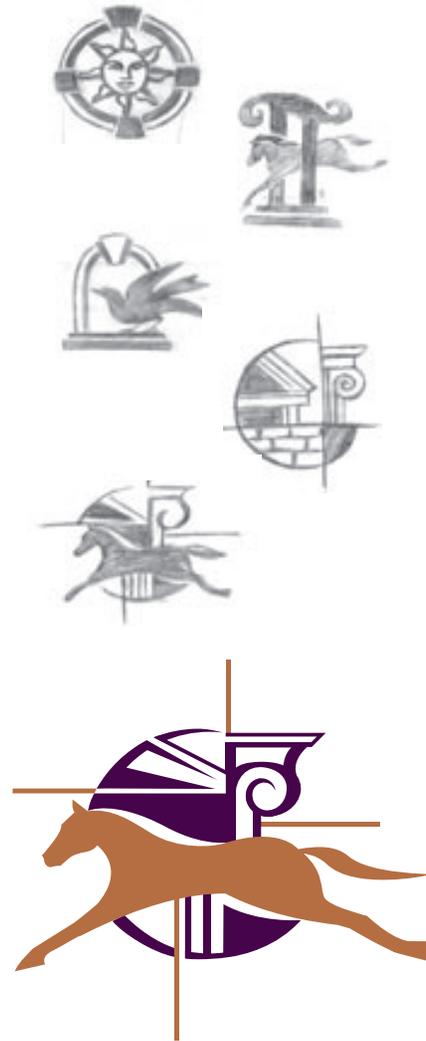
A logo is visual communication in its purest form — a symbol that expresses the value, personality, characteristics and essence of an organization.

It communicates across barriers of language and culture in a clear, concise, and unique manner. When it's right, it immediately and consistently inspires and has the power to move people into action. Equally important, it is memorable.

Our logo design work is nationally and internationally recognized. We develop distinctive identities for clients that help to increase awareness and advance organizational goals.

More than just a graphic mark, we establish brand equity for our clients by creating an identity that distinguishes them—and makes consumers notice, remember, trust, value, and adopt those entities as their own.

A well-conceived logo is a visual icon that connects memories to a brand. When people love that brand, they buy it. ▶



Logo design begins with initial sketches, then develops into a refined version with varying type styles.





Ruth Bielobocky

Art Director and Designer

Ruth Bielobocky launched lonesign in 1996, an award-winning firm specializing in the design of interpretive wayside exhibits and branding. Her firm has planned, designed, and managed the fabrication of exhibits for hundreds of parks. Since 2000, Ruth has been working with local and state tourism offices and heritage areas. She has helped national parks across the country to develop branding, communications, and interpretive media. Her work for cultural, historic and recreational sites has focused on attracting visitors and enhancing the visitor experience.

With over 20 years of experience, Ruth is the recipient of national and international awards from Graphics, Print, Graphic Design USA, Summit International Marketing Awards, and the American Advertising Federation. She has established relationships with a diverse client base including small business, corporations, associations, academic institutions, and the federal government.

Education: Bachelor of Art in Graphic Design, Pennsylvania State University

Partial Client List:

Sleeping Bear Dunes National Lakeshore	U.S. Army Medical Research Medical Acquisition Activity	Biscayne National Park
Northern Gret Lakes Visitor Center	State of Maryland Tourism Office	Chesapeake & Ohio Canal National Historical Park
Gulf Islands National Seashore	Frederick County Office of Tourism	Eisenhower National Historic Site
Escalante Interagency Visitor Center	Lake Mead National Recreation Area	Tuskegee Institute National Historic Site
National Road Museum	Lewis and Clark National Historic Park	Gateway National Recreation Area
Maryland Office of Tourism	Abraham Lincoln Birthplace National Historic Site	Booker T. Washington National Monument
Frederick County Office of Tourism	Catoctin Mountain Park	Big Bend National Park
The National Shrine of Elizabeth Ann Seton	Florissant Fossil Beds National Monument	Cabrillo National Monument
Smithsonian Institution	Nez Perce National Historical Park	Carlsbad Caverns National Park
National Park Service	Lava Beds National Monument	De Soto National Monument
The President's Council on Physical Fitness		Devils Tower National Monument



Scott Grove

Interpretive Planner and Writer

Scott Grove has provided for the interpretive communication needs of clients in the public, private, and non-profit sectors since 1986. A former journalist and the author of hundreds of printed works, he is able to develop an approach to storytelling that engages readers, offering context and human perspective.

Scott has served as a planner and copywriter for exhibits at state and national parks and municipalities. In 2017, he and Ruth Bielobocky prepared the Interpretive Plan for Paterson Great Falls National Historic Park, one of America's newest national parks. Scott also has extensive knowledge of destination marketing. For more than a decade he served as the advertising agency of record for Montgomery County Conference and Visitors Bureau. He also has a 30-year relationship with the Tourism Council of Frederick County as a member, former board member, and provider of marketing services. Scott is the author of the Frederick Walking Tour, a multi-media mobile app for smart phones. His monthly Q&A column in *Frederick Magazine*, "Talking History" explores local history through the eyes of scholars and those who lived it.

Education: Bachelor of Fine Arts, West Virginia University, Morgantown, WV

Clients and Select Projects:

AARCH–African American Heritage Society	Mace's Lane Community Center / Edythe M. Jolley Museum and Cultural Center	The City of Frederick Maryland
Catoctin Mountain Park - NPS	National Shrine of Saint Elizabeth Ann Seton	Tourism Council of Frederick County, MD
Chesapeake & Ohio Canal National Park - NPS	New Market Civic Partnership	Town of Emmitsburg, MD
Christianssted National Historic Site - NPS	Paterson Great Falls National Historic Park - NPS	Town of Jefferson, MD
Conference and Visitors Bureau of Montgomery County, MD	Smithsonian Institution	Queen Anne's County Heritage & Visitor Center
Downtown Frederick Partnership / Greater Frederick Development Corporation	Smithsonian National Zoological Park	Walkersville Southern Railroad Museum
Heritage Frederick		PUBLICATIONS
HL Mencken House Museum		<i>Frederick Magazine</i> , "Talking History"
		<i>The Washington Post Magazine</i>

WORK SAMPLES: Wayside Exhibits



Sleeping Bear Dunes National Lakeshore Empire, Michigan

Developed 30 wayside exhibits that interpret the park's rich historical and natural features, as well as orient visitors to opportunities within the park. Acquired custom photography, cartography, and 3D modeling We developed 27 tactile maps and models

with and braille addressing inclusiveness and accessibility using Universal Design approaches. This project will be featured by the NPS one of a series of gold standard case studies that provide guidance for future reference by the NPS and the public.

Adventures on the Platte River

The Platte River is shallow and clear, and holds a treasure of a relatively quiet pace. It does not have rapids, making a paddle or float down the river a perfect way to relax and enjoy the view.

You can see your own reflection, fish, cattails, or lily pads, or you can even see some local wildlife. Advanced reservations may be required, particularly during the busy summer months.

Exploring the River

There are several ways to explore the river. You can paddle a canoe or kayak, or you can take a boat tour. The river is a beautiful and peaceful place to enjoy the view.

Activities

- Canoeing:** Paddle the river and enjoy the view.
- Kayaking:** Explore the river and enjoy the view.
- Boat Tour:** Take a boat tour and enjoy the view.
- Fishing:** Catch some fish and enjoy the view.
- Wildlife Viewing:** Watch some local wildlife and enjoy the view.

Map: A map of Lake Michigan showing the Platte River and various activities.

Photograph: A photograph of a grebe swimming in the water.



Orientation wayside has a visual map of river experiences and a tactile version for the blind.

Experience History

Living history is an important part of our heritage. The Sleeping Bear Dunes National Lakeshore has a rich history of people and places. This exhibit tells the story of the lighthouse, the village, and the people who lived here.

Lighthouse: The Sleeping Bear Dunes Lighthouse is a historic landmark. It was built in 1870 and is one of the tallest lighthouses in the world.

Village: The Sleeping Bear Dunes Village is a historic village. It was built in 1870 and is one of the oldest villages in the world.

People: The Sleeping Bear Dunes National Lakeshore has a rich history of people. They lived here and enjoyed the view.

Discover the Outdoors

Whether you are on the water or on the land, there are many ways to enjoy the outdoors. This exhibit tells the story of the kayaker, the owl, and the nature around us.

Kayaking: Kayaking is a fun way to enjoy the outdoors. You can explore the river and enjoy the view.

Owl: The owl is a beautiful bird. It lives in the woods and enjoys the view.

Nature: The outdoors are full of beauty. There are many things to see and enjoy.

Life along the Platte River

Pieces of pottery, arrowheads, stone tools, and other artifacts tell us that the Anishinaabe and other peoples have lived along the Platte River for thousands of years, and that the river is an important to them today.

Local tribal groups still fish these waters, hunt these lands, and gather plants and animals for medicine, ceremonial, and other uses.

"We would have used the river for hunting, fishing, trapping, gathering, camping, and ceremonial uses. We would have used it like a roadway, or travel route from Lake Michigan to the islands of the inland."

"Because of the uniqueness, specialness, and beauty of this place, we are coming together at all these resources, to see that there's a power here. Part of the Creator is right here."

Tactile model of a potsherd found near the park.

How does this place inspire you?

Attention visitors / Attention / the quieter things get / the louder / the colors / the flora / the fauna / the area of serene applause of water lapping wind / Pause friends / up ahead / the same place twice / twice / Affection guys / there's a cloud of joy / underfoot / clear to Canada and back / to Native America / Thank you for tending to / again / and again

How does this place inspire you? Tell us! Find supplies in the boxes to your right.

Wayside offers art materials and a submission box encouraging visitors to express how they feel about their park experience.

Loon Lake's Glacial Past

The terrain around Loon Lake reveals traces of this region's ancient, ice-covered history. Over thousands of years, a series of ice-shaped glacial moraine ridges and valleys formed many times shaping the landscape and causing the water levels of Lake Michigan to rise and fall repeatedly. This left a series of old beaches that can still be seen today.

The melting glaciers also left behind huge piles of sand and silt debris known as moraines. Point Beach Moraine to the south and Empire Moraine to the northwest bound the Platte. Later, deposits, which their position where the sea glacier began to retreat.

3D Model: A 3D model of a glacier and its moraines.

Depth Chart: A depth chart of Loon Lake showing the glacial past.

Tactile model of Loon Lake depth chart.

WORK SAMPLES: Outdoor Exhibits



Grand Staircase-Escalante National Monument and Visitor Center

Escalante, Utah
Project partners: National Park Service, the Bureau of Land Management, and the US Forest Service

Design, fabrication and installation of outdoor exhibits that support the public's ability to safely access the 1,880,461 acres of protected land and cultural resources in the Escalante region of southern Utah. A travel app. was also developed.



Recipient of Interpretive Media Award
National Association of Interpretation



WORK SAMPLES: Visitor Center Exhibit Design



Mason-Dixon Welcome Center

Emmitsburg, MD
State of Maryland

The State of Maryland's most visited welcome center.
The contract included the planning, design, and production of the exhibits.



Exhibits direct visitors to tourist destinations in the area. Console exhibit units feature tactile objects that connect visitors with sites and stories.



Left, interior view of the console exhibit seen above in foreground. A computer generated scale model of a Mason-Dixon boundary marker.

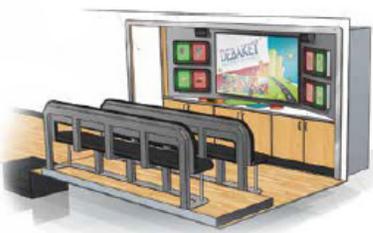
WORK SAMPLES: Mobile Exhibit



DeBakey Drug Education Program
Mobile, Alabama

This traveling learning laboratory utilizes interactive technology and features a trained facilitator to

teach students about the harmful consequences of substance abuse.



The DeBakey Drug Education Program runs a mobile bus that travels to schools throughout Alabama with an exhibit that teaches 5th graders about the dangers of drugs and alcohol. Our team developed content for the exhibit, which includes bus exterior and interior design, an introductory video, and several interactive stations.

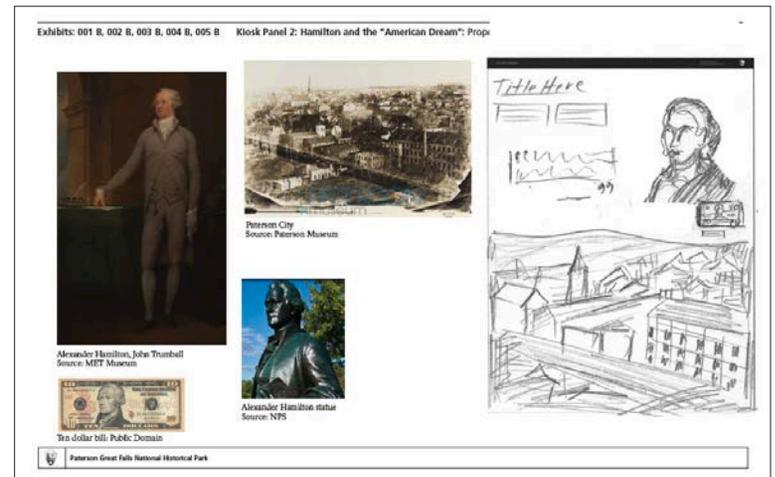
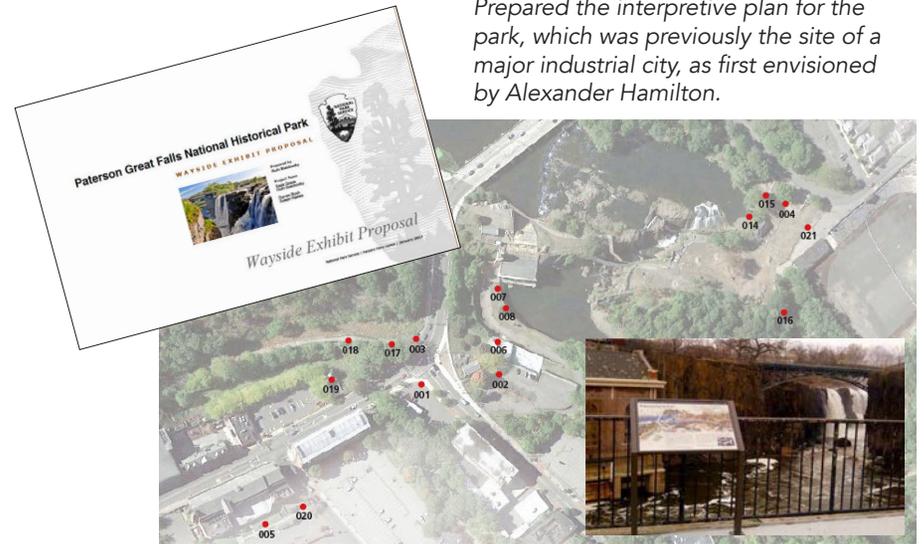


WORK SAMPLES: Interpretive Plan

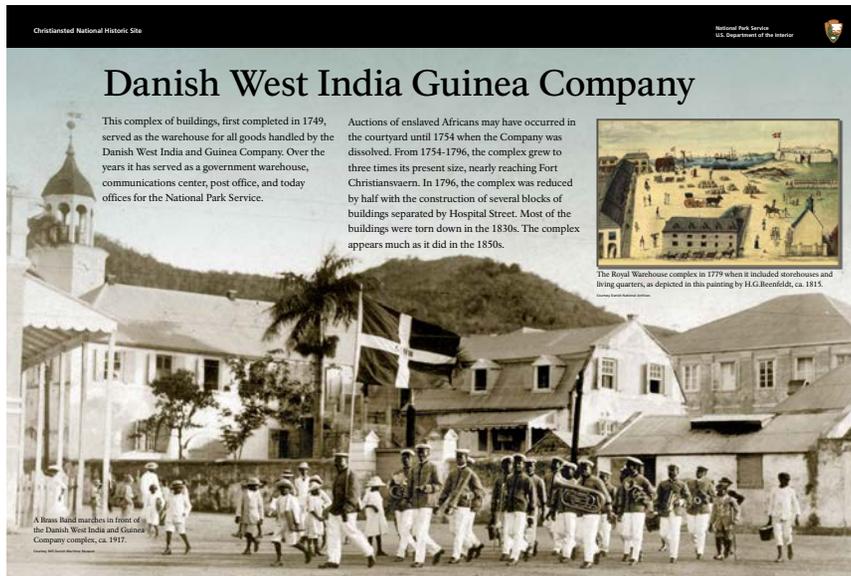


Paterson Great Falls National Historic Site
Paterson, NJ
National Park Service

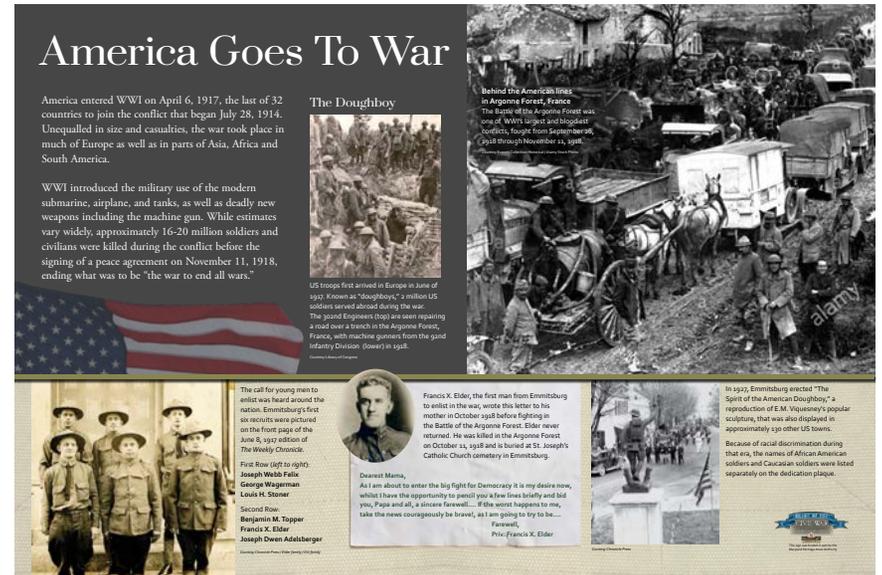
Development of one of NPS's newer sites. Prepared the interpretive plan for the park, which was previously the site of a major industrial city, as first envisioned by Alexander Hamilton.



Example of a wayside exhibit plan, which includes images selected for the exhibit and a preliminary sketch..



One of 20 exhibits created for NPS Christiansted National Historic Site in St. Croix, VI.



One of twelve exhibits created for the Town of Emmitsburg, MD.



Designed and produced wayside exhibits mounted on a boardwalk along the riverbank and marshes in Piscataway Park, Maryland.

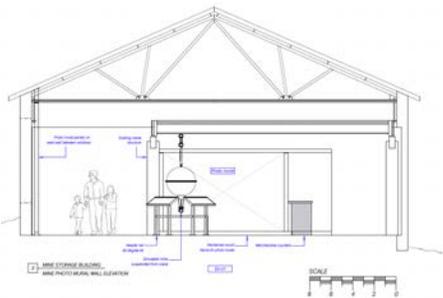


Francis Scott Key logo, walking tour brochure to 7 exhibit sites, video, and wayside exhibit with audio, Mount Olivet Cemetery, Frederick, MD.

WORK SAMPLES: Exhibit Design



**National Park Service
Gulf Islands National Seashore
Fort Pickens, FL**



The Fort Pickens exhibits detail how soldiers from the U.S. Army's Mine Planter Service stored and placed mines throughout Pensacola Pass from early 1900s through World War II. Seen below, final renderings, completed outdoor kiosk, and exhibit drawings.



WORK SAMPLES: Walking Tour Mobile App



**Tourism Council of Frederick Co. /
Heritage Frederick
Frederick, MD**

Frederick Walking Tour Mobile App

Co-developer of multi-media tour for smart phones and tablets that offers a compelling 50-minute, 46-stop, PBS documentary-style history of downtown Frederick from its beginnings as a frontier town to present day. The tour was produced in conjunction with the Tourism Council of Frederick County and Heritage Frederick.



The tour is programmed as seven mini-tours, each with its own theme and timeline, telling the story of Frederick in chronological order if desired. itourfrederick.com

REFERENCES

National Park Service Interpretive Media Center

Susie Haines

P.O. Box 50, 67 Mather Place, Harpers Ferry, WV 25425
304-535-6033

susan_haines@nps.gov

Visit Frederick Tourism Council of Frederick County, Inc.

John Fiesler, Executive Director (Ret)

151 S. East Street, Frederick, MD 21701

(240) 446-9986

jffieseler@comcast.net

Heart of the War Civil War Heritage Area

Elizabeth Scott Shatto, Executive Director

22 S. Market Street, Suite 215, Frederick, MD 21701

240-285-6727

liz@heartofthecivilwar.org

Maryland Scenic Byways/Recreational Trails Program Office of Environmental Design State Highway Administration

Terri Maxwell

707 N Calvert Street, Baltimore, MD 21201

410-545-8637

tmaxwell@sha.state.md.us

Maryland Office of Tourism Development

Marci Ross, Assistant Director of Tourism Development

401 East Pratt Street, Baltimore, MD 21202

410-767-6286

mross@visitmaryland.org