

Liberty Science Center

Jersey City, New Jersey



Architect: E. Verner Johnson
Opened: 1993
Capital: \$62 million
Photos Courtesy of: Chuck Howarth



At Liberty Science Center (LSC), in Liberty State Park, New Jersey just across the Hudson River from Manhattan, White Oak Associates completed consulting and planning services as well as numerous other tasks during LSC's initial planning stages. This \$62 million facility opened in January, 1993.

White Oak generated the market analysis, a study of the operation of the auditorium theater, a three-volume *Marketing Plan* which laid out the necessary steps to promote the facility and a *Ticketing and Telemarketing Policy*. This repeat client work for LSC is evidence that White Oak's quality of performance and delivery of services offers good value.

