

Science Museum of Virginia

Richmond, VA

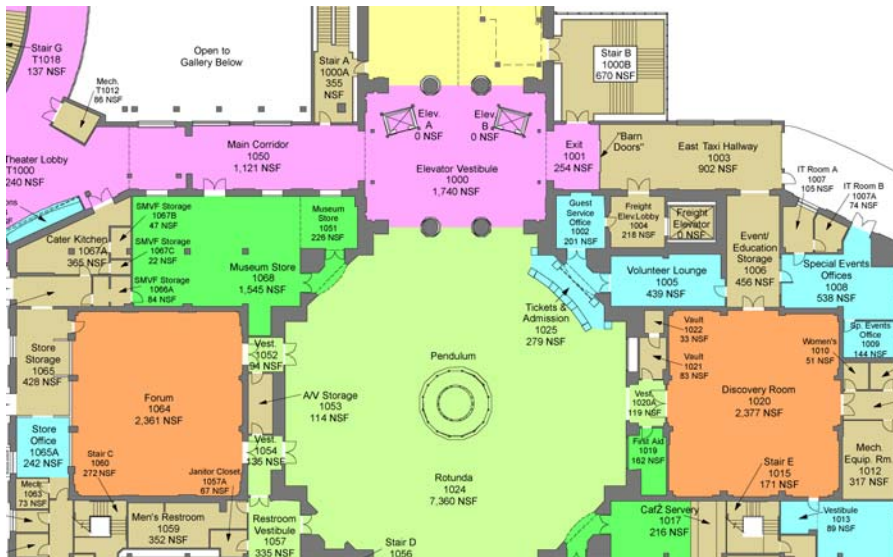
The Science Museum of Virginia, offering events, exhibits, live science and IMAX® films on the largest screen in Virginia, was nearing its 40th anniversary and was ready for a transformation to stay a vital part of Richmond and to maintain its position as the premier center for hands-on science learning in Virginia.

White Oak was selected in a national competition as its museum planner. Four two-day workshops led by White Oak with staff and the Strategic Planning Committee resulted in a *Strategic Plan* that engaged more than 80 organizations and individuals in setting the course of its next generation of service to Virginia.

White Oak then applied the *Strategic Plan* to a *Space Use Analysis and Recommendations* which translated the Science Museum's original blueprints into an accurate architectural program, compared the current space allocation to its peer museums and then developed a strategic re-allocation of space.



The Museum developed a new brand to represent the excitement and energy to be discovered in its new experiences. Logo by Siddall, Inc. Image courtesy of the Museum.



Client: Science Museum of Virginia
Architect: BCWH/Pfeiffer
Exhibit Master Plan: Roto Studio
White Oak's Role: *Community Needs, Strategic Plan, Space Use Analysis and Recommendations*
Transformation in Progress
Capital Budget: \$58 million

Sample White Oak *Space Analysis*