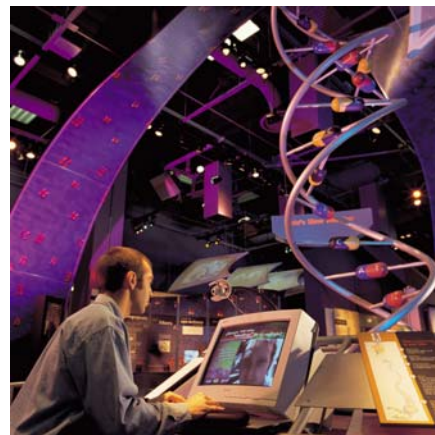


The Tech Museum of Innovation

San Jose, California

Opening to large crowds and huge press notices on October 31, 1998, The Tech Museum of Innovation in San Jose, California hosted more than 900,000 site visitors in its first year. That's a successful launch in anyone's book! At White Oak we are proud and happy to have collaborated with this fine institution since 1988 on a number of tasks and to have contributed to its success.

White Oak assisted in developing the *Launch Marketing Plan* and coaching its implementation, and a year after opening, we completed a *Community Needs Assessment* and other research leading up to a Board "Advance" as part of The Tech's Phase III development.



Architect: Ricardo Legorreta
Opened: 1998
Capital: \$113 million
Photos courtesy of: The Tech Museum of Innovation