

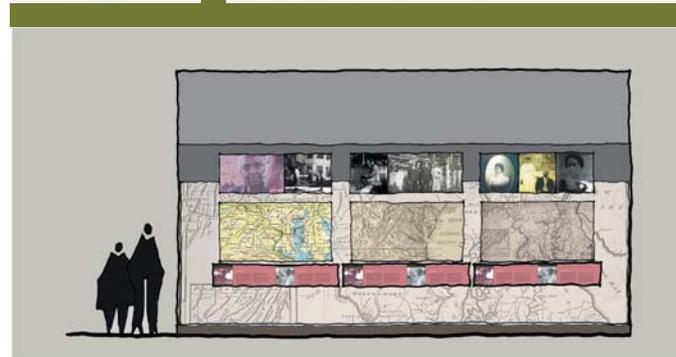
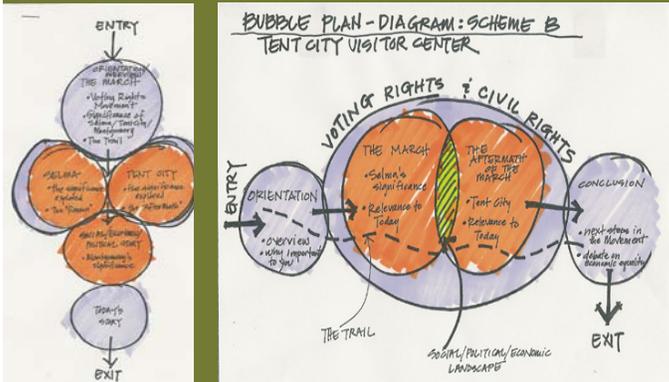
The Jackson Design Group

Design Philosophy

Our passion is grounded in our desire to work closely with clients through the exhibit design process to deliver thought provoking and intriguing exhibits. The combined talent of our design team brings numerous capabilities to each project. These capabilities extend from communicating to diverse audiences to creating engaging exhibits that promote discovery. These capabilities include introducing stories in a way that compels the visitor to return to the exhibit again and again. These capabilities speak to how our design team meets the client's needs. Additionally, **The Jackson Design Group** is poised to see a project from concept sketches to finished product. Our past collaborative team approach with project members and amongst ourselves has resulted in interpretive exhibits that are memorable to museum audiences and successful from a project management point of view.

The Jackson Design Group's design philosophy is a belief in a collaborative approach with the client and all team members of the project process from concept design to fabrication and installation. We know that to achieve the most successful collaboration open and clear communication is the best formula. We enjoy bringing our expertise and extensive experience to each project for the benefit of the end product and the client. We are always respectful of the client's requests but believe in offering alternative and creative solutions when appropriate. We bring this thoughtful and experienced thinking to each of our projects.

from concept to completion...



ABOVE Selma to Montgomery National Historic Trail; Reginald F. Lewis Museum of Maryland African American History and Culture

Bio/ Resumé

Principal/Senior Exhibit Designer

Veronica Jackson is Principal and Senior Exhibit Designer for the **The Jackson Design Group**. As a creative exhibit designer, interpretive master planner, and interior architectural designer for more than 23 years, she has honed her skills by working on culturally significant and historically prominent projects. Examples range from the inaugural and permanent exhibit at the Reginald F. Lewis Museum of Maryland African American History & Culture to the reinstallation of the Hall of African Culture and the American Presidency exhibits, both at the Smithsonian Institution. Her background includes exhibit design and interpretive story development, as well as museum design development, encompassing “process meeting” facilitation. Other experiences consist of architectural lighting design projects completed in the national and international arena. Veronica’s position as a Senior Exhibit Designer and as design lead on several large and small scale projects has poised her to work in close collaboration with clients, curators, architects, and fabricators to ensure an elegant exhibit design product from concept to installation.

Education

University of Virginia/Charlottesville, Virginia
Bachelor of Science/Architecture

Experience

The Jackson Design Group	2010 to present
Jackson Brady Design Group	2007 to 2010
The Jackson Design Group	2001-2007
Gallagher & Associates	1999-2001
Douglas Gallagher	1993-1996/1997-1999
Anacostia Museum and Center for African-American History and Culture/Smithsonian Institution	1996-1997
2 Design	1990-1993
George Sexton Associates	1985-1990



Representative Projects—Veronica Jackson

Museums ■ Historical Parks ■ Visitors Centers ■ Cultural Exhibitions

Abomey: History Told on Walls

John F. Kennedy Center; Washington, D.C.

American Decorative Arts Wing

The Chicago Art Institute; Chicago, Illinois

Building 2 Communities

National Museum of Women in the Arts; Washington, D.C.

Chicago Sports Project

Chicago Historical Society; Chicago, Illinois

Discovering The Civil War

National Archives and Records Administration; Washington, D.C.

Dynamic Earth: Revealing Nature's Secrets!

The Newark Museum; Newark, New Jersey

Every 4 Years

Newseum; Arlington, Virginia

Frederick Visitor Center

Frederick, Maryland

Georgia Sports Hall of Fame and Museum

Macon, Georgia

Judaic Treasures

Library of Congress; Washington, D.C.

Independence Visitor Center

Philadelphia, Pennsylvania

Isla Aviario

Park Trust Aviary; Puerto Rico

Legends of the Game Museum and Learning Center

Texas Rangers Ballpark; Arlington, Texas

Living and Reliving the Icelandic Sagas

Library of Congress; Washington, D.C.

Montgomery Area Visitors Center

Montgomery Area Chamber of Commerce; Montgomery, Alabama

Montreal Holocaust Memorial Centre

Montreal, Quebec, Canada

Museum of Jewish Heritage

New York, New York

National Underground Railroad Freedom Center

Cincinnati, Ohio

Paul Robeson: Artist and Citizen

Paul Robeson Cultural Center; Rutgers University; Piscataway, New Jersey



Representative Projects—Veronica Jackson

People, Politics, Progress: Celebrating 100 Years of the John A. Wilson Building

The Wilson Building; Washington, DC

Reginald F. Lewis Museum of Maryland African American History and Culture

Baltimore, Maryland

**Rock and Roll Hall of Fame and Museum
Traveling Exhibition Theater**

Cleveland, Ohio

Sailors In The Sand

National Museum of the United States Navy; Washington, DC

Selma to Montgomery National Historic Trail Visitor Center

National Park Service; Selma, Alabama

The Museum of the Earth

Paleontological Research Institution; Ithaca, New York

The Painted Rocks of Africa: Other World Visions of the Sun

The John F. Kennedy Center for the Performing Arts; Washington, D.C.

The Pulitzer Prize Photographs: Capture the Moment

Newseum; New York, New York

Tuskegee Airmen National Historic Site

National Park Service; Tuskegee, Alabama

Underground Railroad Coalition of Delaware

Wilmington, Delaware

Western Legacies

The African American Research Library Branch of the Denver Public Library; Denver, Colorado

Smithsonian Institution; Washington, DC

African Voices: The New Hall of African History and Culture

National Museum of Natural History

The American Presidency: A Glorious Burden

National Museum of American History

The Artist Scholar

Anacostia Museum and Center for African American History and Culture

Behring Family Mammals Hall Exhibition

National Museum of Natural History

Equal Rights and Justice

Center for African American History and Culture



Representative Projects—Veronica Jackson

The Harman and Harriet Kelley Collection of African American Art

National African American Museum Project

Inaugural Exhibition – Imagining Families: Images and Voices

National African American Museum Project

Inaugural Exhibition – Manmade: African American Men in the Quilting Tradition

Anacostia Museum and Center for African American History and Culture

The Jazz Age in Paris Traveling Exhibition

Milt Hinton Photography/Center for African American History and Culture

Jill Sackler Chinese Calligraphy Competition

International Gallery

Our Journeys/ Our Stories: Portraits of Latino Achievement

SITES

Points of Entry

Center for African American History and Culture

Reflections in Black

Anacostia Museum and Center for African American History and Culture

Museum Masterplanning

Henry Wilson Coil Masonic Museum and Visitor Center

San Francisco, California

Mahaffie History Experience

Olathe, Kansas

San Francisco at the Wharf

San Francisco, California

Simplot American Museum of Agriculture and Innovation

Boise, Idaho

Lighting Design

Bell Atlantic Knowledge Center

Eastern Seaboard Area

Canadian Centre for Architecture

Montreal, Quebec, Canada



Representative Projects—Veronica Jackson

American Wing

Metropolitan Museum of Art; New York, New York

Georgia Sports Hall of Fame

Macon, Georgia

Henry Moore Macquettes

Nelson Atkins Museum of Art; Kansas City, Missouri

New York Mercantile Exchange Visitors Center and Museum

New York, New York

Offices at 37A Walbrook

London, England

Residences at Oliver's Wharf

London, England

St. Stephen on Walbrook

London, England

Tennessee Sports Hall of Fame and Museum

Nashville, Tennessee

United States Naval Academy Museum Visitors Center and Museum

Annapolis, Maryland



Projects

Discovering The Civil War

Another exhibition about the Civil War? No, this one will be different and it will be an interpretive exhibit that will aim NOT to interpret the Civil War. This was the mission given to Veronica Jackson and her team to create a groundbreaking examination of the Civil War through carefully presented original material. The visitor will “discover” their own insights and truths about the events leading up to, during, and after the Civil War via government records and personal narratives without being spoon-fed the traditional historic interpretation. The Jackson Design Group’s scope of work for this project included content development, exhibit and graphic design, construction documentation, fabrication administration, and coordination with the audiovisual software and hardware designers. This project required a close and constant collaboration with the curatorial and research team from the National Archives, as well as with the other design consultants. The process and resulting product of these close relationships culminated in an innovative exhibit and visitor experience that opened to the public on April 30, 2010.



Reginald F. Lewis Museum of Maryland African American History and Culture

The Reginald F. Lewis Museum tells the story of the history and culture of African American Marylanders from the arrival of the first people of African descent to its shores to the contemporary African Americans who are contributing to Maryland's landscape. These are stories of identity, work, family, and art and enlightenment that encompass events from the Civil War to Civil Rights. A close collaboration with the museum's director and curator yielded a design that is personal, emotional, and timely. The exhibit appropriately utilizes technology and some immersive features in order to evoke feeling from all who visit. Early collaboration with the architects proved to be beneficial in the development of the building and museum exhibits. This much anticipated museum building and inaugural exhibits opened to critical acclaim on June 25, 2005.

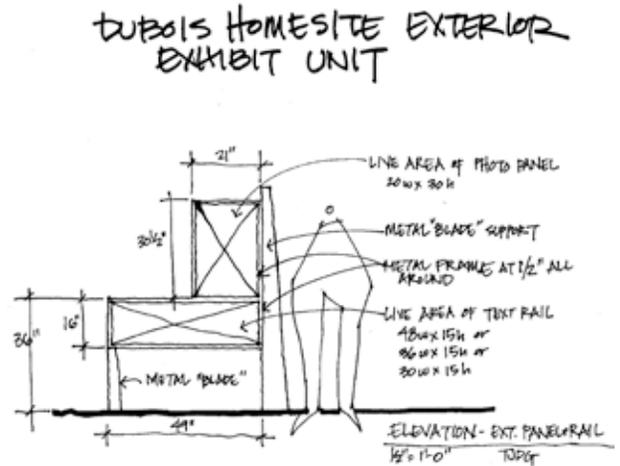
Reginald F. Lewis Museum
Baltimore, Maryland



Making Way for Democracy

In March 2010 two professors—one in history and the other in archaeology—at UMASS Amherst approached The Jackson Design Group to design the signage for an interpretive trail that chronicled the life of W.E.B. Du Bois. The work consisted of custom-designed exhibit kiosks that were to be integrated into the existing interpretation and looped trails. Content included images, text, and Du Bois's own writings. In addition ongoing archaeology at the Homesite provided material evidence from the actual place that nurtured Du Bois, a native of Great Barrington, who became a leading scholar and civil rights activist in the United States and around the world. As lead designer, Veronica Jackson was not only tasked with envisioning the custom-designed kiosk/ panel system and graphics but her scope also encompassed instructing the professors in creating intriguing yet comprehensive content while guiding them on whittling down the volumes of text to fit on seven interpretive panels. She also helped strategically locate the panels throughout the forested trail. The originally proposed year long project grew into a three year journey, and in November 2013 the seven kiosks were installed at the historic site. In the words of the client, "they are pieces of art, regardless of the text, that stimulate a response." The Du Bois Homesite, a regional destination and national historic landmark, is the only memorial to a civil rights leader in New England.

W.E.B. Du Bois Homesite Interpretive Trail Great Barrington, Massachusetts



Paul Robeson: Artist and Citizen

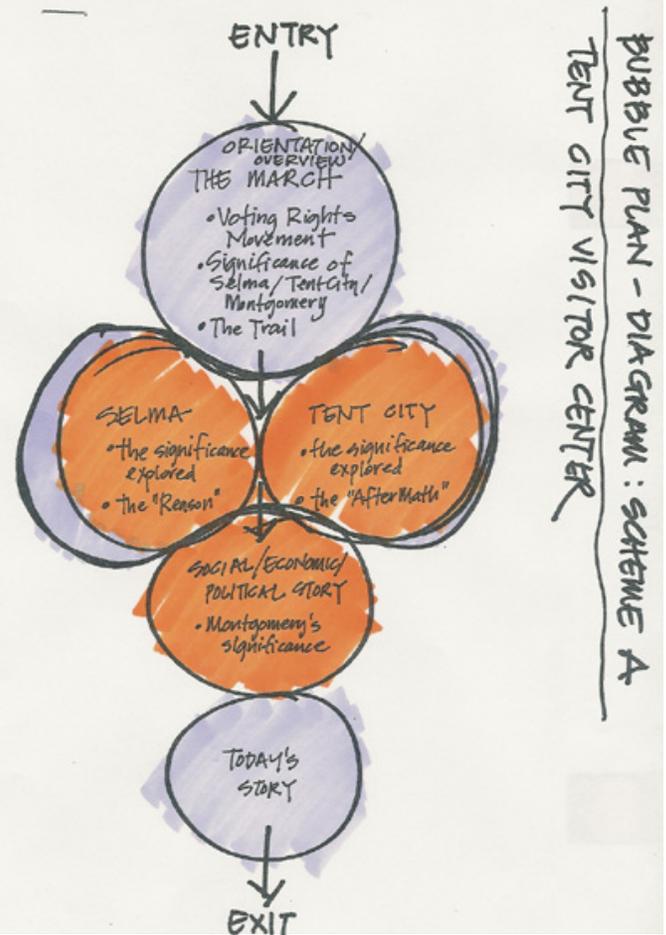
The Paul Robeson Cultural Center on the campus of Rutgers University was the inaugural host site for this exhibit that celebrated the centennial of Paul Robeson's birth. Originally installed at the Jane Voorhees Zimmerli Art Museum at Rutgers, the exhibit then traveled to New York, Washington, DC, and Los Angeles. This modular exhibit highlighted the extraordinary life of one of the 20th century's most important figures through photographs and personal artifacts. The portrayal of Robeson was paramount in the thought process of the exhibit. Thus the use of large images and backlit portraits of Robeson, to evoke his larger than life character, were key to the exhibit experience. The exhibit carefully balanced imagery, objects, and an audio sequence to chronicle the life of Paul Robeson.



Selma to Montgomery National Historic Trail Interpretive Center

The Selma to Montgomery National Historic Trail, located in Lowndes County, Alabama, was a project that consisted of a team of exhibit designers, researchers, project managers, and scholars. Awarded by the National Park Service, the scope of this exhibit and facility was to tell the very important history of the events leading up to, including, and following the Selma to Montgomery March of 1965. Fulfilling all of its goals, this exhibit communicated the ideology of the Voting Rights Movement in particular and the Civil Rights Movement in general. In the development of the exhibit experience, the team determined with local stakeholders of the Movement and the client, the best way to portray the events of the time in order to be evocative, impacting, and inviting to all who visit.

The project's responsibilities were fulfilled by the close collaboration between researchers, the scriptwriter, and exhibit designers in developing the appropriate story. The Interpretive Visitor Center, including the exhibit that honors this significant event, is the first of 3 planned facilities.



African Voices

The African Voices exhibit at the National Museum of Natural History, Smithsonian Institution is the reinstallation of the museum's Africa Hall. This exhibit interpreted the history and culture of the African continent through immersive exhibit experiences, rare artifacts, and thought provoking audio and visual experiences. Because of an inviting mission statement geared to be understood and obtained by a variety of visitors, this exhibit continues to intrigue, educate, and excite anyone who visits. For Veronica Jackson the task of interpreting the history and culture of such an important continent proved to be a worthy and life altering challenge.



Imagining Families: Images and Voices

This inaugural exhibit for the Center for African American History and Culture (now joined with the Anacostia Museum) was a brilliantly curated presentation of 15 artists who interpreted their sense and idea of family. This was the first of many exhibits designed for the Center in the South Gallery at the Smithsonian's historic Arts & Industries Building. The mission for the design was to create an exhibit gallery that would be able to house subsequent exhibits that looked different in every installation. The wall layout had to be flexible yet consistent. Site lines that pulled the visitor through the gallery made this a great space to create anticipatory experiences. Through color and graphics, each installation had a unique sense and identity.

Smithsonian Institution
Washington, DC



National Underground Railroad Freedom Center

Working in conjunction with the museum's staff and a team of exhibit designers, the National Underground Railroad Freedom Center is a great example of collaborative design. The architecture consists of three distinct buildings joined via bridges. The museum, located in all three buildings, houses several exhibit galleries. The From Slavery to Freedom exhibit gallery chronicles the story of Africans to African Americans from the 17th to the 19th centuries. Instead of the traditional storytelling exhibit, this gallery's mission was to relay this key information in a more compelling and relative way.

The design intent for this exhibit was to utilize a series of immersive exhibit environments to evoke a visceral emotion from the visitor. The creative balance between the recreated environments, using appropriate material finishes, and the didactic stories, assisted with compelling artifacts, place this history in a context that the visitor can understand and become a part of. In this way these stories become more tangible and alive, and as a result, a more memorable and possibly everlasting experience occurs.

Veronica Jackson's role as a senior exhibit design consultant was to work with the client and the curator to design and develop concepts for the From Slavery to Freedom Gallery, as well as design and specify material finishes for the remaining galleries in the museum.



Tuskegee Airmen National Historic Site

The Tuskegee Airmen National Historic Site (TUAL) is a project located in Tuskegee, Alabama for the National Park Service. It was a multi-layered team collaboration consisting of architects, engineers, landscape designers, surveyors, historians, curators, and administrators. The Jackson Design Group's team's responsibility was to bring the historic story of Moton Field to a contemporary audience. Simultaneously the exhibit designer's responsibility was to maintain the integrity of the historic structures in which the exhibits are to be housed – Hangar One, Control Tower, and the Skyway Club. Veronica Jackson, working with Hari Jones as content developer, and Marianne Michalak as graphic designer, was responsible for the interpretive design and layout of all the exhibits in the 3 historic structures and 1 new building – Hangar Two.

TUAL was also a project with several goals for servicing the public. One was to bring the Moton Field site back to its historic appearance. Another was to make the site inviting to the visitor who chooses to experience it. Another and possibly the most important goal as expressed by Tuskegee Airmen, Lt. Colonel Herbert E. Carter, was to change the attitudes of young people and to inspire and motivate them. With this challenge, The Jackson Design Group and the TUAL team, like a cadet in training at Moton Field have completed the mission.

Tuskegee Airmen National Historic Site
Tuskegee, Alabama



Blair-Caldwell African American Research Library

The African American Research Library is a neighborhood branch of the Denver Public Library. Located in the historic 5 Points neighborhood of Denver, Colorado, this newly constructed three-story structure features contemporary and historic information about this culturally significant area minutes from downtown Denver. The exhibit design motif ranged from immersive period environments, made possible via large photomurals, to more traditional museum displays utilizing custom-built casework, housing numerous objects.

The exhibit was on a challenging time schedule. Contracted in late January 2003, the project was designed, developed, constructed, and installed by the end of April 2003. Because of a great collaborative and communicative relationship between the designer and fabricator, this almost impossible feat was accomplished. The 5,500 square feet exhibit space that traces the steps of African Americans' westward migration is the crowning achievement to this important facility.

Denver Public Library
Denver, Colorado



Museum of Jewish Heritage

The Museum of Jewish Heritage contains several stories that chronicle and celebrate Jewish culture and heritage in the 20th century. The museum is comprised of a 3 floor, 18,000 square feet exhibition with each floor representing a separate journey of the Jewish experience in Europe and America. Although the Holocaust is pivotal to the interpretive thread the visitor encounters, it is not the sole story represented. Every visitor's entry experience begins with an orientation theatre that prepares them for their journey. The experience continues by telling "Jewish Life A Century Ago" on the First Level and "The War Against the Jews" on the Second Level. The journey ends with the "Jewish Renewal" story featuring a significant Torah housed in a hexagonal case and a view to the Statue of Liberty on the Third Level.

Museum of Jewish Heritage
New York, New York



Designed while employed at Douglas|Gallagher, Inc.

The American Presidency: A Glorious Burden

The American Presidency exhibit chronicles the history of the Executive Office in 9,200 square feet of exhibit space and 1,000 artifacts. It was a fast paced project that involved a plethora of museum staff at the National Museum of American History, Smithsonian Institution. Because of the tight time frame, careful coordination and clear communication were a must at all times. Besides the historically important objects, the use of audio/visual equipment as well as computer interactives made this exhibit an initial and ongoing draw of visitors to the National Mall.

Smithsonian Institution
Washington, DC



Inaugural and Permanent Exhibit

As the home of the historic National Woman's Party, the Sewall-Belmont House & Museum "celebrates the history of women's progress toward equality." Helping this institution in its quest to celebrate and interpret the progress towards equality was the task for The Jackson Design Group. The museum's value-rich collection had long been stored in their library and wanted to be unearthed. Thus the design concept was based on creating elegant ways to exhibit a range of objects from tiny yet poignant lapel pins and buttons to marble busts weighing over 150 pounds. The design also cleverly utilized one of the museum's most illustrative group of objects - the cache of photographs depicting the activities of these pioneering women. The resulting layout integrated enlarged versions of the images into a custom designed modular panel system that also contained the exhibit text and aforementioned objects.

Veronica Jackson and her team worked diligently and consistently with the client, the general contractors, and exhibit fabricators to execute this project. As a cohesive team, they successfully cut a 12 to 15 month long task down to seven months.

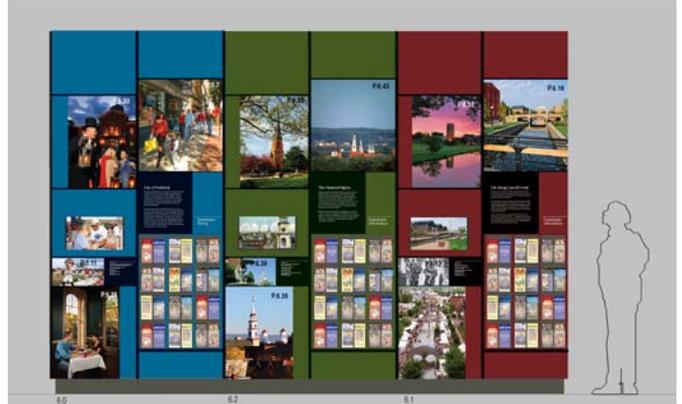
Sewall-Belmont House & Museum Washington, DC



Frederick Visitor Center
Frederick County, Maryland

Frederick Visitor Center

The Tourism Council of Frederick Maryland selected The Jackson Design Group to assist them in their new visitor center's exhibit design and development. The visitor center will orient travelers and simultaneously present them with a history about their journeys and destinations in Frederick County. The visitor center is housed in an 1899 brick cannery warehouse, and the "jewel" of the facility is the 2200 square feet exhibit space that interprets and promotes all the elements that Frederick County has to offer. The exhibit is organized in a hub and spoke configuration that is reminiscent of one of the historic building's former lives as a spoke factory. The hub and spokes are cardinally orientated like a road map physically locating the major highways, byways, and destinations for the visitor. The exhibits are from historic to contemporary, from the Heart of the Civil War Heritage Area to the latest cultural event. The purpose of the visitor center is to guide travelers in their planning, to inform them of the current activities and interests of the region, and to tell them the stories of the development of our nation through its political and cultural occurrences related to Frederick city and county. This task will be achieved via a collaborative team effort with the exhibit designers and architects, from concept through installation.



The Jackson Design Group

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