THE MIND MUSEUM (TMM)

FROM ZERO TO ONE
THREE **ESSENTIAL LESSONS FROM TMM:**

- 1. A *compelling story* and someone to rally it *vis-à-vis* all others.

- 2. Work with people (scientists, artists and fabricators with whom you sense *good “chemistry”*); and

- 3. Have a *team who can sustain the passion* to run your museum and make it evolve.
1. THE STORY
OF THE SMALLEST TO THE BIGGEST “THINGS” IN NATURE.

- The Earth Story
  “Nature Across the Breadth of Time”

- The Universe Story
  “Its Beginnings and Majesty”

- The Story of Life
  “The Exuberant Varieties Of Life”

- The Story of the Atom
  “The Strange World of the Very Small”

- Technology Gallery
  “Showcase of Human Ingenuity”
THE MIND MUSEUM’S MISSION: TO PROVIDE AN EXTRAORDINARY, EDUCATIONAL EXPERIENCE THAT INSPIRES PEOPLE TO UNDERSTAND NATURE.
NEVER EVER FORGET YOUR STORY. IT WILL BE YOUR INSPIRED BANNER TO RALLY EVEN THE HARSHEST CRITIC. ALWAYS.
2. WHEN YOU ARE DOWN TO A SHORTLIST OF PARTNERS TO WORK WITH, CHOOSE “CHEMISTRY.”

• Find team members who really listen to each other.
• In a temperamental culture like ours where we are always passionate about what we do, we place as much importance in our work as on whom we work with.
DON’T **ALWAYS** TRUST THE EXPERTS.

I was told upfront we could never do it with local talent BUT we turned:

- “Love” DJ to unusual lighting and robotics maker.
- Bust maker to moonmaker.
- Iron furniture makers to Tree of Life erectors.
- Bus makers to Mars Rover maker!
3. TEAM VALUES of TMM:
Passion
Collaborative spirit and skills and
Problem-solving abilities

* TRUST YOUR TEAM BUT CARRY A WHISTLE.
SO HERE IS THE MIND MUSEUM- THE PRODUCT OF THOSE 3 LESSONS.
The Earth Gallery
“Innerspace Track” (between Atom and Life galleries)
Tunnelcraft (connecting the Earth and Universe galleries)
Lightbridge (connecting the Universe and Atom Galleries)
Avenue of Life: connects “what we know” (below) with “what we do with what we know” (above)
The Technology Gallery:
WHAT COULD PROPEL YOU FROM ZERO TO ONE IN CREATING A MUSEUM?

* A COMPELLING STORY;
* PARTNERS WITH WHOM YOU HAVE CHEMISTRY; AND
* AND A PASSIONATE, COLLABORATIVE CREATIVE TEAM.

THANK YOU FOR YOUR TIME AND ATTENTION.