

THE MIND MUSEUM (TMM)

FROM ZERO TO ONE

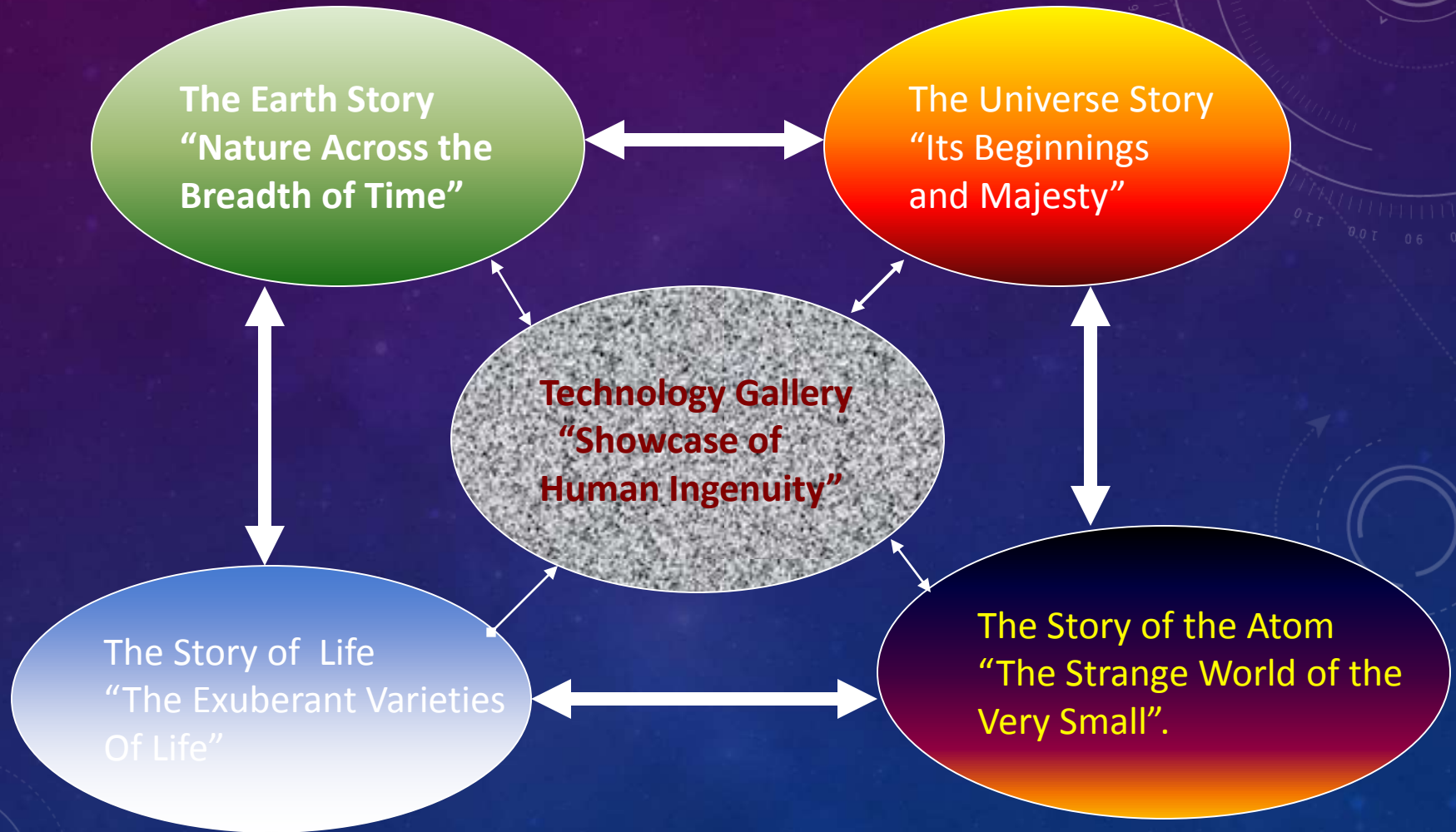


THREE **ESSENTIAL** LESSONS FROM TMM:

- 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 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 HARSHTEST 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 Universe Gallery



The Hall of Philippine Science



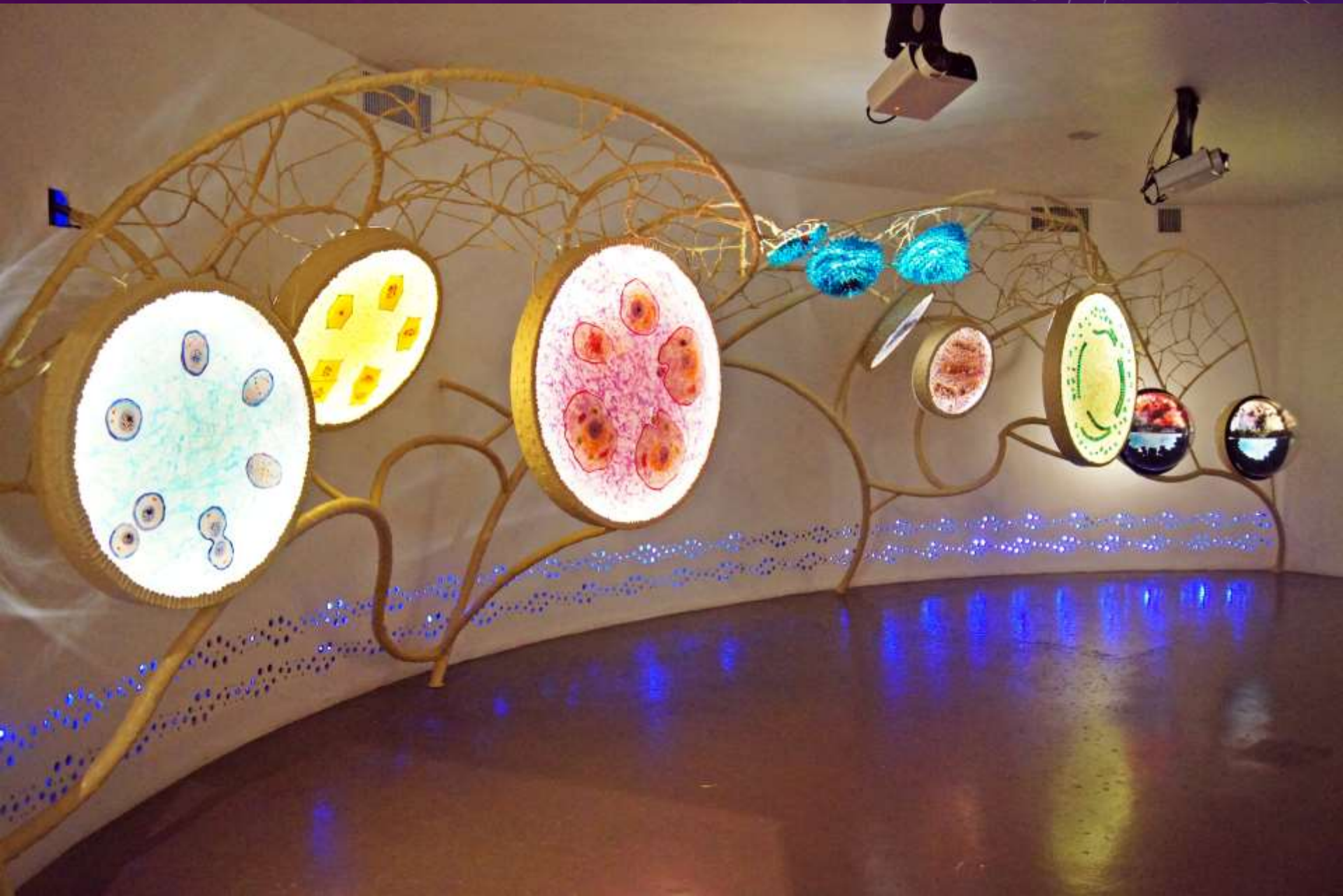
The Earth Gallery



Earth Gallery: Canopy of Life



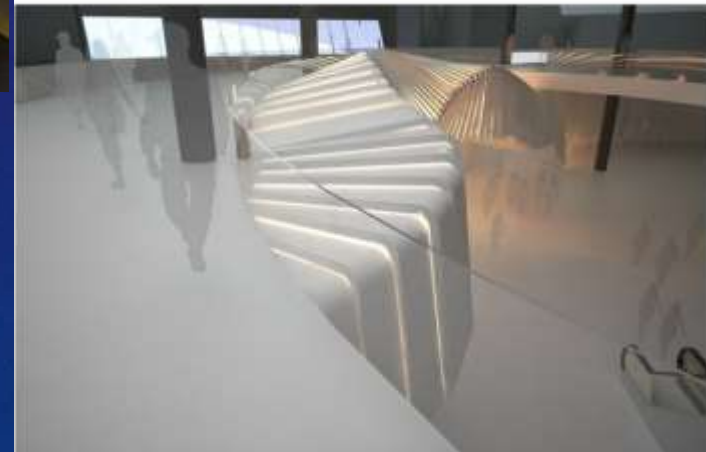
“Innerspace Track” (between Atom and Life galleries)



Tunnelcraft (connecting the Earth and Universe galleries)



Lightbridge (connecting the Universe and Atom Galleries)



Atom Gallery



**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.