Company Profile

EDITION 4

D.JENSEN
& ASSOCIATES LTD.

D. Jensen & Associates Ltd

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"I welcome the opportunity to recommend David Jensen and D. Jensen & Associates for your exhibition design project. My experience working with David during the development of the opening exhibition for the Abbotsford Cultural Centre was a very positive and productive one due to David's and his staff's considerable expertise in the exhibition design process."

Kris Foulds, Collections Manager, The Reach Gallery Museum Abbotsford

Our Approach to the Work

D. Jensen & Associates Ltd

Vancouver, British Columbia

D. Jensen & Associates Ltd. (DJA) is a company of exhibit designers, planners and graphic artists who have been involved in the research, planning and design of exhibits for museums, science centres, world expositions, cultural institutions and government agencies for over forty years. Our work has included local, national, and international projects and conferences. DJA offers a complete range of design, consulting and coordination services for all types of exhibitions, specializing in exhibits with cultural, historical, environmental or scientific themes.

Our Design Approach

TEAMWORK

We believe in working as a team with the client and all parties concerned to ensure that appropriate goals, responsibilities and priorities are established in the beginning and maintained throughout the project. We feel that this spirit of interaction and cooperation is key to the successful development of a concept, a design process and, eventually, buildings and exhibits.

We are good listeners, and have extensive experience in bringing together diverse community groups to define goals, direction, content, and exhibit approach. We enjoy facilitating the consultative process, and have organized inclusive workshops to help shape the future of several museums and cultural centres.

"D. Jensen & Associates proved themselves many times to be willing listeners and able conciliators, sensitive to individual differences and well attuned to nuances. Their thoughtful yet enthusiastic approach seemed to encourage participants to work productively together."

Carol Tulk, Former Associate Director of Operations, Science World

INTEGRATION

We strive to emphasize the relationships between different disciplines, and between people, their culture and their environment. Working with communities and with specialists in various fields, we bring together diverse perspectives, themes, and points of view to tell much richer stories. Many projects have involved artists and craftsmen to help make the connections between culture, history, and art.

EMPHASIS ON PEOPLE

We like to emphasize the more 'human' aspect of the material we are presenting. We have found that this 'people' emphasis helps the viewer relate better to the material on view.

FLEXIBILITY

Institutions with changing needs require exhibits that can change. Our design approach is to build in as much flexibility as possible and to give the client the tools to evolve and develop many different exhibit presentations and demonstrations over time.

SIMPLICITY

We stress an approach that keeps the presentation simple. At the same time, we do not give up content for the sake of simplicity. Layering of information can provide a content rich exhibit that still appears simple and easy to understand. We believe effective communication comes from knowing what you want to say through good research and discussions, then saying it clearly and directly.

ECONOMY

Economy is another important consideration for us when designing exhibitions. We design exhibit presentations that are as dramatic and informative as possible but at the same time make good use of the time and materials involved. Today's ecological concerns, diminishing resources, and common sense, all suggest we try to find more effective, less expensive, less wasteful ways of doing things.

HANDS-ON EXHIBITS AND AUDIO VISUAL TECHNIQUES

We have planned and designed many hands-on interactive exhibits for many of our exhibits. We have incorporated high-tech but non-invasive A/V techniques into a number of our exhibits, with audio/visual presentations in a variety of theatre and mini-theatre settings.

'Wildside' exhibit, Capilano Suspension Bridge, North Vancouver.

Kluane National Park and Reserve, Haines Junction, Yukon.

ENTERTAINING EXHIBITS

Making sure exhibits are fun and entertaining as well as informative is, of course, one of the keys to creating a successful exhibit. We attempt to maximize impact without compromising content information.

Mr. Jensen was honoured to be the recipient of:

- "Award of Distinguished Service" from the Canadian Museums Association in 2014
- "Distinguished Service Award" from the British Columbia Museums Association in 2013
- "Golden Anniversary Service Award" from the British Columbia Museums Association in 2008
- "Merit Award for Excellence in Architecture" in 2000 (working with RIM Architects Inc. Alaska) for his work in preparing the Masterplan for the Alaska Native Heritage Centre and the subsequent research and exhibit design required for opening

Management Organization and Project Delivery

D. Jensen & Associates Ltd. has developed effective management techniques for successful project delivery. Success is not only creating an effective and informative presentation but also ensuring that all schedules and budgets are well maintained. Using critical path methodology, the project schedule and costs are monitored monthly to bring the project in on time and on budget. It is worth noting that on all projects over the last 40 years D. Jensen & Associates has never gone over budget or missed a deadline.

Selected Projects

"I have the highest regard for David and his team for their enthusiasm, innovative thinking, dedication and their determination to do what is necessary to satisfy the client while remaining faithful to their high professional standards.... In my opinion, they have found the right balance between artistic expression and cost effective delivery."

Bob Hand, Former CEO, Squamish L'íl'wat Cultural Centre

Helen Schuler Nature Centre

Lethbridge, Alberta – Opened January 2016

Photo of the concept model.

DJA was responsible for developing the exhibit design concept for Panther Creative.

We follow the Oldman River from its headwaters down to where it spills into the prairie. The exhibit shows the relationship between the river and the flora and fauna of the region as well as the importance of their symbiotic relationship. As visitors move down the simulated environment they discover pull up information cards in the 'river' and other hidden aquatic scenes along the way. Visitors learn about the importance of the 3 cottonwood species found in the area and about the birds that find shelter in them. We can also learn about the Blackfoot and their connection to the land and nature throughout their long history in the area by watching an intriguing AV presentation.

Developing the concept involved a site visit and creation of a model for view and comments by Panther and the client. Following concept approval we worked with the client, photographers, researchers and fabricators throughout the exhibit design development process to installation and sign-off.

"The River Valley Exhibits are a truly immersive experience. The landscape imagery is absolutely stunning. Visitors will be once again be amazed with the transformation of the spaces and the educational experience at the Helen Schuler Nature Centre."

Coreen Putman, co-ordinator,
Helen Schuler Nature Centre
Quote from an article in the Prairie Post,
February 2, 2016

DJA was responsible for:

- Exhibit design and modeling to explore exhibit design options
- Coordination between client, researchers, photographers and fabricators

Mennonite Heritage Museum

Abbotsford, British Columbia – Opened January 2016

This Centre tells the remarkable story of the Mennonite people and their devotion to their faith across the centuries. The exhibit begins with the Anabaptists in the 16th century and focuses on the Mennonite's 'migrations' from the Netherlands to Poland to Russia and the struggles and persecution they faced in their pursuit of living a life of peace and tolerance. The exhibit concludes with a section on settlement in Canada and the lives they have built in the Fraser Valley.

D. Jensen & Associates was responsible for:

- Assisting with content development/coordination
- Exhibit design and modeling to explore design options
- Design and production of graphics and supervision of fabrication

Nisg̲a’a Memorial Lava Bed Park

Nass Valley, British Columbia – Opened Spring 2016

DJA worked with 3DS Three Dimensional Services to design an exhibit for the Nisg̲a’a Memorial Lava Bed Park. DJA was responsible for the exhibit design concept.

Located in the Nass Valley, the Park and surrounding areas are the site of a volcanic eruption that destroyed two villages and killed thousands of Nisg̲a’a people approximately 300 years ago.

The exhibit highlights the tragic story of the eruption, how it came to be and the supernatural being that stopped it. The exhibit also discusses the Treaty struck between the Canadian Government and the Nisg̲a’a people and gives visitors a taste of the rich culture of the Nisg̲a’a.

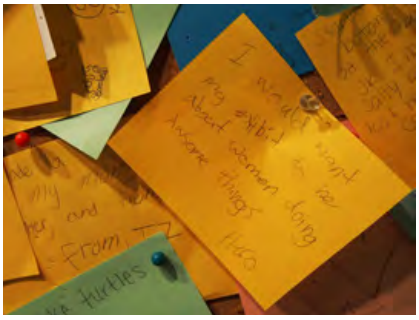
D. Jensen & Associates was responsible for:

- Exhibit design
- Constructing a working model to develop concept and communicate intent to client and fabricators
- Writing exhibit text
- Design and production of graphic elements

The Coos History Museum

Coos County, Oregon – Opened Fall 2015

The graphics for this exhibit were designed to be printed in-house so that they can be changed quickly and economically. This flexibility allows the museum to engage their community in the creation of new exhibits.



Visitors can post ideas for new exhibits, or thoughts on current exhibits, on a bulletin board. A simple, yet effective way to engage the community.

DJA was award the contract to assist with design and facilitate the exhibits for a new facility in Coos Bay.

The intent of this Center is to not only provide standard history museum services but also explore innovation, interpretation, interaction and engagement (both with the community and with local artists). This is an important new direction because it suggested the new museum will not follow a stayed old museum concept with permanent exhibits that become dated, do not sustain interest or encourage return visits.

This new direction, by contrast, encourages community involvement in all aspects of museum activity. It also suggests flexibility within exhibits and programs that will allow many different types of presentations appealing to a broad spectrum of locals and visitors as well as allowing the staff the opportunity to continue to develop new, exciting stories.

Nattilik Heritage Centre

Gjoa Haven, Nunavut, Canada – Opened Summer 2013

Working with community members including Elders, youth, artists and other locals, DJA developed the design concept, storyline and exhibit structures for this centre. Art, sculpture and quotes from people from the region are highlighted in this exhibit. The centre is designed as a showplace and storytelling centre in the summer and a meeting place and 'House of Learning' during the winter. The modular exhibits are designed to quickly adapt to these changing needs, cases and graphic walls can be cleared away for performances and large gatherings.

D. Jensen & Associates was responsible for:

- Content development/coordination
- Image acquisition
- Exhibit design and modeling to explore design options
- Design and production of graphics and supervision of fabrication
- Supervising construction and installation of all millwork and lighting effects

Kluane National Park and Reserve

Haines Junction, Yukon Territory – Opened Spring 2013

Kluane National Park and Reserve is renowned for it's massive mountains, spectacular scenery and glaciers. It's also known for it's rich human history; amazing people and their connection with the land and each other over time.

DJA worked with Park staff, scientists, naturalists and First Nations employees along with interested Yukon residents to develop an exhibit design concept, storyline, exhibit structures, cases, graphics and special effects. The intent was to communicate these impressive stories within dynamic exhibit structures in keeping with the powerful subject matter being presented.

Photo: Fritz Mueller

"The Visitor Centre is spectacular, we are proud of the interior and exterior exhibit designs, the audio-visual components, hands-on exhibits, the innovative and interactive exhibits that create an environment of discovery, and the impressive 30-seat theatre."

Anne Morin, Yukon Field Unit Superintendent, Parks Canada

Quinsam River Hatchery

Campbell River, British Columbia – Opened Summer 2013

This exhibit is housed in a working fish hatchery. The story shows the importance of hatcheries in general, how this hatchery evolved and what this hatchery is doing now to help ensure sustainable fish stocks and marine environment.

DJA, worked with the architects responsible for the hatchery's renovations; providing architectural, exhibit design specifications and input. DJA also worked with Fisheries and Oceans' staff to develop the text and to select photos, objects and artifacts. 'Kid friendly' exhibits created by local artists and crafts people are also a feature of this exhibit.

From Far & Wide: The Eppich Collection

Richmond Museum, Richmond, British Columbia

Richmond is home to the Ebco Group of Companies founded by Helmut and Hugo Eppich. These twin brothers were inspired by the cultural diversity of their workforce as well as their own immigration experience.

Helmut Eppich travelled the world, visiting many of the countries represented by his staff members and collected over 450 artifacts. The idea behind this was to promote education and understanding of different cultures and ways of life. In 2010, this impressive collection was donated to the Richmond Museum for the enjoyment of all.

D. Jensen & Associates was responsible for:

- Content development/coordination
- Exhibit design and modeling to explore design options
- Design and production of graphics and supervision of fabrication
- Supervising construction and installation of all millwork

Britannia Mine Museum

Britannia Beach, British Columbia

D. Jensen & Associates was responsible for:

- Content development/coordination
- Exhibit design and modeling to explore design options
- Design and production of graphics and supervision of fabrication
- Supervising construction and installation of all millwork, lighting and A/V interactives

D. Jensen & Associates worked with the staff at the Britannia Mine Museum to help tell the Britannia story. Although DJA was involved in the concept for the whole site, our work was mainly focused in two areas:

Visitor Centre

In this area, visitors walk through a simulated mine shaft and get the opportunity to "blow something up" (a favourite with school groups) and watch a show. Visitors also gain insights into innovations in mining technology and learn about the future of mining through both static and interactive displays. Amazing mineral samples and a sculptural vortex showing a variety of items made from mined materials round out the experience.

Administration Building

The extreme isolation of the mine's early days created a unique and vibrant self-sufficient community...which made for some really good stories. In this area we focused on telling stories about the people, events and memories that shaped the lives of the residents. The stories are told through graphics, photomurals, artifacts and film loops. One of the major features in this space is a 'crawl in tunnel' for kids.

The Reach Gallery Museum Abbotsford

Abbotsford, British Columbia

The concept for this Centre was to create a very flexible space in which to present Abbotsford's art, culture and history. It was important that an emphasis be put on people, programming, demonstrations and activities. The Centre was intended to give the people of Abbotsford a place to get together, share ideas, enjoy cultural/creative activities and gain insights into Abbotsford's past, as well as experience and participate in the creation of contemporary art. The themes for this inaugural exhibit include 'People of the River' (water, lakes and floods), 'People of the Valley' (multiculturalism) and 'People of the Land' (industry). Artists from Abbotsford were commissioned to create artwork to complement these themes and enhance the exhibit experience.

"My greatest praise for David lies in his ability to support and encourage the committee. He ensured that the early opening exhibition meetings provided a venue for the exploration of ideas and aspirations of each of the representatives at the table then facilitated the development of a shared vision for the opening exhibition."

Kris Foulds, Collections Manager, The Reach Gallery Museum Abbotsford

D. Jensen & Associates was responsible for:

- Assisting with Feasibility Study
- Facilitating meetings with committees and community to develop concept and content
- Content development/coordination
- Exhibit design and modeling to explore design options
- Image acquisition
- Design and production of graphics and supervision of fabrication
- Supervising construction and installation

The final exhibit design included two modular exhibit systems that were designed to create low and high walls, as well as exhibit cases. Both systems can be assembled quickly and when disassembled, fold flat requiring minimum storage.

Squamish Líl̓wat Cultural Centre

Whistler, British Columbia

"The designs are timeless and elegant, we are very proud of our award winning Centre. I am still impressed by the beautiful work, the kind, thoughtful, and respectful way he led the content and designed the information kiosks that rise above to create a beautiful room for large events, ingenious!"

Chepximiya Siyam
Chief Janice George

This Centre celebrates the cultures of the Squamish Nation and L'íl'wat Nation. DJA worked closely with architects, consultants and representatives from both Nations to develop the exhibit concept, stories and exhibit text. DJA also assisted in choosing images, artifacts, and objects that best represented these cultures. These exhibits include large constructions, many large weavings and carvings from both Nations, interactive A/V presentations, two large A/V shows (one featuring First Nations' values and the other focusing on First Nations' activities and gatherings). The main gallery was used both as an exhibit space as well as a revenue generating rental space. With that in mind, DJA worked with other consultants and engineers to design a winch system that would allow exhibits elements (including canoes) to be raised up out of the way to clear the floor for banquets and conventions.

D. Jensen & Associates was responsible for:

- Exhibit design and modeling to explore design options
- Content development/coordination
- Image acquisition
- Working with local photographers to obtain high resolution images for the background murals
- Design and production of graphics and supervision of fabrication
- Supervising construction and installation

Haida Heritage Centre at Kay Llnagaay

Skidegate, Haida Gwaii, British Columbia

This Centre is designed to encourage visitors and locals alike to explore the rich culture of the Haida Nation and the natural beauty of Haida Gwaii and the Gwaii Haanas National Park Reserve through the use of exhibits, interactive activities and artifacts. The Centre offers not only insights to Haida Gwaii and its' people, (historic and contemporary) but also provides a centre of activity and learning for all. Haida art is presented throughout to complement the stories presented and enhance the visitor experience.

The visitor experience includes the greeting house (atrium), canoe house where visitors can watch the carvers, performing house, and the Haida Gwaii Museum that includes a Parks Canada component featuring the National Park.

"David has proven a sincere willingness to learn about and listen to our community, and his loyalty to our project is impressive. Above all, David and his team have always approached our community and unique needs with great respect."

Nika Collison, Associate Curator
Haida Heritage Centre at Kay Llnagaay

D. Jensen & Associates was responsible for:

- Development of Masterplan, Key Messages documents
- Content development/coordination
- Exhibit design and modeling to explore design options
- Design and production of graphics and supervision of fabrication
- Supervising construction and installation of all millwork, lighting and A/V interactives

EXIT

Totems to Turquoise

Vancouver, British Columbia

D. Jensen & Associates was responsible for:

- Exhibit design and modeling to explore design options
- Image acquisition
- Design and production of banners and supervision of fabrication
- Supervising construction and installation

"It is a pleasure to recommend David Jensen as an exhibit designer with whom I have worked on several projects. I have found him to be thoughtful, insightful and imaginative. We have had a good working relationship. I appreciate his ability to cooperate in a collaborative situation while not being afraid to express his ideas in a frank and open manner. I believe his design ability speaks for itself."

Henry Hawthorn Architects

D. Jensen & Associates Ltd. was asked to enhance an existing traveling exhibit. It was felt although the artifacts/objects in this exhibit were exquisite and the stories were of great interest, the overall look of the exhibit (made up of a series of many exhibit cases designed to accommodate small objects) was less than an exciting environment. Since there was a strong horizontal element established by the existing cases DJA proposed vertical banners with enlarged images of the small pieces on display. This change of scale made the space a much more dynamic and intriguing place to explore and afforded visitors a different view of the artifacts on display.

Tutshi Canyon Suspension Bridge

Tutshi Canyon, Yukon Territory

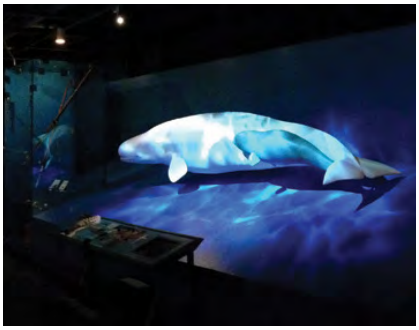
This project is both a tourist attraction and a place tourists can get an introduction into the natural and human history of the Yukon. As a tourist attraction it is designed to provide memorable experiences, exhibits and photo opportunities. As an introduction into the stories of the North, signage (mostly as handrail graphics) is designed to provide insights into the surrounding region and its people without interfering with the exceptional views this site has to offer.

D. Jensen & Associates was responsible for:

- Research
- Content development/coordination
- Exhibit design
- Project management
- Design and production of graphics and supervision of fabrication
- Supervising construction and installation

Prince of Wales Northern Heritage Centre

Yellowknife, Northwest Territories



D. Jensen & Associates was responsible for:

- Working with staff to develop the content for both galleries
- Constructing a working model for client revision and approach
- Producing working drawings for millwork constructions
- Working with local photographer to obtain high definition images required to create photo dioramas
- Preparing photo enlargement specifications
- Oversize millwork and photomural production

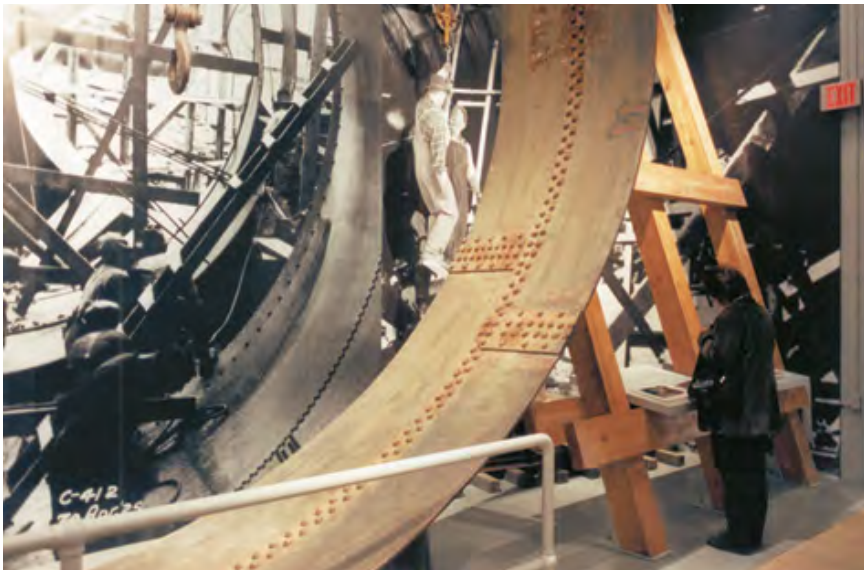
"Throughout the various stages of the project, David Jensen and his staff have been responsive to and respectful of our needs, and have brought a high degree of innovation, creativity and professionalism to the project."

Charles D. Arnold, former Director,
Prince of Wales Northern Heritage Centre

The museum represents the natural and human history of the Northwest Territories. D. Jensen & Associates was asked to work with the director and museum staff to develop content and exhibits for the orientation space and two main galleries, one gallery addressing the human and natural history of the South and the other of the North. The approach developed creates semi-permanent photo landscape dioramas built around an open space in the centre of the galleries. The dioramas highlight natural history themes and feature 5 distinct regions with animals from each region. These environments serve as impressive backdrops to the changing content of the other exhibits. The open space receives temporary 'island exhibits' telling stories of people; individuals, families, groups and communities, past and present.

Stave Falls Powerhouse Exhibit Centre

Mission, British Columbia



DJA was responsible for:

- Assisting in the redevelopment report and preparation of a concept document
- All exhibit design, design development, drafting and coordination required to construct and install exhibits
- Providing a maintenance manual for historic exhibitry
- Assisting in the coordination of restoration and cleaning for approximately 100 artifacts

DJA and Commonwealth Historic Resource Management collaborated to produce a 'Planning and Design Study Redevelopment' report for BC Hydro. This report made recommendations as to the fate of the soon to be decommissioned powerplant at Stave Falls. In 1998, BC Hydro decided to transform the old powerplant into an interpretive centre presenting the story of electricity.

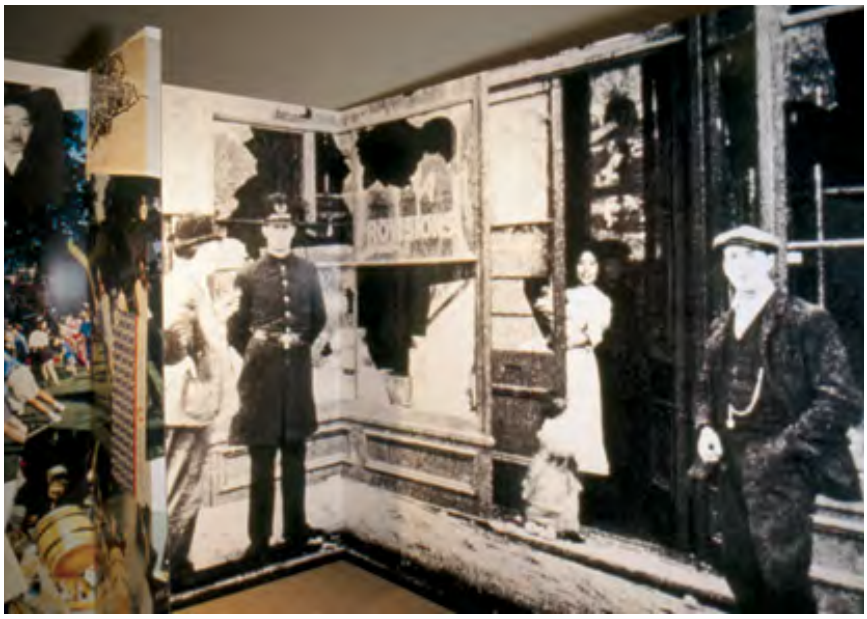
DJA and Commonwealth continued to collaborate to produce the History Hall portion of the exhibit, working together to present the stories of the people who worked at the plant as well as the history of the plant itself. Much of the original architectural and mechanical electrical systems within the exhibit halls were left untouched, adding to the authenticity of the visitor experience.

Nikkei National Museum & Cultural Centre

Re-shaping Memory, Owning History: Through the Lens of Japanese Canadian Redress

D. Jensen & Associates was asked to design the **inaugural exhibit** for the Nikkei National Museum & Cultural Centre for the new facility in Burnaby, BC. The exhibit (which focused on internment and redress) was presented in quotes, historical photographs and artifacts. The exhibit toured 8 host museums across Canada.

DJA worked closely with the Director and Curator developing an exhibit approach for this exhibition. The intent was to keep the presentation simple and direct but with layers of information to satisfy both the casual observer and the academic.



D. Jensen & Associates:

- Provided direction on research and content development
- Participated in a series of workshops with interested parties to gather information and impressions
- Designed an original modular exhibit structure to form graphic walls and artifact cases
- Designed and produced the graphics and supervised fabrication
- Produced working drawings, supervised construction/installation
- Project management

Nikkei National Museum & Cultural Centre

Burnaby, British Columbia

Working with a guest curator, DJA developed the content for the **'Levelling the Playing Field, Asahi Baseball Team, 1914-1941'**. This exhibit told the story of the Asahi Japanese Canadian baseball team that played in Vancouver from 1914 to the start of World War II. Although there was much racial tension in Vancouver during these years, the exceptional talents of these players won over fans and demonstrated that hard work, patience and dedication can win out over extreme prejudice and ignorance. This show is light weight and folds down for travel. It has been across Canada several times and has been met with rave reviews.

This exciting project was our second opportunity to work with the Nikkei National Museum & Cultural Centre.

DJA was responsible for:

- Content development/coordination
- Exhibit design and modeling to explore design options
- Design and production of graphics and supervision of fabrication
- Input to, and supervision of the illustration work
- Supervising construction and inaugural installation

DJA believes the success of this exhibit is due, in part, to the compelling illustrations, produced by a local artist. The renderings of the players, spectators and the neighbourhood captured both the excitement and strange ill ease of those times.

Vancouver Aquarium Marine Science Centre

Stanley Park, Vancouver, British Columbia

D. Jensen & Associates was responsible for:

- Collaborating with the client and BC Forest Renewal Program to develop content
- Coordination
- Exhibit design and modeling to explore design options
- Commissioning Engineer for structural advice
- Design and production of graphics and supervision of fabrication
- Coordinating all illustrations and necessary approvals
- Supervising construction and installation

The Vancouver Aquarium required an outdoor simulated stream diorama with graphics and signage to begin their salmon stream exhibit. The exhibit, called 'The Headwaters Exhibit', explained how salmon habitat can be protected or restored through the use of good land management throughout British Columbia.

The presentation took the form of a large contoured illustration, showing a stream originating in the mountains and following its journey to the sea–along the way DJA focused on what needed to be done to ensure a healthy stream environment for salmon and other living things.

Capilano Suspension Bridge

North Vancouver, British Columbia

Working closely with the client, DJA designed two major outdoor exhibits, one on each side of the bridge, plus informational signage for the garden, bridge and trails. The exhibits, on human and natural history, were designed to be both entertaining and informative.

History Exhibit

In an outdoor setting, DJA combined digital archival photo enlargements with artifacts and a sound and light show to tell the rich history of the bridge and its owners over the past hundred years.

'Wild Side' Exhibit

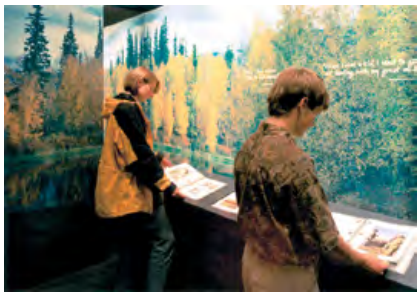
On the far side of the bridge DJA produced a series of large free-standing outdoor cases and panels, telling the visitor about the forest around them. The exhibit included mini-environments with plants and insects, interactive displays, and enlarged pages from a naturalists notebook complete with illustrations and models of giant three-dimensional plants, insects and animals.

D. Jensen & Associates was responsible for:

- Exhibit concept, design and coordination
- Research and content development
- Commissioning of artists
- Custom design of outdoor cases including engineering and electrical requirements
- Design and production of graphics and supervision of fabrication
- All working drawings and tender documents
- Supervision of production and installation

Alaska Native Heritage Center

Anchorage, Alaska



D. Jensen & Associates was responsible for:

- Masterplan, Key Messages document, budget, and scheduling
- Coordination
- Exhibit design and modeling to explore design options
- Design and production of graphics and supervision of fabrication
- Commissioning artwork and photography
- Artifact acquisition
- Supervising construction and installation

Created by and for the five major Native groups of Alaska, the Alaska Native Heritage Center is a place where Native people can gather to visit, learn, celebrate, exchange ideas and, through exhibits, help others to understand and appreciate their cultures. Using a flexible exhibit system, the exhibit hall is divided into five areas. Each area contains an introduction to a given culture, a work area, and a cultural gallery where each culture can tell its own story through images, objects, art, and video. The intent is to change these stories over time, so that new stories are constantly being explored and developed for the Center.

The project succeeded because of the high level of trust and collaboration between all the key players.

BC's Exposition at the Canadian Pavilion, Expo '92

Seville, Spain

Photo above:
'Pepper's Ghost' was used here to make a bear transform into a man. The figure would crouch down and rise up as well as appear and disappear within a forest environment.

Photos above:
Photos show an ocean scene that dissolves into under sea images and 3D killer whale within a 3D A/V environment.

D. Jensen & Associates was responsible for:

- Content development/coordination
- Exhibit design
- Production of graphics and supervision of fabrication
- Creative direction on A/V components
- Supervising construction and installation

The British Columbia portion of the Canadian Pavilion combined environmental and A/V with 3D objects and artifacts in Pepper's Ghost effects (play of light off reflective surfaces) to create a magical presentation on First Nations mythology, underwater biodiversity and remote sensing technologies.

Cave & Basin, Parks Canada

Banff, Alberta

D. Jensen & Associates was responsible for:

- Exhibit design
- Design development
- Tender documents
- Installation supervision
- As well as all professional consultant services including: electrical, mechanical, structural, and lighting design

Parks Canada commissioned an exhibit which interpreted the Park's messages and storyline, including 'Park History', 'Park Under Pressure', and 'Park Management, Concerns and Responsibilities'. DJA selected three artists to provide 3D constructions intended to both enhance the exhibit areas with unique environments, and communicate the prime content messages.

University of Saskatchewan

Saskatoon, Saskatchewan

College of Agriculture Exhibit

A presentation on the importance of agricultural science. A world view focusing on Saskatchewan.

D. Jensen & Associates was responsible for:

- Concept plan
- Developing detailed design approach incorporating display cases, graphics including over 100 diagrams illustrating different aspects of agricultural science, models and artifacts
- Supervision of graphic production
- Supervision of installation

The Vertebrate Through Time Exhibit

Joint project between Geology and Biology Departments. A scientific presentation on the evolution of the vertebrate using visual examples of both current and prehistoric life forms.

D. Jensen & Associates was responsible for co-ordination, design, working drawings and supervision of:

- Display of artifacts for public and academic use.
- Environmental exhibits including landscaping, artifacts, text, graphics, and live specimen enclosures for plants and animals.
- Production of graphics, text and display systems as presentation information as well as reference material.

We also assisted and directed the client in content development, working with committees of professors from both departments.

"I found their level of professional competence to be extremely high and I would not hesitate to recommend their engagement by any party."

G.D. Smith, Civil Engineer,
University of Saskatchewan

Fisheries and Oceans Canada

Vancouver, British Columbia

D. Jensen & Associates developed several exhibits for the Federal Department of Fisheries and Oceans over the years. These exhibits are usually temporary, designed to travel between venues communicating the importance of fish to our society and the need to maintain healthy marine environments. The exhibits are primarily intended to stimulate interest and encourage public engagement.

"Worthy of note is Mr. Jensen's familiarity and experience with natural history and natural resource subjects including fisheries and his ability to work successfully with technical and scientific staff to achieve high quality exhibits which inform, educate and properly represent the client organization."

K.T. Glover, Past Director Communication, Fisheries and Oceans, Pacific Region

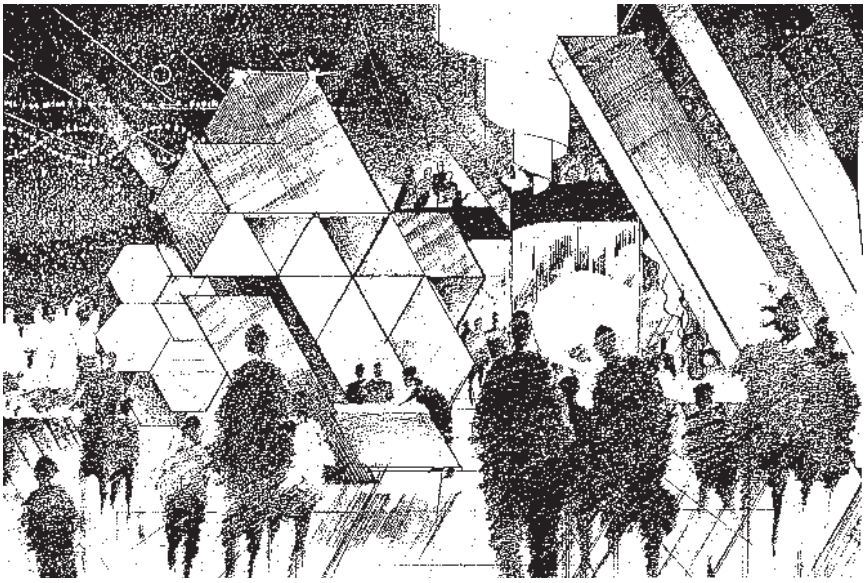
Science World

Vancouver, British Columbia

Under its landmark geodesic dome, Science World appeals to visitors of all ages. D. Jensen & Associates was responsible for several early planning documents as well as coordination of research, concept development, detailed design, construction documentation and supervision for the original 54 interactive and environmental exhibits for the main gallery.

"Science World and its predecessor the Arts Sciences and Technology Centre used this firm repeatedly because of the thoughtful non-threatening way its personnel worked with our large and diverse clientele."

Carol Tulk, Former Executive Director, Science World and Former Executive Vice-President of the Better Business Bureau



BC's Pavilion Pre Show Exhibit, Expo '86

Vancouver, British Columbia

Local artist Joe David was commissioned to carve these figures out of local cedar.

Concept models.

D. Jensen & Associates was responsible for:

- Total design and construction supervision for the space, including the direction and coordination of five BC photographers to provide the photographic backdrops
- Selection and direction of seven BC artists to exhibit their works within the space

The entrance exhibit for the BC Pavilion was a series of five simulated typical BC landscapes, serving as backdrops for the work of BC artists. The intention was that BC artists should create BC art and sculptings to set the mood for a pavilion showcasing BC and its regions.

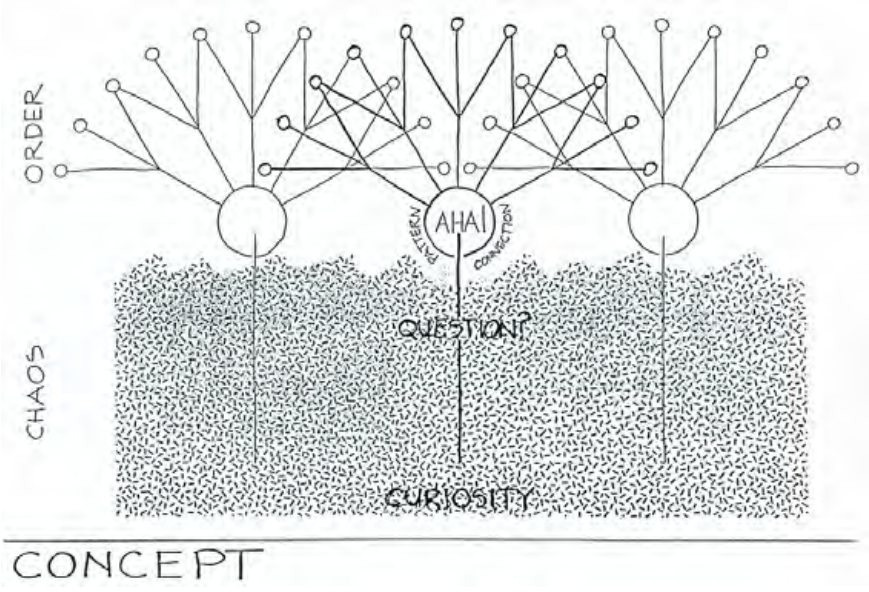
"As project manager for the exhibit at the BC Pavilion, I had the opportunity of working with numerous exhibit designers. I can honestly say that your artistic design and your meticulous attention to the detail resulted in an exquisite grand entrance to the Pavilion..."

Barry Thorson, Thorson & Thorson

Saskatchewan Science Centre

Regina, Saskatchewan

D. Jensen & Associates was responsible for research, concept development and detailed design of exhibitry. DJA developed 111 exhibits based on the life/earth sciences included environmental experiences, visual presentations and hands-on interactive exhibits. An extensive consultative process with the Board and many different user groups ensured that these exhibits were not only unique and interesting but also accurate and relevant to the people of Saskatchewan.



Northwest Territories Pavilion, Expo ‘86

Vancouver, British Columbia

D. Jensen & Associates was responsible for:

- Exhibit design and modeling to explore design options
- Production of graphics and supervision of fabrication
- Supervising construction and installation

“...one of the best pavilions at the show. A powerful, eloquent statement of northern dreams and aspirations.... This pavilion is a triumph of imagination, integrity and belief in the sophistication and intelligence of the audience. By comparison, the pavilions of the superpowers look pathetic.”

Stephen Hume, Edmonton Journal, June 14, 1986

“I was quite amazed to observe that all the visitors were moving slowly, reading all of the text and taking time to examine all of the photographs.”

Leslie Stanich, Expo 86 Exhibits Dept., October 3, 1986

The development of the storyline for the NWT Pavilion was a consultative process involving a number of community groups. The resulting collage of messages (featuring people to the land) was told simply and effectively with photos, objects, and quotes arranged in the space with a flexible exhibit system (which was designed to be used by a museum in the north following Expo ‘86, as a legacy of the Exposition). Natural materials were showcased with large hides and northern clothing. Visitors viewing the A/V presentation were perched on ‘real’ rocks (much to the surprise of a great many visitors).

"Surprise hit. Perhaps the best, fully-integrated pavilion design. A superb, touching human portrait..."

John Engstrom, Seattle Post-Intelligencer, May 8, 1986

"(Ed Broadbent) said the Northwest Territories pavilion was his favourite because there was nothing artificial about it."

Canadian Press, Victoria Times Colonist, May 21, 1986

"...the NWT exhibit has turned out to be the Vancouver fair's most successful Canadian pavilion..."

Peter C. Newman, Maclean's, September 1, 1986

"Best Pavilion with the Lowest Budget: Northwest Territories, with its thoughtful and funny tribute to the people of the North."

The Province, September 28, 1986

"I confess to being seduced by the exhibits and people of the Northwest Territories Pavilion."

Peter Prangnell, The Canadian Architect, July 1986

"...one of the most evocative and professional pavilions at the fair.... It was simple yet moving and effective at what it was designed to do – relay the message that the NWT is a part of Canada, yet a completely different and fascinating world."

Peter McMartin, Vancouver Sun, May 14, 1986

"David's creativity did directly result in the many positive reviews that the NWT pavilion received. All visitors to the pavilion noted the unique and very effective exhibitry techniques selected to convey the messages. His thorough knowledge of fabrication technology, made construction of the exhibitry on time and within budget possible."

Alan Vaughan, Assistant Deputy Minister, Tourism and Parks

A view of the Inuit portion of the Expo '86 NWT pavilion, "Our footsteps are everywhere", design assisted by D. Jensen and Associates Ltd.

Some Ideas for a Successful Design Process

D. JENSEN

This is a welcome opportunity to share some thoughts on the process of designing an exhibition. I've chosen to focus on the exhibit presentation for the Northwest Territories Pavilion at Expo '86 in Vancouver. The design team consisted of Midnight Oil, researchers, Bing Thom Architects and my firm of exhibit designers, D. Jensen and Associates Ltd.

This project was both demanding and rewarding. The client had many objectives and high expectations but a very modest budget — sound familiar? However, we did our best to meet the client's needs and, in the process, re-affirmed some basic assumptions that seemed inherent in our approach to this project from the beginning.

Fortunately our approach proved to be successful. The NWT Pavilion was consistently ranked in the top five of 64 pavilions at Expo '86. We drew up the following list of assumptions/conclusions our own experience in the hope that they might be useful reference to some of you in the future.

- Choose a team with an inherent interest in the material to be presented.
- Establish your goals early in the process.
- Take time to discuss the objectives and how they might be met in various ways.
- Budget up front time and money for good research.
- Do not draw conclusions too quickly; always be prepared to challenge your concepts and change them if necessary.
- Make sure the decisions made during the design development process are sound building blocks for future decisions.
- Successful projects require people who are good listeners as well as doers.
- Design to service the contents. Don't allow the design team to use the content to service themselves.
- Be honest with the viewer, respect their intelligence, their curiosity and their desire to know more.
- Do not assume static museum type exhibits with artifacts and printed words are inherently boring; likewise, do not assume high tech, kinetic presentations are inherently interesting.
- Encourage people interaction; people remain the best communicators. First person and simulations of first person experiences communicate well.
- Be aware of the viewer's expectations as well as the client's and your own.
- Keep the presentation simple with each section of the exhibit more or less self-explanatory and self-contained.
- Try to encourage people to move. Try not to force them around. Let people enjoy things at their own pace and find things that meet their own needs and level of understanding.
- Do not give up content for the sake of simplicity too quickly. Considerable information and emotion can be conveyed with very few well chosen words and images.
- Be flexible in your approach and processes so you might continuously adapt and improve.
- Some stories should be told straight with minimum design or curatorial embellishment.
- Don't be intimidated by what others have done or are doing. If you believe you are right, see it through. Too many are producing safe but thoughtless copies of past successes.
- Finally, be prepared to give in to better ideas at any time but, until then: stick to your guns!
- A successful project is the search for balance between team work, tenacity and hard work.

D. JENSEN is a museum designer with D. Jensen and Associates Ltd. based in Vancouver.

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da Heritage Centre at Kay Llnagaay Totems to Turquoise • Japa
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• St. Mungo Archaeological Exhibit • Northwest Territ
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nese Fisherman's Benevolent Society Building • Washing
men's Heritage Exhibit • 100 Years of the Telephone • Klu
ional Park and Reserve • Science World • Saskatchewan Sci
tre • University of Saskatchewan • Yukon Visitor's Centre •
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• Stave Falls Powerhouse, BC Hydro •Nattilik Heritage Cent
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otsford • Fraser River Discovery Centre • From Far and Wide
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lion, Expo '92 • St. Mungo Archaeological Exhibit • North
itories Participation, Expo '92 • Whyte Museum of the Cana

Coast Tsimshian Cultural Exhibit

At the Prince Rupert Airport, Prince Rupert, BC

D. Jensen & Associates hired by the Lax Kw'alaams and Metlakatla People to develop a cultural centre at the Prince Rupert Airport.

Working with the community and local artists, DJA developed a concept for the space. The goal was to welcome visitors and make them aware of this special place and provide a greater understanding of the Coast Tsimshian People and their Culture through the display of impressive artwork and stories.

Osoyoos & District Museum and Archives

Osoyoos, British Columbia

D. Jensen & Associates working for Boni Maddison Architects were selected to prepare a report on the renovation/adaptive re-use of an existing building as a new facility for the Osoyoos & District Museum and Archives. This work involved workshops and interviews with many interested groups and staff. The result of these discussions was a concept that directly reflected this community's views. The final report summarized these views and presented a suggested storyline for exhibitry, and exhibit design for both ground floor and lower floor. Cost estimates and schedules (in keeping with anticipated project reviews and timelines) were also included.

Trail Museum and Archives

Trail, British Columbia

Trail is in need of a new museum that better reflects this town's unique past and lively 'present day' community. D. Jensen & Associates Ltd. were asked to contribute to a study outlining appropriate storylines and exhibit design suggestions for this new facility. Through public consultation it became obvious that the people of Trail wanted a facility that would generate civic pride as well as inform people of Trail's interesting past using dynamic, interactive, and ever-changing exhibits and programs.

Kenojuak Cultural Centre & Print Shop – Concept Report

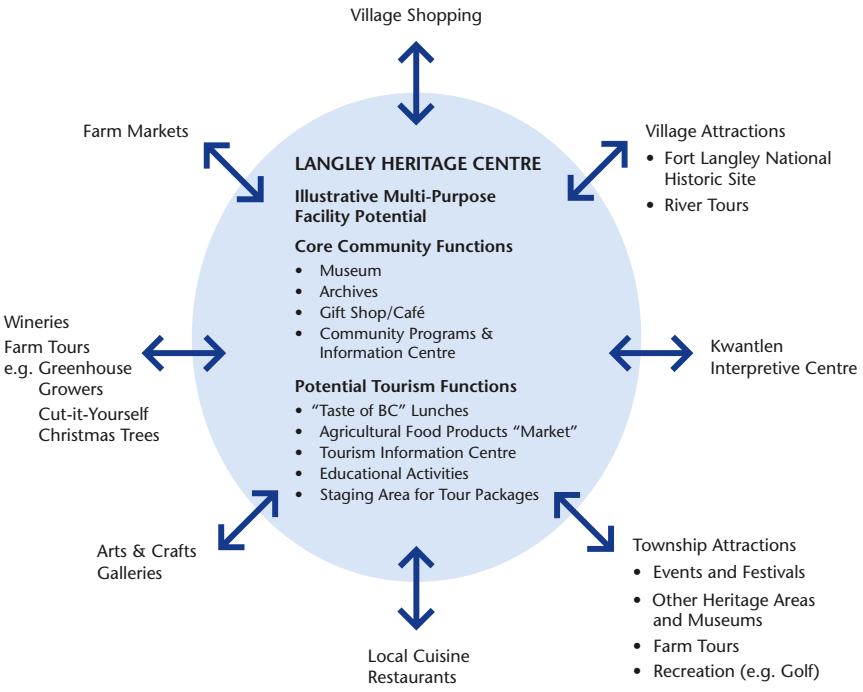
Cape Dorset, Nunavut

DJA is very excited to be involved in this project. Our team, including a representative from Panaq Design Architecture & Engineering, spent time in Cape Dorset meeting with community members to discover their vision for the planned centre and to translate those findings into a Concept Report. The community was clear about what they wanted. They want a dynamic place that involves the community and the opportunity for community and visitors to participate in relevant activities and programs. They also told us how important it was for community members to be given the tools needed to tell many different stories about their land and their culture over time in a flexible, adaptable space.

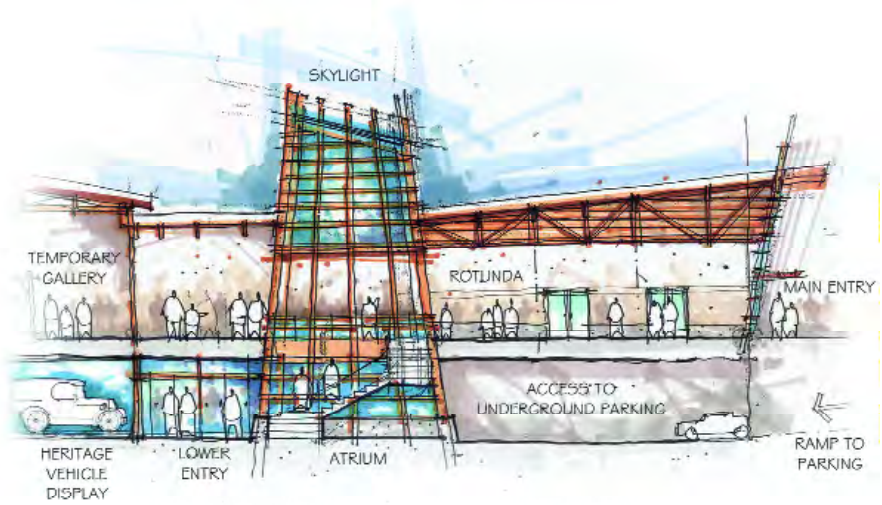
Langley Centennial Museum

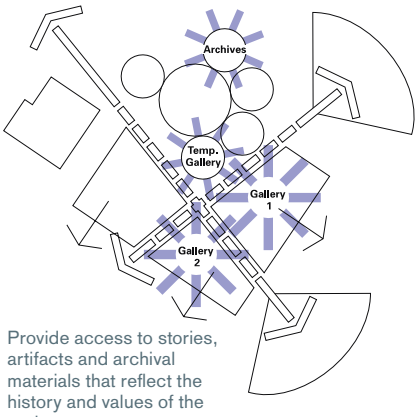
Langley, British Columbia

D. Jensen & Associates organized and facilitated six community group workshops that analyzed and evaluated the Museum's programs and helped chart a course for the future. The workshops involved a cross-section of Langley residents, including business and community leaders and museum professionals. The resulting report was adopted by the Museum as a guide to future planning.

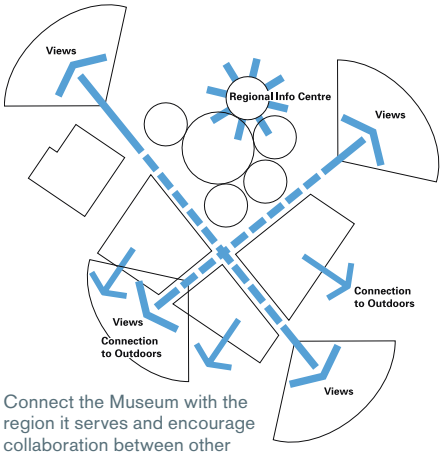


The Heritage Centre becomes a truly multi-purpose facility, beyond a traditional museum. The historical record is kept, the history of the community is presented and interpreted– and visitors participate in a variety of programs and activities.

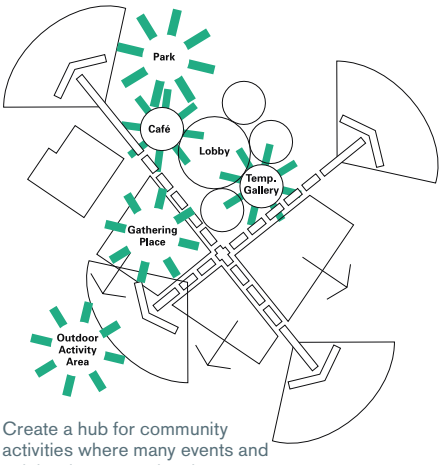




Provide access to stories, artifacts and archival materials that reflect the history and values of the region.



Connect the Museum with the region it serves and encourage collaboration between other cultural/commercial facilities within Langley

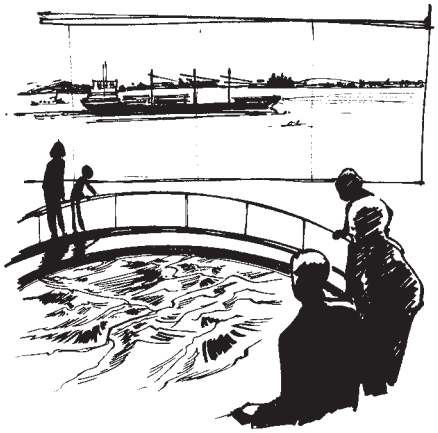


Create a hub for community activities where many events and celebrations can take place.

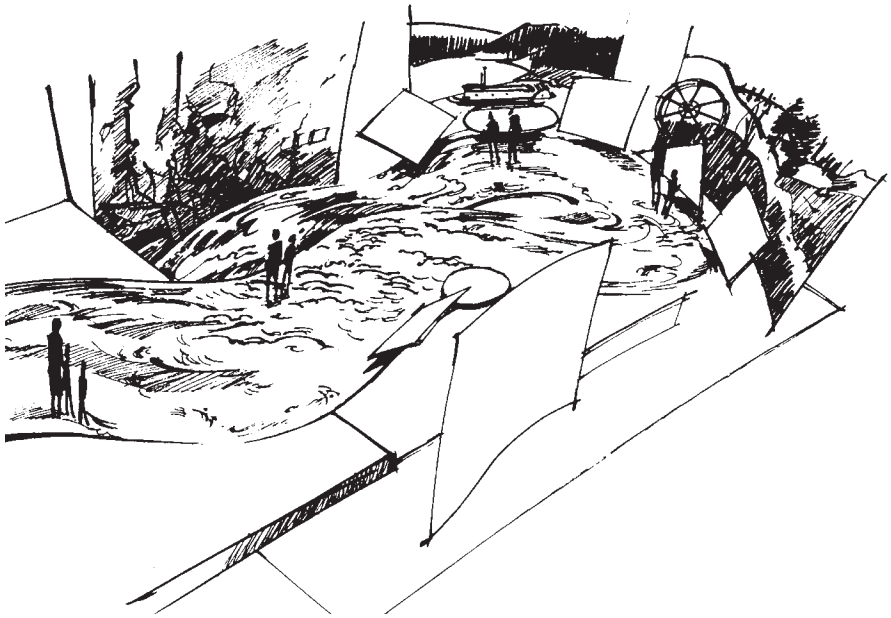
The blended style of architecture, being both anecdotal and contemporaneous in nature, grants a freedom of design that truly affords a genuine response to form and it's importance to follow function. It offers flexibility in design to provide versatility of space and volume; controlled light; views; interactive environments, both grand and intimate; a learned community milieu.

Fraser River Discovery Centre – the Original Concept

New Westminster, British Columbia

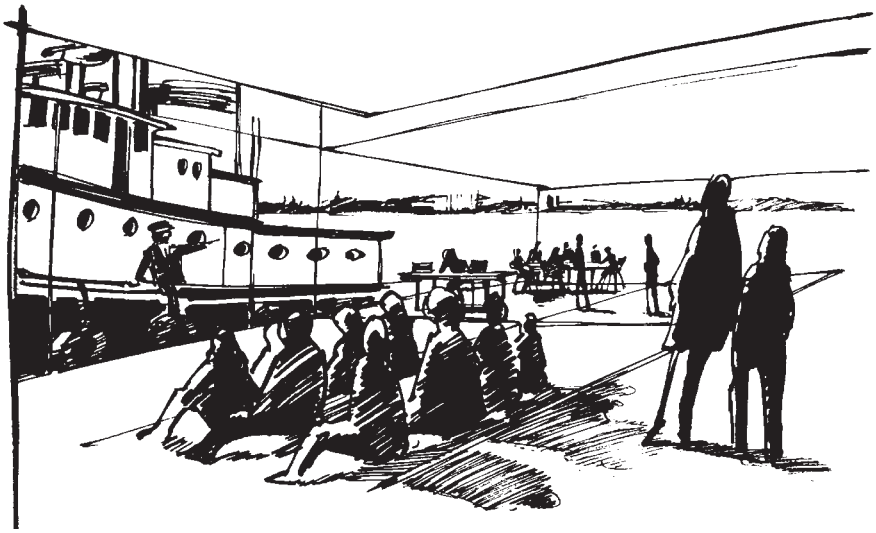


Originally, the Fraser River Discovery Centre was seen as a major visitor attraction and information centre celebrating the pivotal role of the Fraser River in the life, industry, and vitality of British Columbia. Underlying the experience was a message of environmental stewardship and with the goal of working toward a sustainable future. D. Jensen & Associates brought together the various user groups for 'think tank sessions', and producing several conceptual reports including a 'Concept and Feasibility' report for the Centre. D. Jensen & Associates provided the design direction for the Fraser River Discovery Centre pre-show exhibit.



"I wish we could use the whole half-page ad in Royal City Living to say simply: 'Dave Jensen is a great guy.' Because you are, and it's your unfailing support to enthusiasm that keeps projects like ours alive. You quietly fill in our gaps with your amazing talent and experience and chink up the holes in our confidence with a timely bottle of wine or a free half-page ad. It's so much fun working with you, and I can't thank you enough for all you've done for the Centre and for me."

Donna Mae Livingstone, Former Director of the Fraser River Discovery Centre



In the Words of Our Clients and Colleagues...

"As Pavilion Deputy Commissioner, I was responsible for the overall management of the design and construction process. D. Jensen & Associates readily accepted new ideas and the result of design critiques, and in fact welcomed active client participation throughout the design process. Further, they were able to establish an excellent rapport with various interested groups throughout the north, which was fundamental to the selection of storylines and design concepts which could be endorsed by residents from across the NWT....David was able to accurately capture this diversity, and frame the storylines in a fashion that reflected the way in which the full cross section of NWT residents wish to be presented on the world stage."

Alan Vaughan, Assistant Deputy Minister, Tourism and Parks

"David Jensen is certainly a competent exhibit designer, professional in his relationships, reliable and efficient. He is a creative person, possessing considerable artistic talent and experienced judgment–factors reflected in his design work."

Dr. Michael Ames
(June 1933 - February 2006)
Former Director, Museum of Anthropology

"You and your colleagues have been very generous to the center. Additionally, your professionalism has resulted in our exhibits genuinely telling our stories. Thank you for your steadfastness to authenticity. Your treatments are accurate while celebrating our diversity.

The Heritage Center is a first-class facility offering Natives and non-Natives alike an opportunity to better understand each other and share in the rich traditions of Alaska's Eskimo, Aleut and Indian people. Thank you for helping us to make this long-term dream a reality".

Roy M. Huhndorf, Chairman The Alaska Native Heritage Center

"The ability to draw out and then translate the thoughts of various NWT groups about their communities and land into a series of exhibits, without imposing external perspectives, was the greatest strength of D. Jensen & Associates."

Alan Vaughan , Assistant Deputy Minister, Tourism and Parks

"Thank you for 'The Burgess Shale Museum–Concept Masterplan' document.

This document clearly outlines the program, storyline, related messages, and a multi-dimensional and exciting experience for all visitors to the proposed Burgess Shale Museum. I have circulated this conceptual outline to Mr. Bill Barkley, Chairman of the Burgess Shale Museum Committee. Mr. Barkley has expressed his appreciation for a job extremely well done. As well as other board members I have also forwarded copies to Des Collins and Stephen Jay Gould for their comments. From all reports we now have a document that will provide us with both the material to create an exciting museum–and–present an exciting document to potential sponsors."

Randle Robertson, Executive Director, The Yoho-Burgess Shale Foundation

"I heartily recommend the inclusion of D. Jensen & Associates Ltd. in any design team consisting of a major exhibitry component, and we look forward ourselves to working with him again in the not too distant future."

Derek W. Neale, Neale Staniszkis Doll Architects

List of Selected Projects and Reports

Selected Projects, Papers, Presentations & Conferences

Selected Projects

Seaforth Highlanders of Canada Museum & Archives
Vancouver, BC
Exhibit budget $600,000

Prince Rupert Airport Coast Tsimshian Exhibit
Preliminary report: $35,000
Proposed exhibit budget $500,000

Kitimat Museum & Archives
Redesign of Haisla Gallery
Proposed exhibit budget $60,000

Osoyoos & District Museum and Archives
Osoyoos, British Columbia
Proposed exhibit budget $500,000

Haida Heritage Centre at Kay Llnagaay
Skidegate, British Columbia
Phases 1–3
Exhibit Budget $3,150,000
Planning for new Bill Reid gallery
Proposed exhibit budget $500,000

Helen Schuler Nature Centre
Lethbridge, Alberta
Exhibit budget $150,000

Mennonite Heritage Museum
Abbotsford, British Columbia
Exhibit budget $200,000

Nisga'a Memorial Lava Bed
Aiyansh, British Columbia
Exhibit budget $100,000

Coos Bay Museum & Maritime Collection
Coos Bay, Oregon
Exhibit budget $800,000

Quinsam River Hatchery
Campbell River, British Columbia
Exhibit budget $600,000

Nattilik Heritage Centre
Gjoa Haven, Nunavut
Exhibit budget $500,000

Kluane National Park and Reserve
Haines Junction, Yukon
Exhibit budget $2,000,000

From Far & Wide: The Eppich Collection
Richmond, British Columbia
Exhibit budget $60,000

Britannia Mine Museum
Britannia Beach, British Columbia
Exhibit budget $1,000,000

Totems to Turquoise Exhibit
Vancouver, British Columbia
Exhibit budget $50,000

Fraser River Discovery Centre
New Westminster, British Columbia
Exhibit budget $200,000

Squamish Líl'wat Cultural Centre
Whistler, British Columbia
$1,800,000

The Reach Gallery Museum Abbotsford
Abbotsford, British Columbia
$1,000,000

Stave Falls Powerhouse
BC Hydro, Mission, BC
Exhibit budget $600,000

Prince of Wales Museum
Yellowknife, Northwest Territories
Exhibit budget $1,500,000

Tutshi Canyon Suspension Bridge
Tutshi Canyon, Yukon Territory
Exhibit budget $400,000

Vancouver Aquarium Marine Science Centre
Vancouver, British Columbia
Exhibit budget $150,000

Nikkei National Museum & Cultural Centre
Burnaby, British Columbia
Levelling the Playing Field, Asahi Baseball Team, 1914–1941 Exhibit
Exhibit budget $200,000
and
Re-shaping Memory, Owning History: Through the Lens of Japanese Canadian Redress Exhibit
Exhibit budget $150,000

Capilano Suspension Bridge
North Vancouver, British Columbia
Intro, Story Centre and Wild side Exhibits
Exhibit budget $1,500,000

Yukon Visitors Centre
Yukon Territory
Exhibit budget $300,000

Alaska Native Heritage Centre
Anchorage, Alaska
Exhibit budget $1,300,000 (U.S.)

University of Saskatchewan
Saskatoon, Saskatchewan

College of Agriculture
Exhibit budget $1,500,000

Geology Exhibits
Exhibit budget $600,000

Vertebrate Through Time Exhibit
Biology/Geology Exhibit
Exhibit budget $700,000

Royal British Columbia Museum
Victoria, British Columbia
Exhibit budget $150,000

Cave & Basin Exhibits
Banff, Alberta
Canadian Parks Service
Exhibit budget $500,000

Saskatchewan Science Centre Regina, Saskatchewan
Exhibit budget $2,000,000

Design and Production of Exhibit Structures for Museum of Civilization
Hull, Quebec
Exhibit budget $250,000

BC Participation, Canada Pavilion
Expo'92, Seville, Spain
Exhibit budget $1,000,000

BC's Exposition at the Canadian Pavilion, Expo 92, Seville, Spain
Consultants to Bing Thom Architects
Exhibit budget $800,000

Museum of Anthropology, UBC
Prototype open storage cases
Budget $500,000

Main Exhibit Hall Concept, and 'Matter and Forces' Exhibit
Science World, Vancouver, BC
Exhibit budget $1,400,000

BC Pavilion Pre-show, Expo 86
Vancouver, BC
Exhibit budget $700,000

Northwest Territories Pavilion, Expo 86
Vancouver, BC
Exhibit budget $900,000

Redesign of open storage galleries for University of British Columbia
Exhibit budget $80,000

St. Mungo Archaeological Exhibit
BC Government
Exhibit budget $100,000

Modular exhibit system for Whyte Museum of the Canadian Rockies, Banff, Alberta
Exhibit budget $150,000

Washington Women's Heritage Exhibit
University of Washington State
Exhibit budget $100,000

100 years of the Telephone
BC Telephone
Exhibit budget $100,000

Assisted in the design and development of the Museum of Anthropology, UBC
Budget $50,000

Papers & Presentations

Consultant to Unesco
Paris, France

Coordinator for: 'The Complete Design Process for Museums'
BC Ministry of Provincial Government Services Museum Symposium

'Planning a flexible facility'
BC Ministry of Provincial Government Services Museum Symposium

'International size standards for Museums' ICOM/U.S.S.R.

BC Museum Association

Canadian Museums Association

Design Vancouver
Board Member, 1989-91

International Council of Museums
Sub Committee on Architecture and Museums Techniques, Stockholm, Sweden

'Modular Systems for Canadian Museums' ICOM Sub committee on Natural Sciences, Ottawa

'Some ideas for a successful design process' Muse/CMA Winter 88

Historic Transportation Society
Core Group of BC
Acting Chairperson 1987-1990

Report for ICOM/UNESCO on National Museum of Nigeria, Logos, Nigeria

Museum, Joanneum Museums
Graz, Austria

Design Presentations
Cultural Resources Management
Banff School of Fine Arts

Conference Participation

Culture & Technology Conference
Montreal Western Delegate, Federal Department of Communications, May 1991

International Council of Museums
Board Member of Sub Committee on Architecture & Museum Techniques
Conferences in: Cologne, Germany; Stockholm, Sweden; Madrid, Spain, Mexico City

Consultations 85
The Future of the Museum System in Canada
National Museums of Canada

Selected Design Consultant Reports

Osoyoos & District Museum and Archives

- 'A New Vision' document

Wembley, Alberta

Ideas for a new cultural facility

Parks Canada, Kluane National Park and Reserve

Visitor Centre Preliminary Design

Stave Falls Powerhouse joint venture with Commonwealth Historic Resources Management

- Planning and Design Study
- Stave Falls Powerhouse Redevelopment

Yoho-Burgess Shale Foundation Burgess Shale Museum

- Concept Masterplan

Fraser River Discovery Centre in Collaboration with Dalla-Lana Griffin Dowling Knapp Architects (Prime)

- Concept Study
- Ideas and Preliminary Concept
- Concept and Feasibility

North Vancouver Museum at Lonsdale Landing

- Preliminary Concept Report
- Defining Our Future
- Redefining Our Future

Langley Centennial Museum and National Exhibit Centre

- Bigger Bolder and More Obvious
- Phase 1 and 2 Feasibility Study
- The Perfect Fit: Right Place, Right Time

The Qay'llnagaay Heritage Centre

- Communicating Who We Are
- Preliminary Exhibit Design Overview
- Preliminary Concept Document

Northern Secwepemc Cultural Centre in collaboration with Busby Perkins + Will Architects (Prime),

- Concept and Exhibit Design Overview
- Portion of Feasibility Study Report

Squamish L'íl'wat Cultural Centre

- Community Consultation Summary and, Design Concept Report
- Exhibit Design Planning Document

High Country Suspension Bridge The Tutshi Canyon Experience

- Exhibit Design and Project Planning Document

Abbotsford Cultural Centre Museum and Art Gallery

- Programming Study
- Exhibit Design Masterplan

Kwagiulth Museum

- Preliminary Feasibility Study for the Kwagiulth Museum

Britannia Mine Museum

- The Britannia Mine Concept
- The Britannia Mine Design Study Phases 1 and 2
- Preliminary Exhibit Design (by building)

Bright Light Foundation

- Concept Document
- Project Profile
- Exhibit Design Development

Yukon Visitor Reception Centre FSC Groves Hodgson Manasc Architects (Prime)

- Design Development Report (Exhibit Design Portion)

Maritime Discovery Centre for Alberni Valley Museum

- Content and Exhibit Design Brief

Whistler Museum and Archives

- Market Assessment and Creative Concept

Sidney Museum in Collaboration with ARA Consulting and Vancouver Aquarium (Prime)

- Business Development Planning Framework for Sidney Museum

Selected Design Consultant Reports – continued

BC Hydro

- Visitor Centre Reports
- Preliminary Notes on Assessment for BC Hydro Visitor Centres for:
  - Peace Canyon Dam
  - WAC Bennett Dam
  - Revelstoke Dam
  - Stave Falls

Royal British Columbia Museum in Collaboration with RBCM Team

- Future Exhibition Direction Report
- Permanent Exhibit Galleries Plan

Presqu'ile Provincial Park Marine Heritage Centre

- Design Overview

Alaska Native Heritage Park

- Key Messages for Alaska Native Cultural Groups
- Masterplan
- The Schematic Design Phase For Exhibitry
- Response to Architectural Schematic Design Final Draft
- Presentation to Aboriginal Economic Development Conference

Department of Agricultural Sciences, College of Agriculture University of Saskatchewan

- Masterplan

Department of Geological Sciences, University of Saskatchewan

- Exhibit Design Development Report

Saskatchewan Science Centre

- Design Concept
- Exhibit Design Development Report

Science World

- Report on Concept Development and Operational Planning
- Design Development Report
- Masterplan Development of Exhibits and Public Spaces

Western Development Museums Museum Assistance Program

- Facility Evaluation

Canadian Museum of Flight and Transportation

- Planning Study

The University of Alberta

- A Collections Report

National Museums of Canada

- Concept Development for Pacific Canada Museumobile

Jasper Yellowhead Museum

- Feasibility & Planning Study Consultant to Henry Hawthorn Architects (Prime), Vancouver

C.F.B. Esquimalt Museum Consultant to Henry Hawthorn Architects (Prime)

- Feasibility and Planning Study

National Museum of Nigeria

- Department of Antiquities; report for a new national museum

Who We Are

The D. Jensen & Associates Team

David Jensen
Chief Designer, Principal

Mr. Jensen brings a broad range of exhibit design experience to this project including design, facilitation, coordination and management. Throughout his career he has chosen to work on exhibits presenting science, culture, history, art or nature. He approaches his work with dedication and commitment and enjoys working in a team environment.

He prefers to be directly involved in all aspects of a project from beginning to end, to ensure the best possible results. Mr. Jensen also brings a heart-felt interest and appreciation of the world around him and a wish to share this appreciation with others through his work. He understands the importance of people, teamwork, cooperation, and good project and personnel management planning.

David is a Board member at the RoundHouse Community Arts and Recreation Centre and sits on the BCMA's Selections Committee for the Awards of Merit.

Kathy Curry
Senior Graphic Designer, Graphic Coordinator

Kathy has a diploma in Commercial Art from Capilano University. She joined with D. Jensen & Associates in 1993. Specializing in exhibit graphics for over 30 years, she is knowledgeable about the processes and materials involved in all phases of exhibit design. Her experience includes producing masterplans, preparing feasibility studies, proposals and reports, coordinating exhibit content, design and production of graphic elements, managing graphics workflow and supervising of graphic fabrication. This invaluable expertise and her genuine personal commitment to the success of every project enables Kathy to develop productive working relationships with clients, consultants and suppliers.

Simon Pirquet
Design Detailing, Exhibit Element Manager, Coordinator

Simon has a Master's degree in Architecture and a Bachelor's degree in Environmental Design from Dalhousie University. He joined the DJA team in 2014. With a diverse background in architecture, project management and specialty exhibit fabrication, Simon has extensive hands-on experience with design, fabrication and building techniques specific to exhibitry, with particular strengths in design development, integration and creative problem solving. Simon also has strong organizational skills and is proficient at developing tracking systems to keep projects on track.

NOTE:
DJA has developed a significant list of talented resource people over its 40 years as a company. In order to meet a given project's specific needs DJA retains a small core of dedicated professionals and then complements this team with resource people whose experience and expertise directly relate to the project requirements. As a result, the team is always the perfect fit for a given project. However it's important to note that the core team is always engaged in every DJA project.

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