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GOVERNOR

STATE OF WEST VIRGINIA  
**DEPARTMENT OF ADMINISTRATION**  
**PURCHASING DIVISION**  
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DAVID TINCHER  
DIRECTOR

Date: October 16, 2007

EOI: DCH08016

Project: Request for Proposal: Provide Exhibit Design,  
Fabrication, and Installation Services for WV Independence  
Hall Museum

The responses for this Request for Proposal are too large to scan and post online. To view these responses in their entirety, please contact the buyer, Shelly Murray at 304.558.8801 or via email at [smurray@wvadmin.gov](mailto:smurray@wvadmin.gov) to set up an appointment.

Thank you for your interest in this project.

Sincerely,

A handwritten signature in cursive script that reads "Shelly Murray".

Shelly Murray  
Senior Buyer  
File 31  
West Virginia Purchasing Division

**Seven (7) respondent letters of transmission for this RFP follow.**



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**SHELLY MURRAY**  
DEPARTMENT OF ADMINISTRATION  
PURCHASING DIVISION ▶  
2019 WASHINGTON STREET, EAST  
CHARLESTON, WV 25311

October 16, 2007

Request for Quotation DCHo8016:  
Civil War Battle Flag Project

Dear Ms. Murray:

The proposed Civil War Battle Flags exhibit offers Independence Hall the opportunity to present a dynamic, educational, and interpretive experience rooted in the state's formative years. Armed with **one-of-a-kind, precious artifacts and a storyline that will engage visitors**, the new exhibits promise to enhance the Museum's function as a proud repository of West Virginia's heritage.

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**The Design Minds, Inc., along with fabrication subcontractor Color-Ad, Inc. and several specialty consultants, believes our team is exceptionally well qualified to translate this vision into a compelling reality.** Our team combines experience, methodology, solution-oriented attitude, and commitment to maximizing value without sacrificing quality. Our content-based approach to exhibit design keeps the visitor's perspective at the forefront, while remaining true to the interpretive goals of the exhibit. **The result is an experience that maximizes the visitor experience** – helping audience members make an individual connection to the story of these precious and iconic flags.

To achieve this goal, the interpretive exhibits for the Civil War Battle Flags must reach out on many levels and speak to visitors from all backgrounds. **Great exhibits make meaningful connections with visitors. They probe, elicit response, and engage.** For a discussion of how we might achieve this interaction, we invite your close attention to Section I of this submission, in which we present a vision for capturing the stories of the flags and those who revered them.

**Our design is rooted in the content.** We are not about pretty pictures and fine finishes. We are about designing attractive and meaningful media to tell a story. We strive to ensure that every exhibit we design furthers the visitors' understanding and connection with the content. This is the cornerstone of The Design Minds, Inc.'s approach to exhibit design – helping visitors make meaningful connections.

We believe that our team's experience, talent, creativity, and training make us ideally qualified to carry out each task specified in the referenced solicitation. This package provides detailed responses to the RFP. We invite your careful attention to each section of this submission. We would like to take this opportunity to provide some overview discussion about our exhibit design methodology, our skill set, and what we consider to be strengths that distinguish our services.

#### **THOUGHTFUL, CONTENT-BASED** exhibit design

The Design Minds team takes pride in our exhibit design process. **We spend a significant amount of time working with the client to understand the goals and objectives of each exhibit.** Our team bases our approach on a **strong understanding of the content.** While most qualified design teams can evaluate spaces, styles, and themes, our team will work hard to ensure that visitors take away a **meaningful understanding of exhibit topics, such as those suggested for the Battle Flags exhibit.** We also pride ourselves on seeking creative solutions that **maximize clients' exhibit budgets;** value engineering is an important part of our planning and design process. This applies both to systems approaches as well as the design treatments.

#### **QUALITY TEAM** + product

The Design Minds, Inc. and Color-Ad, Inc. are dedicated to working with people who share our commitments to a **thoughtful methodology, quality product, and superior client service.** Our staff and recommended consultants bring the skill sets necessary to conduct an exhibit design process rooted in creativity but driven by practical considerations of goals and outcomes. We routinely produce design packages that meet the standards set by West Virginia because we believe in **solution-oriented design. We consider all the details and work hard to craft packages that contain everything our clients need to understand the design and everything the fabricators need to implement it.** The subcontractors we have included on our team share our commitment to these values.

#### **CLIENT** service

Finally, we would like to stress our commitment to client service. **We value our clients as critical members of our team.** Most of our projects result in repeat work, not only because clients are satisfied with our product, but also because they appreciate the added value we bring to every job. We invite the Department to contact each of the **references** included in this submission.

In closing, accept our personal expression of interest and excitement at the prospect of working on exhibits at Independence Hall. Proposed Project Manager Mike Lesperance received his M.A. in American history with a focus on antebellum Western Virginia and the Civil War. West Virginia's role in the Civil War is of particular relevance to his academic and professional training and experience.

**Continuing to interpret subjects like Civil War West Virginia, the role of battle flags as symbols and signals, and the actions of individual soldiers in the great national conflict is an engaging prospect.** Working with the Department's experts and interpreters provides a true opportunity to apply our content-based methodology to ensure that Independence Hall continues to maintain its status as one of West Virginia's most relevant artifacts.

Sincerely,



**Michael Lesperance**

PRINCIPAL AND PROPOSED PROJECT MANAGER