The UP College of Fine Arts and the Bonifacio Art Foundation, Inc. in the creation of the Mind Museum

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ABOUT THE PROJECT

The Mind Museum is a science museum established by the Bonifacio Art Foundation, Inc. (BAFI) at the Fort, Pasig City.

<http://www.themindmuseum.org/>
ABOUT THE PROJECT

It aims to present **scientific principles** in an **informative yet engaging** environment for the Filipino audience, especially to young visitors.
SIGNIFICANCE OF THE PROJECT

The project involving the creation of the **Mind Museum** is a pioneering work that straddles the **creative**, **technical**, and **scientific** domains.
SIGNIFICANCE OF THE PROJECT

It was a project that aimed to deliver learning in an engaging way, in a safe and stimulating environment, within an efficient and sustainable shell.
It was a project that augured well with interests of the CFA in developing an informed and empowered society.
2007
Initial Engagement

The curator of the science museum approached CFA faculty member for assistance in the design of exhibits.
The initial engagement refers to the design and fabrication of prototypes that were aimed at convincing the board of BAFI of Filipino capability in developing a science museum.
A team of CFA faculty members and students proposed 4 designs as **proof of concepts**.
The **concepts** were presented and **2 designs** were approved for prototyping.

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Experts in science, design, and technical matters were invited to participate in planning the museum.
2008
Highlights of Agreement

Deliverables from UPCFA

Provide a team of artist-designers.

Develop and submit designs, including specifications and costings.
2008
Highlights of Agreement

Responsibilities of BAFI

Defray all costs – mobilization, fabrication, honoraria.

Accommodate interns for Practicum and exhibiting their outputs.

Accommodate CFA in its use of the museum's meeting rooms and labs.
2008
Highlights of Agreement

Intellectual Property Issues

Joint ownership of designs.

Free use of designs by both parties for promotion and exhibition purposes.
Design Process

Conceptualization

1 Exhibit Item Identified
2 Designer conceptualizes design
3 Designer consults with science expert

Design not scientifically accurate
Design scientifically accurate
Design Process

Schematic Drawings
Detailed Drawings

4 Designer draws Schematic Drawings

5 Designer consults with technical experts
   Design not technically feasible
   Design is technically feasible

6 Designer produces Detailed Drawings
A 3D conceptual model is presented for evaluation by content experts.
Location within the exhibit floor is shown using 3D modeling.

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Exhibit Title: THE HUMAN JOURNEY: The Story of Human Migration

Concept: The design uses the ‘wave’ icon as a handle for the ‘wave of human migration in a 150 thousand year timeline. Exhibit includes a huge backlit map with color-coded bars corresponding to colored switches in the console. Buttons when pressed will play a video file of scientific findings related to the period. Sound is played through directional domed speakers from above.
Two frontal views show the “system” in “OFF” setting with the joystick-like camera in its docking position (top image) and “ON” setting with camera in operation (bottom.) The white squares indicate backlit plastic transparent modules that contain different specimens.
Design Process

Prototyping
Installation

7 Designers check prototypes
Make adjustments when necessary
Design needs no adjustments

8 Contractors install exhibits
SOME FACTS

Number of faculty members involved 7
Number of students involved 14
Other independent designers 9
Number of exhibits by UP 41
Number of exhibits, 1st Flr. / Park 89
Total number of exhibits 250
Exhibition floor space 5000 SQM
Cost PhP 1B
SOME REMARKS

The agreement lacked the detail of a MOA.

The project took 5 years to complete, the students involved were already graduates when the museum opened to the public.
SOME REMARKS

The Mind Museum will receive the TEA Thea Award 2014 in April, a first in SouthEast Asia.

Collaboration between the UPCFA and the Mind Museum continues...
THANK YOU!