

Korean War Exhibit: Battleship USS *Iowa* - Request for Concept

The Grout Museum District, located in Waterloo, Iowa, is circulating a request for proposal to develop an interactive exhibit in an existing Korean War display in its Sullivan Brothers Iowa Veterans Museum. The request includes content and graphic development, software programming and hardware including cabinetry.

Procedures:

- Indication of interest communication due by October 16, 2017.
- Site visit to Grout Museum to discuss the exhibit in early-November at date to be determined.
- Final submission of concept by vendors December 1, 2017.
- End date is March 2019.
- Budget: Previous interactive exhibits dealing with the Civil War, Vietnam and Current Conflicts around \$100,000 - \$200,000.
- Photos of exhibit space will be provided on the Grout Museum District's website: www.groutmuseumdistrict.org/get-involved/uip.aspx
- Contact person is Samantha McCombs, IT/Media Specialist.
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Project description:

The Sullivan Brothers Iowa Veterans Museum tells the stories of Iowans who have served in the military from the Civil War to present day. The exhibits are a combination of innovative electronic interactives and traditional artifact and narrative displays. The museum expects to continue this tradition of creativity in this new exhibit. The veteran display area, opened in 2008, covers 15,000 square feet on two levels. Further information is available on our website www.groutmuseumdistrict.org.

In the last several years, the museum has incorporated new innovative interactive displays to supplement the original exhibits built in 2008. The Civil War exhibit traces Iowa's involvement, utilizing a chronological, animated map and interactive touch screen. In "Iowa's Heroes: Fighting the War on Terror" an interactive kiosk provides a narrative of all the Iowa National Guard units who served in Iraq and Afghanistan and a personal commemoration of those Iowans who died in the conflict. In the "Faces to go with Names" interactive display, photos and biographic information are featured for the 866 Iowans who died in the Vietnam War. One of our most recent additions, "Faces of the Fallen", provides photos and biographic information

about each of the 567 lowans who died in the Korean War. The Veterans Museum is in the conceptualization stage for an addition to the existing Korean War exhibit correlating with the “Faces of the Fallen” interactive.

The list below provides a starting point for discussion of what might be included for the proposed interactive Battleship USS *Iowa* in the Korean War Exhibit. Generally, the museum will provide most of the historical content.

- Special emphasis will be placed on the history of, deployment, and combat experience of the Battleship USS *Iowa*.
- Includes historical context and the ship’s history, chronicling the story of the USS *Iowa* including its service in WWII, the Korean War, and its reactivation in the 1980s.
- Another feature includes pop culture and other modes of transportation during the Korean War.
- The above content will derive from interpretation developed by the museum and the vendor based upon archival images and videos, primary and secondary research, and original graphic development.
- A user-friendly, immersive experience for the patron via multimedia interactives.

Specifications:

- The exhibit may contain multiple screens, computers and touch surfaces. Other technologies will be considered based on vendor experience and example of work.
- Device usage and interactivity reports are required.
- Cabinetry provided by vendor will conform to museum guidelines.
- Ability to update information in the future is required.
- The museum will be responsible for interpretation of content.
- Weekly or Bi-weekly updates to appointed staff member are required throughout the duration of the project.