

riggs ward™

Prepared by

Riggs Ward Design

Prepared for

Lexington-Fayette Urban
County Government

Trailer Exhibit Design

RFP #3-2026 Outreach Trailer Design

03.18.2025

riggs ward™

2315 W. Main Street, Richmond VA 23220
TEL 804.254.1740, FAX 804.254.1742
www.riggsward.com, info@riggsward.com

Lexington-Fayette Urban County Government
200 E Main Street
Lexington, KY 40507

March 18, 2026

Dear Selection Committee,

Riggs Ward Design is pleased to submit our proposal to develop a comprehensive interpretive plan and mobile exhibit system focused on urban infrastructure for the PIE Section. This project aligns seamlessly with our experience designing engaging, transportable exhibits and translating complex civic topics into accessible, hands-on public experiences.

With nearly 30 years of experience in museum planning and exhibit design, Riggs Ward Design specializes in transforming complex historical narratives into engaging, accessible visitor experiences. Our work combines immersive environments, thoughtful storytelling, and strategic use of interactive media to connect audiences of all ages and abilities. We bring a collaborative, research-driven approach to every project, ensuring accuracy, inclusivity, and long-term sustainability.

We have designed mobile and modular exhibits that function in trailers, at outdoor events, and as free-standing installations in partner venues. We understand the unique design considerations required—durability, interchangeability, flexibility, and clear messaging that works in both staffed and self-guided settings. Our team will develop topic-based interpretive frameworks and schematic designs that are detailed enough to support future fabrication bidding while maintaining flexibility for long-term growth, including potential trailer updates.

Equally important, we bring extensive experience interpreting the very topics outlined in this RFP. Our portfolio includes projects addressing environmental stewardship, water quality, stormwater systems, sustainability initiatives, transportation planning, waste reduction, and urban forestry. We are experienced in aligning content with educational standards and crafting messaging that resonates with diverse audiences—from K–12 learners to adults at community events—while encouraging meaningful behavior change.

We look forward to partnering with the PIE Section to create a cohesive, engaging, and adaptable outreach system that makes Lexington's infrastructure visible, understandable, and relevant to the community it serves.

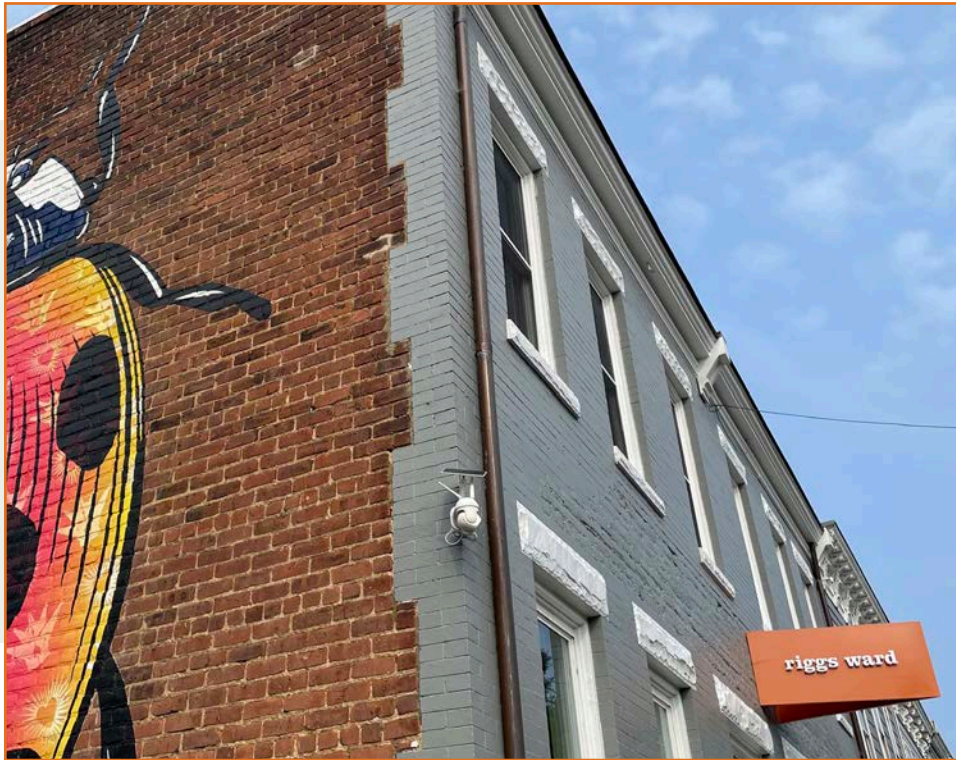
Best regards,



Bob Riggs
Principal & Creative Director
Riggs Ward Design
804.254.1740 ext. 206
briggs@riggsward.com
www.riggsward.com

Welcome

Engaging visitors in innovative, meaningful, and unforgettable ways.



Let's create something powerful together.

Riggs Ward Design (RWD) is an award-winning design and media studio based in Richmond, Virginia. Since 1997, we've delivered exhibition and interactive design, interpretive planning, master planning, research, and content development for

museums, visitor centers, and cultural institutions. Our experienced team offers a full range of interpretive services, providing a single source for creative, high-quality design and storytelling.

Facts

Our award-winning work reflects a strong commitment to excellence and innovation in exhibit design. By blending artistic vision with technical precision, we create immersive, engaging experiences that connect with diverse audiences and consistently exceed client expectations.



2025
Gold Medal
MUSE Creative
Awards

2023
Silver Medal
MUSE Creative
Awards

2023
**Meritorious
Unit Citation**

2021
Gold Medal
MUSE Creative
Awards

2020
AASLH
Leadership in History
Award of Excellence

5X
**Southeastern
Museums
Conference
Medalist**

1X
**American
Association
of Museums
Medalist**

2009
HOW
Interactive
Design Awards

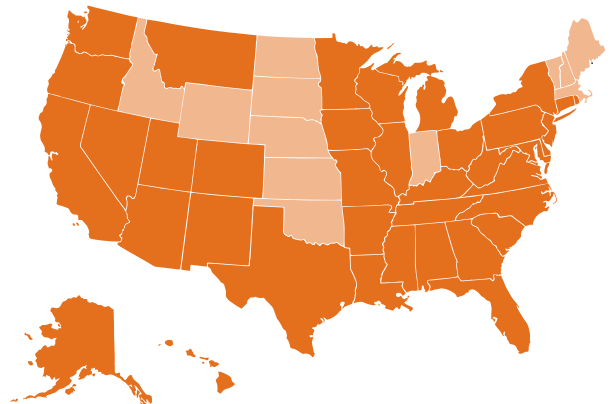
2009
**American
Institute of
Graphic Arts
Medalist**

2009
Best of Show
Self Service
Excellence Awards

500+

Projects

in exhibition design, interpretive planning, media development, and content strategy for museums, cultural institutions, visitor centers, and academic organizations.



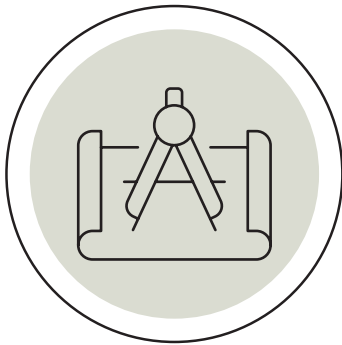
38

States

with award-winning completed work in a portfolio that spans cultural institutions across the United States.

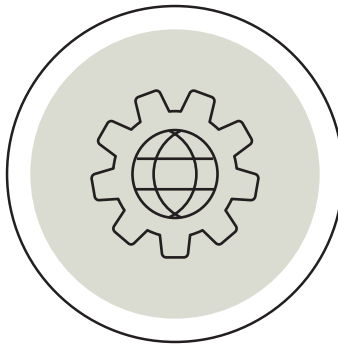
Services

Riggs Ward Design is an interdisciplinary firm specializing in creating immersive experiences that captivate audiences and visitors. From concept to installation, we plan, design, and develop exhibits that inform, inspire, and engage.



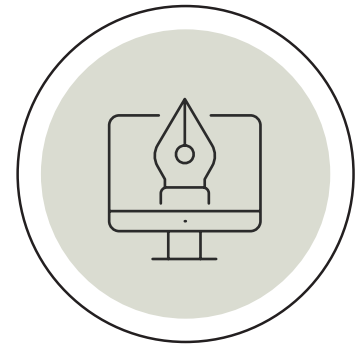
Exhibits

We design engaging, accessible exhibits that integrate visuals, artifacts, and interactives to create meaningful visitor experiences.



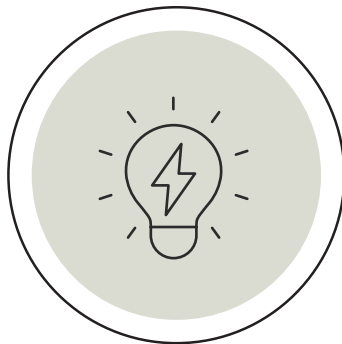
A/V Media

We develop and prototype immersive digital experiences, hands-on interactives, mobile apps, and motion-activated media.



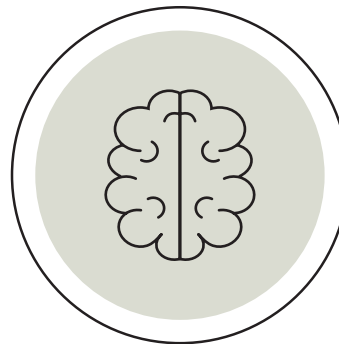
Graphics

We develop cohesive design packages outlining graphic intent, including typography, imagery, colors, and materials tied to exhibit components.



Planning

We combine research, stakeholder input, and interpretive strategy to create focused, inclusive, and goal-driven exhibits.



Research

We do demographic analysis, stakeholder charrettes, and collaborative interpretive planning to ensure accessible, goal-driven experiences.

Key Personnel

We are an interdisciplinary studio, bringing together people trained in design, technology, art, history, science, architecture, museum studies, and planning. We study history through artifacts, landscapes, languages, cultures, and the stories of the people who shape the places we interpret.



Bob Riggs

Principal

As Principal in Charge and Creative Director, Bob Riggs oversees all aspects of the design process. Bob has over three decades of professional experience in conceptualization, production, and exhibit and graphic design.



Brent Ward

Principal

As Principal in Charge and Managing Director, Brent Ward works closely with the design team to plan, develop, and oversee each project. Brent helps conceptualize exhibits from inception to completion, and presents concepts for fundraising, charrettes, and community development.



Mark Taliaferro

Design Director

Mark Taliaferro works as a Senior Exhibit and Industrial Designer at RWD. With his diverse background in both design and fabrication, Mark is highly skilled in 3D modeling, rendering, and project management.



|

John Bonano

Senior Exhibit Designer

John is a strategic leader blending architecture, design, and business insight to drive innovation and efficiency in the exhibits we create.



|

Heather Palmateer

Senior Graphic Designer

Heather has years of great specialized experience in graphic design. She excels at transforming complex ideas into engaging stories.



|

Jennie Joyce

Interpretive Content Manager

Jennie brings a collaborative, community-centered approach with a strong focus on inclusive narratives, sensitive content interpretation, and meaningful visitor experiences.



|

Bryleigh Jackson

Content Developer

Bryleigh specializes in interpretive planning, historical research, and multi-platform content creation for museums and cultural institutions.



|

Nick Gutkowski

Director of Media Studio

Nick is a media designer with interests in human-computer interaction, with a background in head-worn augmented reality, mobile application development.



|

Layla Hedges

Media Designer

Originally a self-taught coder, Layla prioritizes an inclusive, user-friendly approach to development. She is passionate about building memorable, accessible experiences through code.



Bob Riggs

Principal in Charge & Creative Director

As Principal in Charge and Creative Director, Bob Riggs oversees all aspects of the design process. Bob has over three decades of professional experience in conceptualization, production, and exhibit and graphic design.

EDUCATION AND HONORS

Bob Riggs earned a Bachelor of Fine Arts, with a concentration in Communication and Design from Virginia Commonwealth University. In his professional career, Bob has received numerous awards including the Washington Book Publishers Design Award, The Print Casebooks' Best in Exhibition Design award, the Potlach Award of Merit, and the Frances Smyth-Ravenel Prize for Excellence in Publication Design.

CAREER SUMMARY

1997 – Present	Riggs Ward Design, Principal in Charge & Creative Director
1996 – 1997	Franklin Street Communications, Exhibit Manager
1989 – 1996	1717 Design Group, Senior Exhibit Designer

SELECT RWD EXPERIENCE

Exhibit Design

American Civil War Museum at Appomattox
 Atlanta History Center
 Bethlehem
 Capricorn Museum
 Currituck Maritime Museum
 Eno River State Park
 Fort Fisher State Historic Site
 Graveyard of the Atlantic Museum
 Great Bridge Battlefield Museum & Visitors Center
 Hampton History Museum
 Hampton Waterwalk
 Jamestown-Yorktown Foundation: Tenacity
 Kislak Collection:

Miami Dade College
 University of Miami
 Langley Museum
 LBJ Presidential Library
 Library of Congress:
 Churchill and the Great Republic
 New Visitor Experience
 The Last Full Measure: Civil War Photographs from the Liljenquist Collection
 National Park Service:
 Cedar Breaks National Monument
 Cumberland Island National Seashore
 First State National Historical Park
 Paterson Great Falls National Park
 Richmond National Battlefields

St. Charles County Parks and Recreation

Department:

St. Charles County Heritage Museum

University of Texas, Austin:

Cronkite: Eyewitness to A Century

Crossroads & Connections

Flash of Light

Valentine Richmond History Center:

This is Richmond

War is Hell

Virginia Historical Society: Virginians at Work

Virginia Museum of Fine Arts

Fabergé Revealed

VMFA on the Road

Woodrow Wilson Presidential Museum and

Library:

Hinge to the 20th Century

World War I: The Doughboy War

Nature Centers

Eno River State Park

Lumber River State Park

Merchants Millpond State Park

Quest at Latta Plantation Nature Preserve

Raven Rock State Park

Stevens Creek Nature Preserve and

Educational Center

Three Lakes Nature Center

Visitor Centers

Boy Scouts of America J.W. & Hazel Ruby West

Virginia

County of Henrico:

Henrico Meadow Farm Parsons Center

Three Lakes Park Nature Center and

Aquarium

Latta Plantation Visitors Center

North Carolina Dept. of Environment and

Natural Resources:

Outer Banks Center for Wildlife Education

North Carolina Division of Parks and

Recreation:

Merchants Millpond State Park

Raven Rock State Park

Stevens Creek Nature Center

South Carolina National Heritage Corridor:

Region II: Discovery Center

Region III: Discovery Center and Retail Area

U.S. Department of Agriculture, National Forest

Service:

James R. Wilkins CCC Visitor Center

West Virginia University Visitor Resource

Center



Brent Ward

Principal in Charge & Managing Director

Brent Ward works closely with the design team to plan, develop, and oversee each project. Brent helps conceptualize exhibits from inception to completion, and presents concepts for fundraising, charettes, and community development.

EDUCATION AND HONORS

Brent Ward earned a Bachelor of Arts in History and Architectural History from Ohio State University and a Master of Arts in History from the University of Richmond. He is a Certified Interpretive Planner, and serves as a member of the Chesterfield County Virginia Preservation Committee. Brent is also a member of the American Association of Museums, the Southeastern Museum Conference, and the Virginia Association of Museums. As a long time museum supporter, he has provided pro bono consulting services to the Association for the Preservation of Virginia Antiquities, the Virginia Association of Museums, and has guest lectured on interpretation at the University of Richmond, Virginia Tech, and the University of Virginia.

CAREER SUMMARY

1997 – Present	Riggs Ward Design, Principal in Charge & Managing Director
1996 – 1997	Franklin Street Design, Director of Museum Services
1994 – 1996	Valentine Museum, Museum Educator
1993 – 1994	Virginia Historical Society, Collections Associate

SELECT RWD EXPERIENCE

Exhibit Design

Capricorn Museum

Hampton History Museum

LBJ Presidential Library and the Briscoe

Center at the University of Texas at Austin:

Cronkite: Eyewitness to A Century

Flash of Light, Wall of Fire

Library of Congress:

Churchill and the Great Republic

From the Home Front and the Front Lines

Exploring the Early Americas

Life of the People

The Last Full Measure: Civil War Photographs
from the Liljenquist Collection

National Park Service:

First State National Historical Park

Richmond National Battlefields

North Myrtle Beach Historical Museum

University of Virginia Special Collections
Library:

Flowerdew Hundred: Unearthing Virginia's History

Best Sellers: Popular Fiction in America

Valentine Richmond History Center: War is Hell

Virginia Historical Society: Virginians at Work

Woodrow Wilson Presidential Museum and Library:

Hinge to the 20th Century

World War I: The Doughboy War

Interpretive Signage

National Park Service:

Effigy Mounds National Monument

Natchez Trace Parkway

Civil War Interpretive Center at Historic Blenheim

Currituck Heritage Park: Whalehead Club

Pamplin Historical Park

Shreveport Bossier Convention and Visitors Bureau:

Northwest Byway Interpretive Signage

University of Arkansas - Fort Smith: Drennen-Scott House

Wicomico County, MD Recreation, Parks and Tourism:

Pemberton Historical Park

Master Planning

Atlanta History Center

Library of Congress: New Visitor Experience

National Building Museum: Designing for Disaster

National Museum Rt. 6 Museum

National Park Service:

Appomattox Court House National Park

Shenandoah Battlefields National Historic District

Smithsonian Institution: Ocean Hall

Conceptual Design

Valentine Richmond History Center: This is Richmond

Traveling Exhibitions

Virginia Historical Society: An American

Turning Point: The Civil War in Virginia

Library of Congress: With Malice to None: The Abraham Lincoln Bicentennial Exhibit

Interpretive Planning

Library of Congress New Visitor Experience (Entire Campus)

National Park Service:

Bryce Canyon National Park

Effigy Mounds National Monument

Glen Canyon National Recreational Area

Jean Lafitte National Historical Park and Preserve

Kennecott Mines National Historic

Landmark

Natchez Trace Parkway

Rainbow Bridge National Monument

Washington-Rochambeau Revolutionary Route

South Lawn, University of Virginia

University of Arkansas - Fort Smith: Drennen-Scott House

Woodrow Wilson House

Visitor Centers

North Carolina Division of Parks and Recreation:

Merchants Millpond State Park

Raven Rock State Park

Ohio Division of Natural Resources:

Old Woman Creek State Nature Preserve

South Carolina National Heritage Corridor:

Region II: Discovery Center

Region III: Discovery Center and Retail Area

Region IV: Mobile Application

on River State Park



Mark Taliaferro

Design Director

Mark Taliaferro works as a Senior Exhibit and Industrial Designer at RWD. With his diverse background in both design and fabrication and over two decades of experience, Mark is highly skilled in 3D modeling, rendering, and project management.

EDUCATION AND HONORS

Mark Taliaferro earned a Bachelor of Fine Arts in Studio Art from Virginia Polytechnic Institute & State University, and a Master of Arts in Industrial Design from Savannah College of Art and Design.

CAREER SUMMARY

2024 – Present	Riggs Ward Design, Design Director
2017 – 2024	Riggs Ward Design, Senior Exhibit Designer
2016 – 2017	Discovery Place Inc., Manager, Exhibition Design/Build
2011 – 2016	Discovery Place Inc., Manager, Exhibits Experience
2008 – 2011	Discovery Place Inc., Coordinator, Exhibit Operations
1999 – 2004	Teakwood Enterprises, On-Site Project Manager

SELECT RWD EXPERIENCE

Exhibit Design

Cape Lookout National Seashore
 Currituck Maritime Museum
 Douglas School
 East Carolina University, Heritage Hall
 First State National Historic Park
 Fort Fisher Museum
 Graveyard of the Atlantic Museum
 Great Bridge Battlefield Museum & Visitors Center
 Jamestown/Yorktown Foundation, Tenacity:
 Women in Jamestown and Early Virginia,
 awarded the 2020 AASLH Leadership in
 History Award of Excellence
 Langley Museum

Loudoun Water, Beaverdam Reservoir Park
 Maymont Foundation
 Mercer Music at Capricorn
 Miami Dade College Jay I Kislak Foundation
 Exhibition
 North Carolina State University, College of
 Engineering
 New Winston Museum
 Steamboat Era Museum
 South Carolina Military Museum
 University of Miami Foundation, Kislak Gallery
 University of Texas, Dolph Briscoe Center
 Crossroads and Connections
 Flash of Light Wall of Fire
 Virginia State Supreme Court

Virginia Museum of Fine Arts, VMFA on the
Road

Master Planning and Concept Development

City of Portsmouth, Cultural Museum
LuckStone, Corporate Hanger

Visitor Centers

Eno River State Park
Washington Crossing Visitor Center

Nature Centers

Eno River State Park
Lumber River State Park
Quest at Latta Plantation Nature Preserve
Stevens Creek Nature Preserve and
Educational Center

SKILLS

3D CAD Modeling and Drafting
Art Direction
Construction Administration
Contextual Research
Design Management
Design strategy
Ergonomics
Idea Generation
Model Making Prototyping
Project Management
Rendering
Sketching & Rapid Visualization
User Experience Design
Software: Adobe Creative Suite, AutoCAD,
Enscape, Microsoft Office Suite, Revit,
SketchUp, Vectorworks, V-ray



John Bonano

Senior Exhibit Designer

John Bonano is a creative and strategic leader with expertise in architecture, design, and business transformation. Known for his innovative thinking, proactive approach, and ability to drive efficiency, he brings a unique blend of creativity and data-driven insights to every project.

EDUCATION AND HONORS

John Bonano earned his Bachelor’s in Architecture with Honors from North Carolina State University. He also earned a Master’s in Product Innovation from Virginia Commonwealth University.

CAREER SUMMARY

2024 – Present	Riggs Ward Design, Senior Exhibit Designer
2020 – 2024	Outsystems Inc., Senior Product Manager - Digital Application Design
2016 – 2020	Citrix, Sales Associate, Senior Project Manager - Workplace Design
2013 – 2015	Riggs Ward Design, Senior Exhibit Designer
2012 – 2013	3 North Architects, Intern Architectural Designer

SELECT RWD EXPERIENCE

Exhibit Design
Graveyard of the Atlantic
The Valentine Museum
Atlanta History Center, Gather Round
VMI CLE II
Miami Dade College 2025, Kislak
VMHC, We The People
Holladay
Oregon
Shockoe
Riverside
Birdwood
Belle Isle
Botetourt

SKILLS

Spatial Design
SketchUp
AutoCAD
Rhino
Adobe Illustrator
Adobe Photoshop
Storytelling and Narrative Design
Material Knowledge
Lighting Design
Project Management
User Experience (UX) Design
Interactive Design
Construction Techniques
Accessibility Standards
Collaboration



Heather Palmateer

Senior Graphic Designer

Heather Palmateer understands the responsibilities and challenges that come with producing visuals for audiences of all sizes. She loves diving into complex topics and transforming information into engaging stories with compelling images and intentional graphics.

EDUCATION AND HONORS

Heather earned a Bachelor of Fine Arts in Studio Art with a concentration in Graphic Design, along with a minor in Art History from James Madison University. She has been recognized for her work in publication design and art direction by American Illustration, Communication Arts, the American Society of Magazine Editors, the Society of Publication Designers, and the Virginia Press Association.

CAREER SUMMARY

2025 – Present	Riggs Ward Design, Senior Graphic Designer
2021 – 2024	Richmond Magazine, Art Director
2018 – 2021	Richmond Magazine, Associate Art Director
2014 – 2018	Smithsonian Magazine, Graphic Designer
2012 – 2013	The Hook, Graphic Designer

SELECT RWD EXPERIENCE

Virginia Museum of History and Culture
 Three Lakes Nature Center
 New Mexico State Parks
 Virginia Military Institute

SKILLS

Art Direction
 Typography, Layout, Infographic creation
 Adobe Creative Suite
 Microsoft Office Suite
 vjoon K4 publishing system
 Photography, Photo Editing and Research



Jennie Joyce

Interpretive Content Manager

Jennie Joyce has deep experience in research-driven storytelling and interpretive planning for museums and cultural institutions. She brings a collaborative, community-centered approach with a strong focus on inclusive narratives, sensitive content interpretation, and meaningful visitor experiences.

EDUCATION AND HONORS

Jennie earned her Bachelor of Arts in History and Film from the College of William & Mary, graduating magna cum laude, and went on to receive a Master of Arts in Public/Applied History from New York University.

CAREER SUMMARY

2026 – Present	Riggs Ward Design, Interpretive Content Manager
2025 – 2026	Historic Richmond, Director of Community Outreach
2022 – 2025	Historic Richmond, Preservationist & Community Outreach Manager
2021 – 2022	The National 9/11 Memorial & Museum, Manager of Interpretive Programs
2020 – 2021	The National 9/11 Memorial & Museum, Assistant Manager of Interpretive Programs
2016 – 2020	The National 9/11 Memorial & Museum, Interpretive Programs Coordinator

SKILLS

Interpretive Planning
 Content Development
 Research-Driven Storytelling
 Narrative Frameworks
 Institutional Voice
 Audience Analysis
 Visitor Experience Design
 Museum Education
 Cultural Interpretation
 Sensitive-Content Interpretation
 Community Engagement
 Stakeholder Collaboration
 Public History
 Program Evaluation
 Cross-Functional Collaboration



Bryleigh Jackson

Content Developer

Bryleigh Jackson is a researcher and historian dedicated to uncovering layered narratives within archival collections. As a Content Developer, she translates these findings into accessible interpretive content while prioritizing historical accuracy and ensuring an authentic and resonant visitor experience.

EDUCATION AND HONORS

Bryleigh Jackson earned a BA in History from VCU in and an MA in History from William & Mary, along with a Public History certification from NIAHD. At VCU, she received three awards for excellence in historical studies. Her thesis explores environmental racism and gentrification in Southeast Louisiana, focusing on Black and Indigenous communities. She was also one of two graduate students selected for an internship with The Historic New Orleans Collection.

CAREER SUMMARY

2025 – Present	Riggs Ward Design, Content Developer
2024 – 2025	Hampton University, Archives Manager
2024 – 2024	The Historic New Orleans Collection, Cataloging Intern
2023 – 2024	The College of William and Mary, Archives Assistant
2022 – 2023	Newport News Public Schools, Interim Teacher
2022 – 2022	The Black History Museum and Cultural Center of Virginia, Museum Assistant

SELECT RWD EXPERIENCE

Staunton River Battlefield State Park
 Staunton River State Park
 Belle Isle State Park
 Holladay
 Virginia Museum of History and Culture



Nick Gutkowski

Director of Media Studio

Nick Gutkowski is a project manager at RWD. Leveraging a background in human-computer interaction, he provides insight into how to create intuitive experiences for different audiences. Nick is experienced in numerous platforms and is always keeping up-to-date on the newest technologies and practices.

EDUCATION AND HONORS

Nick earned a Bachelor and Master of Science in Computer Science from Virginia Tech in Blacksburg, Virginia. His thesis, “Designing Cultural Heritage Experiences for Head-Worn Augmented Reality,” examined design processes when developing head-worn augmented reality experience for cultural heritage institutions. As a student, Nick served as a Mentor and Mentor Liaison within the Galileo/ Hypatia Living Learning Communities. He also worked in labs and groups focused on augmented reality, virtual reality, digital heritage, and data visualization.

CAREER SUMMARY

2026 – Present	Riggs Ward Design, Director of Media Studio
2022 – 2026	Riggs Ward Design, Media & Web Developer
2021 – 2022	Vytal Studios, Junior Experience Designer
2020 – 2021	Virginia Polytechnic University, Graduate Assistant
2019	Virginia Tech ARIES, Immersive Developer
2019	Virginia Tech AR Software Developer Intern

SELECT RWD EXPERIENCE

A/V Development

Ashland Museum
 Atlanta History Center
 Bell Museum
 Breckenridge Welcome Center
 Carver-Price Legacy Museum
 CIA Museum
 City of Holladay
 Colonial Williamsburg Foundation
 Currituck Maritime Museum
 DAR Museum
 Douglas School

First State National Historical Park
 Fort Fisher State Historic Site
 Graveyard of the Atlantic Museum
 Great Bridge Battlefield Museum and Visitors Center
 Jefferson School
 Junior Achievement of Central Virginia
 Kislak Center – Museum of Art and Design
 Miami Dade College
 Library of Virginia
 Lumber River State Park
 Metro Water

Museum of Riverside
Museum of Tolerance
Nashville Metro Water Services
North Carolina Museum of Art
North Carolina State University
Savannah Jazz Organization
Shenandoah Valley Battlefield Foundation
Southampton County Nat Turner Trail
St. Charles County Heritage Museum
Tampa Bay History Center
VMFA On the Road

SKILLS

Contextual Research
Idea Generation
Programming
Project Management
Technical Writing
Video Editing
Software: Adobe Creative Suite, Android with
Jetpack components, C, C#, Kotlin, Java,
Python, React.js, Unity, Unreal Engine



Layla Hedges

Media Designer

Originally a self-taught coder, Layla Hedges prioritizes an inclusive, user-friendly approach to development. Layla has professional experience in historic preservation, visitor experience and digital media. She is now a full stack developer passionate about building memorable, accessible experiences through code.

EDUCATION AND HONORS

Layla earned a Bachelor of Arts in Art History & Classical Civilization from the University of Richmond, and later received a Software Engineering Certificate from the Grace Hopper Program at Fullstack Academy. At the University of Richmond, Layla took courses in museum studies and was awarded an Arts & Sciences fellowship to curate an exhibition.

CAREER SUMMARY

2023 – Present	Riggs Ward Design, Media Developer
2021 – 2023	Kuvio Creative, Lead Developer, Product Ideation & Accessibility
2018 – 2021	Kuvio Creative, Solutions Developer
2015 – 2016	Bank of America Corporation, Customer Service Representative
2012 – 2015	Preservation Virginia, Historic Interpreter & Visitor Services

SELECT RWD EXPERIENCE

A/V Development

Atlanta University Center
Carver Price
CIA Museum
City of Culpeper
DAR Museum
Douglas School
Library of Virginia House to Highway
Museum of Tolerance
Oregon Military Museum
Steamboat Museum
Virginia Museum of Fine Arts
Hampton History Museum
Metro Water Services
Staunton River State Park

SKILLS

Languages, Frameworks & Tools

APIs
CSS
C#
Git
HTML
JavaScript
JSON
Node.js
React
Typescript
WCAG 2.1 & 2.2
Wordpress
Custom themes & plugins, ACF, Elementor, Divi, Bricks

Approach

We recognize the expertise of the Lexington-Fayette Urban County Government's staff and will utilize that knowledge to inspire our designs and drive the content. Our plan is to work in partnership by involving site staff in all stages of the exhibit development. This will allow for a system of checks and balances along the critical path to completion.



RWD focuses on the human element of the visitor experience. Our proven methodology encourages stakeholder participation and places the highest value on the input of the local community while crafting a multiple-option/commonsense approach. Our continued analysis throughout the planning process

looks at a variety of perspectives and presents different avenues to address each theme. RWD does not follow a formulaic trajectory for every project. This gives our clients the opportunity to make major impacts on the way content is developed, the way visitors consume time, and the flow of the visitor experience.

Portfolio

Virginia Museum of Fine Arts: *How Far Can Creativity Take You?*

Richmond, Virginia

Exhibit design resurrecting the opportunity
for an institution to share art with the world.





In 1953, the Virginia Museum of Fine Arts (VMFA) was among the first museums in the world to create a mobile exhibit bus, then called “the Artmobile.” During its lifetime, the Artmobile circulated 60 exhibitions and served more than 2.5 million people. The program was abandoned in the early 1990’s in favor of developing stronger partnerships with schools, community centers, and museums around the state, but in 2017 RWD brought the Artmobile back to life. The inaugural exhibit, *How Far Can Creativity Take You?* asks this question through works by twelve fellows who are represented in the museum’s permanent collection and have achieved acclaim in the art world.

How Far Can Creativity Take You? illustrates the rich fusion of inspiration, creativity, and opportunity that the VMFA has to offer. The range of artwork chosen represents the diverse backgrounds of the artists and demonstrates how their creativity manifests. While their approaches vary widely, each artist emphasized a strong sense of place felt in Virginia. It is fitting that the VMFA On the Road’s debut exhibition embodies the multitude of experiences shared by Virginians from the Atlantic Coast to the Appalachians, and from the Beltway to rural Southside.



Eno River State Park

Durham, North Carolina

Interactive exhibits that engage visitors in exploring the river's history and ecosystem while promoting stewardship and conservation.





Riggs Ward Design developed interactive, playful exhibits for Eno River State Park, complementing dynamic interpretive programming for a wide range of visitor interests and learning levels. The exhibits allow guests to control their pace of learning while exploring the history and natural complexity of the Eno River.



The designs blend interior and exterior spaces to highlight the interconnectedness of the park's ecosystem—flora, fauna, soil, water, and air. By inspiring curiosity and participation, the exhibits encourage visitors to engage in stewardship and balance their enjoyment of the park with conservation efforts.



Three Lakes Nature Center

Richmond, Virginia

Engaging, hands-on, and inclusive experience that connects visitors with Virginia's native ecosystems past and present.





Riggs Ward Design's redesign of Three Lakes Nature Center immerses visitors in Virginia's native ecosystems, connecting the past, present, and future of the region's plants and animals. The gallery features live animal enclosures, interactive touch-and-listen displays, and digital signage, creating hands-on learning experiences that encourage exploration and curiosity for visitors.



Exhibits highlight Virginia's prehistoric past, local freshwater ecosystems, and nocturnal species, with rotating displays curated by the Nature Center staff. Sensory-friendly features, including check-out sensory bags, ensure an inclusive experience, while innovative design and interactive elements make the Nature Center both educational and engaging for the entire community.



Loudoun Water: Reservoir Park at Beaverdam Reservoir

Ashburn, Virginia

Wayfinding and interpretive signage system educating visitors on water management, stormwater practices, local wildlife, and commitment to sustainability and public stewardship.





Riggs Ward Design worked with Loudoun Water and NOVA Parks to create a wayfinding and interpretive signage system for Reservoir Park at Beaverdam Reservoir. The project supports Loudoun Water's mission of sustainable water management, health, and environmental stewardship. The signs educate visitors about the reservoir's role in providing safe drinking water, its connection to the water cycle, and Loudoun Water's commitment to source protection and public education.



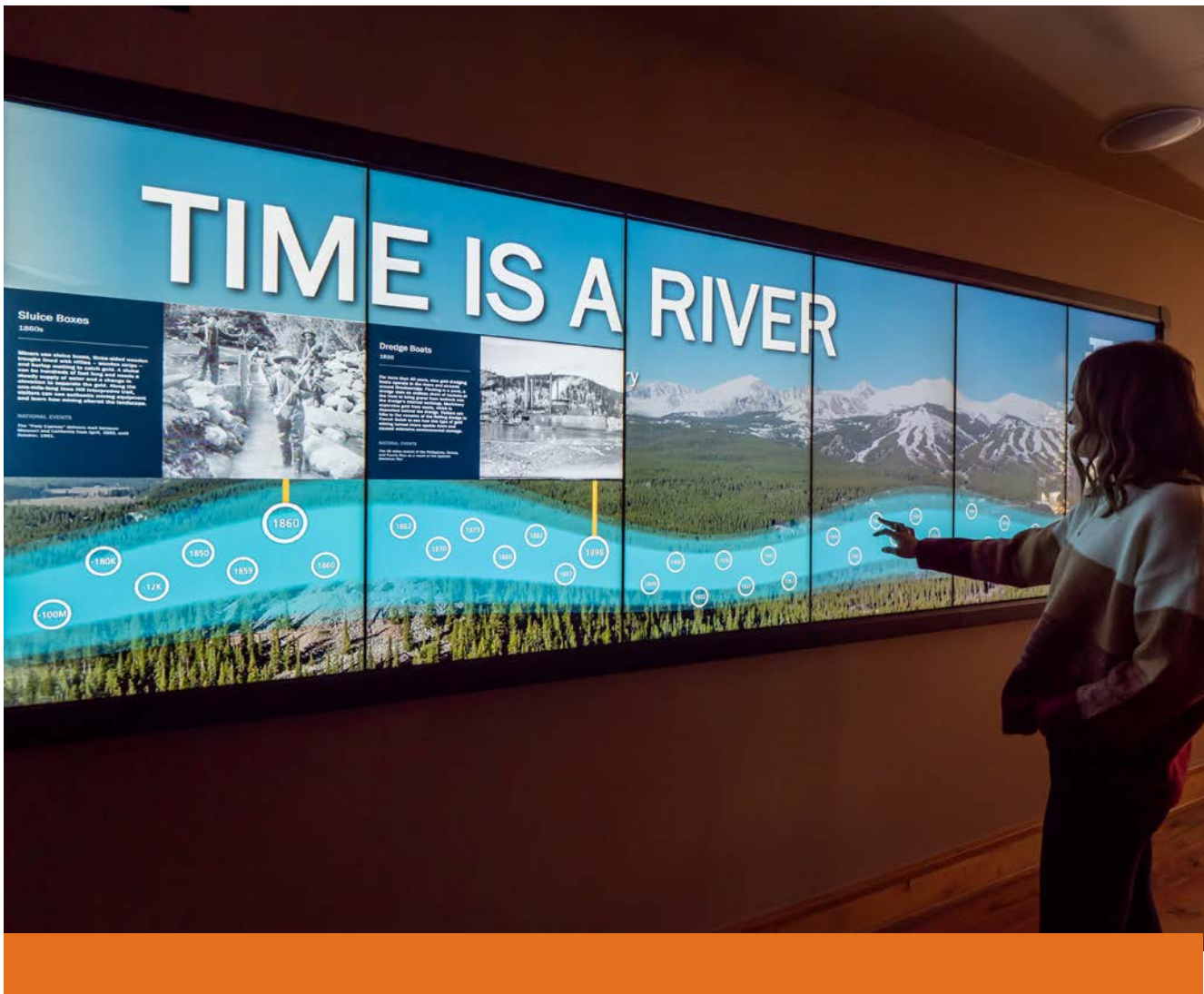
At Reservoir Park, interpretive signs showcase innovative stormwater management practices, guiding visitors through the journey of rainwater as it flows through butterfly canopies, bioretention basins, and bioswales before reaching the reservoir. These sustainable designs help prevent flooding, reduce erosion, and preserve water quality.



Breckenridge Heritage Alliance Welcome Center

Breckenridge, Colorado

Using media and intuitive design to showcase the town's history from its Native American roots to its present-day identity.





Riggs Ward Design created the *Time is a River* interactive timeline for the Breckenridge Heritage Alliance Welcome Center. This engaging media experience guides visitors through the town's history with an inviting, easy-to-use display that highlights its evolution from Native American settlement to gold-mining hub and Victorian ski village.

The interactive combines imagery, animation, audio, and video to illustrate key moments and connections between past and present. With its intuitive design, guests can explore the chronology of events and gain a deeper understanding of how Breckenridge became the vibrant community it is today.



References

1

Currituck Museum & Outer Banks Center for Wildlife Education

Tameron T. Kugler
Currituck Travel & Tourism Director
(252) 435-2947
Tameron.Kugler@CurrituckCountyNC.gov

2

Fort Fisher Historic State Park Visitor Center

Jim Steele
Historic Site Manager
(910) 251-7351
jim.steele@ncdcr.gov

3

Hampton History Museum

Luci Talbot Cochran
City of Hampton
(757) 727-6436
lcochran@hampton.gov

Timeline & Cost

PHASE	DURATION	COST
I. Discovery & Content	12–14 weeks	\$10,000
II. Schematic Design	3–4 weeks	\$13,000
III. Design Development	6–8 weeks per topic*	\$17,000 per topic x 6 topics = \$100,000
IV. Bid/Fabrication Support	50 hours**	\$5,000
TOTAL		\$130,000

Recommended Add-On: Trailer Wrap Redesign	3–4 weeks	\$5,000
--	-----------	---------

**Topics can run concurrently*

***Up to 50 hours of Bid Support. After 50 hours, may be billable at a rate of \$100/hour*

Estimated Hours

STAFF**ESTIMATED HOURS**

Principals	36 hours
Design Director	117 hours
Senior Exhibit Designer	224 hours
Senior Graphic Designer	179 hours
Interpretive Content Manager	179 hours
Content Developer	90 hours
Director of Media Studio	36 hours
Media Designer	36 hours

TOTAL**897 Hours**

Based on a blended rate of \$145/hour.

Questions

Q: What is the best approach to preparing for the fabrication step without overpreparing?

A: Riggs Ward Design's approach to preparing for fabrication without overpreparing is to focus our efforts on a thorough and well-resolved Design Development phase, rather than producing fully detailed shop drawings. During Design Development, we provide clear intent drawings, material selections, dimensions, and key details necessary for accurate pricing and fabrication.

We then rely on the selected fabricator to produce shop drawings. Throughout this process, our team remains actively engaged, reviewing submittals and responding promptly to questions to ensure the design intent is maintained.

This approach avoids unnecessary design costs while still supporting a smooth and successful fabrication process.

Q: Explain any modifications you would suggest to the proposed scope of work.

A: Inclusion of Trailer Wrap Redesign (Recommended Add-On)

- Rationale: While the existing trailer wrap communicates information, its style differs from the design approach we would take for the interior exhibits and interactive elements. Updating the wrap would ensure a cohesive visual identity across all mobile museum components, strengthening visitor engagement and reinforcing the County's messaging.
- Scope of Work: Concept development, production-ready artwork, and one round of client review.
- Estimated Fee: \$5,000 (add-on to base design fee)
- Timeline: 3–4 weeks; can be completed concurrently with rolling topic development.



riggs ward™

2315 W Main Street • Richmond, VA 23220
T: 804.254.1740 • info@riggsward.com