

RAA

PLANNING | DESIGN | MEDIA

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Ralph Appelbaum Associates creates award-winning museum exhibitions, visitor centers, and educational environments that explore natural history, physical sciences, cultural, social, and corporate history, sports, brand heritage, and the fine arts.

Founded in 1978 by Ralph Appelbaum, the firm has created over 500 projects that are visited by over 50 million people each year.

The firm is comprised of designers, writers, architects, scientists, historians, artists, educators and filmmakers, who work together to produce authentic and compelling attractions rooted in a deep understanding of content, expert storytelling, and world-class design.

RAA has over 160 employees in New York, London, and Beijing and has won every major award in the field of design and communication.



Conf...
fre...

E PLURIBUS UNUM
OUT OF MANY, ONE



A MORE PERFECT UNION

THE IDEAL OF A MORE PERFECT UNION... THE CAPITOL HAS BEEN THE CENTER OF AMERICAN GOVERNMENT SINCE 1800. THROUGH THE COURSE OF HISTORY, IT HAS BEEN A PLACE OF DEBATE AND ACTION. IN THE SPIRIT OF THE PUBLIC CHOICE, THE HOUSE OF REPRESENTATIVES HAS COMMITTED THE HOUSE OF CONGRESS TO A DEDICATED EFFORT TO BRING ABOUT A MORE PERFECT UNION.

THE HOUSE OF REPRESENTATIVES... KNOWLEDGE AND REVERENCE OF ALL MEN FROM THE CONSTITUTION. THE HOUSE OF REPRESENTATIVES... KNOWLEDGE AND REVERENCE OF ALL MEN FROM THE CONSTITUTION. THE HOUSE OF REPRESENTATIVES... KNOWLEDGE AND REVERENCE OF ALL MEN FROM THE CONSTITUTION.

FREEDOM

THE DESIRE FOR FREEDOM and the quest for individual liberty are American ideals enshrined in the Declaration of Independence and the Constitution. In each era, Congress has debated and enacted measures to secure and expand freedom for all Americans, as demonstrated in these historical documents.







We the People
in Order to form a more perfect Union,
Tranquility, provide for the common defence,
Welfare, and secure the Blessings of Liberty
do hereby establish this Constitution
for the United States of America.





Cu 29
COPPER
Copper chloride colors fire

Ge 32
GALLIUM
Germanium chloride has

Y 39 **Zr** 40
YTTRIUM ZIRCONIUM
Yttrium forms steel

Ti 22 **V** 23 **Fe** 26
TITANIUM VANADIUM IRON
Titanium forms steel

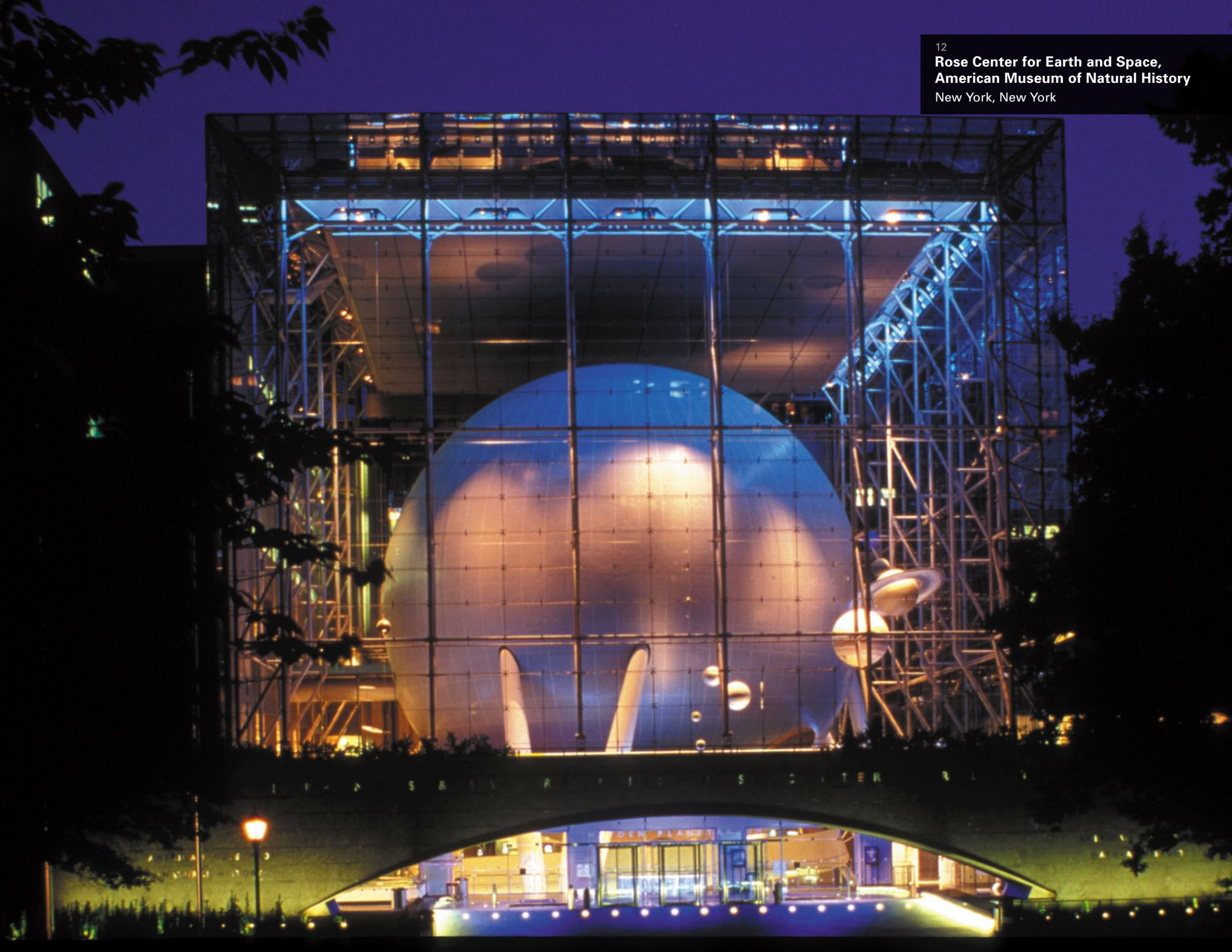
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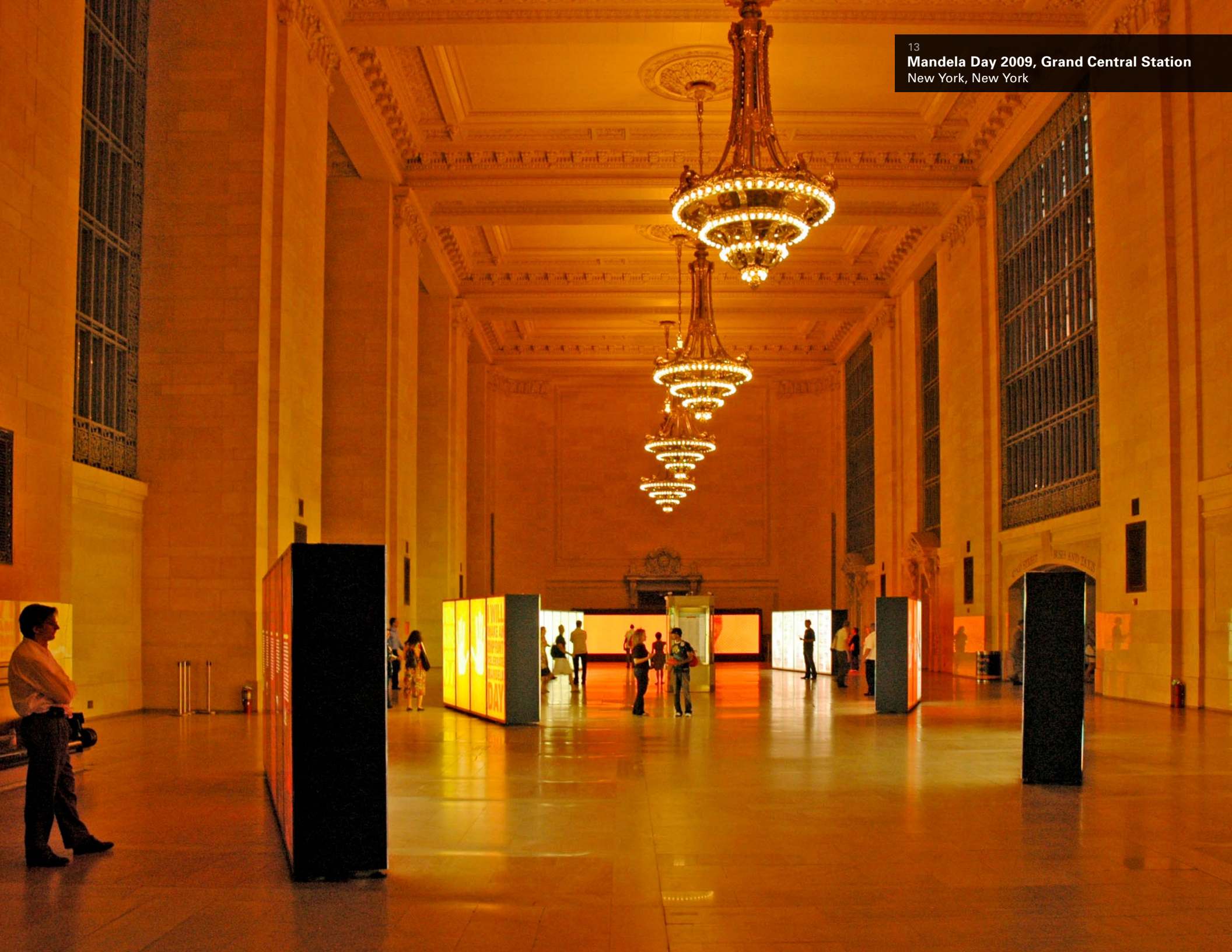














走自己的道路，建设
有中国特色的社会主义。

邓小平



邓小平同志乘坐过的林肯大陆敞篷车















Oculus
An eye into St Paul's



1700





THINK

THINK

An exploration into making
the world work better

Open to the public
Weekdays
First session: 10:00 AM
Monday - Thursday
Friday - 12:00 PM



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- 01 **The Newseum**
Washington, D.C.
The world's most interactive museum of news, with 25,000 s.m. of exhibitions on the history and challenges of journalism
- 02 **United States Capitol Visitor Center**
Washington, D.C.
Exhibitions on the story of the Capitol and Congress in the building's largest ever expansion
- 03 **National World War I Museum**
Kansas City, Missouri
The largest collection of North American artifacts dedicated to the history of the war, spread across 3000 s.m. of exhibitions
- 04 **William J. Clinton Presidential Library**
Little Rock, Arkansas
A policy center and national archive with over 2000 s.m. of exhibitions, drawing from over 80 million documents
- 05 **United States Holocaust Memorial Museum**
Washington, D.C.
The nation's official memorial to the Holocaust
- 06 **The National Constitution Center**
Philadelphia, Pennsylvania
A national public center dedicated to the study of the United States' most significant document
- 07 **Arctic Studies Center, Anchorage Museum**
Anchorage, Alaska
A public showcase and research center for repatriated Native Alaskan cultural heritage artifacts from the Smithsonian Institution
- 08 **Chemical Heritage Foundation**
Philadelphia, Pennsylvania
A permanent exhibition that explores the technologies, tools and instruments that have enabled modern scientific progress
- 09 **Voices, Barcelona Forum for World Cultures**
Barcelona, Spain
The flagship exhibition of the Forum, celebrating diversity in communication and language
- 10 **Fossil Halls, American Museum of Natural History**
New York, New York
An exhibition of the world's greatest collection of fossil vertebrates that tells the story of vertebrate evolution
- 11 **Hall of Biodiversity, American Museum of Natural History**
New York, New York
1100 s.m. of permanent gallery space that define and examine the key issues facing the diversity of life and health of the planet
- 12 **Rose Center for Earth and Space, American Museum of Natural History**
New York, New York
An international center for the study of astronomy and earth sciences with 1000 s.m. of exhibits
- 13 **Mandela Day 2009, Grand Central Station**
New York, New York
A temporary exhibition in Grand Central Station, installed on the eve of Mandela's 91st birthday
- 14 **Adventure Science Center**
Nashville, Tennessee
A major expansion to redefine space education through a mixture of hands-on experimentation and entertaining simulations
- 15 **Deng Xiaoping Memorial Museum**
Sichuan, China
A national museum dedicated to the life and times of the transformational Chinese leader
- 16 **Museum of Portuguese Language**
São Paulo, Brazil
A museum that celebrates Brazil's linguistic and literary heritage and is currently the most visited museum in the country
- 17 **Grand Tetons Visitor Center**
Moose, Wyoming
A center whose exhibits promote orientation, education, and stewardship of the spectacular surrounding landscape
- 18 **The Braid**
Ballymena, Northern Ireland
The history of Ballymena Borough within the largest cultural project in the history of Northern Ireland
- 19 **London Transport Museum**
London, England
A museum dedicated to the history and workings of the world's most iconic transportation network
- 20 **Theme Pavilion, "Water: a unique resource" Zaragoza EXPO 2008**
Zaragoza, Spain
An outdoor installation and an immersive media experience inside a structure designed by Zaha Hadid
- 21 **NASCAR Hall of Fame**
Charlotte, North Carolina
A 15,000 s.m. museum that honors the history and personalities of NASCAR
- 22 **Natural History Museum of Utah**
Salt Lake City, Utah
A museum with a 4000 s.m. permanent exhibition dedicated to Utah's distinct natural and cultural history
- 23 **Oculus: An Eye Into St Paul's Cathedral**
London, UK
A media experience that transforms the historic architecture of this national church
- 24 **IBM 100: The THINK Exhibit**
New York, New York
A traveling exhibition that celebrates 100 years of innovation, launched at Lincoln Center for the Performing Arts
- 25 **The Royal Museum of Scotland**
Edinburgh, Scotland
Fourteen re-designed galleries for one of Europe's most treasured national museums

Current projects

American Indian Cultural Center and Museum
Oklahoma City, Oklahoma

Andrei Sakharov Peace Center
Moscow, Russia

Bishop Museum Polynesian Hall
Honolulu, Hawaii

Bob Bullock Texas State History
Museum, Austin, Texas

Boris Yeltsin Presidential Center & Museum
Yekaterinburg, Russia

Canadian Museum of Human Rights
Winnipeg, Canada

Carlsberg Brewhouse
Copenhagen, Denmark

Doha Heritage Quarter Houses
Doha, Qatar

Guardian Art Center
Shanghai, China

Humboldt Forum
Berlin, Germany

International African American Museum
Charleston, South Carolina

**London Olympics, Olympic Park
Intepretative Elements**
London, UK

Maritime Experiential Museum & Aquarium
Singapore

Museum of the City of New York
New York, New York

**Museum of Russian Jewish History
and Tolerance**
Moscow, Russia

Museum of Tomorrow
Rio de Janeiro, Brazil

**National Museum of African American
History and Culture**
Washington, D.C.

National Navy UDT-SEAL Museum
Ft. Pierce, Florida

National Women's History Museum
Washington, D.C.

Nationwide Children's Hospital
Columbus, Ohio

**Northwestern College of Media and
Communications, Education City**
Doha, Qatar

Olusegun Obasanjo Presidential Library
Abeokuta, Nigeria

Presidio Heritage Center
San Francisco, California

Sotheby's Lobby
New York, New York

Tower of London Visitor Experience
London, UK

Vietnam Veterans Memorial Center
Washington, D.C.

Capabilities

PLANNING

- » Master Planning
- » Conceptualization
- » Precedents and Best Practices
- » Site evaluations, operations and facilities
- » Business plans and operating projections
- » Fundraising
- » Project management
- » Prototyping and Material Sampling
- » Budgeting
- » Site Coordination

DESIGN

- » Interiors and Exhibits
- » Retail Experiences
- » Content and Script Development and Coordination
- » Graphics
- » Heritage Preservation & Conservation
- » Visual Identity
- » Branding

MEDIA

- » Executive media production
- » Web Design and Development
- » Interaction Design and Development
- » Concepting, Storyboarding, Scriptwriting
- » Art Direction
- » Photography, Filming
- » Editing and Animation

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