



Liberty Science Center Opens New Business Venture in the NJCU Business Development Incubator

Arising out of wide-ranging experience gained during planning and implementation of its current \$100+ million expansion, renovation and exhibition renewal project, Liberty Science Center has launched a comprehensive design and planning service called **Experience Services**. This new venture aims for the process, design and intended learning outcomes of its work to foster sustainability and improved stewardship of the planet and society. Experience Services specializes in forward-thinking design and interaction with technology, while creating experiences that focus on local relevance for its clients and their communities.

Housed at New Jersey City University's Business Development Incubator (BDI) on West Side Avenue, one of Liberty Science Center's temporary locations during construction, Experience Services offers exhibition development and design, traveling exhibitions, museum planning services and project management to museums, science centers, parks, zoos and other organizations. Though the business has only been in existence for a few months, it already has two major clients: a science center construction project in Puerto Rico and a traveling exhibition from Dubai, United Arab Emirates.

Wayne LaBar, Vice President of Exhibitions and Theaters at Liberty Science Center and creator of Experience Services says, "Through its reconstruction project, Liberty Science Center (LSC) has been given the opportunity of pushing the envelope of what a science center is and what it should provide to its constituents. When we reopen in July 2007, the world will be amazed at what we have accomplished." He continues, "Our clients will benefit from the experience we have gained and the talent pool we assembled for our own project."

LSC's Experience Services first contract was for the master plan for the Caguas Science Center, which is scheduled to open in 2008. Following this, the Caguas Science Center selected Experience Services for the development and design of the exhibitions for their new center, as well as providing consultation on the design of the building.

The Dubai exhibition, tentatively entitled "800 Years of Islamic Science Rediscovered," is the third Experience Services project launched and contracted. LSC's Experience Services will manage its North American tour and help reformat it for a Western audience that is largely unaware of the contributions the Islamic world has made to medicine, mathematics, exploration, astronomy and other topics.

For more information, please email experienceservices@lsc.org or visit www.lsc.org/experienceservices.