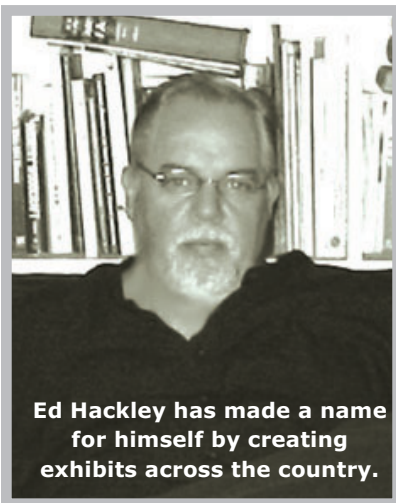


Where Are They Now? Ed Hackley's Designs Seen by Thousands

Ed Hackley never dreamed that he would end up designing interpretative projects that would be seen by thousands of people across the country. Born and raised in Bristol, VA, he has made a name for himself by creating exhibits in Los Angeles, Salt Lake City, and Washington, DC.

His journey from Bristol to these other cities included brief detours playing football at the University of Richmond and working at Bristol Steel & Ironworks. After he decided to follow his heart and study art, he attended Virginia Commonwealth University in Richmond, where he earned a BA in communication arts and design in 1978.



Ed Hackley has made a name for himself by creating exhibits across the country.

Early experiences working in advertising and publishing prepared him for his first substantial design assignment. A small exhibit design firm asked Hackley to help create their first traveling science museum. "This learning experience, touching on many facets of design outside of a two-dimensional realm, launched my 20-year career planning and designing museums, visitor centers, exhibitions, and marketing programs for commercial and institutional clients," Hackley says

In 1989, after several years of free-lance work, Hackley helped establish Platypus, a design firm that specializes in telling complicated but memorable stories through interpretive exhibitions. He had total involvement in these exhibits, from design to production to fabrication. By creating interactive exhibits, interiors, architecture, and environmental graphics, he says that he was able to hone his design knowledge and develop his interpretive skills.

Through this phase of his career, he says, "I began to see an opportunity to create marketing and identity programs that mesh the message of a project with the culture of the institution that produced it." To best serve this new direction, Hackley



The Los Angeles Craft & Folk Art Museum was remodeled to accommodate the exhibit "El Alma del Pueblo."

left Platypus in 1999 "to pursue a free-lance career."

His first project in 2001 was to remodel the interior of the Los Angeles Craft and Folk Art Museum (CAFAM) to accommodate over 300 art objects and three distinct story lines for the "El Alma Del Pueblo" exhibition.

The National Football League asked Hackley to design a 200,000-square-foot traveling Fan Fest event. According to Hackley, the "NFL Experience On Tour" was "a design marvel but a financial bust." It only lasted for three of the projected 15 national stops.

Hackley was then hired to design two projects that were featured at the

2002 Winter Olympics in Salt Lake City: the "Discover Navajo: People of the Fourth World" pavilion and "The U.S. Declaration of Independence Road Trip," which traveled nationwide from 2003-2004. The Navajo pavilion was created with the help of leading Navajo scholars, museum personnel, and artists to provide a vibrant experience for peoples of all ages and nations. Visitors interacted with rug weavers, basket makers, silversmiths, medicine men, WWII Code Talkers, professionals, and performers.

Most recently, Hackley designed the Koshland Science Museum for the National Academy of Sciences in Washington, DC. The project included developing the museum's interiors and exhibits, as well as its marketing and advertising programs. Hackley will be creating more exhibits for this museum this month (March 2005).

While designing the Koshland, Hackley says, "The project manager and I met only once throughout the year that we were working on the project. All of the work was done through phone calls and the Internet. This proved to me that geography was no longer an issue for me in working on projects."

Having grown weary of the "L.A. scene," Hackley says, "I began looking around for real estate and found myself gravitating back to the Richmond area. I've always loved Richmond. It's such a quaint historic city with areas of charm and beauty, so I decided to make the leap — and here I am, in my new home office in Richmond." *A!*

A lodge was the centerpiece for the "Discover Navajo: People of the Fourth World" pavilion at the 2002 Winter Olympic Games in Salt Lake City.

