



Just the FAQ's, Ma'am

Why work with an Exhibit Designer?

A small museum can save time, money and preserve its collection by working with a designer, who can help:

- Narrow the choices to those that make sense for you organization and project.
- Choose solutions that will work for the long-term, as well as the immediate need.
- Protect your collection by employing best museum practices and conservation.
- Organize the process providing timelines, design plans and budgets which offer a road map to follow during all phases of the project that helps keep your team focused on their deliverables and the big picture.

What are the advantages of working with E-Lane Studio?

Flexibility=Savings: E-Lane Studio is a one-person studio with lots of resources. That means you get exactly the right team for your project and a budget-conscious approach that can stretch your project dollars further. Whether you just want to freshen up an existing exhibit or start from scratch, the Studio can supply all the resources, partner with your organization's resources or use a combination of both to get the project done within your budget.

Cross Media Expertise: E-Lane Studio has many years of experience with exhibit, print, and web design, as well as marketing strategy. This ability to work cross media allows the Studio to approach every project looking at the big picture and the small details. How can this exhibit further promote the brand, appeal to the existing audience or attract a wider audience, create community interaction and educational opportunities? Using this approach, the Studio can help ensure that the exhibit, educational interactives, signage, advertising, retail products, web sites, social media, video, and audio all work together to maximize impact.

Personal Approach: When you work with E-Lane Studio, you work with me, Elaine Faye. I'll be your main point of contact. I'll manage the project, suppliers, fabrication and installation (during which, I may also be swinging a hammer!). That's what I love about what I do; taking a hands-on approach, interacting with your organization, creating the designs for the content, helping it all come together, and watching as visitors engage with your exhibit.

How much does it cost?

Industry rates for exhibit costs range from \$25-500 per square foot (*2011 Museum Planner Survey*), with the majority falling between \$150-200. Historically, E-Lane Studio project costs have run between \$25-65 per square foot for on-site exhibits of 200-900 square feet.

The 3 factors that impact budget are: time, content and space. Each factor affects the other and the goal is to find a balance that works for the project. For example, a shortened timeline may result in increased costs for fabrication in order to meet deadlines. On the other hand, it may result in reduced content or simplified fabrication solutions in order to meet the budget.

How are costs determined?

E-Lane Studio uses an hourly rate to determine overall design costs, including meetings, research, project management, design, and installation. Any fabrication, printing, installation contractors and supplies purchased for the project are itemized and billed separately with a small mark-up. The Studio provides estimates for all project costs for approval before work proceeds. The Studio can also work with client-supplied contractors that are paid directly by the client, thereby avoiding any supplier mark-up fees.