

Discovery Phase Proposal

A Binational Museum Deserves a Binational Team

March 2026 · Exhibit Design · Interpretive Planning · Content Strategy

OUR APPROACH

Human-Centered Storytelling

People, not ships. History becomes personal when told through the sailor who slept in that bunk, the family who emigrated on that ship.

Bilingual from Inception

English and Spanish developed in parallel — not translated after the fact. Cultural nuance built into both versions from the first draft.

The Super Diorama

The fleet as a living, walkable, boardable panorama. Iconic from across the bay, inviting from the promenade, immersive once you step aboard.

Integral Production

Research through installation, under one roof. Proven across 20+ museums — from the Bicentennial to MuVaCa's bilingual permanent collection.

NARRATIVE VISION

1 Lovers of the Sea

The fleet spans 500 years of seafaring. Tell history through the people who sailed, fished, emigrated, and explored — and the museum becomes a place you bring people back to.

2 The Sea as a Bridge

Every culture in San Diego arrived by sea or built a livelihood on it. That diversity is the maritime story. A museum told in all its languages becomes stronger.

3 Living History

The Star of India still sails. This is a working port. The new building celebrates that — galleries, operational dock, and exhibit design developed together.

4 Future Focus

The blue economy is one of San Diego's fastest-growing sectors. A museum that connects a 14-year-old to a career in marine science does what no history museum can.

DISCOVERY PHASE 9 weeks total

Weeks 1-3

15 days · 10 remote + 5 on-site

Weeks 4-9

Follow-up questions · Final deliverable package

\$39,750

All-inclusive · Two installments

9 Weeks

3 wk engagement + 6 wk deliverables

11 Specialists

3 workshops + 9 digital meetings

Deliverables: Interpretive framework · Spatial strategy · Vessel scope · Stakeholder alignment · Full engagement SOW