

ARIEL H. HALLGREN

PROJECT MANAGER • MEDIA DESIGNER



Ariel's work in museum design and development is rooted in project leadership, visitor psychology, and communication design. As a senior staff member with nearly 10 years of experience, she is seasoned in all facets of exhibition planning and design which enables her to serve as a project lead from conceptualization through installation on all types of cultural projects.

To each museum client Ariel brings her strength in communication design to create breathtaking and effective graphic and environmental exhibition solutions. She views the entire museum experience as a canvas for storytelling through interactive media, graphics, environments, installations and live exhibits and works closely with the needs of content, curation and staff. She draws from her academic studies in psychology and weaves that with her professional expertise to develop solutions that connect content to visitors to create powerful and provocative solutions. Ariel has led a variety of museum evaluation studies and is able to customize each of her design solutions to meet the needs of museum staff, visitors and stakeholders. A passion for the details and ingenuity in problem solving are her hallmarks, positioning her as a key senior lead on our most creative projects.

Notable past projects include: the Frank Lloyd Wright Museum at Monona Terrace, graphic design of The Queensborough Holocaust Museum, project lead for Maudslay Sate Park, Camp Meigs Civil War Memorial and Waquoit Bay Estuarine Reserve all for the Massachusetts Department of Conservation and Recreation, lead design for the new Blackstone Valley National Heritage Corridor Museum, design lead for Chatham Shark Center, design lead for the International Fund for Animal Welfare Interpretive Exhibition, design for the special exhibition of Rockwell at Heritage Museum and Gardens, lead design for Frederick Law Olmsted Interpretive Site, lead on the US Army Museum at Fort Stewart, lead on the US Army Museum and Fort Carson, design of the Welcome Center at the Newport Mansions, multi-media design and production for the Texas A&M Museum, the Angry Orchard Innovation Center and Museum, and, lead for the National Grid Energy Innovation Center slated to open fall of 2017 and the redesign of the Martha's Vineyard Museum also under construction.

She offers creative direction and senior design leadership. She also provides project management, graphic design, exhibit design, construction detailing, fabrication oversight and leadership, installation oversight and leadership, multi-media production and a/v hardware integration.

EDUCATION

University of Massachusetts Boston, Honors College, Bachelor of Science,
Magna Cum Laude

Tomodachi Inouye Scholar

Presenter at the 21st Annual Undergraduate Research Conference

Recipient of the Adrian Jill Barnett Memorial Prize for Honors Thesis

Simmons College, Boston, MA

