

MOSER PRODUCTIONS



EXHIBITS • PLANNING • DESIGN • FABRICATION • MANAGEMENT



company profile

Moser Productions is an exhibition planning, design, fabrication and management firm formed by John and Talia Moser in 1998.

Our mission is to create inspiring exhibit experiences.

At Moser Productions, we believe that, if the exhibits we create provide inspiration, museum visitors will become more engaged in the museum's messages and objectives during their visit.

We get *our* inspiration from the work we do. We love designing and making exhibits - learning new things and immersing ourselves in our clients' projects. One of our strategic goals is to meet our clients' objectives by positioning ourselves to be ready to dedicate our full attention to your project. We fuel our enthusiasm and inform our designs by asking lots of questions, listening to our clients and immersing ourselves in the subject at hand. We are here to help you define the experience of your museum as you move to the next level.

Since forming Moser Productions in 1998, we have partnered with science, history, natural history and children's museums to help them define their dreams, articulate their vision, and bring their exhibition projects to fruition. We bring a lifetime of design, management and custom production experiences to museum projects that include formative experiences in fine arts, creative writing, construction, graphic design, advertising and project management. John Moser's formative experiences include ten years working at a major science museum as a fabricator, designer and manager.

It all adds up to over 30 years' of broad based experience that informs us as we develop our projects. Our creative energy comes from a lifetime of dedication to the power of objects in human experience. Our designs are created with a deep understanding of materials and methods. Our fabrication projects maintain design integrity. ...and all of our work is done with an understanding of museum operations and an open ear to our client's needs.

Thank you for taking time to view our qualifications and portfolio on the following pages. We hope you'll enjoy learning about the work we do and be inspired to contact us for your next project.

MOSER PRODUCTIONS



Qualifications / John Moser

1990 - present

President: Moser Productions; Richmond, VA
October 1998 - present

Company founder and president, providing comprehensive design, production, and management services to museums and related facilities, with a focus on full project development from planning through fabrication and beyond. Since its founding in October, 1998, Moser Productions' clients have included the Museum of Culpeper History, The Children's Museum of Richmond, The Science Museum of Virginia, The National Radio Astronomy Observatory, The Danville Science Center, the Virginia Museum of Natural History and others. John combines creativity, common sense and technical knowledge with a passion for creating vivid learning experiences. He is active in all areas of each project, providing 3D and 2D design from master plan through construction documents, project management and fabrication in multiple media. Since 1998, completed projects totalling more than 45,000 square feet and 12 million dollars.

Director of Exhibits: Science Museum of Virginia; Richmond, VA
July 1994 - December 1998

Responsible for management and creative direction of exhibition department at major public science center, providing exhibit services at three sites. Managed operation of exhibit design, graphic communications, traveling exhibit services, fabrication, and exhibit maintenance with a staff of over twenty five full and part time employees; an annual department budget of over 1-1/2 million dollars and annual project budgets over 1-1/4 million dollars. Responsible for acquisition and effective organization of human and physical resources for timely delivery of exhibition products and services. Creative director of exhibition design team working on multiple projects. Managed exhibition budgets for full completion of tasks on established schedule. Participated in long range planning for organizational growth, including a thirty million dollar capital expansion. Opened new Danville Science Center, completed twenty year, Journey Into Science Exhibit Master Plan, helped raise 1 million dollars to build the museum's Reynolds Aluminaut exhibit.

Exhibit Design Supervisor: Science Museum of Virginia; Richmond, VA
March 1990 - July 1994

Responsible for supervision, creation, and implementation of all phases of exhibit design for interactive exhibit projects, and for maintenance and refurbishment of existing exhibits, with emphasis on three dimensional design, engineering, and graphic design. Used skills in artistic rendering, drafting, computer assisted design, model making, and fabrication to develop project designs. Completed designs for the Science Museum of Virginia's Aerospace, Force and Motion, Matter and Molecules, Waves and Patterns, Crystal World and Harvesting the Sun exhibits.

1409 Westbrook Ave., Richmond, VA 23227 / phone: 804-515-7640 / fax: 804-515-5974 / jmoser@moser-productions.com

Qualifications / John Moser

1985 - 1990

Exhibit Preparator: Science Museum of Virginia; Richmond, VA
September 1989 - March 1990

Prior to promotion to design supervision, worked as exhibit preparator in museum fabrication shop. Worked with exhibit and project managers to design interactive exhibits for final fabrication. Produced construction drawings of exhibit structures and worked with fabrication team to build the exhibits.

Outdoor Advertising Manager / Salesperson:
Talley Neon and Advertising Co.; Richmond, VA
November 1986 - August 1989

Served as director of outdoor advertising operation and sign salesman, reporting to company owner. Responsible for management, sales, design, and operation of outdoor advertising signs at over 400 locations throughout Virginia. As designer and salesman of on and off premise signs for many types of businesses, worked directly with business owners and executives to develop sign and advertising products to meet their marketing goals. Activities included strategic planning, marketing, advertising sales, display design, engineering, site development, land leasing, code compliance, production management, personnel evaluation, pricing, account collection, and quality control.

Custom Sign Fabricator: Talley Neon and Advertising Co.; Richmond, VA
November 1985 - October 1986

Utilized skills in design; metal, wood, and plastic fabrication to produce neon signs and advertising displays to custom order. Promoted after one year to Outdoor Advertising Manager position.

Qualifications / John Moser

1978 - 1985

Custom Yacht Builder: Palmer Johnson, Inc.; Sturgeon Bay, WI
September 1981 - April 1985

Served as journeyman on production team producing world class luxury racing and cruising yachts sized from 60 to 125 feet in length. Used variety of skills in metal fabrication, welding, wood joinery, rigging, and design to produce state of the art results. Learned extensive and complex fabrication processes required to merge structural, mechanical, electronic and ergonomic systems into beautifully finished, rugged, one-of-a-kind ocean going vessels.

Apprentice Yacht Builder: working for private owner; Richmond, VA
September 1979 - August 1981

Worked for two years in unique situation learning boat building from a private owner. Used multiple media to produce a 55 foot sailing ketch.

Education

Virginia Commonwealth University, Richmond, VA
B.F.A., Honors Degree Specialty: Sculpture / Graduated: December 1978
Completed 30 post graduate credit hours in business and finance. 1986-1989

Special training

Smithsonian Conservation Analytical Laboratory; Exhibition Materials Seminar, April 1991

Associations

Virginia Association of Museums, American Association of Museums, Association of Science and Technology Centers

Qualifications / Talia Moser

1987 - present

Vice President: Moser Productions; Richmond, VA
October 1998 - present

Graphic designer specializing in exhibits, signs and presentation graphics. In addition to graphic design, provides research, text writing, photography and illustration. Prior experience in the field of advertising contributes to the success of projects to date, including graphic displays throughout The Children's Museum of Richmond, which opened in April 2000. Academic background in anthropology and art enhanced work for The Museum of Culpeper History, which opened in July 2000. Moser Productions designed and produced comprehensive graphic panels describing the story of Culpeper County from 215 million years ago through the 20th century. Completed graphics design and production for the National Radio Astronomy Observatory Education Center in Green Bank, WV.

Graphic Artist: Siddall, Matus & Coughter, Inc.; Richmond, VA
July 1998 - February 2000

Worked with art directors and account executives at a long-established, award-winning full-service advertising agency. Produced print ads, direct mail, outdoor sign designs, logo designs, materials for TV spots and presentations from concept to finished piece. Clients included U.S. Chamber of Commerce, Fannie Mae, Freddie Mac, Fairfax County, Jersey Gardens Mall, Virginia Department of Transportation, Virginia Lottery and Inova Health Systems.

Studio Artist: The Martin Agency, Inc.; Richmond, VA
March 1992 - July 1998

Worked with dynamic creative teams at internationally known, award-winning full-service advertising agency. Clients included Saab, Mercedes Benz, Remy Martin, Seiko, Wrangler, Sprint, Trigon, Geico, Bank One, Steelcase, Residence Inn and Timberland. Print ads for Amgen and Healthtex, among others, won Communication Arts awards. Composed mechanical and digital materials for production of all print advertising and presentation materials.

Senior Typesetter: The Martin Agency subsidiary, Just My Type; July 1987 - March 1992

Produced all type for ads and presentations in collaboration with art directors and studio artists for Virginia's largest ad agency, as well as outside clients. Mastered several generations of Alphatype electronic typesetting equipment and subsequent conversion to Macintosh.

1409 Westbrook Ave., Richmond, VA 23227 / phone: 804-515-7640 / fax: 804-515-5974 / jmoser@moser-productions.com

Qualifications / Talia Moser

1980 - 1987

Typesetting Department Manager: LOPC, Inc.; Richmond, VA
September 1986 - July 1987

Managed the typesetting department of one of the state's largest printing and engraving companies. Clients included the Virginia General Assembly, State and Federal government bureaus, Virginia Electric & Power Company, Bank of Virginia and clients ordering formal social stationery. Set all type and serviced equipment. Expanded the use of software which improved printed and engraved materials. Composed and set the company type font catalogue. Designed a company advertisement and advised sales representatives on type and graphic design.

Typesetter: Peter Wong & Associates, Inc.; Richmond, VA
October 1985 - September 1986

Set type, shot stats and pasted up mechanicals for ads, magazines and annual reports at full-service advertising agency. Clients included Bank of Virginia, Pioneer Federal Bank and Virginia Maritimer magazine.

Senior Typesetter: The Type Galley, Inc.; Richmond, VA
April 1984 - October 1985

Set type on electromagnetic phototypesetting and electronic Alphatype equipment for busy pre-press type house. Provided phototypesetter headlines, stats and proofreading. Clients included Finnegan & Agee, Ford/Westbrook, United Virginia Bank and Richmond Convention and Visitors Bureau. Handled orders and reception duties. Joined company at entry-level position, received on-site training and advanced to senior typesetter.

Assistant to the president: Artists Television Network; NYC
September 1980 - May 1982

Student internship evolved into employment after graduation. Reviewed artists' video tapes and prepared them for airing on the first cable arts program in NYC. Scheduled air time, sent press releases and served as production assistant for taping performance artists such as Laurie Anderson, Eric Bogosian and Spaulding Grey.

1409 Westbrook Ave., Richmond, VA 23227 / phone: 804-515-7640 / fax: 804-515-5974 / jmoser@moser-productions.com

Qualifications / Talia Moser

Free-Lance Projects

Graphic Designer
1984 - present

Designed personal and professional stationery, business cards and resumes. Designed and produced posters for the American Red Cross emergency response initiative as a pro bono gift.

Publication
1992 - present

Editor, Writer and Designer: The Handshake, newsletter of The Friendship Force of Greater Richmond, 1992-1998. Also serve as Public Relations contact, writing press releases, providing event photography and contributing articles. The Friendship Force is an international non-profit organization dedicated to fostering world peace through citizen exchange home stay visits.

Promotion
1999 - present

Founded CreoleArts, a partnership dedicated to the celebration of cultural diversity through the music and dance of Louisiana. Book bands, teach authentic dance styles, maintain mailing list and produce promotional posters and articles. Volunteer disc jockey at WRIR radio - host of Louisiana Dance Hall, featuring the music of Louisiana.

Education

Rutgers, The State University; New Brunswick, NJ
B.A. 1981; Double Major: Anthropology, Art
Senior Internship: Artists Television Network, NYC
Continuing education: J. Sargeant Reynolds Community College, Virginia Commonwealth University

Associations

Virginia Association of Museums, American Association of Museums, Association of Science and Technology centers, The Friendship Force, Traditional American Music & Dance Society, CreoleArts, WRIR Radio

1409 Westbrook Ave., Richmond, VA 23227 / phone: 804-515-7640 / fax: 804-515-5974 / jmoser@moser-productions.com

