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The San Diego Museum of Man



A Brave New World . . .



SoCal = Surfer/Skater Paradise



Why Not A Skateboard Exhibit?



“We are all people from different tribes, all different people, but we have this plank of wood, and these four wheels in common.”

- Dustinn Craig (White Mountain Apache/Navajo)



- 1 Exhibit experience**
- 2 Public programming**
- 3 Public relations**

The Exhibit Experience



A New Kind of “Museum Interactive”



SDMoM's Half-Pipe



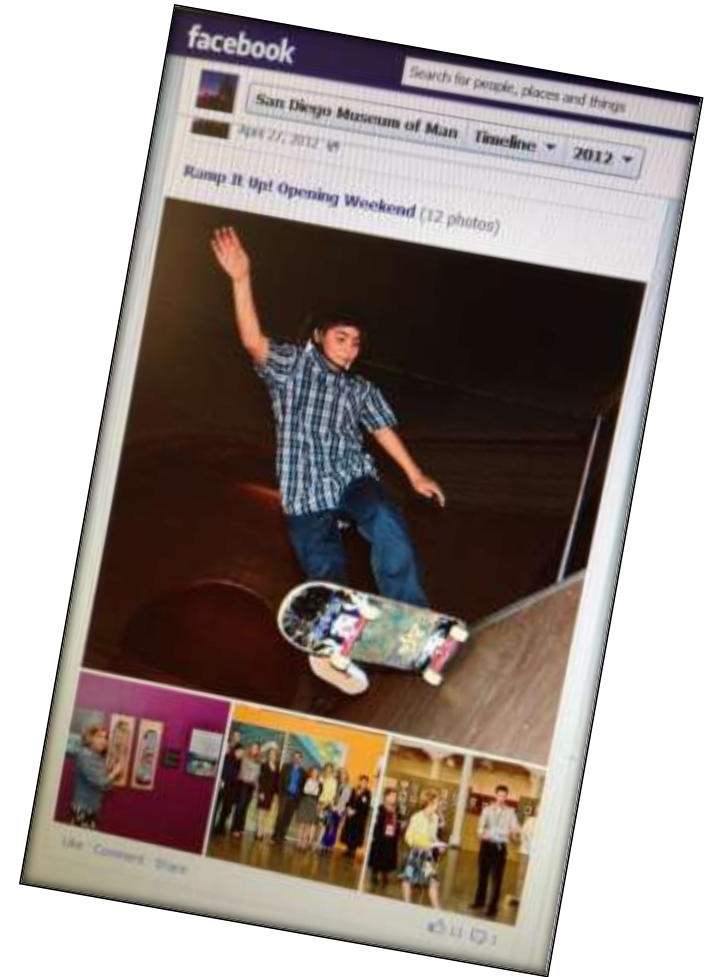
Public Programming



Public Programming (cont'd)



Public Relations



Skateboarding... in a museum!



Thank You!

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Museum Interactives Redefined



POW!

