

# General Services Administration

## Federal Supply Service

### Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the opinion to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage is: [gsaadvantage.gov](http://gsaadvantage.gov).

**Schedule Title: Advertising & Integrated Marketing Solutions/Exhibit Design**

**FSC Group: 541**

**Contract Number: GS-23F-0108L**

For more information on ordering from Federal Supply Schedules click on FSS Schedules at [fss.gsa.gov](http://fss.gsa.gov)

**Contract Period: February 6, 2001 to February 6, 2011**

**Lyons/Zaremba Inc.**  
**4 Faneuil Hall Marketplace**  
**Boston, MA 02109**  
**Ph. 617-248-0970**  
**Fx. 617-248-0723**  
**[www.lyonszaremba.com](http://www.lyonszaremba.com)**

**Contract Administrator**  
Rosanne Gregory  
Lyons/Zaremba Inc.  
4 Faneuil Hall Marketplace  
Boston, MA 02109  
Ph. 617-248-0970  
Fx. 617-248-0723  
Email: [rosanne@lyonszaremba.com](mailto:rosanne@lyonszaremba.com)

**Business Size: Small**

## Customer Information Page

- 1a. SIN **541-4C Exhibit Design and Implementation Services**  
SIN **541-1000 Other Direct Costs**
- 1b. (See attachment 1 for pricing tasks)
- 1c. (See attachment 1 for job descriptions)
2. Maximum order: **\$1,000,000**
3. Minimum order: **\$2,500**
4. Geographic coverage (delivery area): Domestic
5. Point(s) of production (city, county, and state, or foreign country): Boston, MA
6. Discount from list prices or statement of net prices: discounts are inclusive
7. Quantity discounts: 1% for orders of \$250,000 to \$750,000 and 2% for orders above \$750,000.
8. Prompt Payment terms: 1%, net 30
- 9a. Notification whether Government purchase cards are accepted at or below the micro-purchase threshold. NO
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. NO
10. Foreign items: Not Applicable
- 11a. Time of Delivery. To be negotiated at the task order level
- 11b. Expedited delivery: Items available for expedited delivery are noted in this price list.
- 11c. Overnight and 2-day delivery: Not Applicable
- 11d. Urgent Requirements: Not Applicable
12. F.O.B point(s): Destination
- 13a. Ordering address(es):  
4 Faneuil Hall Marketplace  
Boston, MA 02109
- 13b. Ordering Procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).
14. Payment address(es):  
4 Faneuil Hall Marketplace  
Boston, MA 02109
15. Warranty provision: Not applicable
16. Export packing charges: Not applicable
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro purchase level): Not applicable
18. Terms and conditions of rental, maintenance, and repair: Not applicable
19. Terms and conditions of installation: Not applicable
20. Terms and conditions of repair parts: Not applicable
- 20a. Terms and conditions for any other services: Not applicable
21. List of services and distribution points: Not applicable
22. List of participating dealers: Not applicable
23. Preventative maintenance- Not applicable
- 24a. Special attributes such as environmental attributes: Not applicable
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details and be found: Not Applicable
25. Data Universal Number System (DUNS) number: 19-7142581
26. Notification regarding registration in Central Contract Registration (CCR) database: Registered, 04/10/2002

Attachment 1



**Awarded Contract Price List**

**541-4C Exhibit Design and Implementation Services**

<b>Labor Category</b>	<b>Per Unit</b>	<b>Gov't Rate</b>
Senior Principal	Hour	\$165.00
Junior Principal	Hour	\$150.00
Senior Designer	Hour	\$100.00
Junior Designer	Hour	\$85.00
Senior Graphic Designer	Hour	\$105.00
Junior Graphic Designer	Hour	\$55.00

**541-1000 Other Direct Costs**

<b>OTHER DIRECT COSTS (ODC)</b>	<b>Awarded Cost</b>
<i><b>In-House ODCs</b></i>	
Communications	\$4,659.11
Postage/Delivery	\$6,124.69
Printing/Reproduction	\$4,838.37
Photography	\$5,873.89
Consultants' Expenses	\$92,608.58
Supplies/Materials	\$2,269.00
Renderings	\$1,000.00
Typesetting/Composition	\$198.49
<i><b>Exhibit Production</b></i>	
Line Art	\$25,000.00
Cartography	\$25,000.00
Rights/Fees/Photography	\$75,000.00
Rights/Fees/Video & Sound	\$10,000.00
Digital File Production	\$40,000.00
Computer Animation/Graphics Fabricators	\$237,463.00
Model Making	\$32,400.00
<i><b>Subcontracting</b></i>	
Educational Specialist/Writers	\$31,680.00
Lighting Designers	\$24,000.00
Life Support Specialists	\$340,041.00

Audio/Visual Consultants	\$137,500.00
Interactive Exhibit Cons. Visitor Circulation Experts	\$42,500.00
Economic Research Experts	\$25,000.00
Photo & Artifact Researchers	\$14,394.00
Graphic Designers	\$257,436.00
Architectural Planning & Cost Estimation	\$41,000.00

### **Senior Principal - Frank Zaremba**

Frank Zaremba has broad experience in architecture, graphic design, and exhibit programming and design. Previous experience includes fourteen years with Cambridge Seven Associates where he was a principal from 1978 to 1986. Prior to his career at Cambridge Seven Associates, he was an architect with Huygens and Tappe, Inc., Boston, MA.

Over his career, Mr. Zaremba has designed and managed a number of very significant projects. Frank's work for most of his projects has included initial concept development, content development, design, production management, executive production of media components for exhibits and construction administration.

#### **Education:**

Cornell University, B. Arch., 1968  
Colby College, B.A., 1964

### **Junior Principal - Steve Lenox**

Steve Lenox is a Principal at Lyons/Zaremba Inc. and has a great deal of experience in museum operations, exhibit planning and design, and project management. Previous experience includes ten years with Joseph A. Wetzel Associates, Inc. (JAWA) where he was an exhibit designer, 1987-90; Associate, 1990-93; Vice-President and Principal, 1993-97. Previous to his career at JAWA, Steve worked five years at the New England Aquarium, Boston, where he was an exhibit designer, 1982-85; Curator of Exhibits and Graphics, 1985-87. Previous to this work, Steve worked for the School of the Museum of Fine Arts, Boston where he was the Assistant Director of Exhibitions, 1977-81; and Director of Exhibitions, 1981-82.

Over his career, Mr. Lenox has designed and managed a number of very significant projects. Steve's work for most of his projects has included initial concept and content development, design, production management, executive production of media components for exhibits, and construction administration.

#### **Education:**

Tufts University, 1975-1977  
School of the Museum of Fine Arts, Boston, 1974-76

### **Senior Designer - James Wertheimer**

James Wertheimer is an exhibit designer at Lyons/Zaremba Inc. with over 15 years of experience having previously worked at The Larson Company where he was the director

of design. During the course of his career in the field, James has gained extensive experience in the design and fabrication of exhibits for zoos, aquariums, nature centers and themed environments. Since joining Lyons/Zaremba in 2003, James has been critically involved with overseeing the final design and production of numerous exhibits, as well as managing and designed new projects at the firm.

Education:

Wright-Ingraham Institute, Colorado Springs, CO; 1980 Adv. Environ. Field Studies  
UM, St. Paul, MN; 1974-1980 Landscape Architecture  
CSU, Long Beach CA; 1974 Ocean Engineering Program

**Senior Designer - Micheal Shackelford**

Micheal Shackelford strengthens Lyons/Zaremba Inc. with his experience in a number of disciplines within the design profession. These include his training in Commercial Design, Technical Illustration, Management and Education. Micheal has been involved in all phases of exhibit production, from concept to installation and oversees all of the technical and CAD production for the firm. Previously, Micheal was a Support Designer and Project Manager (1987-1994) at the F.W. Dixon Company- a 95 year old exhibit fabrication firm located in Woburn, Massachusetts.

Over his career, Mr. Shackelford has designed a number of projects. Micheal's work for many of his projects has included initial concept development, design, prototyping, model making, CAD drafting, and construction administration.

Education:

Cambridge College, Cambridge, Massachusetts  
Master of Education, 1991  
Bemidji State University, Bemidji, Minnesota  
Bachelor of Science, Technical Illustration/Commercial Design, *cum laude*, 1984

**Junior Designer - Margaret Wray**

Margaret has been working with Lyons/Zaremba in various capacities for over three years. A graduate of Wentworth Institute of Technology in Boston, she is responsible for the design of interpretive and interactive exhibits from the schematic stage through contract documents. Margaret joined Lyons/Zaremba full-time in 2004, but previously spent two summers in the studio as part of a cooperative learning project through her university. Aside from exhibit design, Margaret has experience as a restoration artist and has also worked for residential and commercial architectural firms in New Hampshire. Her bright personality and polished skill set make Margaret an asset to any project team.

Education:

Wentworth Institute of Technology, Boston, MA  
2004 Bachelor of Architecture  
1999-2001 Associates in Architecture Technology, *cum laude*

**Senior Graphics Designer - Amy Merrill**

Amy Merrill joins us with a strong educational background with a focus on environmental graphic design. With her strong sense of design and proven ability to manage complex graphic projects, Amy provides the graphic design leadership for the firm. Amy has

designed graphics for numerous exhibit projects as well as marketing and promotional pieces, invitations, and written press releases.

Over her career, Ms. Merrill has designed a number of projects. Amy's on projects has included conceptual design, graphic design, photo researching, exhibit display case layout design, and graphic production.

Education:

Simmons College, Boston, MA  
Bachelor of Arts, 1996, cum laude  
Boston University, Boston, MA  
Masters of Fine Arts, Graphic Design, 2003

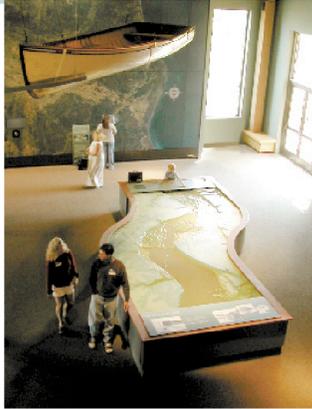
**Junior Graphics Designer - Gretchen Mendoza**

Gretchen Mendoza is a graphic designer for Lyons/Zaremba Inc. She works well with our team and our clients to create highly original and compelling museum graphics. Her familiarity with signage materials and printing methods helps our projects move swiftly through the production process. She also applies fine detailing and proofing skills to our graphics.

Before joining our firm, Gretchen serves as a graphic designer at Boston's New England Aquarium for over three years. There, her work ranged from large-format banners and exhibit graphics, to small-format admission tickets. She was principal graphic designer for the aquarium's acclaimed *Amazin Jellies* and *Seadragons* exhibits. In addition, Gretchen has designed numerous logos and brochures, and has developed her own calligraphy and illustration style.

Education:

University of Georgia, Athens, GA  
2001 Bachelor of Fine Arts, Graphic Design, cum laude



Mississippi River Museum

## Firm Overview

Lyons/Zaremba Inc. is an internationally recognized firm that specializes in the planning and design of exhibits for museums, visitor centers, nature centers, aquariums, and zoos.

Richard Lyons and Frank Zaremba founded LZI in 1987. Today, principals Frank Zaremba and Steve Lenox bring together 60 years of combined design experience. Frank and Steve maintain a small firm by design—one that enables them to maintain a hands-on relationship with the LZI staff on all phases of every project.

On our staff are experienced designers with backgrounds in industrial design, graphic design, architecture, landscape architecture, interactive software design, education, history, and art. To tailor expertise to the unique needs of each project, we organize additional researchers, writers, scientists, historians, artists, media experts and other specialists. These specialists are drawn from Boston's rich pool of talent as well as the region in which the project is located.



Museum of Arts &amp; Sciences

### About 90 percent of our projects reach or exceed

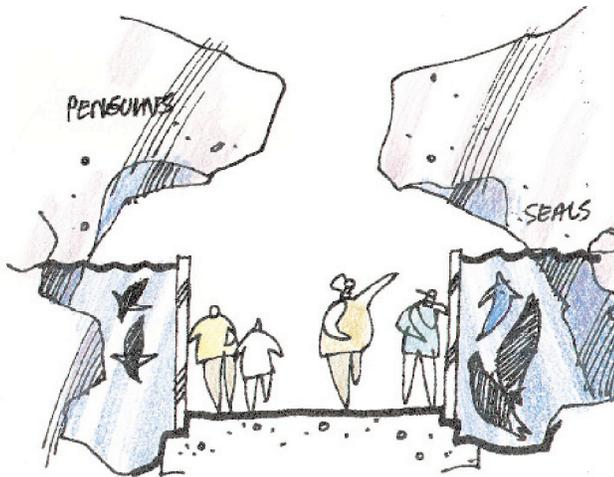
projected visitation levels. That's one reason people hire us—they see a track record of projects that have had a wonderful response from the public.



Wildlife Conservation Society's Congo Gorilla Forest



Habitat Model Construction



Concept Design for Polar Seas Exhibit

## Services

Lyons/Zaremba Inc. is an internationally recognized firm that specializes in the planning and design of exhibits for museums, visitor centers, nature centers, aquariums, and zoos. We provide these services:

Feasibility and Market Analysis

Master Planning

Concept Development

Exhibit and Facility Programming

Exhibit Research and Content Development

Graphic Design and Production

Text Writing

Photo Research and Acquisition

Exhibit Design, Detailing and Documentation

Media Software Design and Programming

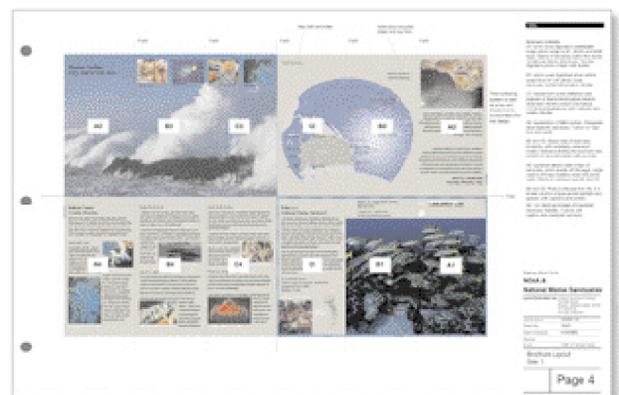
Cost Estimation, Bid Phase Management

Construction Administration

Post-Opening Review

## We don't need a huge staff

because we consult with specialists all over the world. As a result, clients get the best expertise, tailored specifically for their project.



NOAA Graphic Style Guidelines



Liberty Science Center



U.S. Fish &amp; Wildlife Service National Conservation Training Center

## Design Philosophy

Our goal is to create exciting, unique and memorable places where people can explore, discover and learn using all of their senses. We create exhibits that are accessible, enjoyable, and meaningful for an audience of diverse ages, learning styles, and cultural backgrounds.

We believe that meaningful exhibit design emerges from clear goals and powerful interpretive content. As storytellers working in three dimensions, we strive to deliver fresh, attractive stories that will surprise each visitor and awaken his or her sense of self-discovery.

By observing how people behave in public places—how they access information and how they interact with exhibits and each other—we've learned that we need to provide layers of experiences.

To achieve this, we vary the scale of exhibits; create multiple levels of learning opportunities; present multicultural points of view and balance cognitive and affective experiences. We create exhibits that serve as sustainable platforms for change and growth. If we succeed, the exhibit experience feels new and different every time visitors encounter it.

### We pay close attention to museum visitors

and their reactions to exhibits.

We notice which elements provide

them with the most rewarding

and enjoyable experiences.



Mystic Aquarium Touch Tank



NOAA Graphic Style Guidelines



Audubon Society of Rhode Island's Environmental Education Center

## Although we plan and design exhibits full time,

many of our clients are involved in once-in-a-lifetime projects. So we're holding their dreams in our hands.

We respect our clients and listen to them.

## Design Process

Our work always supports a team atmosphere and nurtures a shared vision. We encourage a steady dialog with every client, design team and specialist, at every stage of the process. And we have fun doing this.

First, we fully review and agree upon project feasibility, cost, size and schedule with each client. Next, the team thoroughly programs the exhibit and facility areas and thereby determines:

- the total area of the project;
- how each space is used;
- key and essential adjacencies; and ultimately
- the full scope of project.

Next we address content. From start to finish, our work is dedicated to providing content-driven experiences for our visitors. So, we thoroughly research pertinent subject matter.

Then, while keeping the visitor's experience in mind, we follow the traditional phases of design employed for architectural projects.

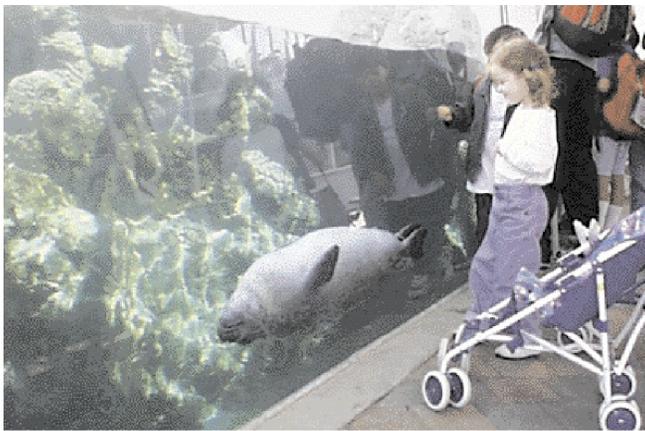
Our work does not end with final documentation. Instead, it continues throughout bidding, contract negotiation and construction management phases of the projects. This assures that the intent of our collective work is fully and properly realized.



Seacoast Science Center



Wildlife Conservation Society's Congo Gorilla Forest



New England Aquarium West Wing

## When designing exhibits, architectural training comes in handy

because you think in terms of museum  
visitors moving through a space in an  
experience that constantly evolves.

## Awards

Over the years, Lyons/Zaremba Inc. has received numerous awards in recognition of our excellence in design.

### Association of Zoos and Aquariums

- 1999-2000 Exhibit Award for the Wildlife Conservation Society's Congo Gorilla Forest
- 1999-2000 Curtis & Edith Munson Foundation Award for the National Aquarium in Baltimore's Amazon River Forest exhibit, demonstrating "excellence in exhibitry that conveys a strong conservation message."

### American Association of Museums

ExComp 2000 Award for the Wildlife Conservation Society's Congo Gorilla Forest

### Honor Awards Jury of the Boston Society of Architects

Citation for Design for planning and design of the New England Aquarium West Wing expansion in 1999.

### U.S. Fish & Wildlife Service

Named Frank Zaremba as an Honorary Historian of the Service for his work on the National Conservation Training Center.

### Print Magazine

Best in Exhibition Design Award for the New York Aquarium Discovery Cove Exhibit.



U.S. Fish & Wildlife Service National Conservation Training Center