

EXPLORATORIUM

San Francisco, California

The Exploratorium isn't just a museum; it's an ongoing exploration of science, art, and human perception designed to nurture visitors' curiosity. Located on the historic San Francisco waterfront, the new nine-acre campus features more than 650 interactive exhibits and breathtaking views of the bay, as well as space indoors and out.

MR-ProFun worked with the Exploratorium on planning for the Museum's relocation to Pier 15, which opened in the spring of 2013. This new home for the Exploratorium offers 330,000 square feet of indoor/outdoor space and triples the exhibition space from the original facility.

MR-ProFun assisted the Exploratorium in assessing the layout and organization of individual visitor area program elements and the entry/exit experience from both an operator's and visitor's perspective. MR-ProFun provided an independent operational assessment and analysis of the anticipated visitor flow based on the existing design and helped to identify potential areas of concern, provide operational input and strategies in order to alleviate these concerns, and identify additional opportunities to enhance the visitor experience. Additionally, MR-ProFun recommended staffing strategies, operational flow, and potential design modifications.

We continued to work with the Guest Services team from pre-opening through post-opening providing operational assistance, training and advisory services.

- Operations Planning
- Operational Audit and Implementation
- Pre-Opening Support
- Training and Service Excellence

