

Clientele List

Museums

Franklin Institute – Philadelphia, PA
Frontiers of Flight Museum – Dallas, TX
George H. W. Bush Presidential Library
Hands On! A Regional Museum – Johnson City TN
Mines Museum at Colorado School of Mines
Museum of Discovery & Science – Ft. Lauderdale, FL
Museum of Science & Industry – Chicago, IL
Omniplex – Oklahoma City, OK
Lynn Meadows Museum – Gulfport, MS
Science Spectrum Museum – Lubbock, TX
Texas A&M Corps of Cadet - Sam Houston Sanders
The Science Place – Dallas, TX
World of Wonder - Longview, TX

Visitor Centers

Matagorda Bay Nature Center – Matagorda, TX
Cradle of Forestry, U.S. Forest Service – Brevard, NC
Dallas Aquarium Education Center – Dallas, TX
Ft. Worth Star Telegram Visitor Center – Fort Worth, TX
Oklahoma Museum of Labor & Mining – Henryetta, OK
Earthquake Lake Visitor Center - West Yellowstone, MT
Trinity River Audubon Center - Dallas, TX
Wichita Mountains Wildlife Refuge – Lawton, OK

Interpretive Planning and Design

Georgia Dept of Natural Resources
Lower Colorado River Authority – Austin, TX
National Parks Service – Nacogdoches, TX
State of Georgia
State of Kansas
State of Tennessee
Skidaway Isle Resort – Savannah, GA
Texas Parks & Wildlife – Fredericksburg, TX
Texas Historical Commission – Sabine, TX
Texas Historical Commission – San Saba, TX
Texas Dept of Transportation – Arlington, TX
Texas Land Conservancy – Dallas, TX
U.S. Air Force - Barksdale Global Power Museum
U.S. Army Corps of Engineers – New Orleans District
U.S. Army - Ft. Bliss – El Paso, TX
U.S. Fish and Wildlife Service - Brevard, NC

Entertainment

Seaworld – San Antonio, TX
NASCAR Motor Sports – Speedparks 4 locations
Victory Junction Gang Camp – Randleman, NC
Six Flags Corporation – Arlington, TX
Give Kids the World – Orlando, FL
Putt-Putt Fun Centers of America
Sam's Fun City - Pensacola, Florida
America in Miniature – Las Vegas, NV
Adventure Landing – Guangzhou, China
Magluf Fun Park – Magluf, Spain
Joe Dumar's Field House – Detroit, MI
Kokomo's Family Fun Center – Saginaw, MI
Craig Ranch – McKinney, TX

Municipal

City of Allen - Allen , TX
City of Baytown - Baytown , TX
City of Bedford - Bedford , TX
City of Brownsville - Brownsville , TX
City of Carrollton - Carrollton , TX
City of Cedar Hill - Cedar Hill , TX
City of Coppell - Coppell , TX
City of Dallas – Dallas, TX
City of Denton - Denton, TX
City of Farmers Branch – Farmers Branch, TX
City of Frisco – Frisco, TX
City of Fort Worth – Fort Worth, TX
City of Friendswood – Friendswood, TX
City of Highland Village – Highland Village , TX
City of Longview – Longview, TX
City of Lewisville – Lewisville, TX
City of McKinney – McKinney, TX
City of Murphy – Murphy, TX
City of North Richland Hills – North Richland Hills, TX
City of Plano – Plano, TX
City of Roanoke – Roanoke, TX
City of Rockwall – Rockwall, TX
City of Rowlett – Rowlett, TX
City of Sherman– Sherman, TX
City of The Colony – The Colony, TX
City of Toledo – Metroparks of the Toledo, OH
City of Waco - Waco, TX
City of Waxahachie - Waxahachie, TX

Energy Centers

El Dorado Energy Visitor Center - Eldorado Valley, NV
South Texas Project Visitor Center - Wadsworth, TX
TXU Glen Rose Steam Generator Station - Glen Rose, TX

Corporate

Dr. Pepper – Plano, TX
Eljer Industries - Richardson, TX
Green Mountain Energy – Austin, TX
i2 Technologies – Irving, TX
Lennox Global – Richardson, TX
Nokia USA - Irving, TX
Nortel – Richardson, TX
Selkirk - Richardson, TX
Shell Oil Company – Houston, TX
Norman Window Blinds - Lewisville, TX
Toyota Motors USA - San Antonio, TX

Resorts

Catfish Bend Resort & Casino – Burlington, IA
Hotel Del Coronado - San Diego, CA
La Costa Spa & Resort - Carlsbad, CA
Ocean Lakes Family Campground - Myrtle Beach, SC
Rancho Las Palmas Resort – Palm Springs, CA
The Homestead – Hot Springs, VA



Interpretive Planning

What is Interpretive Planning?

Interpretive planning or “interpretation” at the most basic level, aims to answer the question “so what?” or “what’s the big deal?”

Interpretive planning is a communication process that connects the audience to the inherent qualities in places and/or things. To interpret is to translate the language of the experts, the voices of the past, and the significance of places & things to create emotional and intellectual connections, giving relevance and meaning to the visitor experience.

Exhibits designed with interpretive plans are bolstered by the strengths of outcome based strategies, improving and enhancing the chances that visitors will gain the knowledge, take action, care for and ultimately effect change.

Why Invest Time and Effort in Interpretive Planning?

Interpretation is the most cost effective tool we have to engage visitors and is an outcome-based process. It provides “goal-based” focus to the planning and design process, defining “success” at its beginning.

The chief aim of interpretation is not instruction, but provocation. The goal is to inspire. Inspiration is only possible when informative, entertaining, and enlightening stories elicit emotional and intellectual responses. Exhibits should have outcome goals and objectives that are accomplished at a high level. Without interpretive planning, the outcome may result in lower than expected success and may lead to negative outcomes.

The Kaser Design Difference

As professional Certified Interpretive Planners (CIP) we possess the knowledge, coupled with real world experience and business expertise, to provide services that improve message effectiveness, enhance visitor experience and deliver stakeholder goals. We provoke, relate and reveal your stories and messages to visitors in powerful ways. Your messages are translated from the language of experts to the language of every-day visitors, from children to adults.

From powerful interpretive graphics, professional copy writing, and creative use of technology, our planning and design process breathes life into artifacts and memories into photos. As people remember 90% of what they do, we make certain that “hands on” and “minds on” work together to create memorable experiences.

At Kaser Design (KD), interpretive planning skills run deep. Our owner and lead designer holds CIP credentials from the National Association for Interpretation (NAI).

*From project start to finished and installed exhibits – we Interpret!
That’s the Kaser Design difference!*

