**Program for Upgrade of Stage 2**

**Beit Ussishkin Museum – The Galilee Nature Center**

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**About the museum**

Beit Ussishkin is a museum of nature and history located in Kibbutz Dan. The museum was founded in 1955 to present the unique landscape and natural world of the Hula Valley region, prior to the draining of the valley.

The museum is managed by the Society for the Protection of Nature in Israel (SPNI), in cooperation with the Upper Galilee Regional Council, and with the professional guidance of the Council for Conservation of Heritage Sites in Israel.

The Museum is housed in a unique structure, protected as a heritage building.

The Beit Ussishkin Museum is recognized by the Culture Administration and the Ministry of Education, with thousands of students from all over Israel visiting the site each year.

Beit Ussishkin is located next to the northern entrance of the Israel National Trail and is a significant landmark for hikers and a magnet for many visitors.

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**The Museum’s Development 1955-2020**

From 1955-1992 the museum operated in its initial format, serving as an institute for research and data collection in the Hula Valley and Mt. Hermon (the zoology wing was established in 1963).

In 1992, the archeology wing was built in the auditorium.

During 2019-2020 the archeology wing was upgraded, and it became the history wing, including archeological, ethnographic, and historical exhibits.

The renovation and upgrade of the zoology wing will create an authentic, shared language between the two wings, offering a complete and comprehensive visitor experience focussing on the story of humans and nature in the Hula Valley.

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**The Museum Area**

Key

Main Floor, Entrance – 80 m2

Operational area, offices – 95 m2

First Floor, Exhibition – 70 m2

Exhibition Floor and Storage – 170 m2

Settlement Exhibition – 140 m2

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**Goals of the Upgrade**

Add information to the museum’s content, that has contemporary relevance

Create a meaningful connection between sections of the museum

Design a uniform visual language for the two wings of the museum

Make museum visits engaging and interesting, even without a guide

Increase time spent during museum visits through complementary activities

Update the museum’s infrastructure to make it more visitor-friendly

Make the museum accessible to target audiences

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**Building Upgrades – General**

Adapt the museum to the 21st century

Address water marks throughout the building

Address the external surface stone

Upgrade windows throughout the building

Replace all exhibit cases with new cases containing appropriate lighting

Upgrade the external bathroom building, construct a covered waiting area

Adapt storage areas in the basement to store exhibitions

Make the Second Floor accessible to people with disabilities, according to standards

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**Entrance Upgrade – Structure and Content**

**General:**

The entrance will become an inviting and friendly space following upgrades to the structure and creation of engaging content

**The structure will include:**

Closed glass windows with ND95 dark coating

Air conditioning

Café-style tables

Museum cashier

Ussishkin Café and museum store – open to the public

**The content will include:**

A video about the SPNI founders, on a large screen with no sound, with subtitles in three languages

Information and guidance about various options for touring the museum

Map of visitor routes

Branded signage according to the general design of the museum

Selfie Station including a large, winged bird, native to the region, such as a crane or a pelican (photo on page 16)

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**Operational Upgrades**

**Preparing the operational floor for museum staff:**

Expanding office space by removing the internal wall at the top of the stairs

Sectioning the space into meeting rooms with plaster dividing walls

Creating an entrance comfortable for hosting visitors, including an appropriate conference table

Constructing a coffee corner, with hot and cold water

Constructing new storage space

Installing an acoustic ceiling for the whole space

Creating a separate entrance for the operational floor

**New rooms**:

Director’s office

Finance office

Director of Content’s office

Restroom (in the old leather room)

Lounge + coffee corner/kitchenette

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**Content Upgrade – General**

The museum will focus on the Hula Valley only

Creation of one storyline that connects the two wings

Preparation of four visitor routes on various subjects (details below)

Dilution of overly-dense information displayed in exhibit cases

Turn windows between the exhibit cases into lighted signs with more information

New information signs in exhibit cases, according to artifacts

Addition of screens to present informational videos, according to preference

Addition of content presented on personal cellphones through QR technology

**Design:**

Maintaining the design of the Settlement Exhibition

New design for the Birds Windows (for example, we’ll choose a Predators Window) including branding and graphics

New uniform lighting in all dioramas, according to conservation standards

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**Proposed Museum Visit Routes**

**Conceptual Program:**

Goal: Creating new routes that connect the two wings, and routes within the Zoology Wing itself

Aids for implementation:

Creation of a booklet detailing the routes and stations in the museum

Receiving content by scanning a QR code to a computer/personal cellphone

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**Division of the museum into three visiting areas:**

1. Settlement and Archeology Hall (existing)
2. Nature Wing: First Floor – The Sky: species of birds; Hula Valley, then and now

Second Floor – Land and Water: species of mammals, reptiles, butterflies; nature research

**Implementation:**

**First Floor – The Sky**

Moving the Hula Landscape diorama and making room to create activity space (see simulations)

Organizing exhibit cases according to topics to be chosen

Building a new exhibit diorama (eagles and turbines)

Windows remain as they are, but change places: marine predators, nocturnal predators, songbirds

**Second Floor – Land and Water**

Expanding the space by removing the internal wall

Building new exhibit dioramas: local/invasive species; moist habitat

Exhibit cases that will remain but will change places and have new signage: reptiles and amphibians, fish, mammals, insects and butterflies, waterfowl.

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**Additional content for the Second Floor**

**Nature Research Room (formerly the Taxidermy Room):**

The Nature Research Room is the original room of the museum in which museum staff worked from the 1960s to the 2000s. Various findings from the Hula Valley and Mt. Hermon were brought to this room, where researchers studied, preserved, and taxidermized them.

This room will be renovated and some of its elements will be preserved.

The room will be dedicated to the subject of nature research in Israel, and will include:

A conference table for small groups (up to 15 people).

Original research tools (microscopes, taxidermy tools, measuring tools, and more) will be exhibited on the walls and in some of the original cases, which will be preserved.

Resources for workshops and various activities – interactive and other.

A glass door will be installed at the entrance, which will allow people to see the activity in the room.

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**Additional content for the Second Floor**

On the wall dividing Room 3 and the Nature Research Room:

Screens will be installed for videos on the following subjects:

**How does taxidermy work? (animated video)**

Animated video about taxidermy, from the arrival of the animal to its display in the exhibition.

**Nature Illustrators – Nature Researchers**

Presentation of detailed illustrations from nature books, together with an informational video about nature illustrators and their contribution to research and science.

* Example of an illustrated video through QR

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**4 Proposed Content Routes:**

**Ecology Route**

Impact of the draining of the Hula Valley and the *Kabul* (flooded) project to rehabilitate land and biological diversity in the Hula Valley. What threats endanger biological diversity today?

**History Route**

From Lish to Snir – 2000 years of history in the Hula Valley – Nature and People in the region.

**Zoology Route**

The biological diversity of the Hula Valley – past, present, and future.

**Water Route**

The importance of moist habitats and their disappearance from the area

**Table of four nature routes (attached separately)**

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**Making content accessible to visitors**

**In Hebrew, Arabic, and English:**

Preparation of a visitor’s booklet including a map, information, and visitor routes

Deepening knowledge by using QR: viewing/listening with a personal cellphone

Purchasing 50 smartphones for visitors without smart devices – with no access to external websites

Installing an internet network to activate the QR system

Building an interactive website for the museum

New museum signage

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**Examples of possible sign designs, printed on Perspex**

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**Proposed activities in the entranceway**

**Souvenir photo of the Kanfei HaEmek Farm**

**What’s waiting for you in the next photo?**

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**Preservation**

Fixing and addressing internal historic walls and exhibition cases, under guidance of the preservation consultant

Maintaining the internal design of the structure

Precise preservation of unique elements, under guidance of the preservation consultant

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**Estimated Costs**

See below:

Quantities list, content, lighting, and construction, including: working on content, addressing interior design, addressing the structure (Wings A + B), accessibility according to Israeli standards, electricity, general plumbing

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**Quantities List for the Project**

**Estimated Budget**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Description** | **Notes** | **NIS** |
| **1** | **Demolition and Disassembly** | All demolition, disassembly, excavation, etc. including removal of waste to a location approved by the local authorities | **78,750** |
| **2** | **Plaster work and acoustic ceilings** |  | **85,591** |
| **3** | **Painting** | Ground Floor | **85,075** |
| **4** | **Whitewashing** |  | **474,400** |
| **5** | **Soundproofing – estimate only** |  | **64,500** |
| **6** | **Flooring and surfacing - estimates** |  | **85,050** |
| **7** | **Aluminum** |  | **75,500** |
| **8** | **Air conditioning installation – estimates only** | Initial estimate by air conditioning technician, final price will be determined following implementation of the projects by an air conditioning consultant and receipt of a detailed outline of work | **370,000** |
| **9** | **Electricity and external lighting – estimate only** |  | **292,750** |
| **10** | **Plumbing, including external restrooms** |  | **199,800** |
| **11** | **Wood doors, steel doors, and grates** |  | **50,200** |
| **12** | **Woodwork, carpentry, and furniture** |  | **167,400** |
| **13** | **Fire detection and prevention system – based on existing** | Fire prevention work – estimate only  Will be priced again following receipt of the sprinkler plan from the fire consultant, including main pipes and routes | **249,550** |
| **14** | **Exhibit windows and dioramas – price estimate only** |  | **618,500** |
| **15** | **Graphics, branding, and marketing expenses** |  | **260,000** |
| **16** | **Lighting – estimate only** |  | **156,920** |
| **17** | **Content Production – estimate only** |  | **886,000** |
| **18** | **Multimedia – estimate only** |  | **314,000** |
| **19** | **Fencing and signage** |  | **285,000** |
| **20** | **Consultants and professional staff** |  | **504,000** |
| **21** | **General** |  | **182,500** |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **22** | **Summary of Budget Estimates** | | |
| **Description** | | **NIS** |  |
| Note – the proposed budget is an estimate, prior to formal plans, and for fundraising purposes only | | | |
| **22.1** | | **Direct Costs** | **5,317,486** |
| **22.2** | | **Incidentals 7%** | **372,224.02** |
| **22.3** | | **Overhead and insurance 6%** | **319,049.16** |
| **22.4** | | **Total costs including incidentals and overhead** | **6,008,759.18** |
| **22.5** | | **Project Management 12%** | **721,051.10** |
| **Total (without VAT)** | | **6,729,810.28** | |

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**Timeline**

Receipt of approved budget

Detailed implementation timeline will be created following project approval and creation of the relevant budget

Implementation time: Total – 1 year

Construction – 3 months; Content – 7-8 months

Installation/testing/technology – 3 months

Note: the work process is planned by floor, so that the work will not disturb the activity of wings that are not being renovated. The work will take place in stages, with partial closures that do not disturb operations in other sections.

(Title for simulations)

**Entrance**  
**Café and Museum Cashier**

**First Floor offices**

**First Floor**

**Second Floor**

**Second Floor – Floor Plan**