

JEFFREY A. DERING

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Principal (1994-Present)

DERING Consultants, Sarasota, FL / Metro Orlando, FL / Lancaster, PA.

International consultant in development and project management of:

- **Cultural Attractions, Exhibitions, Museums, Public Art** - Master Plans, Concept, Design Development, “STEAM” Education Content, Graphics, Interactive Exhibits, Digital Media, Immersive Experiences.
- **Fine Art Asset Masterworks / Old Master to Modern Masters** - Development, Marketing, Business Transactions, Authentication Process, Third-Party Experts, Conservation, Scientific Forensic Analysis.
- **Advertising, Business Development, Marketing, Strategic Partnerships** - Master Plans, Creative Design, Digital Media, Intellectual Properties, Publishing, Special Events.
- **Non-Profit Organizations** - Business and Capital Development, Strategic Partnerships, Revenue Centers, Marketing, Sustainability.

Senior Consultant, Strategic Partnerships and Projects (2021-Present)

Universal Services Associates (“USA”), Folcroft, PA

Consultant to industry leader in development, fabrication of interactive, interpretive, experiential, educational, cultural and entertainment environments, exhibits and museums.

Consulting Senior Producer, Cultural Attractions (2016-Present)

ITEC Entertainment, a TAIT Company, Orlando, FL

Consultant to global leader in design, development, production of themed, entertainment attractions, cultural attractions, retail venues, hospitality and international tourism.

Principal Partner (1996-Present)

Artventure™ Cultural Exhibition Experience, Sarasota, FL

Developing cultural exhibition experience tours, integrating Historic Fine Art, Contemporary Fine Art, “STEAM” Educational Content, Interactive Exhibits, Digital Media, Immersive Experiences.

Design Project Manager (2014-2016)

Delaware North at NASA’s Kennedy Space Center Visitors Complex, Kennedy Space Center, FL

Developed, Directed: (i) **Heroes and Legends: The United States Astronaut Hall of Fame**; (ii) **The Space Shuttle Atlantis Pavilion and Interactive Exhibits**; (iii) Master Plans for KSCVC Attractions.

Senior Consultant, Cultural Attractions (1996-2014)

Lewelling & Associates, Corona del Mar, CA

Consultant to international mega-attraction developer F. Steven Lewelling, former VP Operations of The Walt Disney Company, whose career included **Tokyo Disneyland** and **Paris Disneyland**.

Director of Long-Range Planning and Exhibitions (1991-1993)

Orlando Science Center, Orlando, FL

Developed, Directed: (i) Master plan for **Orlando Science Center and Interactive Exhibit Halls**; (ii) Exhibit operations; (iii) STEM Education Content; (iv) Grants, capital campaign, corporate partnerships.

Museum Director and Design Director (1987-1991)

The National Geographic Society, Explorers Hall Museum, Washington, DC.

Developed, Directed: (i) **GEOGRAPHICA Interactive Science Exhibits**; (ii) International cultural exhibitions; (iii) Interactive exhibit media; (iv) Education programs; (v) Museum operations; (vi) Public Relations.

- Negotiated “first” US-USSR Cultural-Commercial Joint Venture with The State Hermitage Museum, St. Petersburg, Russia (1990), paving way for Russian museums to develop independent financial joint ventures with western museums and companies, creating funding opportunities for fine art programs.
- Developed international traveling cultural exhibitions, including **Catherine The Great Exhibition** and **Nicholas II and Alexandra: Last Czars of Russia Exhibition**.
- “First” American museum director to serve on active committee of Russian museum Board-of-Governors, The State Hermitage Museum, St. Petersburg, Russia.

Advertising, Design, Business Development, Marketing Positions (1975-1986)

- **VP of Advertising**, St. Michael's Beverage, Philadelphia, PA.
- **Creative Director**, PPO&S Advertising, Marketing, Public Relations and Public Affairs, Harrisburg, PA.
- **Sr. Architectural Interior Project Designer**, DePaul Design, Lancaster, PA.
- **Director of Advertising**, National Patent Development, CT, NJ, NY, PA.

ADVISORY COMMITTEES / MUSEUM BOARDS / NON-PROFIT ORGANIZATIONS

- 2004-06 Executive Director, Pelican Man's Wildlife Hospital and Education Center, Sarasota, FL.
- 2002-05 Board Member, The PhilanthArt Foundation, London, UK.
- 1989-91 Board Member, Marketing Committee, The State Hermitage Museum, St. Petersburg, Russia.
- 1988-90 Member, Museum Committee, The National Geographic Society, Washington, DC.

PROFESSIONAL AFFILIATIONS

American Alliance of Museums (AAM); Art Loss Register (ALR); Association of Science & Technology Centers (ASTC); International Council of Museums (ICOM); The Appraisal Foundation and Uniform Standards of Professional Appraisal Practice (USPAP).

EDUCATION / MILITARY

- Hartford Art School, University of Hartford; BFA & MFA Programs, Major in Painting, Minor in Cultural Anthropology.
- Yale University; Internship with Prof. Rudolph F. Zallinger, MFA, "The Dinosaur Man", Artist-in-Residence, Peabody Museum of Natural History.
- Theta Chi Fraternity, Zeta Upsilon Chapter, University of Hartford.
- U.S. Navy Veteran, Naval Schools Command.

CULTURAL ATTRACTION, EXHIBITION, MUSEUM and PUBLIC ART PROJECTS (Selected Projects)

- 2018-21 **The Forestias "The Forest Through Art" Destination - Visual Art, Performing Art and Literary Art Master Plan Development**, Bangkok, Thailand (ITEC Entertainment).
- 2016-17 **Asia Park World-of-Wonders Cultural Attraction and Fantastic Asia Theme Park Master Plan**, Da Nang, Vietnam (ITEC Entertainment).
- 2016-17 **Kim Quy Cultural Attraction Master Plan**, Hanoi, Vietnam (ITEC Entertainment).
- 2014-16 **Heroes and Legends, United States Astronaut Hall of Fame and Space Shuttle Atlantis Pavilion**, NASA, Kennedy Space Center Visitor Complex, FL (Delaware North Corp; NASA).
- 2009-14 **Kingdom of the Horse™ International Cultural Exhibition Tour Master Plan**, Sarasota, FL (Artventure™ Cultural Exhibition Experience).
- 2010 **Samsung Everland Resort Cultural Attraction Master Plan**, South Korea (Lewelling Assocs).
- 2006-07 **Inspiration, Invention, Exploration: The Golden Age of Islam Exhibition Master Plan**, Dubai World, Legends, UAE (Lewelling Assocs).
- 2005-06 **Pelican Man's Wildlife Hospital-Education Center Master Plan**, Sarasota, FL.
- 2005-06 **Walk-thru Wildlife Habitat Attraction Master Plans**, Pelican Man's Wildlife Hospital-Education Center, Sarasota, FL: (i) **Hummingbirds: Feathered Jewels**; (ii) **Wild American Rainforest**.
- 2003 **Jeju Island Cultural Attractions Master Plan**, South Korea (Taylor Frères Capital Markets).
- 2002 **Hayashibara Fine Art, Cultural, Museums Master Plan**, Okayama, Japan (Lewelling Assocs).
- 2002 **Qiangdao Cultural Exhibition Series Master Plan**, Qiangdao, PRC (Lewelling Assocs).
- 2000-02 **China World Port Cultural Attraction Master Plan**, Beijing, PRC (Lewelling Assocs).
- 2000-02 **Golden West Theme Park Master Plan**, Sacramento, CA (Lewelling Assocs).
- 2000 **Scriptorium at the Holy Land Experience Museum Specs**, Orlando, FL (ITEC Entertainment).
- 1999 **Madison Square Garden NYC Sports Experience Interactive Attraction** (ITEC Entertainment).
- 1999 **Taiwan Maritime Museum Master Plan**, Taiwan (HHCP Design International).

- 1998 **SUE: Tyrannosaurus Rex Exhibition Master Plan**, Field Museum, Chicago, IL (EDE Corp).
- 1996-97 **Key West Attraction Theming**, SeaWorld of Florida, Orlando, FL (Icarus Exhibits).
- 1995-96 **China Seas Interactive Aquarium Master Plan**, Wuhan, PRC (Ocean Engineering).
- 1991-96 **Orlando Science Center and Interactive Exhibit Halls Master Plan**, Winter Park, FL.
- 1993-95 **Lisbon Zoo and Aquarium Master Plan**, Lisbon, Portugal (Ocean Engineering).
- 1992-93 **Golden Dream 1776 American Revolutionary War Sloop**, American Pavilion, EPCOT, Walt Disney World, Orlando, FL (Ocean Engineering).
- 1989-93 **Nicholas II and Alexandra: Last Czars of Russia Exhibition Tour**, The State Hermitage Museum, St. Petersburg, Russia.
- 1989-93 **Etruscans: Legacy of a Lost Civilization Exhibition Tour**, Vatican Museums, Rome, Italy; The National Geographic Society, Washington, DC; City of Memphis, TN.
- 1992 **Viking Lander: Mission to Mars Exhibition**, Orlando Science Center, FL; Martin Marietta Corp.
- 1989-92 **Catherine The Great Exhibition Tour**, The State Hermitage Museum, St. Petersburg, Russia; The National Geographic Society, Washington, DC; City of Memphis, TN; Armand Hammer Museum, CA.
- 1989-92 **Restoration of Golden State Carriage of the Czars**, The State Hermitage Museum, St. Petersburg, Russia; Federal Express Corp.
- 1989-91 **Rio Azul: Lost City of the Maya Exhibition Tour**, The National Geographic Society, Washington, DC; Denver Museum of Natural History, Denver, CO.
- 1989-91 **Project Jason Undersea Exploration Live Broadcast, Interactive, Education Programs**, The National Geographic Society, Washington, DC; Robert Ballard (Explorer of "Titanic"); Woods Hole Oceanographic Institution; EDS Corp.
- 1988-91 **The White House News Photographers Association Annual Exhibitions**, The White House, Washington, DC; The National Geographic Society, Washington, DC.
- 1991 **Oceans Exhibition Master Plan**, The Smithsonian, The National Museum of Natural History, Washington, DC.
- 1990 **All Aboard: The Romance of Model Railroading Exhibition**, National Geographic Society, Washington, DC; Lionel Train Corp.
- 1990 **Dinosaurs: March Towards Extinction Exhibition Interpretive Graphics**, The Smithsonian, National Museum of Natural History, DC; The National Geographic Society, Washington, DC.
- 1989-90 **Kronan: Remnants of a 17th Century Warship's Past Exhibition**, The National Geographic Society, Washington, DC; Kalmar Lans Maritime Museum, Sweden.
- 1989-90 **Australia Pavilion Cartographic Interpretive Graphics**, The Smithsonian, National Zoological Park, Washington, DC; The National Geographic Society, Washington, DC.
- 1987-90 **The National Geographic Society Explorers Hall Museum and Geographica Interactive Science Exhibition**, The National Geographic Society, Washington, DC.
- 1989 **Moche Gold: The Lord of Sipan Museum Exhibition Tour**, The National Geographic Society, Washington, DC; Bruning Archaeological Museum, Lambayeque, Peru.
- 1989 **Holograms: As You See It Interactive Exhibition**, The National Geographic Society, Washington, DC; National Museum of Holography, Brooklyn, NY.
- 1988-89 **100 Years of National Geographic Illustration Exhibition Tour**, The National Geographic Society, Washington, DC; New York Illustrators Society, New York, NY.
- 1988 **Solar Boat: Secrets of a Pharaoh's Funeral Bark Exhibition**, The National Geographic Society, Washington, DC; Solar Boat Museum, Great Pyramid of Khufu, Cairo, Egypt.
- 1982 **NEWSEUM, Museum of Newspaper History**, Lancaster Newspapers, Inc., PA (DePaul Design).
- 1978-80 **Michter's Distillery, A National Historic Landmark**, Schaefferstown, PA: (i) Restoration of Historic, One-barrel-a-day Still-Warehouse; (ii) Museum; (iii) Retail Collectors Store.
- 1973-75 **Hands-on Aquarium and Wildlife Habitats-Aviaries**, Environmental Centers, W. Hartford, CT.
- 1972-74 **Connecticut Trading Post Hands-on Exhibit and Come to Your Senses Interactive Science Exhibit**, Children's Museum of Hartford, W. Hartford, CT.

CULTURAL TOURISM and MIXED-USE PROJECTS (Selected Projects)

- 2020 ***Future Cities, Smart City Technology, The Internet of Things (IoT), Multimodal Transportation: A Strategy for Future Development of Thailand and Eastern Economic Corridor (EEC) Master Plan and Executive Summaries***, Thailand (ITEC Entertainment).
- 2010-12 ***Citywalk Entertainment Zones-Themed Hotels Master Plan***, UAE (Lewelling Assocs).
- 2010 ***Legends Theme Park-Resort Dubailand Master Plan***, UAE (Lewelling Assocs).
- 1999 ***Tezuka Osamu World Kawasaki Master Plan***, Japan (Lewelling Assocs).
- 1999 ***Boston Celtic's HealthPoint Center Practice Facility, Exhibit, Retail Master Plan***, Waltham, MA (Lewelling Assocs).
- 1996 ***El Nido Marine Preserve Eco-Tourism Master Plan***, Palawan, Philippines (Ocean Engineering).
- 1995-96 ***RDV Sportsplex Orlando Magic Basketball Headquarters Exhibits-Retail Area***, Maitland, FL.
- 1989-90 ***US-USSR Cultural-Commercial Joint Venture***, The State Hermitage Museum, St. Petersburg, Russia; The National Geographic Society, Washington, DC.
- 1979-80 ***1980 Lake Placid Winter Olympics Organizing Committee***, Saranac Lake, NY: (i) Consumer Ski Show Traveling Exhibits; (ii) Olympic Athletes' Village Indoor Retail Area.

FINE ART REPORTS and PUBLICATIONS (Selected Projects)

- 2017-22 ***Jean Michel Basquiat (1960-88), Untitled, Variation of 'Poison Oasis' (28 Dec 1981)***; Executive Summary.
- 2020 ***Peter Paul Rubens (1577-1640) with Jacob Jordaens (1593-1678) and Rubens' Studio, The Adoration of the Magi (c.1620-21)***; Saban Version, Miami; Executive Summary.
- 2006-20 ***Michelangelo Merisi da Caravaggio (1571-1610), David in the Act of Picking Up Goliath's Severed Head (c.1600-01)***; The Caravaggio Trust Version, USA; Executive Summary.
- 2017 ***Raffaello (Raphael) Sanzio (1483-1520), The Madonna of Loreto ('Virgin of the Veil') (c.1499-1504)***; Executive Summary; Valuation Assessment.
- 2007 ***Heinz Lechner (b.1954), 92 Photographic Artworks (1980-2004)***; Executive Summary.
- 2005 ***Henri-Edmond Cross (1856-1910), 105 Small European Plein Air Paintings (c.1881-1908)***; Executive Summary.
- 2005 Painting Study by ***Leonardo da Vinci (1452-1519), Christ Among the Doctors (c.1472-95 or c.1504-05)***; Executive Summary.
- 2005 ***Pablo Picasso (1881-1973), El Guitarron or Nature Morte a la Guitare or Joueur de Guitare (1942)***; Executive Summary.
- 2005 ***'Christ Among the Doctors' from Leonardo to Luini: An Evolution in Design Compositions***; Historical Comparative Design Analysis.
- 2000 ***Stanislas Kostka, Master of the Bouquet: Still Life and Floral Paintings***, Wzgorze Jabluszko Publishing, Lublin, Poland; Biography.
- 2000 ***Giorgione, known as Giorgio Barbarelli, Giorgio da Castelfranco (c.1477-1510), Marcus Aurelius Between Philosophers (c.1505-06)***; Executive Summary.
- 1995 ***Jacques Hebert, Fused Glass Contemporary Artist***, Montreal, Canada; Valuation Assessment.

DESIGN / EXHIBITION AWARDS and PUBLICATIONS (Selected Projects)

- 1988, '90 ***New York International Film Festival, Best Educational Media***, The National Geographic Society: (i) ***Earth Station One Interactive Theater (1988)***; (ii) ***GEOGRAPHICA Theater (1990)***.
- 1989 ***Houston International Film Festival, Best New Media Exhibit***, The National Geographic Society; National Geographic Television; Turner Broadcasting.
- 1989 ***"And the World Goes 'Round And 'Round"***, ***Exhibit Builder Magazine***, Oct; Article.
- 1989 ***"A Hands-on Learning Experience"***, ***National Geographic Magazine***, Feb; Article.
- 1984-87 ***ADDY (American Advertising Federation) Awards***, Various "Best" Medals.

COMPLETE CURRICULUM VITAE AVAILABLE