

**JEFFREY A. DERING**

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**Principal** (1994-Present)

**Dering Consultants**, Sarasota, FL / Metro Orlando, FL / Lancaster, PA.

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International Consultant in Development and Project Management of:

- **Cultural Attractions, Exhibitions, Museums, Public Art** -- Needs Assessments, Master Plans, Concepts, Design Development, "STEAM" Educational Content, Interpretive Graphics, Digital Media, Public Art Integration, Interactive-Experiential Environments,
- **Fine Art Asset Masterworks** -- Development, Marketing, Management, Investment Guidance, Executive Summary, Valuation Assessment, Sales-Acquisitions, Authentication Process, Provenance, Third-Party Experts, Condition Reports, Conservation, Scientific Forensic Analysis, Insurance, Security, Transport.
- **Advertising, Business Development, Marketing, Strategic Partnerships** -- Master Plans, Creative, Digital Media, E-Commerce, Intellectual Properties, Product Licensing, Publishing, Special Events.
- **Non-Profit Organizations** -- Business Plans, Capital Development, Strategic Partnerships, Grants Development, Revenue Centers, Marketing, Sustainability.

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

**Universal Services Associates ("USA")**, Folcroft, PA

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

**Consulting Senior Producer, Cultural Attractions** (2016-Present)

**ITEC Entertainment**, Orlando, FL

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

**Principal Partner** (1996-Present)

**Artventure™ Cultural Exhibition Experience**, Sarasota, FL

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Developing cultural exhibition experience tours, integrating: (i) Historic Fine Art; (ii) Contemporary Fine Art; (iii) "STEAM" Educational Content; (iv) Interactive Exhibits; (v) Digital Media; (vi) Entertainment.

**Design Project Manager** (2014-2016)

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

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Developed and 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 NASA's KSCVC Attractions.

**Consultant, Cultural Attractions** (1996-2014)

**Lewelling & Associates**, Corona del Mar, CA

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Consultant on Cultural Attractions 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 Marketing** (2002-2005)

**The PhilanthArt Foundation**, London, UK

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Developed and Directed: (i) Acquisition of Fine Art Masterworks as endowment for humanitarian projects for private, international foundation; (ii) Cultural attractions as revenue centers for philanthropic sustainability.

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

**Orlando Science Center**, Orlando, FL

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

**Museum Director and Design Director** (1987-1991)

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

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Developed and Directed: (i) **GEOGRAPHICA Interactive Science Exhibition**; (ii) International cultural exhibitions; (iii) Emerging educational, interactive media technology "firsts"; (iv) Education programs; (v) Public Relations; (vi) Museum operations, budgets, contractors.

- Negotiated the "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 conservation.

- Developed international traveling blockbuster cultural exhibitions, including the ***Catherine The Great Exhibition*** and ***Nicholas II and Alexandra: Last Czars of Russia Exhibition***.
- Honored as first American museum director to serve on active committee of a Russian museum Board-of-Governors, The State Hermitage Museum, St. Petersburg, Russia.

#### **Advertising, Design, Marketing Positions (1975-1986)**

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- **Vice President of Advertising**, St. Michael's Beverage Corp., Philadelphia, PA.
- **Creative Director**, PPO&S Advertising, Marketing, Public Relations, Public Affairs, Harrisburg, PA.
- **Senior Architectural Interior Project Designer**, DePaul Design, Inc., Lancaster, PA.
- **Director of Advertising**, National Patent Development Corp. (Multiple Subsidiaries), CT, NJ, NY, PA.

#### **ADVISORY COMMITTEES / MUSEUM BOARDS / NON-PROFIT ORGANIZATIONS**

2012-Present: Senior Advisor, Office of the Chairman, Taylor Frères Americas LLP, Zurich, Switzerland;  
Taylor Frères Capital Markets LLC, New York, NY

2013-15: Advisory Director, GreenHawk Global Corporation, Austin, TX.

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); International Institute for Conservation of Historic and Artistic Works (IICAW); International Interactive Communications Society (IICS); The Appraisal Foundation and Uniform Standards of Professional Appraisal Practice (USPAP).

#### **EDUCATION / MILITARY**

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

#### **CULTURAL ATTRACTION, EXHIBITION, MUSEUM and PUBLIC ART PROJECTS** (Select)

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 Visitors Complex, FL (Delaware North Corp; NASA).

2009-14: **Kingdom of the Horse™ International Cultural Exhibition Tour Master Plan**, Sarasota, FL (Arventure™ Cultural Exhibition Experience; Dering Consultants; Lewelling Assocs).

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) ***Night Flight: Bats and Other Things that Go Bump in the Night***; (iii) ***Wild American Rainforest***.
- 2005: **The Heronry Aviary**, Pelican Man's Wildlife Hospital-Education Center, Sarasota, FL.
- 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).
- 1995-96: **BodyZone Exhibition**, Orlando Science Center, FL (EDE Corp).
- 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**, State Hermitage Museum, St. Petersburg, Russia.
- 1989-93: **Etruscans: Legacy of a Lost Civilization Exhibition Tour**, Vatican Museums, Rome, Italy; 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**, State Hermitage Museum, St. Petersburg, Russia; National Geographic Society, Washington, DC; City of Memphis, TN; Armand Hammer Museum, CA.
- 1989-92: **Restoration of Golden State Carriage of the Czars**, State Hermitage Museum, St. Petersburg, Russia; Federal Express Corp.
- 1989-91: **Rio Azul: Lost City of the Maya Exhibition Tour**, National Geographic Society, Washington, DC; Denver Museum of Natural History, Denver, CO.
- 1989-91: **Project Jason Live Undersea Exploration Broadcast, Interactive Education Programs**, National Geographic Society, Washington, DC; Robert Ballard (Explorer of "Titanic"); Woods Hole Oceanographic Institution; EDS Corp.
- 1988, '89, '90, '91: **The White House News Photographers Association Annual Exhibitions**, The White House, Washington, DC; National Geographic Society, Washington, DC.
- 1991: **Oceans Exhibition Master Plan**, Smithsonian, 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**, Smithsonian, National Museum of Natural History, DC; National Geographic Society, Washington, DC.
- 1989-90: **Kronan: Remnants of a 17th Century Warship's Past Exhibition**, National Geographic Society, Washington, DC; Kalmar Lans Maritime Museum, Sweden.
- 1989-90: **Australia Pavilion Cartographic Interpretive Graphics**, Smithsonian, National Zoological Park, Washington, DC; National Geographic Society, Washington, DC.
- 1987-90: **The National Geographic Society Explorers Hall Museum and Geographica Interactive**

**Science Exhibition**, National Geographic Society, Washington, DC.

- 1989: **Moche Gold: The Lord of Sipan Museum Exhibition Tour**, National Geographic Society, Washington, DC; Bruning Archaeological Museum, Lambayeque, Peru.
- 1989: **Turner Broadcasting National Geographic Explorer TV Exhibit**, National Geographic Society, Washington, DC; Turner Broadcasting, Atlanta, GA.
- 1989: **Holograms: As You See It Interactive Exhibition**, National Geographic Society, Washington, DC; National Museum of Holography, Brooklyn, NY.
- 1988-89: **100 Years of National Geographic Illustration Exhibition Tour**, National Geographic Society, Washington, DC; New York Illustrators Society, New York, NY.
- 1988: **Solar Boat: Secrets of a Pharaoh's Funeral Bark Exhibition**, 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, ECONOMIC DEVELOPMENT and MIXED-USE PROJECTS** (Select)

- 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).
- 2011: **Mega-Mall Entertainment Center Master Plan**, Delhi, India (Lewelling Assocs).
- 2010: **Legends Theme Park-Resort Dubailand Master Plan**, UAE (Lewelling Assocs).
- 1999-2001: **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).
- 1996-97: **Westin Rio Mar Resort Way-Finding Master Plan**, Puerto Rico (Tishman Hotel Corp).
- 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.
- 1992-93: **Museum Retail Kiosks**, State Hermitage Museum, St. Petersburg, Russia (Icarus Exhibits).
- 1989-90: **US-USSR Cultural-Commercial Joint Venture**, State Hermitage Museum, St. Petersburg, Russia; National Geographic Society, Washington, DC.
- 1987-90: **Explorers Hall Museum Retail Store**, 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 ASSET DEVELOPMENT PROJECTS and PUBLICATIONS** (Select)

- 2020: **Michelangelo Merisi da Caravaggio (1571-1610), David in the Act of Picking Up Goliath's Severed Head** (c.1596-1600); Hahn-Luna / Perez-Palatin Version, Seville; 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.
- 2017: **Mario Carreno (1913-99), Untitled, 'Cortadores de Guano'** (1943); Executive Summary.

- 2017: **Jean Michel Basquiat** (1960-88), *Untitled, Variation of 'Poison Oasis'* (Dec 1981); Executive Summary.
- 2017: **Painting Attributed to Jackson Pollock** (1912-56), *Number 5, White, Untitled, also known as 'Spring and Gold'* (May 1950); Executive Summary.
- 2017: **Georges Rouault** (1871-1958), *Profile of a Woman Gypsy* (1956); Executive Summary; Valuation Assessment.
- 2007: **Heinz Lechner** (b.1954), *92 Photographic Artworks* (1980-2004); Executive Summary.
- 2007: **Henri Fantin-Latour** (1836-1904), *The Night* (c.1895); 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: Engraving by **James Horton Whitehouse** (1883-1902), *Studio of Charles Lewis Tiffany, Louis Comfort Tiffany, Tiffany & Co., Great Seal of the United States Official Treaty Die* (c.1885); Executive Summary.
- 2005: *'Christ Among the Doctors' from Leonardo to Luini: An Evolution in Design Compositions; Historical Comparative Design Analysis.*
- 2002: *Reflections of a Russian Summer: Contemporary Selections from the Russian Plein Art School of Painting*, Wallace Fine Arts; Exhibition Catalog.
- 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** (Select)

- 1988, '90: **New York International Film Festival, Best Educational Media**, 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.
- 1987: **National Packaging Association, Best Product Package**, St. Michael's Beverage Corp.
- 1984-86: **ADDY\* "Bests"**: (i) **Trade Collateral**, CShell Optical Discs; (ii) **TV Commercial**, St. Michael's Beverage Corp; (iii) **Outdoor Board**, 1984 PA National Horse Show; (iv) **Corp Ad**, Rite-Aid Corp; (v) **Trade Ad**, MXL Industries; (vi) **Trade Collateral**, AMP Inc.

\*The ADDY is the National & Regional Advertising Award of the American Advertising Federation (AAF).