

# Maggie Schmidt

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## SUMMARY

I am an award-winning interpretive writer, exhibit developer, and project leader. For the past decade, I've created over 30 interpretive exhibits and written over a thousand museum labels. My process is about listening, taking risks, and being open to new directions. I build project budgets and collaborative partnerships with communities around these values.

## EXPERIENCE

### 106 Group — *Interpretation Manager*

2021 – PRESENT; 2015 - 2018 (Sr. Exhibit Developer)

- Lead vision and strategy for proposal development
- Coordinate with project managers to guide and oversee all interpretive projects
- Provide technical expertise in exhibit development and interpretive planning

### Minnesota Historical Society — *Exhibit Developer*

2018 - 2021

- Exhibit lead and exhibit design spokesperson for the multi-year revitalization of Historic Fort Snelling, collaborating with a 50+ stakeholder team to develop a 4,000 sq. ft. gallery within a \$1.4 million dollar budget
- Planned and facilitated over two dozen design workshops and listening sessions
- Organized four rapid-response, participatory art installations under \$10k to acknowledge Covid-19 pandemic and George Floyd uprising in the Twin Cities

### Split Rock Studios — *Exhibit Developer*

2013 - 2015

- Created and pitched eight full-scale exhibit design packages for clients around the country
- Researched and wrote hundreds of interpretive labels and graphic panels with community partners and content experts

## SKILLS

Interpretive and proposal writing | Experience development  
Content strategy | Interactive prototyping | Workshop facilitation  
Research, writing, and editing | Public speaking | Project management

## CONFERENCES AND PUBLICATIONS

“[Connections Through a Chain-Link Fence](#)” | National Association for Museum Exhibition, journal *Exhibition*, Fall (2021) Vol. 40, No. 2

Label writing workshop, National Association for Interpretation, 2016

“Deconstructing the Safe Space” | American Association for State and Local History, September 2016

## EDUCATION

**Indiana University (IUPUI) — MA, Museum Studies**  
2010 - 2012

**University of Iowa — BA, Anthropology and English**  
2004 - 2008

## PROJECTS

**Independence National Historical Park waysides, PA (Current)**  
Interpretive Planner & Writer, 106 Group

**Mille Lacs Kathio State Park Visitor Center, MN (Current)**  
Exhibit Developer, 106 Group

**Washington Crossing Historic Park waysides, PA (2024-Current)**  
Exhibit Developer, 106 Group

**Lake Carlos State Park Visitor Center, MN (2023-2024)**  
Project Manager & Exhibit Developer, 106 Group

**San Antonio Missions National Historical Park, Mission San Juan Visitor Center, TX (2022-2024)**  
Project Manager & Exhibit Developer, 106 Group

**Lake Vermilion-Soudan Underground Mine State Park Visitor Center, MN (2022-2024)**  
Project Manager & Exhibit Developer, 106 Group

**Stoppel Historic Farmstead interpretive plan, MN (2022-2023)**  
Project Manager & Interpretive Planner, 106 Group

**"Answering the Call" exhibit, North Carolina Museum of History, NC (2023)**

Exhibit Developer, Roto

**"Norfolk in Time" exhibit, Nauticus Maritime Center, VA (2023)**

Exhibit Developer, Roto

**"History at Heart" installation, MN (2020)**

Exhibit Developer, Minnesota Historical Society

**Historic Fort Snelling, MN (2018-2021)**

Exhibit Developer, Minnesota Historical Society

**Monterey Bay Aquarium, Bechtel Family Center for Ocean Education and Leadership, schematic design (2018)**

Exhibit Developer, 106 Group

**Fort Foote National Park, Washington DC (2018)**

Project Manager & Interpretive Planner/Writer, 106 Group

**Gila Cliff Dwellings National Monument, NM (2018)**

Project Manager & Interpretive Writer, 106 Group

**Devils Tower National Monument, WY (2017-2018)**

Project Manager & Interpretive Planner/Writer, 106 Group

**Hickory Run State Park, PA (2016-2018)**

Exhibit Developer, 106 Group

**Spring Lake Park Reserve, MN (2017)**

Project Manager & Interpretive Writer, 106 Group

**Minnesota Bison Conservation Herds, MN (2016-2017)**

Project Manager & Interpretive Writer, 106 Group  
1st place winner of the NAI Interpretive Media Award, 2018

**Arlington House, Washington DC (2015-2018)**

Project Manager & Interpretive Writer, 106 Group

**Carlsbad Caverns National Park, NM (2015-2017)**

Interpretive Writer, 106 Group

**Thomas Jefferson's Poplar Forest schematic design, VA (2016-2018)**

Exhibit Developer, 106 Group

**Trail of Tears National Historic Trail, AL (2016)**

Interpretive Writer, 106 Group

**Brooklyn Park Historical Farm master planning, MN (2016)**

Interpretive Planner, 106 Group

**Kinzua Bridge State Park, PA (2015-2016)**

Exhibit Developer & Interpretive Writer, 106 Group  
2nd place winner of the NAI Media Interior Exhibit Awards

**Quarry Hill Nature Center, MN (2015)**

Interpretive Planner, 106 Group  
Indian Creek Nature Center concept design, IA (2015)  
Exhibit Developer, 106 Group

**Red Oak Nature Center, IL (2014)**

Exhibit Developer, Split Rock Studios

**Springbrook Nature Center schematic design, MN (2014)**

Exhibit Developer, Split Rock Studios

**Runge Conservation Nature Center, MO (2014)**

Exhibit Developer, Split Rock Studios

**Good Earth State Park Visitor Center schematic design, SD (2014)**

Exhibit Developer, Split Rock Studios

**Driftless Area Education & Visitor Center schematic design, IA (2014)**

Exhibit Developer, Split Rock Studios  
Point Betsie Lighthouse Visitor Center, MI (2014)  
Exhibit Developer, Split Rock Studios

**Touchstone Cooperatives of North Dakota Traveling Exhibit, ND (2014)**

Exhibit Developer, Split Rock Studios, 2nd place winner of the NAI Interior Exhibit Awards (2015)

**AWARDS**

**1st place** | National Association for Interpretation (NAI), Interpretive Media Award 2018, Minnesota Bison Conservation Herd, Minnesota State Parks

**2nd place** | National Association for Interpretation (NAI), Interior Exhibit Award 2016, Kinzua Bridge State Park Visitor Center, Pennsylvania State Parks

**2nd place** | National Association for Interpretation (NAI), Interior Exhibit Award 2015, Touchstone Cooperatives of North Dakota Traveling Exhibit