

**[technovate]**museum  
creativity in innovation

**[shelby cuaron]**  
*collateral branding*

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Shelby Cuaron

Technovate Museum

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Atlanta, GA 30301-3333

US POSTAL  
PAID

Ed Rushton  
Georgia Southern University  
1442 Southern Drive  
Statesboro, GA 30458

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# [technovate]museum

Nov 15 2018

Ed Rushton  
1442 Southern Drive  
Georgia Southern University

Dear Mr. Rushton,

The Technovate Museum is the gathering place for those who crave complex stimulation, require safe spaces to discuss dangerous ideas, and understand intellectual engagement as a sophisticated and profoundly fun experience. Being a museum devoted to current culture breathes new life into our work daily.

The Technovate Museum is intellectually-activated, curator-driven and audience responsive. We exist to take the vast field of contemporary ideas and frame it into clear stories to which our audiences can relate and respond.

And respond they do. For this city, we are the "first stop" for those wanting to engage "the contemporary" in all its forms. Contemporary ideas have no official verdict of history behind them. No previous generation of cultural authorities has declared them worthy of our time. The Technovate Museum version of our times is but one of many possible visions of our time in culture. Even though the The Technovate Museum has a long history of making good choices, of showing the epoch-changing ideas early on before the larger world has noticed them, we can never rest on our laurels.

The The Technovate Museum must never be scared of controversy; to do so would fail the museum and the public. The "contemporary" is a discussion that matters.

All contemporary museums, including The Technovate Museum, will be adapting to new cultural and technological realities through trial and error. Some of our most audacious attempts at remaining ahead of the cultural curve will fall flat, while others will sprout wings and fly.

As The Technovate Museum continues its tradition of taking chances, it must remain the locus of creative life, as the place where people gather to meet each other, engage ideas, and have a damn good time in the process.

  
Shelby Cuaron  
Director

[welcome]  
to [technovate]



stairs

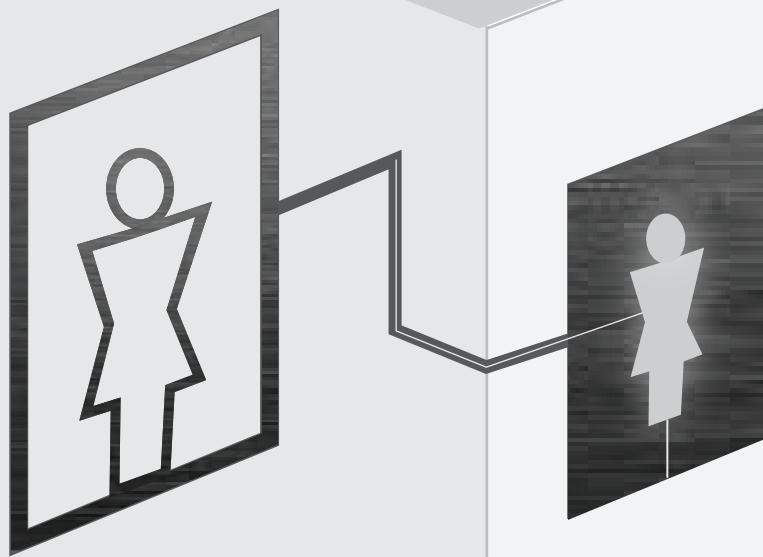
elevator

# [innovation room]

**[please]**  
do not touch  
the displays  
thank you



future      now  
past



**[please]**

**do not touch  
the displays**

*thank you*