

## Deborah Frieden

Deborah Frieden is a project planning consultant assisting public and private organizations and municipalities in planning for the creation of new facilities, district initiatives or the expansion and re-envisioning of existing facilities and institutions. She advises mature organizations as well as start-ups on program development, pre-project planning, architect selection, and project management through all phases. Her work often goes beyond the walls of the institutions and explores the contextual issues of the organizations in their specific communities, who they serve, and how their development will enhance their community.

With over twenty-five years' experience, Deborah brings a unique combination of expertise, including:

- Project Visioning
- Rigorous Project Management from Pre-Planning through Implementation
- Project Funding and Operations

Deborah associates with a range of skilled professionals as specific projects may require. In all associations, Deborah Frieden retains the leadership role and is active in providing strategic guidance as well as management of the client relationship.

### ***Clients, Projects, and Activities (sample):***

***Birmingham Museum of Art (Alabama):*** Project Advisor planning an expansion of the largest art museum in Alabama. Prepared expansion Case Statement for stakeholders. Services include budgeting, program development, and organizational development.

***City of San Francisco – Mayor’s Office of Economic & Workforce Development***”: Development of an Economic Strategy built on the arts for Central Market area, providing research on national models, stakeholder interviews, synthesis of data into recommendations for strategic initiatives and action items.

***de Young Museum (San Francisco):*** Project Director for \$200 million, 300,000 s.f. new museum facility on 17 acres in Golden Gate Park. Designed international architect selection process and oversaw hiring of all consultants, design and engineering, and construction administration.



The Mint Project  
San Francisco, California  
? SFM&HS  
Rendering: HOK, San Francisco



de Young Museum  
? Corporation of the Fine Arts Museums  
Design Architects: Herzog & de Meuron  
Principal Architects: Fong & Chan  
Photographer: Mark Darley



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**Indus Center** (for *Global Heritage Fund*): Planning a start-up cultural center in Pune, India. Advised on visioning, project planning, governance, and site selection. Prepared transition plan, board structure, and concept program.

**Legion of Honor** (San Francisco): Project Director for the restoration and expansion of 120,000 s.f. historic landmark museum. Construction completed 1995 and project won California State Historic Preservation award.

**Mint Project** (San Francisco): The restoration and conversion of an 1874 National Historic Landmark into a museum dedicated to the history of San Francisco. Acted as Project Director, advised on space and project planning including architect selection, contracting, and design.

**SFJAZZ** (San Francisco): The development of a major performing arts venue dedicated to the art of jazz. Managing entitlements, city relationships, and advising on community outreach as well as district-wide initiatives.

**Vancouver Art Gallery** (Vancouver, Canada): The planning of a new facility for contemporary art. Advising on project planning strategies, architect selection, budgeting and site evaluation.

Through her work, Deborah has engaged in extensive community dialogue about the role cultural organizations play in our communities, the public expectation for experience and education as well as the planning challenges that project sponsors and municipalities must address.

In 2006, Deborah was awarded the prestigious Loeb Fellowship at Harvard University's Graduate School of Design in recognition of her work in San Francisco. A competitive international fellowship awarded to ten mid-career professionals, the fellowship's residency year of independent study focuses on fostering leadership and social responsibility in the built and natural environments. In residency, Deborah focused her studies on the role of the arts in social and economic development.

### **Other Professional Experience**

Architectural Selection Process Advisor:	Vancouver Art Gallery, British Columbia
Architectural Selection Process Advisor:	Global Heritage Fund, Palo Alto
Selection Advisor, Architectural Team:	Mint Project, San Francisco
Selection Committee, Design Competition Manager:	Transbay Terminal Project - MTA, San Francisco
Selection Committee, Architectural Team:	Asian Art Museum, San Francisco
Selection Committee, Architectural Team:	International Museum of Women, San Francisco
Selection Committee Advisor, Architectural Team:	de Young Museum, San Francisco
Technical Review Comm. Chair, Architectural Team:	de Young Museum, San Francisco
Technical Review Committee, Project Manager:	Asian Art Museum, San Francisco



Legion of Honor  
? Corp. of Fine Arts Museums  
Photographer: Mark Darley



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## **Recent Professional Activities:**

In 2011, Deborah participated in the Forum *Putting Creativity to Work – Stronger Communities through Locally Rooted Art and Design* in Minneapolis, organized by the Bruner Loeb Forum.

## **Other Recent Professional Activities**

In late 2010, Deborah organized and moderated “Arts & Social Impact,” for the *Urban Futures Symposium* at the Graduate School of Design, Harvard University, with Rocco Landesman, Chair of the National Endowment for the Arts, and others.

## **Recent Publications**

Central Market Economic Strategy was published by the Office of Economic and Workforce Development, Dec 2011: [http://www.oewd.org/Central\\_Market.aspx](http://www.oewd.org/Central_Market.aspx)

The Appendix with the Arts & Cultural District research: [http://centralmarketpartnership.org/wp-content/uploads/2011/11/CMES\\_Appendix6\\_CulturalDistrictCaseStudies.pdf](http://centralmarketpartnership.org/wp-content/uploads/2011/11/CMES_Appendix6_CulturalDistrictCaseStudies.pdf)

The July 2011 issue of *The Urbanist* features an article by Deborah entitled “What Makes an Arts District successful?” *The Urbanist* is published by the San Francisco Urban Planning and Research Association, one of the premier planning institutes in the U.S.

<http://www.spur.org/publications/library/article/what-makes-arts-district-successful>

## **Recent Speaking Engagements (Samples)**

San Francisco Planning and Urban Research Association, “A Cultural District for Central Market,” 2011  
UCB Arts Research Institute, Arts Retreat, “Partnerships and Collaboration,” Moderator, 2011  
College of Environmental Design, “Planning the Museum in the Park,” Univ. of California, Berkeley, 2011  
2011 *Building Museums Symposium*, MAAM & WMA, “Museums & Our Urban Future,” 2011  
*Arts Facilities & Economic Development Symposium*, TEDP/LISC, “Natural Cultural Districts,” 2010  
Harvard University Graduate School of Design, *Urban Futures Symposium*, “Arts & Social Impact,” 2010  
JFK University, Graduate Studies, Guest Lecturer, “Architecture, Museums & Our Urban Future,” 2010  
USF, Museum Studies Program Guest Lecturer, “Arts, Culture and Urban Development,” 2010  
2010 *Building Museums Symposium*, Mid-Atlantic Museum Assoc., “Modeling Sustainability,” 2010  
AIA San Francisco, *Architecture and the City Festival*, “Museums of Tomorrow,” 2009 and 2010

**Contact Info:** Deborah Frieden  
Deborah Frieden & Associates  
[deborah.frieden@gmail.com](mailto:deborah.frieden@gmail.com)

**Website:** [www.deborahfrieden.com](http://www.deborahfrieden.com)



“Arts & Social Impact” panel w/ Rocco Landesman, Chairman of the National Endowment for the Arts, Walter Hood, Jeremy Novak, and Mary Jane Jacobs

