



News Release

NATIONAL MUSEUM OF THE SURFACE NAVY SELECTS APPLIED MINDS FOR PHASE ONE DESIGN

Innovative Museum Will Usher In The Next Evolution in Museums with an Immersive Experience that Incorporates Creativity and Technology Aboard the Historic Battleship USS IOWA

SAN PEDRO, Calif., August 1, 2022 – The [National Museum of the Surface Navy at the Battleship IOWA](#), the museum for America’s Surface Navy located aboard the historic Battleship USS IOWA Museum, today announced the selection of Applied Minds, LLC, as designer for the first phase of the innovative museum. Scheduled to open in 2025, the National Museum of the Surface Navy will be designed to raise awareness of the America’s Surface Navy and its past, present, and future roles in maintaining freedom of the seas.

Led by Bran Ferren, formerly of Disney Imagineering, the creative and innovative team from Applied Minds will take the concept of museums to a new level, incorporating the historic Battleship USS IOWA as the platform for a unique, immersive experience. The team will be responsible for designing exhibits and experiences that educate visitors of the Surface Navy’s role in maintaining safe and open sea lanes to ensure that our nation remains strong economically.

“The activation of the IOWA as the nation’s first and only national museum dedicated to the men and women of the Surface Navy poses challenges from the standpoints of both creativity and technology,” explained retired Navy Rear Admiral Mike Shatynski, Chairman of the Board of the National Museum of the Surface Navy. “Retaining Applied Minds gives us a highly experienced team of creative and innovative professionals that is uniquely qualified and credentialed to design the world-class experience that our visitors will demand, and that the former, current and future sailors of the Surface Navy deserve.”

“The vision for the nation’s first museum dedicated to America’s Surface Navy is both exciting and forward-thinking, and we’re thrilled to have been selected as the team to bring those ideas, concepts, and dreams to life,” said Dr. Steven Hubrechts, Chief of Staff at Applied Minds. “Bringing together the

extensive and proven experience in creativity and technology design at Applied Minds with the museum's visionary team will undoubtedly result in the development of a world-class museum that will become the standard for the next evolution in museums.”

In addition to the phase one design project to be undertaken by Applied Minds, space preparation and infrastructure improvements for the museum are already underway aboard Battleship USS IOWA Museum thanks to the generous donations of seed donors.

For additional information about the National Museum of the Surface Navy and to become a Plank Owner, visit the website at <https://surfacenavymuseum.org>.

Follow Battleship USS IOWA on:

- Facebook: <https://www.facebook.com/pacificbattleship>
- Twitter: <http://twitter.com/ussiowa>
- Instagram: <http://www.instagram.com/battleshipiowa>
- YouTube: <https://www.youtube.com/user/ussiowamuseum>

About Battleship USS IOWA Museum and the National Museum of the Surface Navy

Located in the Port of Los Angeles in San Pedro, Calif., Battleship USS IOWA Museum is one of the top five museums and attractions in Los Angeles, bringing the ship's history to life through in-person and virtual tours and educational programs for youth. In addition to providing a natural platform for veterans and patriotic civilians to come together as a community, Battleship USS IOWA Museum provides an array of impactful programs and resources that support the critical needs of our military and veterans.

Scheduled to open in 2025 aboard the historic Battleship USS IOWA Museum, the National Museum of the Surface Navy is the museum for America's Surface Navy. The museum's mission is to raise America's awareness of the importance of the United States Surface Naval Forces' role in international relations, free trade, humanitarian assistance, and technological innovation, not just in the past but today and into the future.

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