

THE HETTEMA GROUP

www.thehettemagroup.com

NEWS

For Immediate Release

May 25, 2010

Media Contact: Deborah Saale
626.683.9876
dsaale@thehettemagroup.com
Joyce Huyett Turner
626.253.2814
joyce@huyettturner.com

“Beyond All Boundaries” Honored with a Gold 2010 MUSE Award by the American Association of Museums

“Beyond All Boundaries,” the new multi-sensory cinematic experience at The National World War II Museum in New Orleans, was selected to receive a prestigious 2010 Gold MUSE Award, Multimedia Installation, by the American Association of Museums (AAM). Tom Hanks served as executive producer and narrator for the presentation, which was commissioned by The National WWII Museum. Concept, design and production were led by The Hettema Group and their creative design team.

In making the award, the awards jury stated that Beyond All Boundaries had “successfully created a brand-new museum-visiting experience.”... an outstanding and amazing project”.

“We are honored to share this award with so many talented and dedicated individuals, especially Nick Mueller, president and CEO of The National World War II Museum, whose bold vision first launched “Beyond All Boundaries” in our imaginations,” said Phil Hettema, President and Creative Executive, The Hettema Group. “We’re proud to have played a role in bringing that vision to life.”

The challenge was to tell the story of World War II in a dramatic new way that would resonate with audiences of all ages.

“In order to capture the imagination of the younger generation, we used state-of-the-art technology and special theatrical effects to create an immersive, emotional experience,” said Hettema. “For older Americans, we absolutely made sure we got it *right*,” he added, “by working with leading historians, doing extensive research, utilizing archival photographs and footage, and ultimately paying homage by telling the story in the very words of those who were there.”

The five-year project incorporates state-of-the-art special effects immersing the audience in a unique cinematic experience. With life-sized props, animation, and atmospherics, as well as archival footage and sound effects, audiences feel the tank treads rumbling across North Africa's deserts, brush snow from their cheeks during the wintry Battle of the Bulge, and flinch at anti-aircraft fire as it tries to bring down a B-17 on a bombing run over Nazi Germany.

The Multimedia Installation Award was presented by the Nik Honeysett, Head of Administration, J. Paul Getty Museum and Chair, AAM's Media and Technology Committee, at the 21st Annual MUSE Awards champagne reception on Sunday, May 23 at the Westin Bonaventure, in Los Angeles. Bob Farnsworth, Senior VP Capital Expansion, The National World War II Museum, was present to accept the award.

The MUSE Awards competition recognizes excellence in media produced by or for museums. Categories of media include audio and video tours, interactive kiosks, multimedia installations, and websites. The MUSE Jury Chairs coordinate panels of museum media professionals to judge the entries, from around the world.

The Hetteema Group specializes in creative design, production and architecture for the world of experiential entertainment including museums, visitor centers, theme parks, and resort destinations. For more information: www.thehetteماغroup.com.

- View the "Beyond All Boundaries" trailer [here](#).
- Watch the [Making of "Beyond all Boundaries"](#)
- [Complete credit list](#).

#

Photos and images available on request.