

THE ORIGIN OF "MUSEUM OF US"

----- Forwarded message -----

From: **Ben Garcia** <BGarcia@museumofman.org>
Date: Mon, Jul 30, 2018 at 2:30 PM
Subject: RE: "San Diego Museum of Us"
To: George Mullen <gdmullen@....com>
Cc: Micah Parzen <MParzen@museumofman.org>, Claudia Ehrlich <cehrlich@museumofman.org>, Shannon Fowler <SFowler@museumofman.org>

Thanks, George!

Ben Garcia | Deputy Director
Pronouns: He/Him/His
San Diego Museum of Man
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See [*PostSecret*](#)

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From: George Mullen [mailto:gdmullen@....com]
Sent: Monday, July 30, 2018 2:22 PM
To: Ben Garcia <BGarcia@museumofman.org>
Cc: Micah Parzen <MParzen@museumofman.org>; Claudia Ehrlich <cehrlich@museumofman.org>; Shannon Fowler <SFowler@museumofman.org>
Subject: Re: "San Diego Museum of Us"

Ben,

Micah works hard and deserves a good sabbatical...hopefully it includes a beach.

Obviously, I have nothing to gain or lose in your branding effort. Except that I like the Museum of Man and want to see Micah and all of you succeed.

Personally, I wouldn't let a marketing campaign dissuade, especially in this case. Marketing campaigns are a dime a dozen, and fleeting. Especially this one...I googled "Museum of Us" in multiple ways and with "Oakland" attached as well, and nada comes up. Doesn't look like

dissuading competition to me. And I do NOT see a Trademark on it either. (*If you were pursuing "Just Do It" or "Think Different" I would certainly say you better keep looking around.*)

But here's the meat...when I hear "**Museum of Us**" I find it new and intriguing...makes me wonder what this is...and want to go check it out. It's then your job to make me want to return or be a member. (*When I hear "Museum of Humankind" or "Museum of Humanity" or "Museum of Mankind", "Many", "We"...frankly, its all yawn to me.*)

Furthermore, "**Museum of Us**" opens up an entirely new series of museum shows that you could deploy to market and draw new segments of San Diego...full shows or sideshows...playing off of the "Us" aspect. THEMATIC BRANDING if you will. For example...rough quick thoughts:

"Us - The Original Native Americans of San Diego"

"Us - The First European Settlers of San Diego"

"Us - The Women Who Built San Diego"

"Us - The Missionaries of San Diego and California"

"Us - The Latino Heritage of San Diego"

"Us - How the 1915 Exposition Put San Diego on the Map"

"Us - The History of Surfing San Diego-Style"

"Us - The History of Craft Beer San Diego-Style"

Etc., etc.

Lastly, this SD Business Journal article helps explain the difference between a marketing campaign and a viable brand: [*A Proposal to Bring Life to San Diego's Brand*](#)

Good luck in your hunt...and with whatever you decide to embrace, I hope it is a great success.

Best,

George

George Mullen

StudioRevolution + City of Life® + Sunbreak Ranch

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[Mullen Biography](#)

On Mon, Jul 30, 2018 at 8:38 AM, Ben Garcia <BGarcia@museumofman.org> wrote:

Dear George,

Micah is away for a spell on a well-deserved sabbatical. I am jumping in to respond in his stead. I just wanted to thank you for your passion and suggestion. We did consider the Museum of Us and then discovered that the Oakland Museum of California has been using that name in its marketing

campaigns for the past 4 years or so. We are trying to find a name that is wholly ours and reflects that message of inclusiveness.

We will keep you posted on progress!

Best,
Ben

Ben Garcia | Deputy Director
Pronouns: He/Him/His
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[1350 El Prado, Balboa Park](#)
[San Diego, CA 92101](#)
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From: George Mullen [mailto:gdmullen@....com]
Sent: Monday, July 30, 2018 8:20 AM
To: Micah Parzen <MParzen@museumofman.org>
Cc: Ben Garcia <BGarcia@museumofman.org>; Claudia Ehrlich <cehrlich@museumofman.org>; Shannon Fowler <SFowler@museumofman.org>
Subject: Re: "San Diego Museum of Us"

And if there turns out to be interest in this concept, I preserved these two domains for you.

[SDMuseumofUs.com](#)
[SDMuseumofUs.org](#)

Best,

George

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[Mullen Biography](#)

On Fri, Jul 27, 2018 at 3:16 PM, Micah Parzen <MParzen@museumofman.org> wrote:

Thx George!

Sent from my iPhone

On Jul 27, 2018, at 2:10 PM, George Mullen <gdmullen@....com> wrote:

Micah,

I hope you and your family are doing well.

I saw this on VOSD today: "*San Diego Museum of Man in Balboa Park announced Thursday that it's looking for a new name, one that "better reflects our values of inclusivity, equity, and love."*"

Might I suggest you consider: "**San Diego Museum of Us**"

Could any name possibly be more in line with your goal of "*inclusivity, equity and love*"??? And, yet, NOT be a radical departure from your current name??? Thus also keeping your decades (since 1942) of extensive "branding" and "name recognition" still in tact and resonating???

The "perfect" answer in my opinion...

Best,

George

George Mullen

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[Mullen Biography](#)

2018 Union-Tribune article with names being considered...below

The San Diego Union-Tribune

August 1, 2018

Museum of Man looking for a new name. What should it be called?



View of the California Tower at the Museum of Man in Balboa Park.

By [LUIS GOMEZ](#)

The San Diego Museum of Man is mulling a name change and San Diegans are full of ideas — and ready to pitch them.

The museum, which is found inside the city's Balboa Park, recently announced that it is looking to rename the institution to something that is more inclusive.

It said this on [its website](#): “Our current name served us for 70 years, and now it is time to select a new name that better reflects our values of inclusivity, equity, and love; better

describes all the people we serve and the stories we want to tell; and fully embodies our mission of inspiring human connections by exploring the human experience.”

The new name will be unveiled in the Spring of 2020, and in the meantime it is asking visitors to [take a survey and give feedback](#) on five potential names:

1. “The Museum of Mankind”
2. “The Human Experience”
3. “The Museum of Many”
4. “The We”
5. “ONE”

The San Diego Union-Tribune’s Ideas and Opinion team, however, took to Twitter to ask San Diegans for name suggestions of their own... and they did not disappoint.

Update: The museum is taking community feedback for its new name and welcomes suggestions as well, Shannon Fowler, the museum’s director of marketing and communications, told the Union-Tribune.

If that sounds familiar, it’s because when New York City asked the public to name four boats on its ferry service, [it ended up with names](#) like “The Friendship Express,” “The Lunch Box” and “The Owl’s Head.”

No joke!

Would you like to see the Museum of Man to be renamed? If so, what should it be called? Tweet us your suggestions or email them to me.

Email: luis.gomez@sduniontribune.com

Article link: [Museum of Man looking for a new name. What should it be called? - The San Diego Union-Tribune](#)