

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
1350 El Prado, Balboa Park
San Diego, CA 92101
619.239.2001 x 17
bgarcia@museumofman.org

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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

www.StudioRevolution.com + www.CityofLife.com + www.SunbreakRanch.com

Email: gdmullen@...com

[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
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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

George Mullen
StudioRevolution + City of Life® + Sunbreak Ranch
www.StudioRevolution.com + www.CityofLife.com + www.SunbreakRanch.com
Email: gdmullen@....com
[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

StudioRevolution + City of Life® + Sunbreak Ranch

www.StudioRevolution.com + www.CityofLife.com + www.SunbreakRanch.com

Email: gdmullen@....com

[Mullen Biography](#)