

## Project

Billy Graham Library

## Client

Billy Graham Evangelistic Association

## Scope of Work

Comprehensive project design/development and total exhibit production

## Challenges

- Communicate Billy Graham's life and spiritual influences
- Enhance and extend Dr. Graham's ongoing ministry
- Design a Guest experience that is more engaging, entertaining and immersive than a typical museum or presidential library

## The ITEC Solution

### Communicate Billy Graham's life and spiritual influences

ITEC's creative team extensively researched Billy Graham's life and ministry in developing its story-based presentation approach. At the same time, ITEC worked closely with key representatives of the Billy Graham Evangelistic Association to assure the accuracy of their concepts and designs.

### Enhance and extend Dr. Graham's ongoing ministry

By expertly employing today's advanced entertainment technology platforms to communicate Dr. Graham's enduring message,



ITEC enhances the Billy Graham Evangelistic Association's ability to connect with a younger generation of visitors.

### Design a Guest experience that is more engaging, entertaining and immersive than a typical museum or presidential library

Rather than presenting a dry collection of personal artifacts and informational displays, ITEC's story-based approach leads Guests on a tour that introduces them to the ideas, experiences, and individuals that inspired Billy Graham. In this way, the Billy Graham Library enables audiences to "walk in Billy's shoes," shadowing the milestones in his celebrated life and career.



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