



Visitor Center

Ford Rouge Factory Tour *Dearborn, Michigan*



The Ford Rouge Factory Tour is an all-new, behind-the-scenes tour and interpretive center presenting America's most elaborate and extensive industrial tour and corporate visitor center. In this post-9/11 world, the tour is an act of courage, demonstrating faith in the visitors. Guests are truly taken deep into the real assembly plant without the usual glass walls separating them from the manufacturing processes. For decades, the Ford Rouge manufacturing complex was the largest industrial tourist attraction in the world. Here visitors could see raw materials come in one end and evolve into fully assembled vehicles departing the other. Then in 1980, responding to concerns for safety, liability and security, all public tours were discontinued. But now, nearly a quarter century later, in the spring of 2004, the Ford Rouge Factory Tour has been reborn. This is the best (and biggest) automotive assembly plant tour in the Americas.

Presented by:

Ford Motor Company

The Henry Ford

United Auto Workers

Steering Committee

Ford Motor Company

Tim O'Brien, VP Corporate Relations

Richard Bardelli, Project Manager

Jay Richardson, Manager, Heritage Project

Gordon Cooley, VP/Director, GPE

Roger Gaudette, Mgr., Development & Construction, GPE

James Graham, Community Renewal and Heritage

Program Manager

Gary Nielson, Executive Director, Centennial Operations

Barbara Brown, Manager, Ford Rouge Factory Tour

The Henry Ford

Steve Hamp, President

Patricia Mooradian, COO

Denise Thal, CFO

Scott Mallwitz, Director Experience Design

United Auto Workers

Bernie Ricke, UAW Historian, U.A.W. Local 600

Project Managers

Richard Bardelli, Ford Land Services, Ford Motor Co.

Scott Mallwitz, Dir., Experience Design, The Henry Ford

Produced by BRC Imagination Arts

Michel King, Project Manager/Producer

Tony Mitchell, Co-Creative Lead Producer

Chris Ellis, Media Creative Director, Show Writer & Editor

Sean Moor, Writer

Rich Proctor, Concept Writer

David Kneupper, Composer/Conductor

Jack Smalley, Composer/Orchestrator

Amber Pfeiffer, Editor

Alan Betrancourt, Director of Photography

John Ealer, Director of Photography

Kevin Cardani, Production Art Director

Mark Shumate, Design Development Art Director

Christian Lachel, Concept Art Director/Designer

Tyson Blackmon, Show Set Designer & 3D Modeling

Mike Chiamon, Show Systems Mgr./Installation Mgr.

Stephen Doolittle, Fabrication Manager

Jessica Mingo, Project Coordinator

John Watkiss, Mural Artist

Michelle Perone, Storyboard Artist

David Goodwin, Graphic Designer

Sun Kim, Graphic Designer

Topper Helmers, Concept Artist

Mark Goemer, Concept Artist

Jeff Julian, Concept Artist

Danilo Gonzalez, Concept Artist

Stefani Palmer, Concept Graphic Designer

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Ann Bowman, Research Supervisor
Marci Carlin, VP of Production
Donna Davidson, Project Executive
Scott Ault, Project Executive
Jim Warren, COO, Co-Executive Producer
Bob Rogers, Executive Producer/Co-Creative Lead

Musical Performance by Detroit Symphony Orchestra

Naemi Jarvi, Music Director
Peter D. Cummings, Chairman
Stephen Millen, VP and General Manager

Production Support

William McDonough & Partners: Architecture and Community Design

Walbridge Aldinger, Construction Manager
Arcadis Giffels, Architect/Engineer
Harley Ellis, Architect/Engineer
Landscape Construction - WH Canon
Sound Design - Kneupper Music, LLC

Graphic Design - Hunt Design Associates
Show Systems - Electrosonics
Scenic Fabrication - Scenario Design, Inc.
Lighting - City Design
Special Effects - ShowFX
Interactive Media - Be There, Inc.

Media Resources

Ford Communications Network (FCN)
Benson Ford Research Center, The Henry Ford
Ford Motor Company Archives

Web Development and Publishing, Interactive Media
Ford Graphic Services
WHQ Graphics/Graphic Design

Advertising Agency - Solomon Friedman

Marketing and Creative Services, The Henry Ford

Walter P. Reuther Library at Wayne State University
Historical Resources, The Henry Ford
U.S. National Archives and Records Administration,
Media Resources
Experience Design, The Henry Ford