

# American Electric Power

*See how we created a museum and traveling exhibit that authenticated current messaging through historical context . . .*



As part of its centennial, American Electric Power (AEP) engaged The History Factory to create a museum that aligned the company's rich history with its core messages and vision for the future.

Through rigorous historical research and collaboration with AEP to understand current communications priorities, The History Factory's team curated and designed a museum focused on themes such as service, safety, innovation, and hard work, which were a foundation for the company's success—and will continue to drive its success moving forward. Early electrical equipment, lightbulbs, electricity meters, safety gear, and more than 400 photographs were gathered by The History Factory's team and integrated into the museum's ten exhibits.

In addition to the museum, The History Factory also created a companion traveling exhibit, which was used as a centerpiece for centennial events at AEP's seven operating companies around the country. The exhibit included AEP's corporate history and customized panels for each of the seven companies. Working in tandem, the museum and traveling exhibit were an effective backdrop for centennial activities that reminded AEP's people of the history of company, the electric utility industry, and the contribution of employees to the growth and success of AEP throughout its history.

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*The History Factory is a heritage management firm that helps organizations discover, preserve and leverage their history to meet today's business challenges.*



THE HISTORY FACTORY

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