

WYOMING CAPITOL SQUARE



FINAL EXHIBIT INTERPRETIVE PLAN & CONCEPTUAL DESIGN

DECEMBER 1, 2015

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Developing a Strong Interpretive Plan

- Foundational Document: Interpretation and Design
- Solutions for Future Programming
- Align Goals and Outcomes (Programs, Staffing, Budget)
- Industry Best Practices: National Association for Interpretation



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This Presentation

- Review the Process to Date—Meetings, Research, Data, Coordination, Collaboration
- Present the Plan
 1. Audience
 2. Goals and Outcomes
 3. Messaging: Themes and Topics
 4. New Visitor Experience
 5. Interpretive Techniques
- Implementation
- Next Steps



Interpretive Planning: The Right Mix

- Make Visitors Care: Define the Audience(s)
- Tell the Stories: Big Ideas, Supporting Topics
- Define the Locations: Capitol, Extension, Grounds
- Interpretive Techniques
- Assess the Budget



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1. Defining the Audience(s)

- School Groups
- Adult Tour Groups
- Independent Visitors
- Capitol Aficionados
- Wyoming Citizens
- Out-of-State (and Foreign) Tourists



2. Goals and Outcomes

- Emotional Goals
- Educational Goals
- Interpretive Objectives
- Measurable Outcomes

Visitation: Increase Overall and School Group (%) Attendance

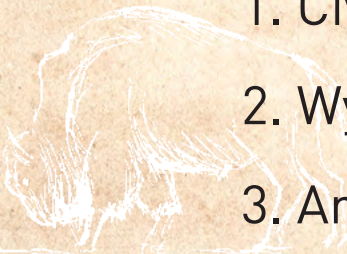
Tours: Increase Number and Scheduled Availability

Programming: Support Curriculum, Exhibits, Virtual Outreach



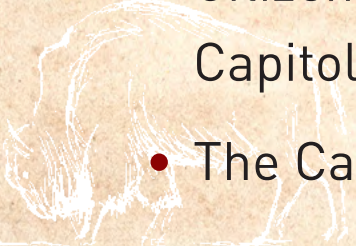
3. Telling the Stories: Theme & Topics

- “The People’s House:
Explore the Most Important Building in Wyoming”
- Core Message:
Like Wyoming’s government, the Capitol building is rooted in history and has evolved over time to meet the needs of its changing constituency. The “People’s House”—one of the few American Capitol structures to serve both a territory and a state—remains a landmark of democracy that is open to all citizens.
- Main Topics:
 1. Civics
 2. Wyoming History
 3. Architecture and History of the Capitol Building



3. Telling the Stories: Interpretive Focus

- Wyoming's government and its Capitol are **accessible** to all citizens.
- The state's distinct **political history** continues to shape how our government operates today.
- The **architecture and history of the Capitol building** are significant and continue to reflect the needs of an evolving government.
- Wyoming's **democratic process** has successfully brought generations of people together to govern.
- Citizens, especially students, should **be inspired** by the Capitol and **want to participate** in their government.
- The Capitol building displays an important **art collection**.



4. New Visitor Experience: Flow through Capitol Extension

MAIN INTERPRETIVE PROGRAMMING

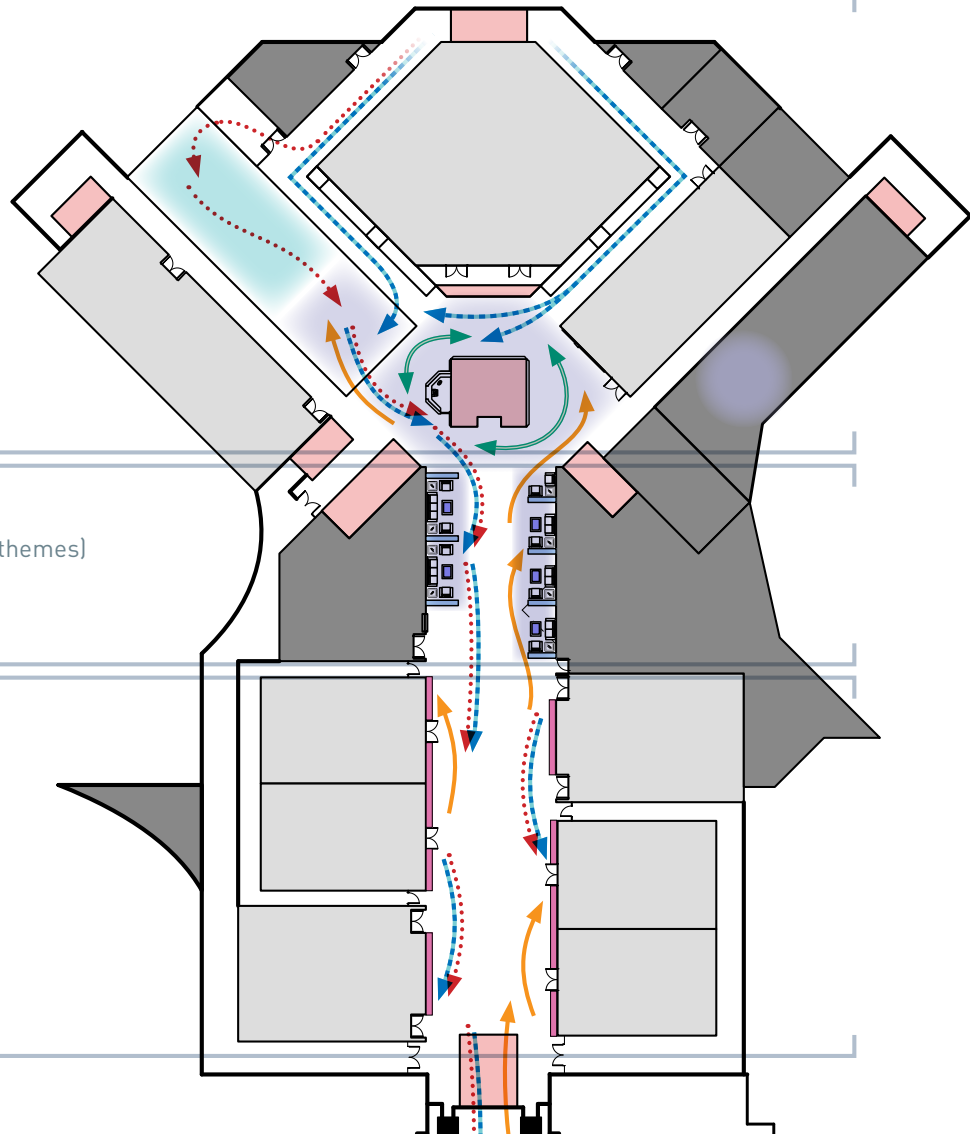
- Wyoming civics
- Wyoming history
- Architecture of the Capitol
- Capitol art exhibition

INFORMAL “COLLISION SPACES”

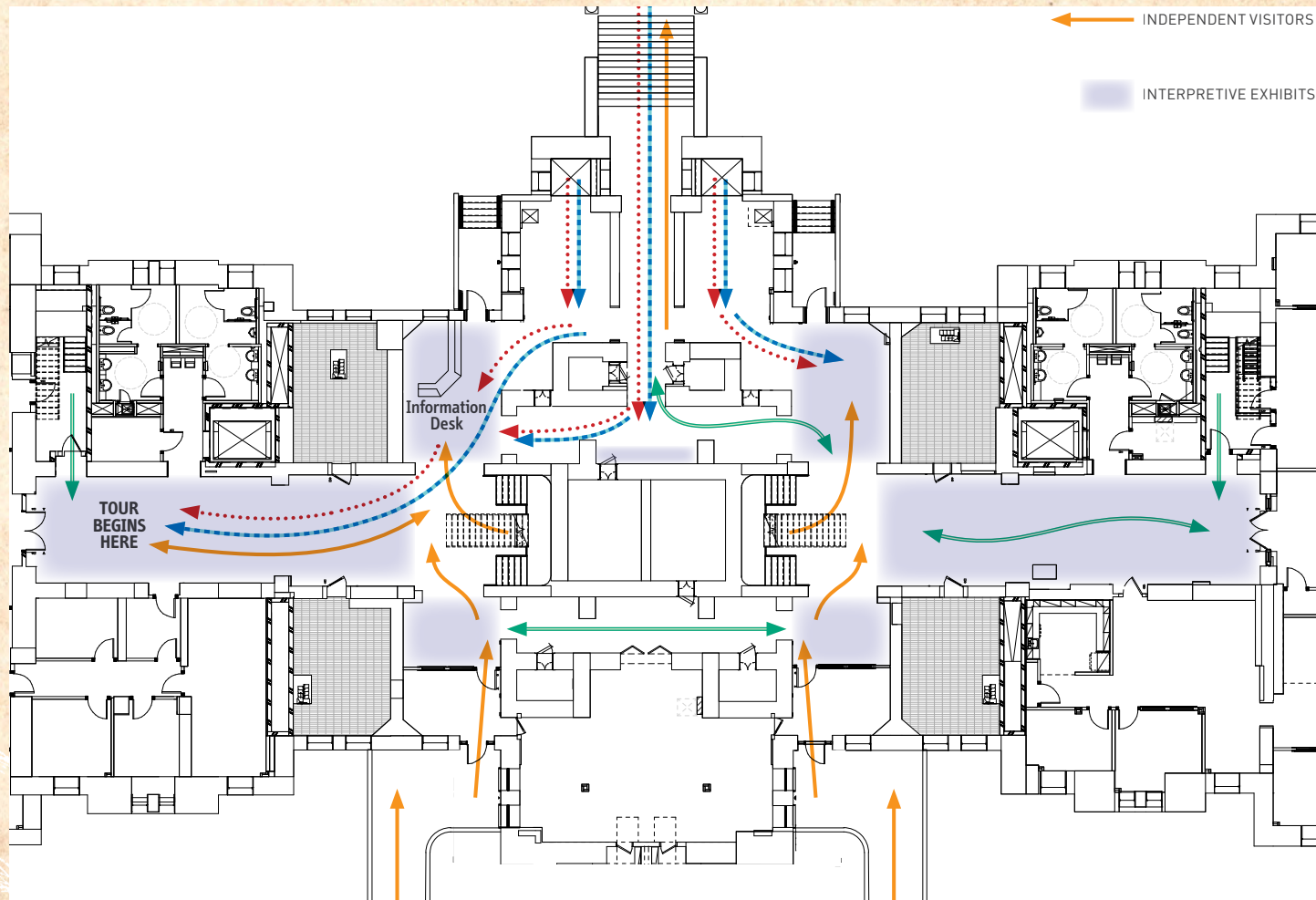
- Secondary interpretation (supporting main themes)
- Changing topical exhibits
- Potential media interactive

PUBLIC ART

- Changing elements
- State Museum artwork



4. New Visitor Experience: Flow through Capitol Building



4. New Visitor Experience: Tour Tracks

	School Group A	School Group B	Other Bus Group	Individuals and Small Groups
Length of Experience	4 hours (30 minutes for lunch)	4 hours (30 minutes for lunch)	1 hour (welcome & tour)	45 minutes (tour) / self-guided exploration (untimed)
Tours Begin at...	Capitol Extension	State Museum	Capitol Extension	Capitol Garden Level
First Phase	Learning Center (45 minutes)	State Museum Programming (approx. 1.5 hours)	Visitor Center Exhibits/ Capitol Extension [and the Learning Center, if available] (10 minutes)	Start at Information Desk; Gather for timed tours on Garden Level (West); View interpretive exhibits on Garden Level
Second Phase	Visitor Center Exhibits (10 minutes)		Capitol Extension (walk through)	Docent Tour of Capitol Building (45 minutes)
Third Phase	Connector (walk through)		Capitol Building Tour (45 minutes)	
Fourth Phase	Capitol Building Tour (30 minutes)		N/A	
Next Destination	Lunch (30 minutes)/ Capitol Grounds/ State Museum	Capitol Grounds/ Lunch (30 minutes)/ Learning Center [to begin their tours of the Capitol]	Encouraged to explore Capitol Building/Grounds on own, use mobile technology	Encouraged to explore Capitol Building/Grounds on own, use mobile technology AND to visit Capitol Extension / Interpretive Exhibits

5. Programming: Interpretive Techniques

- Programs: Student Experiences
- Programs: Tours
- Universal/Accessible Design
- Interpretive Graphics and Text
- Artifacts and Casework
- Brochure and Printed Materials
- Smart Uses of Media and Technology

Mobile Experience

Website



5. Programming: Interpretive Techniques by Area

PROGRAMMATIC TECHNIQUE	INTERPRETIVE AREA							
	Welcome Area	Visitor Center and Learning Center	"Collision Spaces" in Capitol Extension	Media Room	Capitol Extension Outside Meeting Rooms	Garden Level	Levels 1-3	Exterior Waysides
Composites/ Portraits/ Public Art					1		1	
Orientation Graphics	1					1		1
Interpretive Graphics	1	1	1			1	1	1
Exhibit Casework	1	1	1			1		
Exhibit Tactile Elements	2	1				1		3
Multimedia Interactives	3	2	3	3	3	2		
AV Film		2						
Mobile Site/App	3		3			2	2	2
School Group Docent Program (Capitol Extension)		1						
Guided Tour (Capitol)		2				1	1	

1 = Include as Base Level Experience
 2 = Include to Enhance Base Level Experience
 3 = High-End Interactive Experience



5. Interpretive Plan: Capitol Extension Welcome, Learning, and Visitor Center



5. Interpretive Techniques: Capitol Extension Welcome Area



Information Desk
Gathering Space: Adult Tours
Orientation Graphics
Potential Audiovisual Timeline



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5. Interpretive Techniques: Learning Center



Primary Programming for Field Trips
Multipurpose Programming Space
Can Function as a Classroom
Various Levels of Interactive Programming Possible
Flexible Seating Arrangements
Can Show Orientation Film for All Audiences



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5. Interpretive Techniques: Visitor Center



Main Interactive Space for Non-School Visitors
School Groups Experience as Well
Layered Interpretation
Beginning Experience for Adult Tours

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5. Interpretive Plan: Learning Center and Visitor Center (A)

LEARNING CENTER CONCEPT A

This concept creates a thematic space that suggests the legislative chambers, which allows students to better connect with legislators' "offices" even when the chambers are unavailable. In this scheme, student storage separates the Learning Center from the Visitor Center exhibits.

- Desks and seating may be themed as mock legislature furniture
- Speech and press conference interactive
- AV touchscreen media and voting capability at each desk
- Centrally located coat and backpack storage
- Separate exhibit space

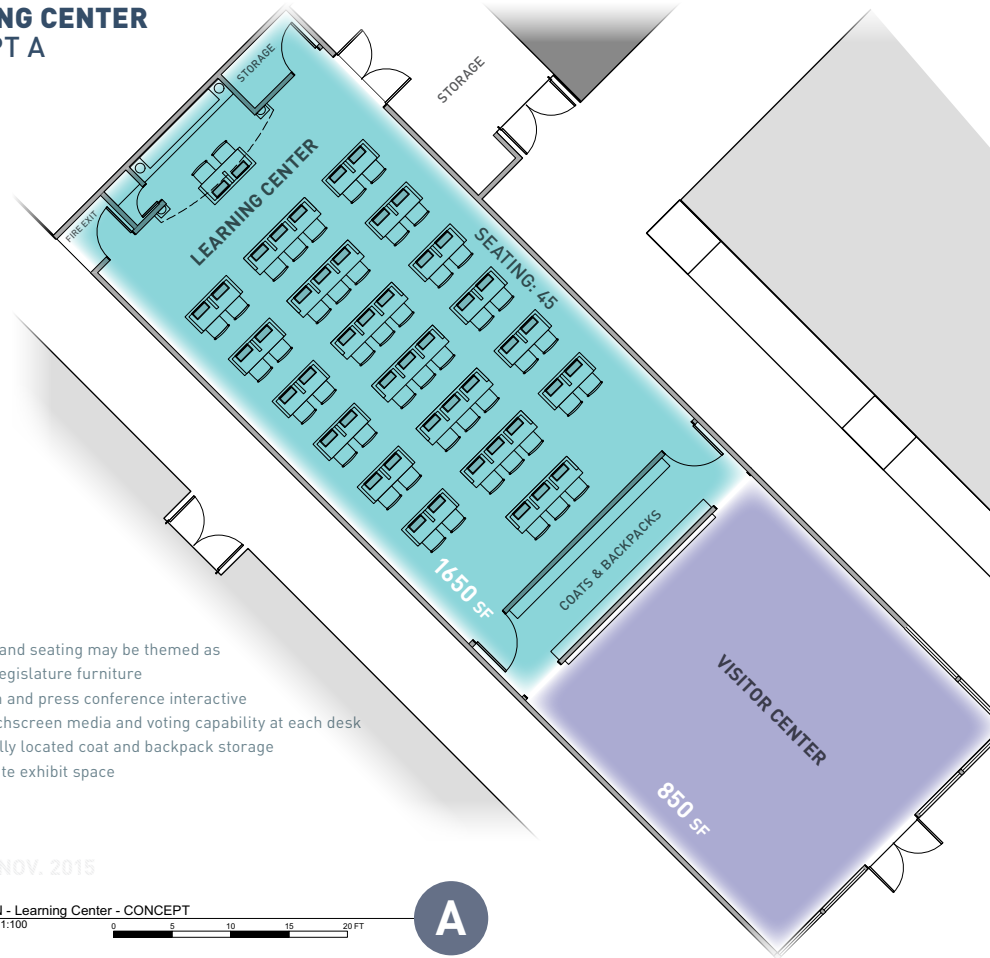
AS OF NOV. 2015



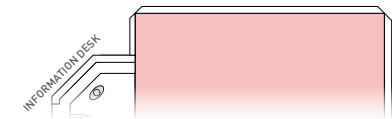
1 PLAN - Learning Center - CONCEPT
Scale: 1:100

0 5 10 15 20 FT

A



LEARNING CENTER
INTERPRETIVE EXHIBITS



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5. Interpretive Plan: Learning Center and Visitor Center (B)

LEARNING CENTER CONCEPT B

- Stage with smartboard and projection screen (integrated option for orientation film)
- Speech and press conference interactive
- Flexible seminar desks and seating
- Coat and backpack storage behind stage
- Information Desk removed from hallway footprint

AS OF NOV. 2015

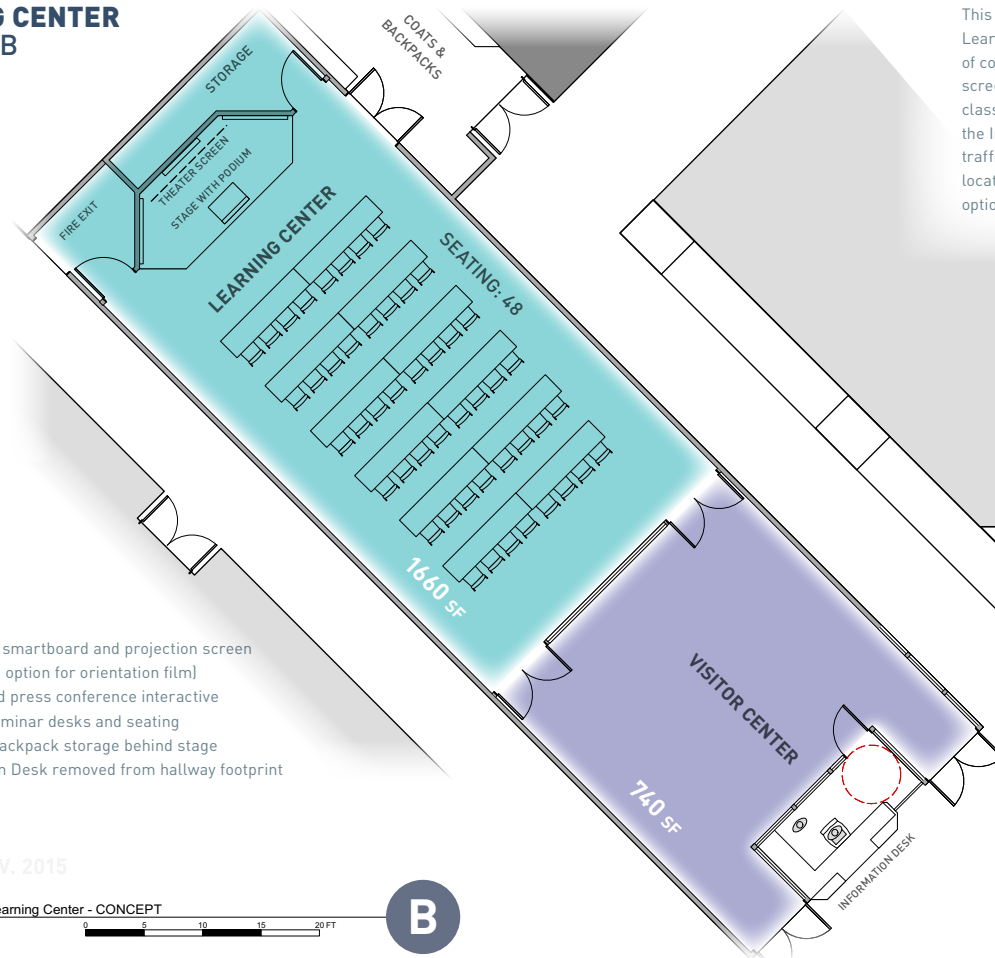


1 PLAN - Learning Center - CONCEPT

Scale: 1:100

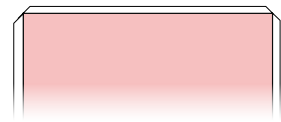
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B



This approach moves student storage to the rear of the Learning Center. Tables may be pushed into a variety of configurations. This layout incorporates a theater screen, which can show an orientation film when the classroom is not in use by the students. We also show the Information Desk in a location that does not inhibit traffic in the hallway. If this is the preferred desk location, it can work with each of the Learning Center options presented in this document.

LEARNING CENTER
INTERPRETIVE EXHIBITS



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5. Interpretive Plan: Learning Center and Visitor Center (C)

LEARNING CENTER CONCEPT C

- Slightly larger Visitor Center
- Presentation smartboard and projection screen
- Speech and press conference interactive
- Flexible seminar desks and seating
- Coat and backpack storage isolated at rear
- Open shared space for presentations and exhibits
- Glass wall exposure to main hallway

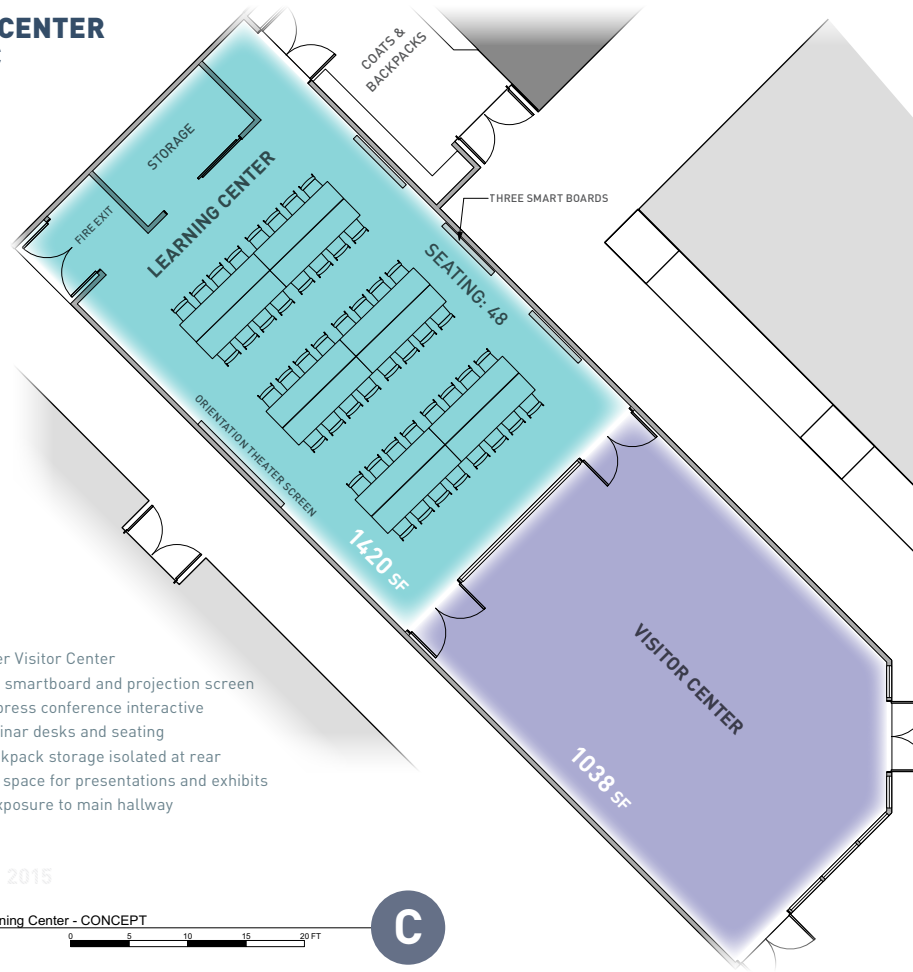
AS OF NOV. 2015



1 PLAN - Learning Center - CONCEPT
Scale: 1:100

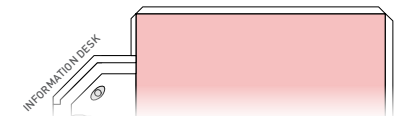
0 5 10 15 20 FT

C



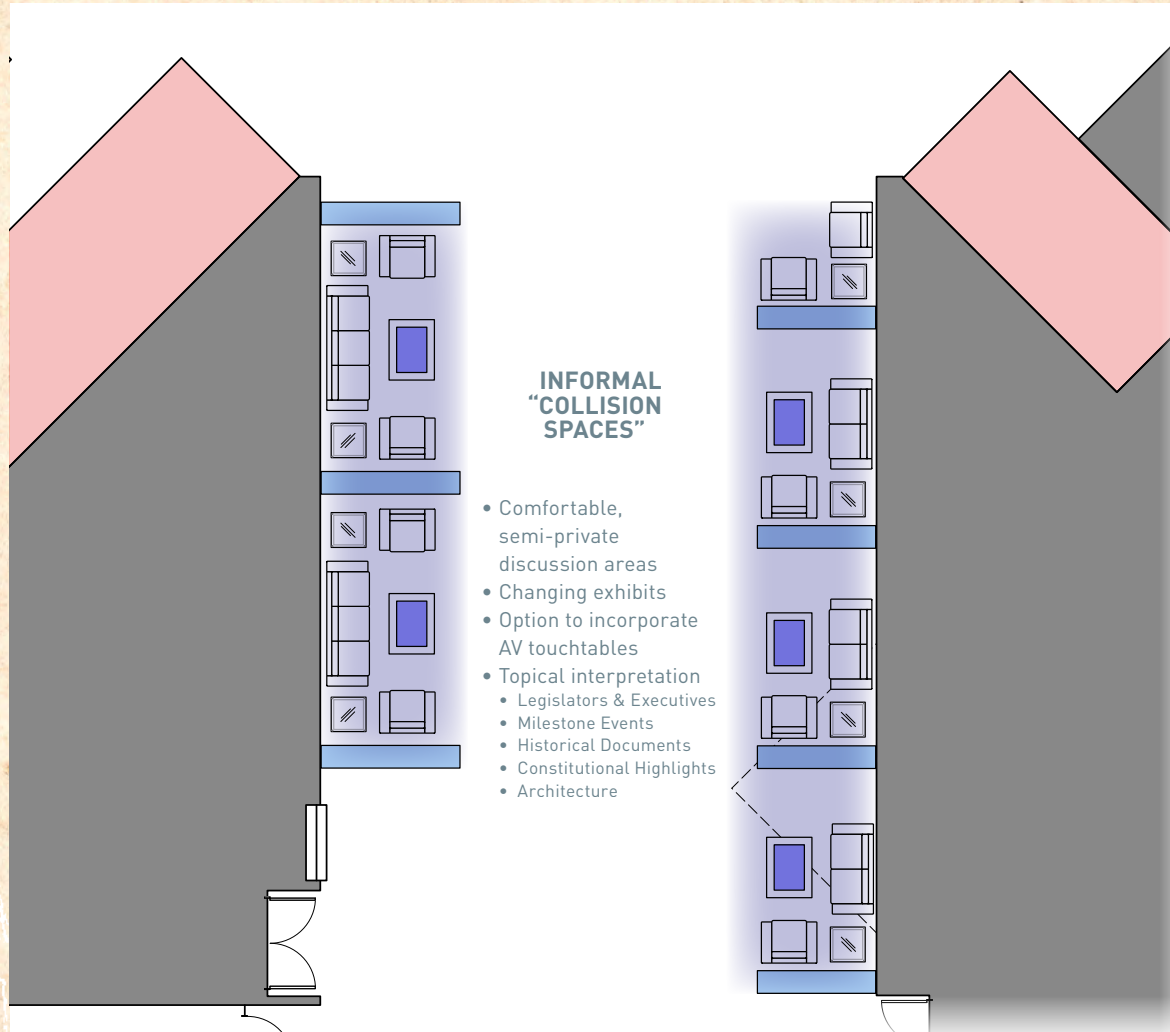
In this layout, the Visitor Center is about 20 percent larger, but seating in the Learning Center remains at 48. This configuration incorporates a theater screen along the west wall, additional smart boards along the east wall, and offers a larger storage area for student belongings.

LEARNING CENTER
INTERPRETIVE EXHIBITS



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5. Interpretive Plan: Capitol Extension “Collision Spaces”



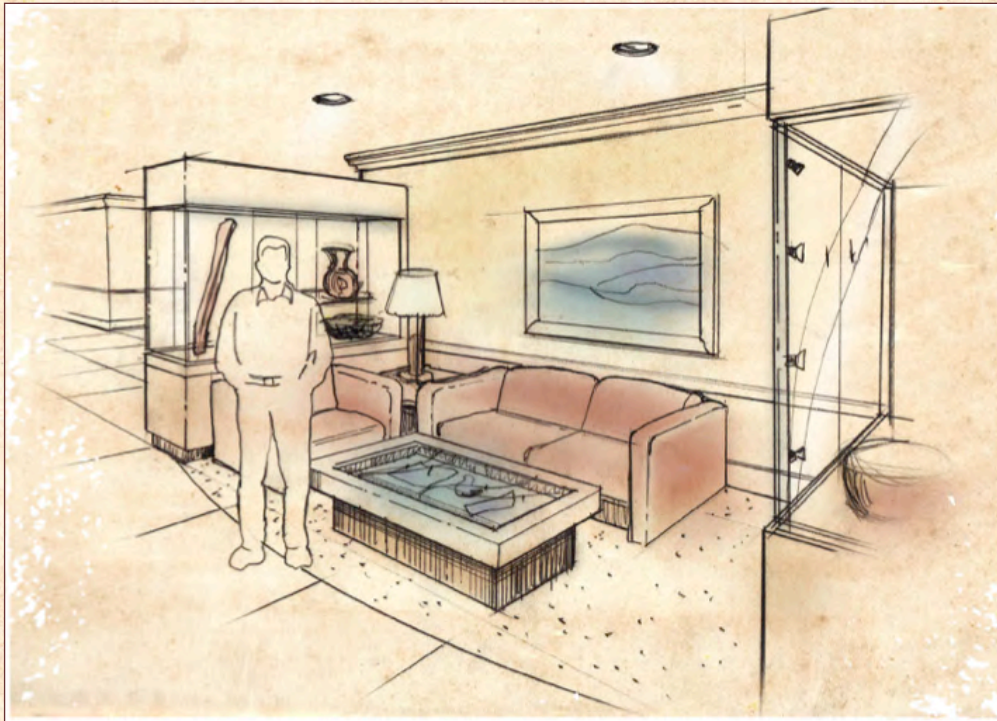
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5. Interpretive Techniques: Extension “Collision Spaces”



Topics Support Main Themes
Changing Exhibits
Casework and Furniture Create Niches
Option for Interactive Touchtables



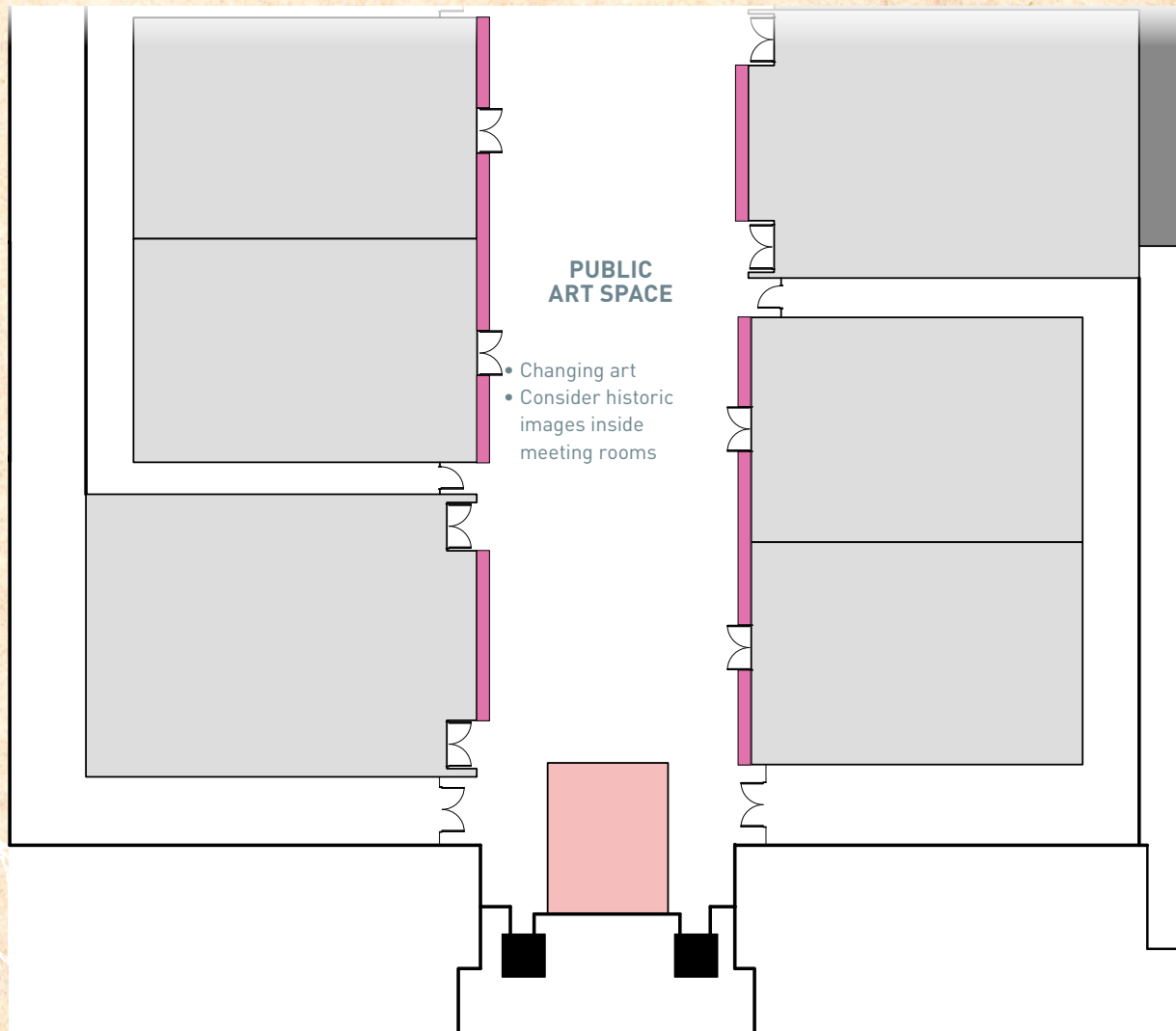
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5. Interpretive Plan: Extension Public Meeting Room Corridor



5. Interpretive Techniques: Extension Public Meeting Room Corridor



Primarily Public Art
Changing Exhibits
Option for Interactive Display



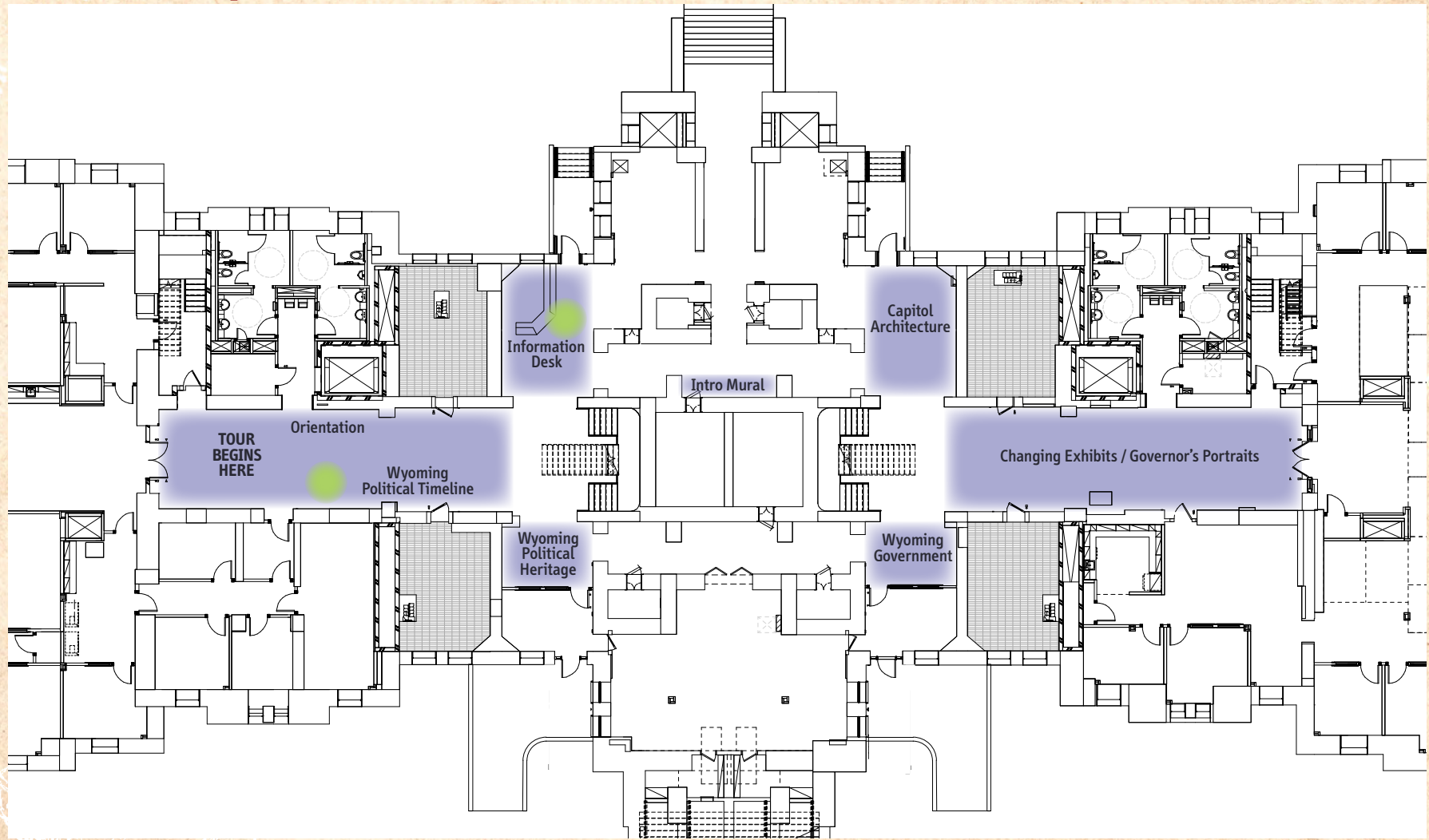
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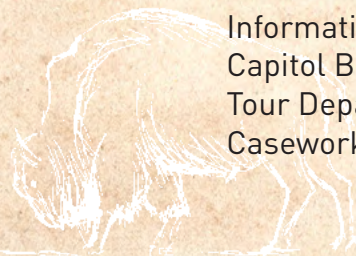
5. Interpretive Plan: Capitol Garden Level



5. Interpretive Techniques: Capitol Garden Level



Information Desk
Capitol Building Orientation
Tour Departure Point
Casework and Interpretive Graphics



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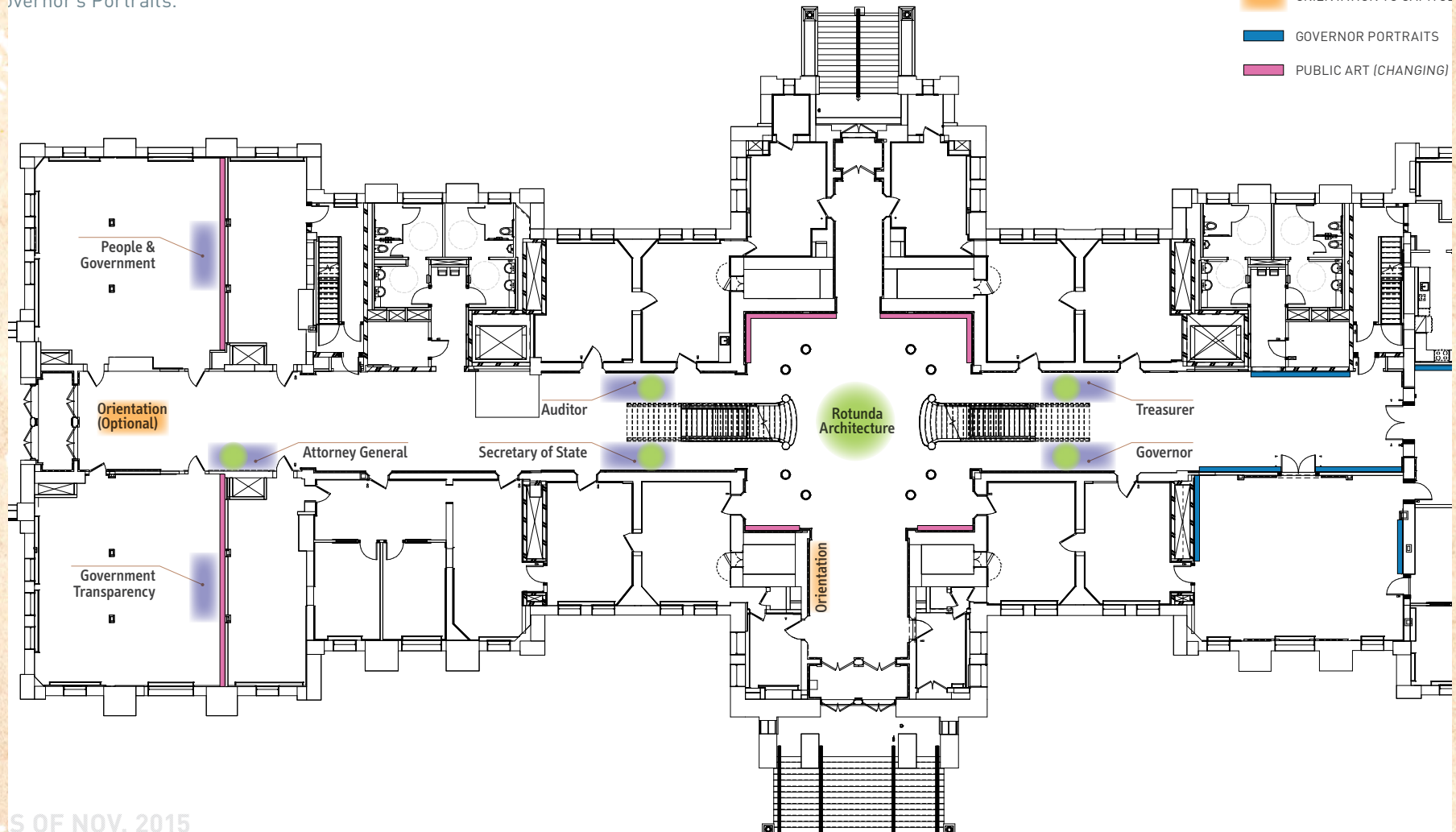
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5. Interpretive Plan: Capitol Building, Level 1

roductions to each office's roles, and more focus on the
overnor's Portraits.

- ORIENTATION TO CAPITOL
- GOVERNOR PORTRAITS
- PUBLIC ART (CHANGING)



AS OF NOV. 2015

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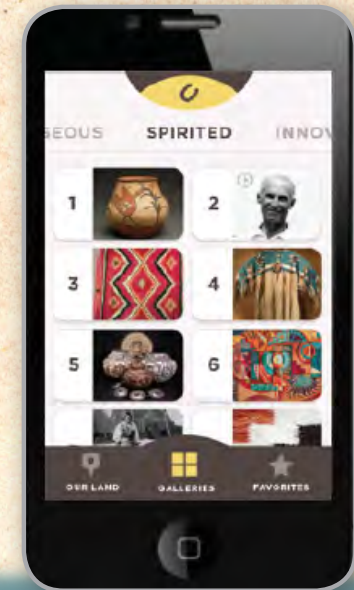
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5. Interpretive Techniques: Capitol Building, Level 1

Minimally Invasive Exhibits
Potential for Removable Display
Tours Primary Programming
Mobile Experience



THOMAS JEFFERSON
1743-1826 { judge us left }



JAMES MADISON
1751-1836 { shame us right }

THEN

Imagine the year is 1787. America has finally won its independence from Britain. But what will the new nation look like? Will we — like nearly every nation in history — establish a state religion? Or will we enshrine religious freedom as a basic, natural right?

The answer was far from certain. It took leadership — by men like Virginia's Thomas Jefferson and James Madison — to enact our founding documents, including the Virginia Statute and Bill of Rights.

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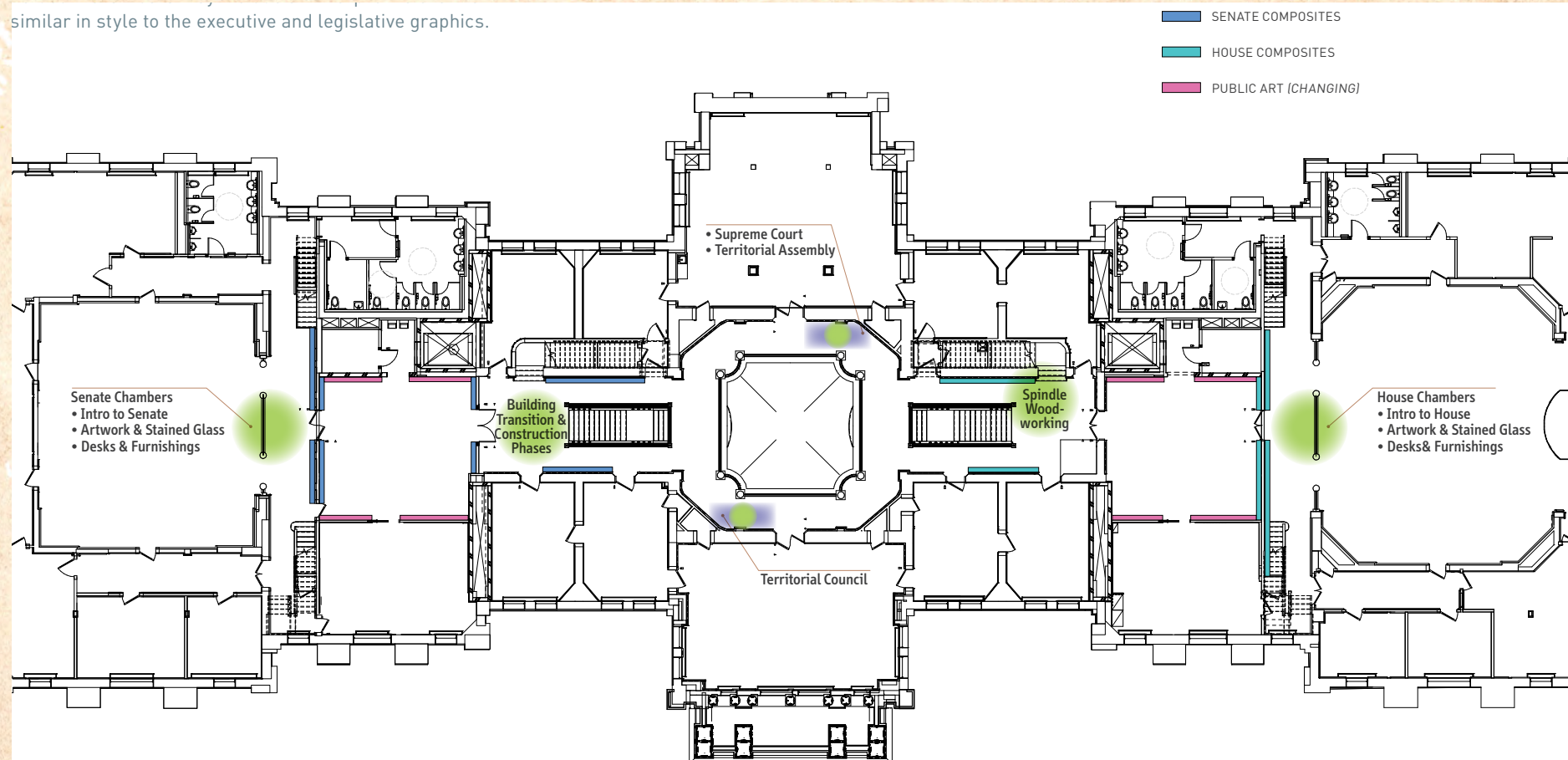
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5. Interpretive Plan: Capitol Building, Level 2

similar in style to the executive and legislative graphics.

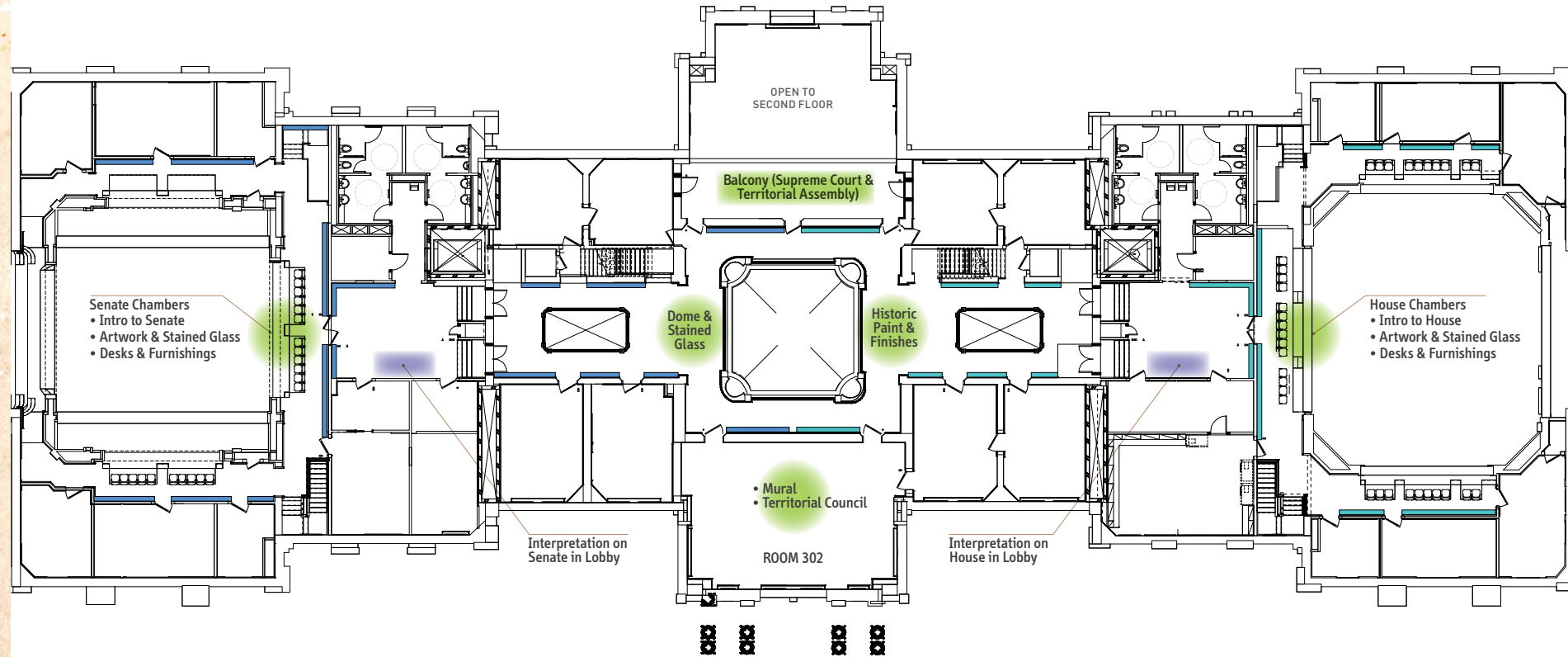


5. Interpretive Plan: Capitol Building, Level 3

the lobbies outside the chambers. The bulk of other interpretive programming consists of restoring the legislative composites and creating a mobile experience to highlight architectural features.

SENATE COMPOSITES

HOUSE/ASSEMBLY COMPOSITES



5. Interpretive Techniques: Capitol Building, Levels 2-3

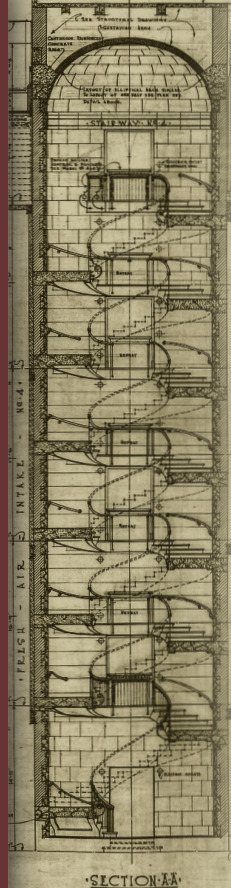
Spiral STAIRCASES

Inside the doorway ahead is one of the more interesting aspects of the architecture of the Supreme Court Building—a self-supporting, elliptical spiral staircase. It is one of the two identical staircases designed for the building by Cass Gilbert. It is unclear whether Gilbert chose to use this rare form in the Supreme Court Building for practical reasons or simply for its exceptional visual beauty.



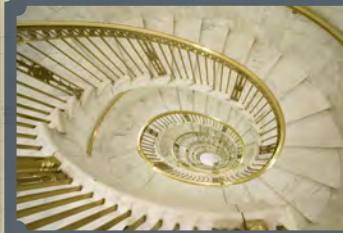
The Spiral Staircase Blueprint in the background is a paragraph comprised of twenty words. The text needs to be written. This is placeholder only.

FOR A BETTER VIEW,
PLEASE STEP INSIDE THE STAIRCASE



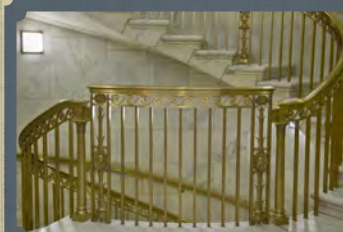
CONSTRUCTION

The marble for the staircases was quarried by the Moretti-Harrah Marble Company near Sylacauga, Alabama. The rough blocks were transported to Knoxville, Tennessee, where the Gray-Knox Marble Company finished the stone in their mill. After the steps were cut, the staircase was assembled upside down to make sure that each piece was an exact fit. In a few places, a run of several steps was cut from one piece of marble. After numbering each piece, the staircases were dismantled and shipped to Washington for installation.



DESIGN

Each of the staircases has 136 steps that complete seven spirals while ascending five stories from the basement to the third floor. The cantilevered design of the staircases eliminates the need for a central support as each step is anchored into the marble wall on one end and rests upon the step below it. The staircases, therefore, are held in place by fit and pressure rather than mortar and steel.



SYMBOLISM

On each floor's landing, bronze door frames are decorated with neoclassical motifs, including leaves, urns, and anthemia (floral decorations). In addition, four law related themes repeat: a lamp representing knowledge, a book inscribed with "LEX," the Latin word for law, an owl symbolizing wisdom, and the Scales of Justice symbolizing impartiality. The bronze balustrades for the stairs are adorned with a classical wave pattern, rosettes, and oval medallions featuring an eagle, a symbol of the United States.

5. Graphics Standards

GRAPHIC STUDIES / TYPOGRAPHY + COLOR

Subheads & Accents

Trump Medieval (subheads)

HEADLINES

Copperplate (headlines + titles)

Minor Subheads

SECONDARY SUBHEAD HERE

{1814-1902}

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Trump Medieval (secondary subheads + dates)

This is a paragraph comprised of only seventy five words. The text still needs to be written, and this should serve as a temporary placeholder only. The final text may be slightly longer or shorter than *seventy five words* but should try not exceeding more or less than ten to fifteen words. Smithsonian standards for main text blocks recommend no more than seventy five words.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Caslon (body text)



ICONS / EMBELLISHMENTS

0123456789

*"This calligraphic typeface
may be used for quotes
and other type accents."*

Poetica Chancery (quotes)

QUOTE ATTRIBUTE / DATE 1234567890

Trump Medieval (quote attributes)

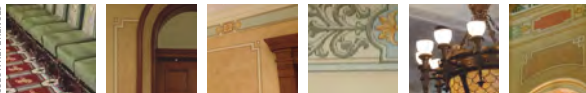


COLORS



ACCENTS

COLOR REFERENCES



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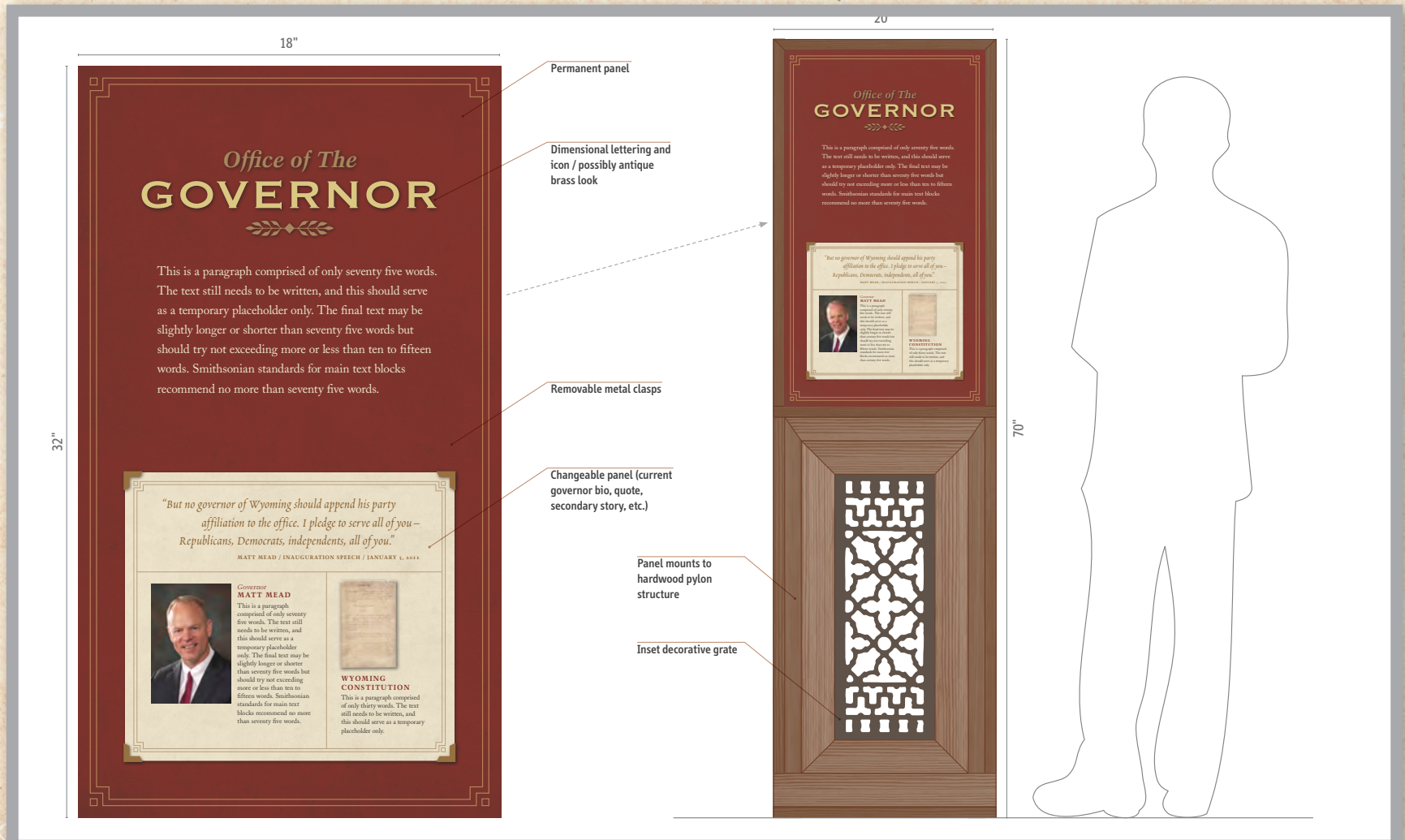
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5. Graphics Standards: Wall Panel



5. Graphics Standards: Upright Panel



5. Graphics Standards: Exterior Waysides

6

CAPITOL CONSTRUCTION: *Phases of Growth*

This is a paragraph comprised of only seventy five words. The text still needs to be written, and this should serve as a temporary placeholder only. The final text may be slightly longer or shorter than seventy five words but should try not exceeding more or less than ten to fifteen words. Smithsonian standards for main text blocks recommend no more than seventy five words.



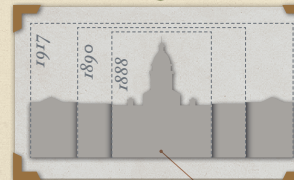
CAPITOL BUILDING (1888)

This is a paragraph comprised of only fifty words. The text still needs to be written, and this should serve as a temporary placeholder only. The final text may be slightly longer or shorter than fifty words but should try not exceeding more or less than ten to fifteen words.



A DYNAMIC BUILDING

This is a paragraph comprised of only twenty five words. The text still needs to be written, and this should serve as a temporary placeholder.



Statue of
ETHER HOBART MORRIS
(1814-1902)

This is a paragraph comprised of only seventy five words. The text still needs to be written, and this should serve as a temporary placeholder only. The final text may be slightly longer or shorter than seventy five words but should try not exceeding more or less than ten to fifteen words. Smithsonian standards for main text blocks recommend no more than seventy five words.



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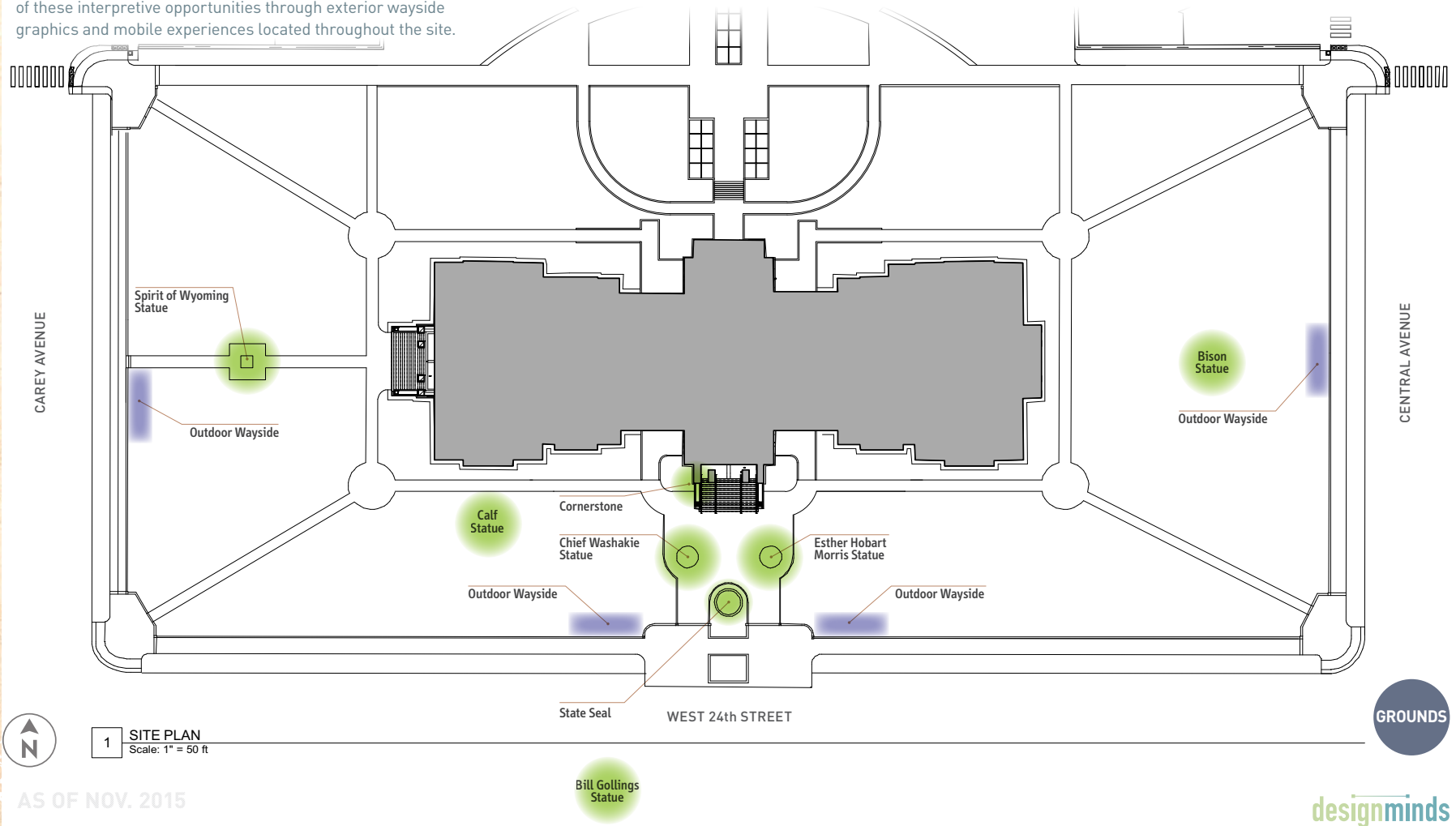
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5. Graphics Standards: Upright Panel Options



5. Interpretive Plan: Capitol Grounds

building and its architectural features. We suggest building on of these interpretive opportunities through exterior wayside graphics and mobile experiences located throughout the site.



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Implementation: Process and Timeframe

Project Phase	Dates
Design Development Phase	2/16 – 7/16
Final Design Phase	8/16 – 1/17
Construction Drawings and Fabrication Bid Specifications Package	2/17 – 5/17
Fabricator RFP and Selection	6/17 – 8/17
Fabrication	8/17 – 4/18
AV Media Production*	12 months
Installation	5/18 – 9/18
Opening	9/18



Budget Ranges and Options

- Multiple Areas
- Three Pricing Levels, Static to Highly Interactive
- Work to a Defined Budget



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Next Steps

- Review and Comment on Final Plan
- Direction from Oversight Group
- Conceptual Design into Design Development Phase (2/16)

