



THE CITY MODEL EXHIBIT + INTERPRETIVE PLAN



CITYLAB THEN
NOW
NEXT



May 11, 2018

TABLE OF CONTENTS:

pg 3 **Project Goals and Objectives**

pg 3 **Project Purpose**

pg 4-14 **Museum Development Plan**

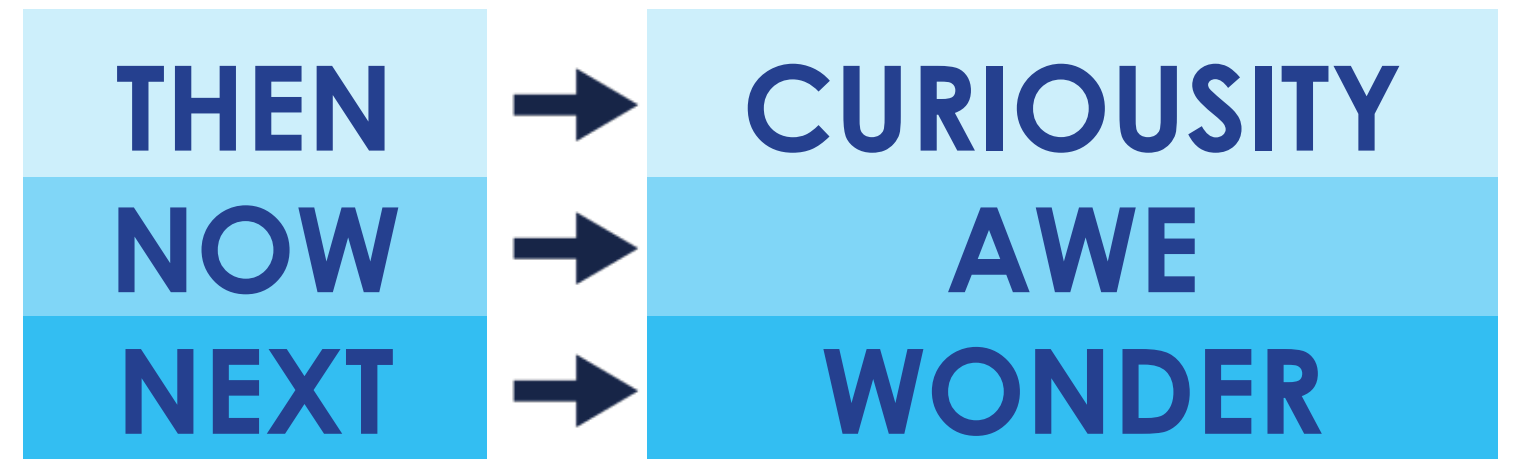
Describes visitor experiences, interpretive media, ideas, and facilities recommendations for the entire museum.

- 1 The Lobby of Raleigh
- 2 Entry Threshold
- 3 Flexible History Gallery
- 4 **Raleigh Now! *The City Model Exhibit***
- 5 Our City, Your Decision: Government in Action
- 6 City Lab, A City-building classroom

PROJECT GOALS + OBJECTIVES

THE CONCEPT

This project looks to instill **CURIOSITY** about the past, **AWE** of the present and **WONDER** about what may come in the future.



PROJECT PURPOSE:

The COR Museum will explore the social, cultural, and physical forces that have, and will continue to shape the growth and development of Raleigh. From its origins as a unique planned city to its imagined future, The COR Museum will invite visitors to appreciate the City's unusual history, to marvel at its physical dimension and complexity, and to be a participant in its bright bold future.

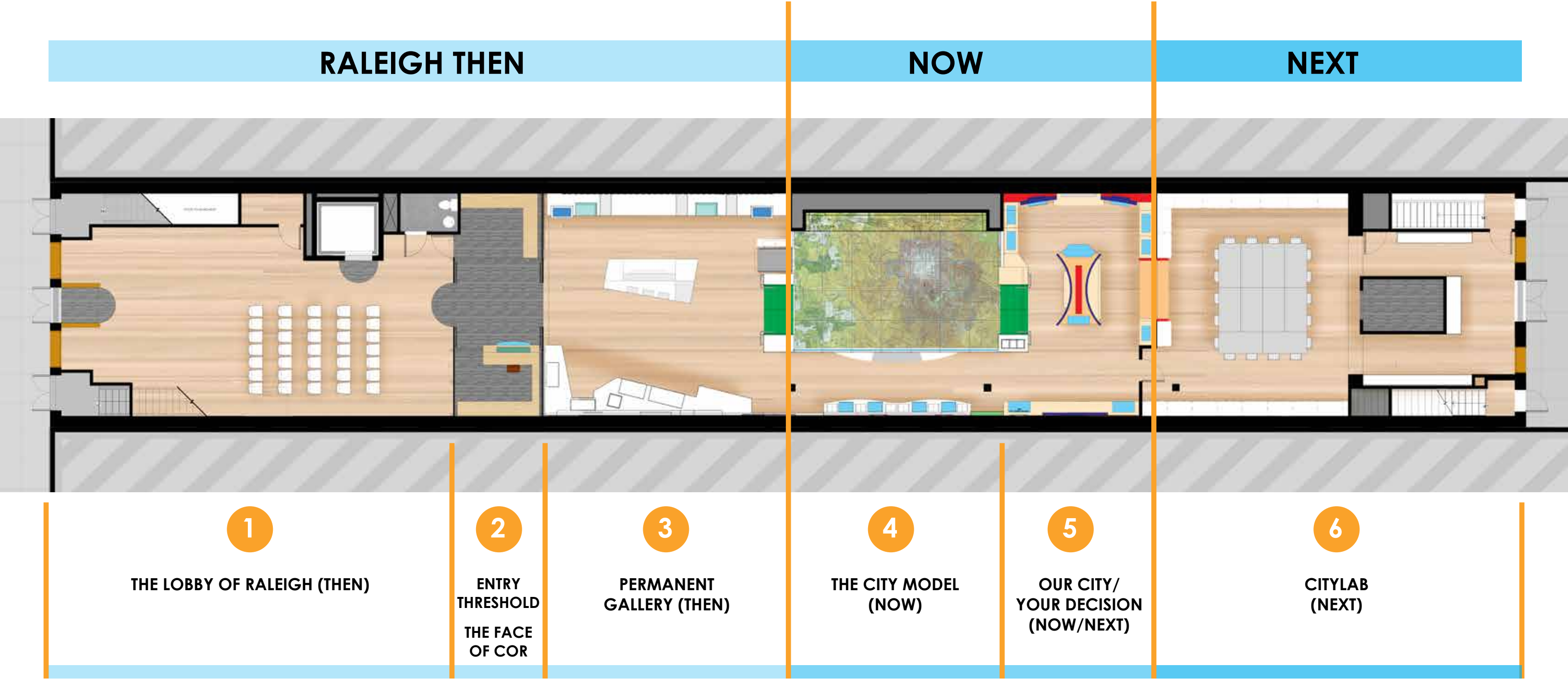
The COR Museum will develop a new range of experiences for visitors in the following value sets vital to this capitol city:

- That each and every citizen's opinion matters, now more than ever, in determining the direction and future of a just, equitable and healthy city;
- That this city - Raleigh - is the physical manifestation of informed decisions, thoughtful planning policy and engaged civic and governmental institutions

Some of the questions the COR Museum will ask are:

- How do cities happen?
- How do buildings and public spaces change?
- How do past decisions impact our culture and how we live?

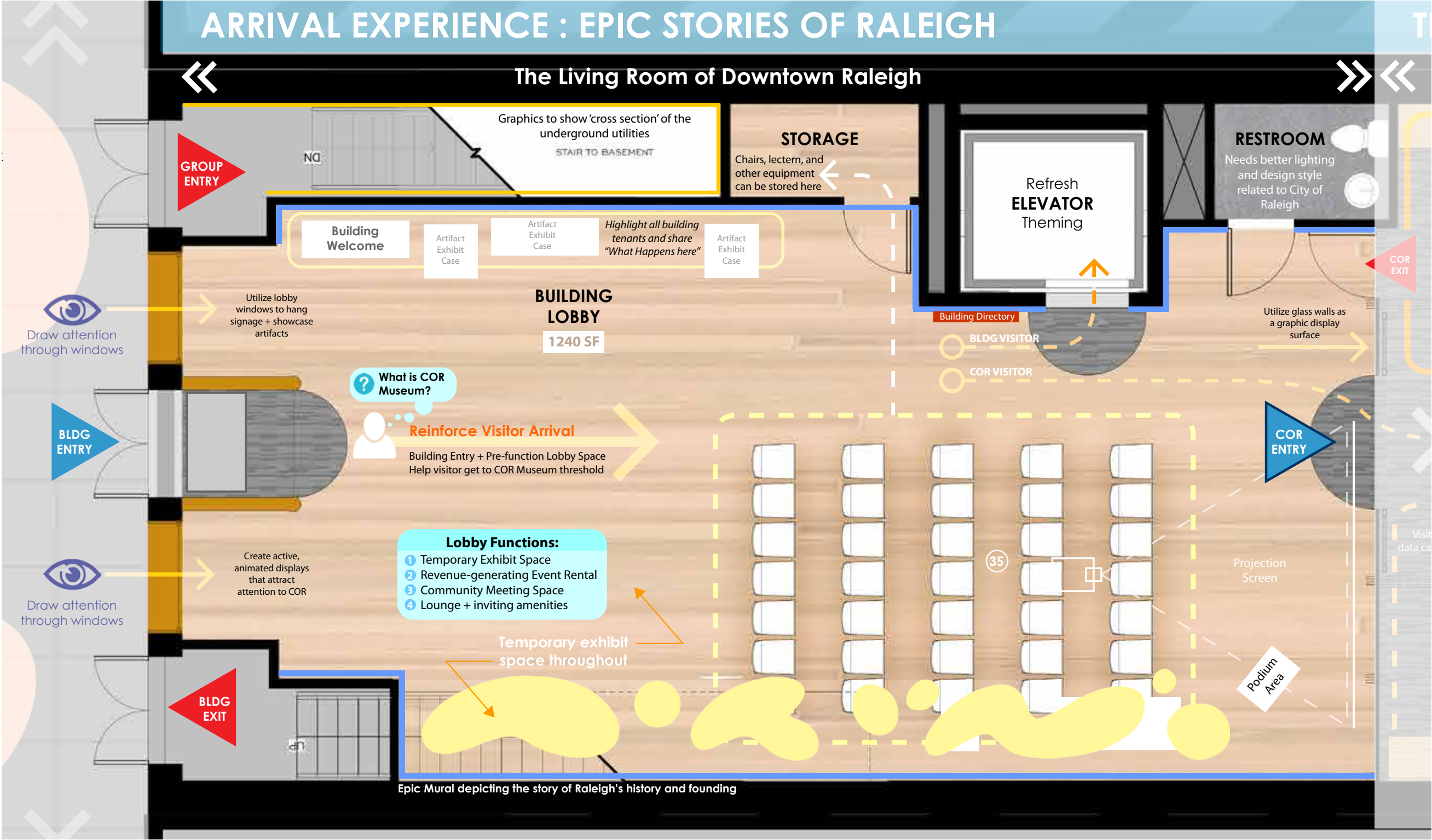
MUSEUM DEVELOPMENT PLAN:



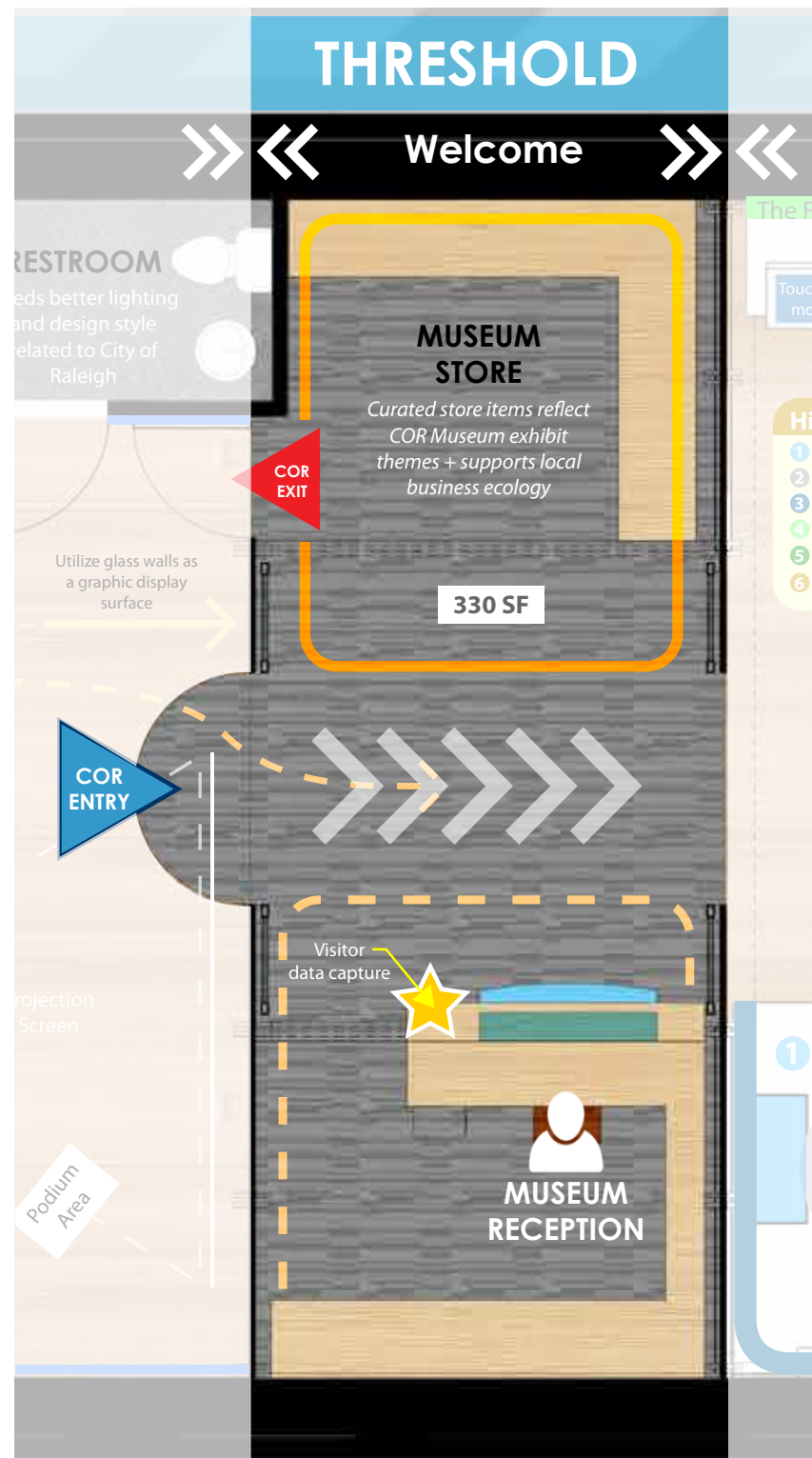
THE LOBBY OF RALEIGH :

HIGHLIGHTING BIG MOMENTS, BIG DECISIONS, ICONIC STORIES + CITIZENS

The Lobby of Raleigh attracts visitors from Fayetteville Street into COR by transforming the existing Lobby into a comfortable civic space. While retaining its multi-use function for events, building circulation and temporary exhibits, this space celebrates the history of Raleigh - its milestone moments, noteworthy sons and daughters, and iconic forms. It is bold, and bright and a magnet to passers-by.

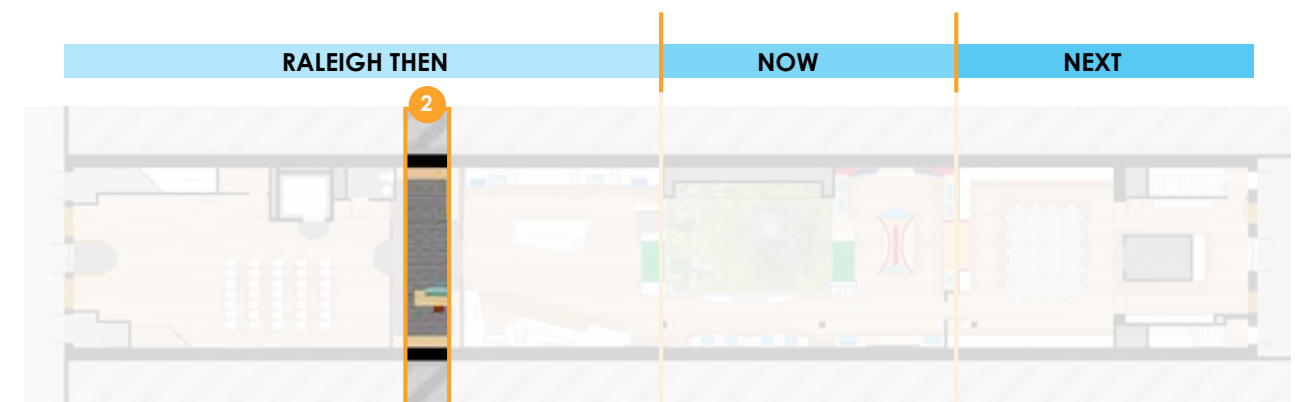


ENTRY THRESHOLD:

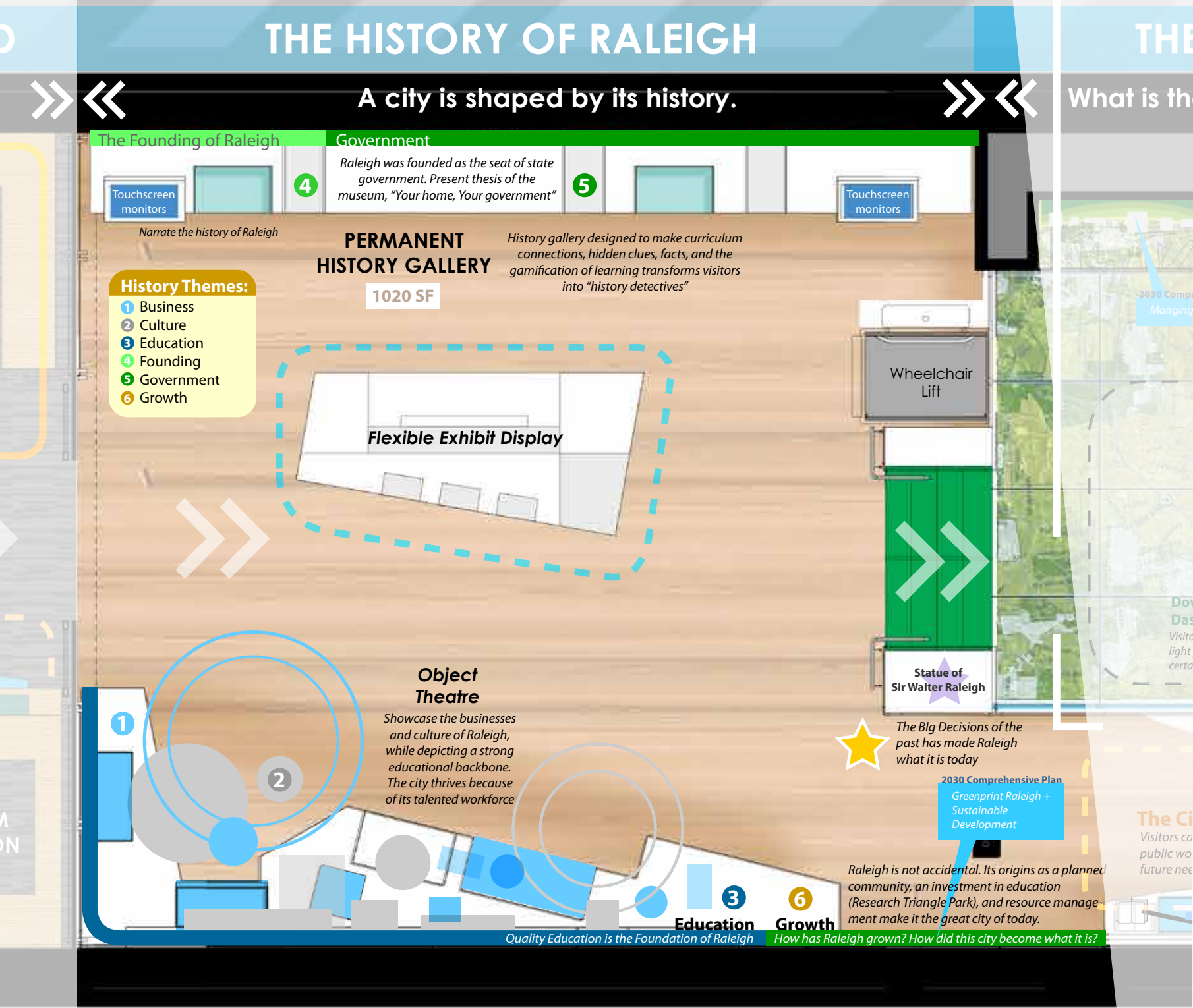


The Face of COR: Reorganize the entry experience inviting visitors into an exciting new range of museum experiences.

- Explore ways to capture data from visitors in lieu of admission.
- Curate the museum store to include items that connect to the museum program and exhibit experiences.
- Optimize contact between visitors and the museum staff to create positive impressions about a personalized exhibit experience that can happen here.
- Consider the opportunity to utilize the glass walls for COR Museum branding.

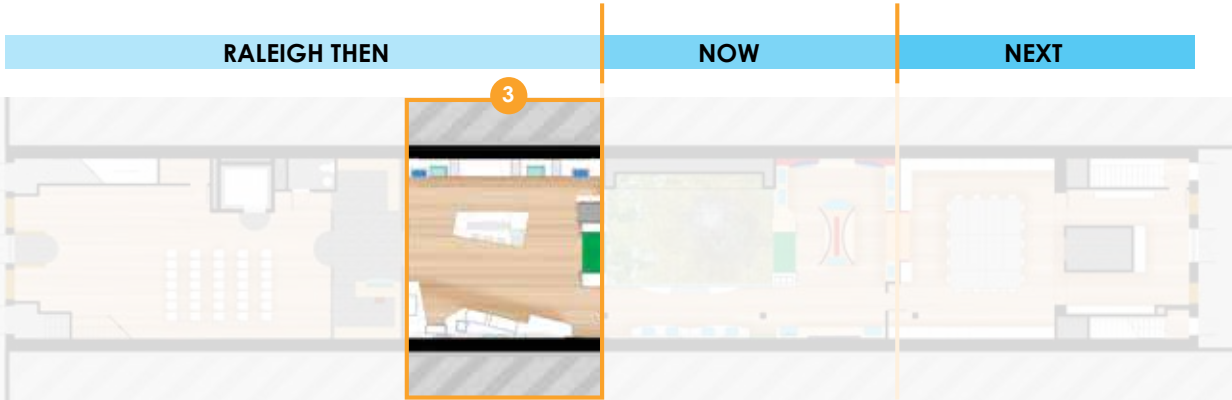


PERMANENT GALLERY:

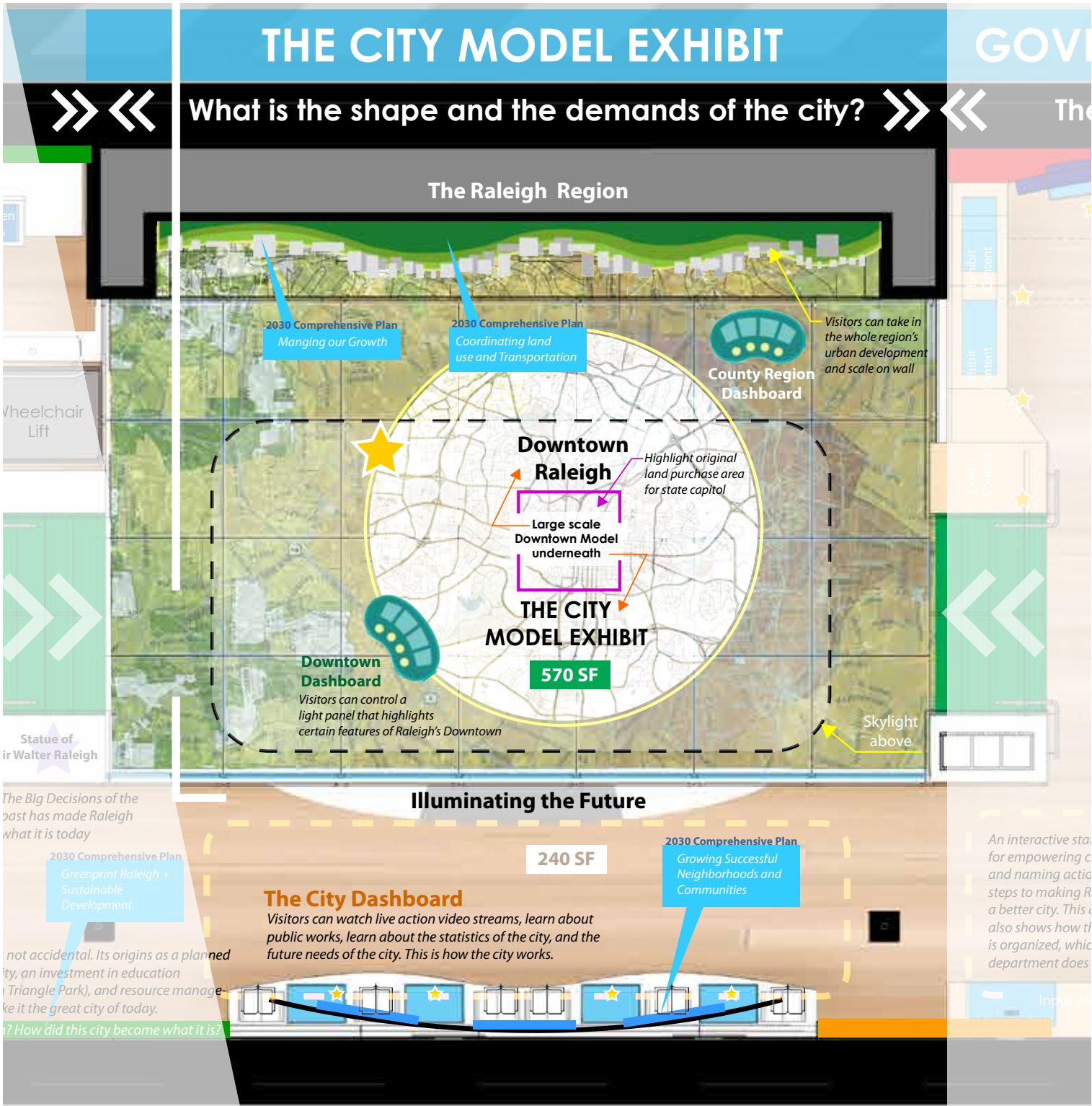


Building on, and inspired by the existing modern wall display, this gallery leads visitors on a chronological journey through Raleigh's rich social, cultural and physical history using objects and artifacts from the museum's permanent and borrowed collections. Conceived as a centerpiece gallery, this modern space merges traditional artifact-driven storytelling approaches with state of the art exhibition techniques and technologies to set the stage for Raleigh's story of the future.

- Flexible exhibit space is equipped to support changing and special interest exhibits.



THE CITY MODEL:

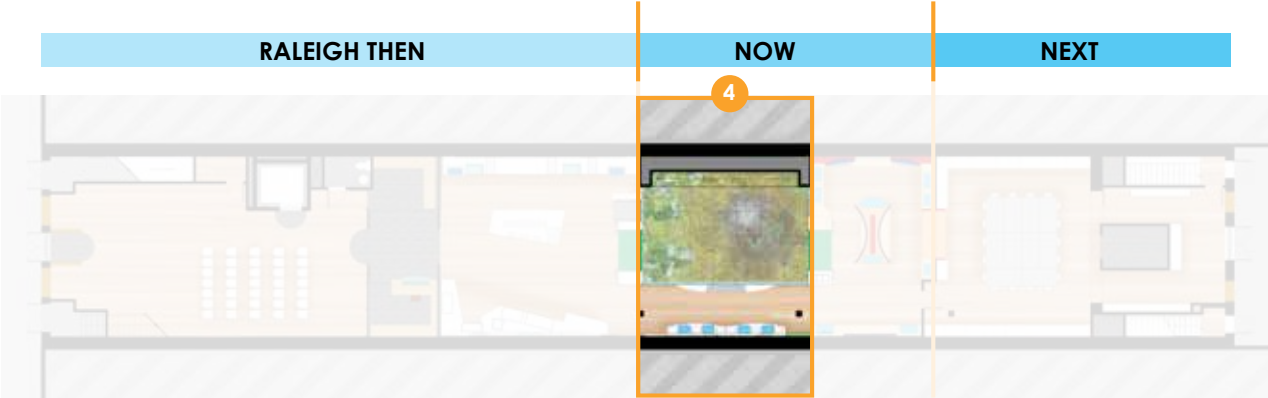


This exhibit will introduce visitors to issues facing the rapidly growing city and will challenge them to solve important problems faced by city planners and developers.

Wow! I am walking over the city. Where's my house? From the Permanent Gallery, visitors ascend clear glass stairs to an elevated platform housing an internally lit three dimensional model. Under the transparent flooring, visitors marvel at the patterns of streets, buildings, neighborhoods, developments and infrastructure of the metropolitan area.

Manipulated by museum staff, the City Model will highlight political and cultural districts, past and future neighborhoods, and proposed development projects. Over time, replicating actual changes to the city landscape, the model will be revised in real time.

Surrounding the City Model, traditional fixed and changeable digital graphics will exhibit information about the elaborate layered network and relationship of city infrastructure systems, while also prompting consideration, even participation, in decisions related to ongoing development issues or vexing urban design challenges.



THE CITY MODEL:

INTERPRETIVE THEMES FOR CITY DASHBOARD



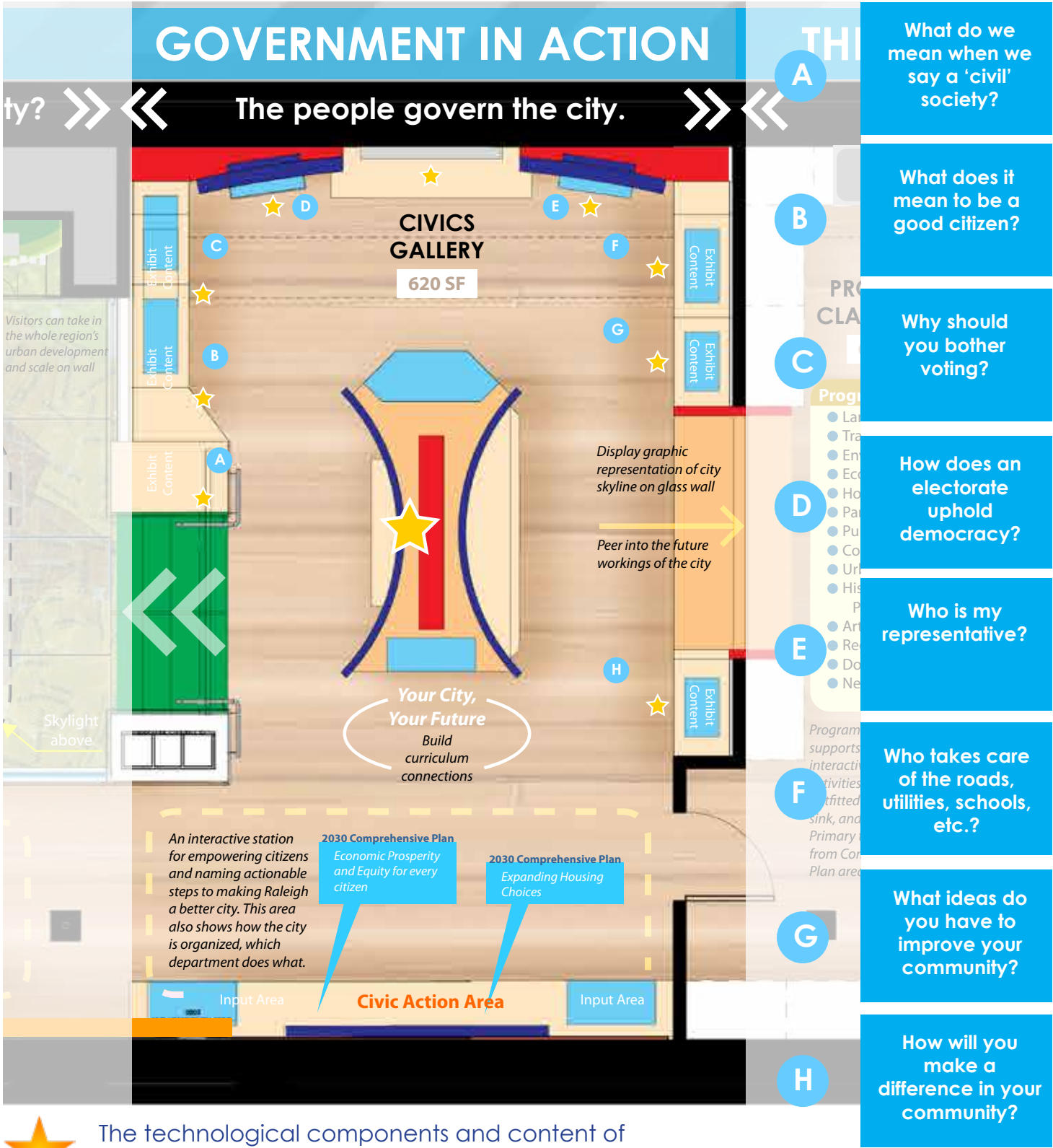
MAJOR THEMES

- Land Use
- Transportation
- Environmental Protection
- Economic Development
- Housing
- Parks, Recreation, + Cultural Resources
- Public Utilities
- Community Facilities + Service
- Urban Design
- Historic Preservation
- Arts and Culture
- Regional + Inter-Jurisdictional Coordination
- Downtown
- Area Plans
- Implementation

Program content and major exhibit themes for CityLab can be organized according to the 2030 Strategic Plan. Exhibit content to mirror the organization of urban planning concerns.



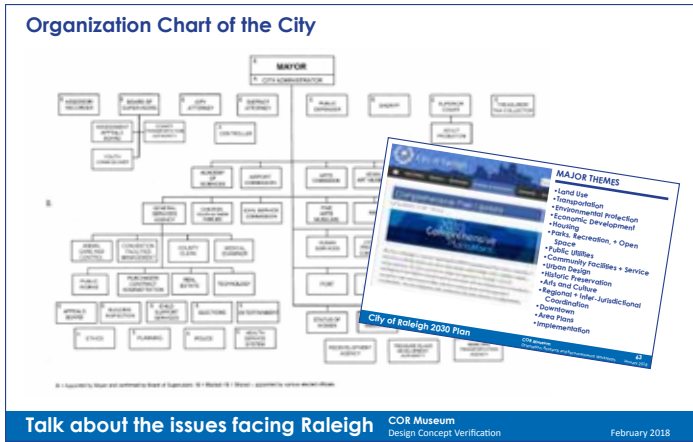
OUR CITY/YOUR DECISION



GOVERNMENT IN ACTION: Just beyond the City Model is an exhibit exploring two vital Raleigh tenants:

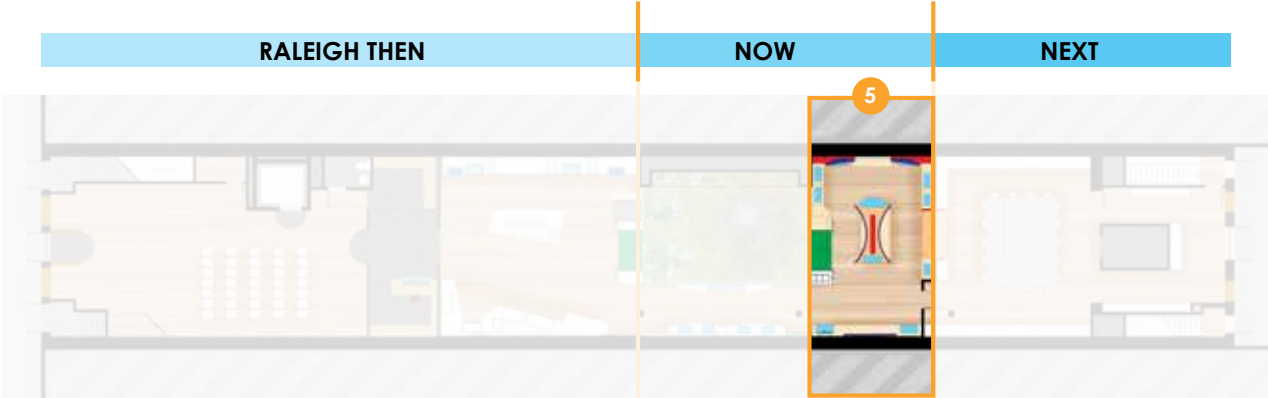
- (1.) That each and every citizen's opinion matters in determining the direction and future of a just and healthy city, and
- (2.) That this city Raleigh in its trajectory, is the result of informed decisions, sound planning policy and engaged civic and governmental institutions.

This is power packed exhibit in a small compact area, that requires more thought, but which is central to the museum's stated messages and desired outcomes. Conceptual content development is ongoing.



Connect visitors with the City through feedback mechanisms so they can offer opinion

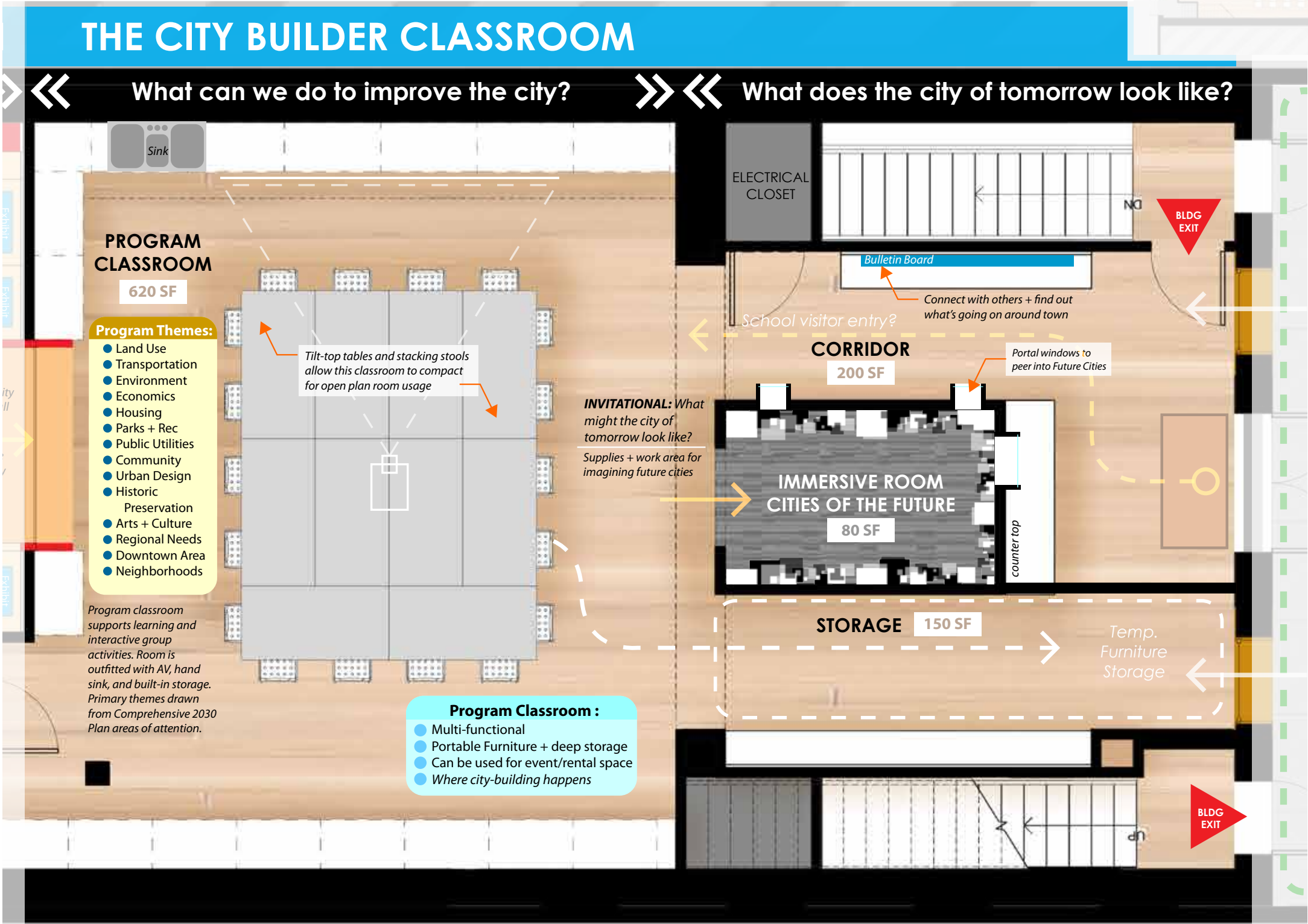
One of the objectives of the museum will be to demystify how the city works and to create a portal for reaching out to those who control the operational levers. Connecting public visitor opinions, queries, and requests for information with city government will result in a more actionable city.



Star icon: The technological components and content of People's Politics can be repurposed in this area



CITY LAB: HOW WE MAKE OUR CITIES:



This exuberant maker space is all about how cities are built - **FOR PEOPLE**. Building on existing COR programming, this space provides an array of tools to explore how ideas relating to infrastructure, health, energy distribution, sustainability, equality, access to parks, as well as many other key determinants, influence and affect city making.

Both staff facilitated and open visitor use employ hands-on activities to inspire **team based** and **intergenerational collaboration** in fashioning cities, neighborhoods, works of architecture and infrastructure for the future. Hand made models of buildings, bridges, roads and other features can be applied onto a vertical freestanding city map, letting everyone deposit a sculptural legacy onto the growing cityscape.

There is ample storage, and white boards allow free flowing drawing and idea generation, tack-able surfaces hold the drawings of previous workshops, and a large work surface dominates the center of the space. A 3-d printer allows collaborative digital design and fabrication of architectural works. The space has the feel of the upstairs collaborative planning office, whose members regularly visit and lead city planning workshops.

The space connects to the rear of COR, admitting natural light through existing doors and windows to brighten the space, and connects physically to the street for scavenger hunting, or lunch.

WHAT CITYLAB IS:

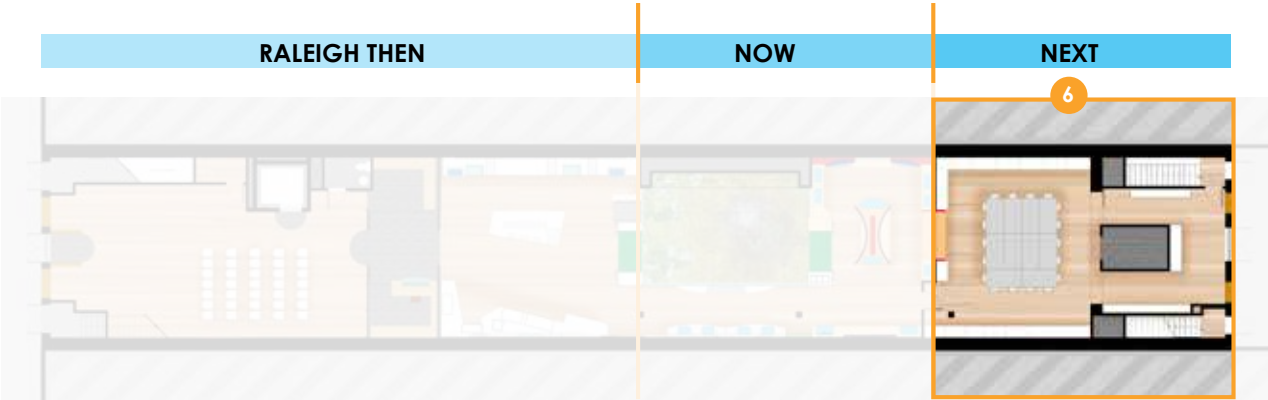


**participatory +
constructive**

WHAT CITYLAB ISN'T:



**passive
consumption**



THANK YOU!

haizlipstudio

planning. architecture. exhibits.



F I R E F L Y
PRESERVATION CONSULTING