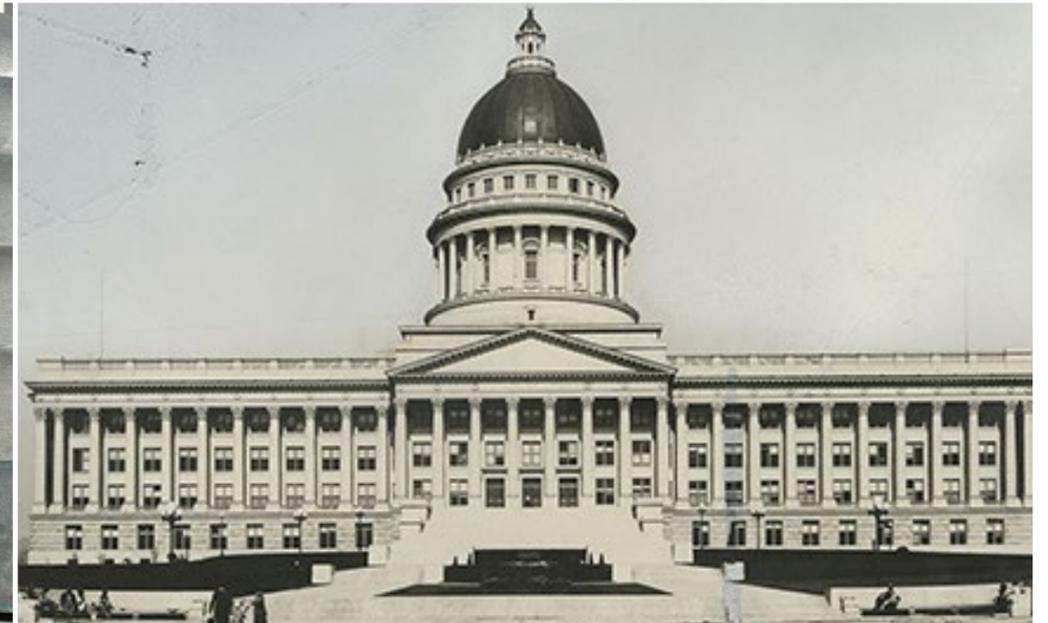


# North Capitol Building

The Museum of Utah | Salt Lake City, Utah

**DESIGN PACKAGE: 100SD**



50% SD

**100% SD**

50% DD

100% DD

50% PD

100% PD

## 100% Schematic Design

This 100% Schematic Design document presents the emerging new exhibits at the Museum of Utah in Salt Lake City. The plans and illustrations in this book are concepts intended to elicit feedback from staff and stakeholders in order to move the design forward to the Design Development phases. After Design Development, we will complete Production Design, Documentation, Fabrication, and Installation phases before the Museum of Utah opens. Our chief aim in presenting and moving forward from this package will be to refine and tighten up the conceptual framework of the exhibit and preliminary planning and design represented in this deliverable.

# The “Big Idea”

Utah has long been a place of movement, culture, and innovation. Generations of people have established communities across the Middle Rocky Mountains, the Basin and Range, and the Colorado Plateau. Hardworking individuals have shaped the state into a place of national and global significance. Utahns have unique views on the state’s past, present, and future. Explore this museum to discover their perspectives and tell us YOUR Utah stories.

## Major Design Attributes

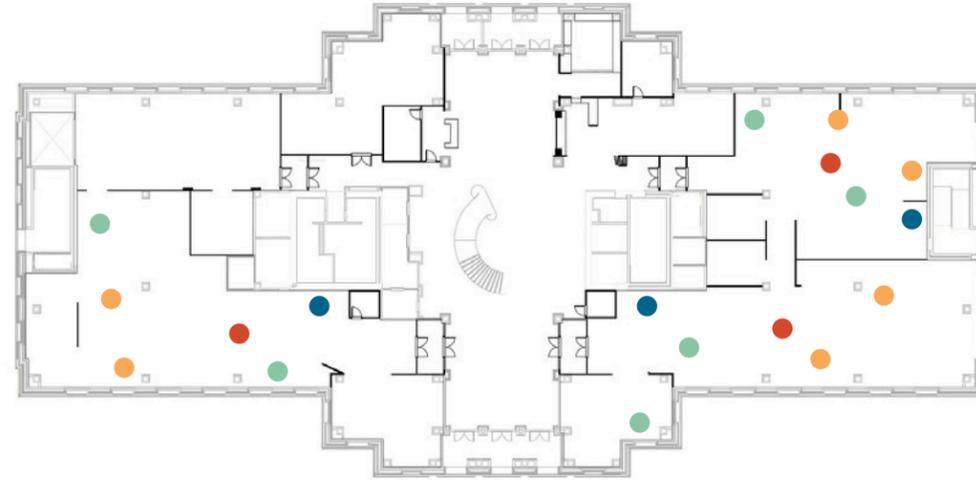
- Museum layout encourages visitor choice and exploration.
- Lobby exhibit components reflect the cultures who helped create today’s Utah.
- Dedicated special exhibits gallery accessible from the lobby.
- Three thematic galleries (Home, Communities, and Work) tell the stories of Utah through artifact displays, historic and contemporary imagery, interpretive graphics, and engaging multimedia elements.
- Uniquely Utah gallery provides an engaging summation of Utah’s stories.
- Utah Traditions gallery celebrates the state’s diverse cultural expressions.
- Utah Next is a flexible gallery space exploring today’s Utah—with an eye on the near future.

## Key Interpretive Messages

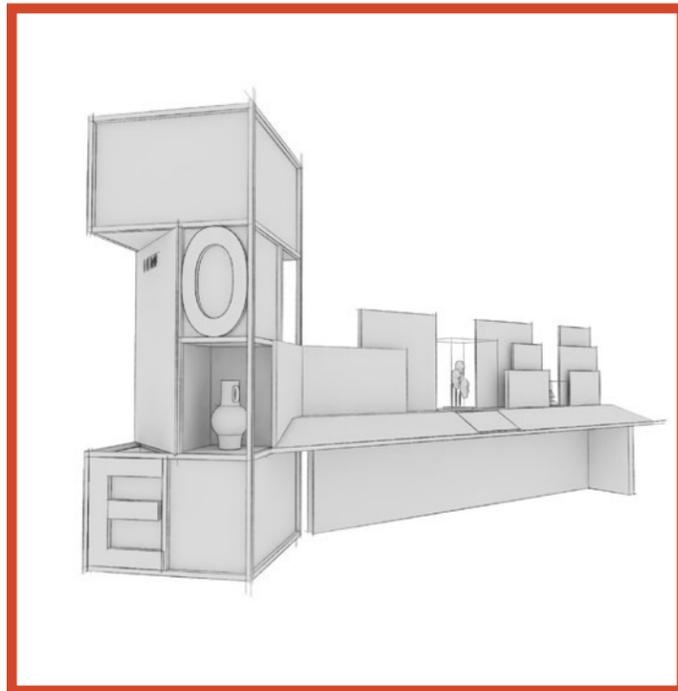
- Exploring history through the lens of multiple perspectives builds empathy and understanding.
- First-person accounts tell Utah’s stories in the words of the people who lived it.
- The intersection of Utah’s cultures, identities, and ideas has led to conflicts as well as mutual understanding and appreciation.
- Utah’s geographic features help define boundaries and shared spaces. In turn, the people of Utah shape these landscapes and rely on natural resources for survival, industry, recreation, and inspiration.
- Utah has long been a place of immigration and settlement.
- As people arrive in Utah and create distinct communities, they strive to maintain traditions while also adapting to new customs.
- A multicultural, gender-diverse labor force has driven Utah’s industrial and economic successes.
- Visitors are part of Utah’s story and are encouraged to provide their perspectives on the state’s past, present, and future.
- We Are Utah connections to other Utah sites amplify historic, artistic, and cultural resources found throughout the state.

## Recurring Exhibit Elements

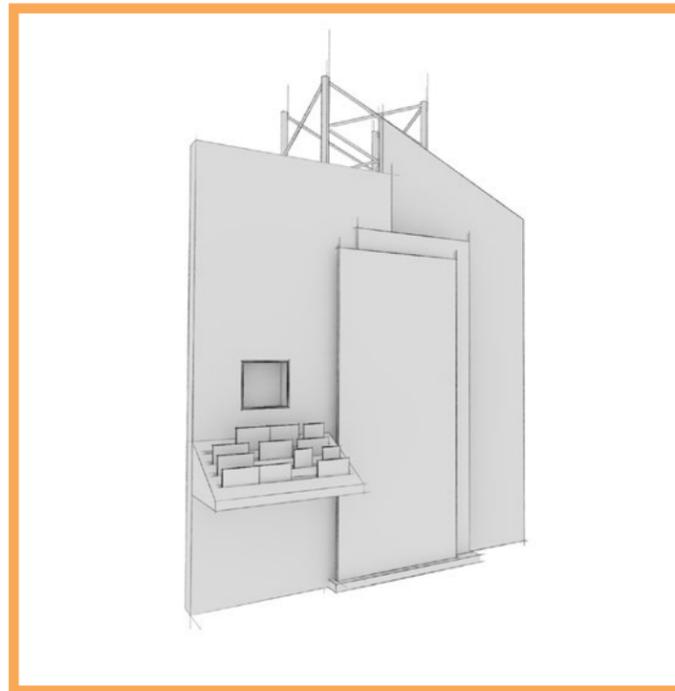
Each of the three thematic galleries (Home, Communities, and Work) will include a series of elements that repeat from gallery to gallery. This repetition creates a “vocabulary” that allows visitors to easily identify where they may access certain aspects of interpretive information (i.e., timelines, visitor-generated content, stories about natural landscapes, etc.).



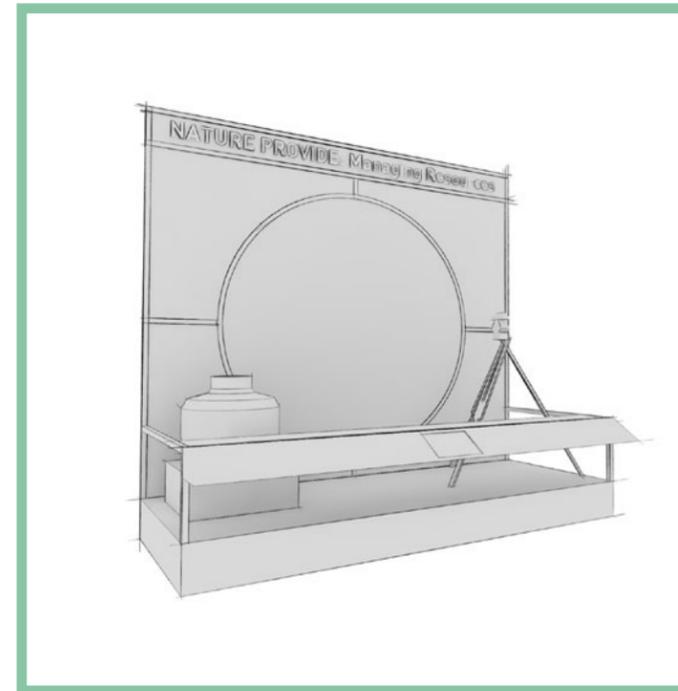
Perspectives



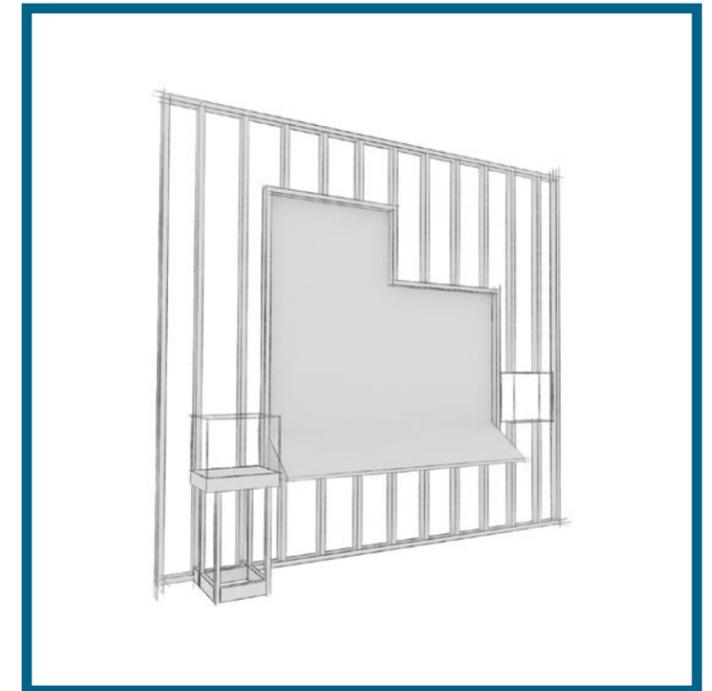
Crossroads

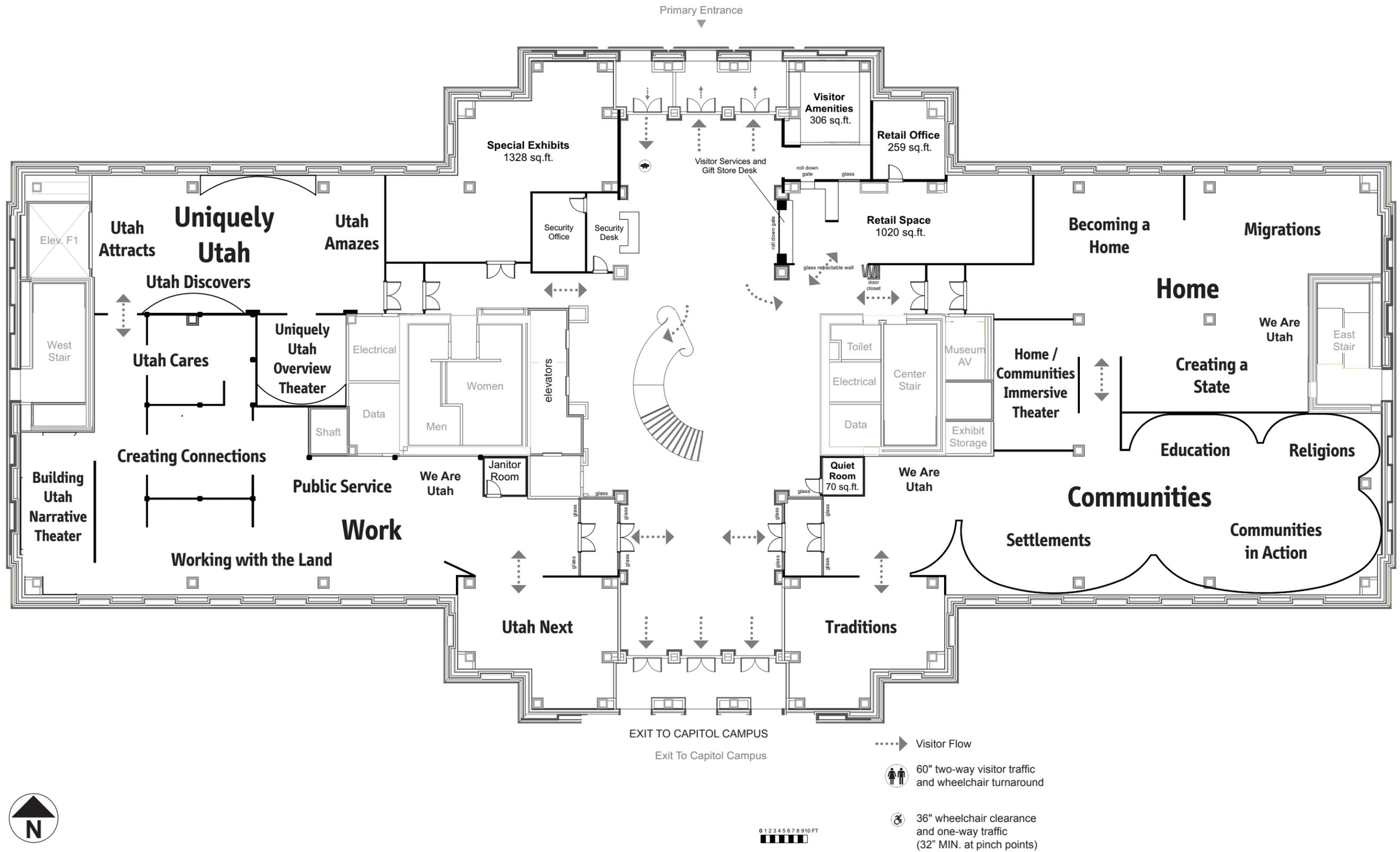


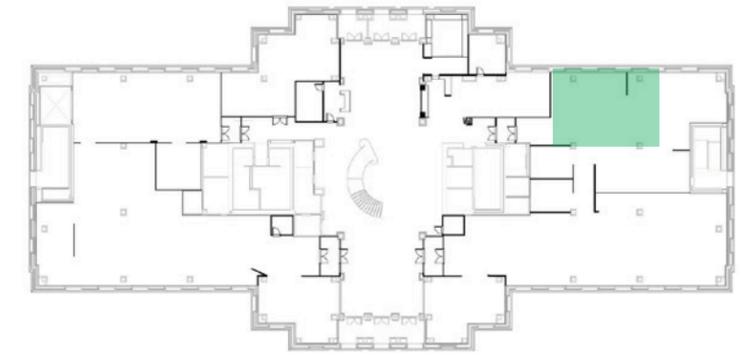
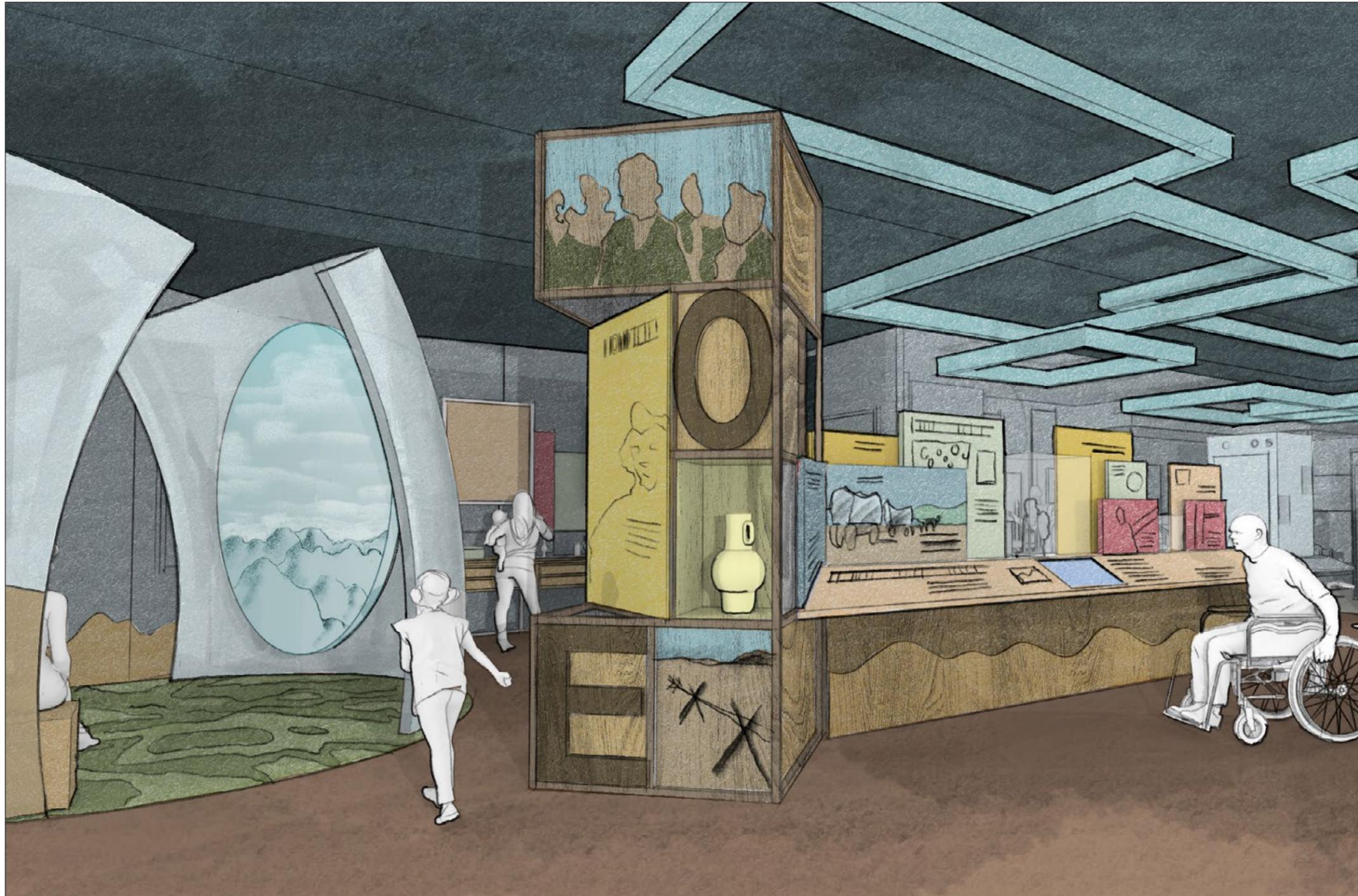
Nature (Defines, Inspires, Provides)



We Are Utah





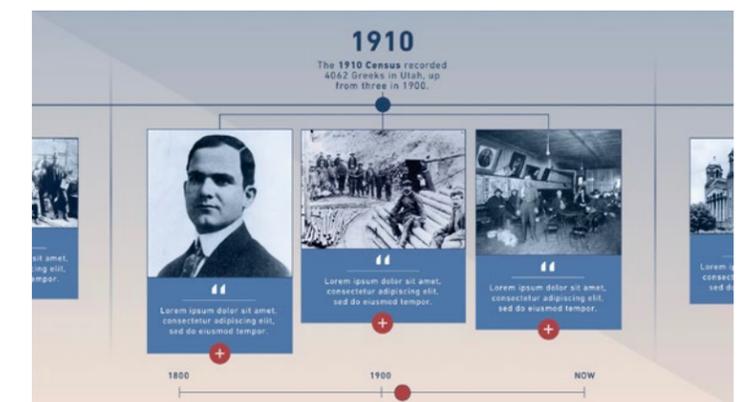


## Home Gallery

People have lived in Utah for thousands of years. Native Americans developed scientific knowledge, established trade routes, created governments, and engaged in conflicts with neighboring tribes. Beginning in the late 1700s and continuing through today, waves of immigrants from across the globe moved into Utah. This gallery explores what has drawn people here over time and how these diverse groups transformed Utah—and each other.

Areas shown in image to the left:

- Tribes Mini-Theater
- Perspectives Timeline Interactive

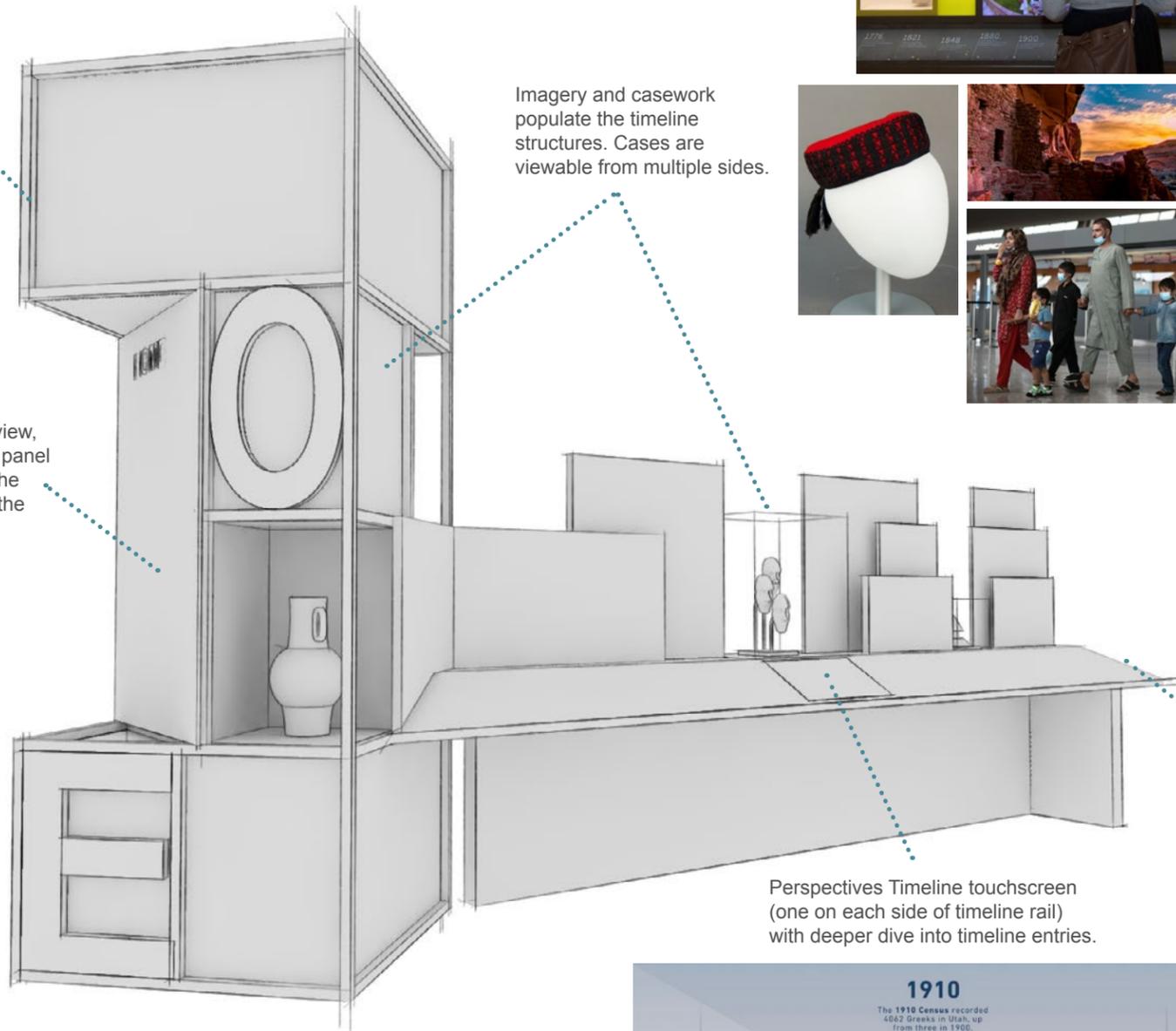


Perspectives Timeline Touchscreen Interactive

Thematic materials and patterns change to represent each primary gallery.



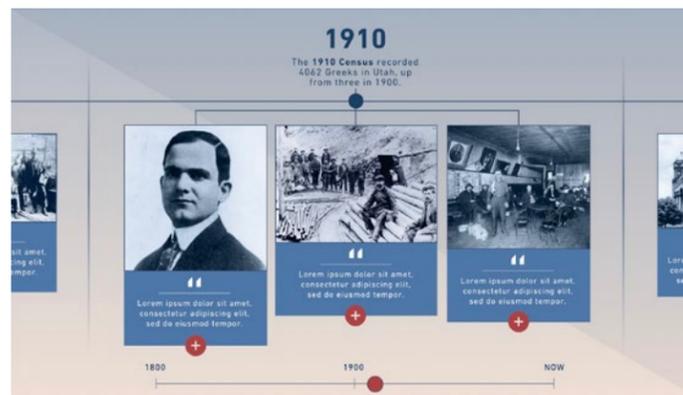
Large, overview, introductory panel oriented to the entrance of the gallery.



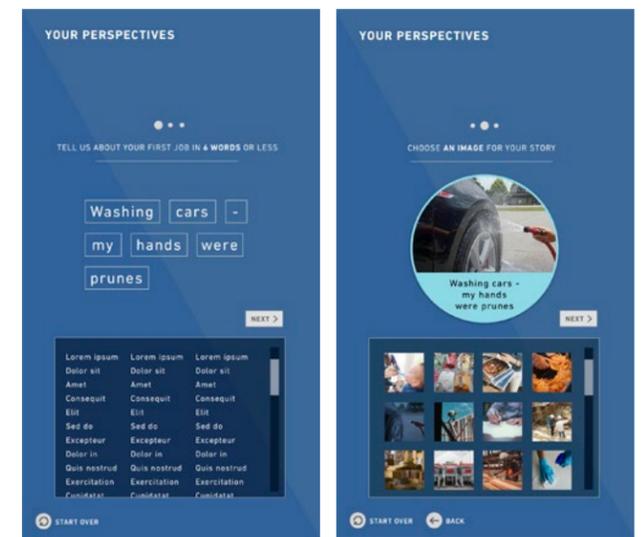
Imagery and casework populate the timeline structures. Cases are viewable from multiple sides.



Perspectives Timeline touchscreen (one on each side of timeline rail) with deeper dive into timeline entries.

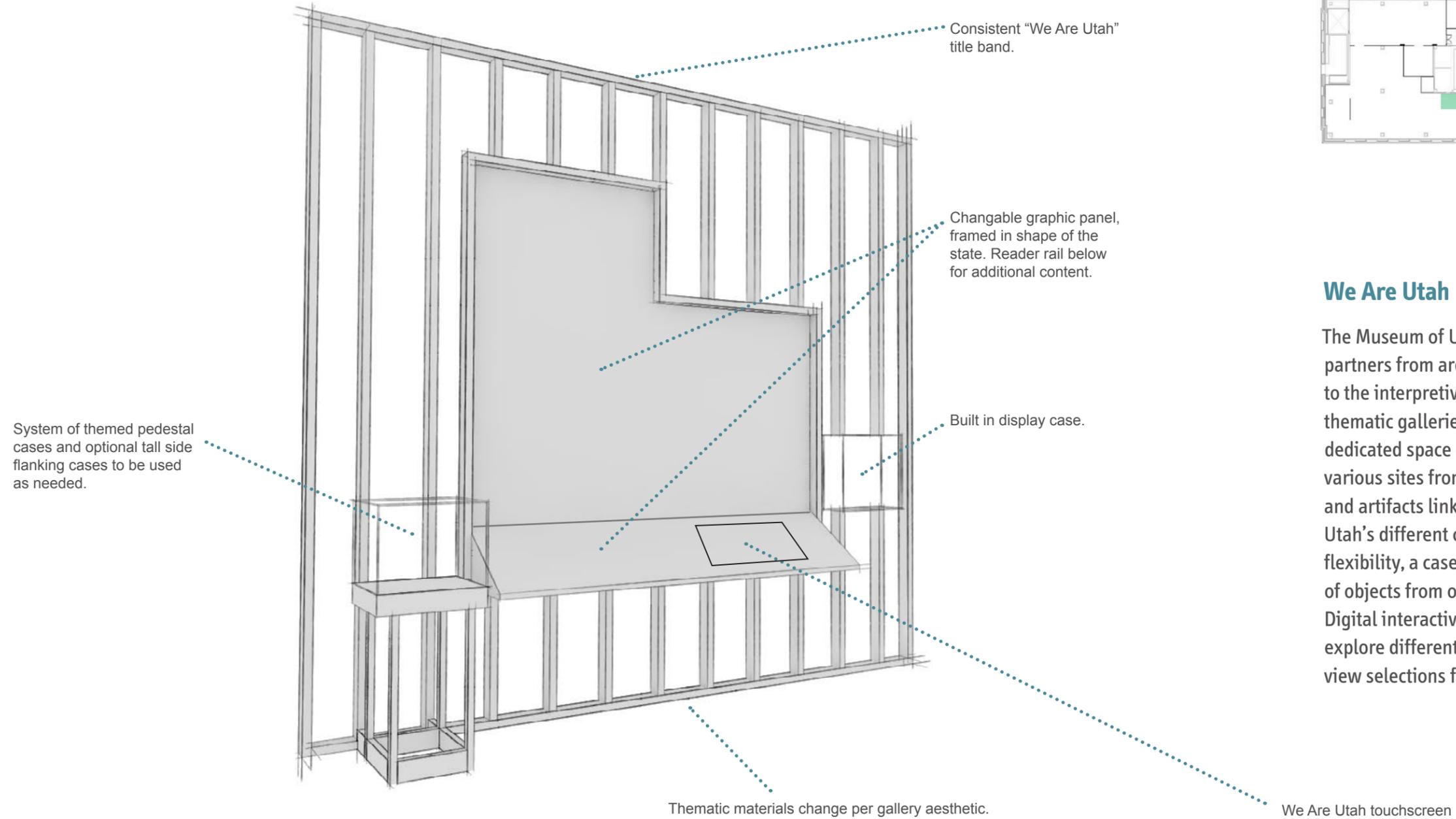
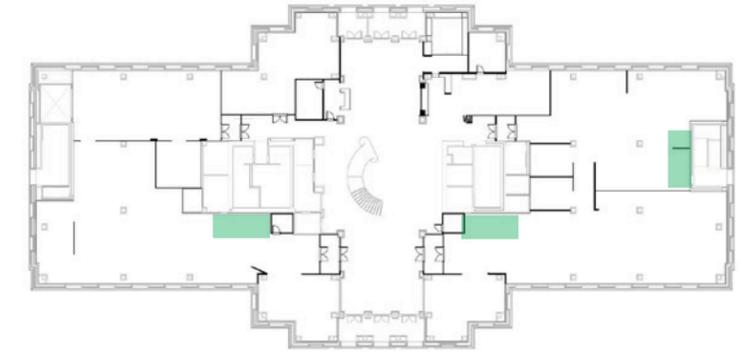


Your Perspective Interactive Touchscreen at end of rail. See AV treatment book for various approaches per gallery.



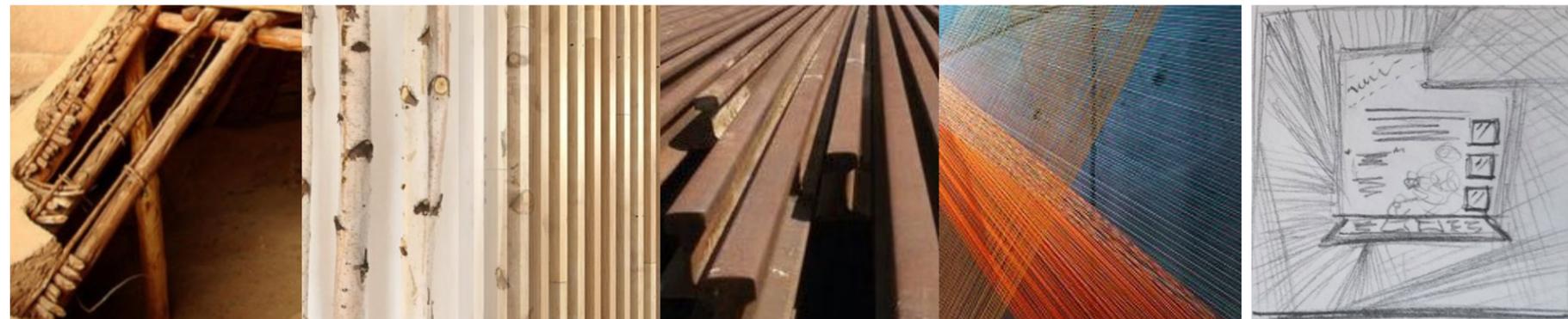
## Perspectives

This section provides chronological context—from time immemorial to the present—for each thematic gallery. Visitors learn how different groups of Utahns view history. For example, Perspectives on Home will include a chronology of when different groups settled in Utah and the challenging process of Utah's push for statehood. However, different cultures have different views on how to frame these historic events. Visitors may use interactive audiovisual elements to explore deeper and understand each group's story in greater detail. Your Perspective serves as a space for visitors to reflect on their personal or family stories and how they fit into Utah history. This component may utilize a blend of digital interactive technologies that prompt and display user-generated content.



## We Are Utah

The Museum of Utah's "hubs and spokes" cultural partners from around the state will be major contributors to the interpretive content found within the three thematic galleries. Within each gallery, there will be a dedicated space called We Are Utah that will highlight various sites from different regions. Interpretive graphics and artifacts link visitors with stories and sites from Utah's different communities. Designed for maximum flexibility, a case may highlight a specific selection of objects from one site, area, or community at a time. Digital interactive components may allow visitors to explore different cultural sites from around the state and view selections from their artifact collections.



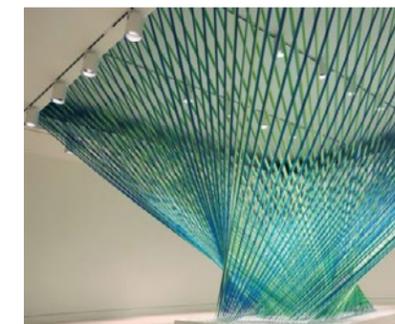


### Communities Gallery

As different groups settled in Utah, they forged and maintained communities defined by towns and cities, ethnicities, education, religions, languages, shared interests, and other factors. Some of these communities have had to overcome hardship and fight for equal rights. Together, these different groups have forged Utah's thriving culture.

Areas shown in image to the left:

- Communities in Action and Religions sections that interpret different ways Utahns come together to celebrate, worship, and advocate.



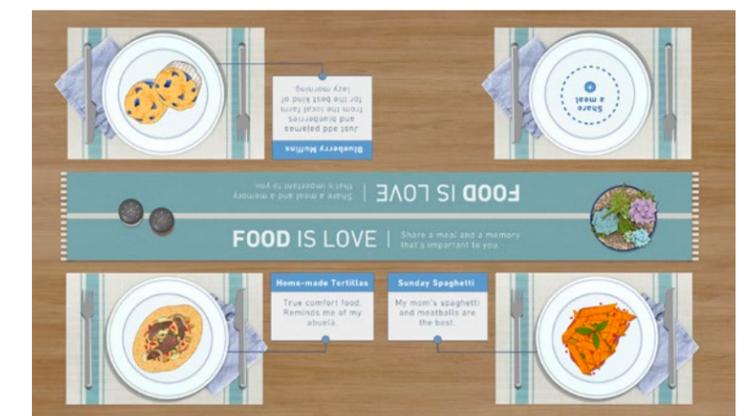


### Utah Traditions

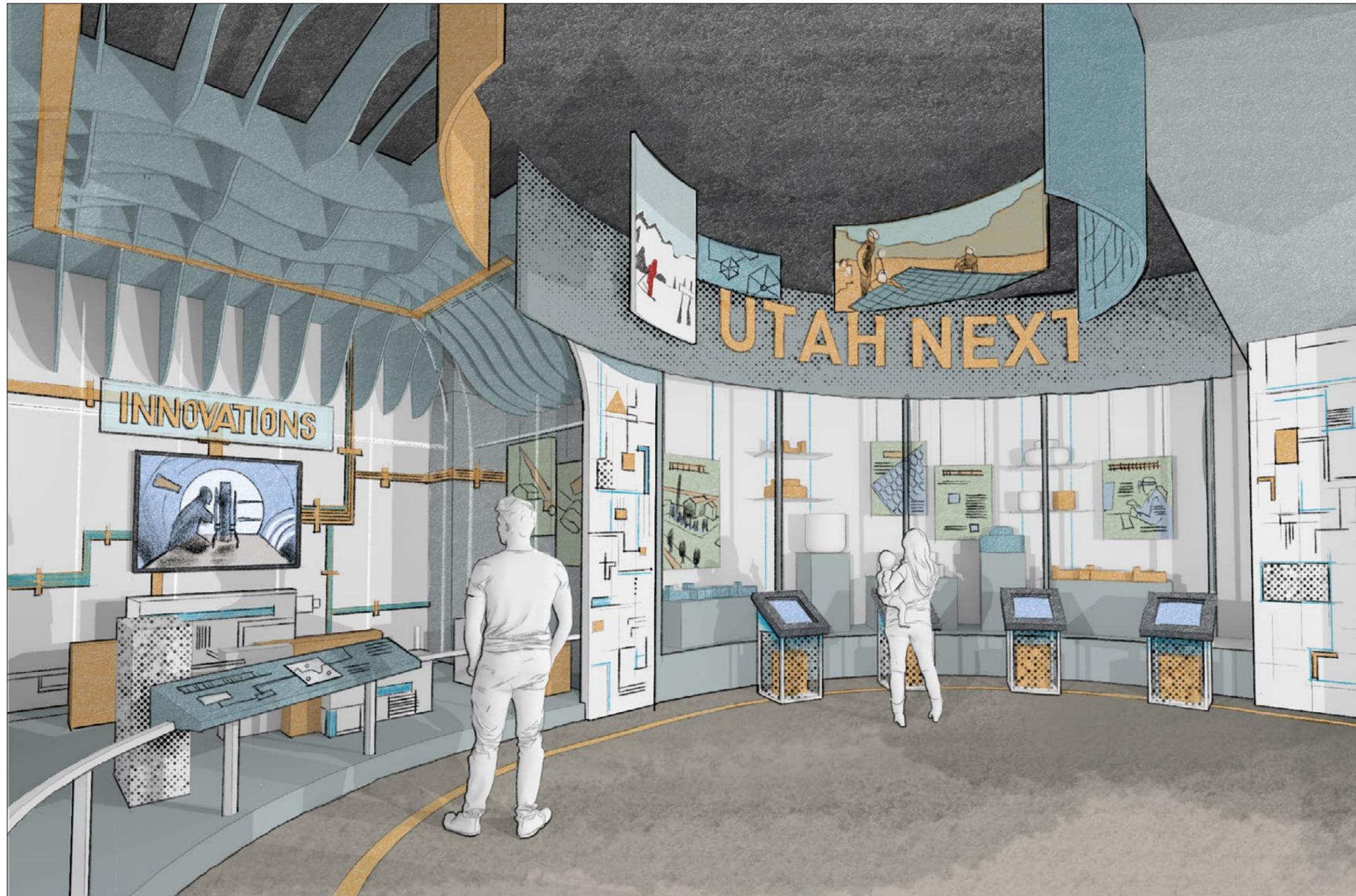
Branching off from the Communities gallery, this artifact rich gallery interprets the many ways Utahans express their identities and communities. Large artifact cases allow for state's collection of cultural items to be displayed and easily updated. Overhead banners highlight the artists, dancers, craftspeople, community members, and others who bring these traditions to life.

Areas shown in image to the left:

- “Food is Love” interactive touchtable

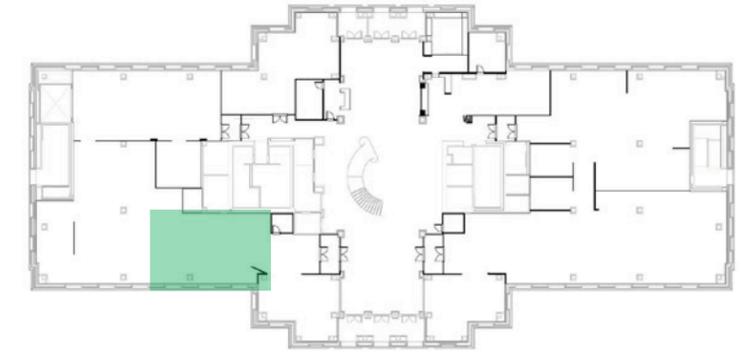


At this multi-user touchtable, visitors can create and share a meal that is meaningful to them. They can also see meals that have been shared by other visitors.



### Utah Next

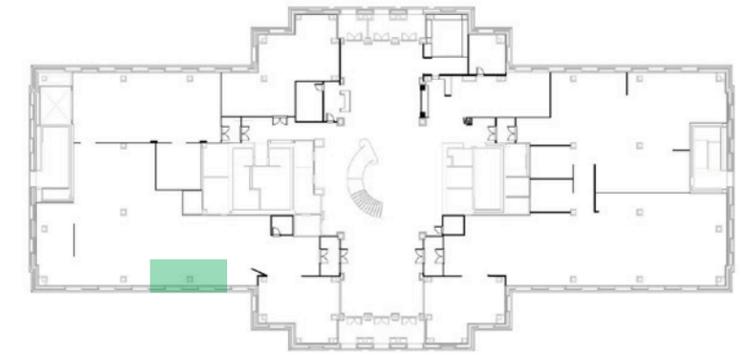
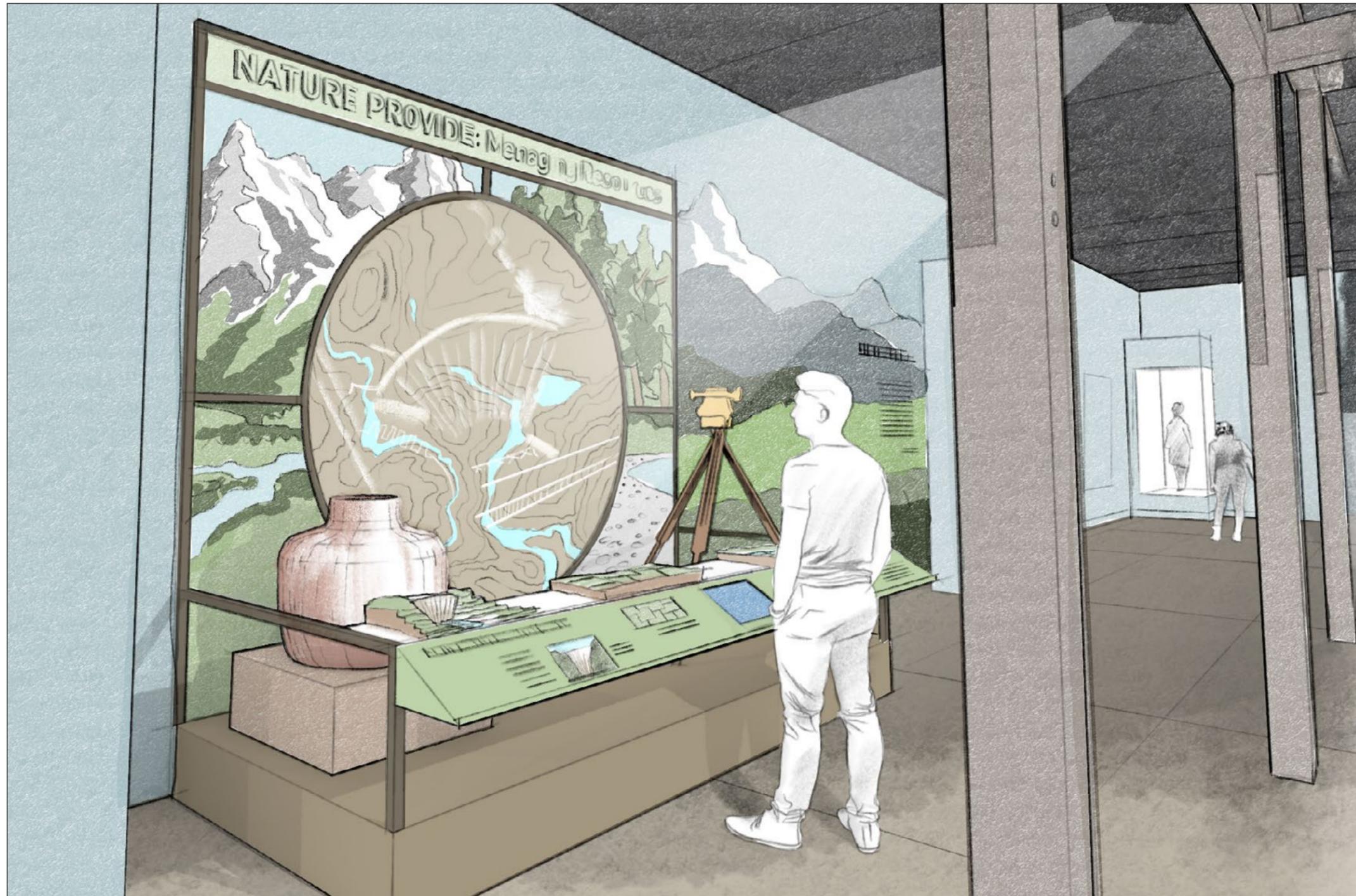
Visitors explore a gallery focused on contemporary stories, as well as a look at Utah's near future. Visitors learn about what is happening now in Utah's industries, research labs, parks, and resorts. The gallery also provides a peek at what daily life may be like in Utah as the state enters the mid-21st century. Visually engaging artifact cases and flexible exhibit elements allow for these stories to be regularly updated. Audiovisual media stations allow visitors to explore notable Utahns who push to innovate, discover, and grow. Other media elements provide an overview of current industry, government, and community-led initiatives.



### Work: Overall

Utah is a major contributor to the national and global economy. For generations, the state's workers have succeeded in agriculture, ranching, mining, railroad construction, military contracting, and other fields. The people of Utah also educate, protect, and innovate. Their hard work has created meaningful social, economic, and physical connections.

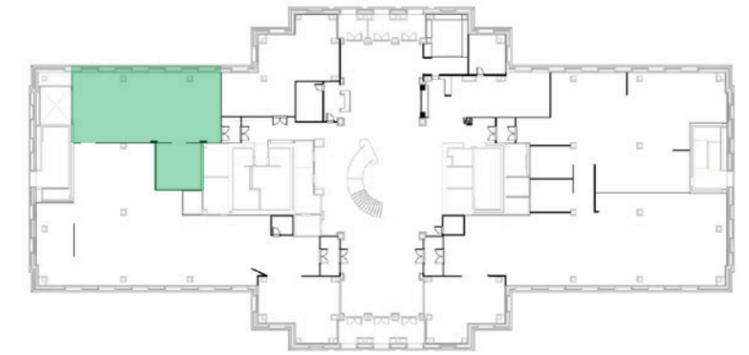
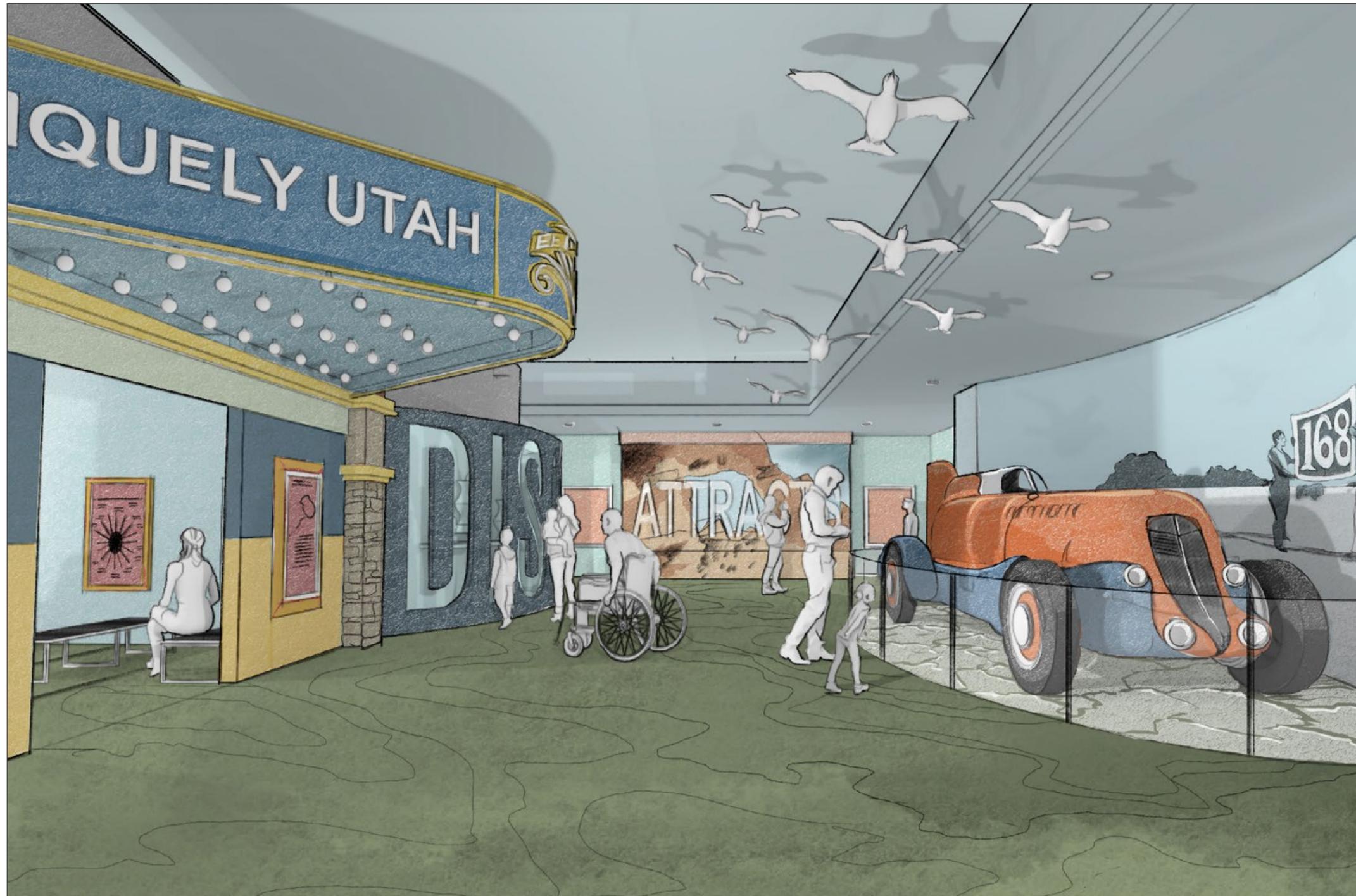




## Nature Provides

Each of the museum's thematic galleries include nature sections that focus on how Utah's land and water intersect with themes of home, communities, and work. For the Work gallery, these sections interpret how nature provides resources and recreational opportunities, but Utahns must use their lands responsibly. The Nature Provides station in this view expounds on how Utahns have balanced the need for industries and electricity with concerns over property rights and nature conservation. Graphics, artifacts, and tactile interactives allow visitors to understand the story from multiple perspectives. A digital interactive element aids in interpreting the impacts of these decisions on Utah's landscapes and ecosystems.





### Uniquely Utah Gallery

This gallery highlights how Utah attracts people from across the world, amazes locals and visitors alike, and discovers new ideas and innovations. The state's distinctive natural features are often found at the heart of these stories. Uniquely Utah serves as a summation of the people, places, and events that make Utah special.

Area highlighted in image to the left:

- Entrance to the Uniquely Utah Theater. Below is a curved panoramic canvas to showcasing a film with a blend of sweeping landscapes, aerial views of iconic places, and individual voices which speak to the essence of what it means to be a Utahn.



Uniquely Utah Theater