



EarthRise design
 Interpretive planning + architecture
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Does my site need interpretive planning?

Interpretive planning provides the organizing framework of the visitors' experiences, including theme, text and images by which to coordinate all elements of site, landscape, architecture and exhibit design.

Table 3 highlights the most common elements in architectural and exhibit design that require special attention to assure that that landscape, building, and exhibits work together. Use the table as a checklist to see "what can go right" and "What can go wrong." If your site has experienced some of the "What can go wrong" outcomes, it is a candidate for careful interpretive planning.

Coordination of all interpretive design elements is required if a site, landscape, building and exhibit design are to work seamlessly and together. If it is not designed together, it will not work together.

Table 3 - Architectural and exhibit design coordination highlights

	Coordination needed for	What can go wrong	What can go right
	Site arrival circulation Way finding	Confusing direction about where to go.	Landscape and way finding orientation clearly indicates path.
	Introductory Orientation (outside)	Not evident, not easy to access or read.	Accessible, informative, prominent in circulation, with space to pause.
	Entry reception and information (inside)	Noisy, crowded, not evident, no place to pause.	In sight line, comfortable, friendly, set aside to allow gathering. Orientation is convenient set aside with easy in and out.
	Circulation within Center	Noisy, crowded, no set asides, no place to sit, not clear, conflicting traffic flow.	Clear, one-way circulation for crowded periods, acoustical controls, clear way finding.
	Exhibit spaces	Exhibits shoehorned into spaces in haphazard way. Exhibits looks like furniture stuffed into space.	Exhibit space part of exhibit flow, subsumed to allow highlight of exhibits. Exhibits are prototyped to make fine-tuning adjustments.
	Circulation within exhibits	Noisy, crowded, no set asides, no place to sit, not clear, conflicting traffic flow.	Clear, one-way circulation for crowded periods, acoustical controls, clear way finding.
	Exhibit lighting	Reflective glare, shadows, exhibits in shadows, shadows cast by visitors, non-exhibit features more brightly lit.	All lighting reinforces exhibits, illuminated without shadows or reflective glare. Lighting is flexible for changing exhibits.
	Building and exhibit graphics	Many type styles and sizes, haphazard signage, visual clutter. Can't read signs anyway.	Coordinated attractive graphics and type throughout site, building and exhibits, flexible for changing signs.
	Exhibit maintenance And upgrading	Wear and tear is evident. Movable/interactive exhibits malfunctioning. Exhibits not updated.	Durable materials, fabrication details for easy maintenance, minimal "high maintenance" exhibits unless staff available to maintain.

Source: Donald Watson / EarthRise *design*