

National Cowboy & Western Heritage Museum

Oklahoma City, OK



Everything old west is new again

The National Cowboy & Western Heritage Museum (NCWHM) has one of America's leading collections of art and artifacts related to the Western frontier. The collection ranges from traditional Sioux headdresses to John Ford movie set props, making it the institution for all things Old West.

NCWHM contracted AldrichPears to develop an interpretive masterplan that would guide the renewal of their exhibits. The goal was to redefine the museum's conceptual approach to refresh the way the Western story was told. APA revised the thematic structure of the museum's stories to resonate with contemporary audiences. New concepts guide the revitalization of exhibits and engage visitors with dynamic, interactive experiences. APA also developed an architectural approach for the new museum concept.

