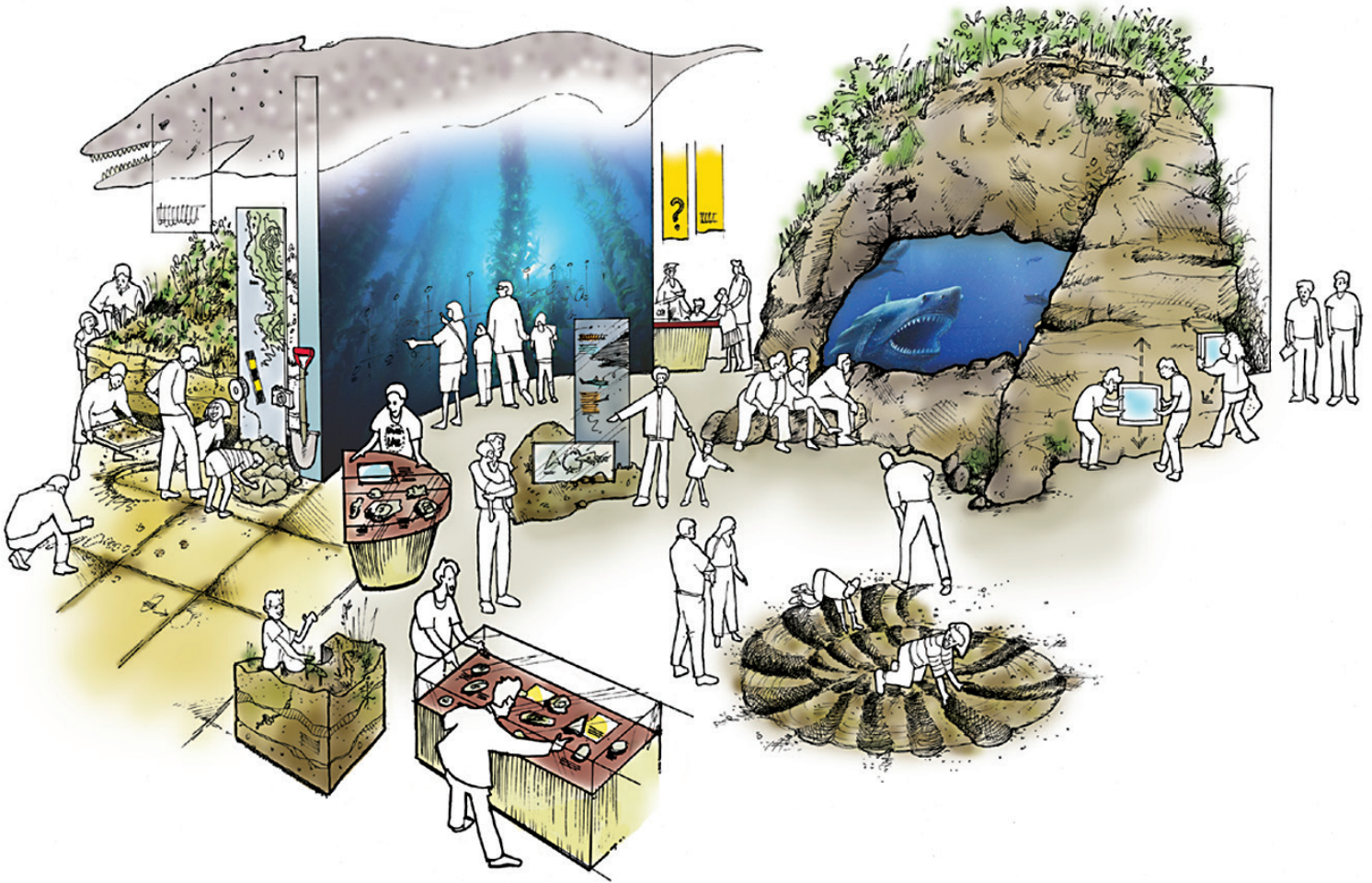


Santa Cruz Museum of Natural History

Santa Cruz, CA



A blueprint for exploration

The Santa Cruz Museum Association was planning a new LEED-certified building for the Santa Cruz Museum of Natural History. The association contracted AldrichPears to work with their team, as well as the project managers and architects, to define the visitor experience. The goal was to create a masterplan that would guide future content research, architecture and the exhibit design.

Through facilitated workshops, APA and the client team developed a fresh concept for the museum. The concept positioned the museum as a gateway to nature and environmental stewardship in the Monterey Bay watersheds. Proposed indoor and outdoor exhibits focused on geology, plate tectonics, weather systems, climate, and the populating of Santa Cruz and its ecosystems.

APA delivered an interpretive masterplan that included themes, messages and exhibit sketches. The plan provided strategies for promoting positive visitor interactions within Santa Cruz's natural environment.

