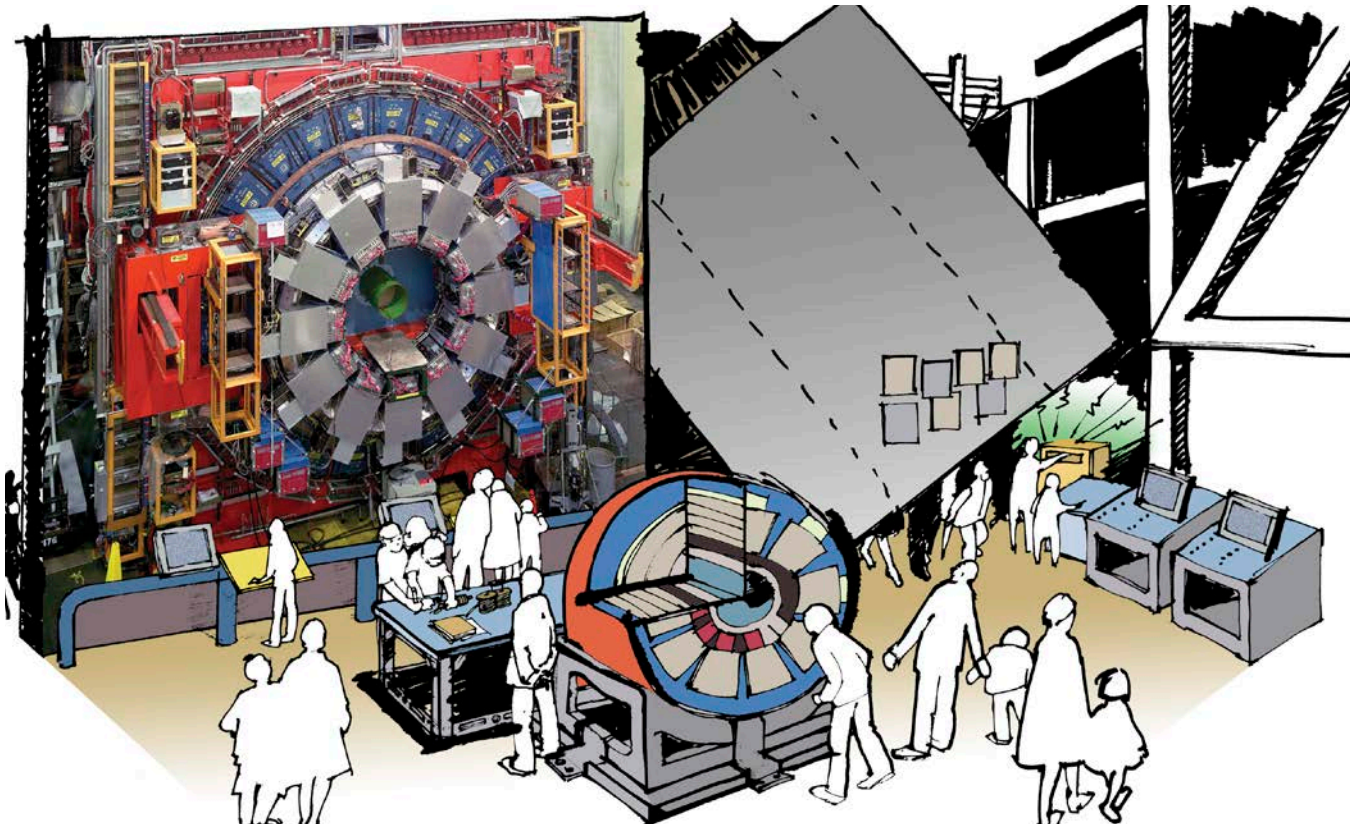


# Fermi National Accelerator Laboratory

Batavia, IL



## Particle Physics for Everyone

Fermilab is one of the world's largest particle accelerators, exploring the most fundamental mysteries of nature. The Lab wanted to make quantum mechanics, dark matter and wave-particle duality easy to understand and fun to explore.

APA worked closely with a committee of scientists and Lab staff to create a masterplan, making this complex, cutting-edge research accessible to everyone. After leading a series of collaborative workshops, APA outlined a theater experience, thematic pods and interactive exhibits to achieve the Lab's interpretive goals. The campus-wide, multimedia-based concept made the physics of the cosmos accessible and fun for children, school groups and visiting scientists.

