

Werribee Open Range Zoo

Victoria, Australia



Nose-to-Nose with Lions

Victoria's Open Range Zoo wanted to create an outdoor experience that looks and feels like Africa, letting visitors experience lions first-hand and giving them an insight into their unique environment.

APA worked closely with the Zoo and landscape architects to design the fictional Pula Reserve, modeled on Botswana's grasslands and dry river area. The adventure begins when visitors "accidentally leave" the nature reserve through an opening in a stone wall. Next, a sign warns them about the lions in the area. Visitors—sure they have left the nature reserve—can now truly discover how lions live. Interpretation along the way engages visitors in the complex relationships between people and lions in the wild and at the Zoo. Visitors leave with a better understanding of the many unique challenges facing lions and humans.

