

# Santa Cruz Museum of Natural History

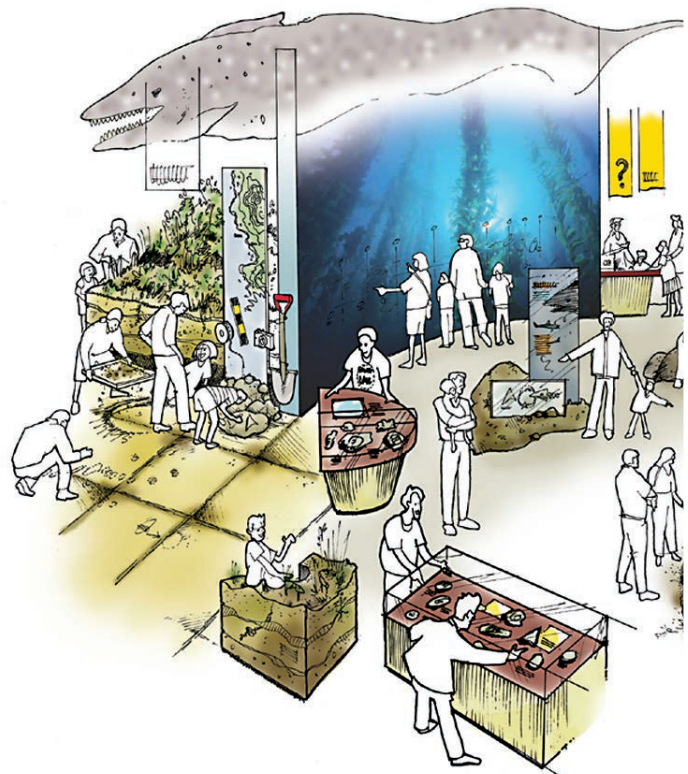
Santa Cruz, CA



## A Blueprint for Exploration

The Santa Cruz Museum Association was planning a LEED-certified building for the Santa Cruz Museum of Natural History. The Association's vision for the new Museum focused on connecting people with nature and inspiring a new generation of environmental stewards.

APA defined a new visitor experience to support this vision. The concept positioned the Museum as a gateway to environmental stewardship in the Monterey Bay watersheds. Whether climbing through a multi-storied redwood forest gallery or taking in a fish-eye view of the local wetlands, visitors are asked to explore their own role in the region's ecosystems. Outside the Museum's doors, a discovery zone invites visitors to connect through play, getting wet in an interactive stream and using biomimicry to create musical scores inspired by nature.



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