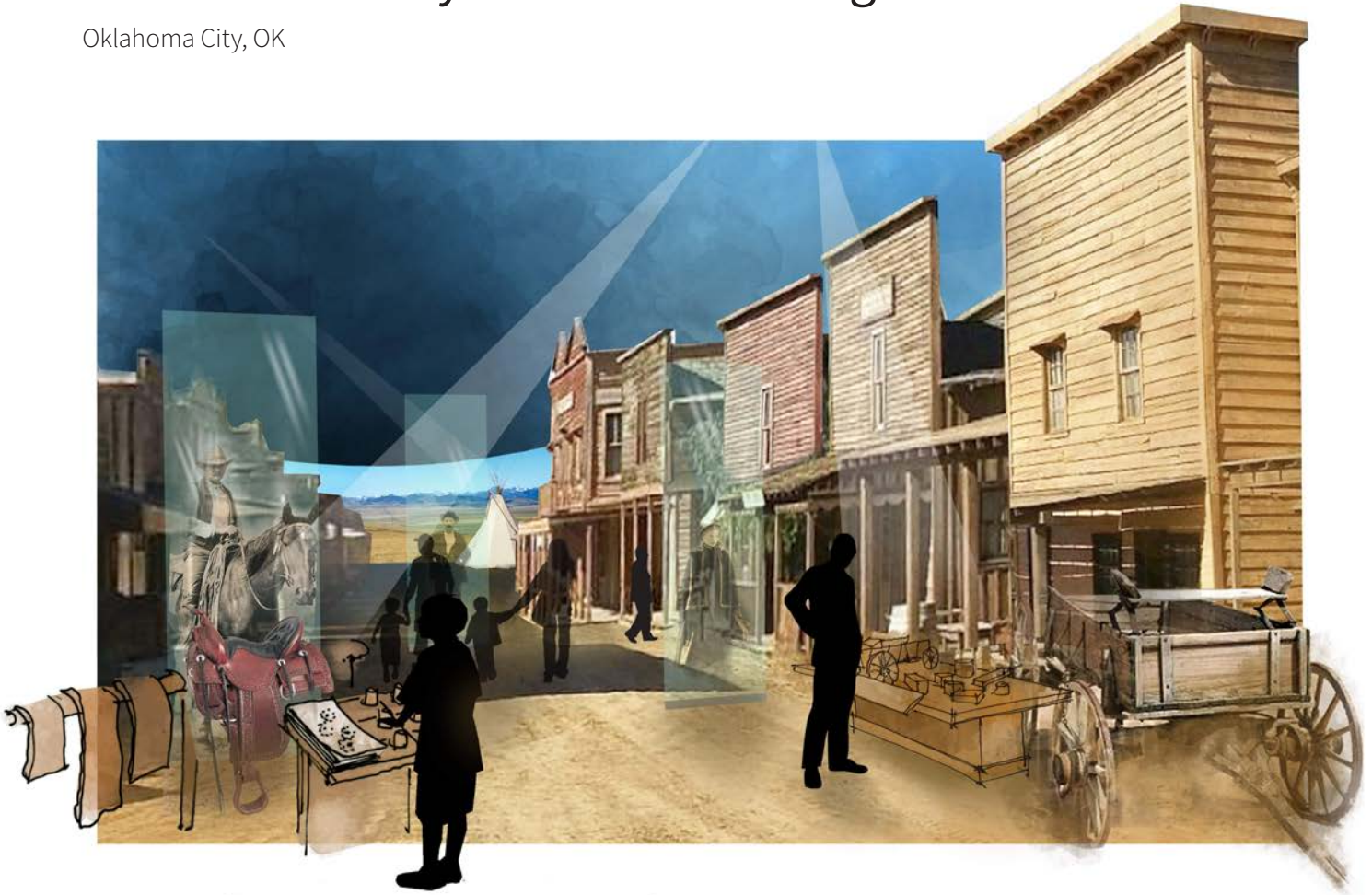


National Cowboy & Western Heritage Museum

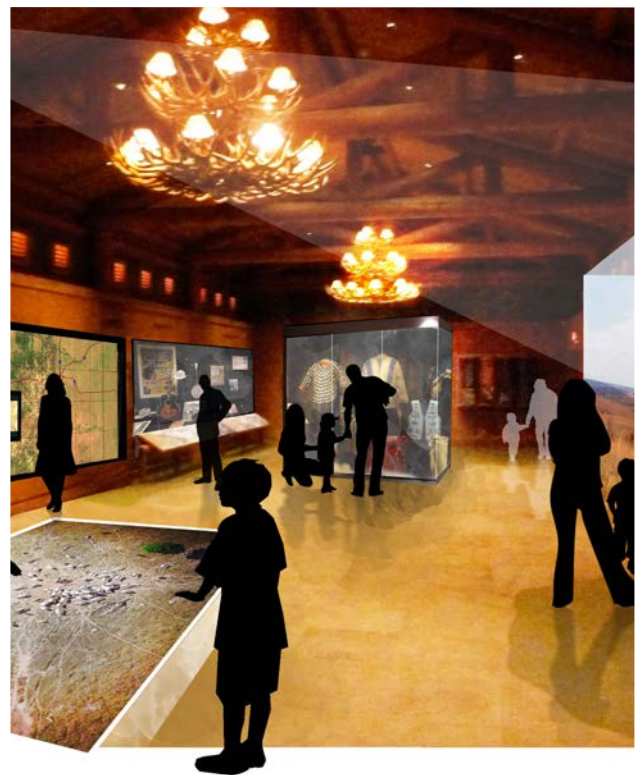
Oklahoma City, OK



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 American frontier. The collection ranges from traditional Sioux headdresses to John Ford movie set props, making it the institution for the Wild West.

APA worked with NCWHM to redefine and modernize the Museum's conceptual approach, developing an interpretive masterplan to guide exhibit renewals. Visitors explore a replica turn-of-the-century cattle town, and through saddles, weapons and clothing, the story resonates with contemporary audiences. The engaging displays and interactive exhibits connect visitors to the enduring legacy of the American West.



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