

Monterey Bay National Marine Sanctuary

Santa Cruz, CA



Undersea Worlds

The Monterey Bay National Marine Sanctuary is one of America's largest marine sanctuaries. Its state-of-the-art Exploration Center aims to inspire an interest in conservation by connecting visitors to the water, the geology and the Sanctuary's incredible life resources.

APA worked with Monterey Bay to refocus and reinvigorate the visitor experiences in the Exploration Center. Using videos and plant and animal replicas, APA created an immersive exhibit environment, transporting visitors to this marine sanctuary's unique undersea world. Visitors get hands-on with exhibits and activities, exploring the marine environment and their own role in protecting the underwater ecosystem.

