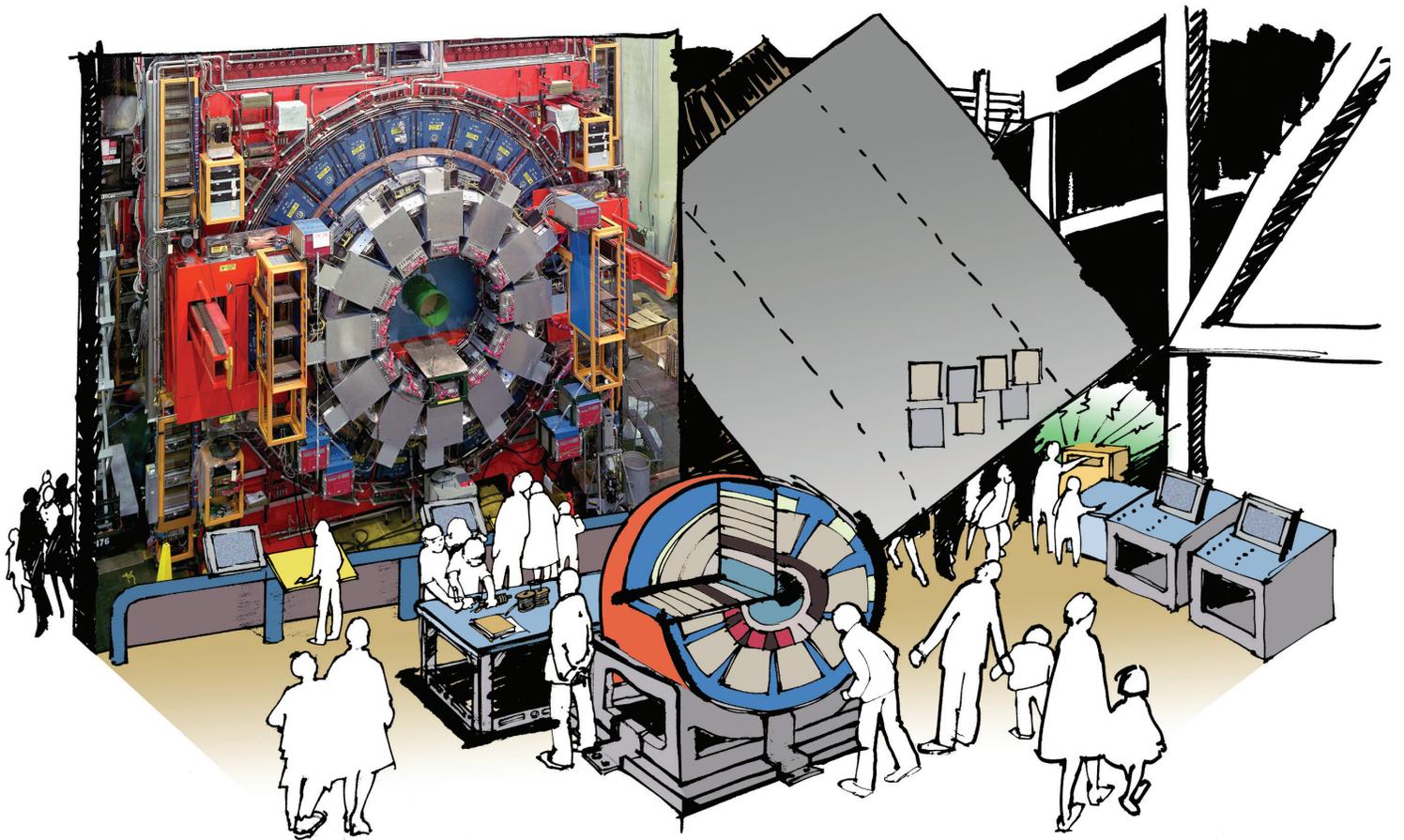


Fermi National Accelerator Laboratory

Batavia, IL



Particle physics for everyone

One of the world's largest particle accelerators, Fermilab explores the most fundamental mysteries of nature. Working with a committee of scientists and other staff, APA created an interpretive masterplan to make this complex, cutting-edge research accessible to everyone, from children to school groups to VIPs. To develop the masterplan, APA facilitated a series of collaborative workshops that defined a vision and interpretive goals for the facility. APA then created a campus-wide, multimedia-based concept founded on this vision.

The key challenge was to take impenetrable topics, from quantum mechanics and dark matter to wave-particle duality, and make these topics easy and fun to explore. The key site-planning was also challenging. As a result, APA strategically mapped a first-rate interpretive experience for visitors as they toured an active research campus that considered changing security levels.

