

Hoover Dam Visitor Center

Boulder City, NV



Conquering the Colorado

During the Great Depression, when everything seemed out of control, the Hoover Dam was built to tame the mighty Colorado River. The dam's Visitor Center celebrates the innovation, determination, and grit of the people who created this American icon.

APA worked with the Bureau of Reclamation to reimagine the experience at the Hoover Dam Visitor Center. Visitors hear from flooded farmers desperate for a solution to seasonal flooding before joining the construction crew as they use a surveyor's transit, spread concrete, and set off dynamite blasts. In immersive scenes, visitors get hands-on with tools and hear workers' stories, exploring their demanding work and rugged home lives. Finally, visitors "enter" the powerhouse's turbine hall to hear and feel a generator in action.

