

Hoover Dam Visitor Center

Boulder City, NV



Conquering the Colorado

During the Great Depression, when everything was out of control, workers built Hoover Dam to tame the mighty Colorado River. The dam's Visitor Center celebrates this American icon through its engineering feats, builders' grit, and functionality.

APA worked with the Bureau of Reclamation to revamp and expand the Hoover Dam Visitor Center. Visitors are immersed in large-scale graphics as they hear from flooded farmers desperate for a solution to seasonal flooding. Next, visitors join the construction crew as they use a surveyor's transit, spread concrete, and set off and feel 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.

