

CASE STUDY: EXHIBIT DESIGN / DEVELOPMENT

Lincoln Park Zoo – Project Director, Children’s Zoo redesign
Small Mammal Reptile House, design/build
Farm-in-the-Zoo, redesign
Regenstein’s African Journey, design/build

About Lincoln Park Zoo

Lincoln Park Zoo is a world class zoological institution located in Chicago. Rich with architectural treasures as well as award-winning immersion animal habitats, the zoo operates one of the largest zoo-based conservation and science programs in the country. The not-for-profit zoo attracts about 3 million visitors per year who enjoy more than 200 species.

Problem

Founded in 1868, animal care buildings and exhibits throughout Lincoln Park Zoo required updating and redesign.

Solution

Teams were formed to work on various projects. Terrie Nolinske, Ph.D. was a Project Director and Team Leader on some projects and a team member on others. Responsibilities included the following:

- Identify best practices around the world
- Visit select best practice sites to talk with staff and visitors
- Research content, ideas and resources; maintain document files
- Meet with or interview experts
- Work with team to identify big ideas and main messages
- Conduct front end visitor evaluation to gather feedback on all projects
- Write RFP to acquire a design firm
- Develop exhibit concepts
- Maintain list of program ideas and resources for educational materials
- Meet with internal team and external design firm to design/develop exhibit look and feel
- Write copy for exhibit labels, interpretive and identification signs
- Work with and oversee vendors, contractors, designers, landscapers
- Ensure that all exhibits comply with the Americans with Disabilities Act; incorporate sculpture, models and tactile elements onto identification signs and signage
- Assist in developing informal docent and formal educational programming
- Develop inclusive Hands-on Zoo programs with multisensory accessories

Results

Over five years, the zoo re-invented itself, offering visitors immersive exhibitions with conservation messages and offering staff and animals state of the art animal care facilities.

Testimonial

“Terrie approaches her work with energy and passion. She is articulate and has strong writing skills. She is creative and highly organized.” *Kevin Bell, CEO, Lincoln Park Zoo, Chicago, Illinois*