

The Public Works Experience

Above, Below, and Beyond

MASTER PLAN

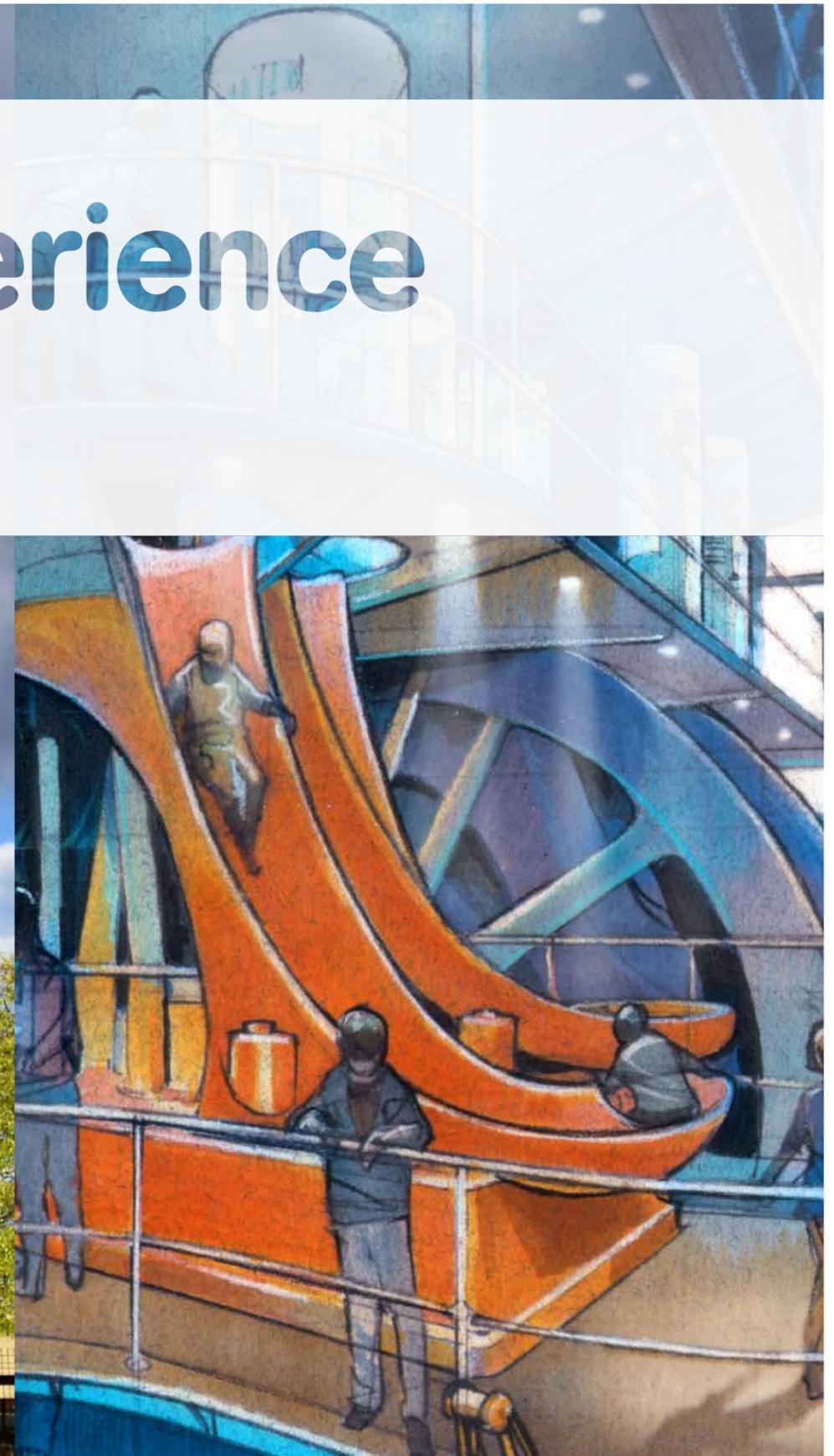


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Who We Are

We are the faces and places, the technology, and infrastructure that you depend on every day, to survive in our modern world. Above and below—We are everywhere. You couldn't exist very long without us, and yet you hardly know us...



Who We Are

Public Works deliver vital public health, environmental, and civil services to communities large and small—24 hours a day, 365 days a year—we are always on, doing our best to keep you moving, while protecting the environment.

The Public Works Experience is the vision of a dedicated board of professionals from the public and private sectors, who are committed to enlightening the public about these vital services.



A Proposed Vision & Mission

Our mission is to demonstrate the value and importance of Public Works.

Our vision is an increased awareness of Public Works, and the vital nature of infrastructure in sustaining our quality of life, health, and environment.

Position Statement

Located on the Baltimore Harbor Waterfront, the Public Works Experience will create connections and interactions that highlight infrastructure, the environment, and future sustainability; through STEM-focused education, exhibits, and programming.

We will inform the visitor's understanding of how Public Works are a critical part of their everyday experience, and reinforce ways to help improve our infrastructure and our environment.

The Public Works Experience is the only one of its kind nationally. It will enrich the visitor's appreciation for the complexity, scale, and vital nature of Public Works.





Our Story

Public Works are the epitome of civilization—they deliver the most basic and yet vital services necessary for our survival. From the ancient aqueducts of Rome, to the high-tech transportation systems of tomorrow, Public Works are the life blood of modern communities.



Story Diagram

Our Story is summarized in this diagram, and described in the following pages.

Set in a working sanitary pumping station—a century-old testament to the necessity of Public Works—Our Story unfolds into the daily experiences that all of us share.



What is Public Works?

Communities large and small are able to thrive because of Public Works that provide basic human health, sanitation, and mobility solutions in our daily lives. Governments build, maintain, and regulate the complex systems that provide drinking water, sanitation, energy, and transportation. Most of us encounter Public Works every day—our lives often depend on it!

Virtually every visitor is touched in some way by Public Works. The Experience will highlight those daily connections, to instill a greater appreciation for these invisible wonders.

- **A Complex Infrastructure**
- **A History of Public Works**
- **City Life**



People on the Move

The vast network of public systems influencing our mobility is increasingly complex, giving us more and more choices to get from "Point A" to "Point B". Highways, railroads, airports, and seaports provide vital connections to the cities, suburbs and rural areas where we live and work; supporting essential transportation services for people and goods.

The Public Works Experience will showcase the challenges of building and strengthening our infrastructure to provide safe, integrated, efficient, and reliable transportation systems.

- **Transportation**
- **Airports and Seaports**
- **Roads**
- **Tunnels and Bridges**
- **New Technologies**
- **Challenges**



Water is Life

We cannot survive without water, nor could our planet and all of the species we share it with. Providing safe and plentiful water, as well as the sanitation systems that return this water to the environment responsibly, are key Public Works functions in modern communities.

As we learn more about our planet's limited supplies of water and the importance of its quality for sustaining life, Public Works departments respond with planned and engineered improvements that maintain the health of citizens and the environment.

Hands-on exhibits, demonstrations, and displays will explain the natural water cycle, and how we all fit into it.

- **Water Reuse**
- **Water Challenges**



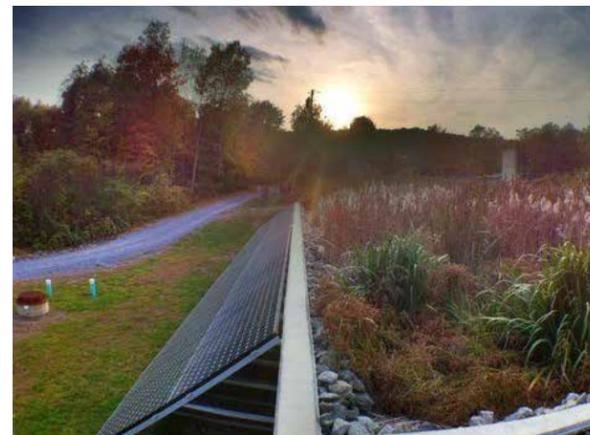
The Clean City

Our modern cities are a wonder of cleanliness that did not exist 100 years ago. Many developing nations continue to struggle with basic hygiene improvements such as sewer systems and covered landfills.

Maintaining a clean city is essential for a population's health and quality of life, for environmental stewardship, and for pride in one's city. There are many moving parts that go into keeping a city clean, including waste and recycling collection and processing, street sweeping, and more.

The Public Works Experience will highlight the services and facilities that contribute to a clean city and will also explain the important role that each visitor and resident plays in maintaining a clean city.

- Sewage
- Solid Waste
- Storm Water

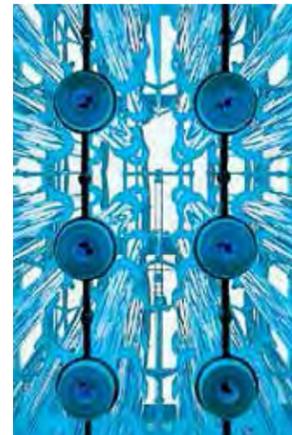


Power to the City

In almost every facet of daily life, each one of us benefits directly from the vast network of services that are provided to the public, such as electricity, steam, natural gas, and telecommunications. Whether it is lighting, refrigeration, heating, cooling, cooking, surfing the net, or talking on the phone, life as we know it would be drastically different if not for these essential services.

Modern systems are increasingly utilizing renewable sources of energy, improving dependability in service, and increasing the quality of services that allow us to live comfortably in some of the harshest natural environments.

- **Electricity**
- **Hydroelectric Dams**
- **Gas**
- **Steam**
- **Telecom**



My Public Works

What Public Works do you have where you live?

Interactive displays will engage the visitor with facts and figures about the services available to them through Public Works, in their neighborhood, town, or city.

- Taking Care of Baltimore
- The City Heartbeat
- My Neighborhood
- Careers





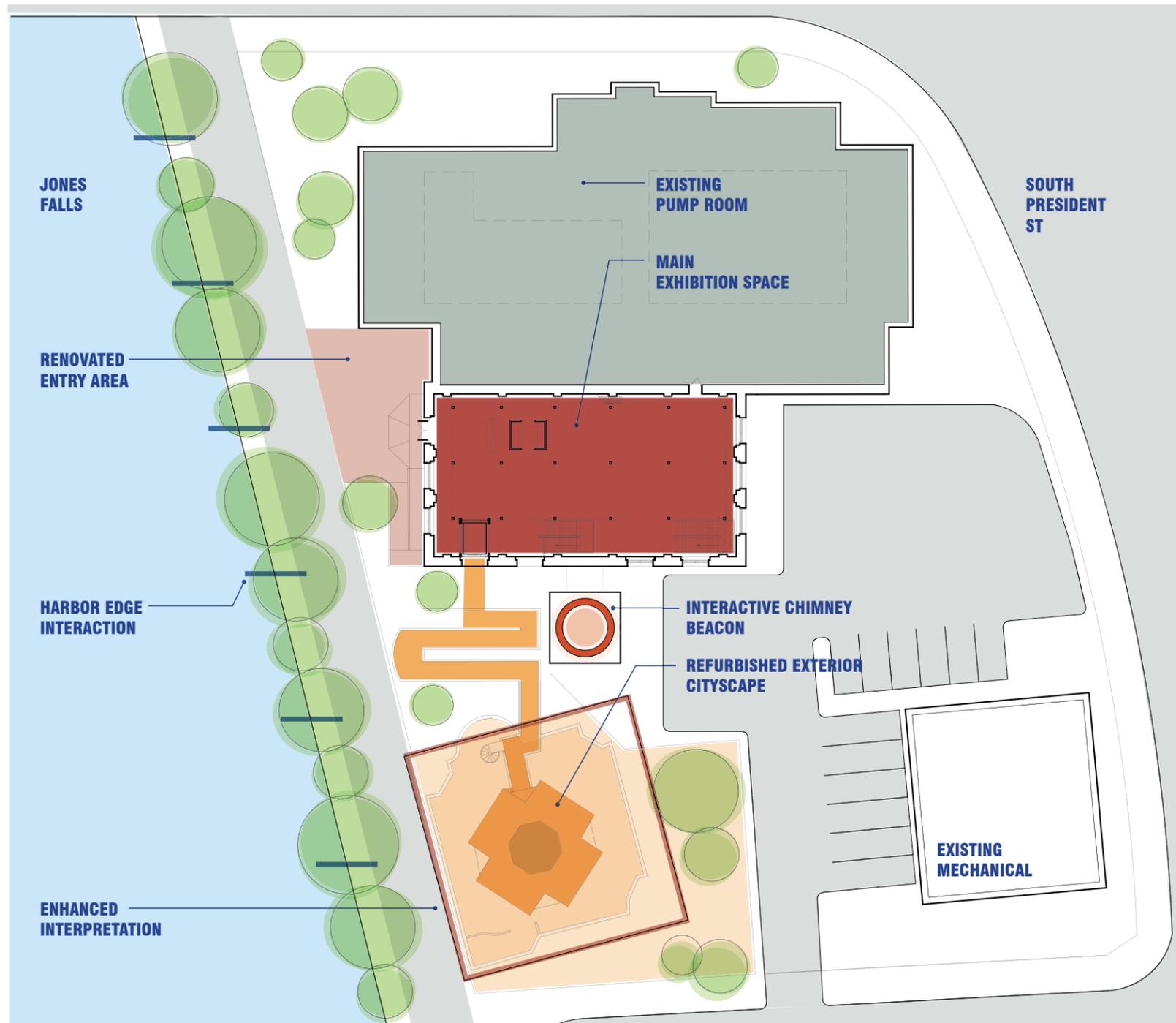
The Experience

The reimagined center provides an immersive exterior and interior experience connecting visitors to the essential role of public works in their every day lives.



Harbor's Edge

The Public Works Experience is geographically located along Baltimore's famed-destination spot—the Inner Harbor Promenade. The entrance is strategically sited along the pedestrian walkway and opens up to create a broader plaza / gathering space for visitors to assemble and mingle. Exterior components will attract viewers and generate excitement to explore the Center with the refurbished Cityscape and iconic Beacon Sculpture wrapping the chimney. Along the pedestrian walkway, activity markers attract attention to the Center and its history.



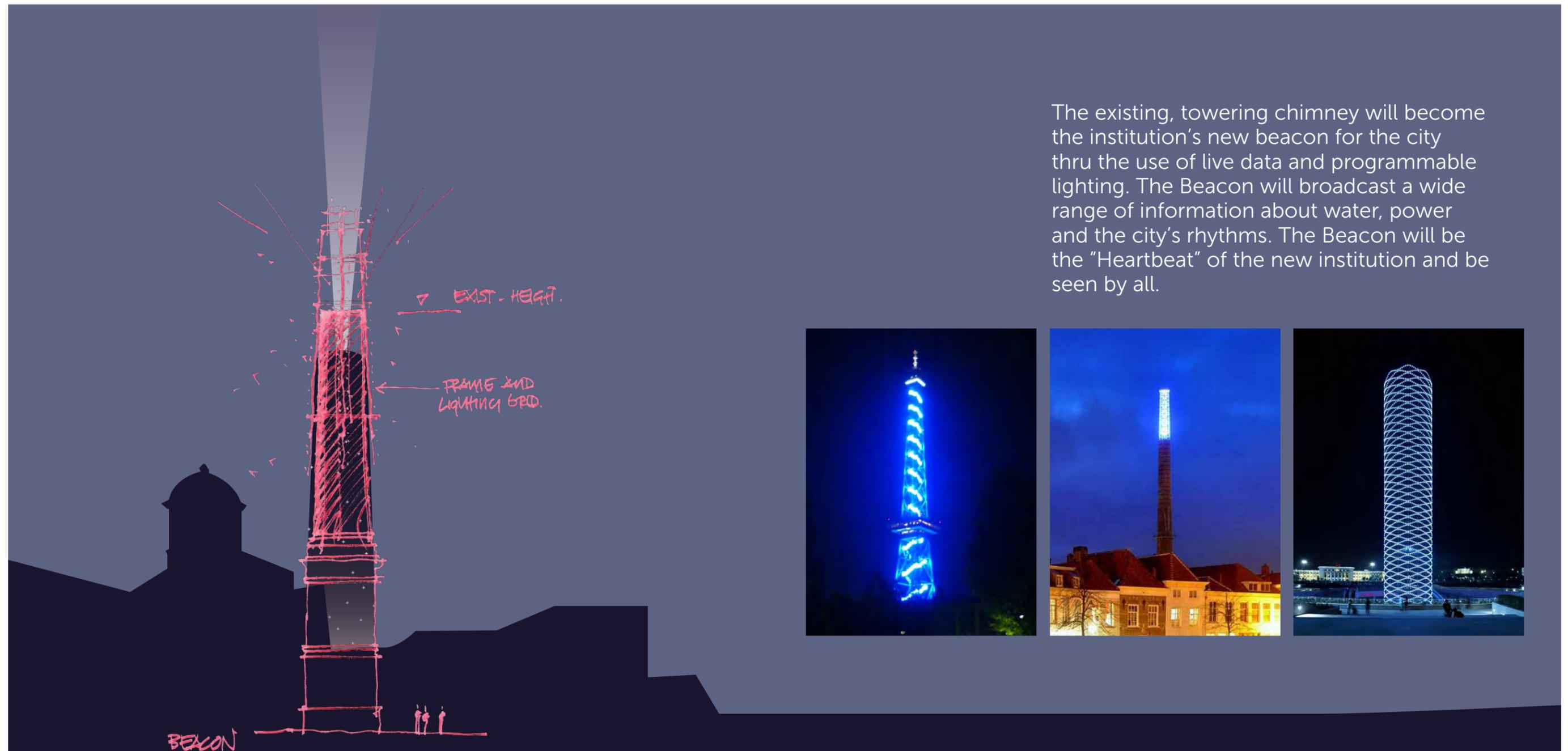
Streetscape

The existing Streetscape interpretive area will be renovated as a welcoming and immersive experience for viewers of all ages to physically explore public works through hands-on exhibits and interpretation. New attractions within the Streetscape will offer challenges and surprises to long-time museum visitors.



Interactive Chimney Beacon

The existing, towering chimney will become the institution's new beacon for the city thru the use of live data and programmable lighting. The Beacon will broadcast a wide range of information about water, power and the city's rhythms. The Beacon will be the "Heartbeat" of the new institution and be seen by all.



The Exterior Experience

Exterior Rendering



Exhibit Story Flow: Floor 1

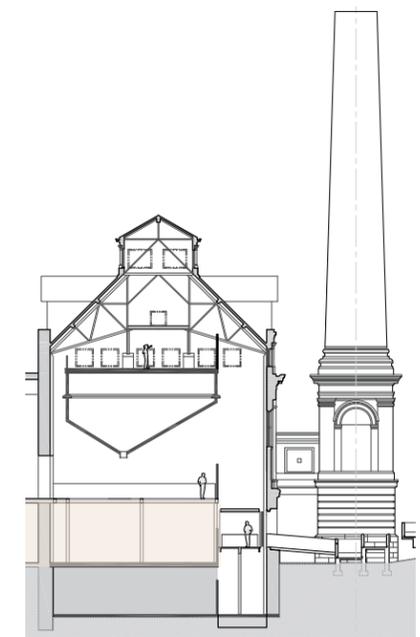
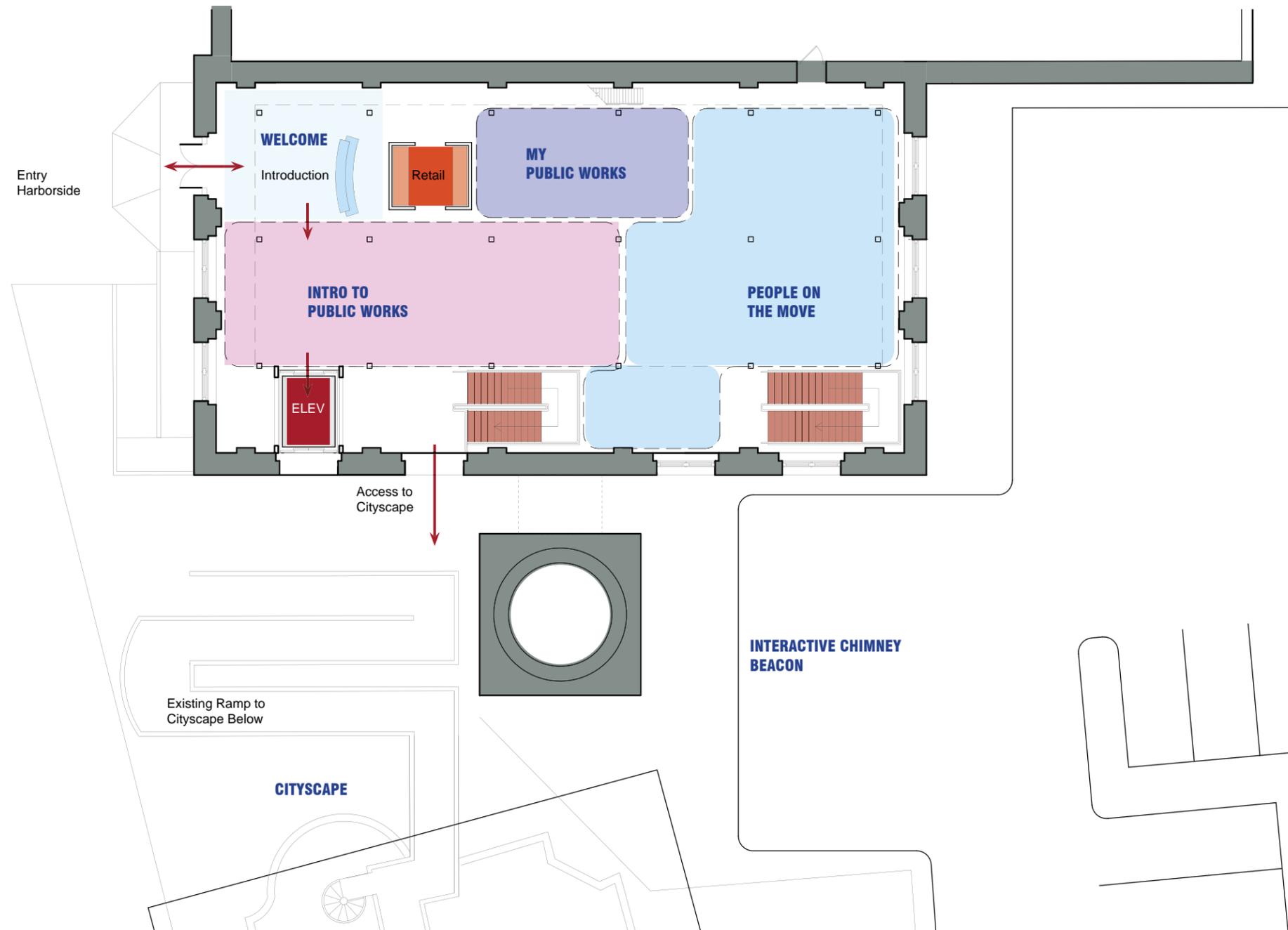


Exhibit Story Flow: Floor 2

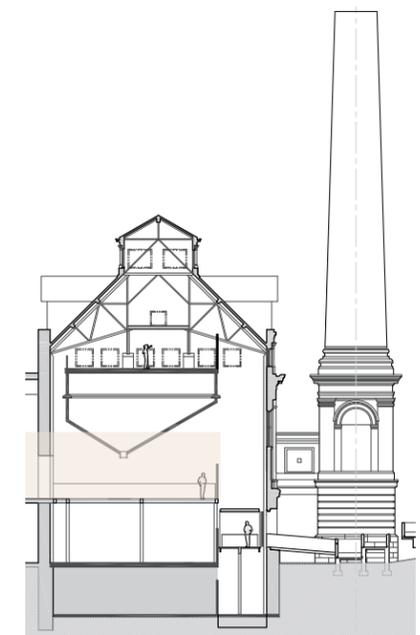
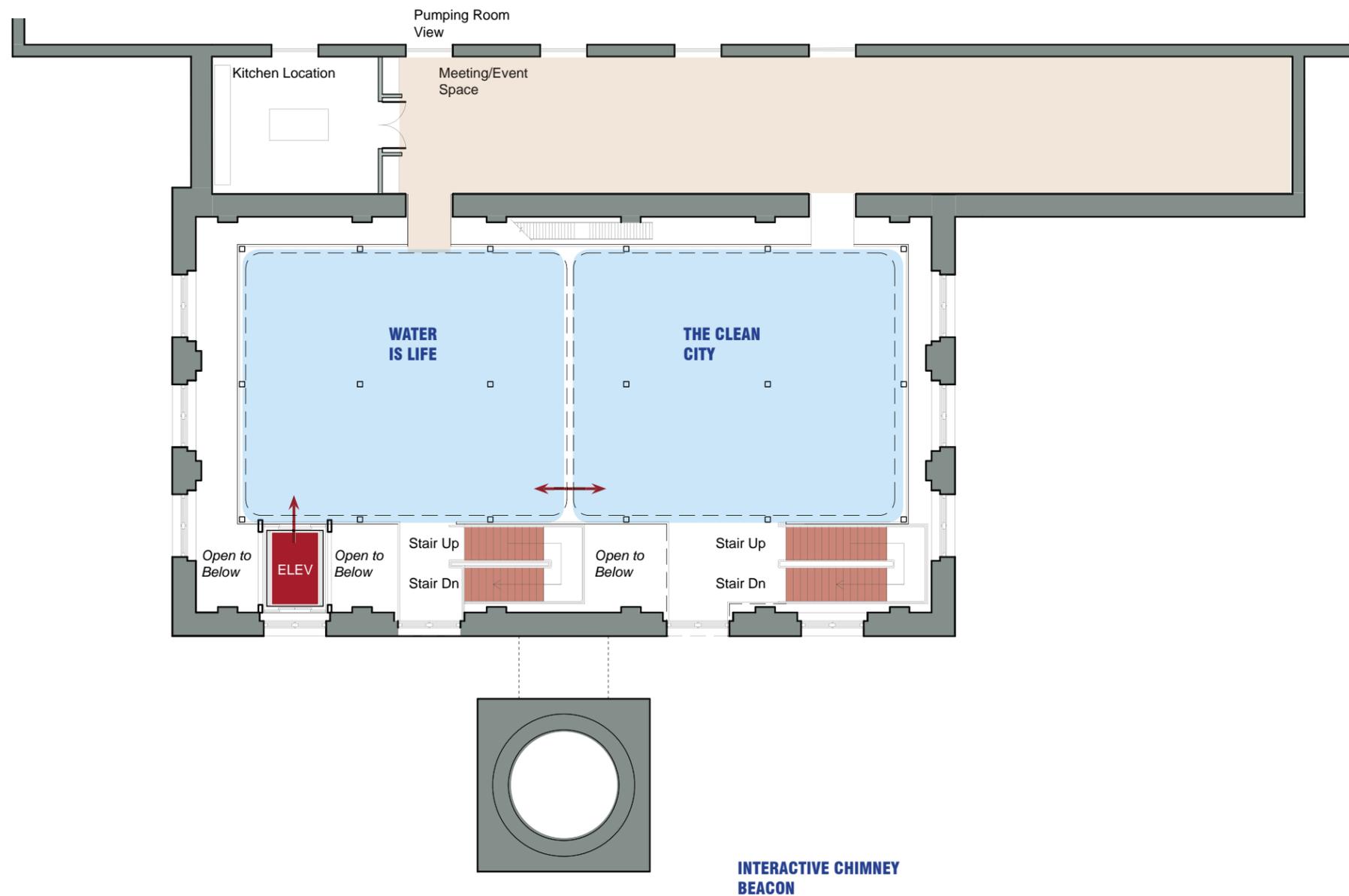
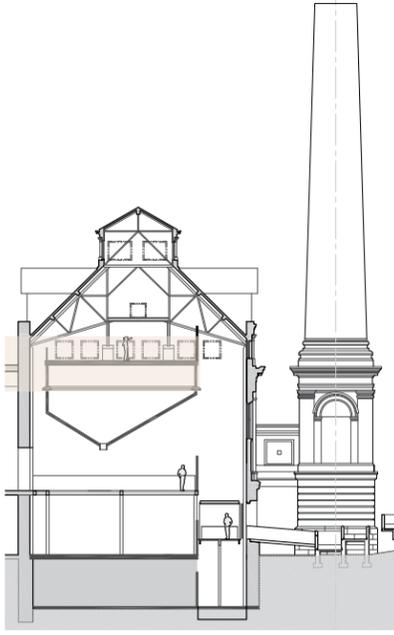
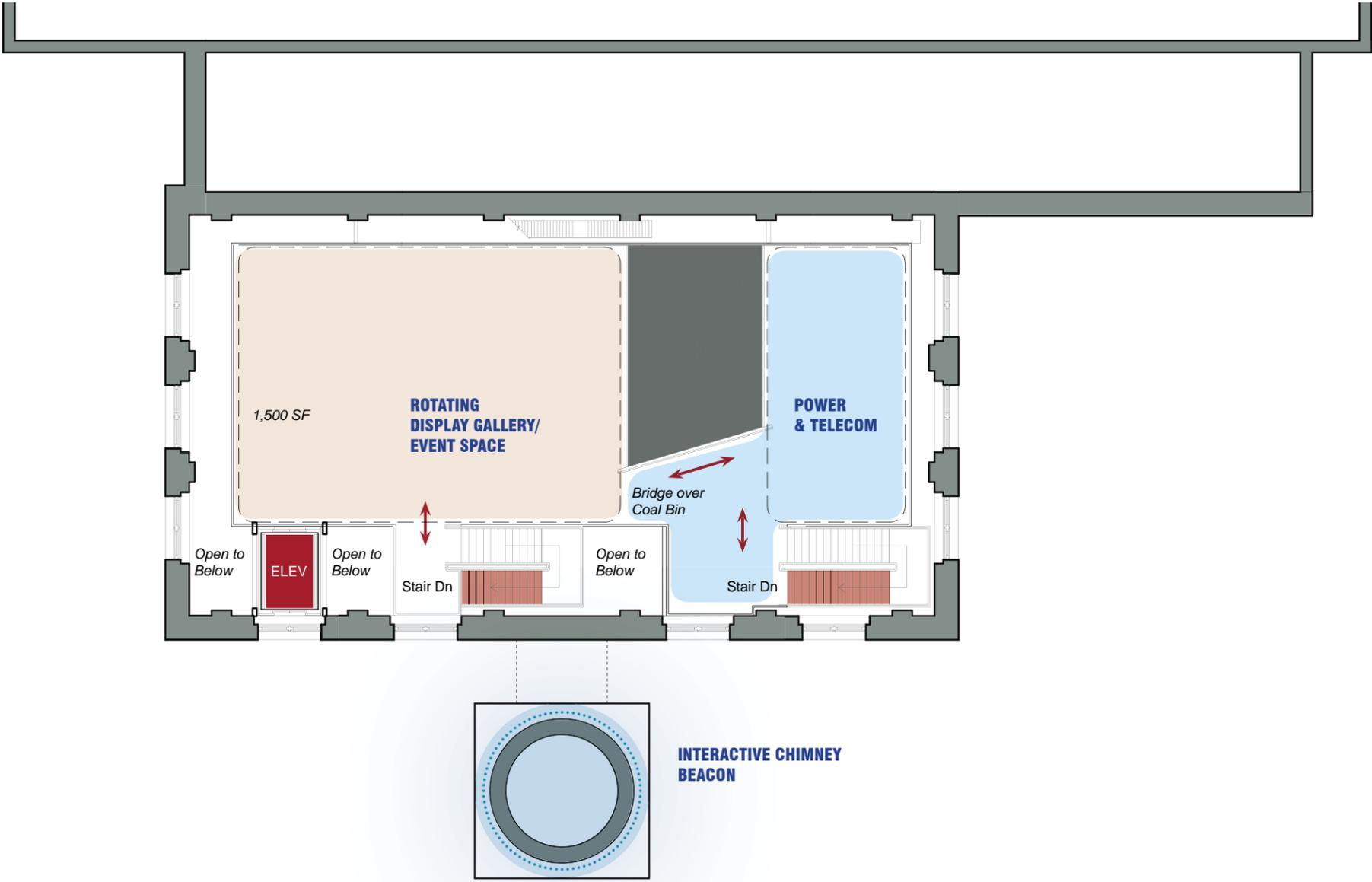
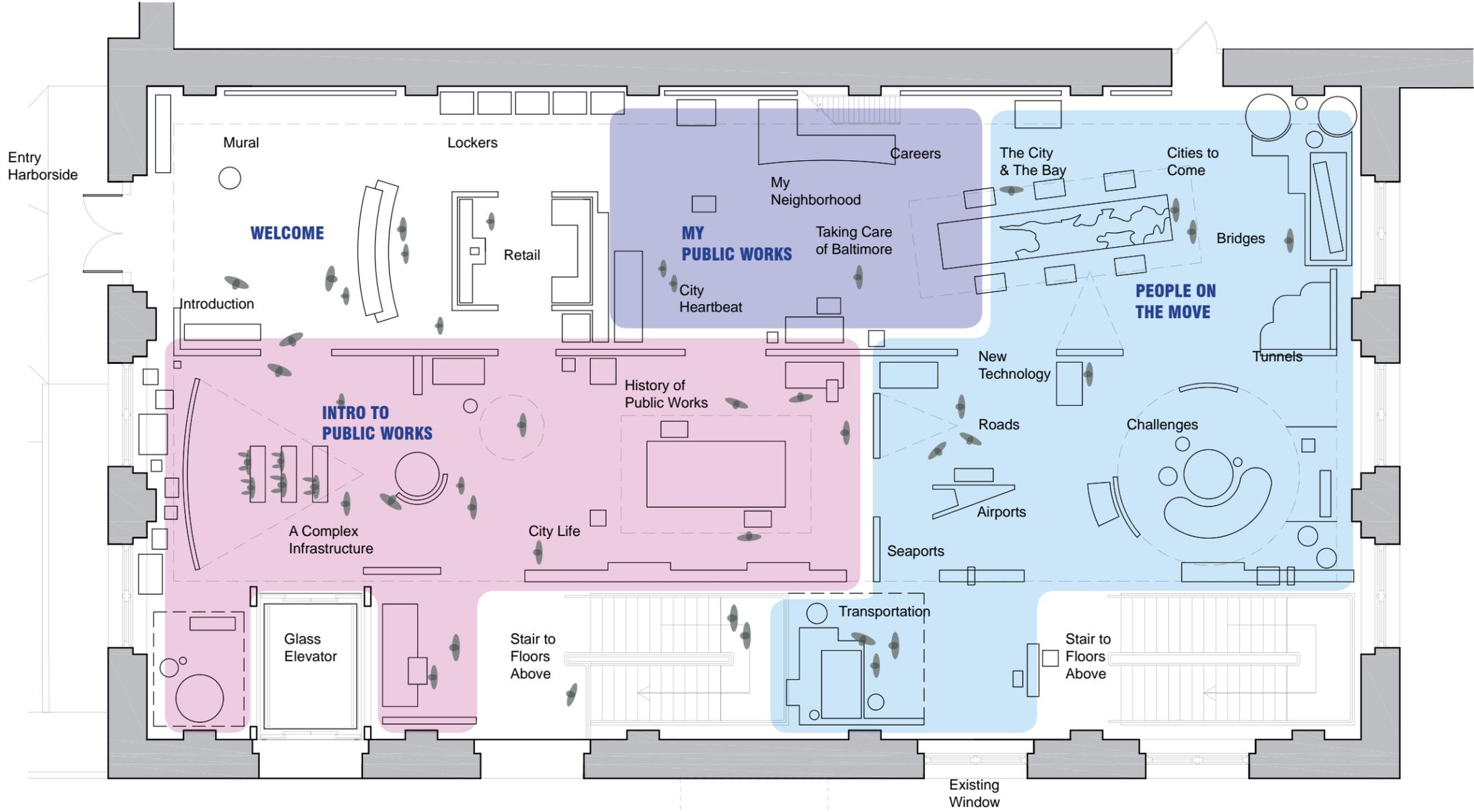


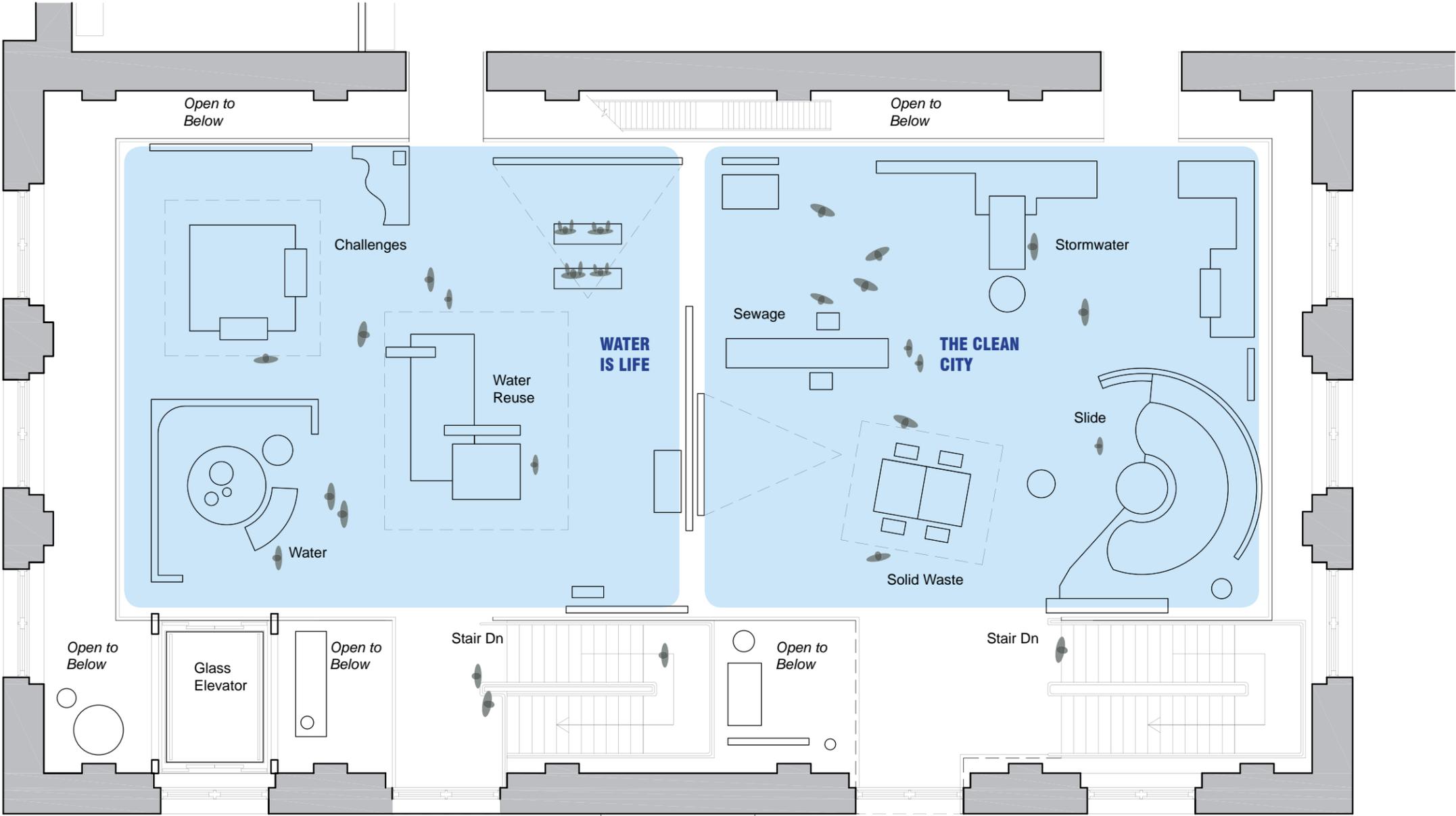
Exhibit Story Flow: Floor 3



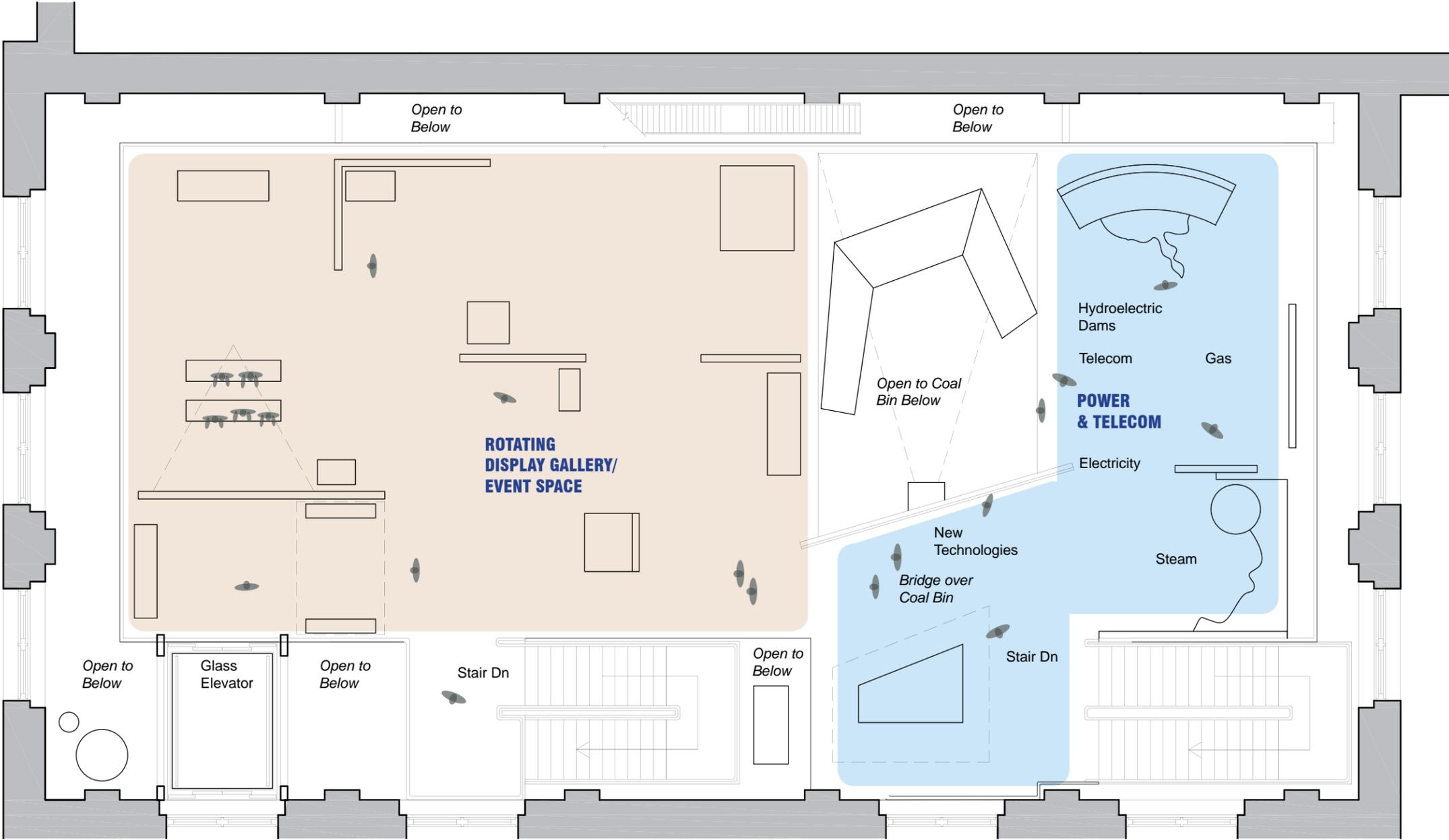
Draft Exhibit Plan: Floor 1



Draft Exhibit Plan: Floor 2



Draft Exhibit Plan: Floor 3

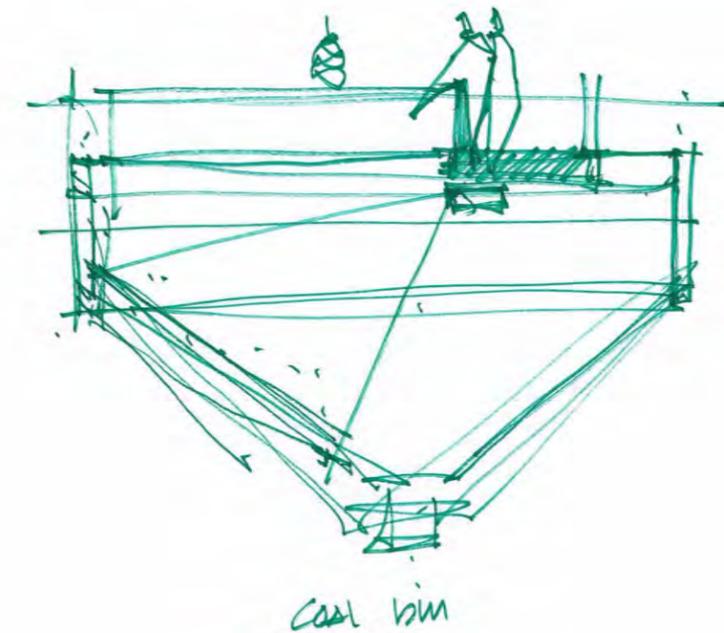
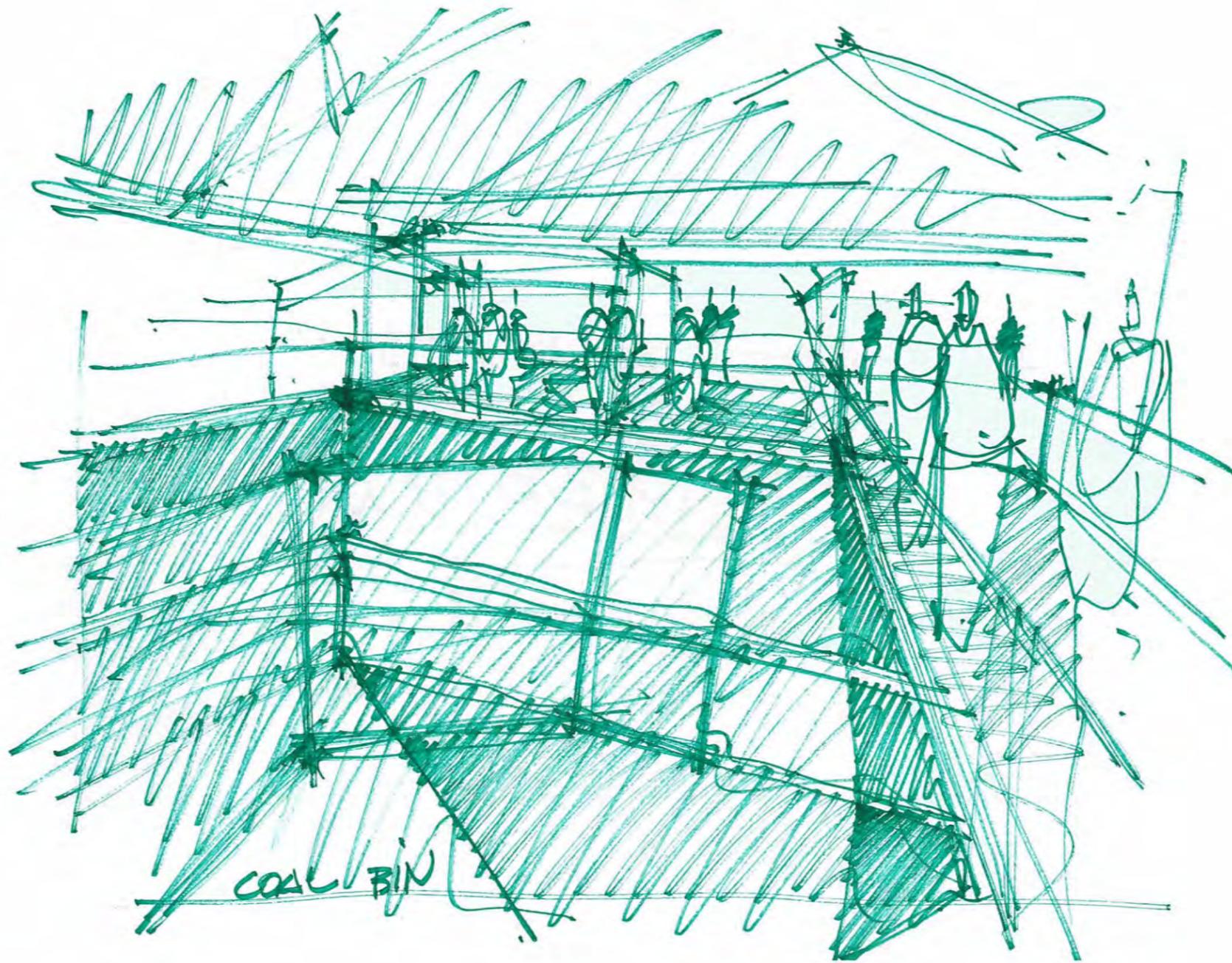


The Interior Exhibit Experience

Interior Rendering

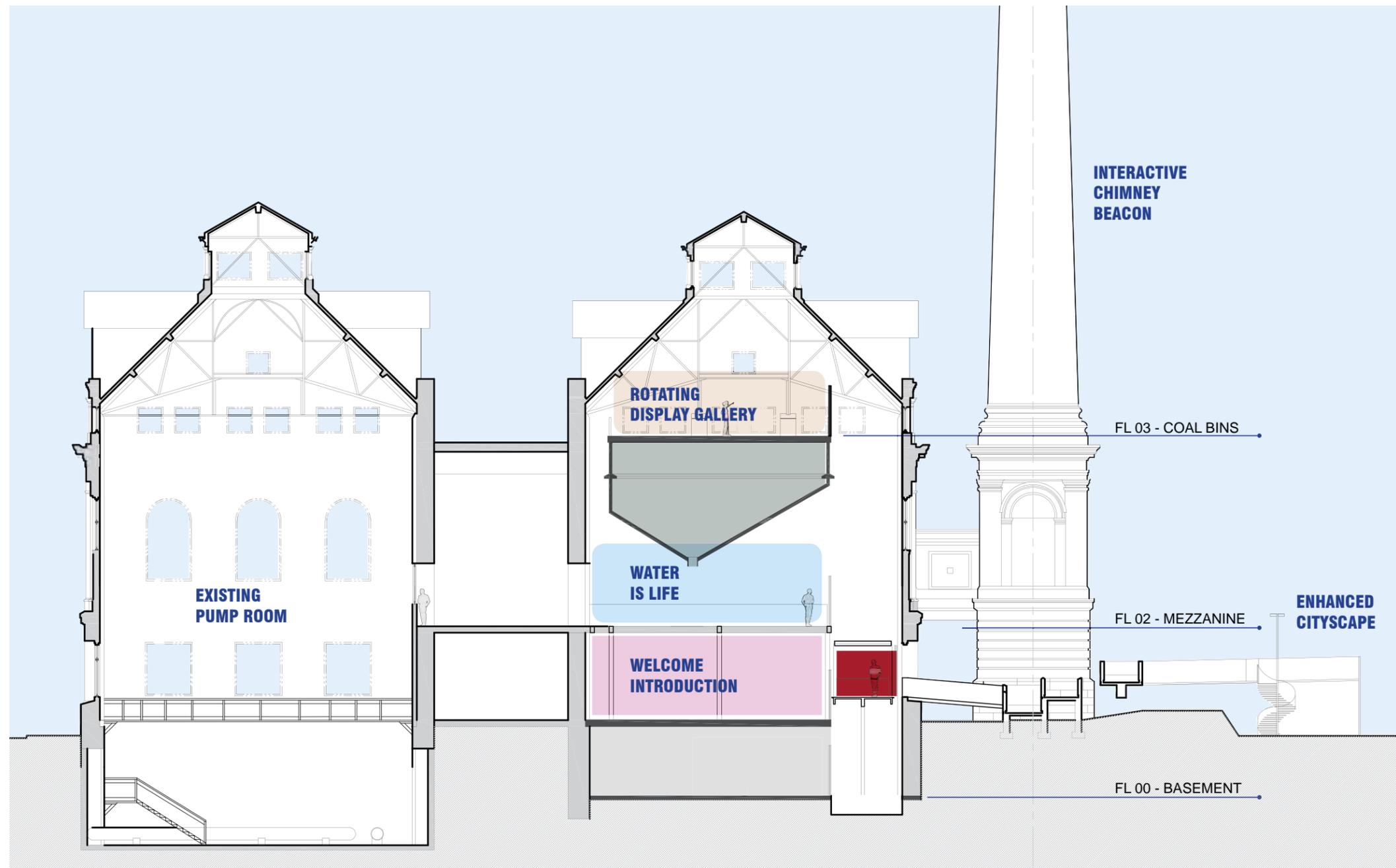


Coal Bin Theater



The Coal Bin Theater will be a featured exhibit attraction on the top floor of the Center. Highlighting the historic building infrastructure of the bins formerly storing coal, bin surfaces will offer intriguing geometry for projections of a variety of media, video, still photography, light effects etc. Viewers traverse over the bins on bridge walkways or around the perimeter, allowing views down and into the planar surfaces.

Building Section



The Public Works Experience is housed in what was once the coal-fed boiler room of the Eastern Avenue Pumping Station. The boilers produced steam for pumps as part of Baltimore's sanitary system.

While the steam has been replaced by electricity, the pumping station is still functioning today. In the northern half of the building.

In the Public Works Experience, new levels built on a mezzanine structure and the top of the existing coal bins 36 feet over the existing floor will triple the size of the current exhibit area.

In the Public Works Experience LEED® principles will guide the design, and sustainable features will be implemented to provide a high energy efficient facility.



Graphic Concept and

Visual References



Type and Color

Museo Slab 700

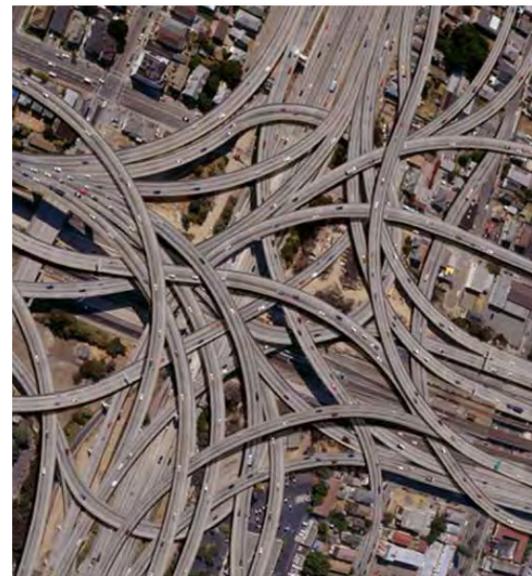
PUBLIC WORKS

Museo Sans 500

Complex Infrastructure

Museo Sans 300

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Type and Color

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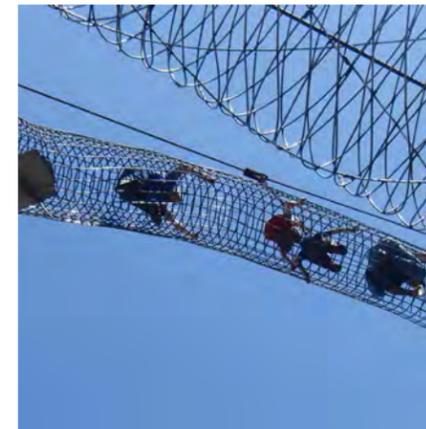
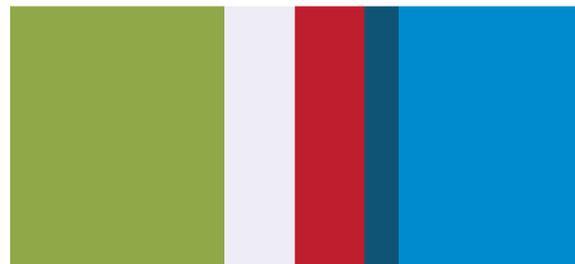
People on the Move

DIN Regular

TRANSPORTATION

Museo Sans 300

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Type and Color

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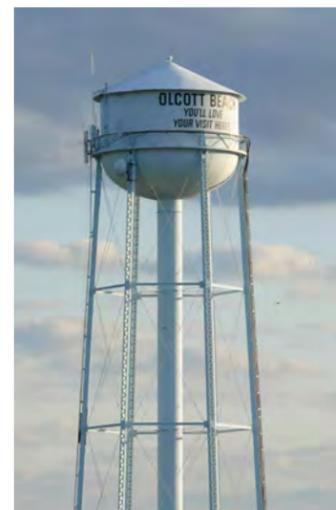
CLEAN CITY

Museo Slab 500

Water & Sanitation

Linotype Univers 330 Light

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Type and Color

Bank Gothic Light

WATER IS LIFE

DIN Bold Italic

Challenges & Changes

DIN Regular

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Type and Color

Frutiger 65 Bold

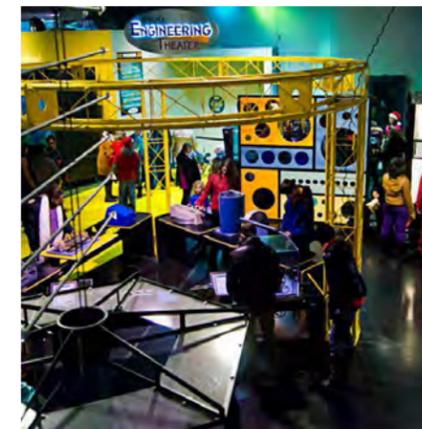
Power to the City

BentonSansComp Regular

Electricity & Steam

BentonSansComp Book

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Type and Color

Glypha 45 Light

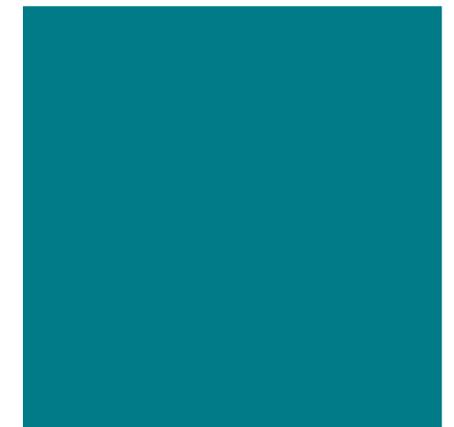
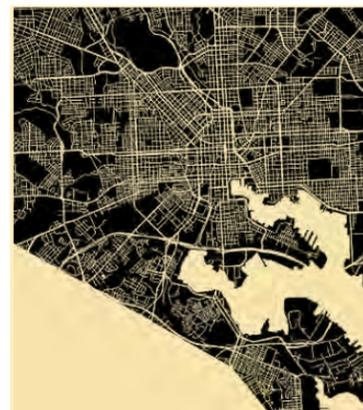
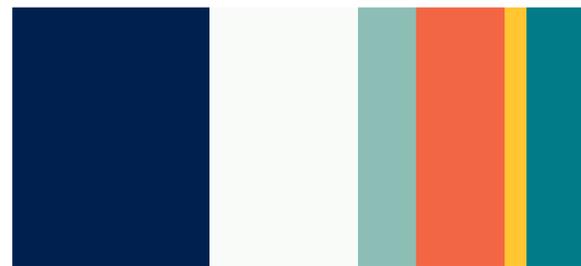
My Public Works

Museo Sans 900

CITY HEARTBEAT

Museo Sans 300

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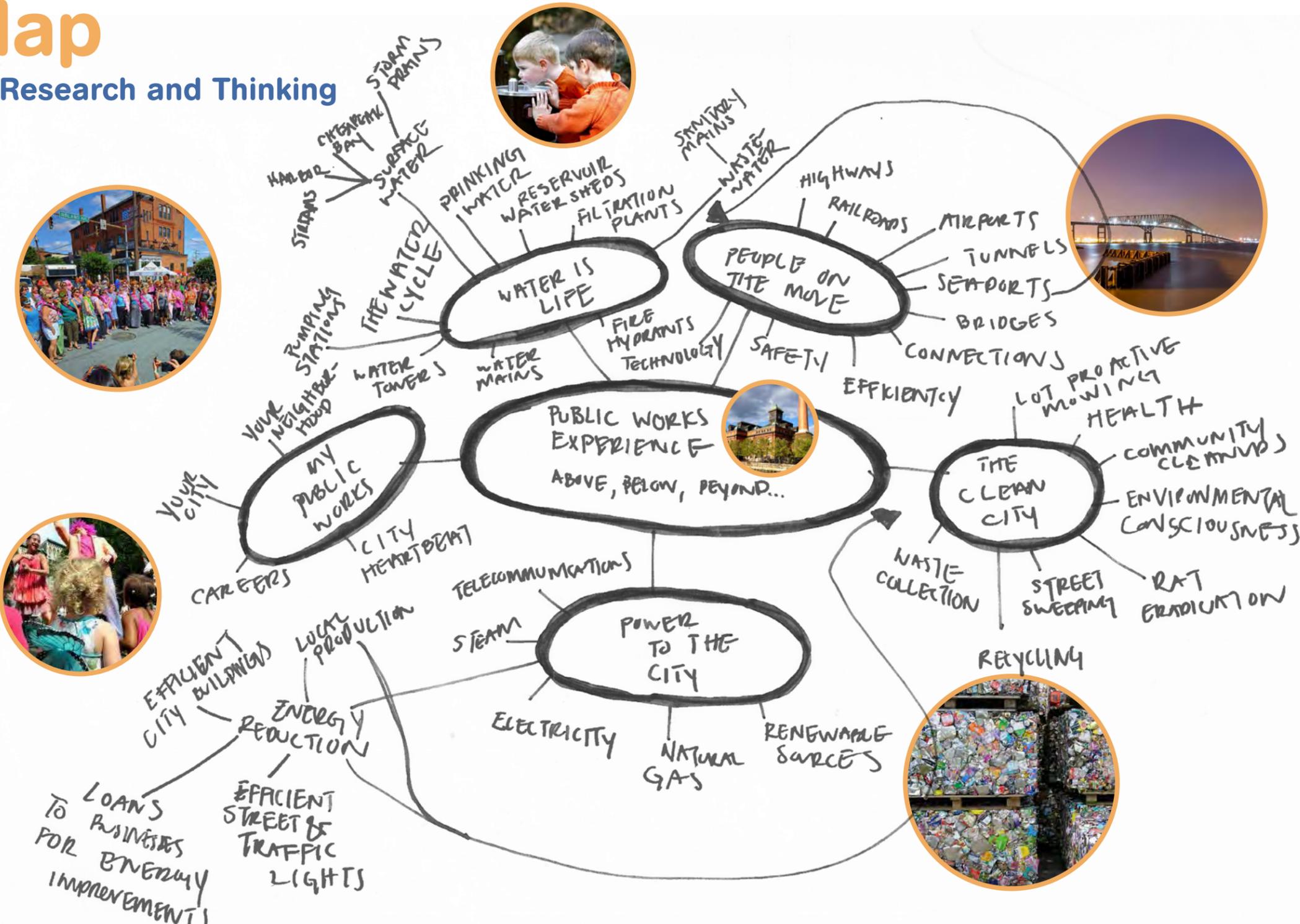


Identity Concepts

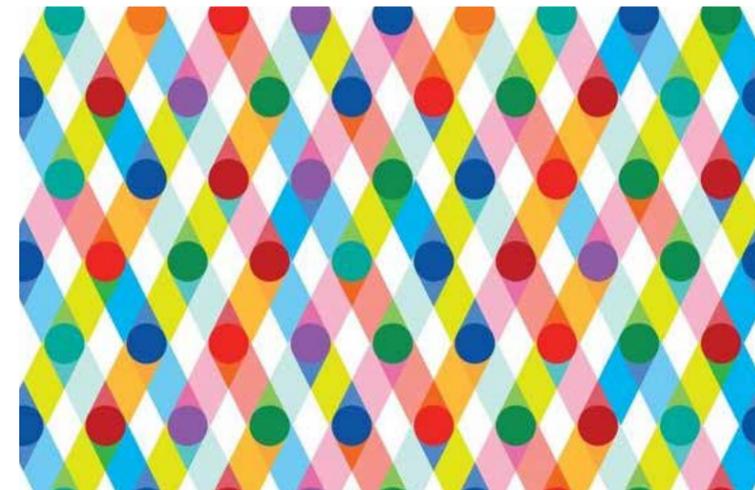
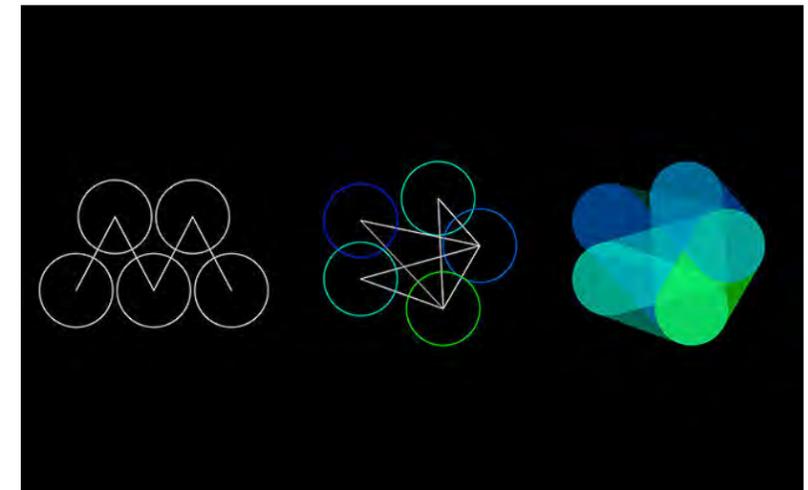


Mind Map

Identity Concept Research and Thinking



Visual Inspiration behind the New Identity



Interconnected • **Playful** • **Modern** • **Bold** • **Complex**

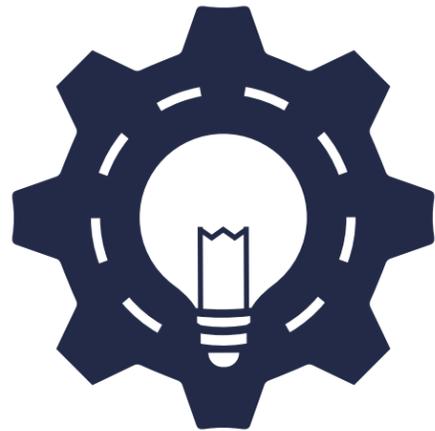
Identity Option 1

Always On, Always Moving



Identity Option 2

A Kinetic Experience



**THE PUBLIC WORKS
EXPERIENCE**
above | below | beyond



Identity Option 3

Modern Connections, Modern World



Identity Option 4

Our Infrastructure, Our Environment, Our Future

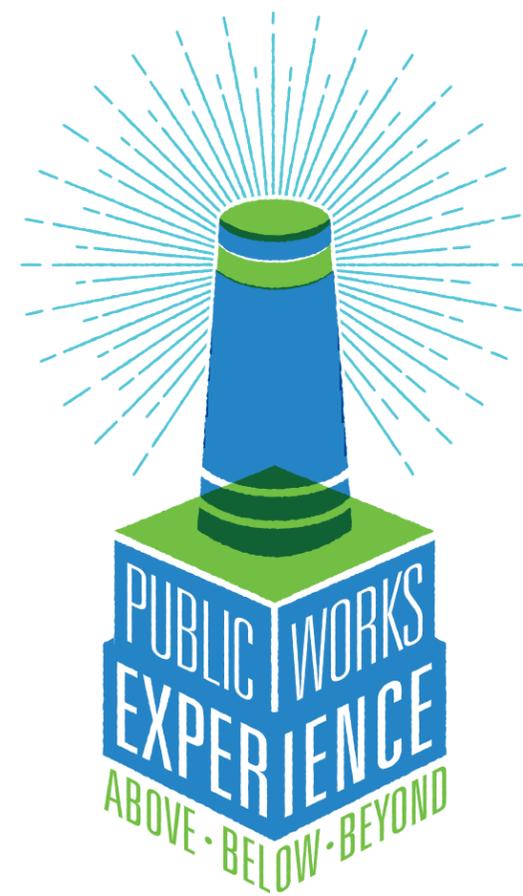
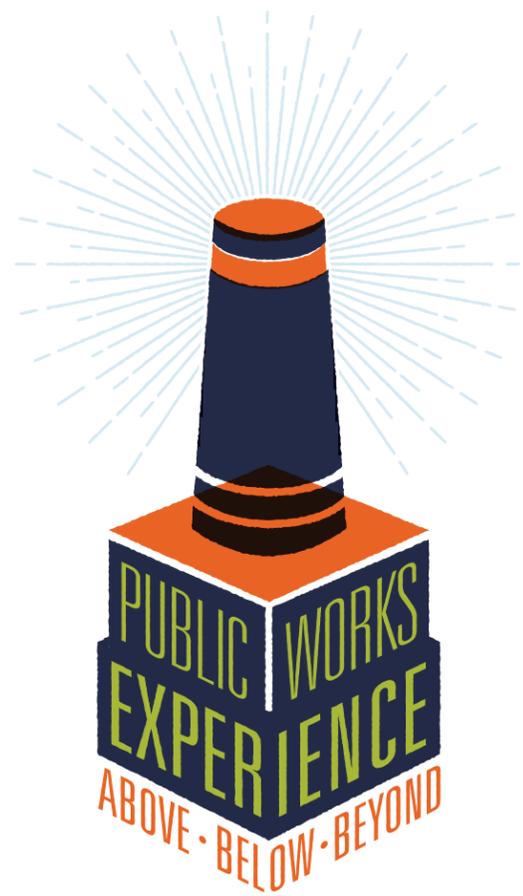
THE
PUBLIC
WORKS
EXPERIENCE
Above, Below, Beyond...

THE
PUBLIC
WORKS
EXPERIENCE
Above, Below, Beyond...

THE
PUBLIC
WORKS
EXPERIENCE
Above, Below, Beyond...

Identity Option 5

New Ideas, New Energy



Identity Opportunities

