

# Juror Award: Asian Tropics Exhibit Master Plan

**Location** Denver, Co

**Client** Denver Zoo

**Design** ECOS Communications

**Design Team** Chip Isenhardt (creative director), Seth Frankel (managing director), Jenny Dyer (senior designer)

The Denver Zoo's new 10-acre, \$50 million Asian Tropics exhibit will focus on the danger of extinction for Asian elephants and other species, and how their survival depends on resolving human/animal conflicts.

ECOS Communications' environmental graphic design, cultural thematic context, and exhibit content master plan was created to support the conservation mission. The exhibit will feature six animal exhibit yards that will be rotated to provide variety to the animals and their visitors. That approach posed serious wayfinding, species identification, and interpretation issues, but ECOS planned content that focuses on all the species, organized around common natural and cultural history storylines.

Exhibit materials will reflect the animals' natural habitats (low-tech woods, bamboo, and grasses), and much of the wayfinding signage will be hand-painted in English and Sanskrit and allowed to age. The exhibit will also earn LEED designation.



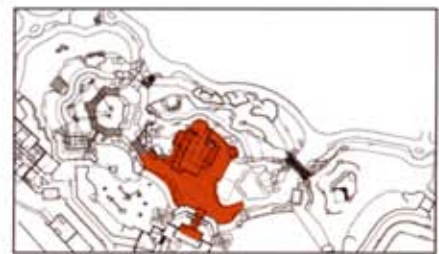
**DENVER ZOO** ASIAN TROPICS *Interpretive/Exhibit Development*

To provide funds for the conservation mission, ECOS developed a station where visitors can purchase unmarked Buddhist prayer flags, then decorate them using print blocks carved with animal images. The flags will be strung together and suspended along visitor pathways.

**Jury comment.** "We were all impressed with the organization of this master plan document. Of the many program entries, this was one whose documentation of thinking was clearest, simplest, and easiest to digest that which, in the end, is a large-scale undertaking. The maps and sketches were enchanting; the clear graphic quality and organization of the information is what won the day."



Background reflects aged stucco



Locations for "Village Plaza Area" graphic style

14" x 18" Sloper

Borders "aged" to create time worn feel

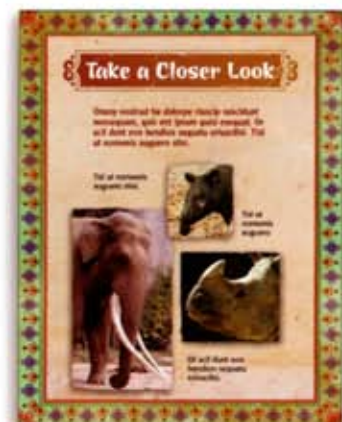


Decorative border treatments reflect the more formal feel of the plaza

## VILLAGE PLAZA AREA GRAPHIC STYLE TEST CONCEPTS



12" x 9" ID Panel



14" x 18" Focus Panel