



ARTOOZE

Site Master Plan

April 10, 2018

GYROSCOPEINC

ACKNOWLEDGEMENTS

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1.

Executive Summary

1: EXECUTIVE SUMMARY

Introduction

The i.d.e.a. Museum has been and continues to be an important contributor to Mesa’s Cultural District and the City’s growing Creative Economy. The Museum’s demonstrated success since re-branding in 2014 has positioned the Museum as the only cultural institution in the region that offers family-oriented art experiences, especially for young children.

Its well-curated art exhibitions and accompanying hands-on activities have created a unique niche which stakeholders and visitors wholeheartedly endorse. With increased demand for more programming, new visitor amenities, more exhibits and more dedicated spaces for early childhood families, the Museum has embarked on a visionary Site Master Plan to meet these needs. Gyroscope, Inc., a national museum planning, architecture and exhibition design company was selected for this master planning effort.

Project At A Glance

SITE: 150 W. Pepper Place, Mesa, AZ

SITE AREA: 2.3 Acre Site

BUILDING AREA: 33,000 SF

EXISTING INDOOR EXHIBIT AREA: 10,472 SF

PROPOSED INDOOR EXHIBIT AREA: 15,989 SF **(153% Increase)**

EXISTING OUTDOOR EVENT AREA: 9,600 SF

PROPOSED OUTDOOR EXHIBIT AREA: 23,432 SF **(244% Increase)**

EXISTING VISITOR CAPACITY: 1,903 people

PROPOSED VISITOR CAPACITY: 3,165 people **(166% Increase)**

CONCEPTUAL FRAMEWORK: ARTOOZE

EXHIBITS TYPOLOGIES: Imagine, Design, Experience, Art

AUDIENCE: Families with Children ages Birth-13

SCHEDULE: Completed in Two Phases

SELECT ZONE RENDERS



New Entry



Texturescape (New Expanded Artville Area)



Naturescape (New Atrium Area)



Entry Experience (New Expanded Hub Area)

1: EXECUTIVE SUMMARY

Site Master Plan Goals

The Museum has identified the following goals for the master plan:

- Create high visibility and leadership in the arts and innovation district.
- Increase attendance, earned revenue, and capacity.
- Activate, reorganize, and leverage underutilized areas of the building and site.
- Improve quality of visitor experiences, including amenities, and expand program offerings to attract a broader audience.
- Be responsible stewards of the City's and Museums' donor investments through strategic capital improvements that impact the bottom line.

“The i.d.e.a. Museum will be a cultural gem – a widely recognized leader in Mesa’s arts district and downtown revitalization.”

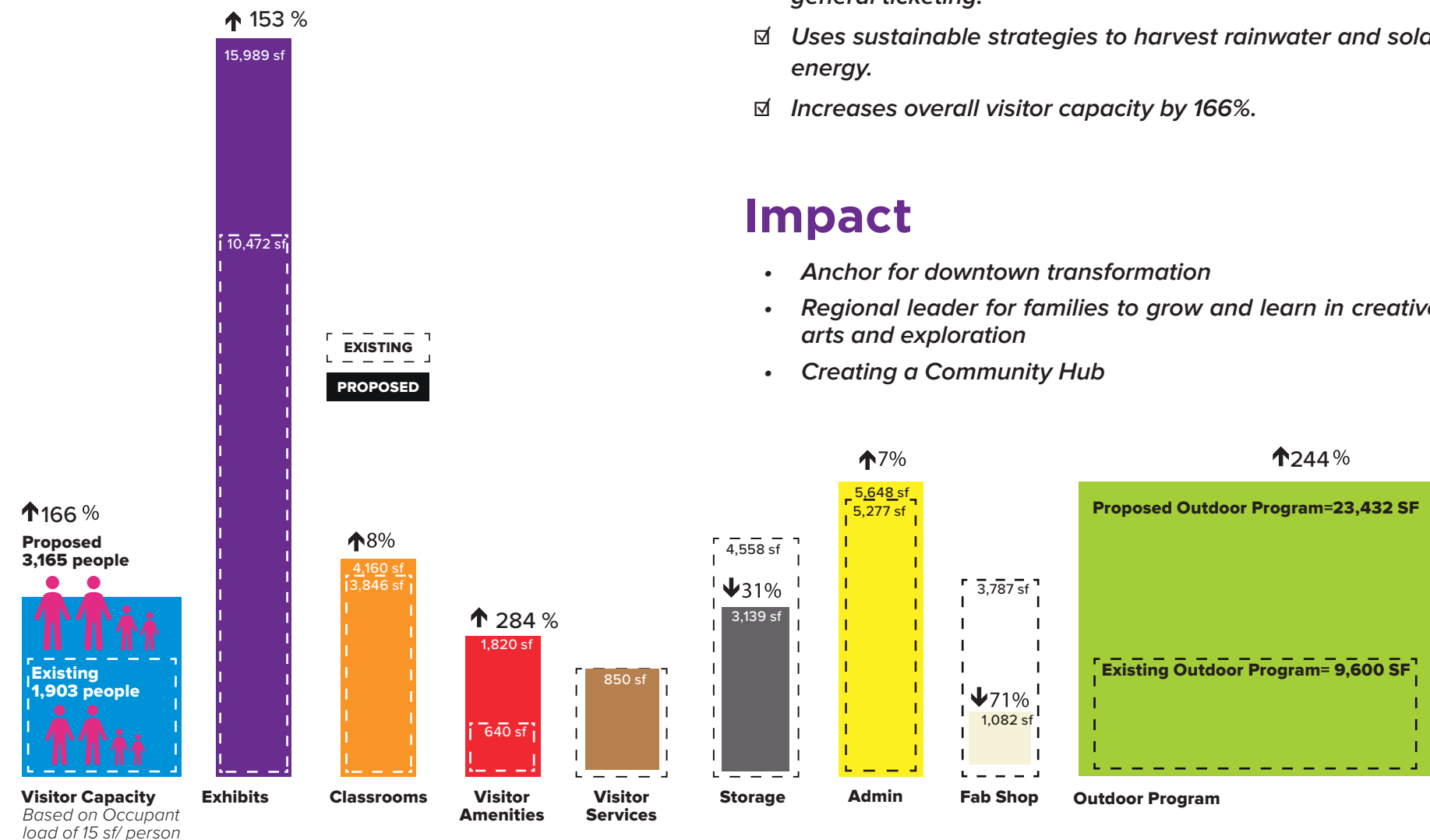
-from Museum 2017 Strategic Business Plan

The Master Plans Meets These Goals By:

- ☑ Design of dramatic, interactive new entry with high visibility from Main Street, Light Rail and attractor from downtown arts district.
- ☑ Improves overall visitor flow and circulation, keeping families together.
- ☑ Opens current Hub Gallery to building’s wood trusses creating a soaring 25’ effect and addition of elevated Skywalk.
- ☑ Increases Early Childhood Galleries by 200%.
- ☑ Adds new facility rental opportunities, street locations for new Cafe and Gift Shop for increased revenues.
- ☑ Expands indoor exhibit gallery experiences by 153%.
- ☑ Provides 244% more outdoor visitor experiences.
- ☑ Connects indoor and outdoor experiences through new window walls, doorways and view corridors.
- ☑ Locates new school group entry and lunch area away from general ticketing.
- ☑ Uses sustainable strategies to harvest rainwater and solar energy.
- ☑ Increases overall visitor capacity by 166%.

Impact

- Anchor for downtown transformation
- Regional leader for families to grow and learn in creative arts and exploration
- Creating a Community Hub



BUILDING AREA SUMMARY

1: EXECUTIVE SUMMARY

The Need and Opportunities

During meetings with sixty-four stakeholders, including the Mayor and other government officials, a key phrase stood out: **“Make it better, not bigger.”** Clearly the Museum needs more space to meet increased demand and to generate more diverse revenue streams. However, as this new master site plan demonstrates, it is possible to increase visitor capacity without expanding the physical footprint by reorganizing and developing underutilized spaces and improving overall visitor flow.

Better utilization of space opens up the opportunity to **double** the early childhood galleries, meeting the needs for families learning together. Using art as a portal, exhibit experiences, activities and programs, serve as inspiration and personal expression in STEM, history, culture, literacy and language arts. Collectively, the program will emphasize 21st Century skills such as creativity, collaboration, innovation, and critical thinking while providing direct experiences with art.

As an active partner in Mesa’s Early Learning Network, the Museum will significantly strengthen its combined impact through expanded programming.

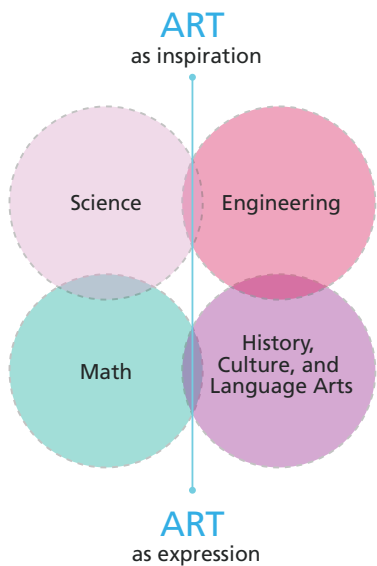
The Niche and Learning Focus

Launched in 1978, the Museum has distinguished itself from other local and regional cultural institutions by introducing fine art experiences to young children. The Museum’s niche since its founding has been and will continue to be as a **hands-on Art Museum for Children and Families.**

Engaging with local artists through artist-in-residences, art installations, special events and shared community programming, the Museum will become a showcase for innovative ideas, as well as for children’s own creative expression.

The Learning Focus:

- Art Discovery
- Innovative Ideas
- Early Childhood Learning
- STE(A)M
- Open-ended Experiences
- Connecting with Nature



“Our legislators, policy makers, funders, and trustees can be confident in the fact that museums are important economic engines that support jobs and bring revenue to their local communities. The data speaks clearly: whether urban or rural, conservative or liberal, or a museum-goer or not, Americans treasure the museums in their communities and want elected officials to support them.” -American Alliance of Museums President and CEO Laura Lott.



i.d.e.a. Museum

1: EXECUTIVE SUMMARY

CONCEPTUAL FRAMEWORK: ARTOOZE

ARTOOZE is about creating unique, cutting edge artistic environments that include imagination, design, experience and art oozing out of the Museum and beyond.

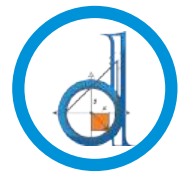
Typologies In Every Zone

Building on the Museum's rubric and new branding, every zone includes a diverse mix of experiences and hands-on art activities that appeal to different types of learners, audiences, and ages. Each of these typologies have physical spaces associated with them in different proportions and adjacencies.



IMAGINE

Immersive experience destination



DESIGN

STEAM studio



EXPERIENCE

Collaborative Project



ART WALK NODE

Curated art exhibits that change out three times per year and serve as destinations for school tours.

Zones

- Lightscape
- Texturescape
- Soundscape
- Naturescape

Rate of Change

ZONE:
Stays constant (platform for change)

INDIVIDUAL EXHIBITS:
6-12 month duration

ART NODE:
Opportunistic



1: EXECUTIVE SUMMARY

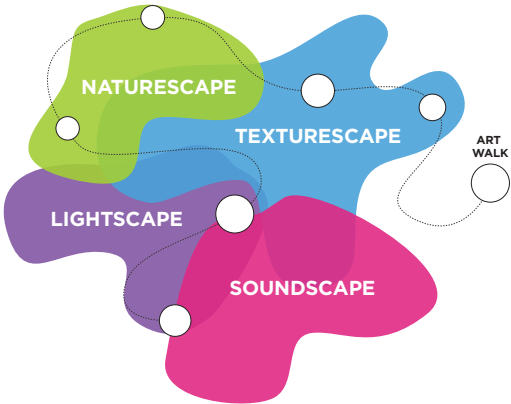
Project Scope & Phasing

PHASE ONE:

- 1 New Entry Beacon
 - 2 Architectural Renovation: Main Exhibit Gallery
 - 2E New Exhibits: Main Exhibit Gallery
 - 3 Architectural Renovation: Convert 1st Floor Admin to Galleries
 - 3E (N) Exhibits: Texturescape E.C.
 - 4 Architectural Renovation: Artville
 - 4E (N) Exhibits: Texturescape Gallery 3+
 - 5 Atrium Improvements
 - 6 (N) Birthday Party/ Multi Purpose Space
 - 7 Relocate Store
 - 8 Café Shell (interior fit out by tenant)
 - 9 Restroom Renovation
 - 10 Staff Office Relocation
 - 11 2nd Floor Office Renovation
 - 12 Clean Room Storage relocation
- New Wall Openings in load bearing walls- interior & exterior, Door Storefront Windows, Electrical Closet Relocation, HVAC Upgrade

PHASE TWO:

- 13 Façade Improvements, Arrival Sequence, Soundscape Outdoor Soundscape Plaza
- 14 (N) Roof Deck, Soundscape Skywalk, Atrium Climber
- 15 (N) Future Exhibits
- 16 (N) Texture Trails E.C. Outdoor Gallery
- 17 (N) Store Windows
- 18 (N) School Group Entrance
- 19 Atrium Classroom and deck



PROPOSED SITE PLAN
1"=40'-0"





2.

Background & Context

IN THIS SECTION

Mission and Vision
About the Organization
Key Stakeholder Findings
Need & Opportunity

2: BACKGROUND & CONTEXT

About i.d.e.a. Museum

Founded in 1978 by Jack and John Whiteman, the i.d.e.a. Museum was originally known as the Children's Fine Art Center. It was the only children's museum in the United States to focus on fine art, providing interactive art exhibitions to introduce children to the world of art and encourage self-expression.

The name was changed to the Arizona Museum for Youth (AMY) in 1981 and was rebranded as the i.d.e.a. Museum in 2014.

Today the Museum is a 501(c)3 public-private partnership between the City of Mesa and the i.d.e.a. Museum Board of Directors, Inc. (Board).

The Museum uses art as the inspiration and vehicle to explore concepts in science, engineering, math, history, cultures, and language arts, often using technology as a facilitation tool. Programs and exhibitions are focused on early learning needs and statewide school standards.



Our Mission

The i.d.e.a. Museum inspires children of all ages to experience their world differently through art exhibitions and activities designed to support early learning, nurture creative thinking and engage families.



Audience

The i.d.e.a. Museum's audience is primarily children birth-13 and their families. More than a quarter (28%) are from Hispanic/Latino households and more than 80% of the caregivers are women. Most visitors tend to live within a 30-minute drive of the Museum. The i.d.e.a. Museum distinguishes itself from competitors by providing opportunities for multi-generational families to engage in fine art installations and interactive, hands-on activities. Parents in Mesa as well as the region are eager for fun, educational experiences their families can enjoy together.



2: BACKGROUND & CONTEXT

Community & Stakeholder Findings

WE HEARD FROM 64 STAKEHOLDERS



“Make it better
not bigger”

“We are starting to
lose people culturally
vested in art.”

“The i.d.e.a. Museum
welcomes the community.
They embrace artists saying
maybe, or even yes, before
they say no.”



“Shine the diamond
in the rough”

“Get everyone together to
do one thing, things you
cannot do by yourself”



2: BACKGROUND & CONTEXT

What We Heard

Stakeholders were asked about what the future of the i.d.e.a. Museum should be. Here are some of their thoughts!

*“Position the i.d.e.a. Museum to become the leader in the East Valley or maybe even Phoenix **as the number one location where children from birth-13 can grow and learn in creative arts and exploration.**”*

*“The Museum should be an **art school** for young children.”*



2: BACKGROUND & CONTEXT

The Need

Mesa is a diverse and thriving city, home to a variety of cultural institutions. While these provide many offerings for adults and older children, there is a great demand for art and creative experiences for young children and their families. Mesa is behind other East Valley cities when it comes to school readiness. The i.d.e.a. Museum is meeting a community need to invest in children by providing hands-on art exhibits and educational programs that nurture creativity while meeting school standards.

To expand quality programming and to build capacity, stakeholders identified the need for high quality, cutting-edge exhibits, local art installations as well as an on-site café, an expanded early childhood gallery, a nursing lounge and outdoor space for free unstructured play.



Minnesota Children's Museum Creativity Jam

Niche

Research shows that creativity is increasingly recognized as a key to success in our rapidly changing world. The Museum strives to ignite young minds through art and creative activities in a safe, artful learning environment.



Tangle by Polyglot Theater

Opportunity

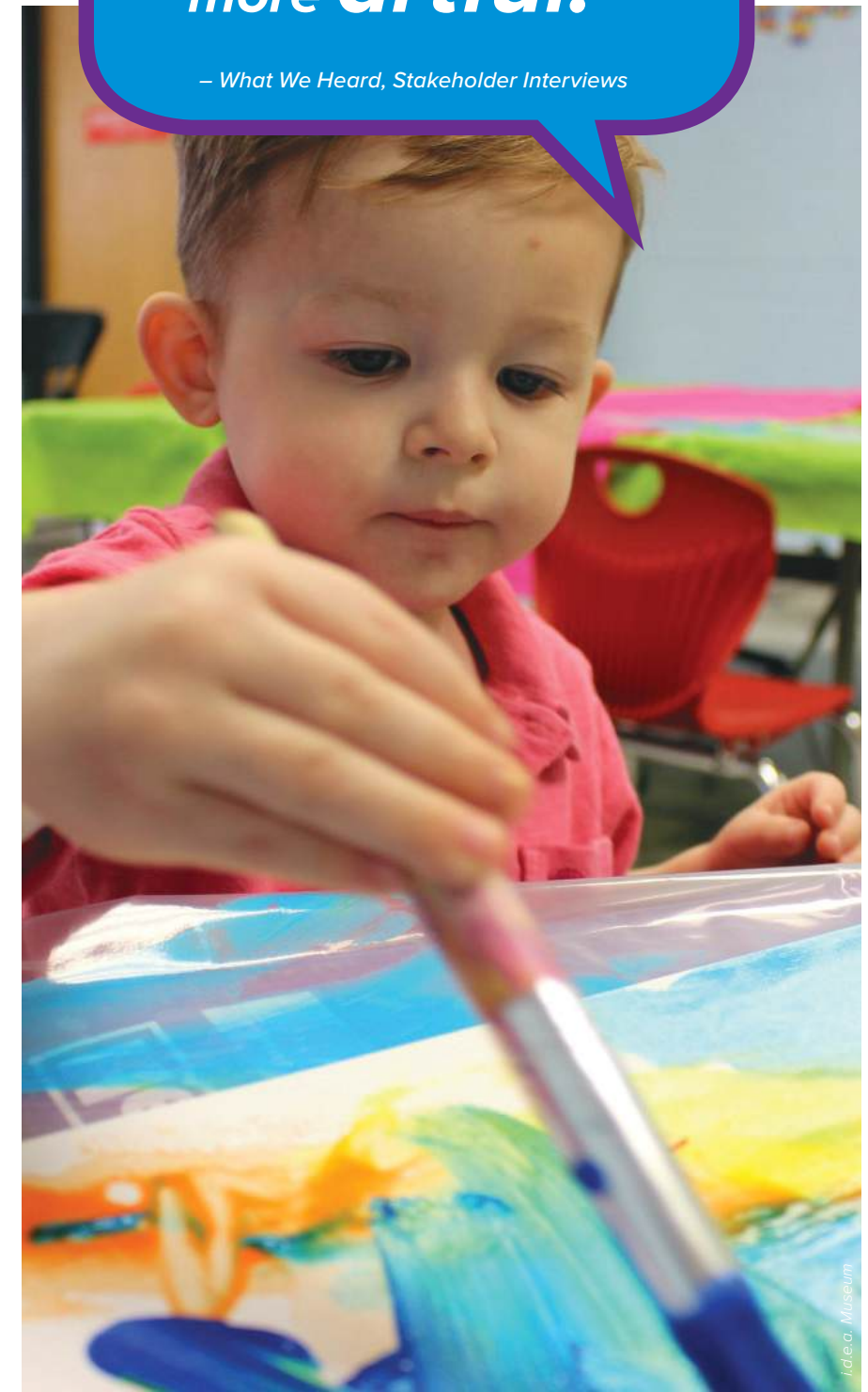
Raising creative thinkers, connecting families, and building strong communities are at the core of preparing children for the future. Studies show that hands-on, informal learning experiences offered in the early years increase school readiness and help lay foundations for later learning and academic and career success.

As an active partner in Mesa's Early Learning Network, the Museum has a huge opportunity to support the City in preparing Mesa's children for kindergarten and beyond while supporting parents in developing their children's potential. Working with community partners and the City, the Museum will significantly strengthen its combined impact.

By supporting early learning, nurturing creativity, and engaging families in quality time, "the Museum is well positioned to shine as a cultural gem, to become a widely recognized leader in Mesa's art district and downtown revitalization." (From the Museum's 2017 Strategic Business Plan.) The new visitor experiences will offer a dramatically transformed facility and programs that are fun, relevant and fresh, a premier cultural destination not only in Mesa and the East Valley, but also for the larger Phoenix metropolitan area.

**"Make the Museum
more artful!"**

— What We Heard, Stakeholder Interviews



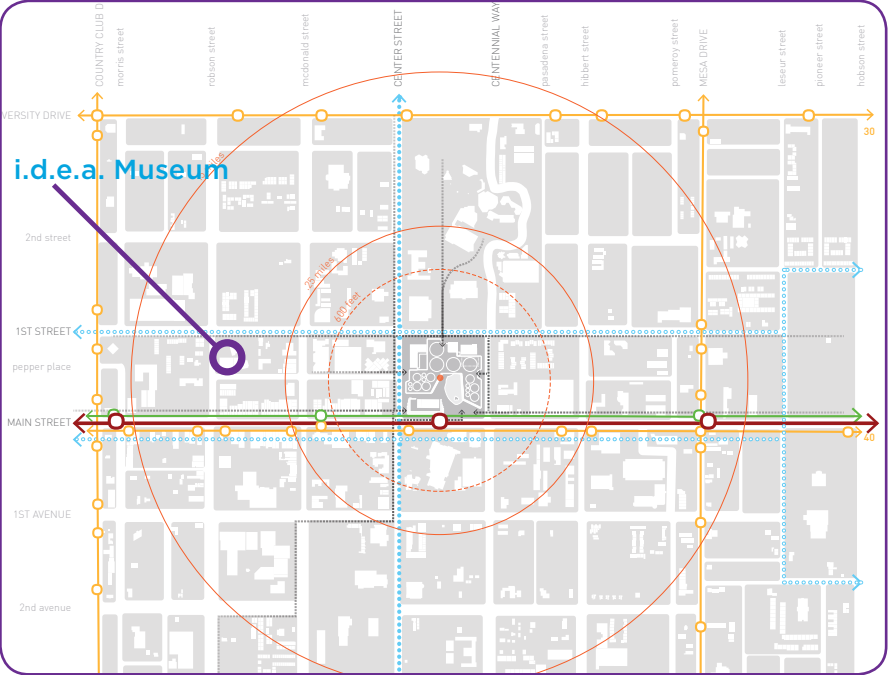
i.d.e.a. Museum

2: BACKGROUND & CONTEXT

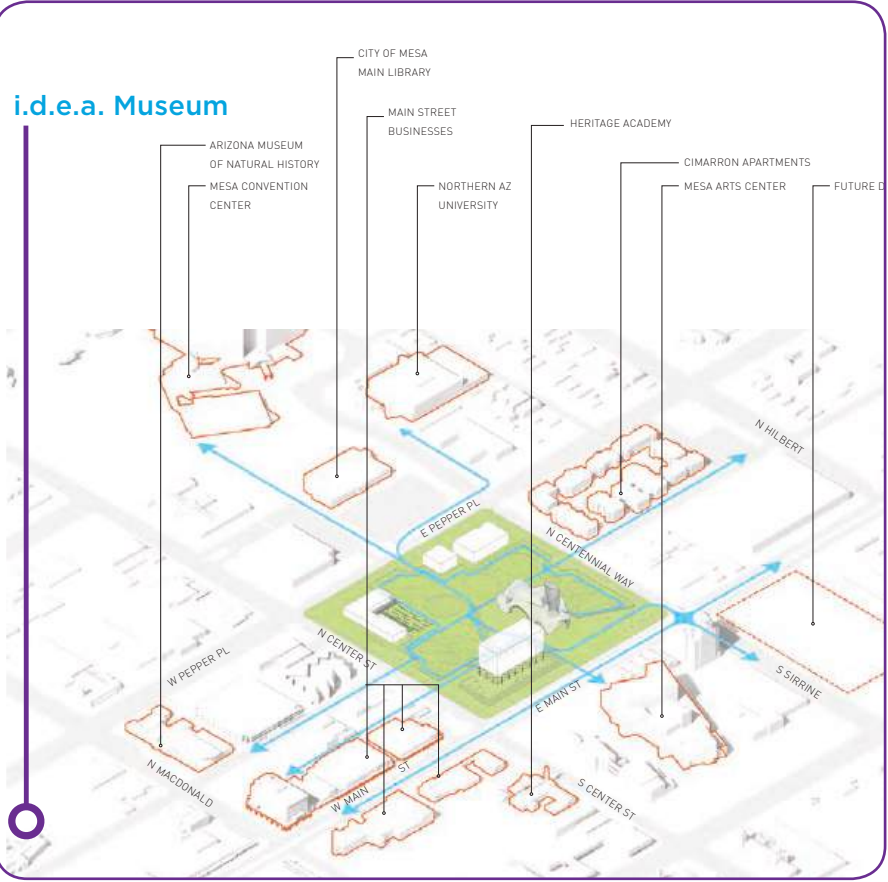
Downtown Transformation CREATIVE, VIBRANT, COMMUNITY SPACES

Downtown Mesa is slated for ambitious transformation, re-envisioned as the leading innovation and arts district for the region. A recent, comprehensive master plan for the Mesa City Center includes a new iconic park as hub to a network of civic and community institutions. Designed to host special events, it aims to draw 25,000 visitors just a few blocks away from the Museum. The light rail extension is seen as a game changer connecting downtown Mesa to the larger metro region.

In 2012, the City Council adopted the City’s “Central Main Plan” which encourages ongoing improvements to promote creative, vibrant community spaces. The Central Main Plan stated, “Development and redevelopment in the Central Main Area must recognize and respond to the Arizona climate. This recognition should include energy and water conservation; understanding the distinct characteristics of how varied building materials respond to solar exposure; and creating a pedestrian-friendly environment through a network of outdoor amenities, vegetative and material shade, plazas, and pocket green spaces connected by a well-designed public realm that results in a more livable and inviting destination. Achieve these improvements through public initiative and/or private investment.” The Museum’s new site master plan incorporates all of these strategies.



Transit oriented development. Light rail connectivity.
Diagram from Mesa City Center Master Plan



Connectivity between downtown institutions to Mesa City Center.
Diagram from Mesa City Center Master Plan

2: BACKGROUND & CONTEXT

Looking To The Past, Planning For The Future

i.d.e.a. Museum has a well deserved reputation for curating engaging art exhibits that change 3-4 times per year. Staged in the Whiteman Family Gallery since the Museum rebranded in 2014, these exhibits have represented both local and international artists, across many different media linking art to school curriculum, early childhood education, and hands on learning. This site master plan incorporates art as the core of the Museum's programming. The following list are examples of past exhibits.

PAST EXHIBITS

1. Art of the Robot, 02/07/14-05/25/14
2. HUB & Black Light Room, 02/07/14-Ongoing
3. 5th Congressional District Student Art Exhibition, 05/01/14-05/18/14
4. Bon Voyage! Art Goes on Vacation, 06/13/14-09/14/14
5. Sister City of Burnaby Student Art Exhibition, 07/08/14-10/19/14*
6. Jeepers Creepers: Bugs in Art, 10/03/14-01/25/15
7. Go Figures! The Photographs of Danny Neuman, 10/28/14-01/03/2016
8. Build It!, 02/13/15-05/24/15
9. Once Upon A Time, 06/12/15-09/13/15
10. All Aboard Trains!, 10/02/15-01/24/16 (100th Museum Exhibition)
11. Underwater FantaSEA, 02/12/16-05/29/16
12. Sci-Fi: Fantasy to Reality, 06/17/16-09/11/16
13. It's a Dog's Life, 9/30/16-01/22/17
14. Caped Crusaders and Everyday Heroes, 02/10/17-05/28/17
15. My Favorite Monster, 06/16/17-09/10/17
16. The Art of Healthy Living, 09/29/17-01/21/18
17. Sonoran Safari, 02/09/18-05/27/18

* Denotes a traveling exhibition from another institution.



RUBRIC FOR NEW EXPERIENCES

The following rubric was developed in 2014 as part of the Museum's rebranding. It is used to guide programming and design decisions. The proposed site master plan carries forward these priorities.

1. Visitor experiences must meet one or all of the categories: imagination, design, experience or art; and include science and technology content or components.
2. The target audience is "Creative Families" and "For Your Child and the Child Within". Visitor experiences need to increase interaction opportunities between adult & child.
3. The Museum experience supports creative self-expression; building upon our strong foundation.
4. Design must be consistent with Brand Book- colors, design sense, font.
5. Exhibit design encourages open ended activities; not "paint-by-number".
6. Visitor experience design supports the i.d.e.a. Museum mission.
7. Exhibits include Master (artists/scientist) examples; share techniques; use art/science vocabulary.
8. Exhibits are developed for the focus audience at time of year: spring-schools; summer families; fall- ArtVille audience and families into holiday time.
9. Exhibits accommodate a variety of learning styles and levels.
10. Exhibits are supported by a range of philosophies and museum theorists such as Constructivism-Vgotsky, Multiple Intelligences-H. Gardner, Holistic-B. Samples, Flow-Csikszentmihalyi, Brain Development- Jill Stamm, Early Learning.





3.

Site & Building

IN THIS SECTION

- Site Analysis & Views
- Site & Building Opportunities
- Artooze Design Language
- Conceptual Site Plan
- Circulation Plans
- Building Sections
- Administrative Reorganization
- Sustainable Building Practices
- Parking Improvements

3: SITE & BUILDING

Site Analysis and Views



Corner of Robson St. and W. 1st Street



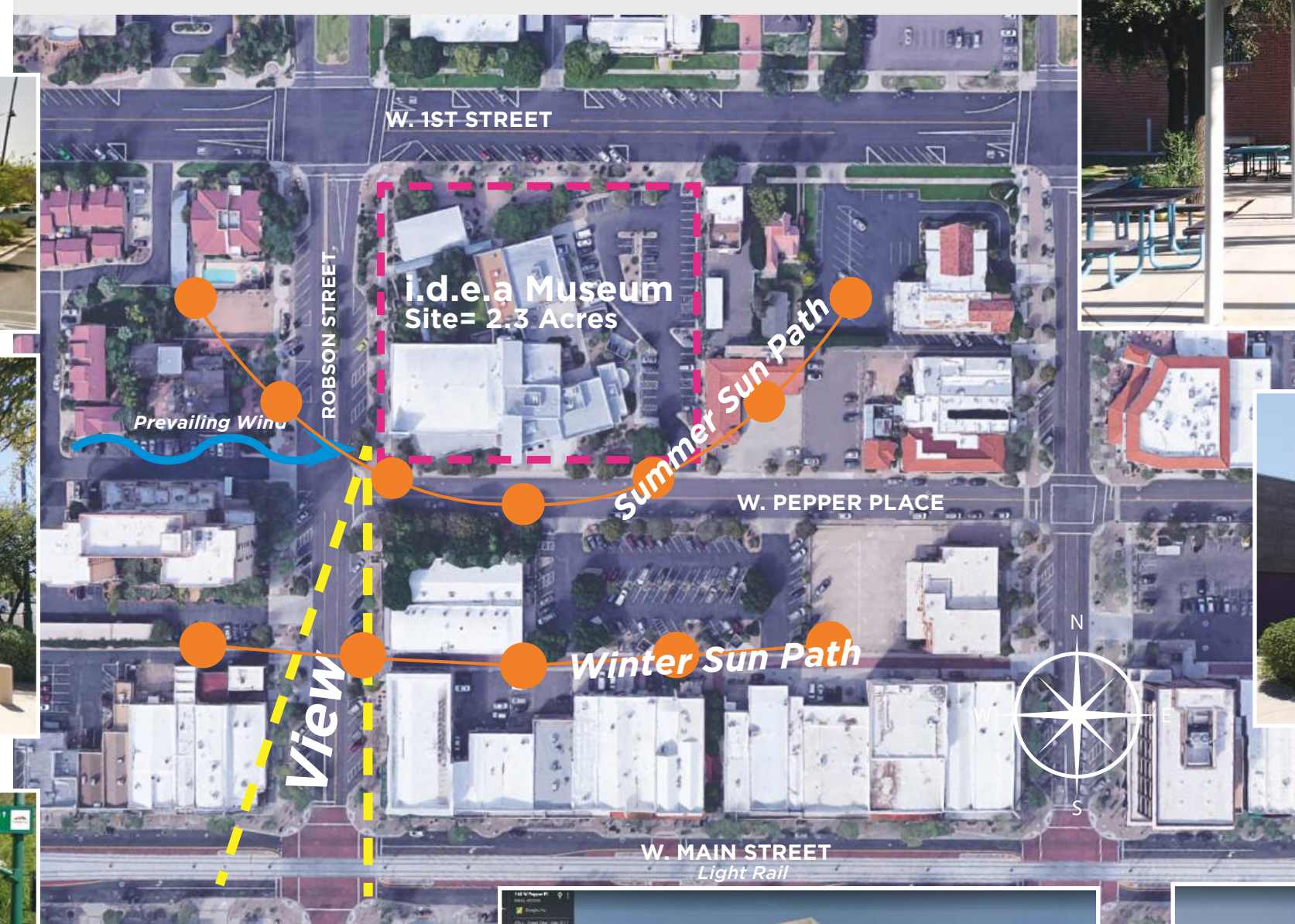
Sidewalk along Robson Street



View to i.d.e.a. Museum from Main Street



Corner of Robson St. and Pepper Place



View from atrium to the main exhibit building



Existing staff patio. Existing roll up door is to the existing early childhood gallery



Existing entrance mid block on Pepper Place



Parking lot entrance at Pepper Place

3: SITE & BUILDING

Site & Building Opportunities



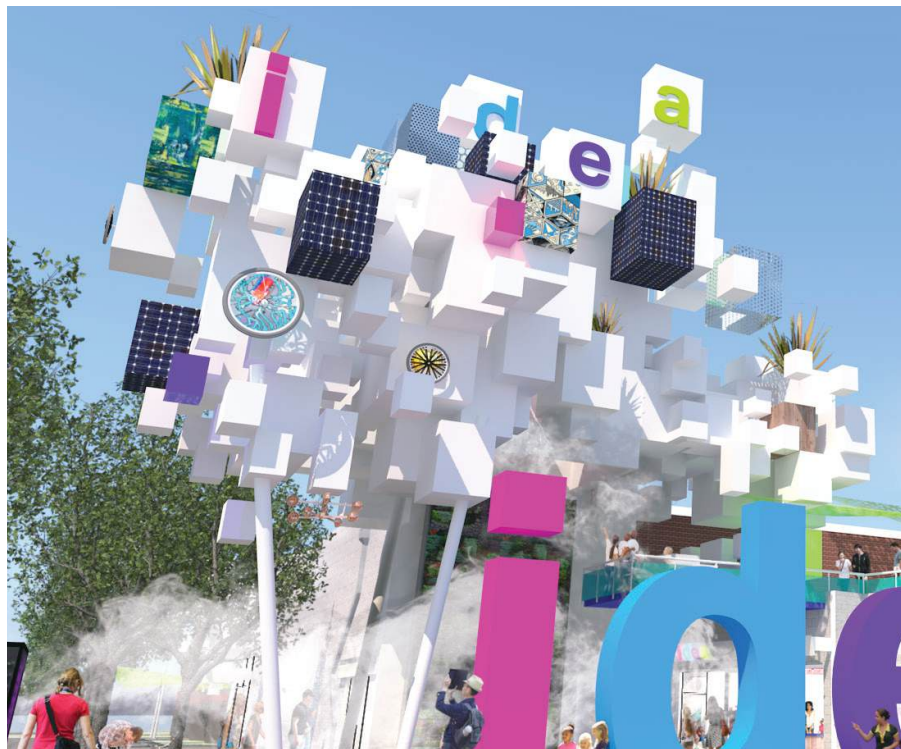
3: SITE & BUILDING

ARTOOZE-Design Language

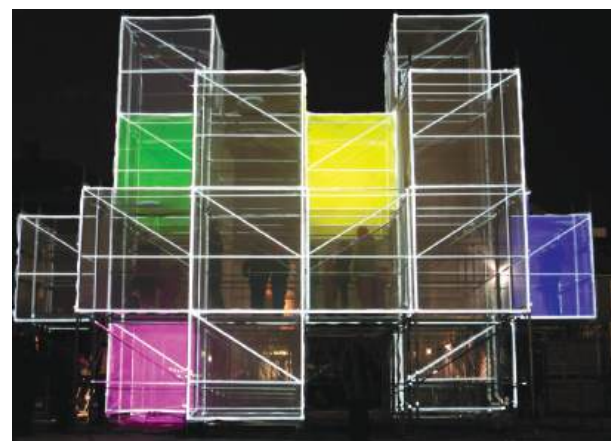
A LANDMARK TO REFLECT A CREATIVE COMMUNITY

A new entrance at the corner of W. Pepper and Robson features a dramatic, 60' 'Beacon' visible from Main Street and the Light Rail. The Beacon includes a shaded gathering space, visitor activated kinetic art, seating with shade and misting. Projections on the face of the Beacon showcase digital art, children's creative ideas, and cutting edge installations from the community.

- Monumental IDEA signage
- Well shaded entry area with visitor activated misters
- Changing interactive art installation
- Overhead 'idea boxes' and at street level change opportunistically throughout the year
- PV powered kinetic elements
- Visitors' ideas pop up in, on and 'out of the box'
- Transformative and iconic structure



1. Create a Landmark



PIXEL CLOUD Photo by Marcos Zotes



PIXEL CLOUD Photo by Marcos Zotes



Microturbines by Ned Kahn

ENTRY BEACON
RENDERING



3: SITE & BUILDING

Conceptual Site Plan

BUILDING AREA SUMMARY



3: SITE & BUILDING

Circulation Plans

IMPROVE SENSE OF ARRIVAL

The new entry is leveraged to raise visibility, to create a dramatic sense of arrival and connect visually to the downtown arts district. Once inside the Museum, re-imagined spaces and experiences encourage families to stay together without sorting by child's age. All new exhibits include early childhood experiences, fine art and hands-on art activities throughout.

IMPROVED FLOW

- Ticketing, gift shop and cafe are adjacent at entry allowing for efficient use of staff.
- Exhibit design and education staff are co-located in exhibit workshop building for better use of space and improved workflow.
- Executive, marketing, and development staff are relocated to the 2nd floor offices opening up space to double size of EC gallery.
- New separate entrance for school groups from parking lot through Atrium; school lunches on new Atrium classroom deck.

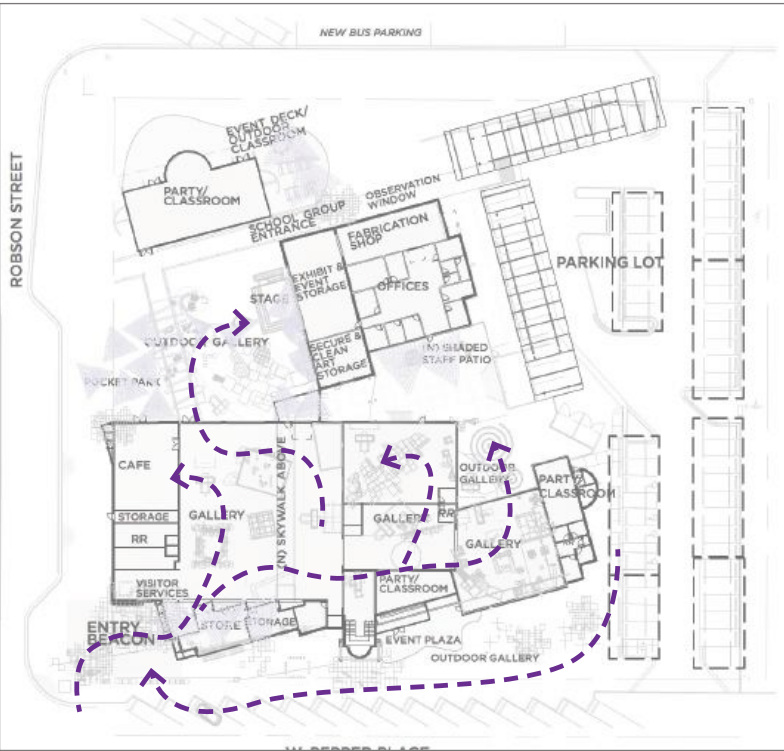
PUBLIC AMENITIES

A new cafe is located along Robson Street with indoor/outdoor seating as well as access to the Atrium for catered facility rentals. The gift shop is located along W. Pepper Street: local art, art supplies in addition to children's merchandise could be for sale. Both the cafe and gift shop could open before and after Museum hours.

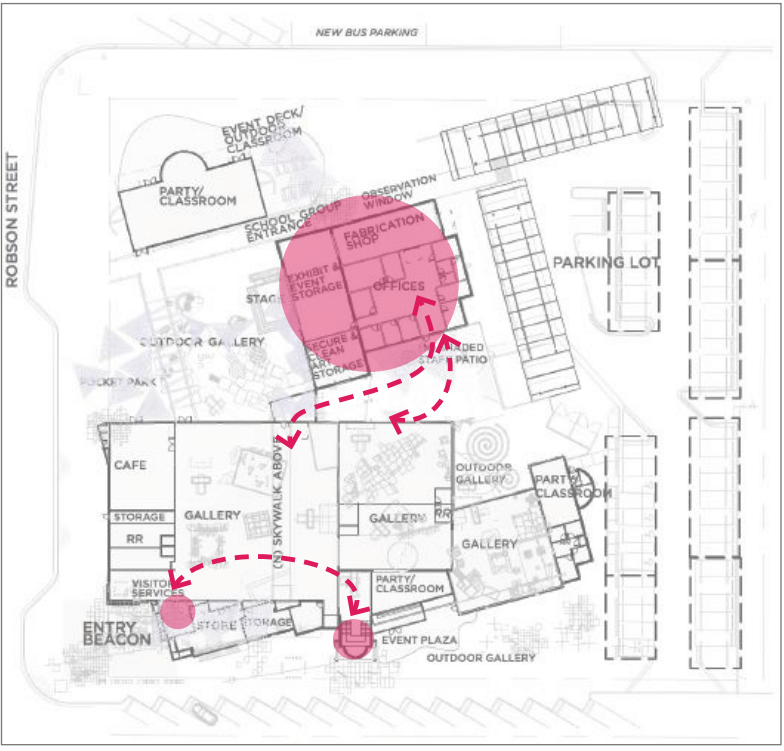
OTHER IMPROVEMENTS

- Birthday party/classroom/multi-purpose space with access to outdoor gallery, separate entry and street
- North deck event space and school lunch area
- Expanded Boardroom
- Outdoor EC classroom

Scale: 1:100



Family Visitors



Staff Circulation



School Groups



Event Rental & Public Amenities

Diagrams on this page ©Gyrscope

3: SITE & BUILDING

Open up to the Trusses

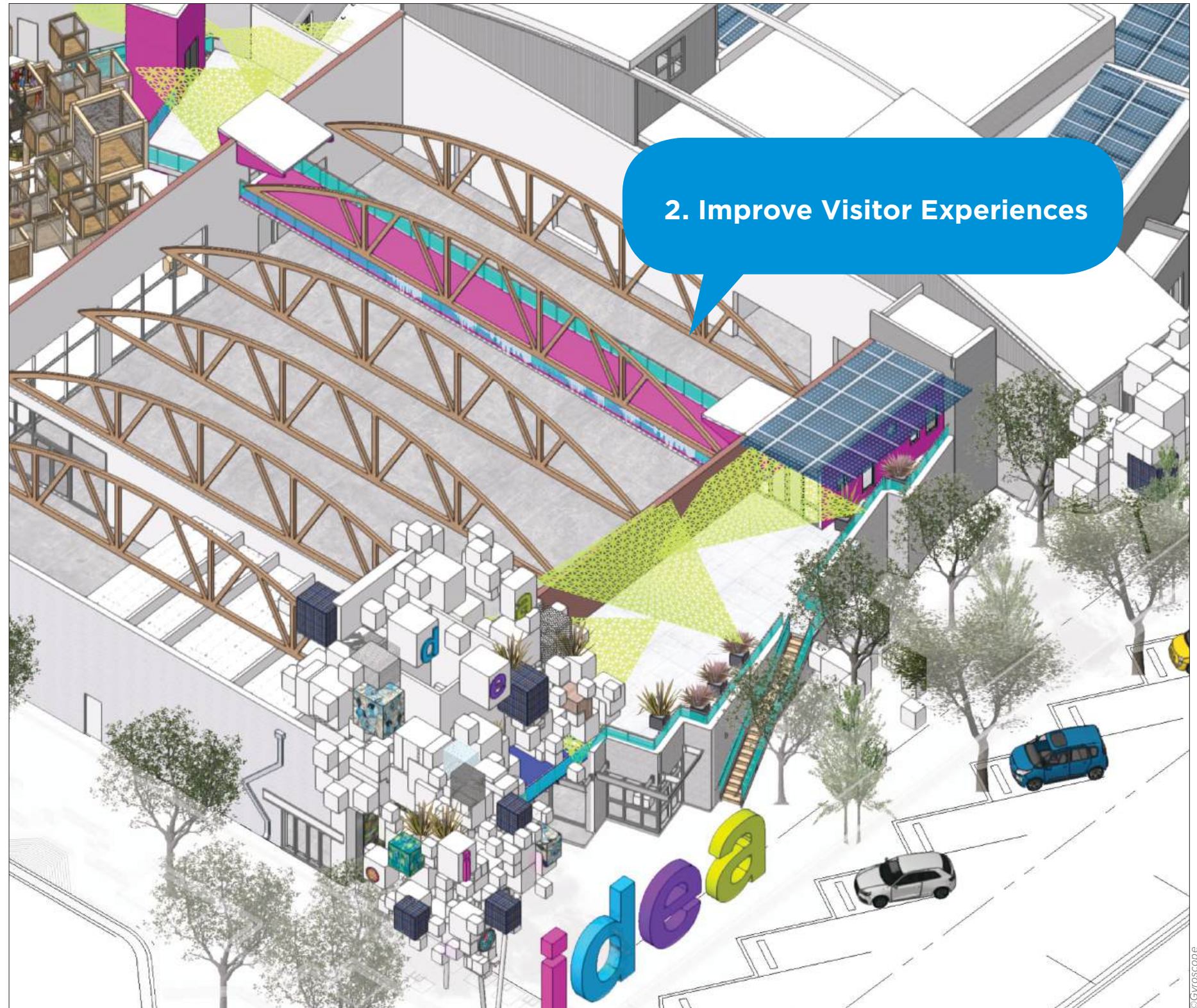
The existing main exhibition gallery sits under a suspended acoustic dropped ceiling 14'-0" above the finished floor. Removing it opens up the building to existing wood bowstring trusses, creating a soaring 25' space for dramatic vertical art installations. This will spatially transform the Museum, while providing a more contemporary and memorable experience for all ages.

An engineering evaluation of the trusses' condition, lifespan of mechanical and electrical systems, and building insulation is being explored by the City of Mesa. Required retrofits should be done with this master plan as a guide.

Create An Elevated Skywalk

The removal of the existing ceiling affords access to the space between the trusses. This creates an incredible opportunity to bring visitors up, onto and across an elevated Skywalk with views down into the main gallery space and through to the outdoor Atrium.

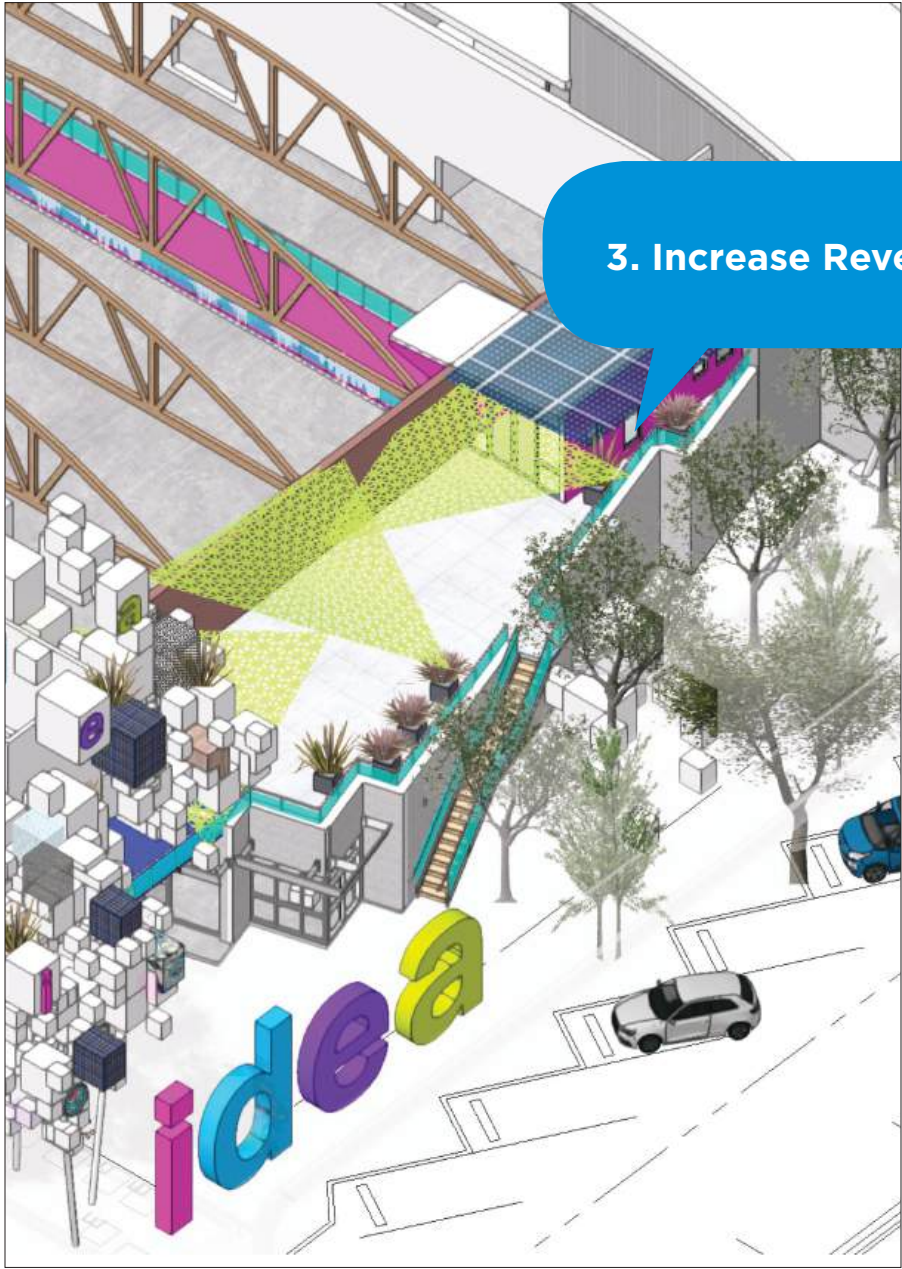
The elevated Skywalk is accessed by an existing south elevator while a new, second elevator, located in the Atrium, provides ADA access to a new, two-story climber as well as other outdoor experiences.



3: SITE & BUILDING

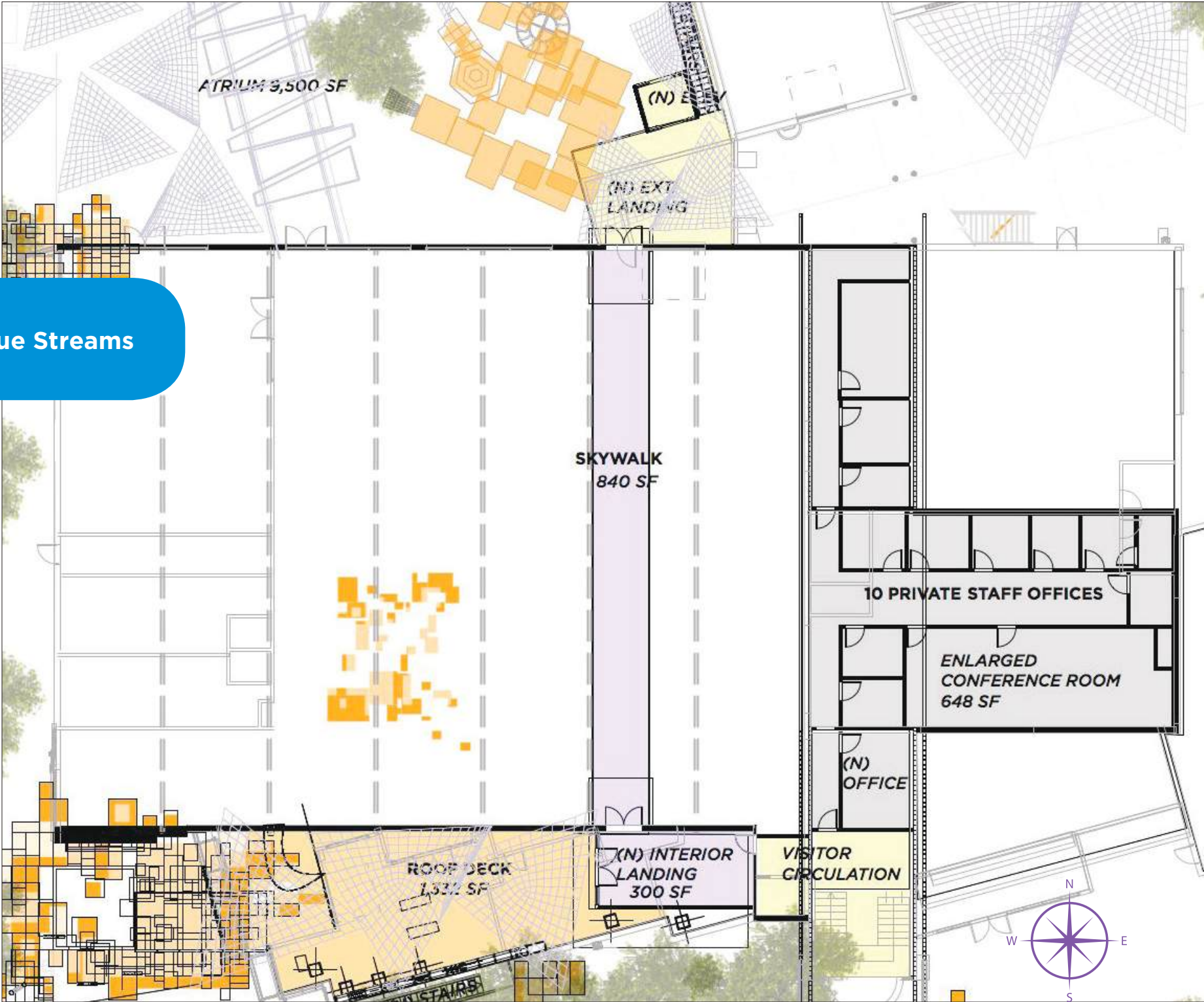
Create Rooftop Event Space

A proposed 1,332 SF rooftop event space along W. Pepper Place brings visitors up to the treetops with a stunning overlook into the new entry Beacon. This new facility rental space provides an added revenue stream and will attract a broader market including small scale parties, corporate events and boards looking for unique retreat venues.



3. Increase Revenue Streams

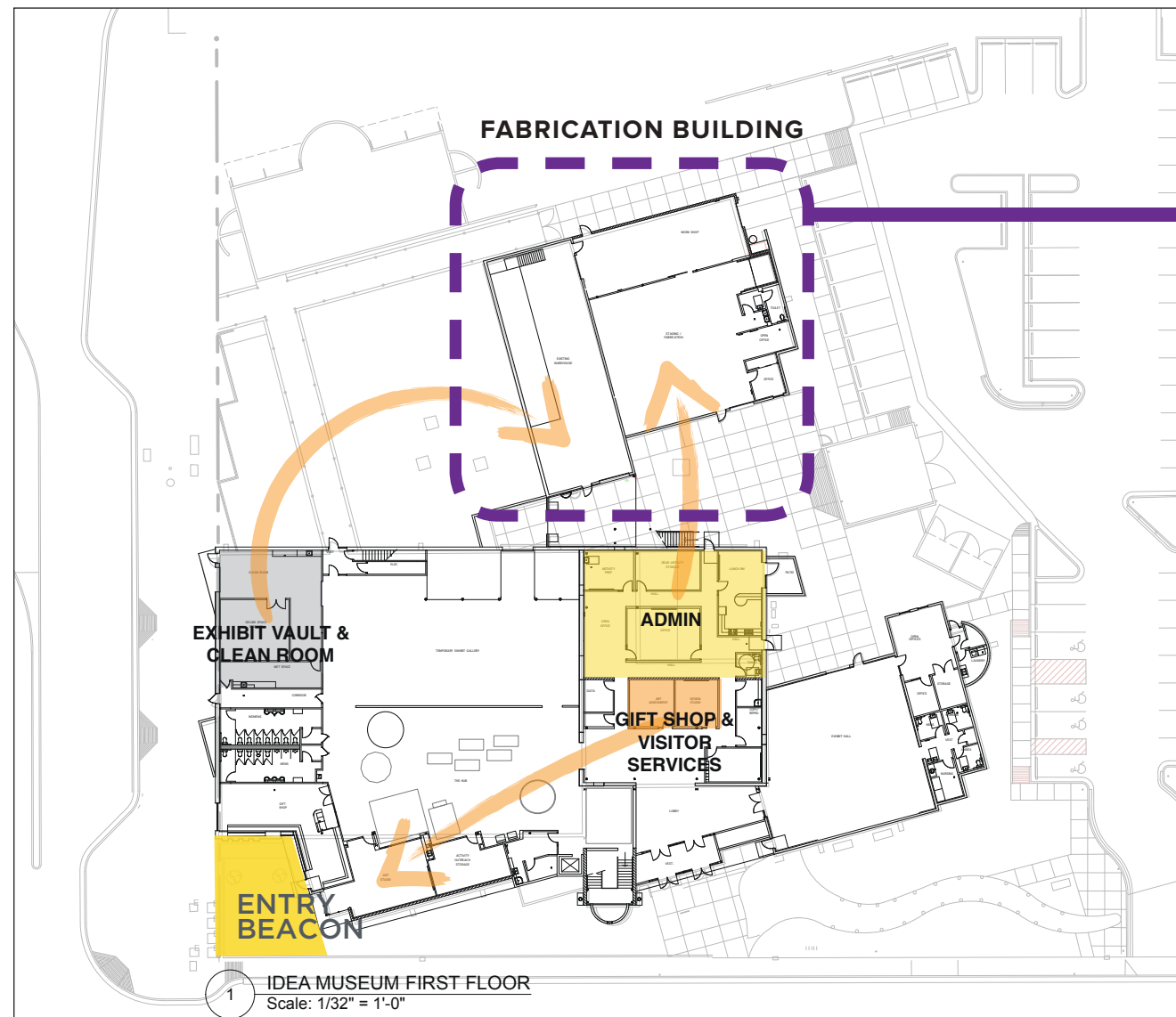
CONCEPTUAL 2ND FLOOR PLAN
1"=20'-0"



3: SITE & BUILDING

Administrative Reorganization

Relocating the Museum's administrative offices from the first floor to the second frees up 4,095 SF of prime gallery space. Other design, development and education staff are relocated to the exhibit fabrication building, improving efficient work flows and collaboration. On the second floor, the conference room expands into an adjacent office area. A new private office is located adjacent to the underutilized stair landing.



EXISTING BUILDING PLAN

4. Better Use of Space

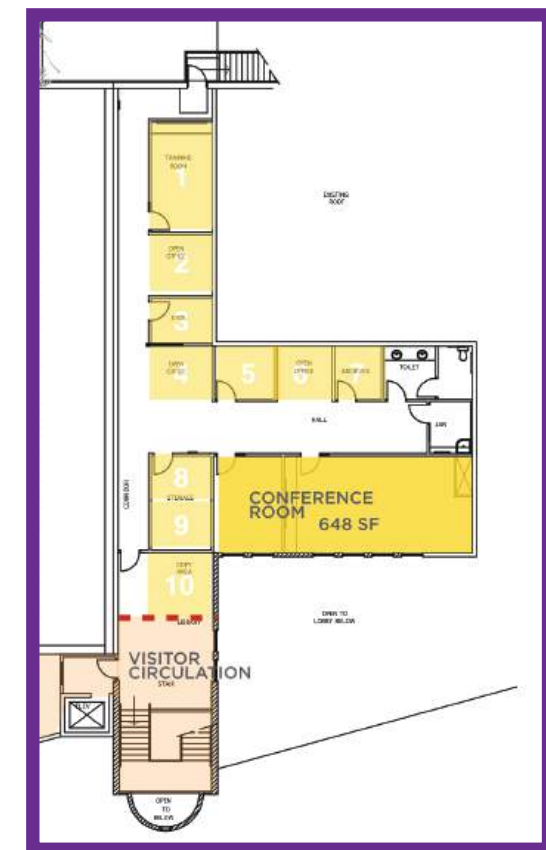


PROPOSED FAB. BUILDING

- Aggregate exhibit and education offices
- Relocate archives from 2nd floor
- Relocate exhibit vault & clean room to improved and secure area.

PROPOSED FIRST FLOOR

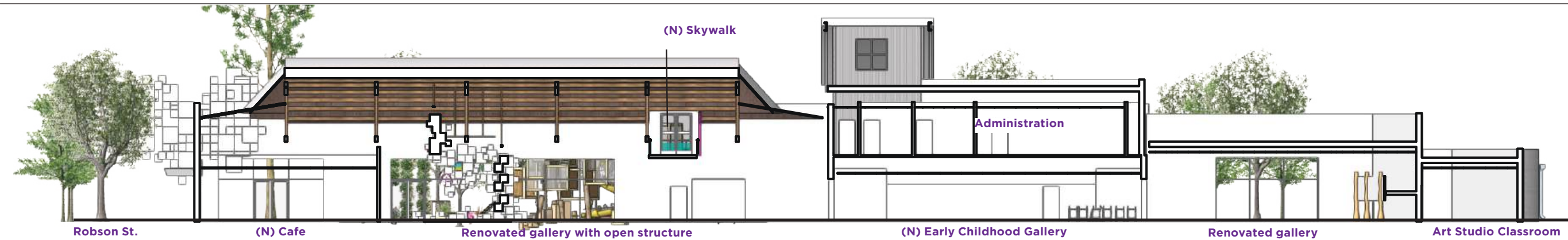
- Relocate visitor services to new entrance
- Create new gallery space in former admin area
- Create new cafe in former exhibit vault & clean room.



PROPOSED SECOND FLOOR

- Expand conference room
- Ten private offices

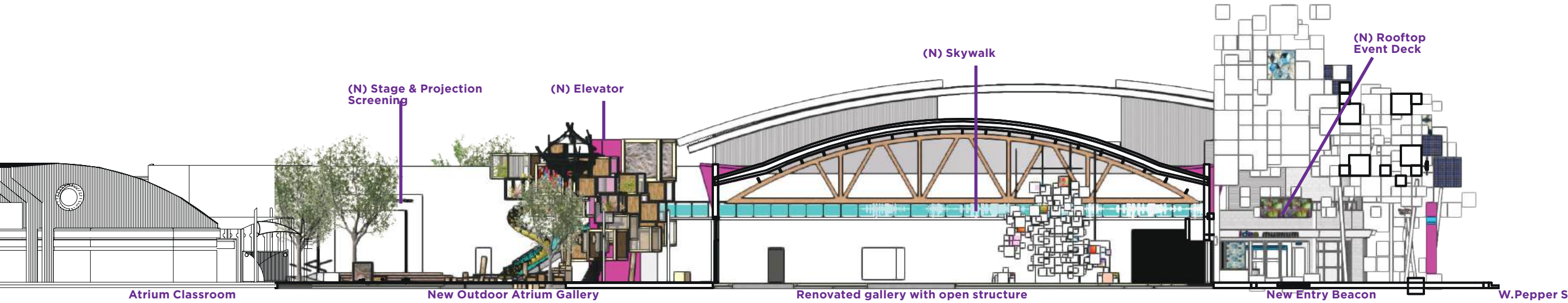
3: SITE & BUILDING



1. SECTION THRU GALLERIES LOOKING NORTH



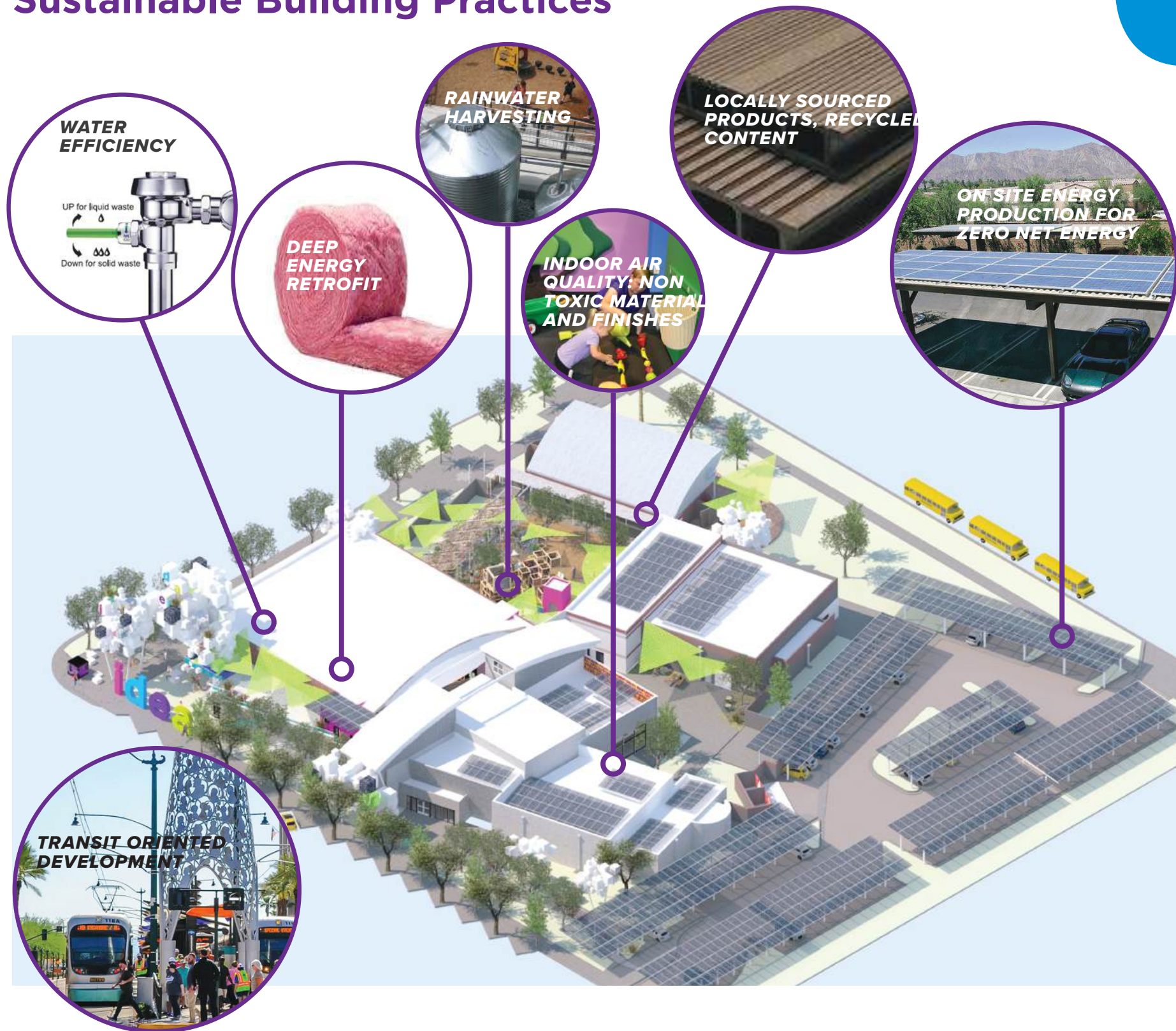
2. SECTION THRU EARLY CHILDHOOD



3. SECTION THRU SKYWALK LOOKING EAST

3: SITE & BUILDING

Sustainable Building Practices



5. Showcase Biophilia

**Sustainable sites:**

- Encourage staff and visitors to arrive by transit or bicycle
- Reduce heat island effect with cool white roofing
- Site design implements storm water re-use and management
- Renovate instead of new construction for resource conservation

**Reduction of current energy use:**

- Deep energy retrofit
- Energy efficient HVAC, lighting, and control systems
- Onsite energy production
- Consider passive cooling strategies
- High efficiency glazing and "smart" windows using nanotechnology to self shade

**Treat water as a precious resource:**

- Ultra low flow fixtures
- Rainwater Harvesting
- Low irrigation landscaping

**Awareness & Education:**

- Use the building as teaching tool
- Incentivize occupant behavior to achieve energy savings.

**Building Materials:**

- Recycled and locally sourced materials
- Invest in durable, long life and low embodied energy materials

**Indoor environmental Quality:**

- Indoor Air quality: non emitting materials & finishes
- Access to daylight & views
- Acoustic treatments for a supportive learning environment
- Maximize natural light
- Natural ventilation in certain months

3: SITE & BUILDING

Parking Improvements



Relocate bus parking adjacent to new school group entrance

New photo-voltaic shade structures

Demolish storage enclosure gain parking spaces

Add electric vehicle plug in stations

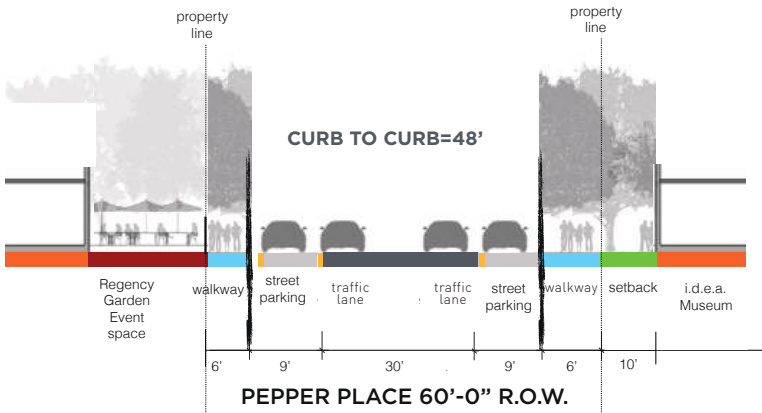
Provide landscape islands per zoning ordinance

Straighten driveway to gain parking spaces

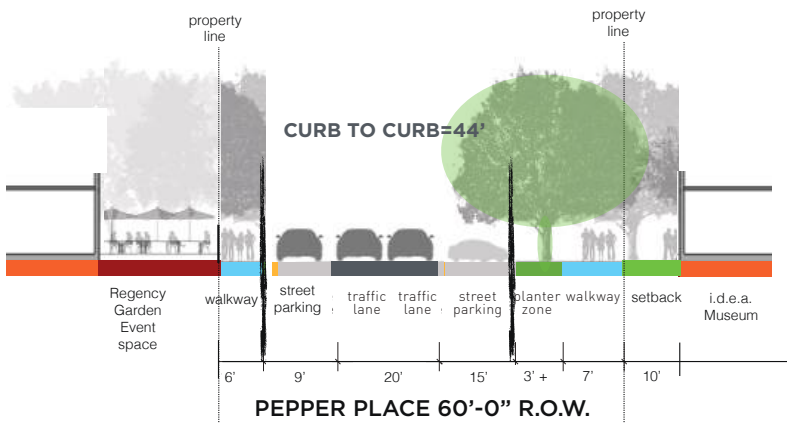
Put Pepper Place on a Road diet to gain diagonal parking and street trees.



PEPPER PLACE EXISTING SECTION LOOKING WEST



PROPOSED ROAD DIET-PEPPER PLACE SECTION LOOKING WEST





***"CREATING IS THE MOST
INTENSE EXCITEMENT ONE
CAN COME TO KNOW."***

-ANNI ALBERS

4.

Conceptual Direction

IN THIS SECTION

Key Learning Strategies
Conceptual Framework
Typologies in Every Zone
The Whiteman Family Art Walk
Zone Experiences and Renders

4: CONCEPTUAL DIRECTION

Key Learning Strategies

1. ART DISCOVERY

Art appreciation is at the core of the i.d.e.a. Museum’s identity. Art discovery and hands on art making for children of all ages continue to drive design and programmatic decisions.



2. SHOWCASE INNOVATIVE IDEAS

I.d.e.a. Museum, as the name implies, is all about showcasing exciting ideas! The Museum is well positioned to be a leader in the new downtown arts and innovation district. Express your ideas here!



3. EARLY CHILDHOOD LEARNING

The Museum is an active partner in Mesa’s Early Learning Network, with the vision that “All Children in Mesa are ready for school.” There are abundant opportunities for the Museum to support early learning.



4. STE(A)M

Art is an exciting springboard to science, technology, engineering and mathematics. Hands on activities and exploration can encourage a child’s interest in STEM topics and facilitate design thinking, creative risk taking, and 21st century skills preparing children as future innovators.



5. OPEN-ENDED EXPERIENCES

Play-based, child-centered learning as in Reggio Emilia educational philosophy, is about the environment as the third teacher, materials and settings, transformed and re-interpreted through imagination and experience. Open ended experiences invite deeper visitor participation and repeat visits.



6. CONNECTING WITH NATURE

Nature is often inspiration for artists: color, pattern, and form. Likewise nature play is integral to children’s social, psychological, academic and physical health. Today, children and families often have limited connections with the natural environment. The i.d.e.a. Museum will feature indoor/outdoor connections and experiences.



4: CONCEPTUAL DIRECTION

CONCEPTUAL FRAMEWORK: ARTOOZE

ARTOOZE is about creating unique, cutting edge artistic environments that include imagination, design, experience and art that ooze out of the Museum and beyond.

WHAT IS A CONCEPTUAL FRAMEWORK?

A coherent concept that inspires and shapes ideas and possibilities that become museum experiences, exhibits, and environments.

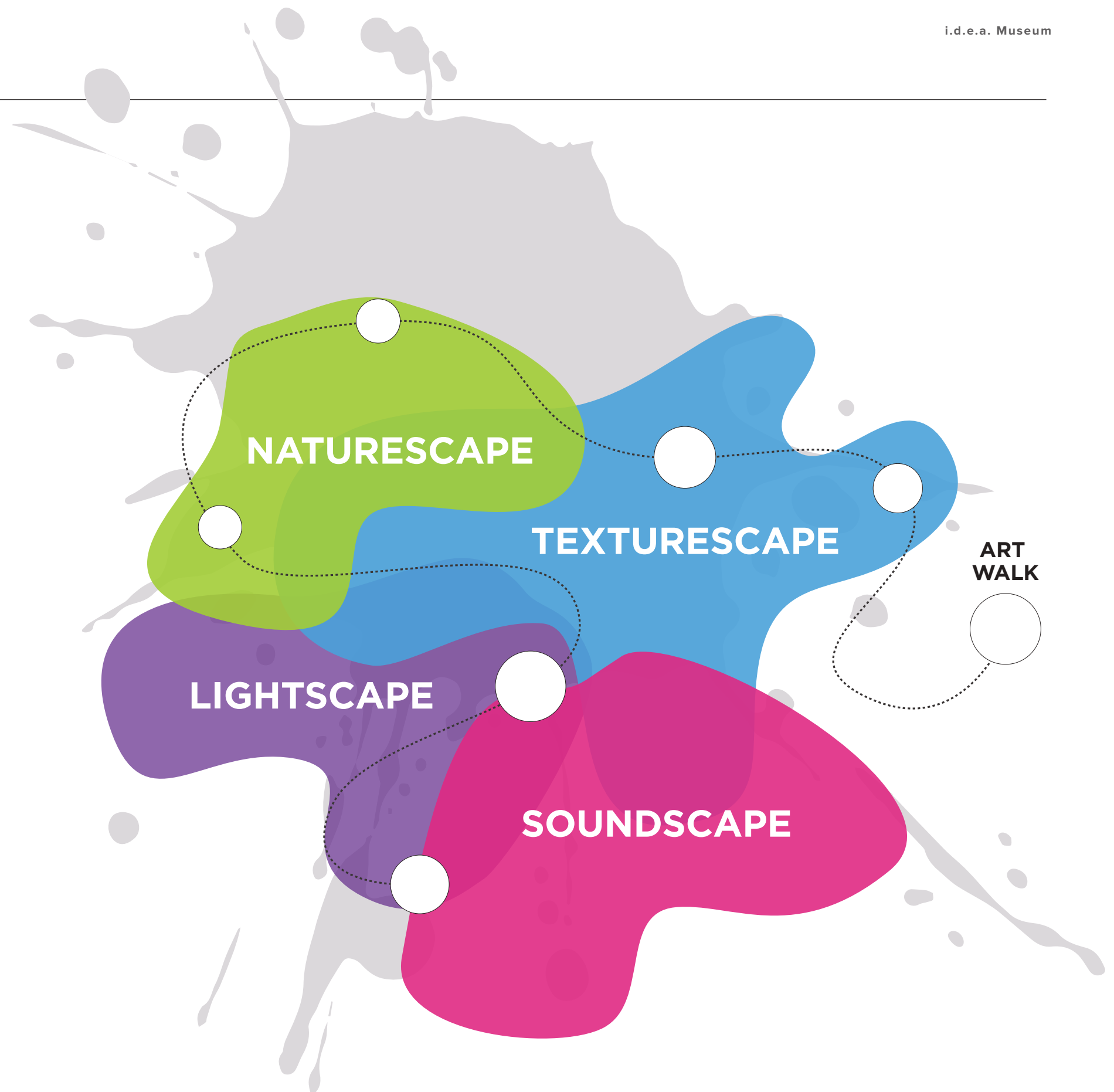
A Conceptual Framework builds on and expresses a museum's vision, mission, and values in ways that manage and extend a rich variety of environments and experiences in exhibits and programs, both indoors and out.

Played out across a wide range of experiences and yet linking them together in a vibrant whole, a Conceptual Framework serves both creative and practical functions. It helps inspire and shape museum spaces; opens possibilities for the overall look and feel; and guides aesthetic decisions. At the same time, a Conceptual Framework provides cohesion, creating an experiential flow in which exhibits connect with, build on, and strengthen one another.

Zones

A zone is a physical space made up of a range of interactive exhibits with a common theme, such as **LIGHT, TEXTURE, SOUND, or NATURE**. The four zones in the new master plan are:

- **Lightscape**
- **Texturescape**
- **Soundscape**
- **Naturescape**



4: CONCEPTUAL DIRECTION

Typologies In Every Zone

Typologies are a diverse mix of experiences within every zone appealing to different types of learners, audiences, and ages. Each of these typologies will have physical spaces associated with them yet with different proportions and adjacencies.



IMAGINE

Immersive experience destination



DESIGN

STEAM studio



EXPERIENCE

Collaborative Project



ART WALK NODE

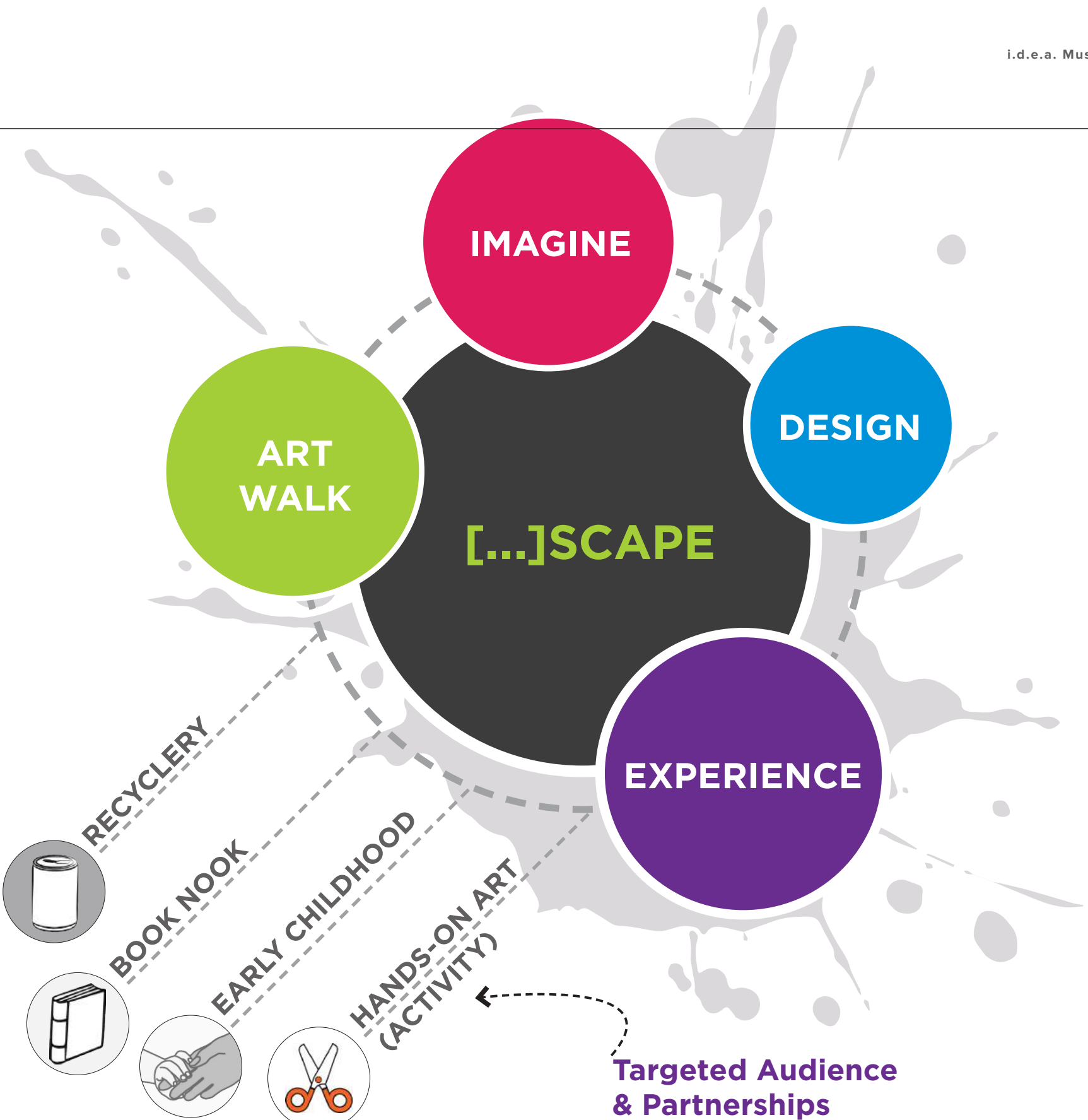
Curated art exhibits that change out three times per year and serve as destinations for school tours.

Rate of Change

ZONE:
Stays constant (platform for change)

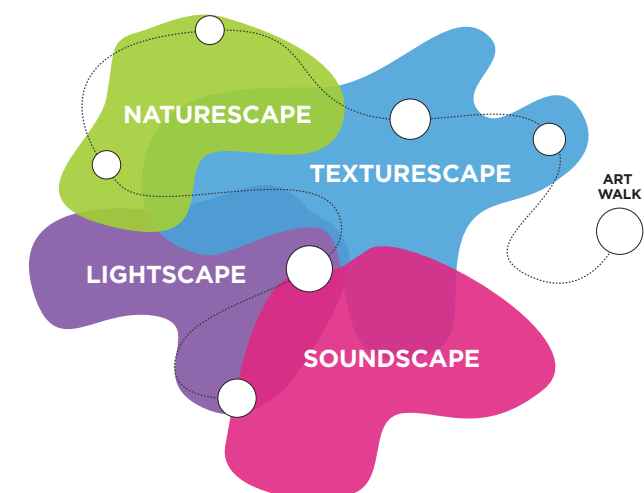
INDIVIDUAL EXHIBITS:
6-12 month duration

ART WALK NODES:
Opportunistic



Targeted Audience & Partnerships

Layers of content across all zones and typologies; targeted partnerships and experiences.



The four thematic zones play out across the site plan, setting up a diverse set of visitor experiences. Each gallery feels distinct, yet cohesive with the overall plan.

EXPERIENCE PLAN 1"=30'-0"

4: CONCEPTUAL DIRECTION

The Whiteman Family Art Walk

CURATED ART THROUGHOUT THE MUSEUM

The Whiteman Family Art Walk creates a series of mini galleries throughout the Museum and site. Each mini gallery is marked by an iconic Art Frame where fine art installations are important focal points for visitors to explore and discover. Family oriented hands-on art activities are incorporated here, along with other educational resources, books, supplies, display and seating. These mini galleries also function as nodes for school group tours. Teaching areas for school groups are located at each installation.

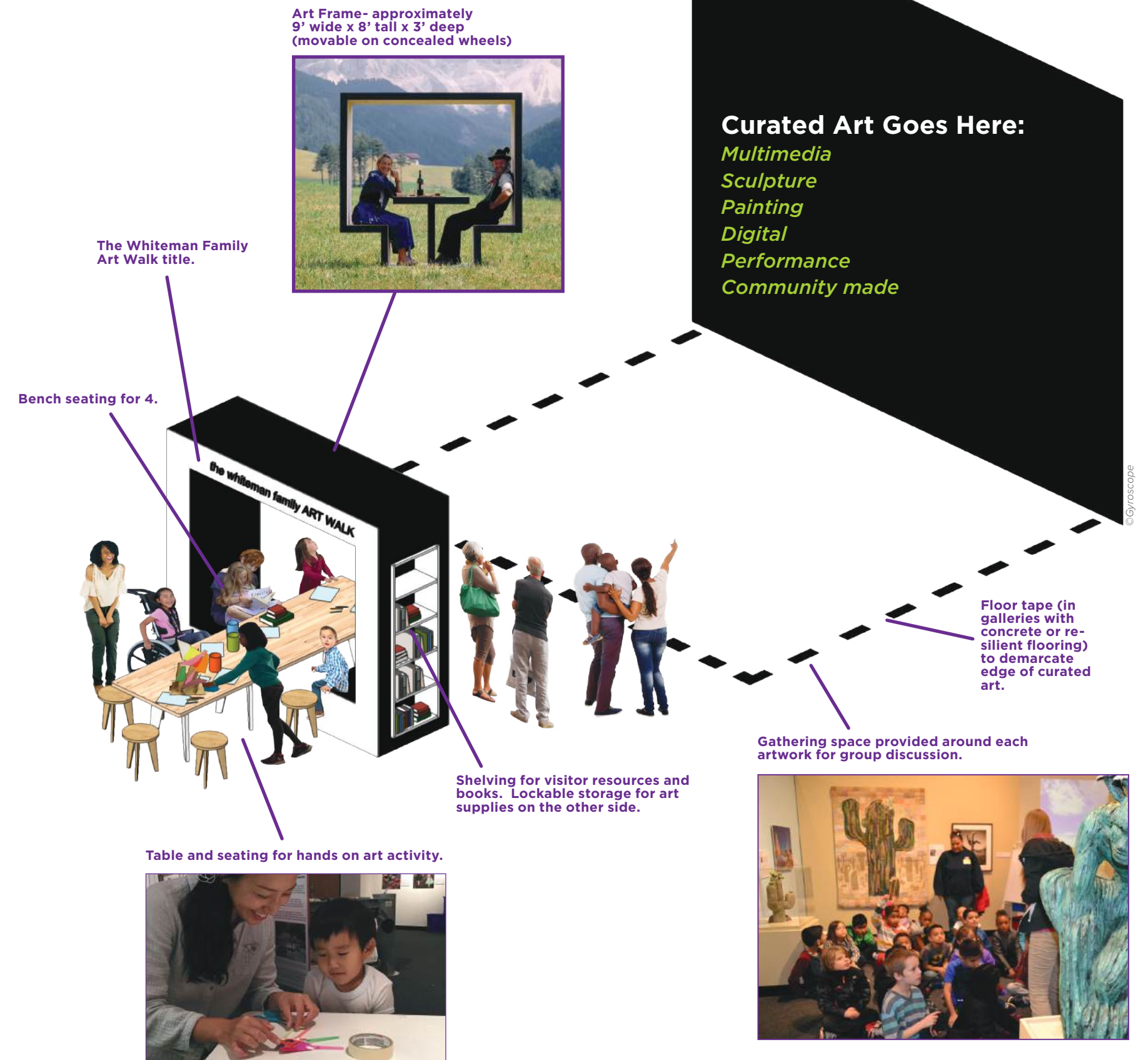
Each Art Frame frames a view of the art and reinforces connections between the art piece and hands-on activities. Visitors are invited to make their own art, explore themes, materials, and techniques inspired by the curated artwork. Benches and booknooks are intimate invitations for families to pause, browse or read a book together.

The Art Walk mini galleries are strategically located throughout the four zones, including outdoors. This distributed art model avoids downtime of a full gallery closure between shows three or four times a year. It also provides flexibility to change out art on an opportunistic schedule, or shift location and scale in response to artist calls for entries, a solo show, or work by an artist/maker in residence.

Augmented Reality will connect Art Walk nodes and provide a variety of additional layers of exploration, especially for teens and young adults.



Diagram showing Art Walk Node distribution. RIGHT: Detail of an Art Walk Node



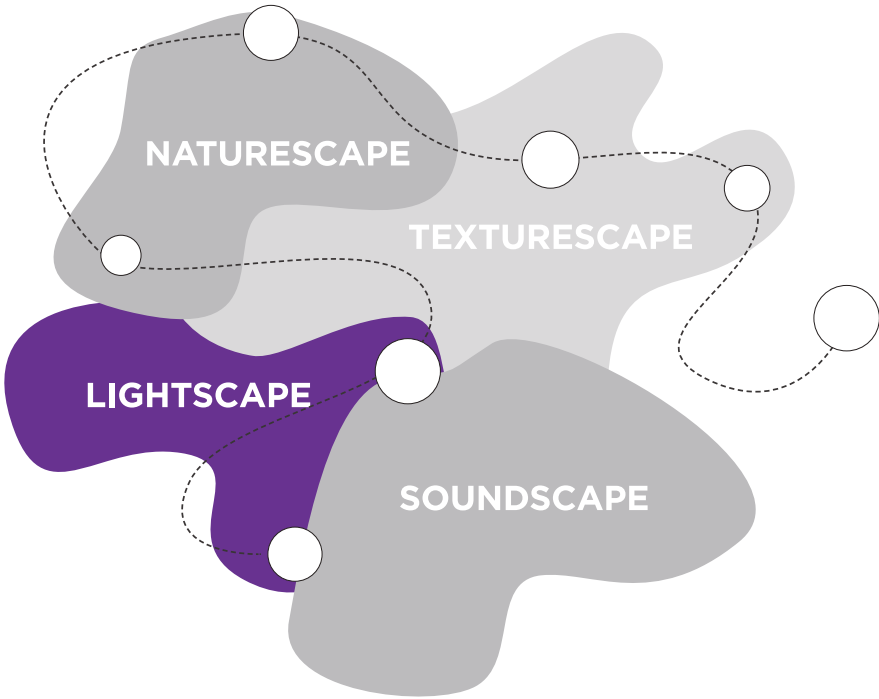
LIGHTSCAPE
RENDERING



4: CONCEPTUAL DIRECTION

ZONE: LIGHTSCAPE

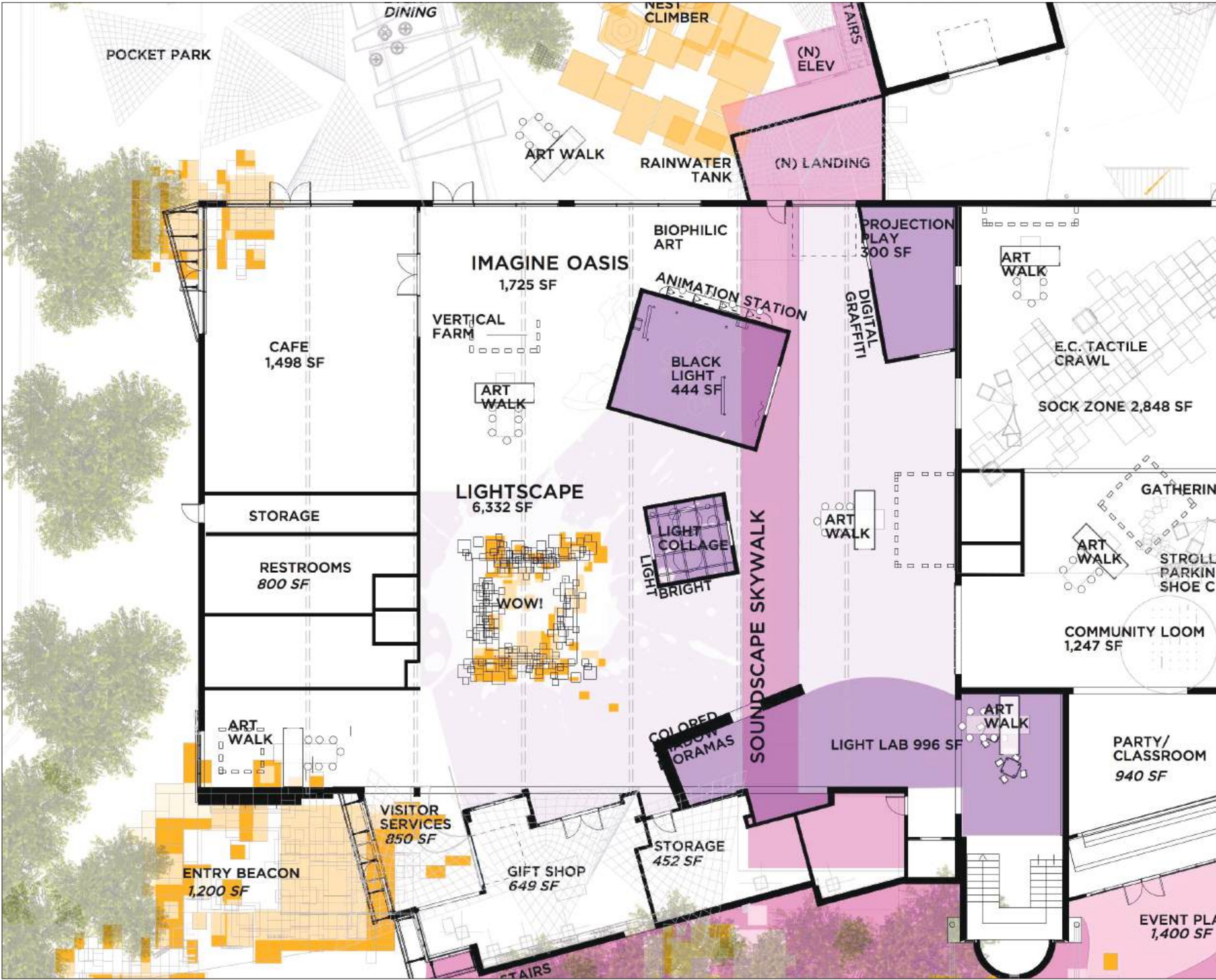
Building on the popularity of the Museum’s existing Blacklight Room, this zone offers even more ways to experiment with white light, colored light, polarized light and reflected light. Large-scale, fun, engaging experiences are appropriate for the whole family, including teens and EC audiences. The components in this zone integrate art, science and technology through the medium of light.



KEY EXPERIENCES

- ART WALK: Curated Artwork
- Wow!
- Light Lab
- Light Collage Booth
- Black Light Booth
- Giant Light Bright Cube
- Digital Projection Play Booth
- Animation Station
- Digital Graffiti

EXPERIENCE PLAN 1"=20'-0"



4: CONCEPTUAL DIRECTION

LIGHTSCAPE

Art Walk

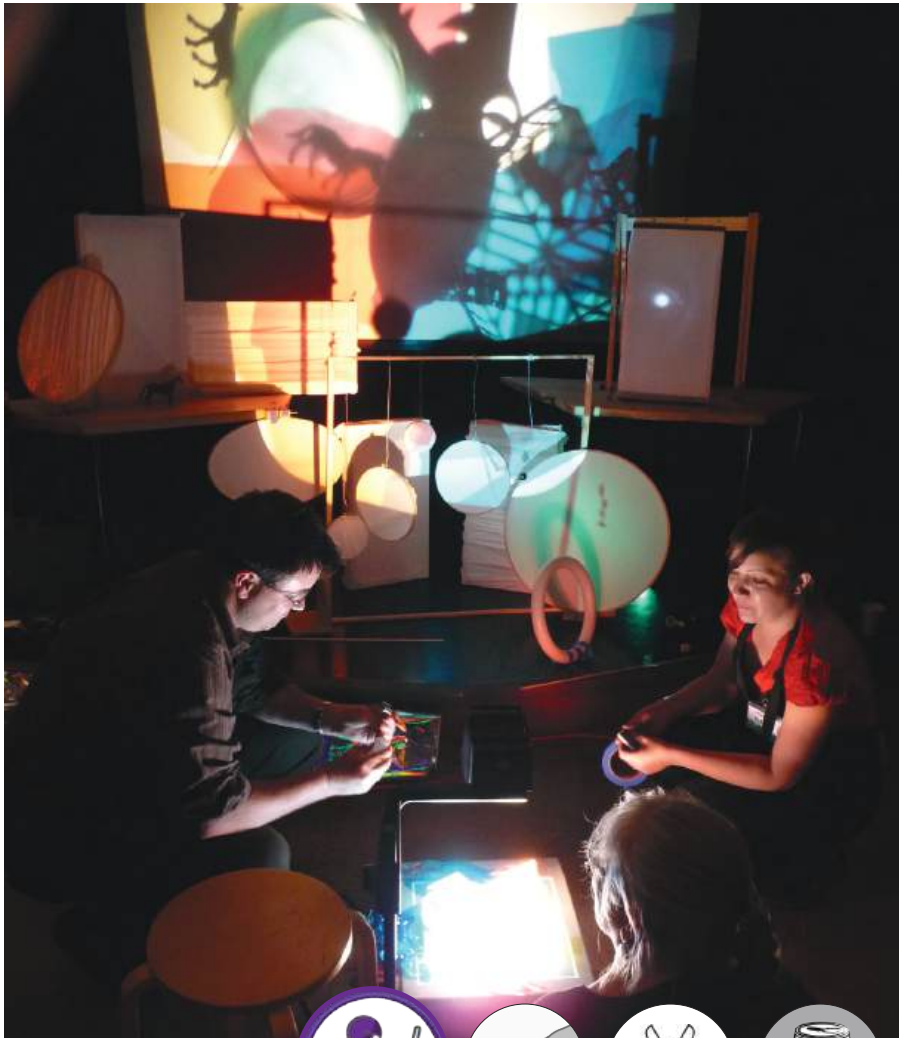


A call to artists: How does light and color inspire your artwork? How do we perceive the world through different light waves, through reflections, through projections, through color.



4: CONCEPTUAL DIRECTION

LIGHTSCAPE EXPERIENCES



Wow!

Visitors are welcomed inside the transformed Museum with a dramatic, participatory installation. The open ceiling, with exposed trusses, new lighting, and some natural daylight, gives a sense of height and a light, contemporary feel. A visiting artist seeds the display at the top and guides visitors to contribute to the bottom of the hanging armature. The boxes provide storage, seating, and 'out-of-the-box' fun to explore.

Light Lab: Color Shadow Dioramas & Color Mixing

Colored Shadow Dioramas are created by visitors using recycled materials, found objects, colored LED's, and simple motors and mechanisms. Color Mixing is an exploration of basic color theory suitable for all ages.

Light Collage Booth

Visitors are invited to step into and manipulate a large scale illuminated collage of found objects, light and shadow. Collaborative compositions are projected across the gallery walls.

4: CONCEPTUAL DIRECTION

LIGHTSCAPE EXPERIENCES



Young at Art Museum



Black Light Booth

Imagine other worldliness!



Light Lab, at the Thinkery. ©Gyroscope



Giant Lite Bright Cube

Allows children and adults of all ages to plug in different color pegs and make their own designs. Because of its size, families can work together or find a section to fill in with no constraints!



Future World/ Artsience Museum



Digital Projection Play

Digital projection landscape changes over time to reflect new art installations, seasons, or other cultural events.

4: CONCEPTUAL DIRECTION

LIGHTSCAPE EXPERIENCES



Exploratorium

Animation Station

Visitors learn the basics of movie and video stop animation, create their own animation short and e-mail it home. The i.d.e.a. Museum could curate and host an annual animation festival.



Photo Credit/Caption

Digital Graffiti

Mixing digital interactive technology with graffiti-like technique is irresistible. Spray paint can nozzles, stencils, drips, and cool patterns allow visitors to make "street art" that quickly goes away with the 'eraser bomb'. On occasion, the Museum can invite an artist to create an interactive performance digital art piece.

TEXTURESCAPE RENDERING

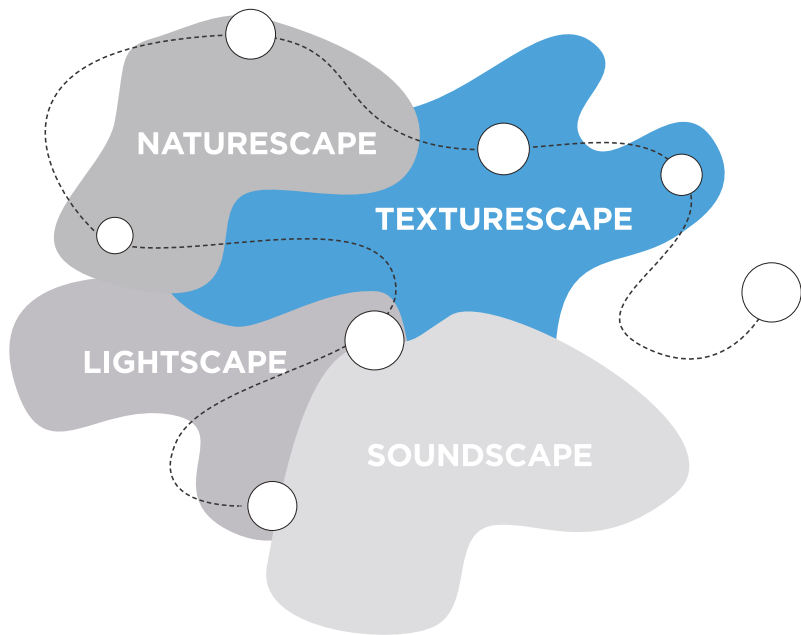


4: CONCEPTUAL DIRECTION

ZONE: TEXTURESCAPE

Highly tactile experiences and environment integrating gross motor with fine motor hands-on exploration of materials. ‘Textile’, ‘texture’, and ‘text’ come from the same Latin root, meaning “to weave”. This zone combines experiences for children three years old and up, along with their caregivers, with a protected zone for the very young children birth to three. This strategy allows families to stay together with children of multiple ages.

The zone features a ‘Mini’ Skywalk, an art studio space, as well as a nursing area, access to bathrooms, and a new outdoor Early Childhood Texture Trails.



KEY EXPERIENCES FOR AGES 3+

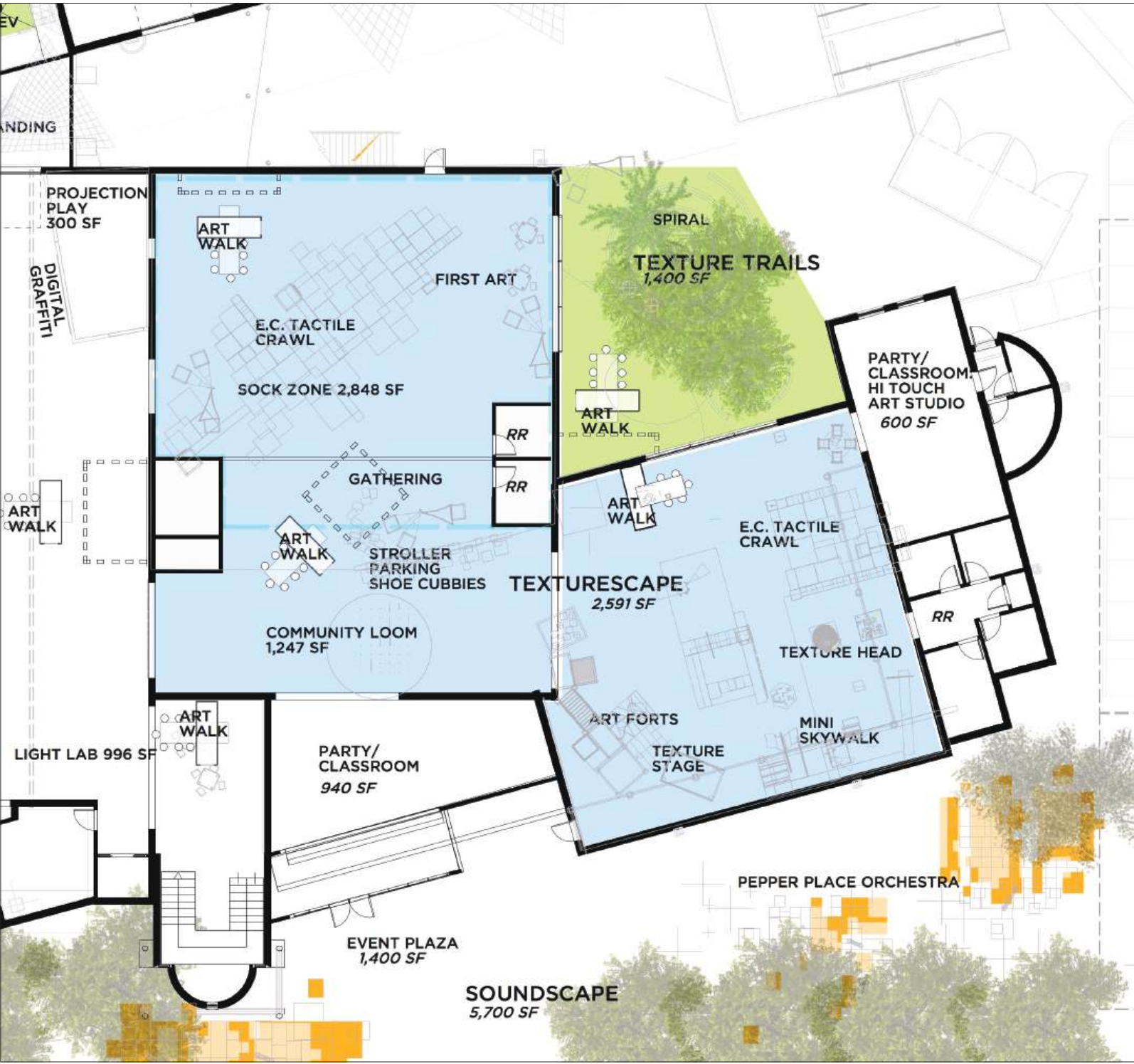
- Art Walk
- Community Loom
- Art Forts
- Texture Head
- Texture Stage
- Mini Skywalk
- Make “Hi Touch” Art

KEY EXPERIENCES FOR EARLY CHILDHOOD AGES BIRTH-3 (E.C.)

- Art Walk
- Tactile Crawl (EC)
- First Art (EC)
- Gathering (EC)
- Texture Trails (EC)
- Spiral (EC)
- Snack/ Nursing Area (EC)

EXPERIENCE PLAN

1”=20’-0”



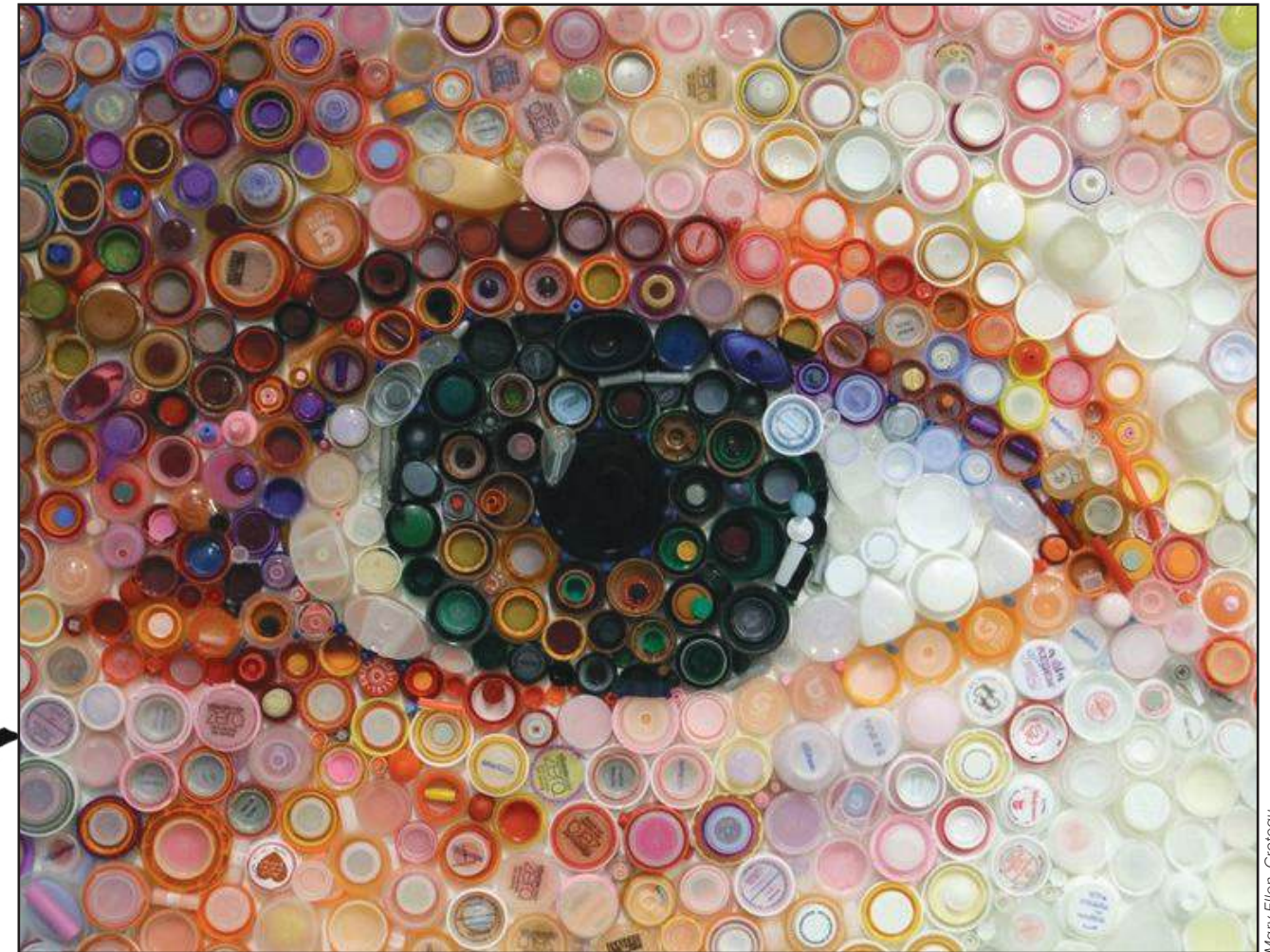
4: CONCEPTUAL DIRECTION

TEXTURESCAPE



Art Walk

A call to artists: How do textures inspire your artwork? How do you perceive the world through sense of touch and visual texture?



Mary Ellen Croteau

4: CONCEPTUAL DIRECTION

TEXTURESCAPE EXPERIENCES



Community Loom

Large communal build to explore textures together



Make "Hi Touch" Art

Studio space for hands on making.



4: CONCEPTUAL DIRECTION

TEXTURESCAPE EXPERIENCES



Fort Building at Minnesota Children's Museum, ©Gyroscope



Art Forts

Kids dream and create new worlds by manipulating simple materials- tape, rope, sticks, tubes, and cloth.



Children's Museum of Pittsburgh



Crocker Art Museum



New Museum



©Tim Phillips

Mini Skywalk

Raised platform for exciting multi-level play and vistas.

4: CONCEPTUAL DIRECTION

TEXTURESCAPE E.C. EXPERIENCES



Tactile Crawl

Undulating landscape punctuated with textural discoveries.



First Art

Art studio experience for the very young.



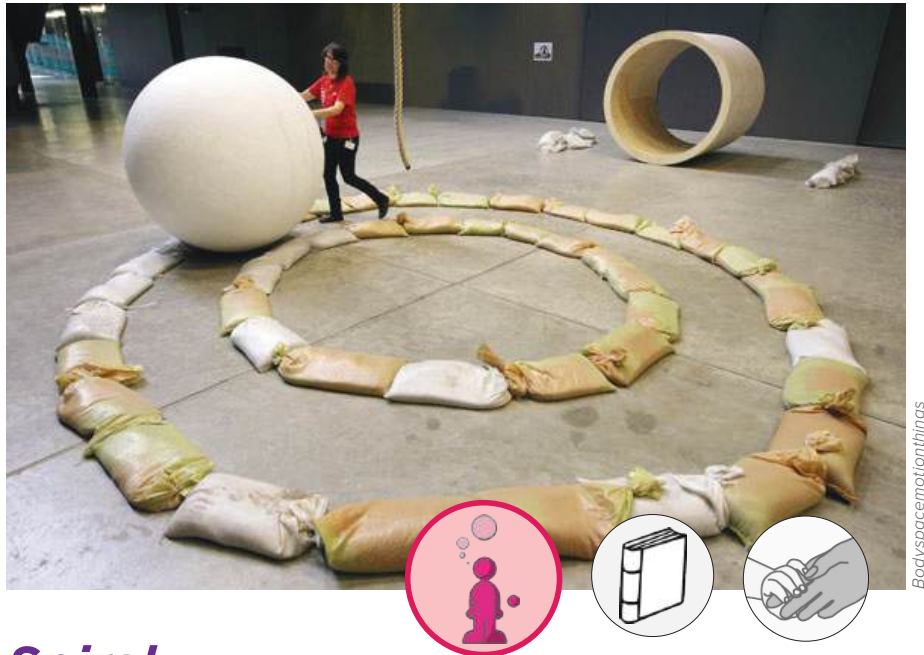
Gathering

Comfortable gathering space to sit, talk, and explore together. The gathering space supports caregivers and their young in special activities, art programs and parenting.

Art Babes Program/Akron Art Museum

4: CONCEPTUAL DIRECTION

TEXTURESCAPE E.C. EXPERIENCES



Spiral

A giant ball and string labyrinth for open ended play, form-making, and developing gross motor skills.



Texture Head

With a nod to junk assemblage, cubist portraits and surrealism, children can arrange found objects on a giant magnetic bust.



Texture Trails

Outdoor exploration for birth-3 years.

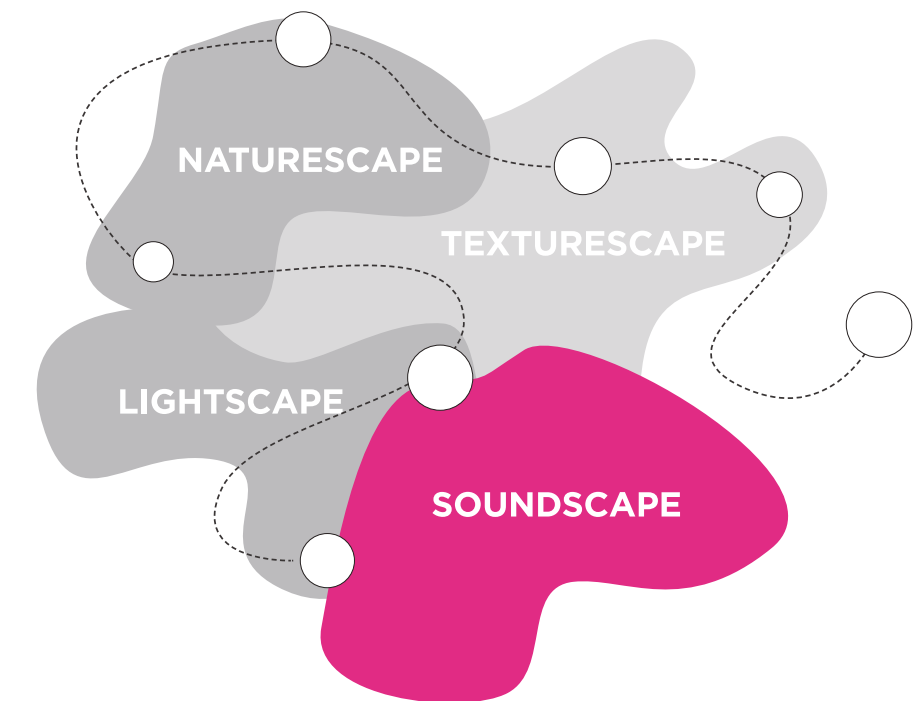
4: CONCEPTUAL DIRECTION

ZONE: SOUNDSCAPE

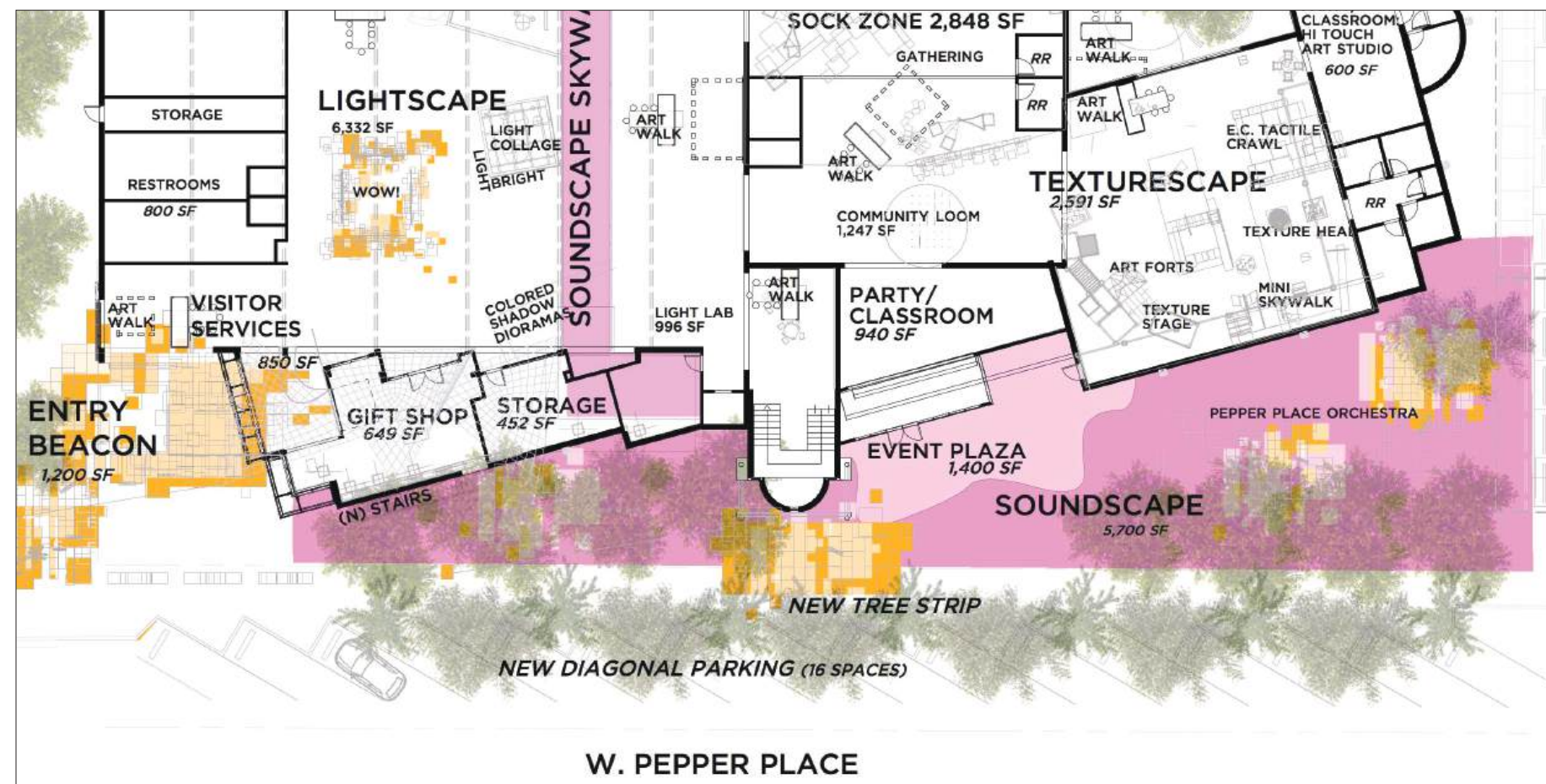
Soundscape invites visitors to experiment with sound, make artistic musical instruments with recycled materials, play instruments together, record their own voices, and surprise themselves with the wonder of everyday sounds we hardly notice. The very popular Pepper Place musical instruments are a solid foundation for expanding this outdoor gallery from the parking area to the new entry Beacon. Indoors, the elevated Skywalk features surprising sound moments, captured in acoustic clouds and materials.

KEY EXPERIENCES

- **ART WALK: Curated Artwork**
- **Soundscape**
- **Make Musical Instruments**
- **Pepper Place Orchestra**
- **Soundscape Skywalk**



EXPERIENCE PLAN
1"=30'-0"



4: CONCEPTUAL DIRECTION

SOUNDSCAPE

Art Walk



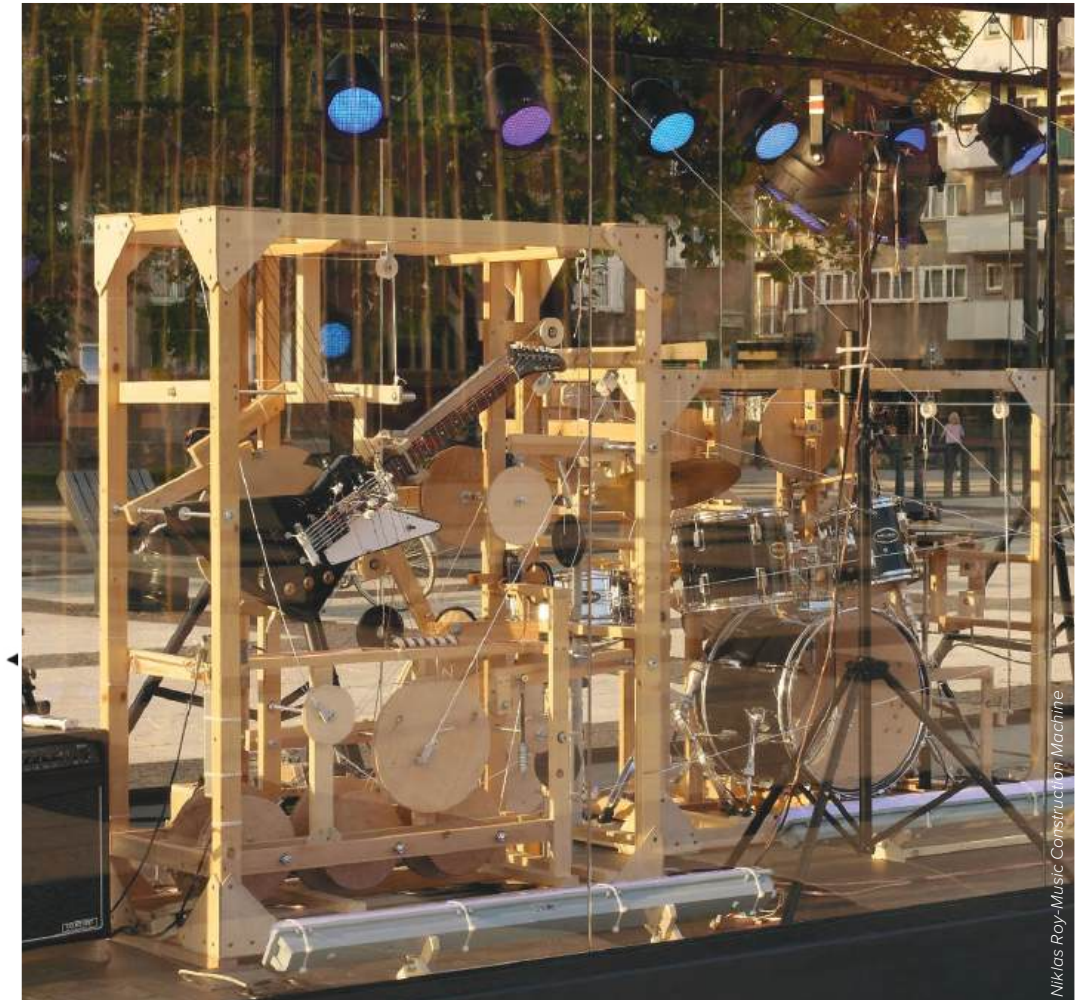
A call to artists: How does sound and music-making inspire your artwork? What sounds make you feel happy? How do we perceive the world through sense of sound?



Yuri Suzuki/ Garden of Russolo



©Gyroscope



Niklas Roy-Music Construction Machine

4: CONCEPTUAL DIRECTION

SOUNDSCAPE EXPERIENCES



Soundscape

Sounds orchestrated by full body movement



Pepper Place Orchestra

Outdoor musical instruments

4: CONCEPTUAL DIRECTION

SOUNDSCAPE EXPERIENCES

©Gyroscope



Photo Credit/Caption

**Make Musical Instruments**

Horns, cigar box ukuleles, cans, strings, rubber bands, PVC slap pipes-and more!



Photo Credit/Caption

**Soundscape Skywalk**

The new skywalk is accessed by either stair or elevator at both the north and south edge of the gallery. It leads visitors through the bowstring trusses along a sound adventure.



Catch the Sound Waves/Exploratorium

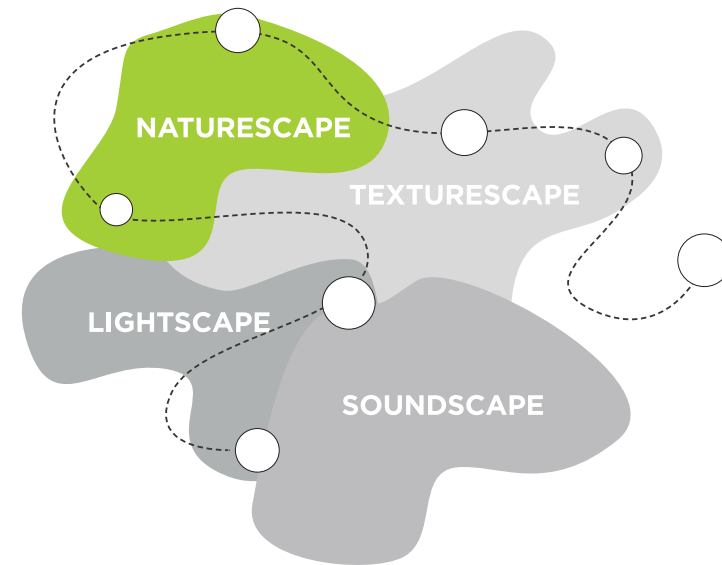
NATURESCAPE RENDERING



4: CONCEPTUAL DIRECTION

ZONE: NATURESCAPE

Naturescape invites visitors to refresh and ground themselves in art inspired by nature, outdoor unstructured play and full body experiences. The outdoor stage is set to host performances, events, and imaginative play.



KEY INDOOR EXPERIENCES

- Art Walk
- Imagine Oasis
- Biophilic Art Making
- Vertical Farm

KEY OUTDOOR EXPERIENCES

- Art Walk
- Art Walk Stage
- Nest Climber
- Weaving
- Misting Cactus
- Gravel Dig

EXPERIENCE PLAN 1"=20'-0"



4: CONCEPTUAL DIRECTION

NATURESCAPE Art Walk

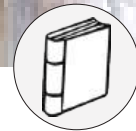
A call to artists: How does nature inspire your artwork?



Azuma Makoto

4: CONCEPTUAL DIRECTION

NATURESCAPE INDOOR EXPERIENCES



City Museum

Imagine Oasis

Lush green immersion- indoors!



Biophilic Art Making

Biophilic inspired art making with natural materials.



Vertical Farm

An edible and aromatic exhibit on hydroponics.

4: CONCEPTUAL DIRECTION

NATURESCAPE OUTDOOR EXPERIENCES



Nest Climber

The nest climber 'Treehouse' is both an interactive sculpture and vertical adventure. It invites children to problem solve with their bodies and take safe risks. Visitors explore from the base or start from above via stair or elevator.



Archikidz Play[ground] © Hassell



Sydney Wild Play Garden/ © Brett Boardman



The climber, at the Thinkery © Gyroscopic



Morris Arboretum

4: CONCEPTUAL DIRECTION

NATURESCAPE OUTDOOR EXPERIENCES



Weaving Nest

Build a nest and protect your boulder eggs! Artfully weave a screen with natural and found materials.



Gravel Dig

Experience collaborative play in the shade.



Exploration Place ©Gyroscope



Misting Cactus

Cool off with motion sensor misting sculptures.

4: CONCEPTUAL DIRECTION

EVENTS IN NATURESCAPE

The Museum currently hosts events in the atrium and can offer higher quality event rental space and increase earning potential with the following improvements and amenities:

KEY EXPERIENCES

- Shaded Event Space
- Performance Stage
- Evening Film Screenings
- On Site Catering
- Seating and Dining for 150 people



EXPERIENCE PLAN 1"=30'-0"





5.

Phasing

IN THIS SECTION


5: PHASING

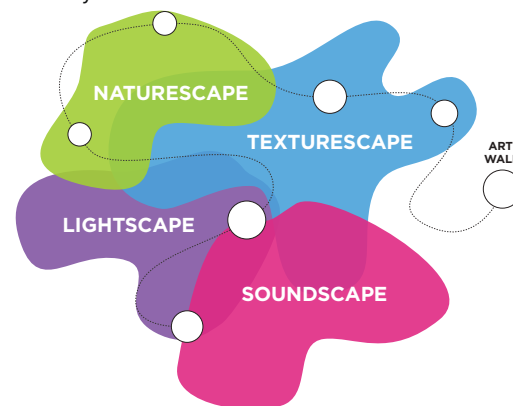
Project Scope & Phasing

PHASE ONE:

- | | |
|----|---|
| 1 | New Entry Beacon |
| 2 | Architectural Renovation: Main Exhibit Gallery |
| 2E | New Exhibits: Main Exhibit Gallery |
| 3 | Architectural Renovation: Convert 1st Floor Admin to Galleries |
| 3E | (N) Exhibits: Texturescape E.C. |
| 4 | Architectural Renovation: Artville |
| 4E | (N) Exhibits: Texturescape Gallery 3+ |
| 5 | Atrium Improvements |
| 6 | (N) Birthday Party/ Multi Purpose Space |
| 7 | Relocate Store |
| 8 | Café Shell (interior fit out by tenant) |
| 9 | Restroom Renovation |
| 10 | Staff Office Relocation |
| 11 | 2nd Floor Office Renovation |
| 12 | Clean Room Storage relocation |
| # | New Wall Openings in load bearing walls- interior & exterior, Door Storefront Windows, Electrical Closet Relocation, HVAC Upgrade |

PHASE TWO:

- 13 Façade Improvements, Arrival Sequence, Soundscape Outdoor
Soundscape Plaza
- 14 (N) Roof Deck, Soundscape Skywalk, Atrium Climber
- 15 (N) Future Exhibits
- 16 (N) Texture Trails E.C. Outdoor Gallery
- 17 (N) Store Windows
- 18 (N) School Group Entrance
- 19 Atrium Classroom and deck
- 
- NATURESCAPE



PROPOSED SITE PLAN
1"=40'-0"





6.

Appendices

IN THIS SECTION

Resources

“U.S. museums generate more than \$12 billion per year in tax revenue to federal, state, and local governments.”

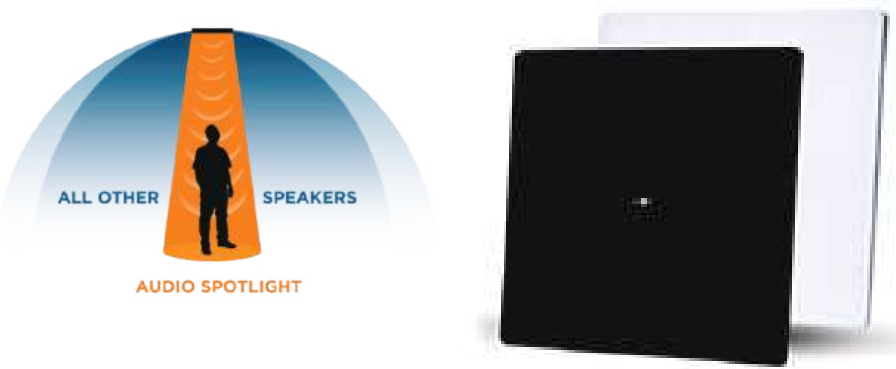
-From the museums as economic engines, a national report, December 2017.

3: SITE & BUILDING

Products and Materials

HOLOSONIC AUDIO SPOTLIGHT

- Sound for specific displays - and quiet elsewhere.
- Several soundtracks in one room - without disturbing others or interfering with one another.
- Untethered sound delivery, without the need for messy headphone wires or unsanitary handsets.



Resources

ART EDUCATION

<http://www.pz.harvard.edu/projects/artful-thinking>

Online resource with focus on experiencing and appreciating art as a way to help students develop ways of thinking that support thoughtful learning.

<http://centerforchildhoodcreativity.org/wp-content/uploads/sites/2/2016/03/CCC-Trend-Report-2-single-page-14.pdf>

Innovative research with practical applications for designing experiences and products promoting learning and creative problem solving for children.

RAINWATER HARVESTING

<http://www.mesaaz.gov/home/showdocument?id=7458>

Online reference about rainwater harvesting for the landscape in Mesa

MISTING SYSTEM

- Mist systems for outdoor areas.



ACOUSTIC PANELS

- Specify acoustic surfaces in all galleries to reduce ambient noise and improve sound quality for exhibits.
- Use acoustic material to surface Wow! cubes floating above and below the Soundscape Skywalk.



This document was written & produced by:

GYROSCOPEINC

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