

Broad DNAtrium Renovation

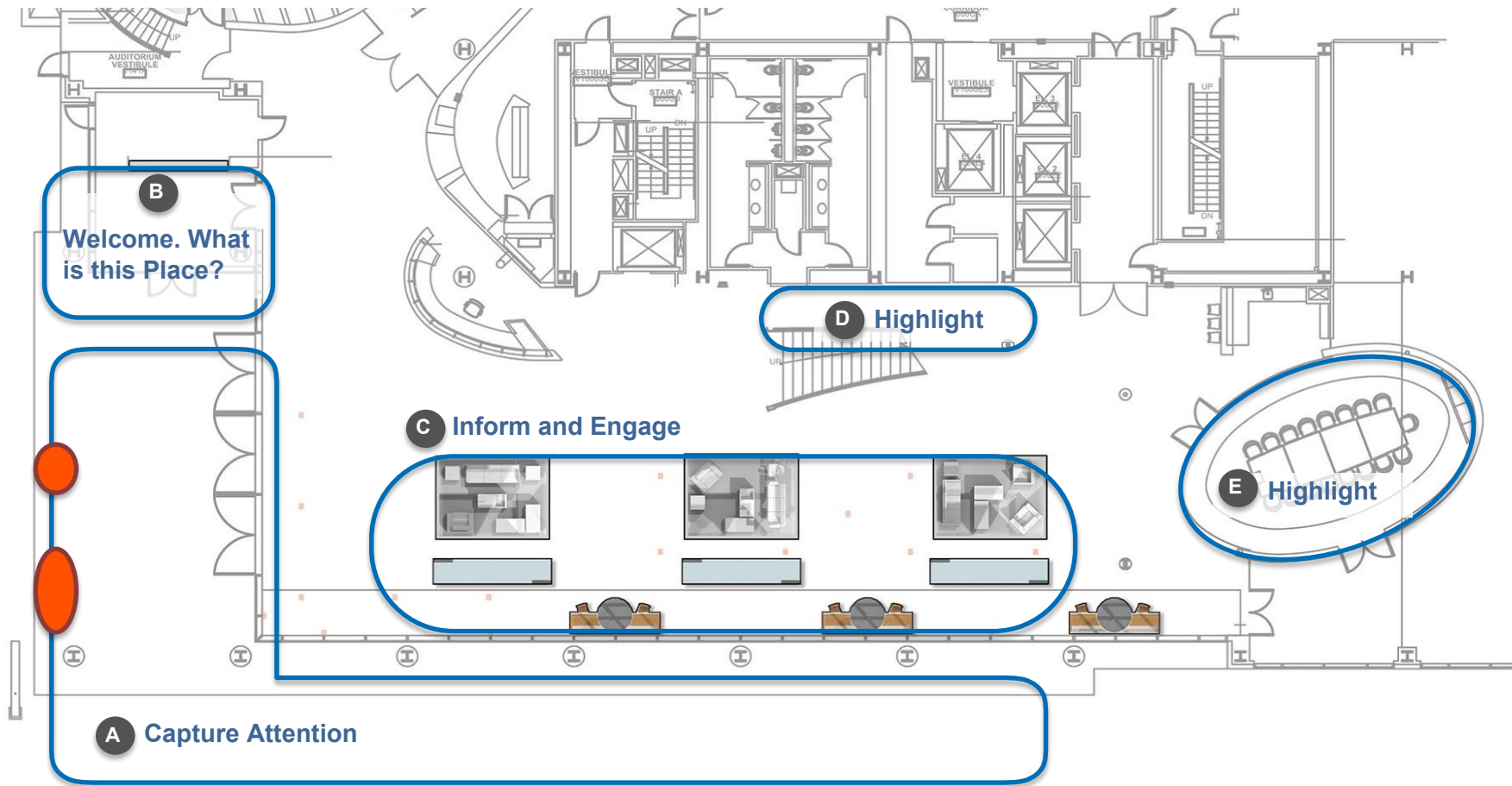
Presentation to
Cambridge Redevelopment Authority, Design Committee
March 21, 2018



Reimagining the Design



Previous Design



Previous Design



Feedback from CRA Design Committee

Engagement, Density, Experience

We re-envisioned the lobby based on several key areas of feedback.

- **Engagement:** Boldly activate the street, increase outreach and decrease the barrier to entry.
- **Density:** Greatly increase content to ensure active learning environment to visitors and Broadies.
- **Experience:** Maintain flexibility for events while ensuring museum experience.

Response to Feedback

Engagement: Boldly activate the street and decrease the barrier to entry.

- Large, intriguing sculptures along the sidewalk
- Colorful signage on the glass displaying welcome, hours, and contact information
- Hiring a part-time docent
- Creating a guidebook for the museum, which points to online resources

Response to Feedback

Density: Greatly increase content to ensure active learning environment to visitors and Broadies.

- Four groves of tall display cases, covering the majority of the main floor space.
- Seating located in entryway for visitors and sparsely placed throughout exhibits.
- Objects and experiences will range from strikingly large to playfully small, so as to provide new discoveries for returning visitors.
- Interactive elements planned.

Response to Feedback

Experience: Maintain flexibility for events while ensuring museum experience.

- Lobby positioned as a museum, refining and emboldening the DNAtrium marketing.
- Menu of outreach plans developed for our partners and beyond.
- Resources committed to policy & procedure management, maintenance costs, exhibit turnover, and metrics.
- Design considers modular cases allowing for rearrangement for large events.

The New Vision



A Welcoming, Public Space



A Welcoming, Public Space



SCALE: 1/2" = 1'-0"

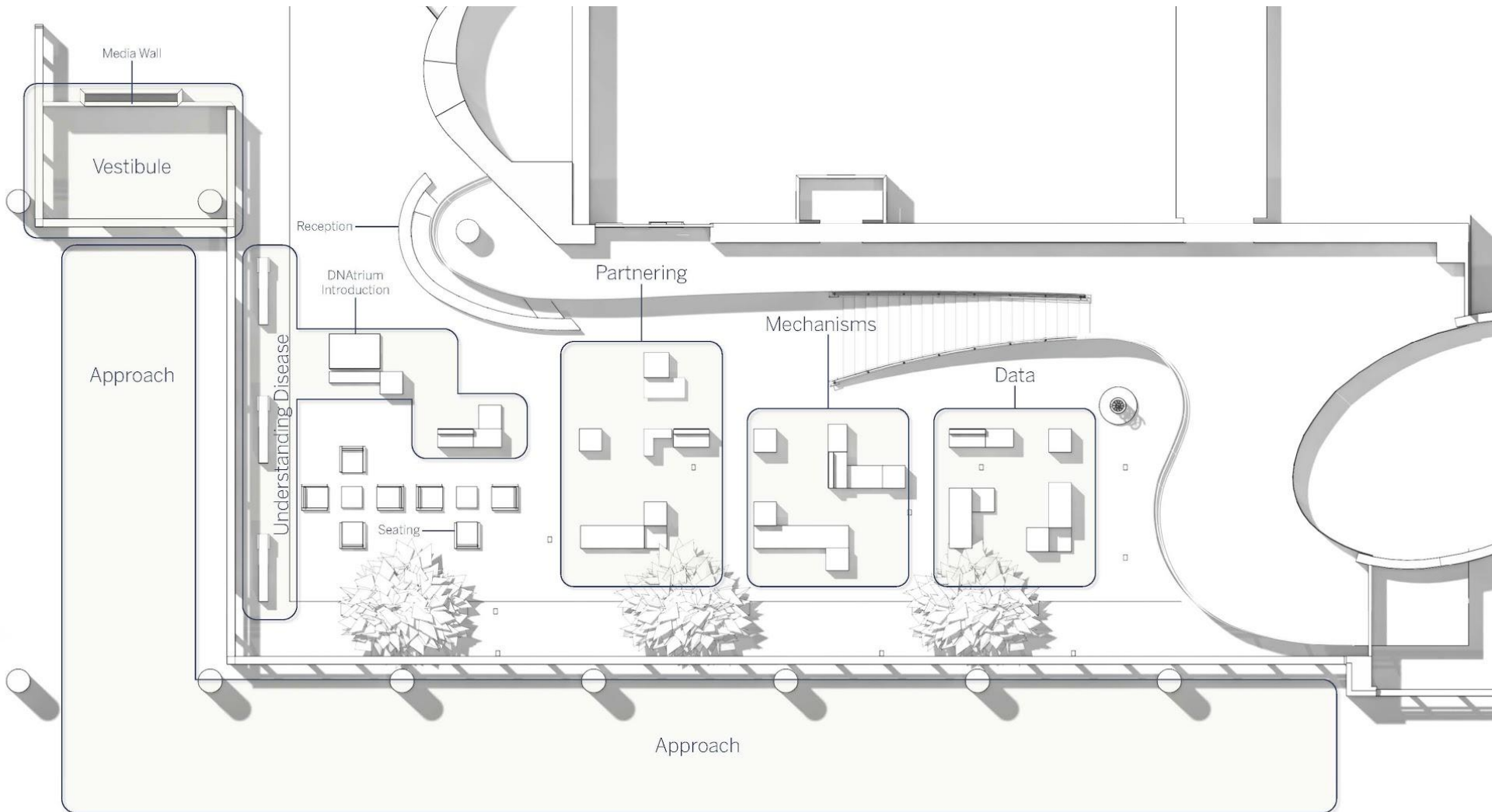
Entry Vestibule Elevation: Media Wall

A Welcoming, Public Space



SCALE: 1/2" = 1'-0"
Entry Vestibule Elevation: Exterior

Increasing the density, retaining flexibility



What Will Visitors Learn?

How Do We Solve Disease?

By partnering together to understand the blueprints, parts, and circuits of the human body, we can elucidate what goes wrong in disease.

Each grove will help the visitor answer the question of how we solve disease:

- **Introduction:** What is disease mechanism, and why do we study it?
- **People:** Who do we partner with to achieve goals?
- **The Elements of Biology:** What are we trying to understand?
(introduction to cells, tissues, systems)
- **Data:** How do we achieve our goals?

An Engaging, Inspirational Experience



An Engaging, Inspirational Experience



Back Double Wall



A Dynamic Experience

Planning for Changing Needs and Interests

- Design is modular, allowing for easy updating of content.
- Themes are evergreen but individual stories can be changed out as Broad's research advances.
- Story videos and interpretive text will be developed in-house, therefore greater capacity for new content on an ongoing basis.
- A News & Events station linked to a content management system will allow Broad to broadcast new findings as they happen

Inspiring and Educating



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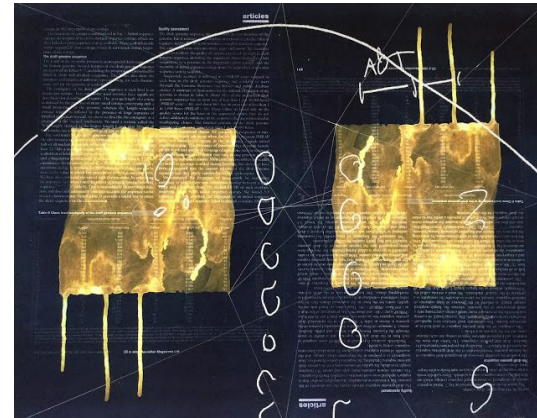
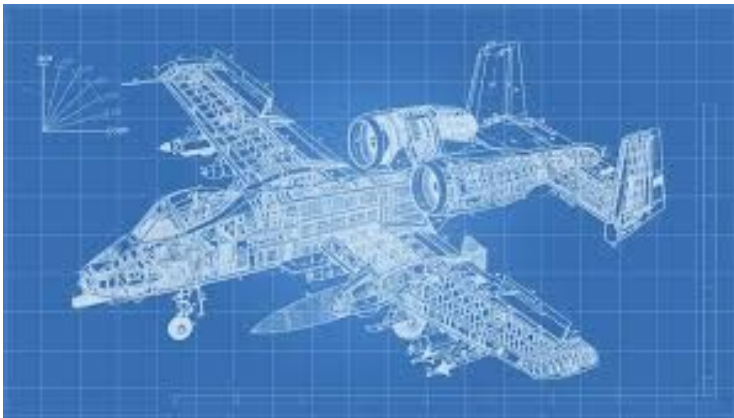
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Introduction Section: How Disease Works

Message:

We need to understand the *mechanism* of disease so we can diagnose and treat it more effectively.

- How have we historically understood disease?
- How do we understand disease in the 21st century?
- How is the world different if Broad's work is successful?



First Grove: Partnering for Cures

Message:

To realize our goal, we need to partner with patients and people committed to solving the root cause of disease.

- Patient Engagement
- Broader Engagement
- Patients as Researchers
- Global Engagement

Attracting Visitors



Identifying Our Visitors - 4 Target Audiences

Active and Casual Consumers of Scientific Information

- Science-science-science
- Identity-related content
- Science history

Individuals Living with Chronic Disease (and Their Loved Ones)

- Disease understanding
- Stories of others living with disease, particularly stories of hope, triumph, recovery

Students Aspiring to STEM Careers

- Stories of how Broadies became scientists
- Content that makes them feel proud to become a scientist
- Content that is a step up in age/complexity from Museum of Science

Visitors (Guest Scientists, Applicants, Donors, Media)

- Science-science-science
- Stories of how Broadies became scientists
- Stories of others living with disease, particularly stories of hope, triumph, recovery

Outreach Planning

Creating New Partnerships

- Package Broad with other science destinations (MIT Museum, Museum of Science, MIT, tour of Kendall Square) to create a full day of science experiences
- Partner with local university science and medicine programs to reach current students
- Partner with community organizations (KSA and neighborhood/resident groups)

Enhancing Content Channels

- Publicize on Broad's social media
- Renovate DNATrium museum website

Utilizing Our Existing Networks

- Publicize through patient networks
- Publicize through popular science sources (magazines, podcasts, social media)
- Utilize current programming such as public talk series and local events
- Partner with local partner hospitals to invite families to visit
- Partner with MIT Admissions Office to pair campus tour with Broad visit
- Invite Cambridge students through our current Education and Outreach efforts

Additional Messaging

- Position Broad as a place families go when they outgrow the Museum of Science

Conclusion

Building a Robust Museum Experience

- In response to CRA feedback, the museum will be a robust experience, complete with outreach and maintenance plans.
- The space will retain flexibility in order to continue to support public and internal events.
- Visitors will be able to wander through groves of themed experiences with guidance from museum best practices, a docent, and a self-guide brochure.
- Visitors will learn about how we understand and solve disease in the 21st century. Exhibits will illustrate people, science, and technology within Broad's walls, across Kendall Square, and throughout the world.

Thank you!

