

# Broad DNAtrium Renovation

## Responses to Design Committee Feedback

Presentation to  
Cambridge Redevelopment Authority

April 11, 2018

# Feedback from CRA Design Committee

## Engagement, Density, and Experience

*We re-envisioned the Broad museum space 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 an active learning environment for visitors and Broadies.
- **Experience:** Create, maintain, and evolve content which reaches and excites target audiences. Maintain flexibility for events while ensuring a museum experience.

# Response to Feedback

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

- We will engage deeply with local neighborhoods (East Cambridge, the Port, and Wellington-Harrington) both as key partners in program planning and as audience members. As a first step, we have contacted Chuck Hinds, President of the East Cambridge Planning Team, to begin building the relationship and be added to the May agenda.
- We will install large, climbable sculptures along the sidewalk. These will be accompanied by decals with intriguing questions in large text on the glass (such as, “What is disease?”). We will work with a designer (are currently speaking with Chris Williams, who has done work in Kendall) to ensure timelessness of the sculptures, while allowing flexibility. At night, the sculptures may light up, in tandem with the media wall and towers, and the museum-quality exhibit lighting. We are partnering with technology firms to explore augmented reality, potentially for creative and engaging light shows after hours.
- We will install colorful signage on the glass with a welcome message, hours, and contact information.
- We will hire a part-time docent and create a museum guidebook.

# Response to Feedback

**Density:** Greatly increase content in the museum to ensure active learning environment to visitors and Broadies.

- We will create four “groves” of tall display cases, covering the majority of the main floor space.
  - Exhibits will also be placed appropriately close to the glass curtain wall to encourage engagement from passers-by and viewability after hours.
- We will ensure that seating is located in entryway for visitors and sparsely placed throughout exhibits.
- To orient our Kendall Square visitors, we are taking two additional steps recommended by the CRA Design Committee:
  - **Kendall 3D Model/Map:** We have begun discussions with City Science Group about dynamic and updateable technology.
  - **“What Happens Upstairs in Broad?”** We will produce a video that shows the journey of a sample—from the patient through various labs at Broad. The video will help visitors understand both the daily physical landscape and the engineering feats required by cutting-edge science. We may also create an accompanying building diagram and reduced scale model.

# Response to Feedback

**Experience:** Maintain flexibility for internal and external events while ensuring museum experience.

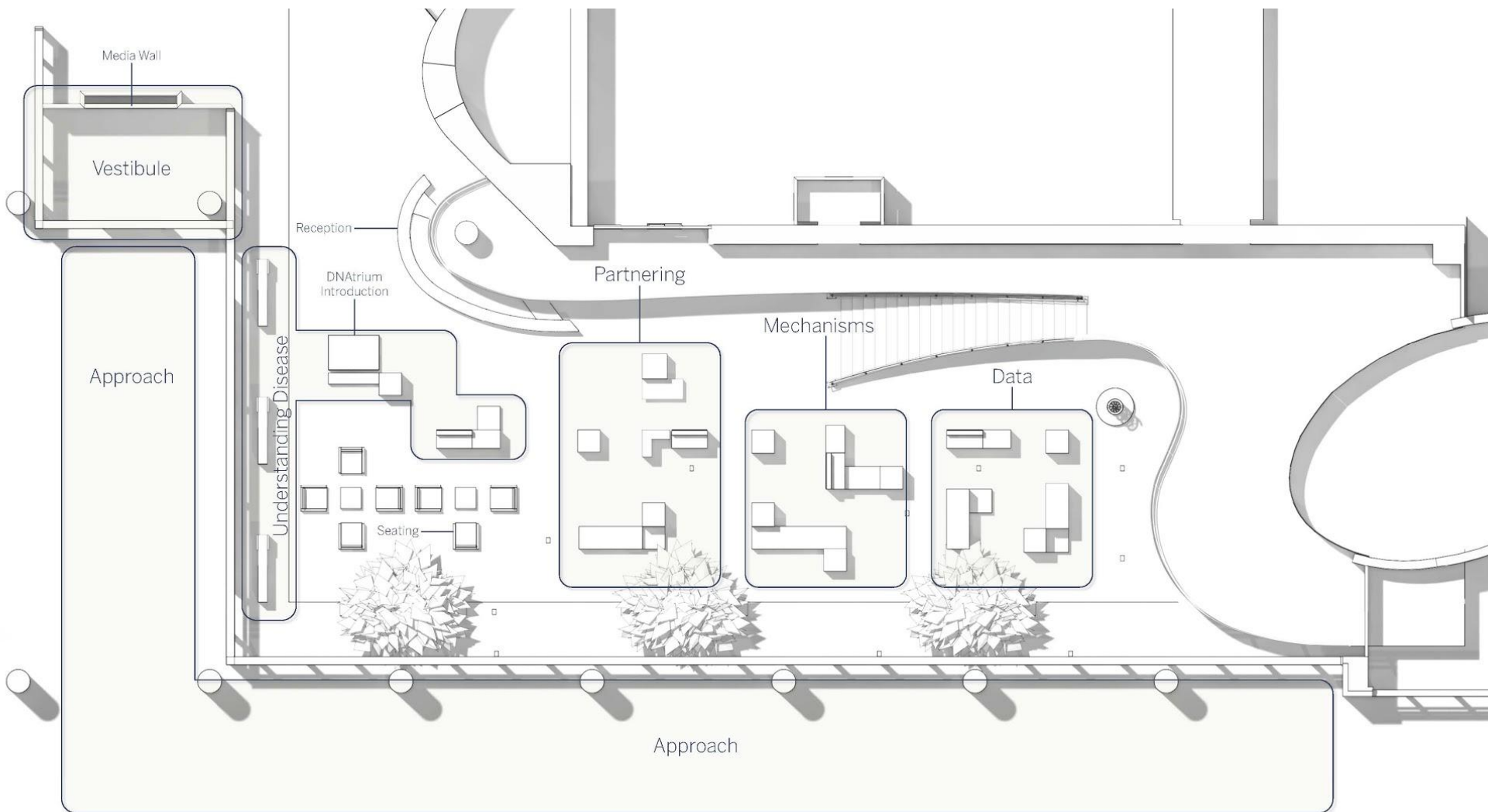
- We will embolden the DNATrium marketing to position the lobby as a museum.
- We are planning to meet with MIT Museum staff this month to launch partnership plans.
- We will create interactive elements that invite the audience to directly experience and engage with the Broad's mission and science.
- We will develop a menu of outreach plans for our partners and beyond.
- We have committed resources to policy & procedure management, maintenance costs, exhibit turnover, and metrics.
- We will ensure the modular cases can be easily rearranged for large events.

# 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 supporting 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-guided 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.

# Increasing the density, retaining flexibility



# A Welcoming, Public Space





# A Welcoming, Public Space



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

Entry Vestibule Elevation: Media Wall

# An Engaging, Inspirational Experience





# An Engaging, Inspirational Experience

