

# WayFinders: MADE IN Cambridge

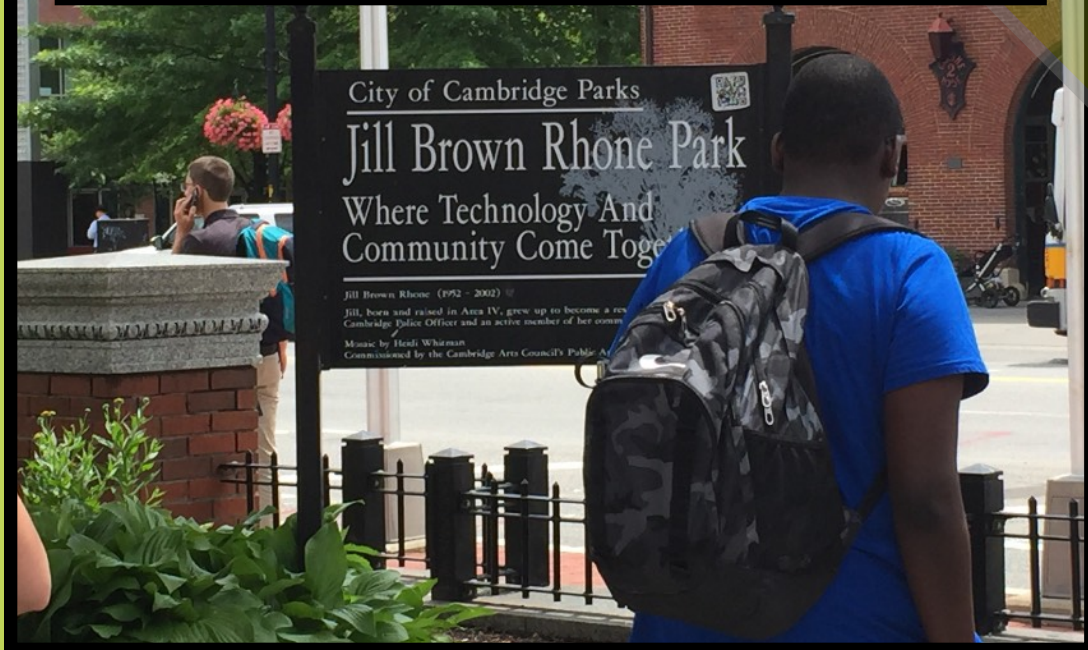


celebrating the power of

# Design Science

# Technology & Entrepreneurship

to improve lives.



[innovatorsforpurpose.org](http://innovatorsforpurpose.org)

illuminating pathways and opening doors for youth  
under-represented in Design, Science, Technology  
& Entrepreneurship

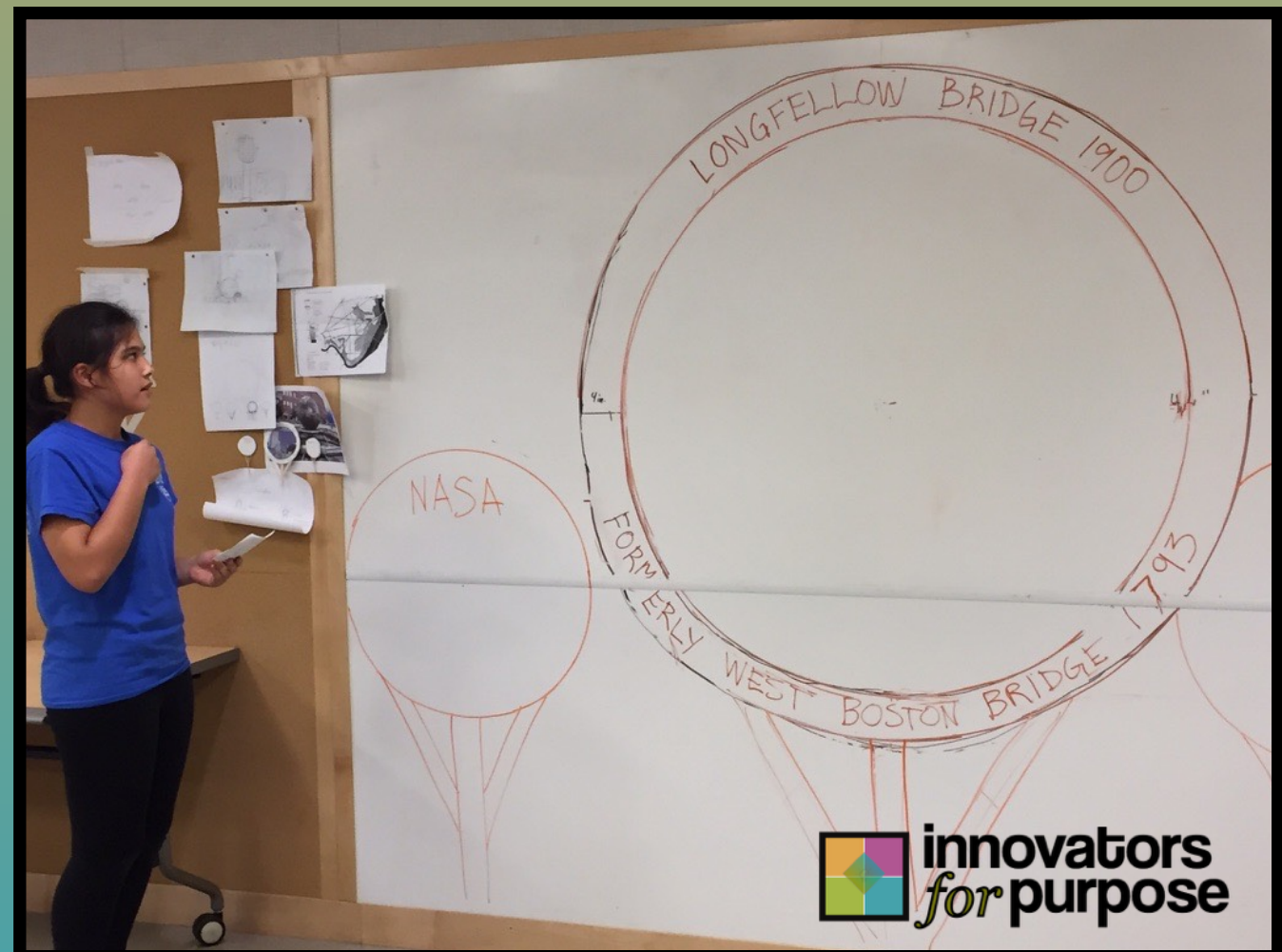


# Scope Change



In an early discussion with Boston Properties, it was suggested that a more artist installation might be more fitting for Galaxy Park. Taking that into consideration and allowing the full creativity of the design process to be deployed - a design that better reflects the character of the park was created.

**Modular Design** - Anticipated creating modular design that would be installed 3 locations: Kendall Square (1), Jill Brown Rhone Park (1), Private Enterprise (1).



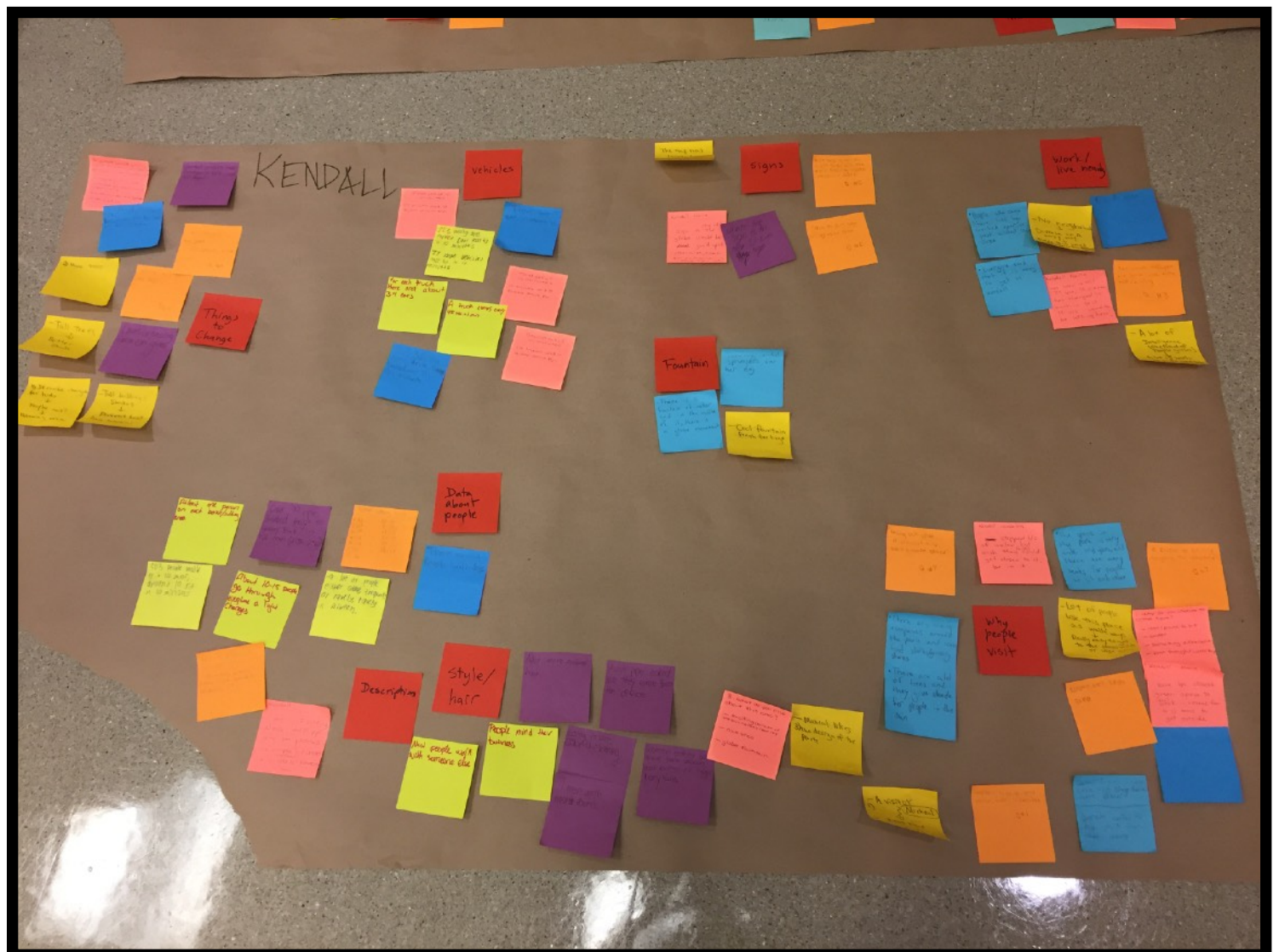


# 1. Discovery - Site Research (Galaxy Park, Kendall)





# 2. Synthesis



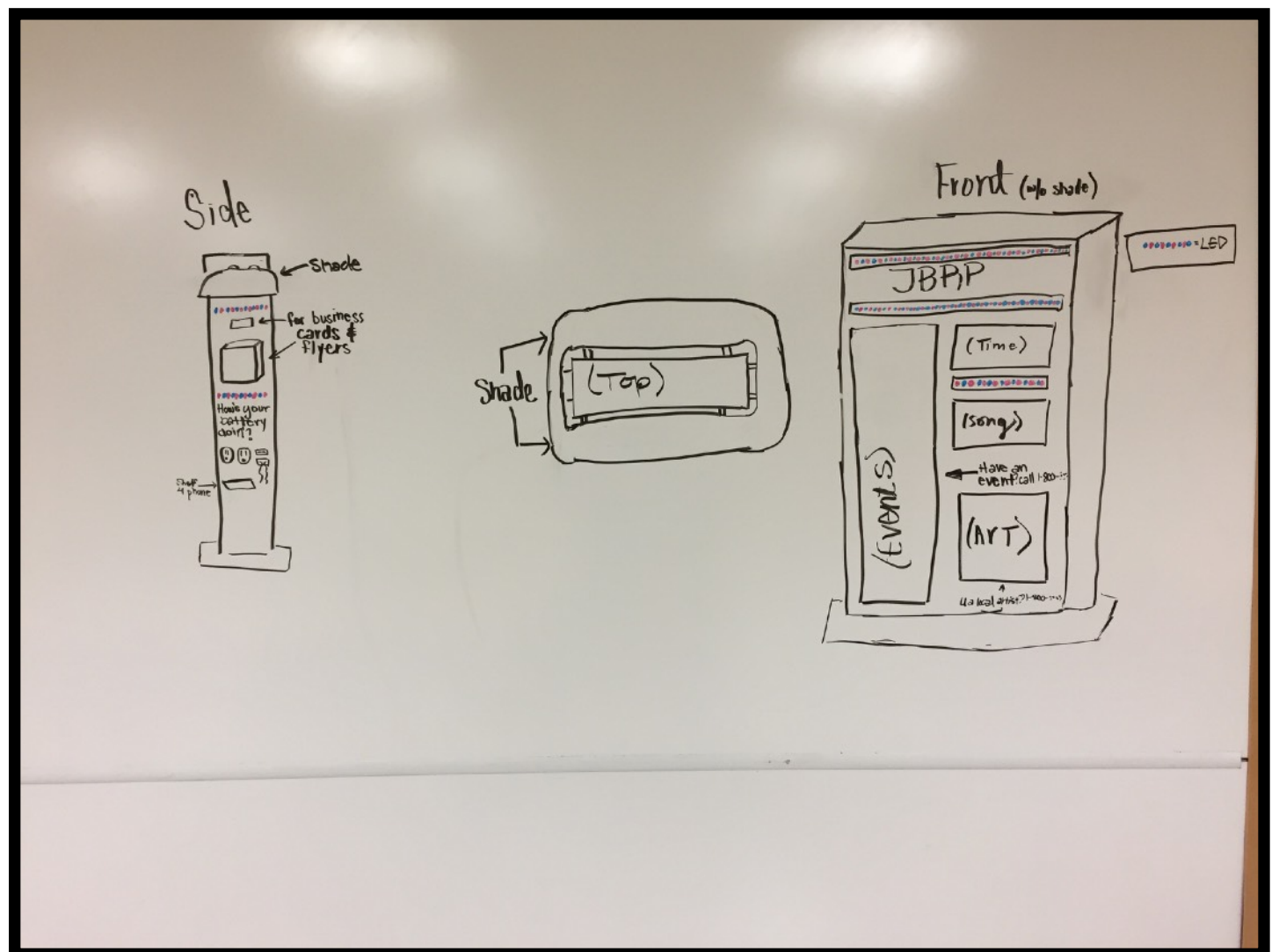
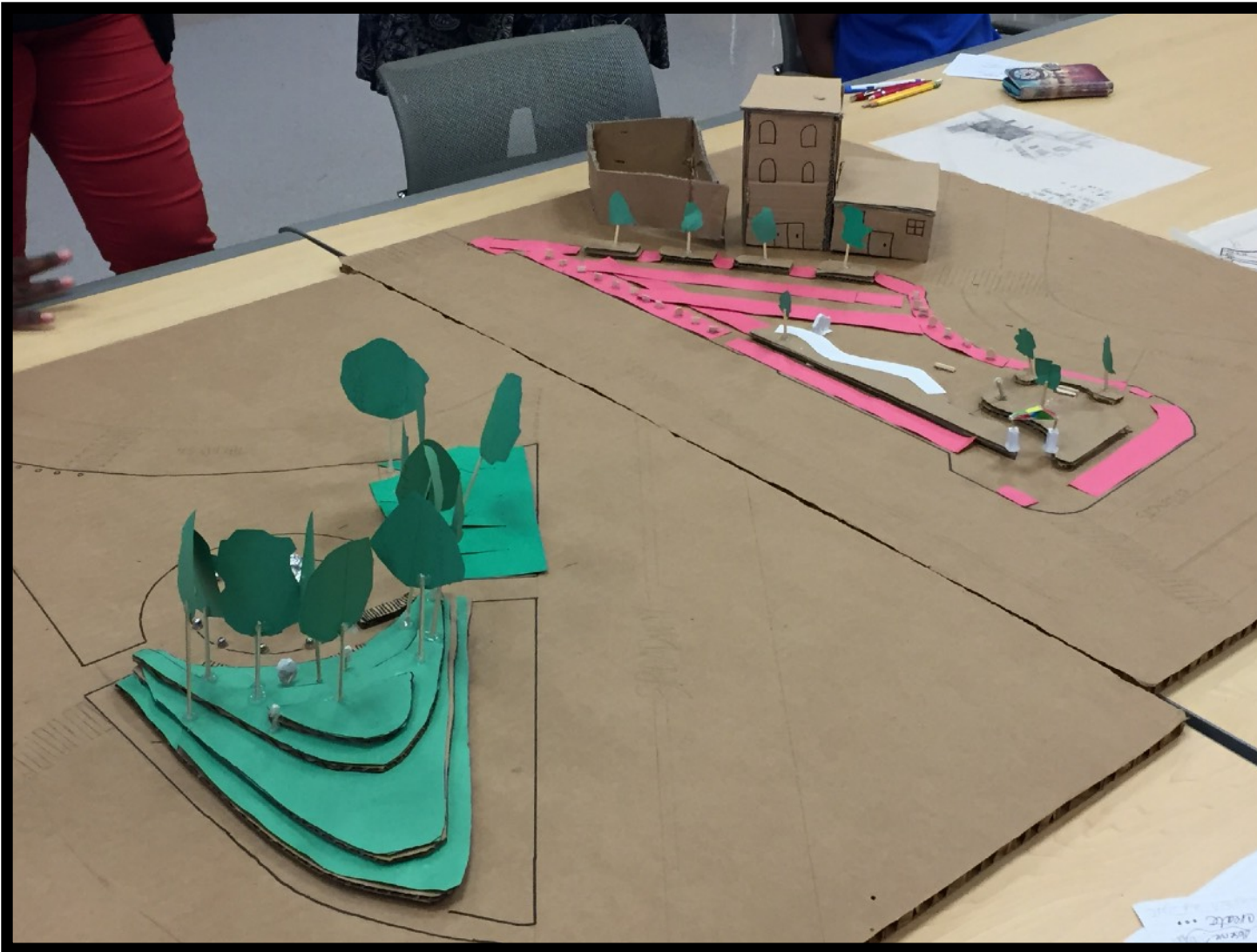


### 3. Ideation



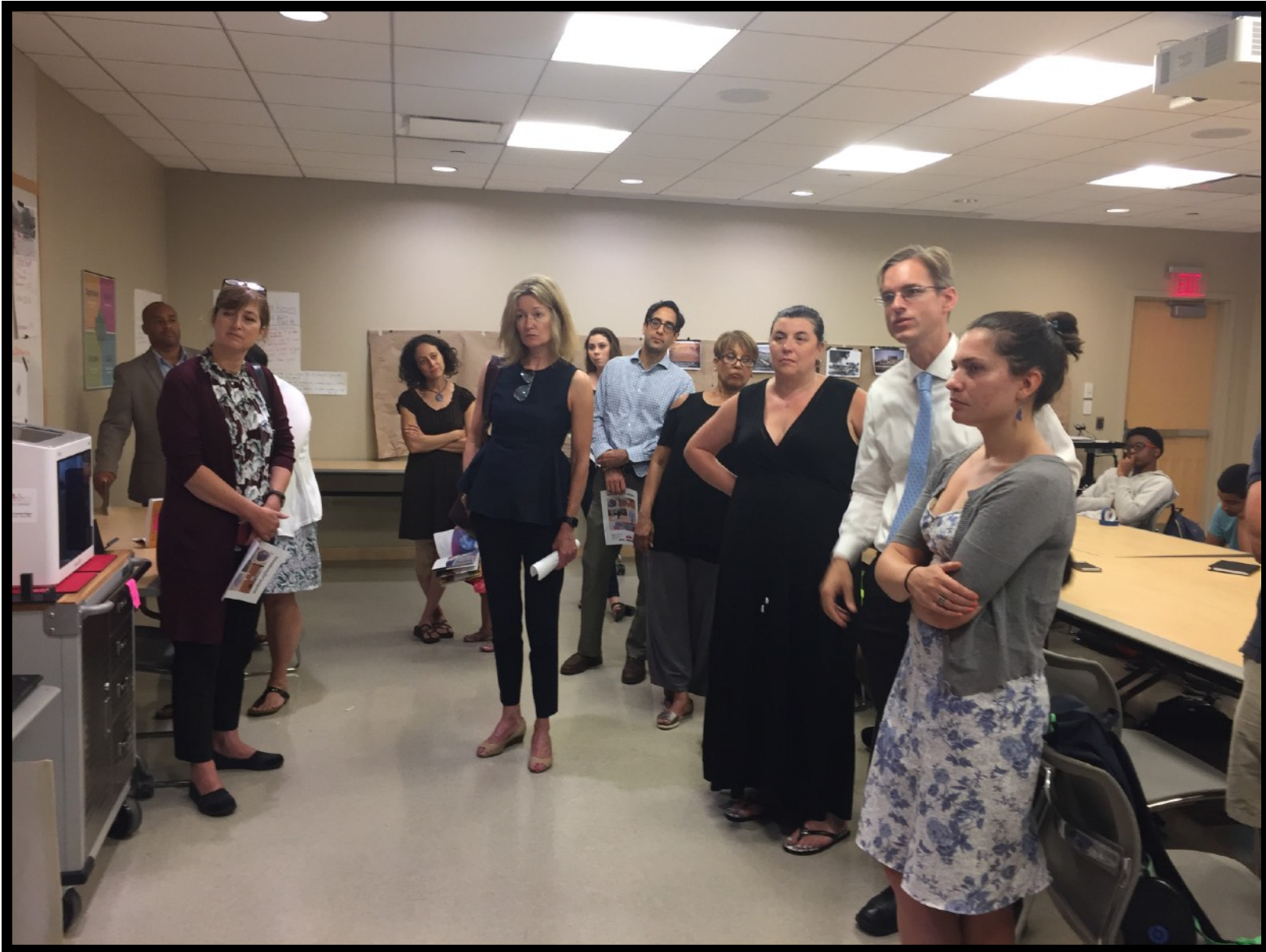


# 4. Make





# Weekly Design Reviews



CLIENT  
INNOVATORS FOR PURPOSE

ADDRESS  
GALAXY PARK  
220-238 MAIN STREET  
CAMBRIDGE, MA 02142

PROJECT  
GALAXY PARK SIGNAGE

JOB #  
PRO-400412

ENGINEER STAMP

SUBMISSION DATE  
12 JAN 18

REVISED  
DD MMM YY

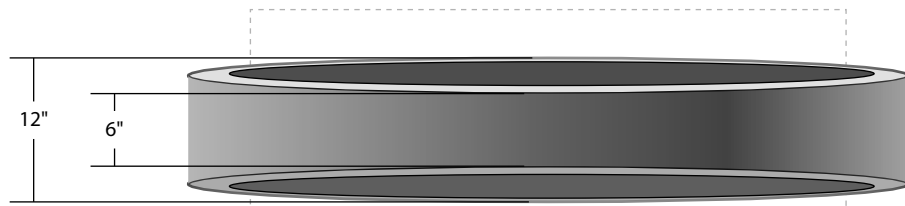
APPROVED  
DD MMM YY

TOLERANCES

TWO DECIMAL +/- .06  
THREE DECIMAL +/- .03  
DEGREE +/- 1

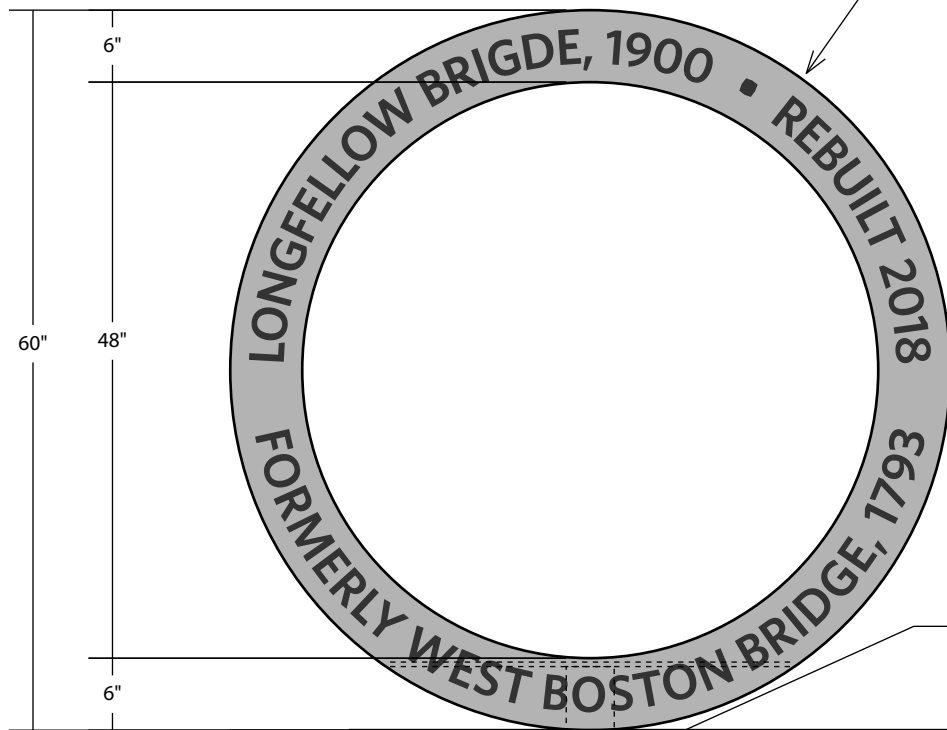
DRAWN BY: DJD

SIGN TYPE <b>A</b>	DRAWING <b>1.0</b>
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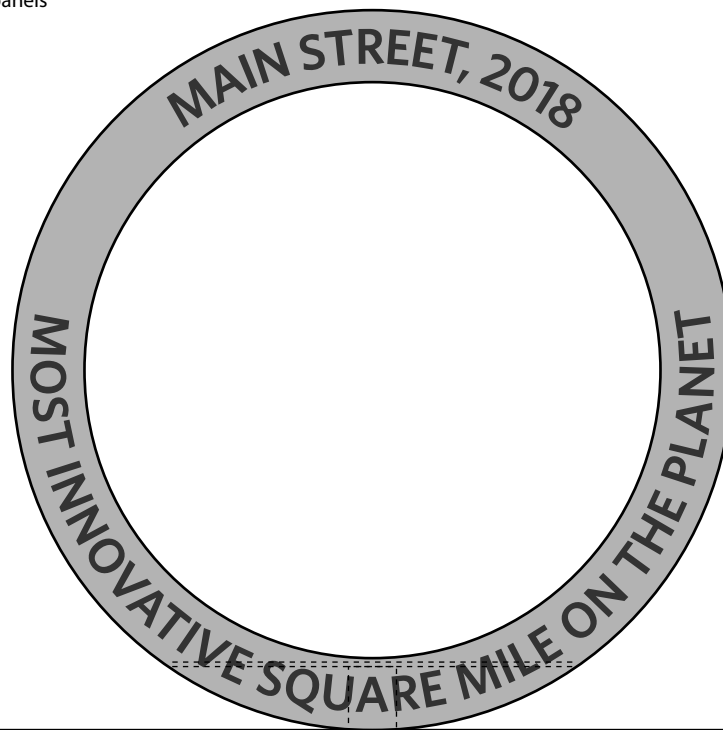


01 | PLAN VIEW  
3/4" = 1'-0"

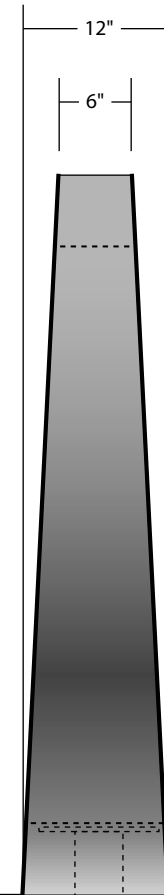
5'H aluminum fabricated ring with taper from bottom to top, fully welded and dressed seams, painted Matthews Brushed Aluminum; Ring consists of 1/4" aluminum faces and 1/8" aluminum rolled return; face lettering is stencil cut with dark grey painted backup panels mounted to inside of faces



02 | SIDE A  
3/4" = 1'-0"



03 | SIDE B  
3/4" = 1'-0"



04 | END VIEW  
3/4" = 1'-0"

**SIGN TYPE A - THE LOOKING GLASS**

Quantity (1)

**PALETTE**

- PAINT: MATTHEWS BRUSHED ALUMINUM
- PAINT: DARK GREY TO BE DETERMINED



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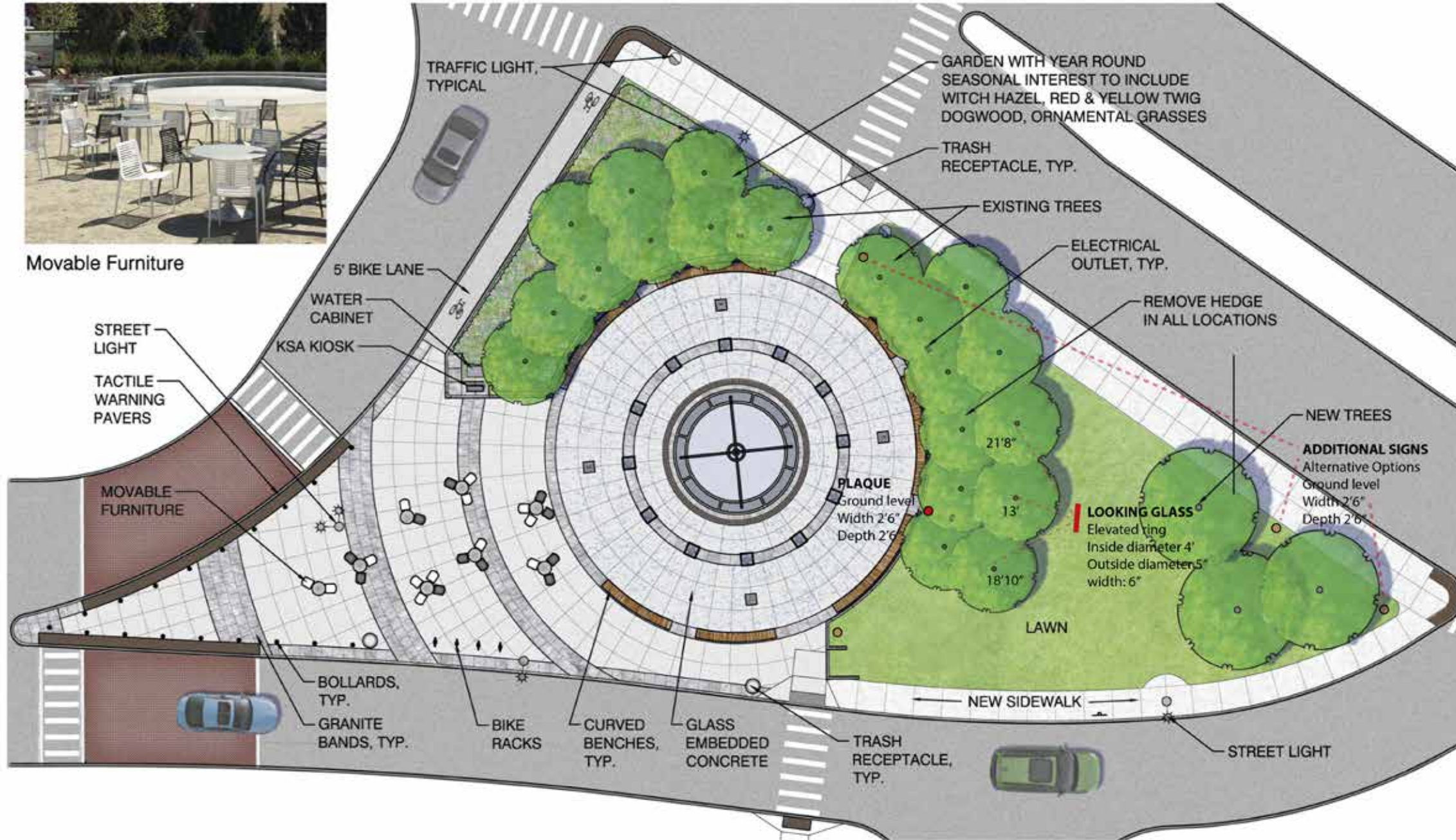
**APPROVED**  
DD MMM YY

TOLERANCES

TWO DECIMAL +/- .06  
THREE DECIMAL +/- .03  
DEGREE +/- 1

DRAWN BY: DJD

SIGN TYPE	DRAWING
<b>B</b>	<b>2.1</b>



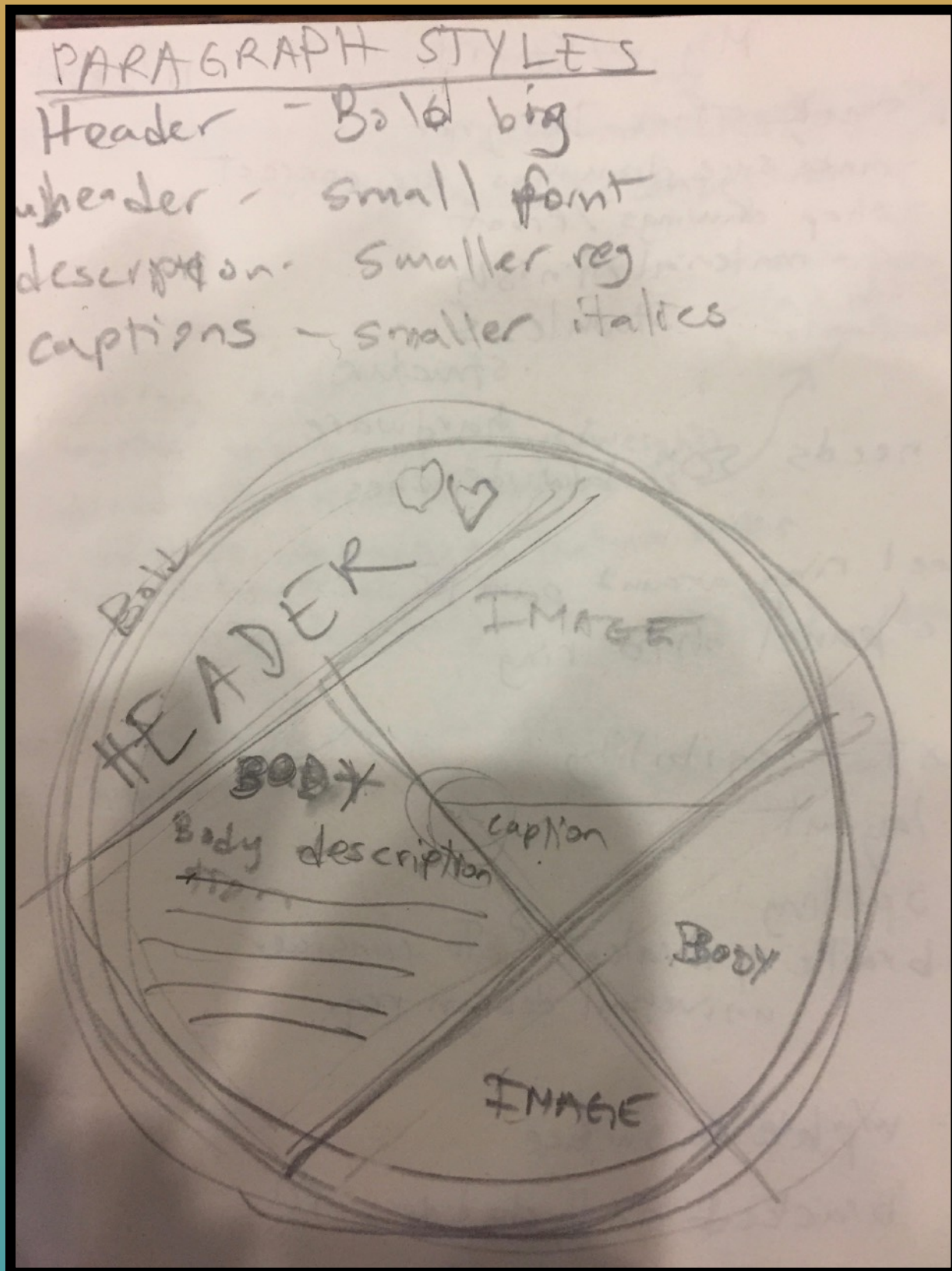
GALAXY PARK | PAVING BANDS OPTION B | **LOOKING GLASS**  
BOSTON PROPERTIES | CAMBRIDGE REDEVELOPMENT AUTHORITY

SCALE: 1/16" = 1'-0"

**INNOVATORS FOR PURPOSE**



# Supporting Signs



**5 Circular Signs**, 2 feet in diameter, highlighting interesting past, current and future stories completes installation.

## PHASE I

1. Description of the **Looking Glass**.

## PHASE II

1. **West Boston Bridge.** Highlights how opening of West Boston Bridge sparked the rise of Cambridge's manufacturing sector and public transportation system.
2. **MIT Story.** Significant events, people and companies founded by MIT grads
3. **From Sugar to Science.** Industrial transformation to Biotech Center.
4. **What Comes Next?** Battles of Tomorrow Being Waged in Kendall Square: Cancer. Autism. Schizophrenia. Speech Recognition Technology. Genetics. Cheaper Energy.



# Supporting Signs



17 Everberg Road, Unit E  
 Woburn, MA 01801  
 info@bluebirdgs.com  
 617.250.8500

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 CAMBRIDGE, MA 02142

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 GALAXY PARK SIGNAGE

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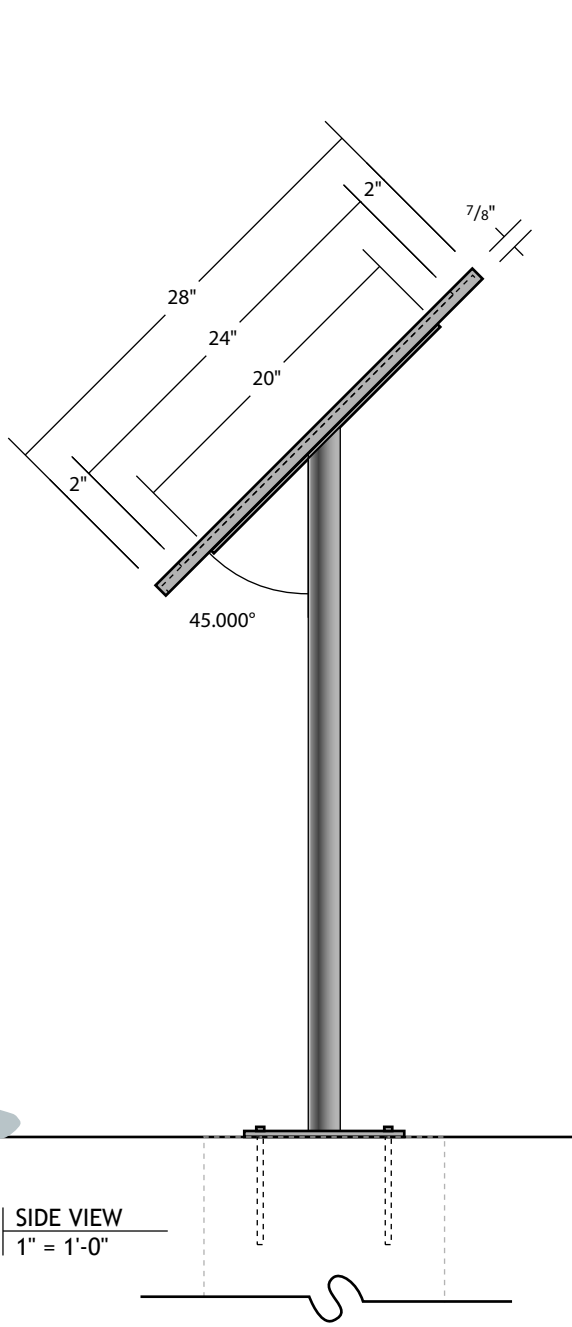
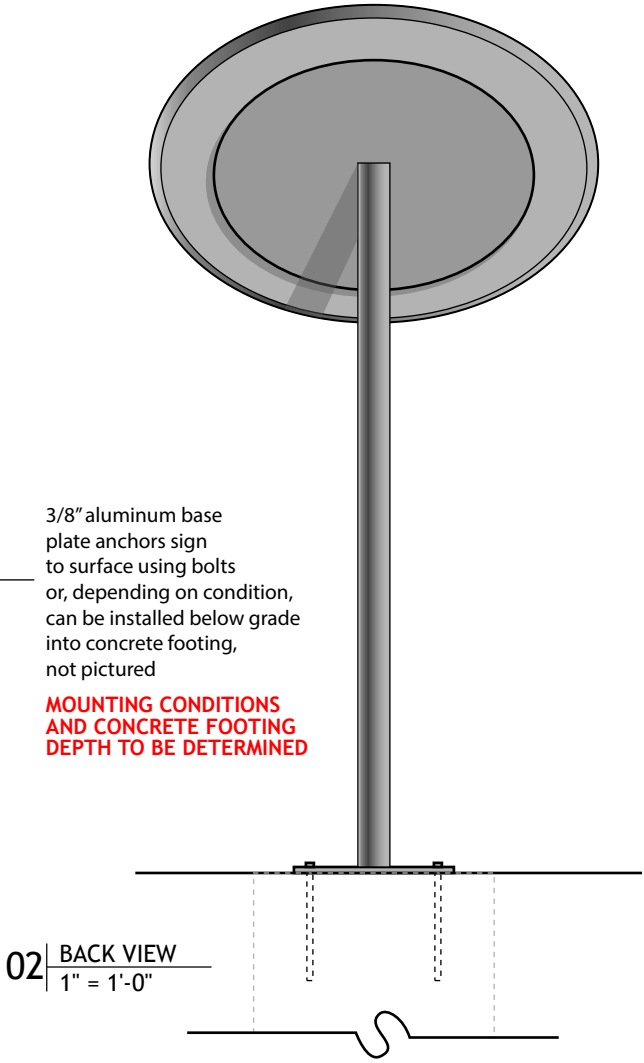
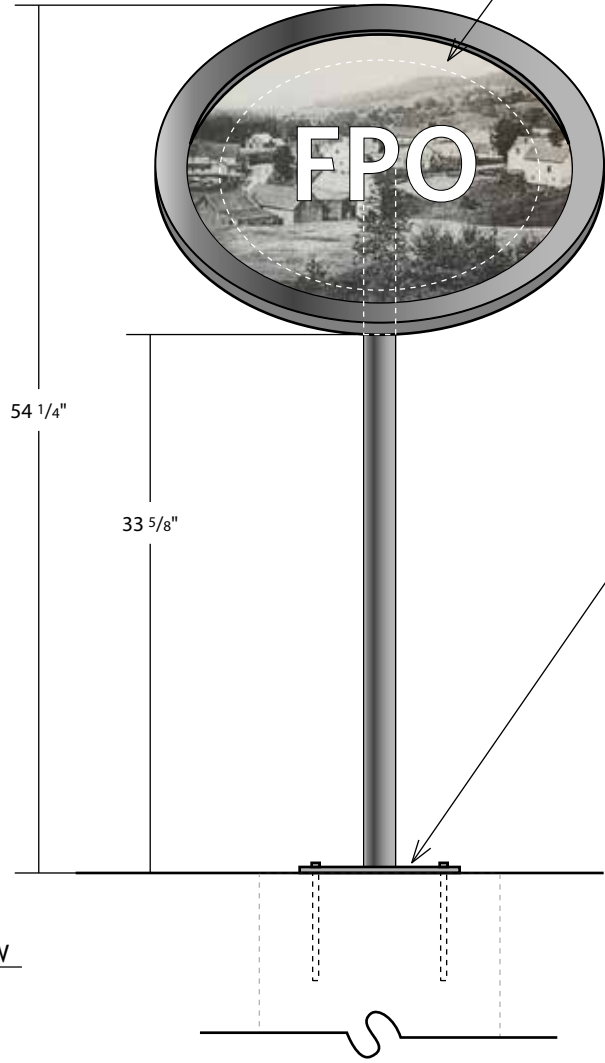
TOLERANCES  
 TWO DECIMAL +/- .06  
 THREE DECIMAL +/- .03  
 DEGREE +/- 1

DRAWN BY: DJD

SIGN TYPE <b>B</b>	DRAWING <b>2.0</b>
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Custom fabricated History Panels  
 consisting of high pressure laminate panels  
 with direct printed graphics,  
 mounted to circular aluminum plate/post construction;  
 1/8" aluminum ring top to trap panel;  
 painted Matthews Brushed Aluminum

3/8" aluminum base  
 plate anchors sign  
 to surface using bolts  
 or, depending on condition,  
 can be installed below grade  
 into concrete footing,  
 not pictured  
**MOUNTING CONDITIONS  
 AND CONCRETE FOOTING  
 DEPTH TO BE DETERMINED**



01 FRONT VIEW  
 1" = 1'-0"

02 BACK VIEW  
 1" = 1'-0"

03 SIDE VIEW  
 1" = 1'-0"

**SIGN TYPE B - HISTORY PANELS**

Quantity (5)

PALETTE

- PAINT: MATTHEWS BRUSHED ALUMINUM
- PRINT: DIGITALLY PRINTED GRAPHICS



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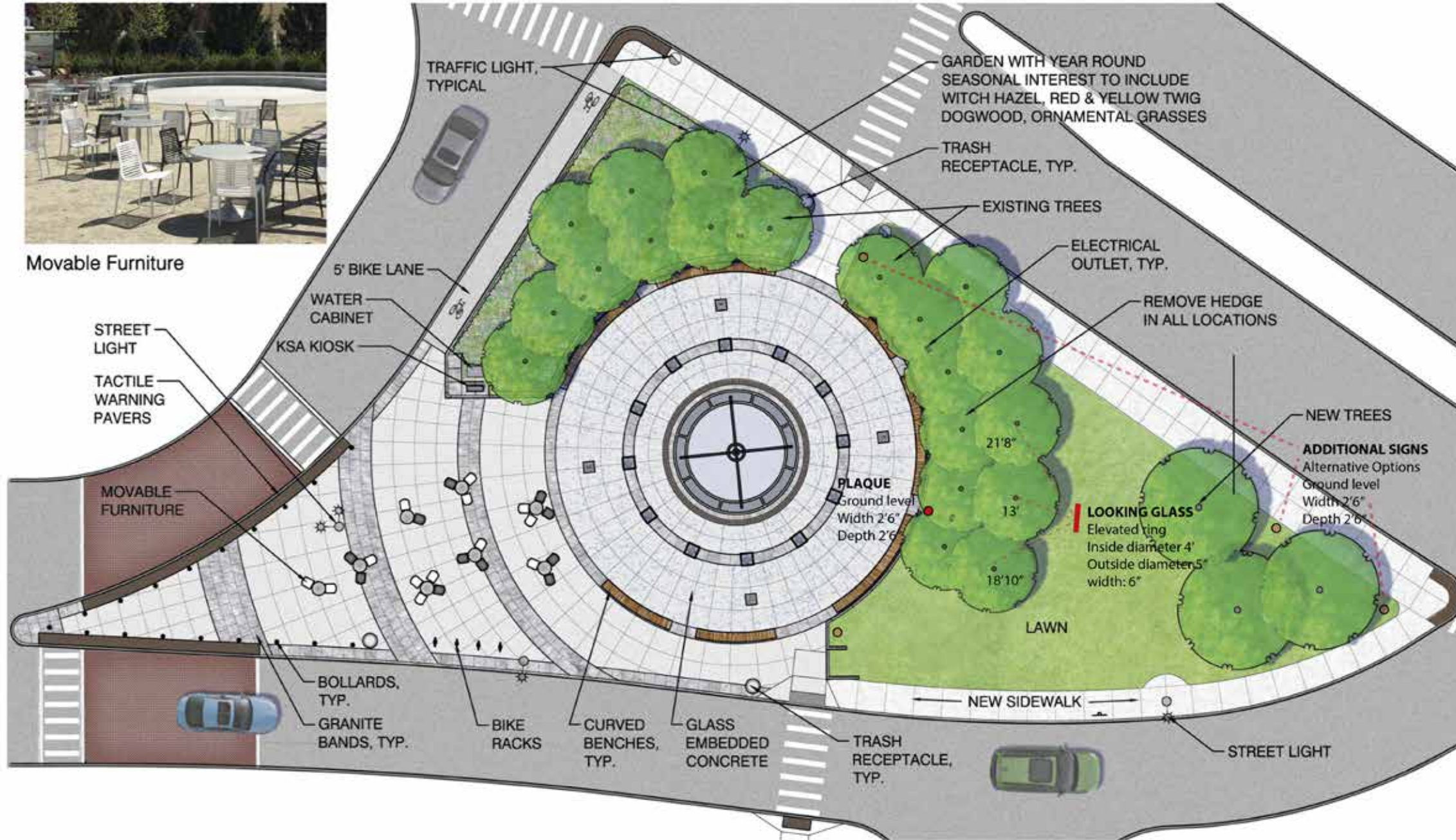
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SIGN TYPE	DRAWING
<b>B</b>	<b>2.1</b>



GALAXY PARK | PAVING BANDS OPTION B | **LOOKING GLASS**  
BOSTON PROPERTIES | CAMBRIDGE REDEVELOPMENT AUTHORITY

SCALE: 1/16" = 1'-0"

INNOVATORS FOR PURPOSE



# Timeline

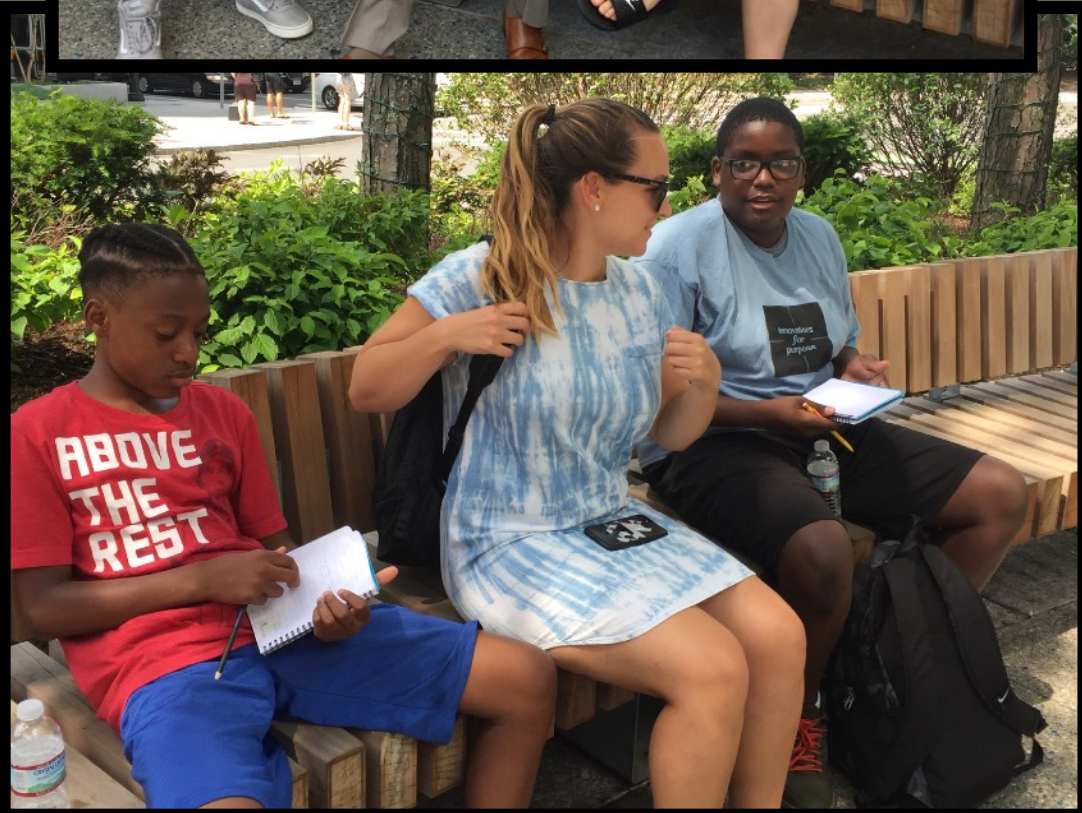


## Looking Glass - PHASE I

**Design Complete: Jan. 2018**

**Fabrication Start: Feb. 2018**

**Installation: Apr. 2018**





# What's Next?



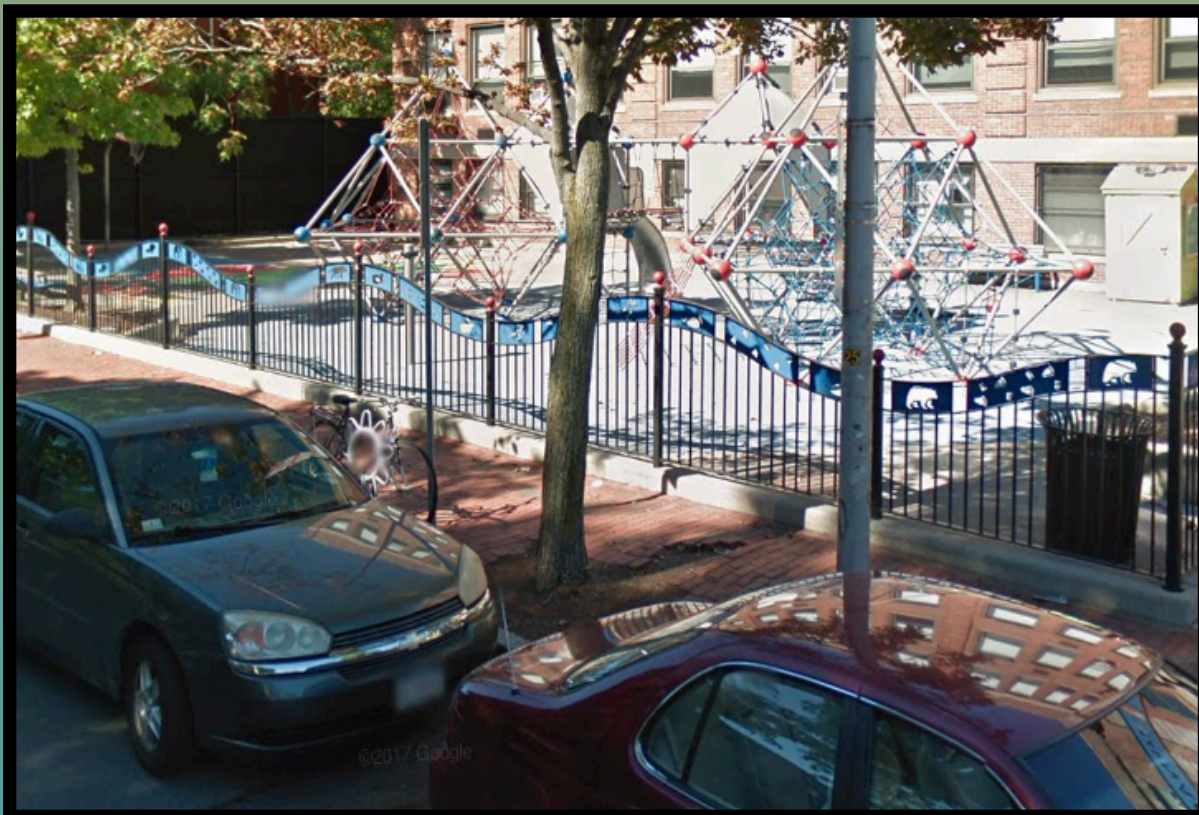
## 1) Looking Glass Phase II

### 2) 700 Main Street

Home of the first phone call, first Polaroid camera and current home of Lab Central (one of the first bio-tech co-working facilities)

### 3) Innovators Wall of Fame

Installation will honor and celebrate the diversity of people who have transformed the local, regional and global landscape with their ideas, inventions and creativity.





# How Can You Help?



## 1) **Tactical:**

J.F. White Contracting Co. Contact

## 2) **Strategic:**

Connect with KSA WayFinding Signage /  
Color Palette

## 3) **Strategic: Need More Corporate Support**

- Enriched employee engagement with local youth.
- Fresh perspective of company's story from youth's viewpoint.
- Increased youth awareness of company's products and services.
- Association with an innovative, highly leveraged and visible project.
- Build Authentic connections to the next generation of designers, scientists, technologists and entrepreneurs





# Appendix



# WayFinders MADE IN Cambridge.

**WayFinders MADE IN Cambridge.** In response to a request for proposal from the Cambridge Redevelopment Authority for creative physical interventions that better the city's built environment for the benefit of all the city's residents, workers, and visitors - the WayFinders project was born (April 2017).

WayFinders is a student designed walking tour highlighting the City's history of *Making* from candy, soap and glass to tech and bio-tech. Each site is marked by a custom designed sculpture (marker). Eventually, the physical site will be enhanced with smartphone accessible video, audio and augmented reality content to increase visitor's knowledge of current and past stories at location. Additionally, a web-based media-rich interactive map accessible to anyone with internet access will enable virtual walking tours.

WayFinders is unique in that students take ideas from concept to finished product. The learning is intensified as all stakeholders from students to end clients are more vested in project. Students are in continuous dialog and consultation with many professionals during engagement. Design reviews are embedded in process giving students opportunities to develop their communication skills. Students are exposed to all aspects of product development from feasibility to viability. Design decisions must take in consideration economics and manufacturing, highly differentiating this from typical school projects.

The tour's first marker named the "Looking Glass" will be completed and installed in April of 2018 in Kendall Square. The Looking Glass allows viewers to gaze into the past and imagine Cambridge's first building boom resulting from the opening of the Longfellow bridge in 1793. Viewing in the other direction provides a glimpse into the future being created by some of the worlds most innovative companies.



# WayFinders OBJECTIVE

While Cambridge's building-boom may be improving the city's landscape, we have found that youth, especially those in under-resourced communities, feel invisible and disconnected to that progress. By engaging local students in a creative design project, we intend to connect them to the stories unfolding around them while developing their skills, knowledge and aspirations.

## **WayFinders Goals (Students):**

- Demonstrate how Design & STEM skills are used in the real-world
- Increase youth awareness of opportunities & pathways in Cambridge's thriving economy
- Build student's confidence in their abilities to become a part of Cambridge's economic success.

Business Partners will have the opportunity to participate in the success of this project by securing physical or digital installations. A physical installation consists of sculpture / signage that may be affixed to a building or stand-alone on property owned by business. Marker will be customized to reflect of company's history and message.

## **WayFinders Goals (Business):**

- Enriched employee engagement with local youth.
- Fresh perspective of company's story from youth's viewpoint.
- Increased youth awareness of company's products and services.
- Association with an innovative, highly leveraged and visible project.
- Build Authentic connections to the next generation of designers, scientists, technologists & entrepreneurs.