

# Broad Discovery Center at 415 Main Street

*Opening doors to the public on Monday, October 3, 2022*



# Biomedicine: Here and now

This fall, Broad Institute will open the Broad Discovery Center: **an active, public educational space** that showcases how researchers in Kendall Square and around the world are seeking to understand and treat human disease.



# Timeline

Exhibit design & fabrication (Jan-July '22)  
*offsite*

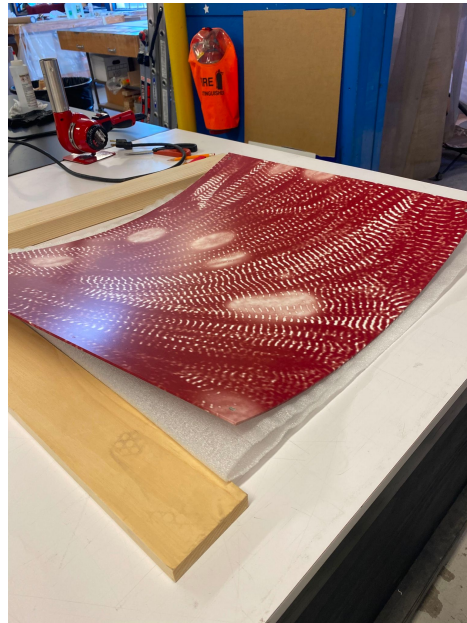


Exhibit installation (July-Sep '22)  
*onsite*



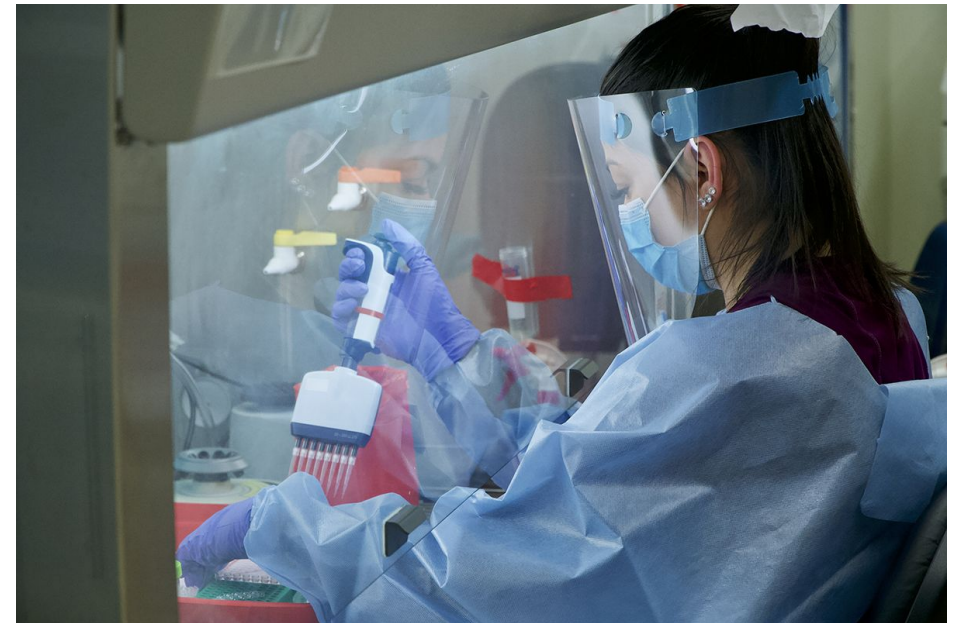


# Big idea

Through wide-ranging collaborations, scientists at the Broad Institute gain and share new understanding of disease biology — insights that impact **how these diseases are predicted, diagnosed, and treated across diverse populations.**

# What it means to be a scientist in this ecosystem

We will share with visitors the story of what's brought us to this point; the challenges that **scientists in our community and around the globe are tackling today**; and where this work is headed on the path to helping patients.



# Broad Discovery Center galleries and exhibits

**Welcome:** Intro to Broad Institute and Broad Discovery Center

**Gallery 1:** Cancer

**Gallery 2:** Psychiatric Research

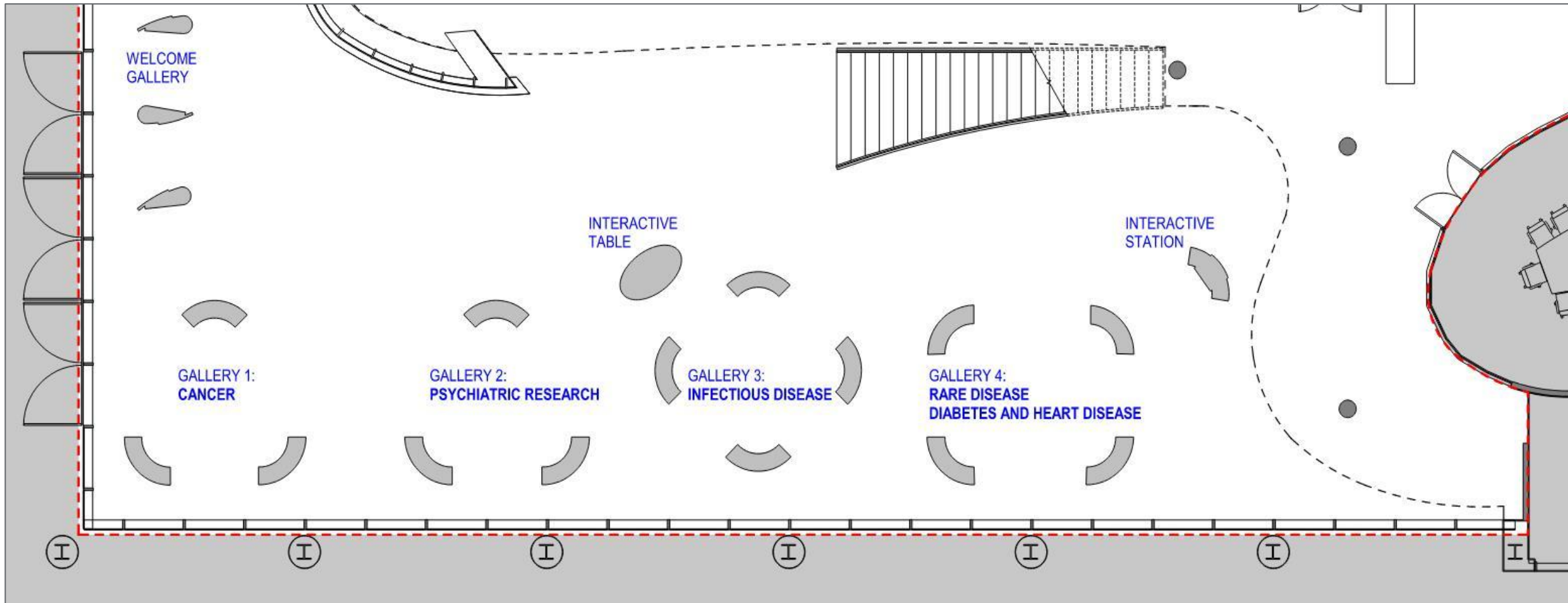
**Gallery 3:** Infectious Disease (including COVID-19)

**Gallery 4:** Rare Disease, Heart Disease, and Diabetes

**Interactive station:** Ask a Broadie

**Interactive table:** Be a Researcher (launching in Spring '23)

# Floor plan (415 Main lobby) for exhibit locations



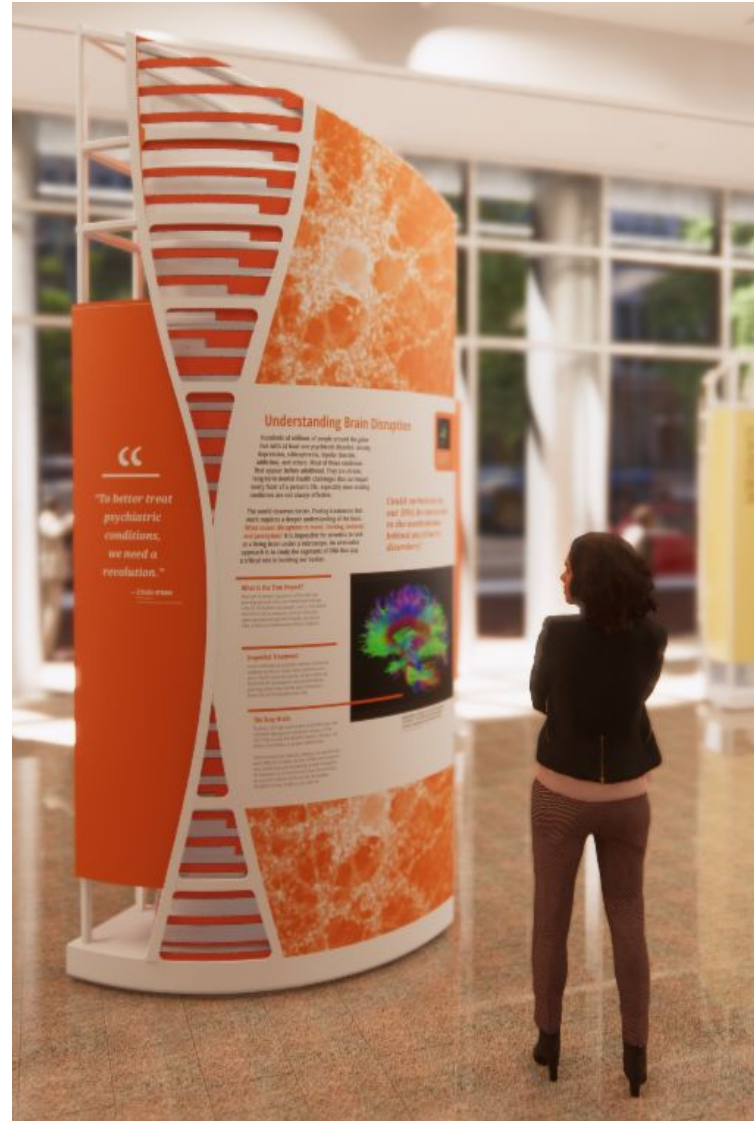


# Touch-screen interactive stations at most exhibits





# Mockup exhibit was displayed in our lobby (April-June '22)



# View from Main Street





# Activating the street

**Planning in-progress:** We have started planning with CRA staff on how we can engage visitors from the street-side by use of graphics on these windows, as part of overall public signage plan.

**Design:** We have worked closely with our consultants to incorporate engaging content on street-side facing exhibits, added multimedia screens, and improved lighting in the lobby to accommodate visibility during all times of the day.



# Community Engagement Working Group

In January 2022, we formed the first Community Engagement Working Group (CEWG) for the Broad Discovery Center.

CEWG members are community representatives who are highly networked in different parts of the Cambridge/Greater Boston area, with their fingers on the pulse of significant community issues and activities.

1. **Fabiola Alikpokou**, Cambridge Redevelopment Authority
2. **Charles Baldwin**, Massachusetts Cultural Council
3. **Noelani Gabriel Holt**, Community Charter School of Cambridge (former member)
4. **B. Kimmernan**, Kendall Square Association
5. **Rohan Kundargi**, MIT Office of Government and Community Relations
6. **Barb MacEachern**, Cambridge STEAM Initiative for City of Cambridge and Cambridge Public Schools
7. **Melvin Mann**, Patient advocate and content reviewer (Cancer)
8. **Naoe Suzuki**, artist
9. **Maile Takahashi**, Harvard University
10. **Howard Trachtman**, patient advocate (Psychiatric research)
11. **Marlees West**, Community Development Department, City of Cambridge
12. **Anne Whitman**, Patient advocate and content reviewer (Psychiatric research)

# Community Engagement Working Group

CEWG members are helping us:

- Define and advocate for the needs of potential visitors/visitor groups of Broad Discovery Center
- Generate ideas and provide feedback/insights around future public programs/tours/educational plans for the museum
- Be an ambassador for the Broad Discovery Center and help engage and invite groups to the museum's programs in the future.

# Input from our CEWG members

We have brought the CEWG members' advice to our internal partners to ensure the community's experience is a positive one - to break through the glass and invite folks in.

- **Activating the street:** Use of signage and graphics for wayfinding and engaging visitors from the street-side
- **Visitor experience:** Providing visitor-centric inclusion and accessibility training/resources to our security team and developing staffing plans
- **Accessibility:** Understanding needs of limited mobility, low-vision, and multilingual audience
- **Education:** Creating educational materials and discussion guides



# Post-launch plans for Broad Discovery Center

## Oct-Dec 2022

- Participate in Cambridge Science Festival and open doors to the public
- Hire a visitor experience assistant
- Develop a staff-guided tour for visitors - provide during scheduled hours
- Operationalize a “Soft launch” period; Mon-Wed 10 am-3 pm (staffed hours)
- Host invite-only tours for specific groups (community groups, partner institutions, educators, etc)
- Build infrastructure for group tour booking and awareness for 2023
- Develop discussion guide for educators/classrooms
- Record an audio tour in English for self-guided experiences

# Post-launch plans for Broad Discovery Center

## Jan - summer 2023

- Launch *Be a Researcher* interactive table
- Develop audio description tour for blind and low-vision visitors
- Develop audio tours in other commonly spoken languages (in Cambridge-area and local public school system) for self-guided experiences
- Launch lesson plans for educators/classrooms
- Expand hours for museum visits and tours
- Host tours for a variety of student and community groups
- Refresh digital exhibits with new/additional content