

MEMORANDUM

To: CRA Board
From: Fabiola Alikpokou
Date: November 16, 2022
Re: Broad Discovery Center Window Graphics

INTRODUCTION

The Broad Institute of MIT and Harvard (The Broad) launched a public active educational space called the Discovery Center earlier this fall in Parcel Three of the Kendall Square Urban Redevelopment Project area (KSURP). The Discovery Center is located on the main floor of 415 Main Street and showcases interactive exhibits focused on psychiatric conditions, cancer, infectious diseases, heart disease, diabetes, and rare genetic conditions

To attract visitors to the Discovery Center and enliven the exhibit's street side, The Broad proposed installing window graphics and text (**Attachment A**) on the Main Street and west-side facing windows and adding the Discovery Center's name on the main entrance door. The goals of the graphics and text are to serve as an extension of the Discovery Center, activate the street side, cultivate curiosity and interest and help with wayfinding.

The window graphic composition includes lattice design, which is a grid-like pattern to signify breaking through glass and inviting people in. The key design concepts for this signage / graphic package are: transparency, to allow passersby to engage with the content and view the exhibits; curiosity, to draw people's attention by adding questions on the window; wayfinding, to allow easy access to the space by incorporating arrows directing to the main entrance; and lastly information, which will include staffed hours, lobby hours, and website below the Discovery Center logo.

BROAD DISCOVERY CENTER WINDOW GRAPHICS DESIGN PROCESS

The CRA received the first proposal package on October 3, 2022, and it was subsequently reviewed by the CRA Design Review Committee on October 13, 2022. The committee was generally okay with the direction of the design but recommended more focus on wayfinding and ensuring the location of the hours and instruction on how to access the Center is well placed for easy readability by the public.

On November 3, 2022, the CRA received an updated signage package (**Attachment A**) to be reviewed by the CRA Board on November 16, 2022.

MOTION

Draft Motion: Approve the proposed Broad Discovery Window signage on the windows of the main floor of 415 Main Street, located in Parcel three of the Kendall Square Urban Redevelopment Project area.

ATTACHMENTS

Attachment A: The Broad Discovery Center Window Graphics Signage Package- updated design

Attachment A
The Broad Discovery Center Window Graphics Signage Package- updated design