

top 5 NEW MUSEUM PROJECTS

By Natalie Spencer

There seems to be no shortage of new museum projects lately. Around the globe and across all disciplines, museums are offering some of the most innovative and unique experiences available. We asked the staff at Jack Rouse Associates, well-known for their museum work, to list their top 5 favorite Museums for 2007 and give a little insight as to what puts these destinations at the top of the list.

around the world will find something to quench their thirst for entertainment and education.

Guests enter the NEW World of Coca-Cola, and can pose for a picture with the Coca-Cola Polar Bear before filtering into the "Happiness Factory Theatre," an exciting introductory media experience. Exiting the show, guests enter "The Hub" where they are free to explore a variety of exciting galleries and environments. One of the facility's most popular guest experiences is the "Secret Formula 4D Theater," which combines a humorous 3D film with special effects to immerse guests on a search for Coke's "secret formula."

Encompassing over 92,000 square feet, this NEW world provides approximately 90 minutes of shared family fun, complete with unique retail, food and (of course!) beverage offerings.

2 - Imaginosity! Children's Creative Space

Combining interactive play experiences with a local Irish design aesthetic, Ireland's first children's museum, Imaginosity! Children's Creative Space, is sure to be a popular family destination.

The facility's iconic experience is a two-storey climbing structure, which serves as a symbol of imagination and a destination for role-play. Children three and up can board a submarine, sail a boat, climb a beanstalk, soar on a rocketship and a play in a castle where Rapunzel's hair can be dropped down.

Other areas of the museum allow children to role-play daily life and work, inviting them to pretend activities such as delivering mail, shopping for groceries, baking pastries, or fixing a broken car.

The museum also includes several soft-play areas for toddlers and infants. And the museum's unique open design allows parents with multiple children to simultaneously watch their



Inside the world of Coca-Cola, guest can sample 70 different beverages. Photo courtesy of Coca-Cola

1 - the NEW World of Coca-Cola

The only place to explore the complete story – past, present and future – of the world's best-known brand, the NEW World of Coca-Cola in Atlanta, Georgia is much more than a traditional visitor center. From a fantastic 4D movie to the world's largest collection of Coke memorabilia, from a simulated bottling line to a tasting room offering 70 different Coca-Cola beverages to sample, families from



Concept sketch from Jack Rouse Associates fo Guangdong Science Center

young children play, while still being able to observe their older ones exploring on their own.

One of Ireland’s newest and most creative destinations, Imaginosity! Children’s Creative Space combines play and creative activities to spark the imagination of children of all ages.

3 - Guangdong Science Centre: Children’s Wonderland

Guangzhou is a city packed full of skyscrapers, but now it’s also home to the world’s largest science centre. Families will love the Centre’s children’s zone, which features the “My World,” “My Home and Neighborhood,” “My City,” and “My Workshop” areas. These colorful galleries combine interactive exhibits and immersive environments to explore the science found in everyday life.

The Centre’s children’s gallery features a 30-foot play structure themed to look like a giant child, and teaches children about the digestive process. A nearby 50-foot water table helps explain concepts behind water conservation, water as a power source and the impact of water pollution.

The 1.3 million square foot Science Center aims to popularize science education, create a scientific atmosphere, enhance scientific and technological awareness and lead scientific and technological advancement both locally and internationally.

4 - Jack Daniel’s Tennessee Whiskey – The Distillery

Every year, over 200,000 people visit the Jack Daniel’s distillery in Lynchburg, Tennessee to learn more about how the popular spirit is made. Now, devotees of the premium single barrel branded type of whiskey can enjoy a higher end experience with the newly renovated Single Barrel exhibit space.

Whiskey connoisseurs can sample from individual barrels and note the slight nuances of each created by the oak wood and aging process. Personally guided tours highlight the

entire whiskey production process, starting with the charring of the barrels themselves, which gives the whiskey its distinct flavor.

A single barrel can produce 240 bottles of whiskey and, as a unique souvenir, guests can purchase a bottle of single barrel whiskey made on site.

5 – McKenna Children’s Museum

At the McKenna Children’s Museum in New Braunfels, Texas, understanding wellness begins with learning about nutrition, moderation, being active, and making healthy lifestyle choices. This popular facility exceeded their annual attendance projections by hosting over 75,000 guest in a town with a population of half that. The popularity of the museum is undoubtedly due to a variety of the playful environments and exhibits featured throughout its 20,000 square feet. The entrance to the museum places guests “Under the Comal River” with paper Mache fish dangling from the ceiling. Organizations from around the community helped create the exhibit and have also helped to make McKenna such a success. Given its rich visitor experience and success, we just had to include McKenna as one of our top 5 museums to visit for 2007.

For more information on the facilities listed above, please visit: woccatlanta.com, www.imaginosity.ie, www.gdsc.cn, www.jackdaniels.com, www.nbchildren.org.



Jack Rouse Associates

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