

TASK 2 DESIGN DEVELOPMENT  
OPTIONS SUMMARY  
SEPTEMBER 13, 2013

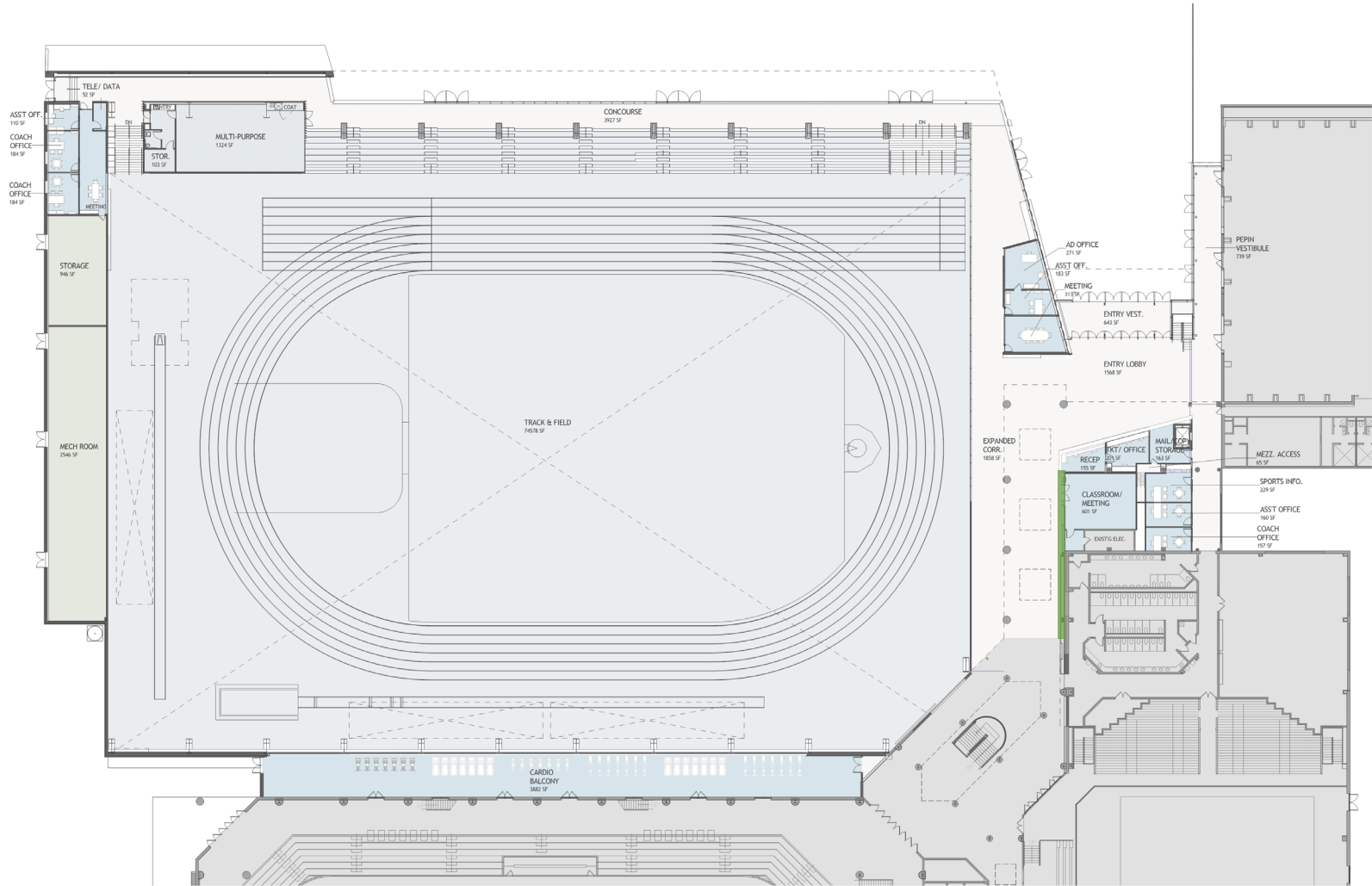
---

# MIDDLEBURY

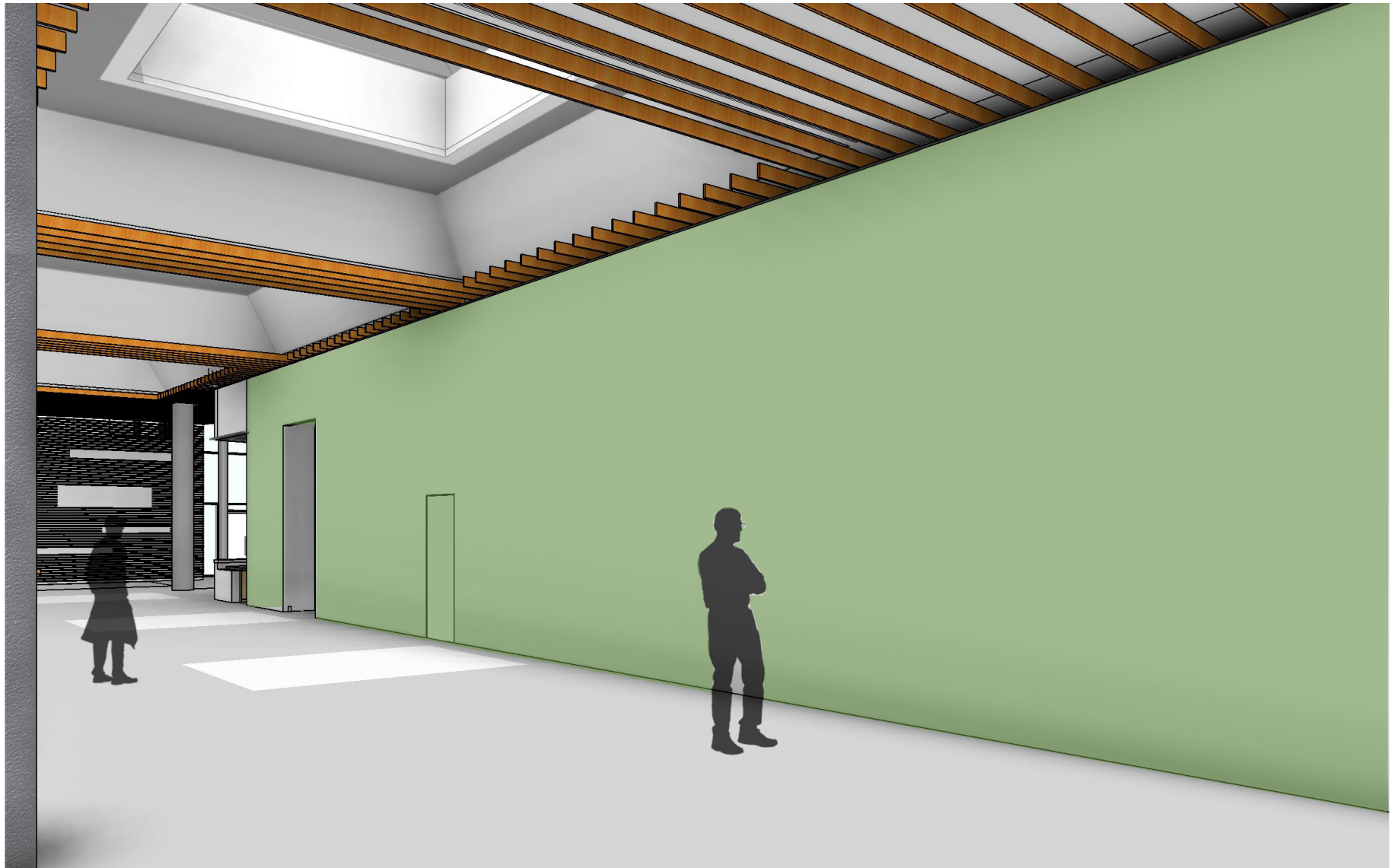
ATHLETIC HISTORY WALL

S A S A K I

# Middlebury Athletic History Wall Location: Plan



## Middlebury Athletic History Wall Location: Display Area







# Middlebury Athletic History Wall Options

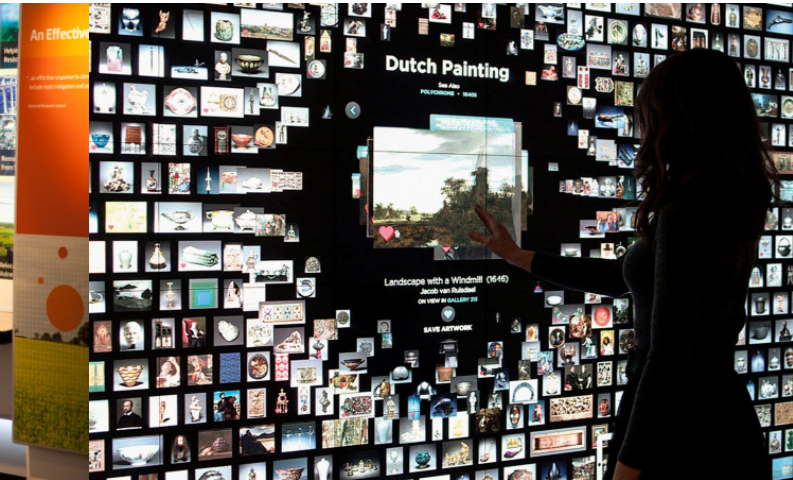
Static Media



Mixed Media



Interactive Media



**STATIC MEDIA**

**MIDDLEBURY ATHLETIC HISTORY WALL**

## Static Media: Project Example: RPI Athletic Hall of Fame by Sasaki



A 60 foot-long display wall was designed with projecting acrylic museum cases to house the Institute's century-spanning collection of athletic memorabilia. The wall features images of RPI athletes, trophies, and other memorabilia. The players represent RPI's legacy of tradition and diversity, and the accompanying mission statements explain to future generations of athletes the values that propelled the legacy.



# THE ROBISON Rensselaer ATHLETIC HALL OF FAME



1910-1911 Track & Field Team

GIVEN BY  
**Doris B. and  
Ellis H. Robison**  
TRUSTEE EMERITUS,  
HONORARY MEMBER OF  
THE CLASS OF 1978



IN HONOR OF  
**Thomas J. Sheehan, Sr.**  
FRIEND AND RENSSELAER  
ATHLETIC TRAINER  
1947-1974

WITH GRATITUDE TO  
Doris B. and Ellis H. Robison  
and the  
**Robison Family  
Foundation**

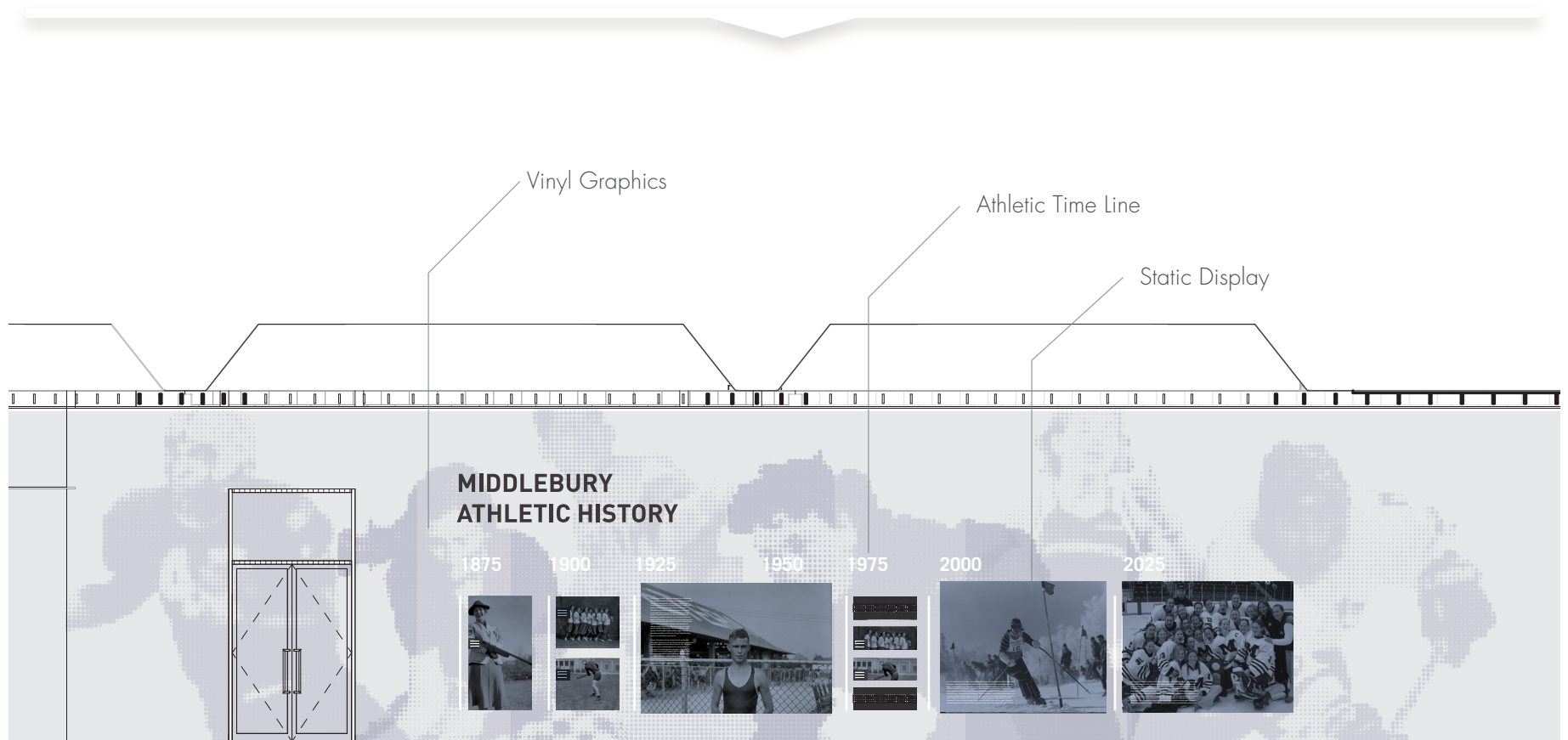
FOR THEIR LONG-STANDING  
GENEROSITY TO RENSSELAER  
AND THEIR BELIEF IN  
THE VALUE OF ATHLETICS  
TO SHAPE YOUNG LIVES.

## LIVING THE LEGACY

RPI Athletics builds pride and passion, uniting our campus, alumni, and the citizens of the Capital Region through competitive achievement. Our core values direct Rensselaer student-athletes in their roles as academic, athletic, and community leaders. Demanding competitive activities, world-class facilities, first-rate support services, and exceptional coaching and teaching ensure they realize their full potential as individuals and team members.



# Static Media: Middlebury Athletic History Wall



# MIDDLEBURY ATHLETIC HISTORY

1875

1900

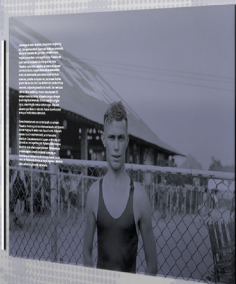
1925

1950

1975

2000

2025



## **BENEFITS**

- Low Cost
- Good visual impact
- Updatable

## **DRAWBACKS**

- Very limited access to Athletic History Archive due to space restrictions
- Cost associated with updating
- Pre-programmed user experience

## **PRODUCTION COST**

- \$75,000 - \$200,000

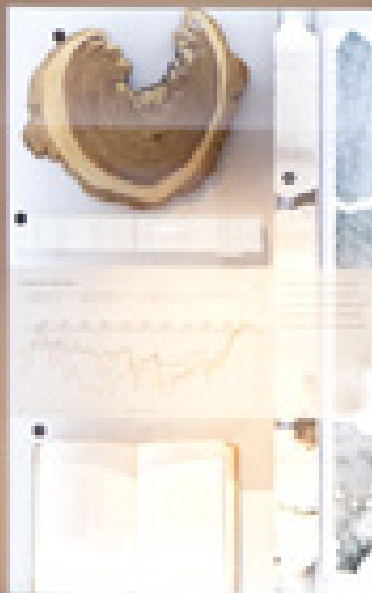
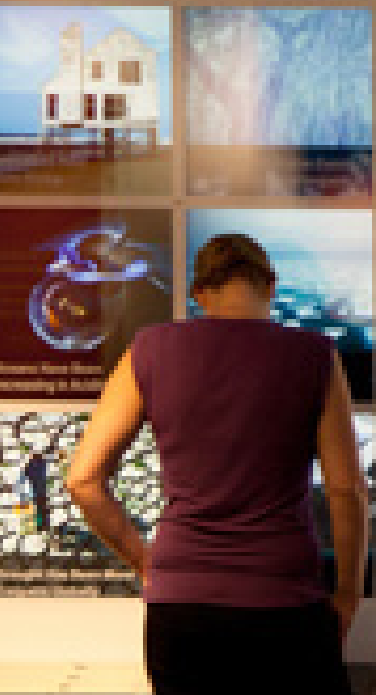
**MIXED MEDIA**

**MIDDLEBURY ATHLETIC HISTORY WALL**

## Mixed media: Project example: Earth Lab by Second Story



The exhibit is a strategic blend of media that investigates the evidence that will inform the decisions we make in the future. It's an interdisciplinary exhibit hybrid of public policy, documentary journalism, and the earth sciences. It's a hub for scholars, politicians, scientists, and a go-to resource for the general public to access the core facts about climate science.



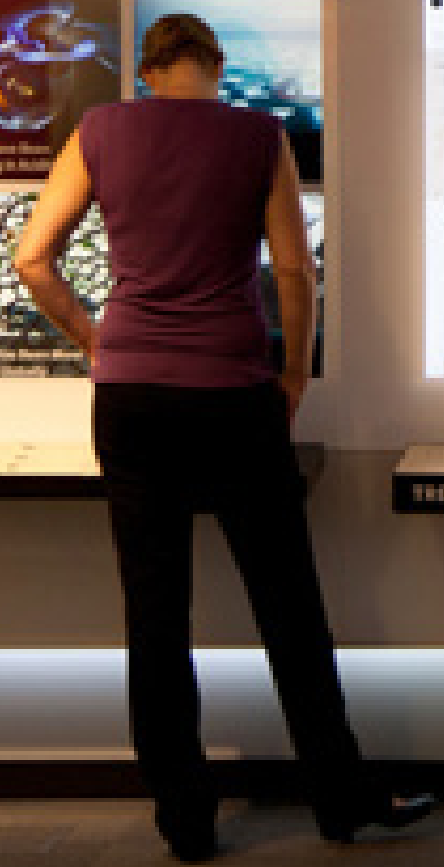
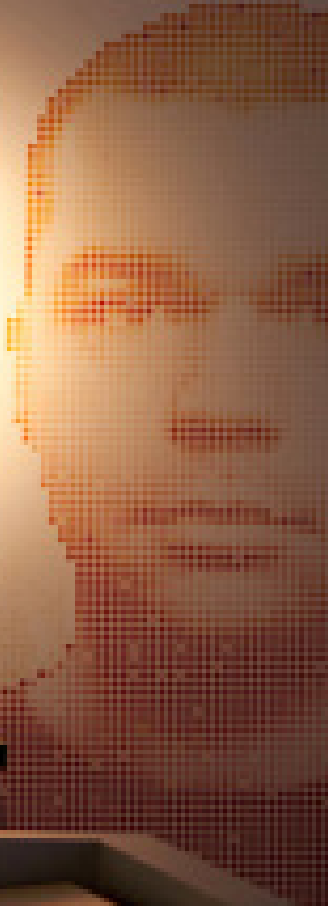
TRENDS



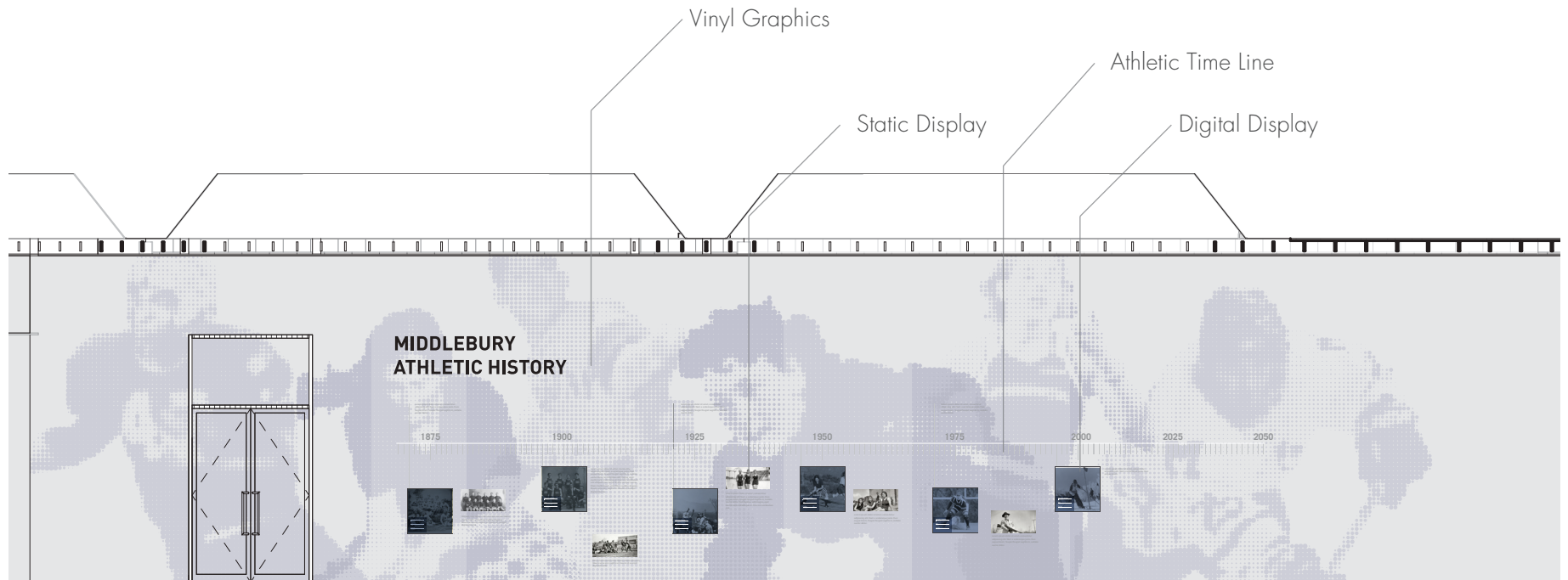
**Human Activity is Causing Climate Change**

From the frequency of the extreme weather events to the rise in global temperatures, the evidence is clear: human activity is causing climate change. The science is clear: the world is warming, and the evidence is mounting. The world is warming, and the evidence is mounting. The world is warming, and the evidence is mounting.

CAUSES



# Mixed Media: Middlebury Athletic History Wall



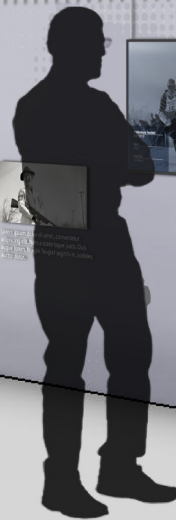


# MIDDLEBURY ATHLETIC HISTORY

1875 1900 1925 1950 1975 2000 2025 2050



2000-2025  
2025-2050



## **BENEFITS**

- Better visual impact
- Updatable

## **DRAWBACKS**

- Limited access to Athletic History Archive due to space restrictions
- Cost associated with updating
- Pre-programmed user experience with limited interface

## **PRODUCTION COST**

- \$150,000 - \$500,000

**INTERACTIVE MEDIA**

**MIDDLEBURY ATHLETIC HISTORY WALL**

## Interactive Media: Project Example: Gallery One by Local Projects



At the section of Gallery One closest to the museum's new atrium, a 40-foot multi-touch MicroTile Collection Wall dramatically visualizes all the works currently on view in CMA's permanent collection galleries, plus some that are in storage— over 3,800 works of art. A few seconds later, the wall changes views, allowing visitors to see a series of focused groupings of objects from CMA's collection, organized around curated themes like "Love and Lust," "Funerary Art," and "Dance and Music." They will also see objects grouped by medium or geographical region, drawn dynamically from CMA's digital asset management system. This huge interactive tool allows visitors to see the permanent collection as a living organism, changing depending on the prism through which you view it.



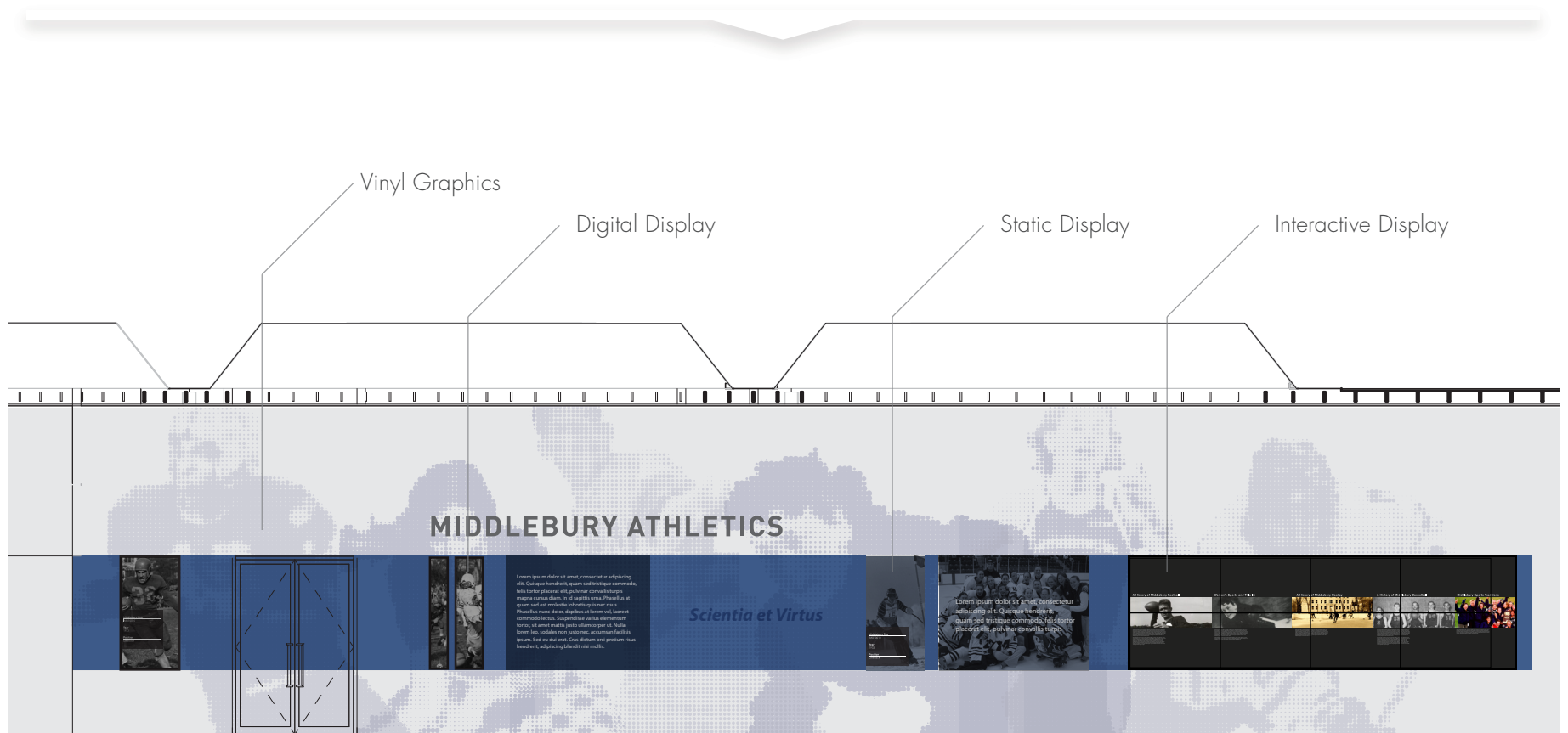
Oil on canvas

Gray and Gold 1942  
John Haynes Crow  
1942-1943

Contemporary Painting

CIRCLE

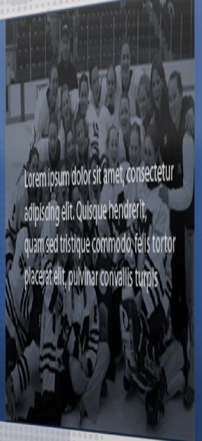
# Interactive Media: Middlebury Athletic History Wall



# MIDDLEBURY ATHLETICS

Donec posuend consectetur adipiscing elit. Quisque vellet, quam ut lobortis commodo. Sed ut perspiciatis unde omnisque natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto aeternum in voluptate duntaxat. Sed ut perspiciatis unde omnisque natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto aeternum in voluptate duntaxat.

*Scientia et Virtus*



Quem ipsum dolor sit amet, consectetur adipiscing elit. Quisque hendrerit, quam sed inistique commodo, felis tortor. Praesent elit, pulvinar ornare, ris tuncis.



A History of Middlebury Football

Quem ipsum dolor sit amet, consectetur adipiscing elit. Quisque hendrerit, quam sed inistique commodo, felis tortor. Praesent elit, pulvinar ornare, ris tuncis.



Winter Sports and The IX

Quem ipsum dolor sit amet, consectetur adipiscing elit. Quisque hendrerit, quam sed inistique commodo, felis tortor. Praesent elit, pulvinar ornare, ris tuncis.



A History of Middlebury Hockey

Quem ipsum dolor sit amet, consectetur adipiscing elit. Quisque hendrerit, quam sed inistique commodo, felis tortor. Praesent elit, pulvinar ornare, ris tuncis.



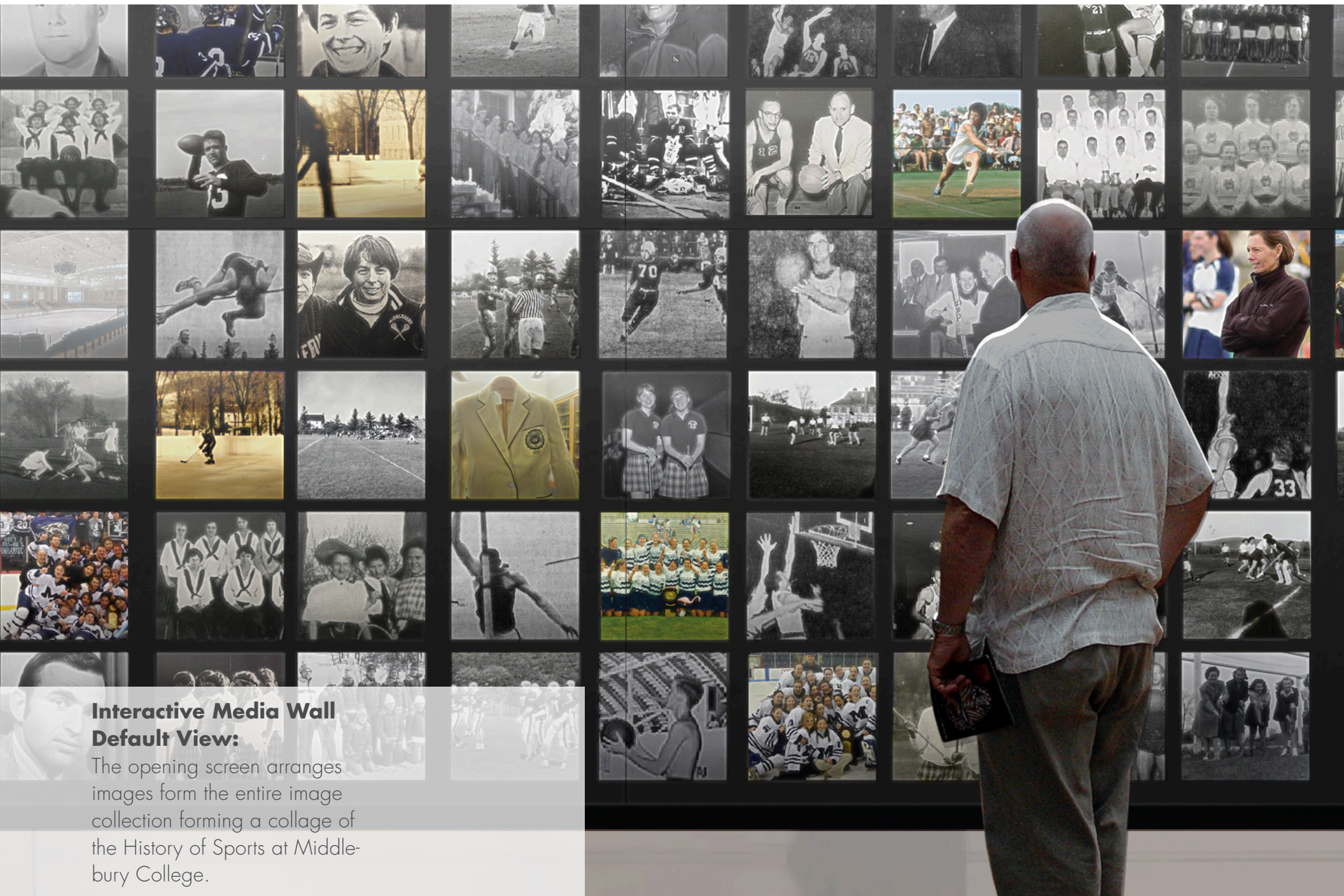
A History of Middlebury Basketball

Quem ipsum dolor sit amet, consectetur adipiscing elit. Quisque hendrerit, quam sed inistique commodo, felis tortor. Praesent elit, pulvinar ornare, ris tuncis.



Middlebury Sports Traditions

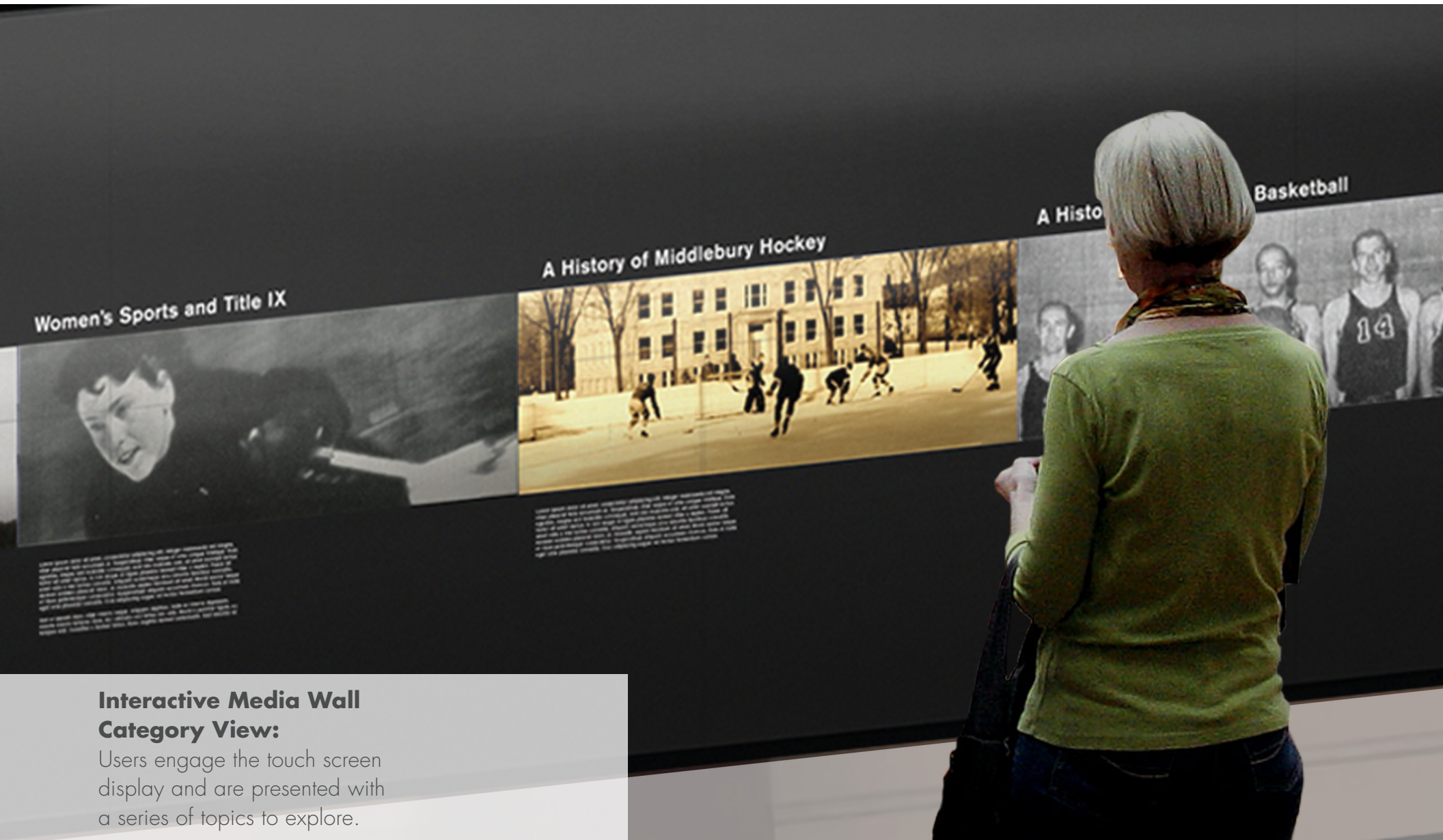
Quem ipsum dolor sit amet, consectetur adipiscing elit. Quisque hendrerit, quam sed inistique commodo, felis tortor. Praesent elit, pulvinar ornare, ris tuncis.



**Interactive Media Wall  
Default View:**

The opening screen arranges images from the entire image collection forming a collage of the History of Sports at Middlebury College.





### Women's Sports and Title IX

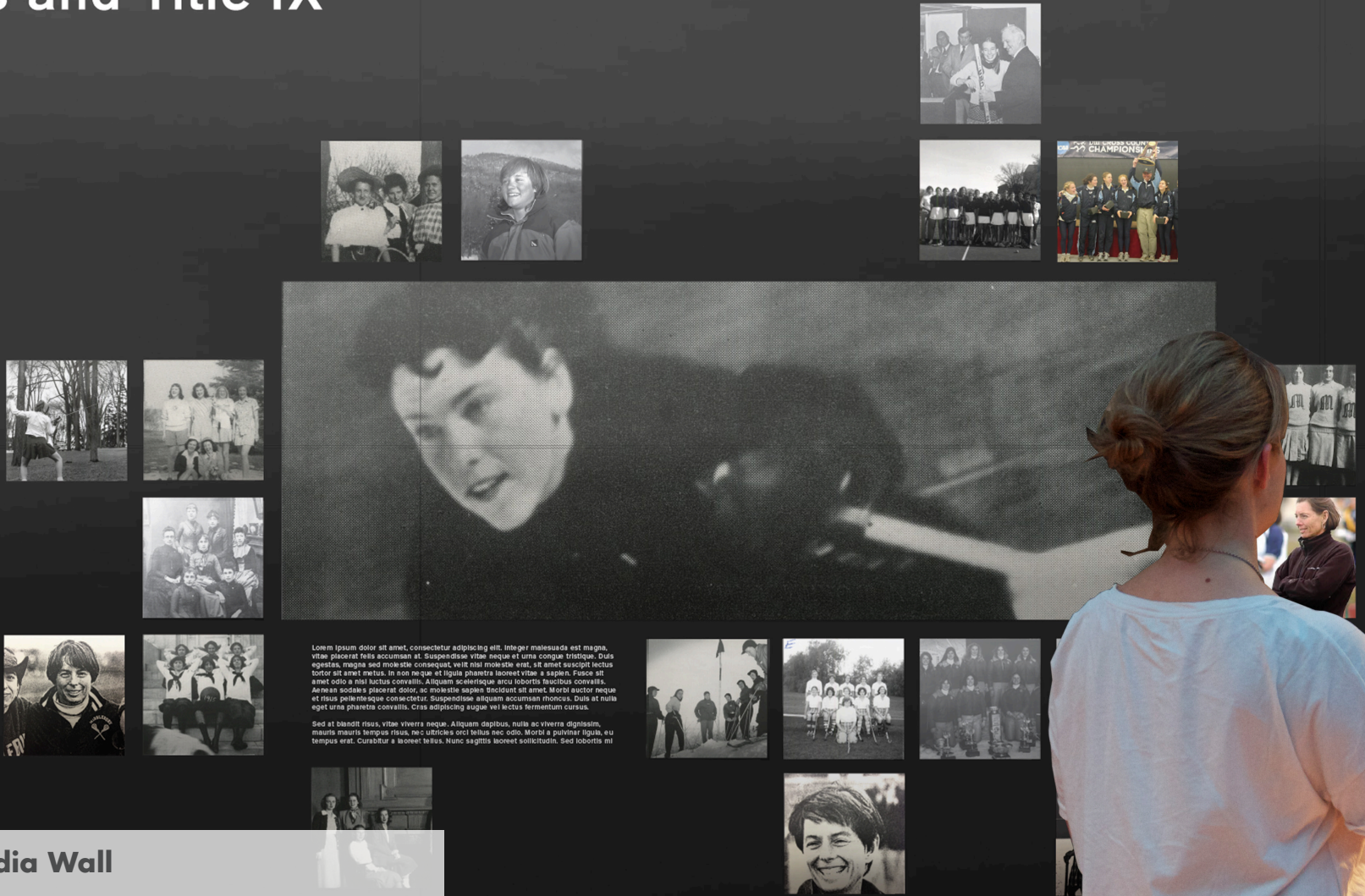
### A History of Middlebury Hockey

### A History of Middlebury Basketball

#### **Interactive Media Wall Category View:**

Users engage the touch screen display and are presented with a series of topics to explore.

# men's Sports and Title IX



## Interactive Media Wall Detail View:

Images and accompanying text from the collection are accessed and presented to the viewer organized around a central topic.

## **BENEFITS**

- Best visual impact
- Updatable at little or no cost
- Unlimited access to Athletic History Archive
- User controlled experience that allows discovery of content and adjacencies

## **DRAWBACKS**

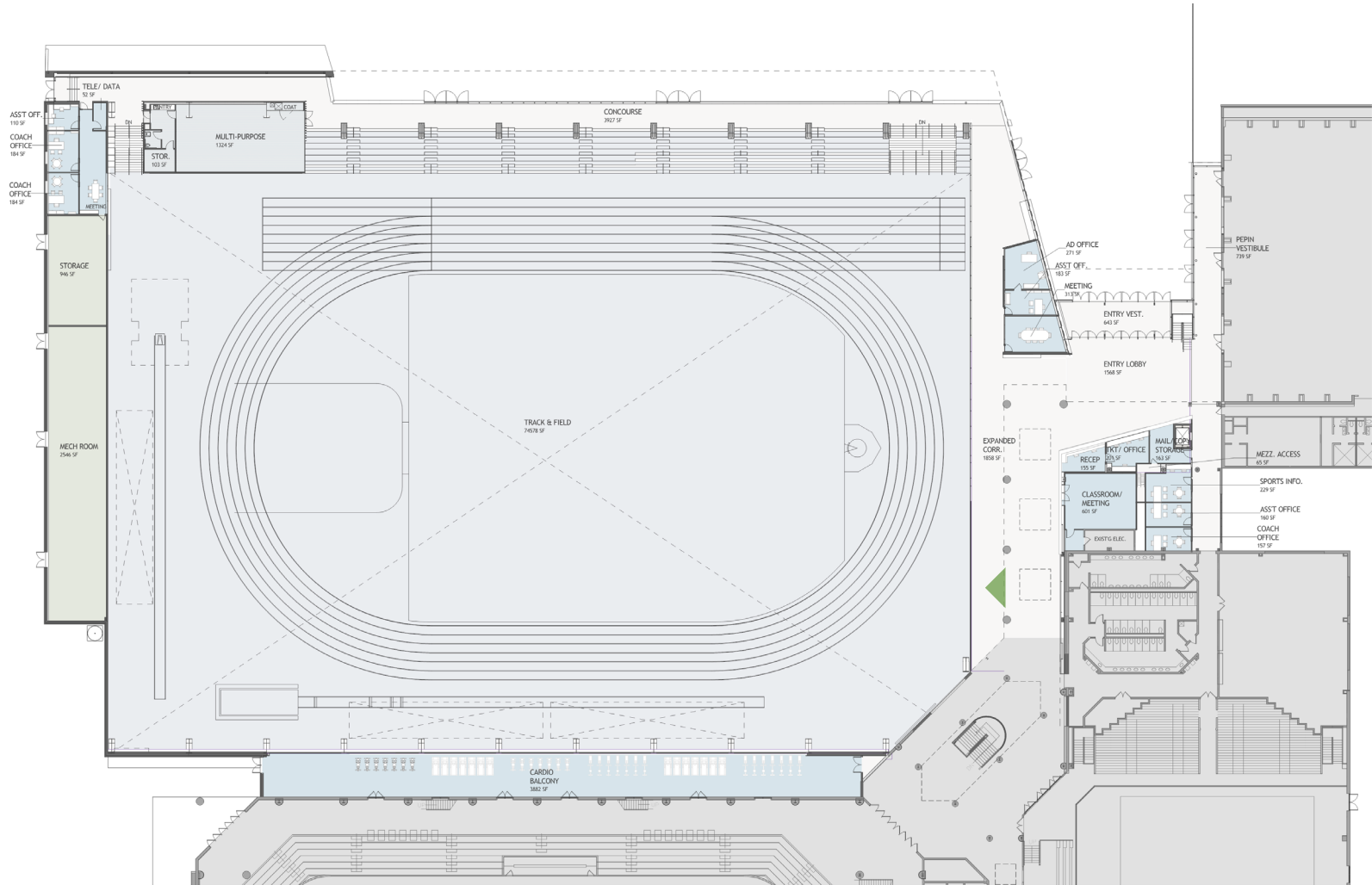
- Premium

## **PRODUCTION COST**

- \$600,000 - \$750,000



# Hall of Fame Wall Location Plan

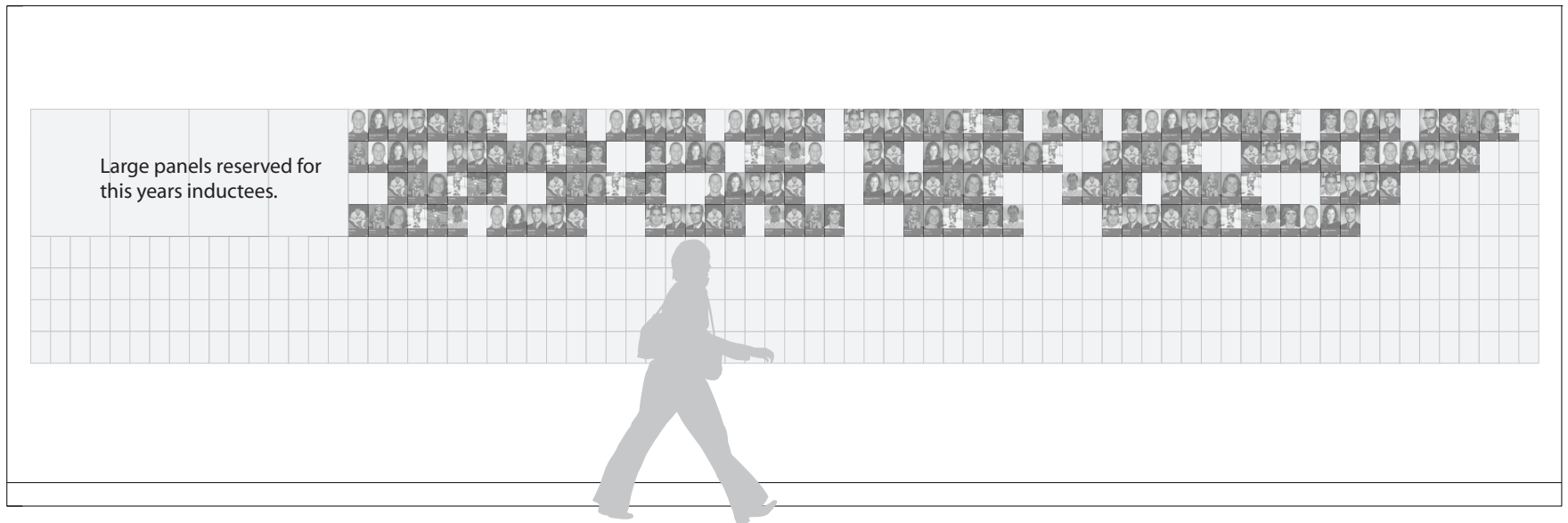


## Hall of Fame Wall case study: RPI Hall of Fame Wall by Sasaki



RPI initiated the process of gathering data beginning with the digitizing and scanning of over 200 existing inductee players and archival images. For the new panels, the design team focused on finding a material that would soften the portraits, create the illusion of depth, and could be easily reproduced. A random composition was chosen to draw attention to the whole instead of the individuals. The variety of quality and athlete poses enhanced the composition. The panels were arranged on a locking sliding track and were produced at the same time, including the blanks for future use. When reconfigured, the exhibit allows for over 30 years of additional growth.

# Middlebury Athletic Hall of Fame Wall



Large panels reserved for  
this years inductees.

Estimated Cost = 30,000 - 50,000

The graphics depicted are a mixture of frosted acrylic panels and digitally printed graphics. The panels are removable and reconfigurable.