



**MAIN STREET
DESIGN**

INTERPRETIVE EXPERIENCE
PLANNING AND DESIGN

MISSION


Main Street Design creates experiences that connect people with ideas, for places where education, entertainment, and visitor satisfaction are parallel priorities.

We are committed to informing guests in entertaining and memorable ways.





HISTORY



Main Street Design is an award-winning interpretive planning and experience design practice. Since 1991 we have completed more than 200 projects for nature centers, wildlife reserves, zoos, aquariums and botanic gardens, visitor centers and museums, and corporate clients.



Main Street's principals, Michael Mercadante and Tevere MacFadyen, are flexible, responsive, and dedicated to providing authentic and compelling experiences. Michael assumes primary responsibility for dimensional design, while Tevere directs programmatic aspects of our work, with a focus on content development.



WORK



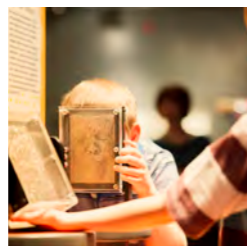
ZOOS & AQUARIUMS



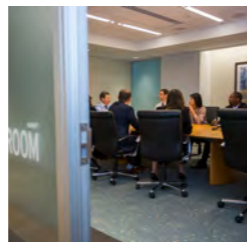
MUSEUMS & VISITOR CENTERS



NATURE CENTERS, PARKS & PRESERVES



TRAVELING EXHIBITS



ENVIRONMENTAL GRAPHICS

ZOOS & AQUARIUMS



GRIZZLY RIDGE
AKRON ZOO

ZOOS & AQUARIUMS



GRIZZLY RIDGE
AKRON ZOO

Main Street's zoo, aquarium, and botanic garden work encourages memorable encounters between people and wildlife.

HABITAT HOLLOW
COLUMBUS ZOO AND AQUARIUM



MCNEIL AVIAN CENTER
PHILADELPHIA ZOO



PRAIRIE

Client National Zoological Park, Smithsonian Institution
Location Washington, DC



- Tactile raised-line drawings and interactive graphics provide accessible overview of prairie plant diversity.
- Simple commercially manufactured “hay sheds” house interpretive nodes, provide shade and rain protection in contextually appropriate style.
- Life-sized Corten steel bison silhouette is an irresistible photo opportunity.

FLORIDA: MISSION EVERGLADES

Client Zoo Miami
Location Miami, Florida



- Large-scale cast concrete tactile graphics introduce key Everglades habitats.
- Brightly colored, whimsical identity signage draws guests to feature attractions, alludes to Florida's "picture postcard" traditions.

NATURE'S NEIGHBORHOODS

Client Zoo New England
Location Boston, Massachusetts



- Colorful, illustrated, high-visibility identity signage introduces fun and playful project style.
- High-energy whole-body play opportunities abound throughout, such as this simple stump-jump activity.
- Emulative parallel play activities enrich guests' experience and facilitate emotional connections with exhibit animals. Here, young visitors try climbing like a red panda on a simulated bamboo play structure.



GRIZZLY RIDGE

Client Akron Zoo
Location Akron, Ohio



- Species ID's and other graphics incorporate historical references, alluding to Ohio's "wild" past.
- River otter exhibit features slide-through acrylic tube, allowing young guests to "swim with the otters." Deck offers sweeping views of bear enclosure.
- Custom-designed weathervane at exhibit entrance showcases feature species.

WATERSHEDS OF SAN PEDRO BAY

Client Aquarium of the Pacific
Location Long Beach, California



- Large-scale wet model of Southern California watersheds anchors interpretation of fresh water resource management, offering informal and engaging access to complex content.
- Guest trigger “rainfall” from over head “clouds,” then observe as water flows over simulated paved hardscape but gets absorbed by permeable surfaces.
- Colorful curvilinear bilingual banners introduce key themes.

MUSEUMS & VISITOR CENTERS

General Grant, seated next to President Johnson at a luncheon in upstate New York, 1866.

LEFT
Political cartoonist Petrolia V. Nasby attacked the country's view of President Johnson's "Swing Around the Circle." Johnson hoped to capitalize on Grant's popularity and gain support for his policies, but his plan backfired.



...e toward the Black Vote"

Soldiers...by your patriotic devotion to your country...you have maintained the supremacy of the Union and the Constitution, overthrown all armed opposition to the enforcement of the Law, and of the Proclamations forever Abolishing Slavery, the cause and pretext of the Rebellion, and opened the way to the Rightful Authorities to restore Order and to inaugurate Peace on a permanent and enduring basis."

THREATS OF A DIFFERENT KIND

With war's end, Reconstruction began. President Andrew Johnson initially sought harsh punishment of former Confederates. When the Republican-controlled Congress pushed for black citizenship, Johnson reversed his position. He pardoned white southerners and encouraged them to regain political power at the freedmen's expense.

As Congress and Johnson battled over control of Reconstruction, Grant feared losing the social and political advancements gained from the war. He felt morally obligated to sustain these advances, and brought Congress would do so, but as general did not want to openly oppose Johnson, his commander in chief. Working behind the scenes, Grant helped develop and shape Congressional legislation that secured freedmen's rights. Eventually Grant concluded that it was necessary to make his position known, and publicly broke with Johnson.



General Grant, seated next to President Johnson at a luncheon in upstate New York, 1866.

LEFT Political cartoonist Petrus V. Nasby depicted the country's view of President Johnson's "Swing Around the Circle." Johnson hoped to capitalize on Grant's popularity and gain support for his policies, but his

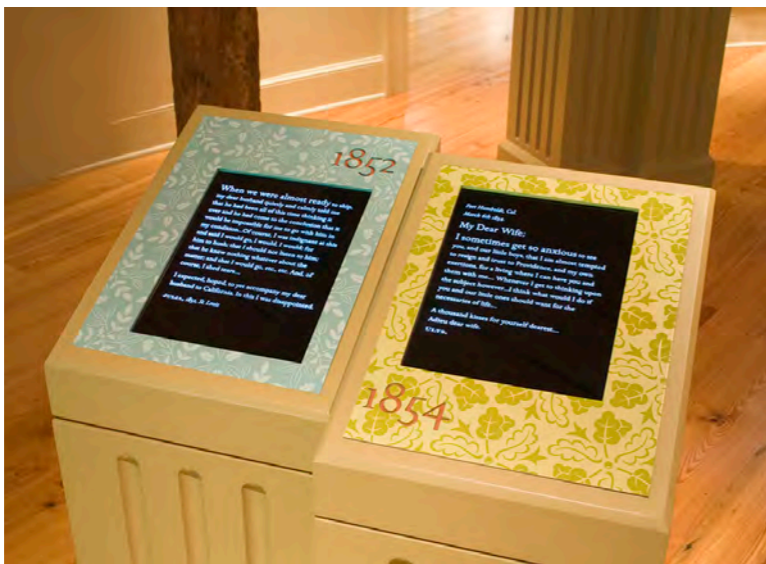
MUSEUMS & VISITOR CENTERS



BOSTON LAND AND MANUFACTURING CO. STORE
CUYAHOGA VALLEY NATIONAL PARK

For traditional exhibition settings Main Street balances education, entertainment, and operational efficiency.

BOSTON LAND AND MANUFACTURING CO. STORE
CUYAHOGA VALLEY NATIONAL PARK



ULYSSES S. GRANT NATIONAL HISTORIC SITE



VISITOR CENTER, MAIN HOUSE AND INTERPRETIVE GALLERY

Client Ulysses S. Grant National Historic Site
Location St. Louis, Missouri



- Interpretive exhibit spaces are deliberately designed to support educational programming, enhancing the efficiency and flexibility of these spaces.
- Understated custom-designed contemporary modular display fixtures are highly functional while avoiding competition with architectural and historic interiors.
- Integrated audiovisual and multimedia programs provide additional content depth.



VISITOR CENTER, MAIN HOUSE AND INTERPRETIVE GALLERY

Client Ulysses S. Grant National Historic Site
Location St. Louis, Missouri



- Restored former “slave kitchen” serves as a jumping off point for discussions of President Grant’s troubled relationship with issues of race.
- The former dining room has been painstakingly restored but left unfurnished. Instead, “magic mirror” audiovisual program reflects a lively dialogue that might have occurred around the table.



POMPEYS PILLAR NATIONAL MONUMENT INTERPRETIVE CENTER

Client Bureau of Land Management

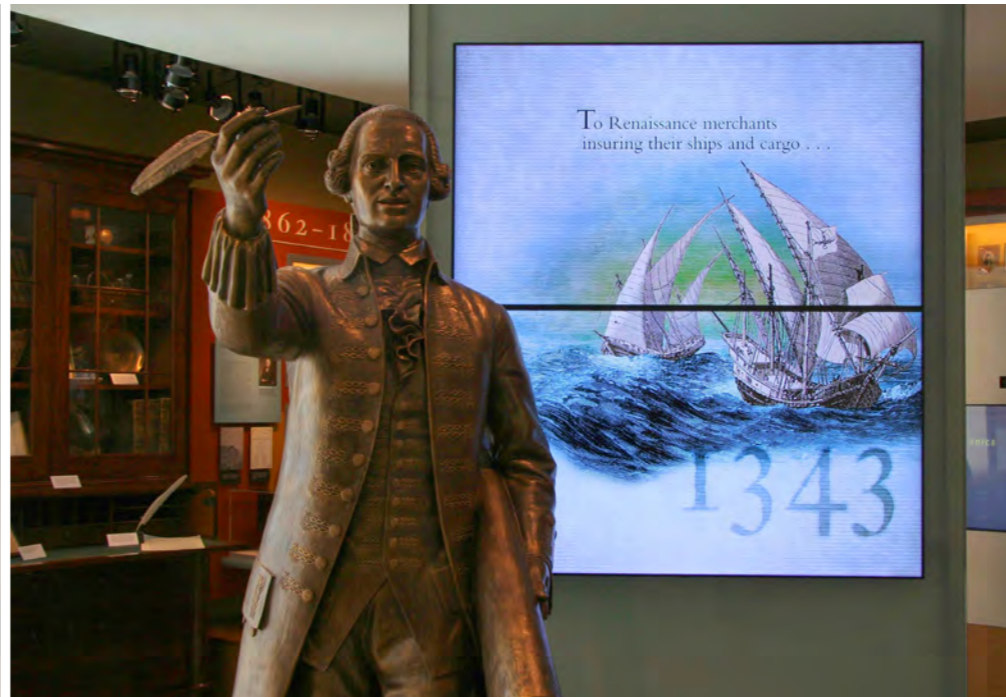
Location Billings, Montana



- At the site of the only known physical evidence of the passage of the Lewis and Clark expedition, exhibits consider the voyage itself, its motivations and its impacts.
- The expedition's multiple routes through the west are explored in dynamic, interactive fashion and celebrated with large-scale illustrations based on Clark's own cartography.
- Large-scale hands-on mechanical interactives bring alive the stories of members of the Corps of Discovery as real people and explore the complex interrelationships among them during and after the voyages.

JOHN HANCOCK MUSEUM

Client John Hancock
Location Boston, Massachusetts



- Rich mix of objects, artifacts, media and graphics trace company history back to Colonial times, as well as the evolution of an iconic American brand.
- Replica of locally famous John Hancock sculpture greets arriving visitors, introduces brief history of insurance industry.
- Artifacts and media programs survey and document the company's consumer advertising over time.



NEW MEXICO FARM AND RANCH HERITAGE MUSEUM

Client New Mexico Office of Cultural Affairs
Location Las Cruces, New Mexico



- Realistic, archaeologically accurate reconstruction of 2,000 year old Mogollon pit house celebrates “America’s first farmhouse” and the deep roots of New Mexican agriculture.
- Open displays of replicas and artifacts in period settings bring different historic eras to life.
- Grinding corn the old fashioned way, using mano and metate, powerfully connects guests to enduring Southwestern cultural traditions.



NATURE CENTERS PARKS PRESERVES



NATURE CENTERS PARKS



ZION VISITOR CENTER
ZION NATIONAL PARK

Main Street's work in natural environments fosters understanding, appreciation, and stewardship.

DRUMLIN FARM DISCOVERY TRAIL
MASS AUDUBON



OKEEHHEELÉ NATURE CENTER
PALM BEACH COUNTY



ZION VISITOR CENTER

Client Zion National Park
Location Springdale, Utah



- Outdoor interpretive elements housed in stylized “ramada” shade structures take advantage of Zion’s comfortable year-round climate, enable Park to serve peak season crowds without overbuilding.
- Large-scale accurate relief model of Zion Canyon serves as practical and conceptual centerpiece of exhibits, provides both geological interpretation and visit planning support.
- High-durability tactile elements and simple mechanical interactives enhance guest experience and can withstand harsh conditions in exterior setting.



VINS NATURE CENTER

Client Vermont Institute of Natural Science
Location Queechee, Vermont



- Gateway experience introduces core environmental education and stewardship themes.
- Dedicated locations for staff or docent-led programming are designed into the project.
- Interpretive graphics support animal viewing opportunities but don't compete with them.

patterns of light and your
brain translates these patterns
into images. For example, an image
is composed of dots. Your brain
interprets the space between the
dots as missing information and
uses the surrounding information to
fill in the gaps to create
a picture. If the dots are too far
apart, however, you can't see
the dots individually and the image
is not as clear.

TRAVELING EXHIBITIONS



SCIENCE OF RIPLEY'S BELIEVE IT OR NOT
SCIENCE NORTH

TRAVELING EXHIBITIONS



ARCTIC VOICES
SCIENCE NORTH

Main Street's traveling exhibits utilize durable, modular components and methodologies to produce high-impact experiences.

ARCTIC VOICES
SCIENCE NORTH



ARCTIC VOICES

Client Science North
Location Sudbury, Ontario



- First Nations peoples share their own experiences in Arctic “story circle.”
- Visitors try their luck at jumping like an Arctic fox or hopping like a snowshoe hare.
- Crawl into a polar bear’s ice den to find cubs safe and snug inside.



WILDLIFE RESCUE

Client Science North
Location Sudbury, Ontario



- What's it like to look inside a living creature? X-ray interactive invites guests to find out for themselves.
- For an exhibition focused on positive human responses to environmental disasters and other threats to wildlife, interactive exhibits engage guests in activities that simulate real work being done in the field, like foster feeding hand-reared condor chicks or cleaning oiled seabirds.



WADE IN THE WATER

Client Smithsonian Institution
Location Traveling Exhibition



- Traces African-American sacred music traditions from slavery to the present day.
- Based on work of Bernice Johnson Reagon, *Sweet Honey in the Rock*.
- Immersive environments anchor thematic sections of exhibition.
- Ambient and visitor activated audio programs enhance sense of place.





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