PAUL REVERE MUSEUM of DISCOVERY & INNOVATION

MUSEUM MASTER PLAN

December 7, 2021
PAUL REVERE MUSEUM of DISCOVERY & INNOVATION

MILLS WHITAKER ARCHITECTS LLC
MISSION

“Embodying the entrepreneurial legacy of Paul Revere and his son, this cultural center offers an opportunity to explore the past through a contemporary lens, creating meaningful connections and thoughtful experiences through its programming, collections and exhibitions.”

—Town of Canton, RFP
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MASTER PLAN SCHEDULE

Project Award & Contracted . . . . . . . . . . . . Feb 11, 2021
Discover Phase . . . . . . . . . . . . . . . . . . . . . . May 3 - Jun 2, 2021
Design Phase . . . . . . . . . . . . . . . . . . . . . . . Jun 7 - Jul 16, 2021
  Teacher Survey . . . . . . . . . . . . . . . . . . . . . . May 27, 2021
Develop Phase . . . . . . . . . . . . . . . . . . . . . . Jul 19 - Aug 13, 2021
Define Phase . . Sept 1 - Dec 10, 2021
  Prelim Master Plan . . . . . . . . . . . . . . . . . . . . . Nov 16, 2021
  Public Meeting 1 . . . . . . . . . . . . . . . . . . . . . . Nov 17, 2021
  Public Meeting 2 . . . . . . . . . . . . . . . . . . . . . Dec 7, 2021
  Final Master Plan . . . . . . . . . . . . . . . . . . . . Dec 10, 2021
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GOALS

• **explore** development from an agrarian to a technological economy
• **immerse** in the post-Revolutionary world of Paul Revere
• **emphasize** problem solving and collaboration through STEAM skills
• **confront** the consequences of technological change
• **celebrate** the diversity of Americans who contribute to country’s economic development
• **engage** in civil dialogue with others
• **demonstrate** importance of education and innovative thinking to economic progress and well-being
• **ponder** connections and relevance to today
AUDIENCE

- Estimated mid-range of visitation potential is 23,000/annually
- Approx 68% from resident market (>30 minutes away) and 32% from tourist market
- Mix of families, seniors, school children, and other interested adults
- Residents, school groups, and other tour groups an important audience in non-peak periods
- Programming and community involvement, membership, and volunteer activities needed to support visitation
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GUIDING CONTENT THEMES

- The history of the site
- What it means to innovate and be an entrepreneur
- Constructive questioning about innovation and “Progress”
EXHIBIT GUIDELINES

- Be thought-provoking
- Present diverse perspectives and insights
- Foster curiosity, questioning, and dialogue
- Provide opportunities for interaction
- Engage multiple senses
- Emphasize problem-solving and collaboration
- Connect past, present, and future
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EXHIBIT EXPERIENCE

3 levels of interpretation + exterior treatments:

• Level 1: Welcome to Canton Dale
• Level 2: Innovation in Action
• Level 3: Problem Solvers Lab
• Exterior Terrace
• Exterior Path
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PRIMARY EXHIBIT EXPERIENCE

-1,200 sq. ft. of exhibit space on each floor of the building

LEVEL 1
Exhibits
Theater
Exterior Terrace

LEVEL 2
Exhibits

LEVEL 3
Problem-Solvers Lab
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LEVEL 1: WELCOME TO CANTON DALE

1.1 Creative Welcome Installation
1.2 New England Innovations Mural
1.3 Welcome to Canton Dale
1.4 Revere’s groundbreaking copper mill
1.5 Meet Paul Revere v2.0
1.6 Made from Metal
1.7 Roll the Copper Touchtable
1.8 Challenges of Change
1.9 Who Worked Here?
1.10 Visitor Talkback Station
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LEVEL 1: WELCOME TO CANTON DALE

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LEVEL 1: WELCOME TO CANTON DALE
1.9 Who Worked Here?

12' x 6'

WHO WORKED HERE?

WAMPANOAG COAL MINER LUMBER JACK BLACKSMITH

MADE OF METAL

12' x 6'

MADE FROM METAL

COPPER BRONZE SILVER GOLD

Lift panel to touch an object made of copper.
Lift panel to touch an object made of bronze.
Lift panel to touch an object made of silver.
Lift panel to touch an object made of gold.
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LEVEL 2: INNOVATION IN ACTION

2.1 Innovation in Action
2.2 Be an entrepreneur
   - Station 1: What’s the Big Idea?
   - Station 2: Testing and Prep
   - Station 3: Making It
   - Station 4: Going to Market
2.3 Entrepreneurial Examples
2.4 Question Wall
2.5 Staff Desk
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LEVEL 2: INNOVATION IN ACTION

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LEVEL 2: INNOVATION IN ACTION

WHAT DOES IT TAKE TO INNOVATE?

THE BIG IDEA!

GOING TO MARKET

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LEVEL 2: INNOVATION IN ACTION

2.4 Question Wall

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LEVEL 2: EXTERIOR TERRACE

2.6 Exterior Terrace
   - Waterwheel Interactive
   - POI Viewers
   - Environmental Remediation Panels

2.7 Mobile Activity Cart
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LEVEL 2: EXTERIOR TERRACE
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LEVEL 3: PROBLEM SOLVERS LAB

3.1 Innovators Gallery
3.2 Innovators Touchscreen
3.3 Staff Desk and Storage Lockers
3.4 Worktables
3.5 Digital Smartboard
3.6 Conversation Corner
3.7 Loft art installation
3.8 Gears & Blocks Corner
3.9 One Site, 300 Years
3.10 It Takes a Team
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LEVEL 3: PROBLEM SOLVERS LAB

ONE SITE, 300 YEARS

3.9 One Site, 300 Years

IT TAKES A TEAM

3.10 It Takes a Team

THE CHALLENGE

3.7 Loft Art Installation
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EXTERIOR INTERPRETATION & ACTIVITIES

- Story Stations
- Power Path
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COPPER MILL HALL

• Flexible Use Space

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OTHER DESIGN CONSIDERATIONS

• include multiple perspectives, e.g. history of site through lens of three different people

• provide take-home items, e.g. Paul Revere wristband, copper souvenirs, etc.

• include hands-on modern-day copper uses and an inside water engineering element

• interpret pros / cons of being an entrepreneur

• use ceiling space for artist treatment and outside space for art, performance and discovery

• interpret site’s archaeology history and location of Revere’s home and bell tower

• continue to engage public in development of museum
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CONCEPTUAL PROJECT BUDGET

Estimated Design Fees ................. $1,000,000
Estimated Construction ................. $4,000,000
Estimated Project Total ................. $5,000,000
### CONCEPTUAL PROJECT BUDGET

<table>
<thead>
<tr>
<th>Design Estimate Detail</th>
<th>Amount</th>
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<tr>
<td>. Design Development Phase</td>
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<tr>
<td>. Construction Document Phase</td>
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<td>. Bidding &amp; Construction Admin</td>
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<tr>
<td>. Total Design</td>
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Estimate to be updated and refined upon completion of design development and construction document phases.

Estimate assumes that all exhibit areas will be designed at same time.

Similarly, construction estimate assumes non-phased implementation.

Escalation may be a factor if construction is phased.
Construction Estimate Detail

. Interior Exhibits ................. $3,150,000
. Exterior Terrace .................. $600,000
. Exterior Path ..................... $250,000
. Total Construction ............... $4,000,000
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ORGANIZATIONAL DEVELOPMENT KEY NEXT STEPS

- Create pre-opening plan, including a staff hiring plan, job descriptions, and expense budgets.

- Create operating plans and implementation schedule for educational and special programming, events, and exhibits.

- Initiate Design Development Process

- Create marketing and outreach plans for various primary audiences.

- Incorporate plan for endowment into the capital campaign and fundraising feasibility analysis.
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THANK YOU!

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