

CASE STUDY

University of Pennsylvania
Perelman Center for Advanced Medicine



Situation:

The Perelman Center for Advanced Medicine is a state-of-the-art outpatient facility. It is located at the site of the old Philadelphia Commercial Museum and Civic Center, which was demolished to make way for the new Center. With the new building's expansive design by world-renowned architect, Raphael Vinoly, Penn recognized that, through interpretive graphics and repurposed artifacts, they could both preserve the legacy of the Civic Center's historical building and inform visitors of Penn's rich history in medicine.

Challenge:

Penn Medicine needed a "museum level" exhibit to function within the everyday workings of an advanced medical center. The solution needed to align with the architect's vision of the space while communicating a vast amount of information. A hierarchy had to be created to access and manage both historical and forward-looking content, a large portfolio of images and multiple layers of information.

Most importantly, the display needed to be developed with the visitor experience in mind. Visitors to the Center are most likely concerned about their health or that of a loved one. The interpretive solution needed to communicate on multiple levels, engaging the visitor in a thoughtful and entertaining way, while also creating confidence in Penn Medicine.

Solution:

Gecko Group's solution successfully builds interest in Penn Medicine's journey and instills awe and confidence in the organization's contributions to the medical field, as well as tells the story of the historic Civic Center.

- An interpretive plan was developed to tell the stories through a variety of visitor interfaces including: multimedia components, traditional historical timelines, topic specific reader rail panels, and artifact labels.
- To integrate the exhibit design with the architecture, Gecko specified exhibit structures with clean, straight lines & rich in imagery and content. The freestanding structures are viewable from all 4 sides with the intent to maximize visitor circulation.
- An expansive video wall creates a focal point in the enormous lobby space. The large video wall features many 'Ah Ha' moments with video sequences developed to entertain and inspire visitors.
- A Civic Center video was also developed - telling the pictorial story of the Commercial Museum and Civic Center with rich historical images.
- A touch screen interactive features Penn Medicine departments and seeks to inform visitors about both the state-of-the-art research, and the monumental accomplishments at Penn Medicine.

Results:

The Perelman Center opened to the public on December 15, 2008. As part of its process, Gecko Group will conduct evaluative testing to assess the impact of and visitor satisfaction with the project.

branding

marketing

exhibits

multimedia

environmental