

International Crane Foundation Interpretive Plan & Exhibit Design

Baraboo, Wisconsin



The International Crane Foundation's (ICF) headquarters in Wisconsin, provides a place of refuge for all 15 species of cranes, a place of research for international leaders in the conservation field, and a place of inspiration for the more than 25,000 people who visit the site annually.

In 2008, the 106 Group was hired by ICF to complete a comprehensive interpretive plan, the first such plan for the organization. The interpretive planning process began with a series of meetings that gathered input from ICF's staff, board members, donors, volunteers, partners, and community.



In tandem with interpretive planning efforts, the 106 Group also worked as part of a team of consultants to complete ICF's newest exhibit, *Spirit of Africa*, an outdoor exhibit featuring the four species of sub-Saharan African cranes. Our work included establishing the exhibit's message, which emphasizes real stories of scientists, community members, and African leaders who are working to safeguard Africa's cranes through community-based research, education, and conservation programs. Our work included the design of custom signs and display boxes as well as other three-dimensional exhibit components.



Interpretation and exhibits encourage visitors to engage in conservation action toward a better future for cranes and the ecosystems they share with people. *Wisconsin Builder* magazine awarded ICF a 2009 Top Project award. The project also received a Wisconsin Green Building Alliance SE2 (Sustainability and Energy Efficiency) Leadership Award for "green" design features such as solar panels, rainwater collection, and pervious pavement.

