

case study

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our client



In its 75th year, The Landmark Society of Western New York, Inc. is one of the oldest and most active preservation organizations in America, serving nine Western New York counties. Formed in 1937, The Landmark Society continues to protect the unique architectural heritage of our region and promote preservation and planning principles that foster healthy, livable, and sustainable communities. The Landmark Society is supported in part by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

the opportunity

The Landmark Society approached the Second Avenue Learning team with a request to design a game about historical preservation. Requirements included using actual landmark data and stories, realistic obstacle and support scenarios, and probable stakeholder actions and reactions. Second Avenue envisioned a game that would be playable either in the classroom, with a small group, or even as an individual. Our team wanted to ensure that the game was impactful as both an instruction tool and assignable as a homework—as well as something that was engaging and fun!



the solution

Our team designed a web-based, tablet friendly, HTML5 game which mirrors the process that a preservation team would embark upon when deciding next steps for a historical structure. Very much like a work of historical fiction, the game is centered on actual landmarks that have been saved, destroyed, or are currently at risk for demolition.



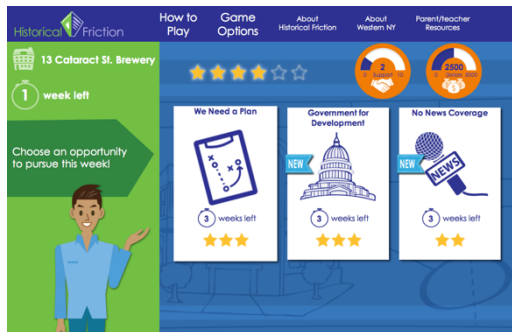
As students consider the specifications and details of actual properties, they then follow a path of inquiry that takes both public opinion and financial realities into account. Throughout gameplay, students must balance the resources at their disposal: financial reserves, legal position, and public opinion. Outcomes are based on how successfully students proactively maneuver and react to various choices presented within the game.

As a twist, results of each scenario do not necessarily align with what actually transpired with each structure. In cases where the landmark in question is still at risk, the game offers possible outcomes—a realistic picture of something preservationists and planners deal with each day!

Let's start a new project together!

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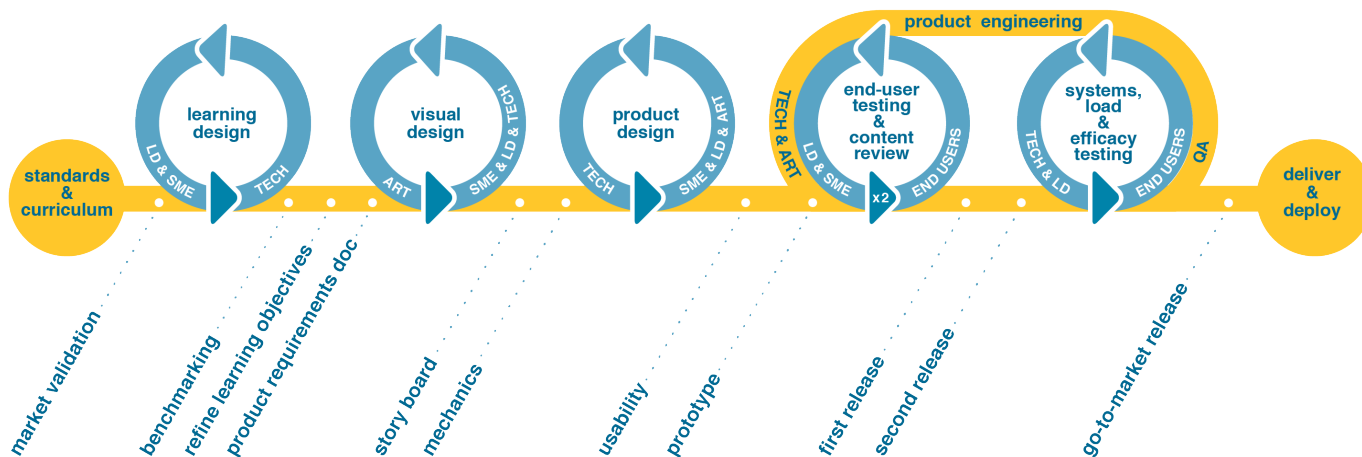
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Historical Friction is appropriate for students as young as those in elementary school, Historical Friction is truly all about the value of historical preservation.

our process

The learner is at the center of our design. We use our proprietary process for all digital learning consultations. You will be involved in design and feedback through each iteration, working together with experts from Second Avenue at every stage.



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