

THE WORKS EXHIBIT

OHIO CENTER FOR HISTORY, ART & TECHNOLOGY
NEWARK, OH

BRANDING CASE STUDY
MUSEUM



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OVERVIEW

The Works is an immersive science museum that partnered with The Ohio State University to add the SciDome Planetarium to its existing facility. The addition created an opportunity for a captivating entrance exhibit that tells the story of celestial navigation.

Upon entering the planetarium lobby, audiences of all ages can now experience stunning visual displays that weave together navigation, the stars, and the history of cultures from prehistoric to modern times.

DESIGN

A large mural, artwork from local artists, ancient artifacts, and interactive elements reveal how navigation has influenced the progress of art, technology, and society throughout history.

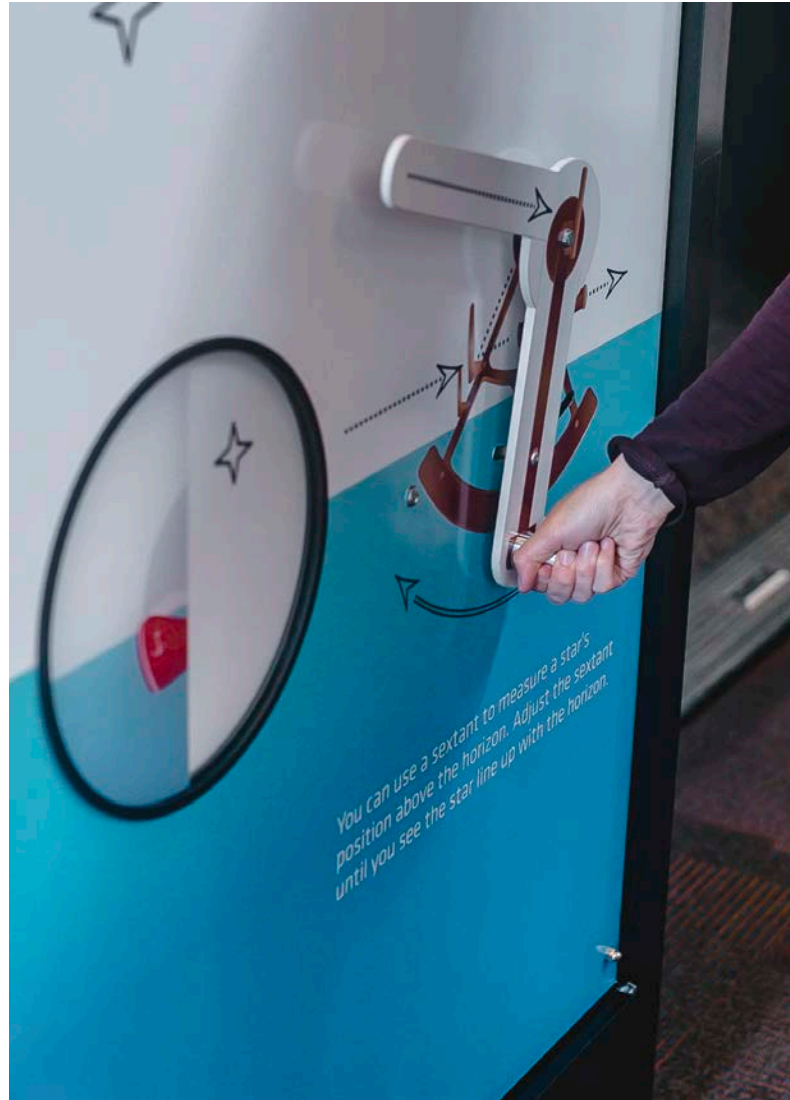






HISTORICAL

Local industry is featured to pay homage to Ohio's role in the story.



INTERACTIVE

Interactive elements are incorporated into the displays to engage visitors of all ages.



ARTIFACTS

Inclusion of physical artifacts help tell an authentic story about space.

