Ennoble

Enable
Making a Landmark
Creating a Destination
Building a Campus
THE OBAMA PRESIDENTIAL CENTER

ENVISIONING THE LANDSCAPE
Guiding Principles

Unify Jackson Park

Diversify scale and type of spaces

Create safe and welcoming arrivals

Build with sustainable practices

Concept Plan – September 2017
Unify Jackson Park

Reconnect fragmented site by removing Cornell Drive

Make lagoon more accessible

Extend park landscape on top of buildings

View from the East
Diversify the Size & Type of Spaces

Introduce a variety of scale

Find a suitable balance between active passive recreation

Design flexible spaces for a wide range of users

View from the South
Create Safe & Welcoming Arrivals

Locate parking on Midway site

Embed structure in landscape

Design plaza to be open and porous

View from the West
Build with Sustainable Practices

Manage water responsibly

Improve ecological performance of planting

Educate visitors on sustainability

View from the West
THE OBAMA PRESIDENTIAL CENTER

MAKING THE MUSEUM
HOW DO PRESIDENTIAL FOUNDATIONS DO THEIR WORK?
MUSEUM DESIGN

FRANKLIN D. ROOSEVELT

JOHN F. KENNEDY

JIMMY CARTER

RONALD REAGAN

WILLIAM J. CLINTON

GEORGE W. BUSH
OBAMA PRESIDENTIAL CENTER
MAKING THE MUSEUM
STORYTELLING: WOVEN NARRATIVE

- PRIMARY NARRATIVE ARC: The President’s Story
- American Progressive Milestones
- African American/Civil Rights Milestones
- Counternarrative
ARTIFACTS, DOCUMENTS, OBJECTS AND ART
MUSEUM VISITOR FLOW AND CONNECTIONS
YES WE CAN!