

Interpretive Planning & Design

 *form*:media

Interpretive Master Planning • Visioning & Feasibility Studies • Exhibit Design & Fabrication Supervision



Interpretive Master Planning

Built upon a thorough understanding of our clients' needs and the stories they want to tell, we develop plans that lay the groundwork for successful heritage interpretation in the long term. Through group facilitation we work collaboratively with our clients to define engaging themes, experiences, media, and programs that can be used to guide future project work. Whether they are applied locally or regionally, interpretive master plans are the key ingredient for those who aspire to make interpretation a meaningful part of their project.



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[We were] most impressed with Form:Media's strong work ethic. . . . they did their homework, their ideas were well researched, and they were well aware of what is going on in museum interpretation across North America. Not surprisingly, the final product we received is a rich, polished, and practical document that will benefit the museum for years to come.

Bill Greenlaw, NS Tourism, Culture and Heritage (Heritage Division)

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Visioning & Feasibility Studies

Building a vision that is imaginative yet attainable is central to every interpretive project. Working with stakeholders, tourism and economic consultants, and architects we develop interpretive concepts and feasibility studies for public experiences that reveal potential, garner support, and inspire funders. The result is a mix of creative and sound business sense that will set your project in motion and provide a foundation for future design initiatives.

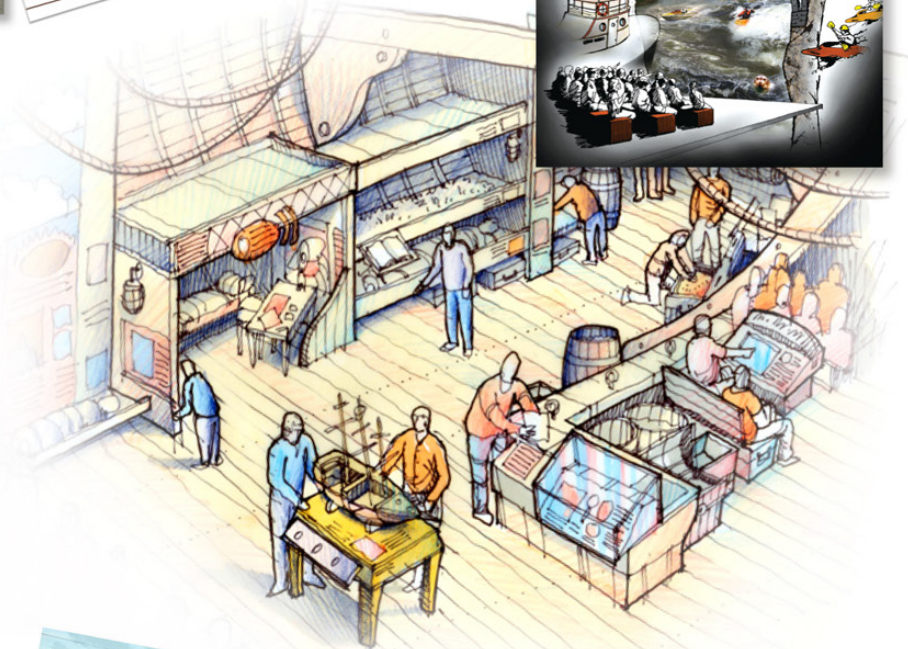
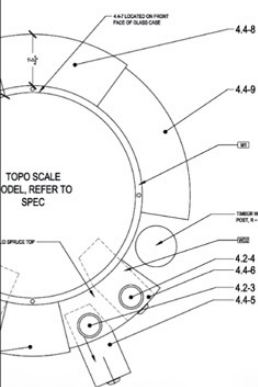
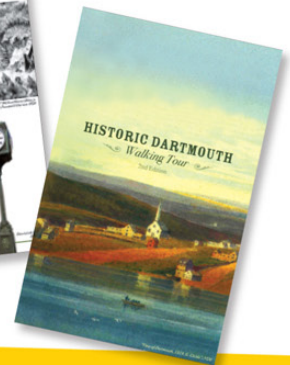


Exhibit Design & Fabrication Supervision

Our integrated approach to planning and design unites a diverse group of specialists under one roof. Building on an interpretive vision or concept plan, our researchers, writers, graphic designers, and three dimensional designers collaborate to develop, design, and detail exhibit experiences that resonate with audiences long after their visit. We provide professional documentation to assist with bidding, as well as supervision and advice to control design quality, schedules, and budgets as the design moves through to fabrication and installation.

Landscape Interpretation

Telling stories in natural and urban spaces is one of our specialties. Taking our lead from the site and its distinct character, we work with urban planners and landscape architects early in the process to develop authentic interpretation that guides site development. As planning unfolds we continue to collaborate, developing a variety of interpretive media that help bring the landscape to life.



Visitor Programs & Publications

Extending the reach of an interpretive site or facility – and the stories it tells – is an integral part of our work. Through program planning and self-guided media we augment visitor experiences to create connections, deepen exploration, and drive home key ideas and concepts for users of all ages.

Digital Multimedia

Multimedia has become an inherent part of the way visitors engage with information. As part of our planning and design work, we look for logical opportunities to introduce digital multimedia that makes a strong emotional impact, nurtures relationships, and builds support beyond the exhibit and into the community.

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Creating a Landscape Experience Plan for the Port au Choix National Historic Site is inherently challenging because the site is multi-thematic and complex . . . Form:Media . . . meets this challenge creatively, coherently, and elegantly.

M.A.P. Renouf, Memorial University

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La recherche

L'apprentissage

Le soutien

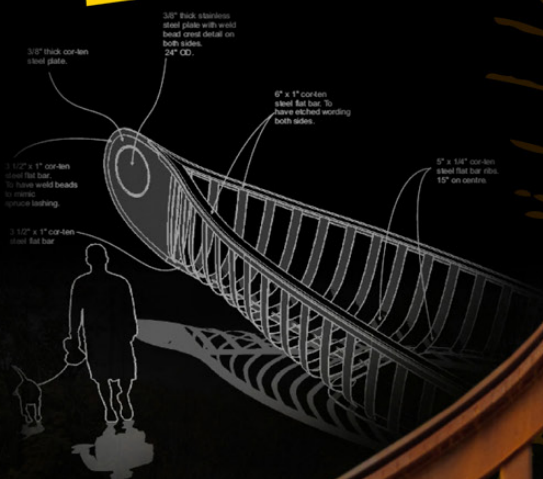
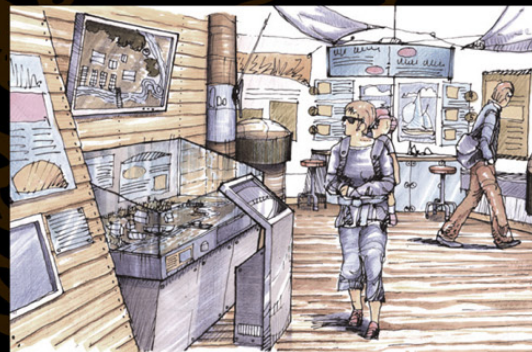
La surveillance

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As a result of [Form:Media's] efforts we were made to realize the importance of not only the story that we had to tell, but also the manner in which it had to be told. This process caused us to see the 'big picture.'

Paul McGraw, Miramichi Landings

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Form:Media is a full service design firm focused on interpretive planning and design, environmental signage planning and design, and digital multimedia. Located in Dartmouth, Nova Scotia, we are proud to be one of Atlantic Canada's leading creative firms.

Our portfolio includes successfully completed regional, national, and international projects for a variety of clients from both the public and private sector.



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Heritage Interpretation • Landscape Interpretation • Visitor Programs & Publications • Digital Multimedia

