

Experience and Exhibit Design at the Statue of Liberty Museum Fact Sheet

At the new Statue of Liberty Museum, with experience and exhibit design by ESI Design, visitors will have the opportunity to experience the history and grandeur of this colossal figure and consider the role of liberty in their world today. The exhibits will provoke insight, stir emotions, and inspire ideas about the Statue of Liberty and the ideals she represents.

ESI Design is an experience design studio based in New York City's Flatiron District that transforms places into experiences. ESI weaves together the physical and digital worlds to create immersive, interactive experiences that fundamentally changing how people connect with brands, organizations, cultural institutions and, most importantly, each other.

OVERALL MUSEUM

Museum Square Footage	26,000-square-feet (entire interior)
Exhibits Square Footage	15,000-square feet (galleries only, ex. back of house)
Number of Exhibits	8 exhibits in 3 galleries (detailed below)
Number of Artifacts (total)	~150
Average Duration Time for Museum	45 minutes
Digital Tour Guide Languages	Available in 13 languages – Arabic, English, French, German, Hindi, Italian, Japanese, Korean, Mandarin, Portuguese, Russian, Spanish, and American Sign Language (on an iPad). For visitors with impaired vision, there is an Audio Descriptive (AD) tour giving detailed dimensions and physical explanations as well as readings of text panels and overviews of content available in exhibit galleries.

WELCOME AREA

Liberty Star Mural (Donor wall)	50 stars, reflecting the 50 stars on the flag of the U.S.A
Digital Donor Directory	5 touchscreens allow visitors to explore the testimonials from donors about their personal connection to Liberty, from family immigration stories to honoring figures who have struggled to attain the ideal the Statue represents
Scale touch-model of Statue	Provides the first tactile encounter with the Statue

To-scale wall graphic of Statue's face

~ 850 sqft durable wall graphic featuring a quote by Statue of Liberty sculptor Frédéric-Auguste Bartholdi and a full scale image of the Statue's face.

IMMERSIVE THEATER

The Film

Film Name

Liberty Enlightening the World

Length

10 minutes divided into three acts

Narration by

Diane Sawyer

Description of Film

An introduction to the Statue of Liberty and to her museum, visitors experience a dramatic multimedia event told in three acts.

The film begins with a scenic view of the New York Harbor in the 1870s before the Statue of Liberty graced the skyline and progresses through the story of how and why the Statue was created and given as a gift from the people of France to the people of the United States.

In a dramatic shift of scale, visitors find themselves inside the towering figure of the Statue. The story takes them on an exhilarating flythrough of the Statue and immerses them in the sweeping story of the Statue and the ideal she represents, and how the world has changed around her.

The final segment brings the story home to visitors. For over a century, the Statue has observed people's struggles for liberty all around the world. Visitors hear that we all have a role to play in defining and advancing liberty — as individuals and united with others. As an emotional conclusion, the film challenges visitors to reimagine liberty for their world today and sets the tone for the rest of their visit to the museum.

How Film was Shot

2 drones were used to film the exterior of the Statue using special cameras to capture 8K footage to fit the large format *Immersive Theater* screens. For the interior shoot a specialized camera mount typically used to film from cars and vehicles was attached to an emergency lift inside the Statue that is used for evacuations. The lift was then slowly moved through the Statue with the camera on top.

Types of screens Novawall Projection screens
 Square Footage of Theater 3,000-square-feet

Theater Space 1/Part 1

Part 1 focus The history of the Statue of Liberty
 Part 1 duration ~3 minutes
 Size/type of screen 10'H x 42'W Novawall Fabric Screen
 Size of theater 1000 square feet
 Ceiling height 13 feet
 Projectors 3 projectors, 12K lumens (Panasonic PT-RZ12KU)
 Wall speakers 2 speakers in wall (JBL Control 25AV), 1 subwoofer in wall (Bag End IPS10E-SHV2)
 Floor speakers 6 speakers in floor (Innovox SHA-90C)

Theater Space 2/Part 2

Part 2 focus Construction of the Statue and views inside/outside
 Part 2 duration ~3 minutes
 Size/type of screen 16'H x 46'W Novawall Fabric Screen
 Size of theater 1000 square feet
 Ceiling height 20 feet
 Projectors 2 projectors, 4K, 26K lumens (Panasonic PT-RQ32KU)
 Wall speakers 2 speakers in wall (JBL Control 25AV), 1 subwoofer in wall (Bag End IPS10E-SHV2)
 Floor speakers 7 speakers in floor (Innovox SHA-90C)

Theater Space 3/Part 3

Part 3 focus The Statue as a symbol throughout the world
 Part 3 duration ~3 minutes
 Size/type of screen 10'H x 42'W Novawall Fabric Screen
 Size of theater 1000 square feet
 Ceiling height 13 feet
 Projectors 3 projectors, 12K lumens (Panasonic PT-RZ12KU)
 Wall speakers 2 speakers in wall (JBL Control 25AV), 1 subwoofer in wall (Bag End IPS10E-SHV2)
 Floor speakers 6 speakers in floor (Innovox SHA-90C)

ENGAGEMENT GALLERY

Number of interactive experiences 2 (*Bartholdi's Sketches* and *The Statue in Popular Culture*)

Number of screens 20 x 86" panoramic displays (LG 86BH5C) with IR touch overlays (PQ Labs G5-86.15)
 5 x 6.5K lumen projectors (Panasonic PT-RZ670)
 3 x 22" square Planar Mosaic displays (Planar AD-22)
 3 x 46" Planar Mosaic displays (Planar AD-46)
 2 x 55" transparent displays (Crystal Display Systems LCD-550-TRN)
 5 x 22" touch displays (ELO 2201L)
 2 x 32" touch displays (Planar PT3290PW)
 2 x 50" touch displays (Planar EP5024K-T)

Name of each exhibit video in gallery Exhibit 2: *Constructing Liberty*
 Enlargement Process
 Repoussé Process
 Armature Bar Restoration
 Exhibit 3: *Raising Liberty*
 Raising Francs
 Raising Dollars
 Exhibit 5: *Embracing Liberty*
 A Symbol of Home and Democracy
 Welcoming Immigrants
 Protesting for Liberty

The exhibits in the Engagement Gallery

Exhibit 1: *Imagining Liberty*
 Banners: 15 fabric banners that feature archival images

Subsection A: *A Vision of Liberty*
 Key Artifacts: Bust of Édouard de Laboulaye, his various writings about American politics, democracy and abolitionism

Subsection B: *Designing Liberty*
 Key Artifacts: Bartholdi's working maquettes of the Statue, maquettes of a related, unrealized project called *Progress Bringing Light to Egypt*

Exhibit 1B:

Bartholdi's Sketches

Bartholdi's Sketches brings archival material—from the NPS collection and beyond—to life through gestures and animations that feel natural, more like interacting with an artifact like an artist's sketchbook than a screen.

Interactive technology hardware

2 touch displays (Planar PT3290PW) driven by 2 RealMotion LITE servers

Exhibit 1C:

Ear model

Total Number of Artifacts:

1, ear model

Exhibit 2:

Constructing Liberty

Wooden Posts

The reclaimed wooden pillars (from Elmwood Reclaimed Timbers) in *Constructing Liberty* are used for the immersive recreation of Bartholdi's workshop. The wood was reclaimed from old warehouses in Philadelphia, and the raw timbers were then treated with a fire-rated coating and then a sealer to secure any splinters.

Key Artifacts:

Scale models and sculpting equipment using the foot as a case study to illustrate how the statue was constructed, culminating with a full-size replica of the foot that visitors may touch

Projection mapping:

4 projections calling out details in Bartholdi's workshop wall graphic to illustrate the process of building the statue

Subsection A (Enlargement):

An Effort of Extraordinary Proportions

Subsection B:

Repoussé

Subsection C:

Iron Armature / New Steel for Old Iron

Subsection D: Key Artifacts:	<i>A Befitting Pedestal</i> 3 large study models of Hunt's pedestal designs, 1 Tiffany plaque
Projection mapping:	1 projection calling out details of the wall graphic of the final design for the pedestal
Audio:	atmospheric audio which gives the feeling of being in Bartholdi's warehouse while the statue was being built
Exhibit 3: Key Artifacts:	<i>Raising Liberty</i> Receipts given to donors, ticket to a fundraising ball, bronze souvenir figurines
Subsection A: Key Artifacts:	<i>Raising Francs</i> Tickets to Bartholdi's workshop, lottery tickets, a medallion presented to the poet Victor Hugo, early advertising such as liquor bottles where Bartholdi licensed the Statue's image
Subsection B:	<i>Raising Dollars</i>
Exhibit 4: Key Artifacts:	<i>Opening Ceremony</i> Mementos from the 1886 celebrations, including a guidebook to the Statue, the deed of gift presented from France to the US, and an engraved invitation to the ceremony made by Tiffany's
Subsection A: Subsection B: Audio:	<i>Unveiling Liberty</i> <i>A Momentous Day</i> atmospheric audio which gives the feeling of being at the first ticker tape parade and opening ceremony for the statue
Exhibit 5: Subsection A (World Wars): Key Artifacts:	<i>Embracing Liberty</i> <i>Mobilizing Liberty / Liberty in Conflict</i> WWI shell casings with the Statue, a patch from the "Liberty Division" and poetry by a WWI soldier telling their story

Subsection B (Immigration):

Mother of Exiles

Replica of the plaque on the Statue embossed with Emma Lazarus' poem "The New Colossus", replicas of letters from immigrants describing their encounters with the Statue

Audio:

Audio of immigrants' letters being read aloud

Subsection C (Popular Culture):

Key Artifacts:

A Universal Icon

Souvenirs (plates, spoons, a clock, a menorah), toys (a Beanie Baby, a LEGO), and artworks (an original statue by Peter Max that all reimagine, repurpose, or respond to the Statue's image

Subsection D (Struggles):

The Continued Quest for Liberty

Exhibit 5B:

The Statue in Popular Culture

Two interactive poster libraries showcase the mercurial applications of the Statue's likeness in graphic form across advertising, art, protest, entertainment and even sports.

Interactive technology hardware

2 touch displays (Planar EP5024K-T) driven by 2 RealMotion LITE servers

INSPIRATION GALLERY

Exhibit 1:

Becoming Liberty

Number of stations/kiosks

10 two-sided kiosks, 20 screens total

Size/type of screens at each Becoming Liberty Kiosk

LG 86" Ultra HD 86BH5C (3840 x 600 pixels)

Size/type of Becoming Liberty Canvas (LED wall)

Unilumin 1.5mm LED wall (7680 x 2160 pixels)

Length of time guest's photos remain on collage wall

48 hours if they do not accept the terms, 30 days if they accept the terms

Exhibit 2:
Subsection A:
Key Artifacts:

The Original Torch
The Torch and Flame
The original torch

Exhibit 3:
Key Artifacts:

The Centennial Restoration
Original iron armature bar, matching steel
armature bar, original curl, nose mold

Exhibit 4:

Why is the Statue Green?

Exhibit 5:

Full-scale face touch model

ESI Design Press Contact

Tarley Jordan
Director, Marketing & Communications
ESI Design
cell 917 864 1400
tjordan@esidesign.com

Jenny Chang
Account Director
PKPR
cell 917 660 1594
jenny@pkpr.com