

Enhancing the Visibility of the Maria Mitchell Association



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WPI

The Problem

A two-story house with a dark roof and light-colored siding. The house features a prominent front porch with white columns and a pediment. Large multi-paned windows are visible on both floors. The house is surrounded by trees and shrubs, and a dark vehicle is partially visible on the right side.

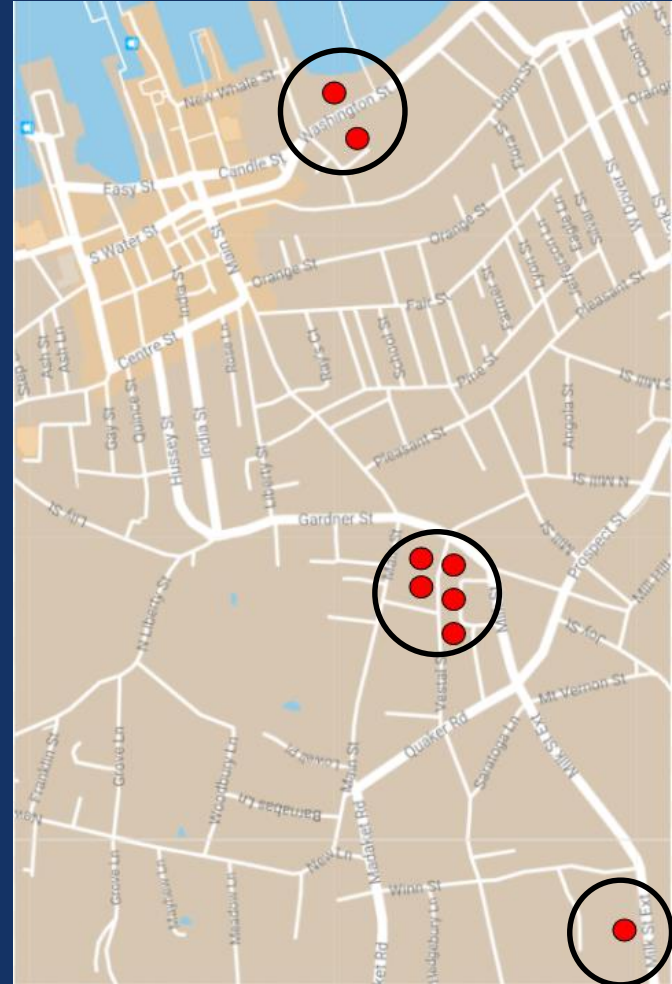
Wayfinding and Identification

SIGNAGE	PRE-ARRIVAL TECHNOLOGY	PLACE TECHNOLOGY	ENVIRONMENT AND SPACES	SUPPORT INFORMATION
Interpretive	Google Maps	Mobile Apps	Landscape/Hardscape	Bus Shelters
Banners	City Website	GPS Devices	Paths and Nodes	Brochures
Pedestrian Signs	Tourism Website	Pedestrian Kiosks	Landmarks	Visitor Guides
Vehicular Signs	Attractions Website	QR Codes	Waterfront	Maps
Parking	Parking Website	Bluetooth Beacons	Destinations	Street Elements

(Modified from Merje, 2014)

8

Different Locations





Goals and Objectives

Project Goal

Determine steps the Maria Mitchell Association can take to improve visitor wayfinding and organizational identity.

Project Objectives

1. Identify wayfinding and identification strategies used by other institutions.
2. Determine perspectives of key stakeholders.
3. Examine budget, design, and regulatory constraints.
4. Propose a set of recommendations.

Research Methods

SITE VISITS

INTERVIEWS

SURVEY



**Maria
Mitchell
Association**
Nantucket's
Science Center

Maria Mitchell Association Survey

How likely are you to type a web address (i.e. mariamitchell.org) into your phone for more information about something you are interested in?

1 2 3 4 5
Not at all likely ☐ ☐ ☐ ☐ ☐ Very likely

The background image shows a large, multi-story brick building with a prominent white dome on its roof. Several chimneys are visible along the roofline. In the foreground, a dark metal fence runs across the bottom of the frame. A bicycle is parked on a path in front of the building. The overall scene is slightly blurred, giving it a soft, atmospheric feel.

Findings and Recommendations

Branding and Logo



VS.

**Maria
Mitchell**
Association
Nantucket's
Science Center

VS.



Branding and Logo



Be a part of a community engaged in science
**Donate to the Annual Appeal
Today!**

CALENDAR

Early-Bird Bird Walk
Fri, Dec 8, 2017 8:00am - 11:00am
@ 4 Vestal Street

Early-Bird Bird Walk
Fri, Dec 15, 2017 8:00am - 11:00am
@ 4 Vestal Street



Fall/Winter



2018 Internship



Camp Scholarships

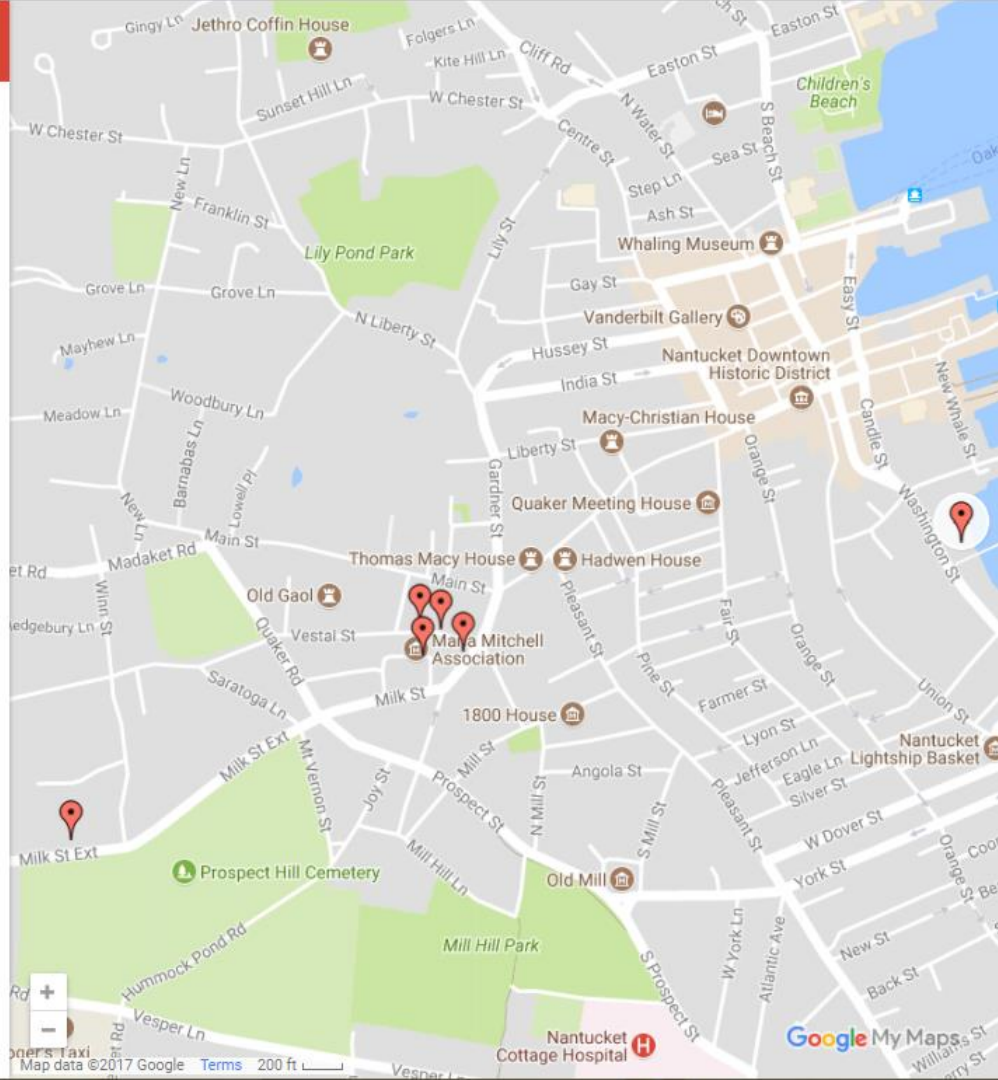


Business



Support Science

name
Aquarium





← Aquarium and Gift Shop

name

Aquarium and Gift Shop

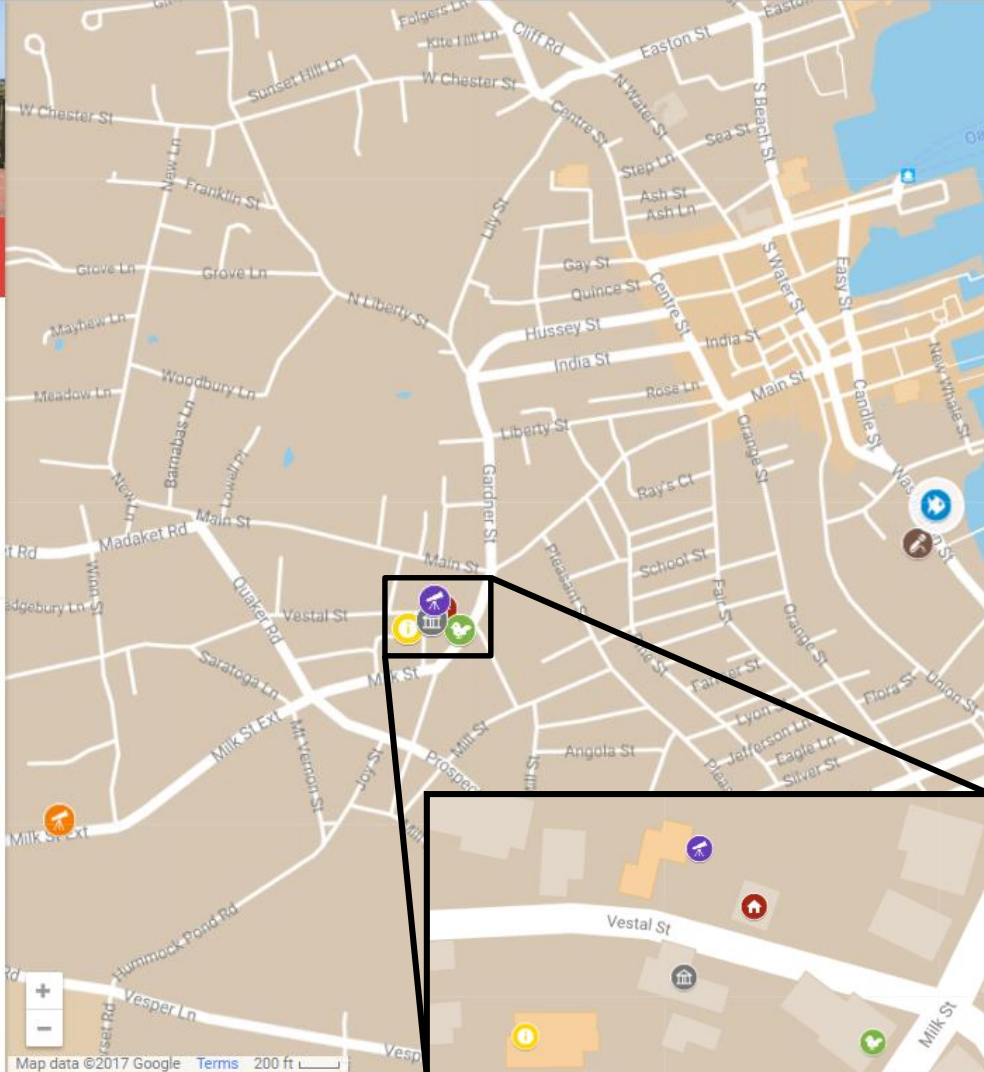
description

CLOSED FOR THE SEASON. In season, the aquarium showcases numerous examples of the amazing sea life from the shores of Nantucket, including seahorses and sharks! Meet the sea life up close and personal at the touch tank!

Details from Google Maps

28 Washington St, Nantucket, MA 02554

[View in Google Maps](#)





Programming:

With the understanding that people learn best through experience, the MMA aims to provide excellent, hands-on learning opportunities that engage children, young adults, families, and adults in science. The diverse ecosystems of Nantucket serve as the classroom and the means to awaken our students' interest in marine science, natural science, astronomy, field research, and environmental stewardship.

Become a Member:

As a member of the Maria Mitchell Association, you will be granted the following benefits:

- Unlimited free admission to all MMA properties
- Free admission to Open Nights and the Science Speaker Series
- Discounted rates on programs and at the Museum Shops
- Invitations to Member-Only Events
- And more!

For more information about the MMA and what it has to offer, visit mariamitchell.org.

About the Maria Mitchell Association (MMA):

The Maria Mitchell Association (MMA) was founded in 1902 to preserve the legacy of Nantucket native astronomer, naturalist, librarian, and, above all, educator, Maria Mitchell. Maria Mitchell believed in "learning by doing" and today that philosophy is reflected in MMA's mission statement, programs, research projects, and other activities.

The MMA operates two observatories, a natural science museum, an aquarium, and preserves the historic birthplace of Maria Mitchell. A wide variety of science and history-related programming is offered throughout the year for people of all ages.



4 Vestal Street
Nantucket, MA 02554
508.228.9198
mariamitchell.org

The Maria Mitchell Association

Nantucket's Science Center



mariamitchell.org



About Maria Mitchell:

Maria Mitchell (pronounced Ma-RYE-ah) was an astronomer, librarian, naturalist, and above all, educator. She discovered a comet through a telescope, for which she was awarded a gold medal by the King of Denmark. She was then thrust into the international spotlight and became America's first professional female astronomer.



1. Aquarium and Gift Shop • 28 Washington St.

The aquarium showcases numerous examples of the amazing sea life from the shores of Nantucket, including seahorses, octopuses and sharks! Meet the sea life up close and personal at the touch tank!

2. Natural Science Museum at Hinchman House • 7 Milk St.

Hinchman House is a cross between a classic natural history museum, zoo, and science center. Visit to learn how Nantucket came to be an island, identify currently flowering plants, discover the six species of snakes that inhabit Nantucket, and see our live animals!

3. Mitchell House • 1 Vestal St.

The Mitchell House contains many intriguing artifacts from the Mitchell's daily life in the 19th century, including many of Maria's personal items. The kitchen features a remarkably well preserved example of faux-wood grain painting from the 1850s, and is one of the best preserved Quaker households on Nantucket.

4. Vestal St. Observatory • 3 Vestal St.

The Vestal St. Observatory has been the site of research, lectures, and other programs since 1908.

5. Vestal St. Research Center • 2 Vestal St.

Once the schoolhouse of William Mitchell, the MMA Research Center houses the MMA's natural science collections and serves as a research space for scientists and students, as well as a lecture space.

6. Administrative Offices at Drake Cottage • 4 Vestal St.

Stop by for more information about what the MMA has to offer!

7. Loines Observatory • 59 Milk St.

When something special is happening in the night sky, Loines Observatory is the place to be. Come look at the stars through an antique 8" Clark telescope and a new state-of-the-art 24" research telescope during Open Nights.

8. Washington St. Facility • 33 Washington St.

The Washington St. Facility is a space for hosting special events, such as the Science Speaker Series.



Visit All of Our
Properties to Learn
About Science on
Nantucket

MMA Audience

Building	Audience
Administrative Office	People who have trouble signing up online, parents with paperwork for programs.
Aquarium	Mostly families and children.
Loines Observatory	Wide range of audience.
Mitchell House	Mostly adults, occasionally families, some children.
Natural Science Museum	Mostly families and children.
Vestal Street Observatory	Mostly adults, some families.



Loines Observatory





★ T H E ★ N A N T U C K E T ★

Maria Mitchell Association
LOINES OBSERVATORY

Potential Alternatives for Loines



Ideal

HDC would almost certainly not approve



Suitable

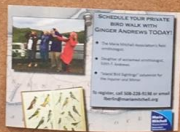
HDC may not approve



Uncharacteristic

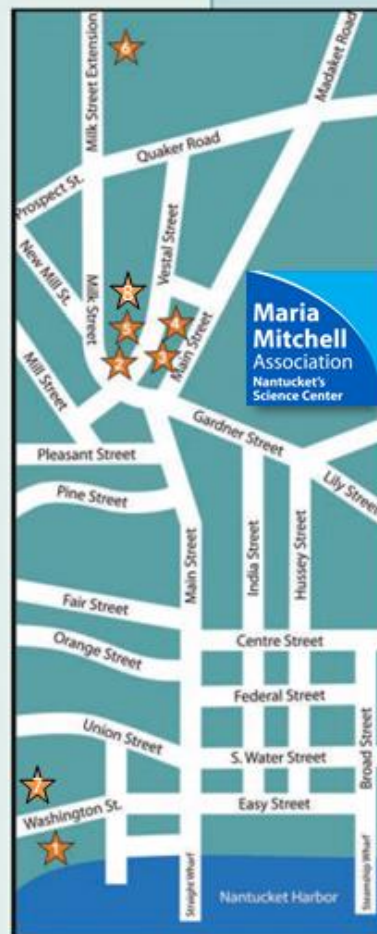
HDC would almost certainly approve

Maria Mitchell Association →



Maria Mitchell Association Campus

1. Aquarium and Museum Shop
28 Washington Street 508-228-5387
2. Natural Science Museum and Museum Shop at Hinchman House
7 Milk Street 508-228-0898
3. Mitchell House – the birthplace of Maria Mitchell (1818 -1889)
and Archives & Special Collections
1 Vestal Street 508-228-2896
4. Maria Mitchell Vestal Street Observatory
3 Vestal Street 508-228-9273
5. Research Center
2 Vestal Street
6. Loines Observatory
59 Milk Street Extension 508-228-9273
7. Washington Street Facility
33 Washington Street
8. Administrative Offices
4 Vestal Street 508-228-9198



Visit mariamitchell.org to learn more

MMA Landscaping



Uniform Plantings



Emphasize Importance of Vegetation



Add Benches



Maintain Properties

MMA Social Media



maria_mitchell_association
Vestal St Observatory

Follow

maria_mitchell_association I spy a cozy astronomer hiding from the rain! Can you find Dr. Regina Jorgenson? 🦋

-
-
-
-
-
-
-

#womeninscience #astronomy #mariamitchell
#nantucket #observatory #acklife
#historicalsite



100 likes

NOVEMBER 16

Log in to like or comment.



Increasing Visitation on Vestal Street

Walking tour locations

- Maria Mitchell's Birthplace
- Nantucket Atheneum
- Pacific National Bank
- Aquarium
- Quaker Meeting House
- The Methodist Church
- Southern Meridian Stone
- Northern Meridian Stone
- Unitarian Universalist Church
- Coffin School
- Mitchell's Book Corner
- Town Building
- Fire Stone
- Wall
- Quaker Starbuck House



Acknowledgements

Sponsor

Maria Mitchell Association

Exec. Director: David Gagnon

Liaison

Jascin Finger

Advisors

Dr. Dominic Golding

Dr. Richard Vaz





Thank You