

4. Development Approach

The creation of the Rose Kennedy Greenway and the development of the surrounding blocks provide a unique and historic opportunity to create one of the great urban spaces in America. The Boston Museum and Community Marketplace will provide a pivotal connector between the North End, Waterfront, Freedom Trail, Quincy Market, and Haymarket. A development with a strong civic and cultural mission will preserve this historically significant parcel for public use, education, and enjoyment. Our proposed museum and market building, linking the city's oldest block to its newest park, will enliven the Rose Kennedy Greenway and will generate substantial economic activity, civic pride, and increased awareness of Massachusetts' rich historical assets.

We believe that our proposal for Parcel 9 represents the best possible use of the site. The project is in keeping with the mission of the Greenway to serve as new "common ground" for the people of Boston and visitors. Our Boston Community Marketplace will be an integral part of the Market District envisioned by the BRA. Many of the Haymarket pushcart vendors will move inside the Marketplace on Fridays and Saturdays, while others will enjoy improved facilities at their historic location on Blackstone Street.



a. Development Program

In 2005, the Massachusetts Turnpike Authority designated the Boston Museum to develop our Museum on Parcel 12. As part of our due diligence efforts, we hired Bovis Lend Lease, who determined that the additional cost to build a building on top of open highway ramps was \$56 million. This cost premium made construction of the Museum on Parcel 12 infeasible. The Museum therefore developed its proposal for Parcel 9.

Our 2009 proposal for Parcel 9 offered to build a pedestrian bridge on Parcel 12 to link the North End and Wharf District parks. Should we be designated to build the Boston Museum on Parcel 9, we would of course relinquish our designation of Parcel 12 as the site for the Museum. We would then be eager to work with MassDOT, the City of Boston, and the Rose Kennedy Greenway Conservancy to determine what should be built on Parcel 12, and who should be in charge of the construction and operations.

i. Program areas

The marriage of commerce and culture envisioned by the Museum and Marketplace befits the parcel's own past as well as the future vision for the Rose Kennedy Greenway. The Boston Community Marketplace on the ground floor welcomes visitors and shoppers from Blackstone and Hanover Streets and from the Greenway. The entrance through glass elevators on North Street brings visitors to a top floor vantage point from which to see the full expanse of the parks and historic waterfront, including several Freedom Trail sites.

We propose a Parcel 9 building structure of 110,100 gross square feet, including 10,000 square feet of basement space. The proposed Floor Area Ratio (FAR) of 3.4 is within the 4.0 allowed by current zoning. The distribution of building uses is as follows:

	Level B	Level 1	Level 2	Level 3	Level 4	Level 5	Total
Museum Shop & Restaurant		4,500					4,500
Galleries			15,300	10,000	5,200	3,500	34,000
Community Marketplace		15,000					15,000
Education and Meeting Space				4,500			4,500
Offices and Support					6,800		6,800
Circulation, Mechanical, Storage	10,000	4,300	8,100	8,900	7,300	6,700	45,300
Total	10,000	23,800	23,400	23,400	19,300	10,200	110,100

ii. Land uses

Almost 300 years ago, Peter Faneuil gave Boston Faneuil Hall, its first mixed-use building, with a market on the ground floor and a town meeting hall above. We are proud to propose another gift to the people of Boston: a modern structure combining commerce and civic use. The Boston Museum and Community Marketplace will be open to the public and reflective of Boston's dual commitments to tradition and innovation.

At the Hanover Street end of Parcel 9, the Museum intersects with the Freedom Trail. Just inside this entrance will be a replica of the famed Boston Stone, re-envisioned as a kid-friendly electronic touch-screen guiding visitors to historic sites and attractions in the neighborhood and in the region.

Beyond the Stone will be the Boston Community Marketplace, which will house Haymarket Pushcart vendors on their traditional market days and ethnic food vendors the rest of the week. Other ground floor areas will provide support services for the Pushcart Market and the public spaces (lobby, store, and café) for the Museum. The ground floor will have many large glass overhead doors, as used at the Boston Children's Museum, to allow easy access through the site and to Blackstone Street and the Greenway.

Above the Community Marketplace will be four levels of interactive galleries that celebrate the uniqueness of Boston and its environs through five themed galleries on innovation, sports, politics, immigration, and the physical landscape. Visitors will travel via glass elevators up to the fifth-level Boston Gallery, where they will take in a panoramic view of the city and gather suggestions for exploration of the city. As visitors descend to the lower floors, they can stop in one or all of the Museum's galleries before visiting the rest of the city.



iii. Parking

As mandated by the RFP, the Museum will not include any on-site parking. Visitors will be encouraged to use public transportation, with the Haymarket, Government Center, North Station and Aquarium T stops all located within a short walking distance of Parcel 9. For those who drive into the city, there is ample parking in the immediate vicinity, including the One Congress Street Garage (2,300 spaces), the Parcel 7 Garage (310 spaces) and the Dock Square Garage (704 spaces.) Museum employees will receive subsidized MBTA passes.

School buses and tour vehicles will be permitted to use the Greenway side of Parcel 9, which is currently reserved for tour bus use, as a drop-off/pick-up area. We propose that Haymarket produce deliveries will occur on Blackstone Street, as shown in Concept 2 of the RFP. But if the curb along the Greenway is needed for Haymarket produce deliveries on Fridays and Saturdays, we are willing to ban school buses and tour buses on those days. Schools are of course closed on Saturdays, and Friday is a very light day for school field trips.

We note that the New England Aquarium accommodates three times the Boston Museum's projected annual visitation in a location that offers even less access to curb space than is available at Parcel 9. As is done by the Museum of Science and the Aquarium, we will require buses to park at Boston Autoport in Charlestown.

iv. Pushcart market/retail uses



The Museum embraces the Haymarket Pushcart market as part of Boston's living history. Our warm welcome to the pushcart vendors stands in sharp contrast to the inevitable conflicts that will exist between the market and any residential or office use of the site.

The Boston Museum is fully committed to the continued long-term operation of the Haymarket Pushcart Association (HPA) vendors. The majority of the ground floor of our building will be used for the direct benefit of the Pushcart Market. The entire northern half of the ground floor will be available for use by Pushcart Market Vendors on Fridays and Saturdays. The ground floor of the building will also contain a facility for Haymarket waste disposal, restrooms for vendors and shoppers, and cold and dry storage areas. Haymarket vendors who remain on Blackstone Street will be protected from the elements by permanent or semi-permanent awnings extending out from the Museum building. The Museum will provide a hosing system for cleaning Blackstone Street and electrical outlets for vendor use. We will work with MassDOT, the City, and HPA to rebuild Blackstone Street to create a curb-less condition that will facilitate movement of pedestrians, products, and refuse through the area, while preserving the Blackstone Block's historic street pattern and the granite slabs that line the sidewalk.

The RFP provides little detail about the types of “additional food-related retail or restaurant spaces” that should be included on the ground floor of Parcel 9 on the days when it is not used by HPA vendors. The Museum is flexible on this subject, so long as the indoor market is in use seven days a week throughout the year. Pending the development by the BRA and MassDOT of more specific guidelines for the market, we propose that on Sunday through Thursday the ground floor will be the Boston Community Marketplace, with vendors from Boston’s diverse ethnic communities selling grocery staples and other packaged foods, fresh foods, and traditional ready-to-eat items. These vendors would include HPA vendors who choose to operate on additional days of the week. The Marketplace won’t compete with the Haymarket pushcart vendors or with nearby ethnic groceries (whether in the North End, Chinatown, or on the opposite side of Blackstone Street), but will instead offer food not now available in downtown Boston. The range of vendors represented in the Marketplace will include long-established immigrants (e.g., Irish, Portuguese) as well as more recent arrivals (e.g., Brazilians, Indians, Cambodians). The market stalls will be operated by these community members. We will select vendors in accord with an overall merchandising plan for the market, favoring vendors who have demonstrated their ability to establish successful working relationships with shoppers in other settings.

Customers of the Marketplace will include Haymarket pushcart shoppers (many of whom are part of immigrant communities themselves), ethnic group members from throughout the metropolitan area who don’t have a market in their neighborhood, downtown workers, tourists, and Museum visitors.

Between the Haymarket Pushcart Market and the Boston Community Marketplace, the ground floor will be in use seven days a week and will provide food to area residents and shoppers at moderate cost. The Marketplace fully embraces the Boston Redevelopment Authority’s guidelines for the Parcel 9 market: “a year-round, six- to seven-day-a-week food market complementing the Haymarket pushcart market in terms of merchandise, price level and the breadth and diversity of its clientele.” The ground floor will feel like part of Haymarket, with 20-foot ceilings and large garage-type doors that can be opened in mild weather to create a seamless flow of indoor/outdoor activity along Blackstone Street.



A mid-20th-century view of the Haymarket pushcart market on Blackstone Street. The buildings on Parcel 9, at right, were demolished in 1954 to make way for the elevated Central Artery.

As a non-profit organization, the Boston Museum already meets BRA guidelines for the management of the Community Marketplace. The Marketplace will be operated as a breakeven enterprise, either by a separate division of the Boston Museum or by a new nonprofit we would establish for this purpose. We are also open to other ownership or management structures, including district-wide market oversight, merchandising, and coordination.

Given the historic nature of Haymarket and its proximity to the oldest urban street pattern in the United States, the Boston Museum views the market activity as both critical to preserve and complementary to the Museum. The Museum’s historians and exhibit designers plan to build around the Haymarket traditions using oral histories, photo exhibitions, and educational programs to link the vendors’ own stories to the broader narratives of immigration and downtown development.

Any use of the ground floor that accommodates the needs of the Haymarket Pushcart vendors will have to use a large percentage of the Blackstone Street frontage for restroom, storage, waste handling, and loading facilities. The Boston Museum’s proposed Boston Community Marketplace is a large, open, undivided market area that will be entirely welcoming to the public. Unlike commercial developers, we do not seek to make a profit from our use of the ground floor. Therefore, we have great flexibility in designing it in a way that maximizes its attractiveness to the public and its role as an integral part of the Market District.

Our proposal for the market far exceeds the requirements of the RFP. Our proposal devotes approximately 15,000 square feet to the market, compared to only 10,000 square feet that is shown in the RFP’s two “Concept” diagrams.

b. Community uses and benefits

The Boston Museum has a strong civic and community mission. We envision a new kind of historical institution, filled with activity and dialogue, commerce and culture. Both the Marketplace and the Museum will invite neighbors and newcomers to affirm the traditions and stories of the past, and to link them with today's urban lives and continuously evolving local landscape.

For **local residents**: the specific benefits to residents of surrounding neighborhoods are many. As indicated throughout this proposal, the Museum will preserve and enhance the existing Haymarket and expand the range of reasonably-priced food offerings in the ground floor Community Marketplace. Additionally, the Museum's third floor education and meeting center and the fifth floor Boston Gallery, a function facility, will be made available, at off-peak times and at no charge, for use by neighborhood civic and charitable organizations.

For **local teachers and students**: The educational benefits of the Boston Museum will be significant and long-lasting, enhancing both the knowledge of local history and community pride. Even during its planning phase, the Boston Museum has offered credited professional development programs for Boston educators to facilitate their exploration of the North End, Greenway, Waterfront, and Harbor Islands. These one-week immersive seminars, as well as derivative school-based programs for students, will continue in partnership with downtown cultural institutions and historical sites. The Boston Museum also plans to work with teachers to create a year-long curriculum project in one or more area schools, allowing students to learn all aspects of the design and construction of the Museum.

For **downtown historic sites and the Rose Kennedy Greenway**: *A Review of Potential Impacts of the Boston Museum on the Rose Kennedy Greenway and Historic Visitor Attractions in Boston*, prepared by ConsultEcon, Inc. in March 2009, concluded the following: "The proposed development for Parcel 9 should have a positive impact on both the Rose Kennedy Greenway and the Freedom Trail attractions and sites.

The Museum will be one of the few public buildings to face directly on the Greenway... The Museum will complement other attractions along the Greenway and help to support the Greenway as a major resource for the community. The historic sites along the Freedom Trail should also benefit from the development of the Boston Museum. By bringing more resident visitors to the area (and easing the ability of groups on buses, such as school children, to access central Boston) the Freedom Trail sites will be exposed to more visitors and should have the opportunity to increase their visitation and where applicable their earned income." (The complete report is included in Component III.)



For the **local economy**: According to the 2011 Business Plan for the Museum, prepared by ConsultEcon, Inc., "The \$150 million Boston Museum has the potential for one-time construction impacts of \$210 million in expenditures, of which \$66 million would be wages and salaries. The ongoing operations of the Boston Museum, as it attracts visitors from resident and visitor markets, will form a stream of annual economic benefits to Suffolk County and will be an attraction that draws visitors to downtown Boston. The total potential economic impacts of the Boston Museum including direct, indirect, and induced effects are estimated as to generate a total estimated annual, mid-range impact of \$64 million, of which \$11 million will be wages and salaries; and 405 total jobs will be supported in Suffolk County. For the Commonwealth of Massachusetts, the Boston Museum is estimated to generate \$86 million in expenditures, of which \$27 million will be wages and salaries; and 1,014 total jobs will be supported in the State. At the Statewide level, these effects include the support of jobs and economic activity within and outside Suffolk County. Such spending has the potential to generate mid-range fiscal revenue of \$432,000 annually to the City of Boston in hotel/meal taxes and \$169,000 in Convention Center financing taxes. The Commonwealth of Massachusetts has the potential to benefit from an estimated midrange of \$3.0 million annually in fiscal revenues including sales and income taxes." (The report is included in Component III.)



The Boston Museum creates an animated, transparent window off the Greenway, stepping down in scale from the garage to the Marketplace

c. Building and Site Design

(i) Building Massing and Height

The Boston Museum building is predominantly a four-story structure, with a smaller fifth floor and roof deck, totaling 110,100 gross square feet (sf). The Community Marketplace level at grade is 18 feet to top of slab, with three Museum levels at 16 foot each, for a total height of 66 feet over two thirds of the site. The smaller fifth floor, set back from the Greenway and Hanover Street, rises another 16 feet to 82 feet high. Rooftop mechanical space will be shielded from view.

(ii) Building Footprint and Floor Plates

The Community Marketplace, Haymarket storage, and the Museum Lobby, Museum Store and Restaurant occupy a 23,800 sf. footprint on the site. The main Museum public space covers the 23,400 sf. second level, with Museum galleries on the 23,400 sf. third floor, 19,300 sf. fourth floor, and 10,200 sf. fifth floor. The basement level is 10,000 sf.

(iii) Pedestrian Access to and Circulation through the Site and Building

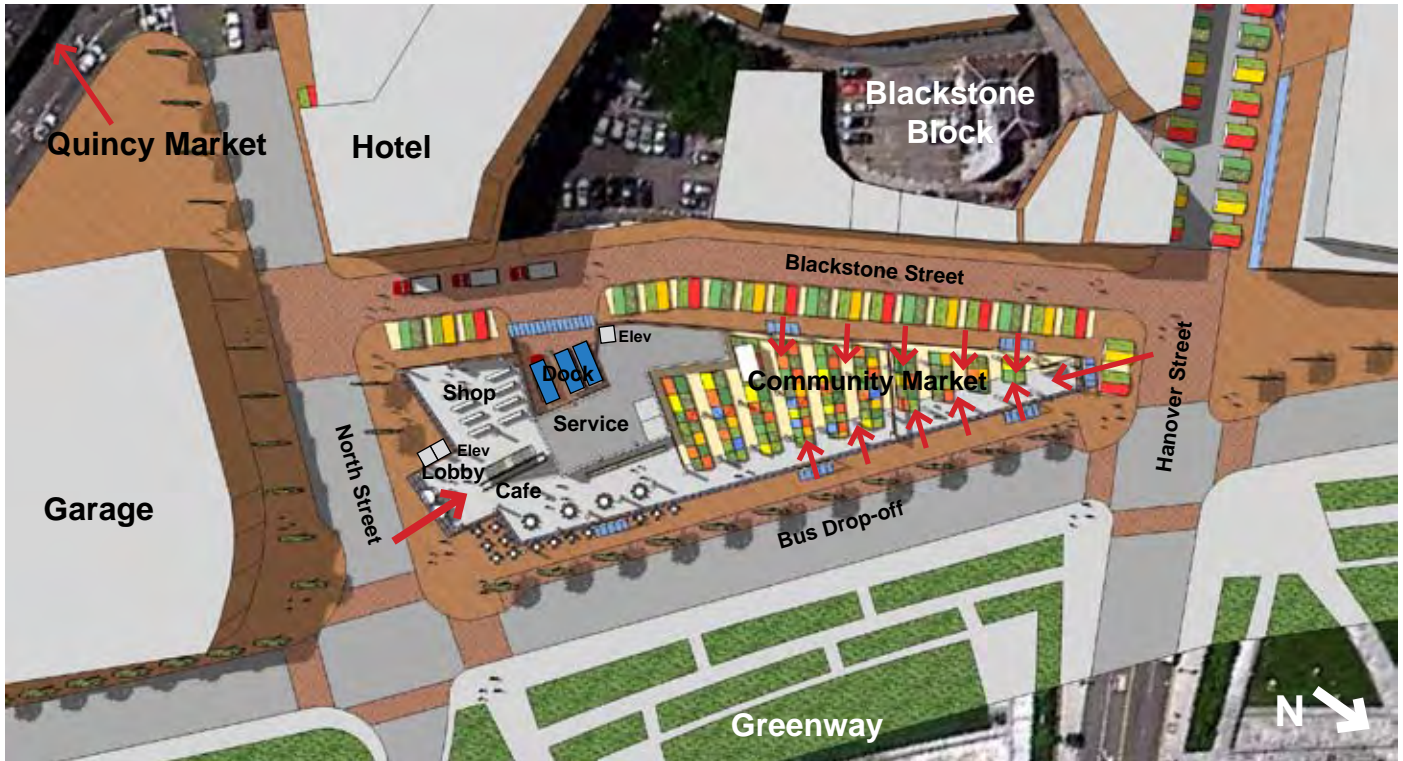
The Marketplace exterior wall is completely open to the Greenway to the north, with continuous frontage of operable overhead doors. The Museum Entry faces North Street, with Museum patrons diverted up an escalator or elevator. Public pedestrian traffic can flow directly through the Museum Lobby for those heading on to the Community Marketplace. A second fixed entry point faces Hanover Street at the narrow end of the building, allowing for community access from the North End and the Freedom Trail through the Community Marketplace to the Museum. Facing Blackstone Street, the open overhead doors continue, except where space is set aside for Haymarket storage, service, or mechanical core. Pedestrians can circulate on and through all four sides of the building, and an east-west circulation spine is suggested through the length of the Community Marketplace. While the market area is left open for maximum flexibility in cart or stall layout, there are also more entries suggested in the center of the Greenway and Blackstone elevations, creating a through-block connection for the Marketplace and more formal portals for inclement weather.

(iv) Parking and Vehicular Access to, Egress from, and Circulation through the Site

The site is a primarily a pedestrian destination. A drop-off lane has been provided along the Greenway to accommodate buses without the need for visitors to cross any streets. This side will also function as the valet zone for special evening events in the Museum. The site can have a designated cab or auto drop zone if required. It is assumed that traffic should not stop on North Street with the Artery egress so close. Traffic along Blackstone Street will be limited to service vehicles and scheduled to avoid conflict with the pushcart market. No parking is being provided on-site.

(v) Provisions for Building Delivery or Other Services

Service access to the site will be scheduled for off-hours on the Blackstone Street edge. Waste handling (including three large trash compactors) and cart storage for the Haymarket Pushcart Association vendors will be in dedicated space near the North Street end of the building, with secure access to the building here. The restored sidewalk and street, incorporating the historic



The site plan for the Boston Museum creates an active Museum Lobby entry on North Street and Marketplace entries on the other three faces

granite curb set flush with both, will allow vehicles to pull entirely off Blackstone Street to deliver to the Marketplace. There is on-site service vehicle space adjacent to the storage bays and near the exterior freight elevator at mid-block. The Marketplace will have a regular grid of floor drains and power drops, along with water supply to support flexible stall layouts. Public restrooms will be available at street level, for both merchants and the public.

(vi) Vertical Circulation through the Building

Museum use dominates the upper floors, with primary access from the North Street lobby entry. Museum visitors can either go up the central escalator to the second ticket lobby above, or take an elevator to the second floor. This is the Museum's paid lobby level, with access to the changing exhibits gallery, additional public toilets, and the lower two Galleries. The front desk is located here, with office and ticket queue provided. Meeting rooms and classrooms on the third level may be open for certain events, or ticketed for others, depending on the content and time. Once paid, visitors use the elevators to go all the way to the fifth floor to begin their trip by viewing an introductory video, "Where's Boston Now?". From there, the visitor can take stairs, moving gradually down through the five major exhibit galleries on levels four, three and two. They return to level two and the changing feature galley, and complete their trip. There is also escalator/elevator access from the lobby, allowing access near the school entry directly to the classrooms on level three.

(vii) Proposed Architectural Treatment, Materials, and Features

The taller Marketplace main level of the building acts as a strong stone and concrete base for the Museum above. The Museum's north edge reflects the curve of the tunnels below in the sweep of gallery circulation spaces facing the Greenway. The curved glass façade becomes a gracious backdrop to the North End Park. This glass circulation zone addresses the Greenway park, while the more solid masses of support spaces face the Blackstone Block with their masonry skin. This façade is masonry, a blended, Boston brick, with the warm colors and texture of the Blackstone Block's brick buildings, and exists in contrast to the contemporary detail of the glass curtain wall facing the Greenway. The Museum's lobby and public spaces extend out to form its North Street entry, coupled with pair of glass elevators to further animate this public face to the city.



The Greenway elevation of the Museum provides a backdrop to the park, animated with entries to the cafe and Community Marketplace



Viewed from Quincy Market on North Street, the Boston Museum maintains views to the Greenway and beyond, creates a strong portal to the Haymarket, and presents the Blackstone block with a brick facade that is complementary with the masonry of the existing buildings

(viii) Nature, Size, and Location of Landscape Areas on the Parcel and their Relationship with Adjacent Parks, Buildings, and Areas The Community Marketplace, with its many openings to sidewalks facing the Greenway and the Blackstone Block, will provide new connections between the Wharf District Parks, the North End Park, the Freedom Trail, and the Market District. Upper floor overlooks and green roof gardens at the fourth and fifth floors will further reinforce these connections.

The Museum was designed to preserve the views to the Tunnel Administration Building. We will adjust the building design as needed to protect this view corridor



The stepping of the Museum creates a rhythm of heights and setbacks that relates to the buildings across Blackstone and the nearby area



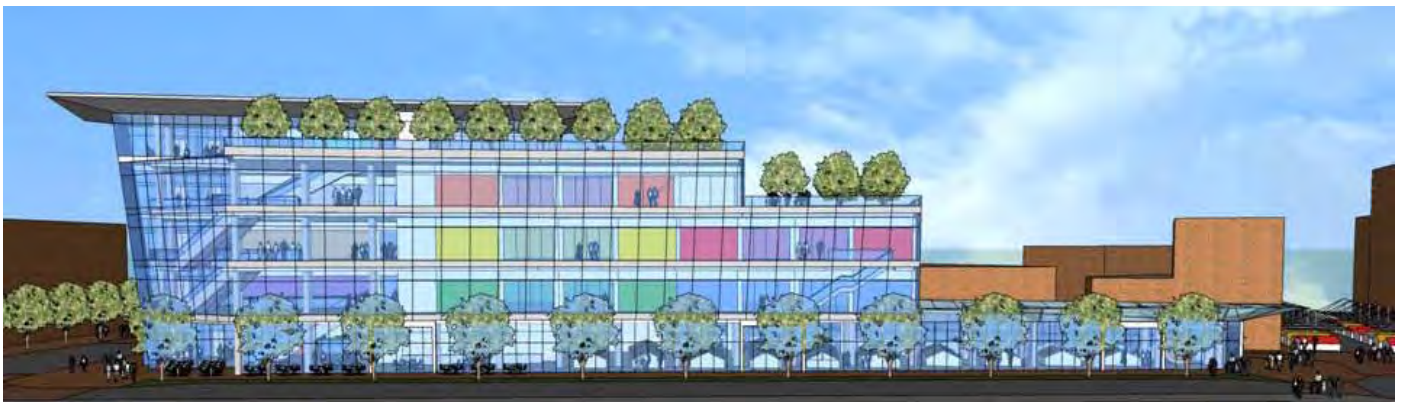
The Blackstone elevation of the Museum is broken into a series of bays reflecting the galleries within, and traditional and regular window patterns



The Hanover elevation of the project provides a pedestrian scale entry to the Community Marketplace, the Boston Stone exhibit, and the Museum



The North Street elevation is the primary lobby entry to the Boston Museum, connected with a circulation spine directly to the Community Marketplace



The Greenway elevation of the Boston Museum provides visitors with park views, and the stepped massing responds to the Freedom Trail and Haymarket

(ix) How Proposed Building would Impact the Existing Highway Improvements

The building's placement accommodates and reinforces all of the new traffic movements. Northbound traffic exiting the O'Neill Tunnel at Parcel 12 towards Government Center will have a dramatic vista of the Boston Museum entry, with views into the different exhibit galleries along the museum's public circulation corridors. The design proposes to reinforce the Freedom Trail corridor at its Hanover Street end with a raised intersection that acts as a traffic calming device, improving public safety.

(x) How the Proposed Building and Site Design would Satisfy the Design Guidelines in Article 49 of the Zoning Code

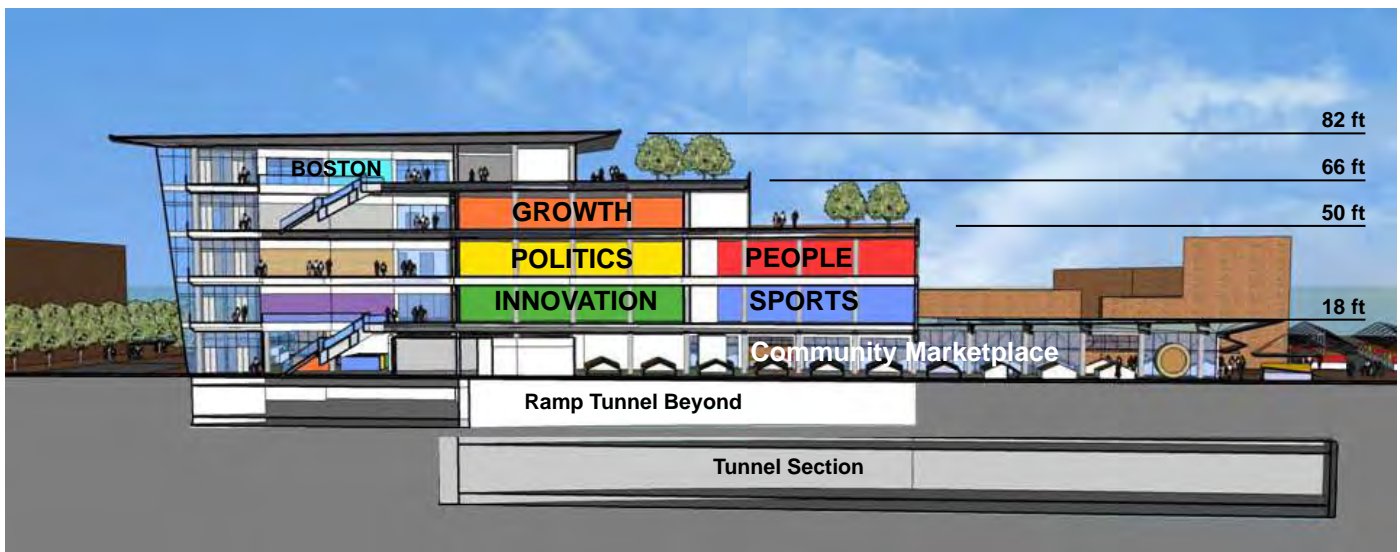
The proposed Marketplace and Boston Museum respects the intimate and historic nature of the Blackstone Block, while expanding to frame the openness of the Greenway. On the Blackstone Street side, the building height steps down in three movements. Because the site tapers, these three sections of the building have been further articulated with window openings, scaled to the

character of the Blackstone Block. Together, this creates a face that feels more like an ensemble of functions, in character of the rhythm of the segmented buildings it faces. On the Greenway side the reverse is true, where the simple and clean glass curtain wall reflects the openness and broad scale of the linear park. These two sides come together on North Street, embracing the extension of the Museum's lobby as it extends out to welcome visitors to both the Community Marketplace and the Museum.

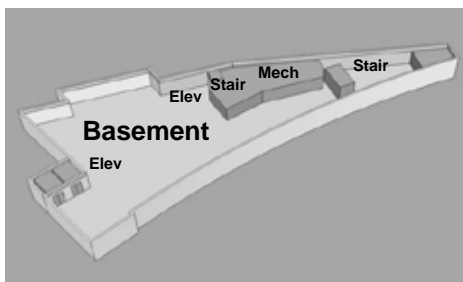
The RFP states that "the community may support a variance exceeding the 55' height limit for a portion of the Parcel, nearest North Street, if it is accompanied by reduced massing on the portions of the ground floor devoted to general market or, if applicable, HPA operations at the Hanover Street end." The design of the Museum follows this guideline. The FAR of 3.4 is below the 4.0 permitted by current zoning. The building height ranges from 18 feet at Hanover Street to 82 feet at North Street. This height is approximately the same as that of the Millennium Bostonian hotel across the street. It is also within the 85-foot height limit that was recommended for the Blackstone Block by the BRA's Greenway District Planning Study in 2010.

(xi) How the Proposed Building Incorporates Sustainable Design Principles

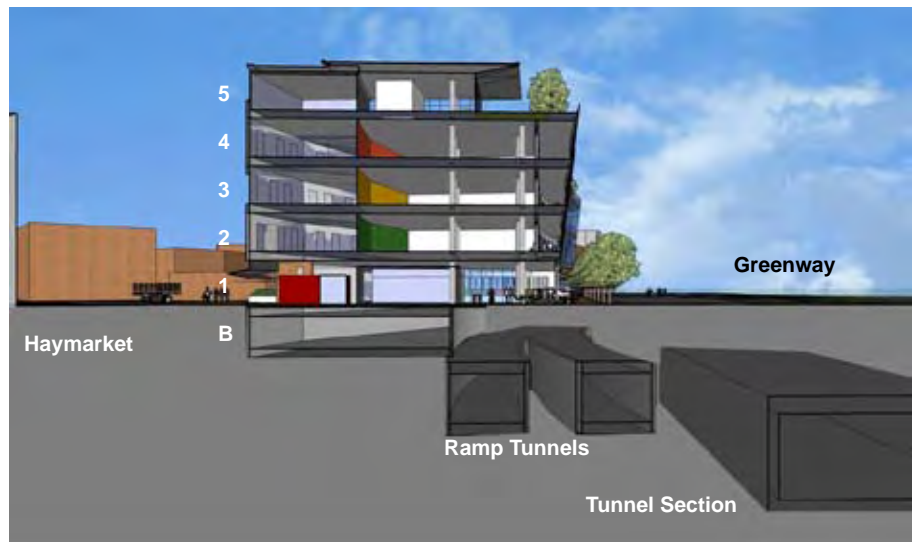
The Museum intends that its design will be LEED certified. The proposed massing steps down in height towards the north, with green roofs that increase insulation, retain storm water, and reduce the heat island effect. Natural light enter along its Greenway facade to provide for Museum day lighting. The Marketplace will be open and naturally ventilated as well, with operable walls and individual controls. The energy systems will be evaluated for life-cycle costs, and materials will be low VOC and recycled where possible.



The longitudinal section shows how the Museum mass creates an urban scale variety of heights and creates a pedestrian scale for the Market



A small basement in the volume left by the ramp tunnels provides support and mechanical space



The curved columns along the Greenway follow the walls of the ramp tunnels to carry the load, with the floors above cantilevered to the sloped window wall of the Gallery circulation

Level 5

Boston Gallery with
Where's Boston Now?



Level 4

Growth Gallery and
Exhibit Terrace



Level 3

People + Politics Galleries
and Education Center



Level 2

Sports + Innovation
Galleries and
Travelling Exhibits



Level 1

Lobby and
Marketplace



This exploded isometric of the Museum floor plans illustrates how the experience connects visitors with the history of Boston and the Marketplace



The Boston Museum presents its welcoming entry and atrium lobby to pedestrians on the Greenway and to cars arriving from the underground artery

The Boston Museum Visitor Experience

Arriving via the dramatic entry on North Street, or passing through the Community Marketplace, the Museum visitor will be carried by escalator, stair, or elevator to the Boston Museum's ticketing lobby on the second level. Once they purchase a ticket, they have the option to visit the frequently changing travelling exhibit, or travel by elevator to the top of the Museum. There the many stories of Boston's history unfolds.

Arriving at the fifth floor's Boston Gallery, and the City View Terrace in good weather, the visitor is immediately treated to an overview of the North End and the Greenway, with long views to Boston Harbor and Charlestown beyond. Interactive exhibits explain the many destinations and attractions available to discover in our City. The Museum trip then begins with **Where's Boston Now?**, a 10-minute multi-media, surround experience - a video upgrade of the renowned show from the National Bicentennial. This introductory video experience gives the visitor some background, with unique bits of local lore, linking Boston lives to communities overseas. The contributions and creative ingenuity of Bostonians are everywhere, drawing global energy back to the "home of the bean and the cod." Recognizing that many Boston visitors are particularly interested in the American Revolution, this immersion experience begins with a narrative overview of the Revolution and its Boston origins, helping to frame the visitor experience along the Freedom Trail, at Dorchester Heights or in Lexington and Concord.

The show ends when the curtains rise, presenting visitors with a view back towards Quincy Market and City Hall - the Boston of today! Once prepared, the visitors flow down to the next three floors of the Museum, through a series of five themed galleries telling the history of Boston through unique and exciting perspectives. From the geological forces that created the New England Coast, and the waves of immigration that populated our community, to the conflicts and politics that formed how we live together, and then on to the sports that engage us and the innovations that enrich our lives, these exhibits inform who we are today.



The panoramic vista from the Boston Gallery and the City View Terrace introduces visitors to the many geographical and historical features to explore

GROWTH



Growth

Look down on the animation of the glacier that formed Massachusetts Bay. Hear the boom of the ice cracking. Watch the swamps of Back Bay form. Gradually the modern city emerges. Visitors witness the creation of the transportation system, the overlay of parks, the fire of 1872, the land-making, the annexation of cities and towns, the “experiment” of urban renewal.

PEOPLE



People

Boston as a crossroads of cultures and identities. The visitor will stand in a surround theatre to experience the diverse voices and faces of the city, then step into the shoes of new arrivals who have shaped and re-shaped the American identity and the urban American experience. At “video capture” stations, visitors will be asked to record their own experiences as they relate to the evolution of America over four centuries.

POLITICS



Politics

Boston’s history of explosive, often groundbreaking social conflict shaped the course of America’s political and economic history. In this gallery, visitors will witness the 1855 seizure of fugitive slave Anthony Burns, stand in the picket line during the police strike of 1919 that propelled Calvin Coolidge to the White House, join protesters at the trial of Sacco and Vanzetti, and take part in the debates over school desegregation and gay marriage.

SPORTS



Sports

Boston is the most passionate sports town in the nation – and there’s never been a better time to build on the city’s love affair with its sports franchises. This gallery will showcase Boston’s pivotal role in the development of professional sports. Interactive exhibits will allow young fans to measure up to Bill Russell, throw a virtual pitch to David Ortiz, take part in a simulated marathon race up Heartbreak Hill, discover the Revolutionary-era underpinnings of “The Greatest Rivalry” between the Boston Red Sox and the New York Yankees, and watch the Patriots set an NFL record by winning 34 games in a two-year period.

INNOVATION



Innovation

From the American Revolution to the revolution in biotech, the creativity of Boston’s citizens has allowed the city to reinvent itself over and over again. The Innovation Gallery will present case studies in thinking through problems, narratives of the adventure of discovery, and simulation games and models. Visitors will discover how cell phones, microwaves, mutual funds, and much more were the products of Boston ingenuity.