



GILCREASE

MUSEUM

Interpretive Master Plan
and Feasibility Study

January 22, 2019

 Gallagher & Associates



OVERVIEW

OVERVIEW

The following Core Idea Framework will guide the development of the Gilcrease Museum visitor experience. Each primary core idea has 3 "sub-ideas". Our Changing America is included as part of each primary core idea. This serves to keep the core ideas fresh and relevant, and emphasizes that America is a young, ever-evolving country, with myriad opportunities for inquiry, involvement, and engagement.



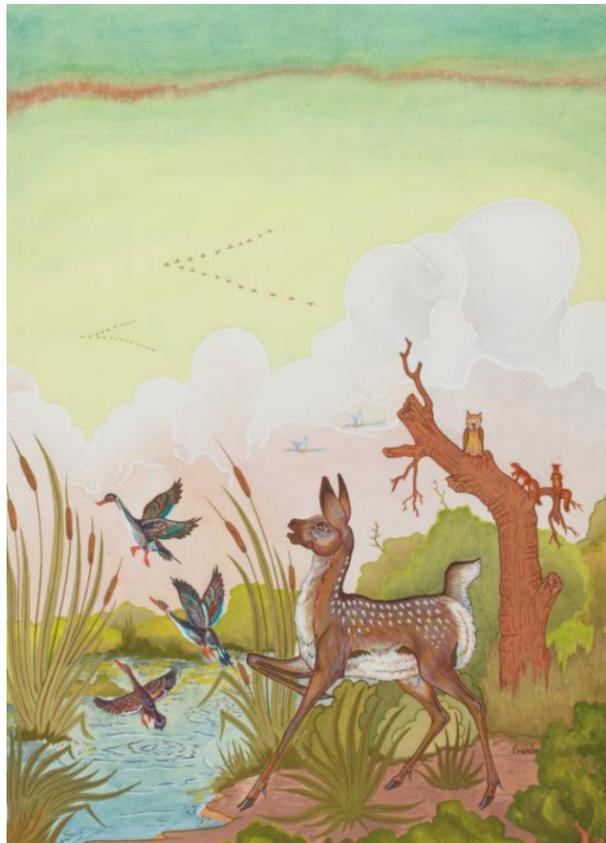
A concise number of core concepts allows visitors to quickly grasp complex ideas

**CORE IDEAS,
THEMES,
& VISITOR
EXPERIENCE**

CORE IDEA I

THIS AMERICAN LANDSCAPE

The American Landscape, and our beautiful, complicated, fragile, awestruck relationship in and with this vast place.



Juxtapositions of disparate artifacts/art create dialogues that reinforce the meaning of each object.

CORE IDEA I

THIS AMERICAN LANDSCAPE

Primary Message

How do we experience the American landscape and think about our place within it? It is a natural environment of rich resources and materials to discover, a place that ignites the creativity and passion of artists and innovators, and a landscape that encourages independence and self-expression.

Secondary Messages

What is the dynamic between our development and use of resources and our attitudes about the protection and preservation of land? Do we share a "collective identity" in how we treat where we live, work, and create?

How do different approaches to mapping and occupying land imply a sense of ownership? How has the idea of ownership of land influenced our interactions with others, even in the 21st century?

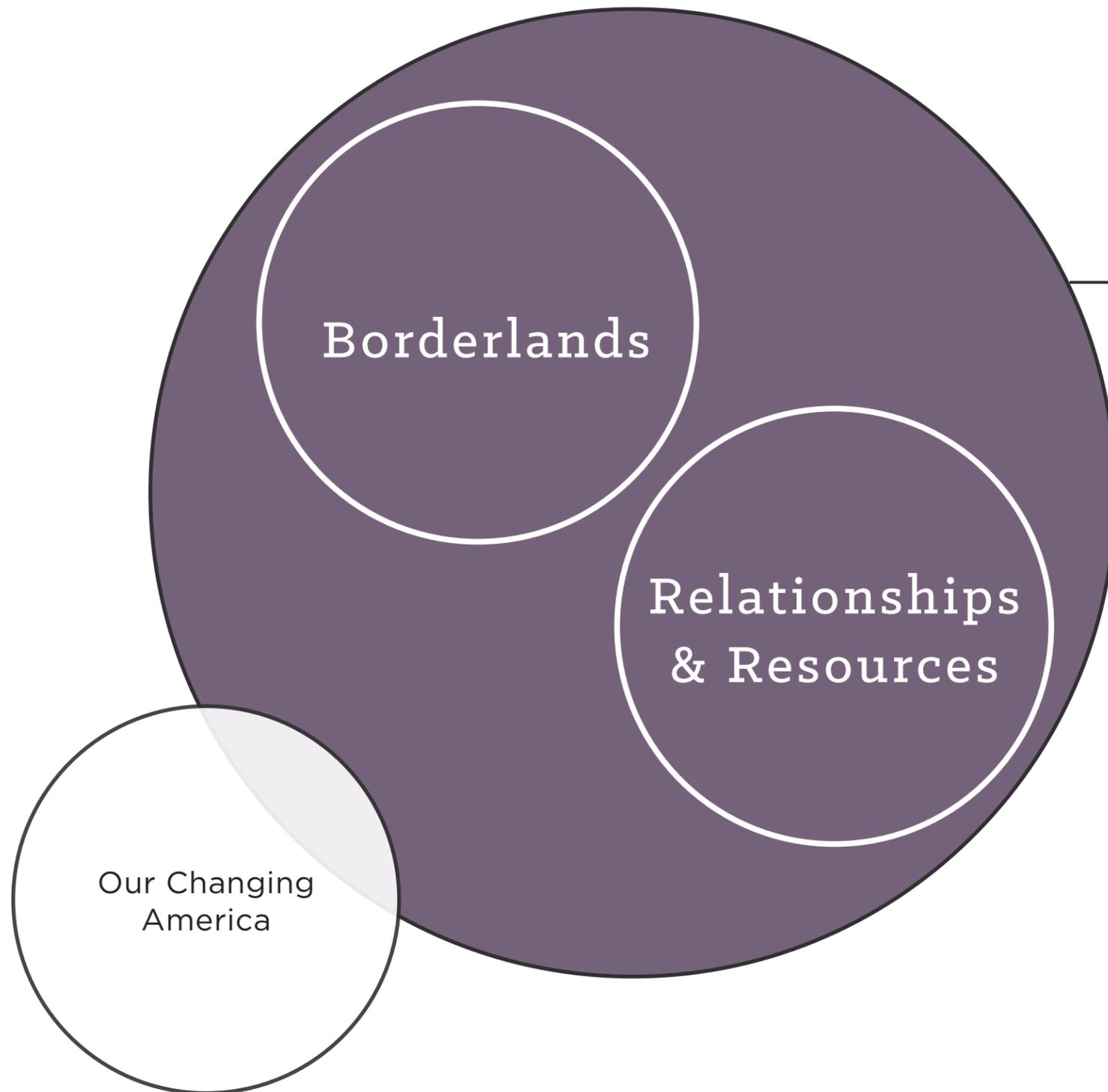


Subtheme

Animals: Interaction, Domestication, & Representation



THIS AMERICAN LANDSCAPE



Borderlands

The Oklahoma Landscape—Artistic Interpretation & Expression
Whose "Frontier"? Native American Perspectives
Manifest Destiny—Myths, Illusion, Reality
Hardships, Adaptation, & Ingenuity
Transportation & Work

Relationships & Resources

Living on and with the Land—Native American vs. New Settlers
Oklahoma—A Wealth of Resources
Discovery, Control, Harmony—Attitudes of Ownership
Animals—Interaction, Domestication, Representation
Agriculture, Food, & Food Culture
Sustainability—the Living Earth & Changing Climate
Conservation & Preservation

Our Changing America

Acknowledges America's changing landscapes—both literal and metaphorical— this section brings us to where we are now in the twenty-first century

Inspires visitors to join the continuing dialogue, invites creative expression, and start initiatives that focus on effecting positive change within our environment

CORE IDEA II

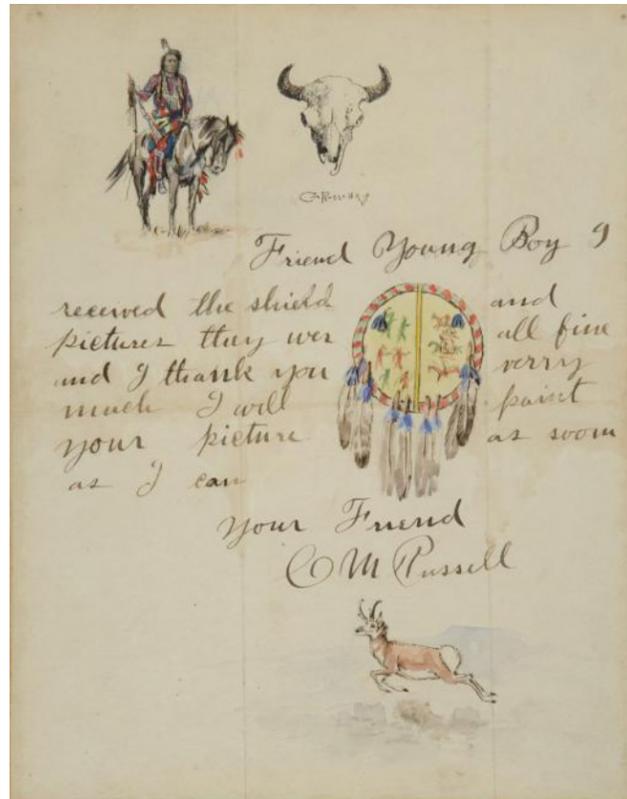
IDENTITIES & COMMUNITIES

Our American identities are revealed through the experiences we have within our own country, among our cultural group, and through interactions with other communities.

CORE IDEA II

IDENTITIES & COMMUNITIES

The artistic intent and attitudes about the subject influences our perception of them.



Subtheme

Portrayals

Primary Message

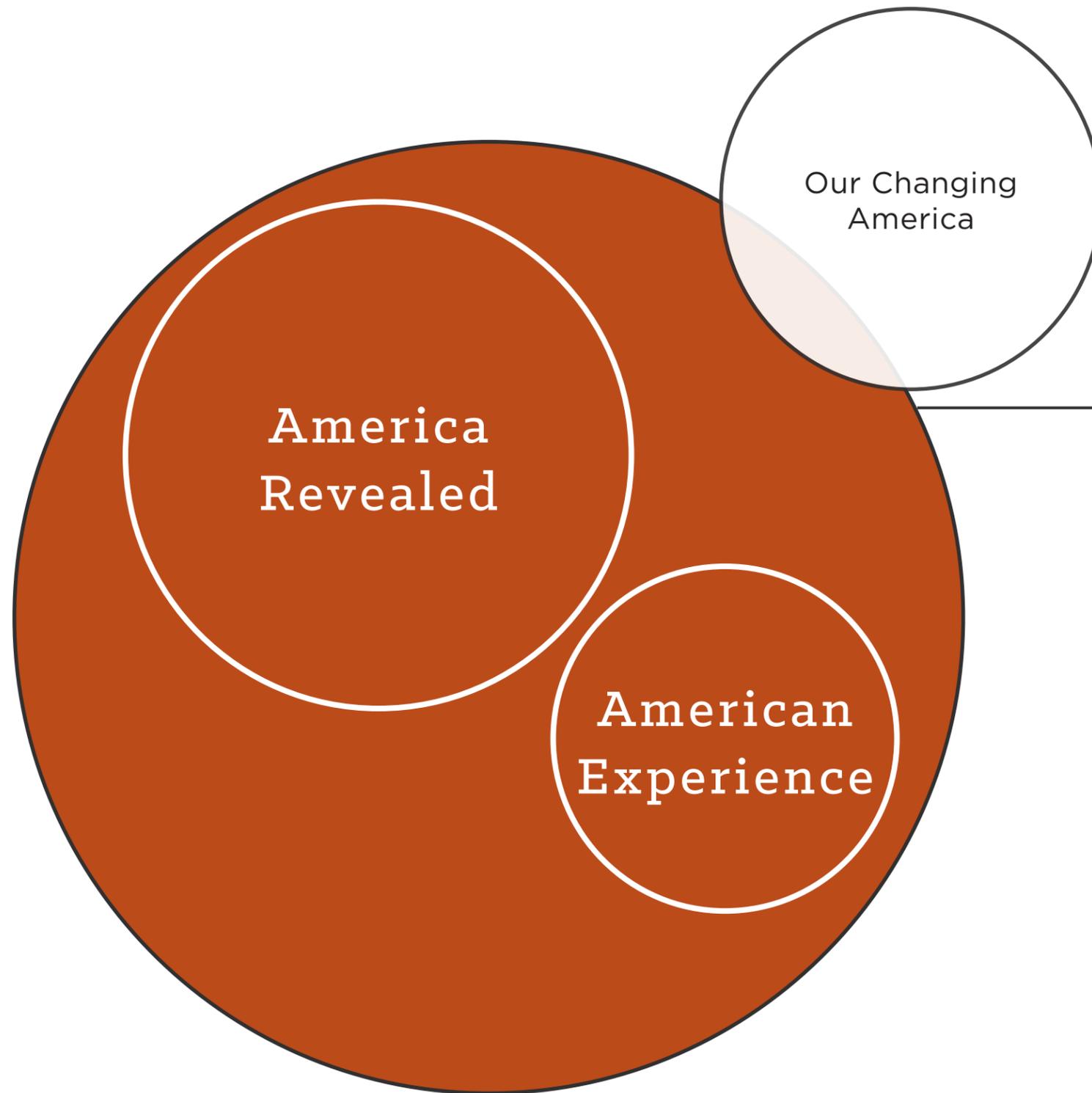
Encounters between Native American tribes and settlers or explorers in this region greatly influenced the early American experience.

Secondary Messages

The voices and expressions of artists, thinkers, inventors, leaders, and other "change-makers" help us interpret and understand how we see ourselves, our cultural group, other communities, and our country.

Our ideas of who we are as Americans continues to change.





IDENTITIES & COMMUNITIES

America Revealed

Defining our America
 Collective identities, collective memories
 Voices: Past, present, emerging
 The arts, language, & communication
 Diverse voices: Native Americans, settlers, farmers, African Americans, women, immigrants, etc.
 American dialogues
 Belief: Religious identities
 Portrayals

American Experience

The American journey: travel & exploration
 Cultural exchanges & values
 Families: Our core community
 Colonization & displacement
 Boundaries, migration, assimilation, marginalization

Our Changing America

Brings us to where we are now in the 21st century
 Showcases modern voices and experiences that are currently shaping individual and communal identities, and encourages visitors to continue these dialogues in their own lives and communities.

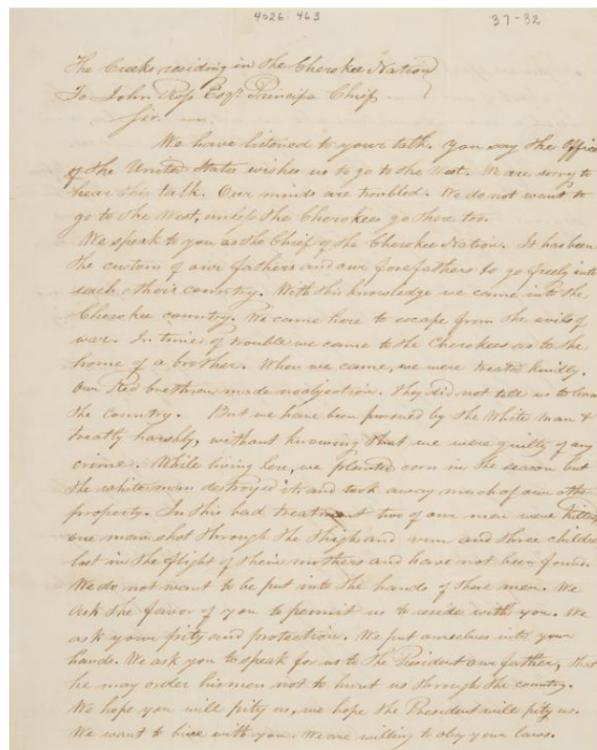
CORE IDEA III

ENCOUNTERS & INTERACTION

Disparate cultures, communities, and groups interact, expand, and contract as each seeks to find its place in America.



Exhibiting objects that relate to the same theme or issue through time reinforces its continuing relevance.



Subtheme

Competition, Conflicts, & Chaos

CORE IDEA III

ENCOUNTERS & INTERACTION

Primary Message

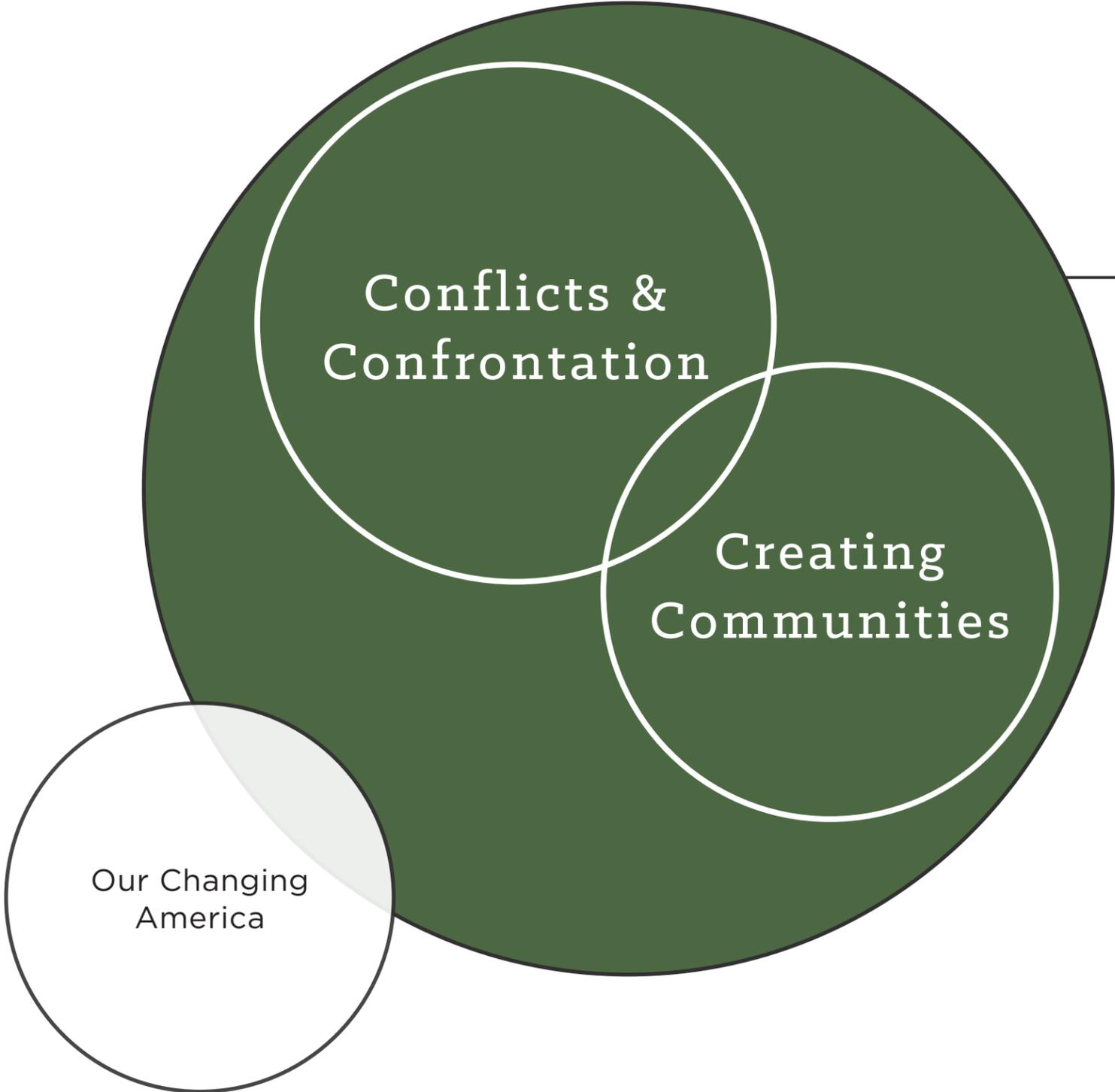
Milestones in American history that impacted Oklahoma and this region had repercussions regionally, nationally, and internationally.

Secondary Messages

Conflict, discourse, power struggles, and diplomacy highlight impactful historical moments of change and provide powerful subject matter for activists and artists.

Conflicts, cultural struggles, and changing attitudes about American identity reflect a nation that is still young and continues to change.

ENCOUNTERS & INTERACTION



Conflicts & Confrontation

Pivotal Moments—History of the Americas
The Pursuit of Power—Conquests & Control
Social & Political Conflict
Competition, Conflicts, & Chaos
Resolution & Stability

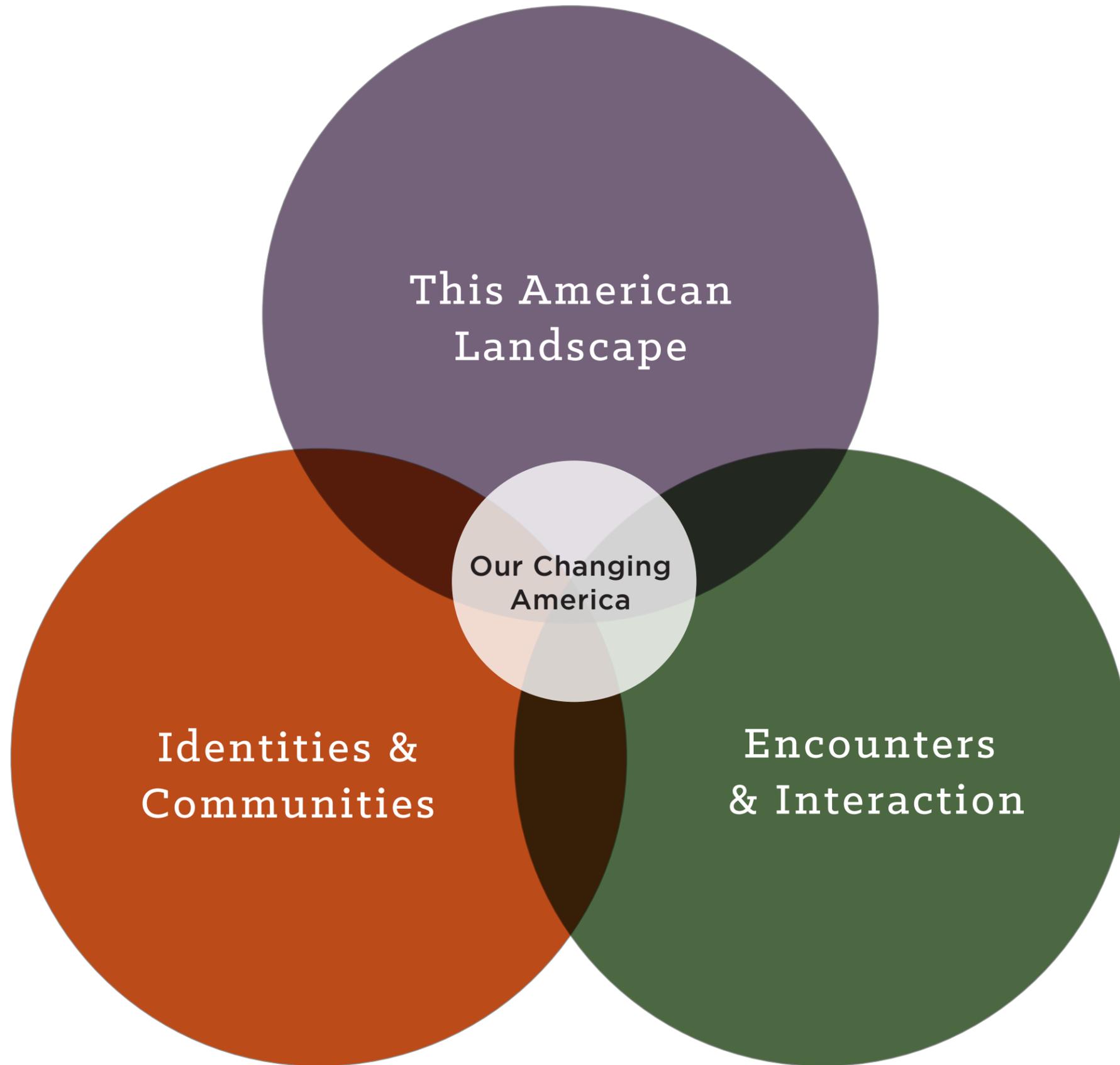
Creating Communities

Mistakes & Consequences
Actions & Activism
Diplomacy, Discourse, Dialogue
Artistic Exchanges & Art Communities
Cultural Differences & Acceptance

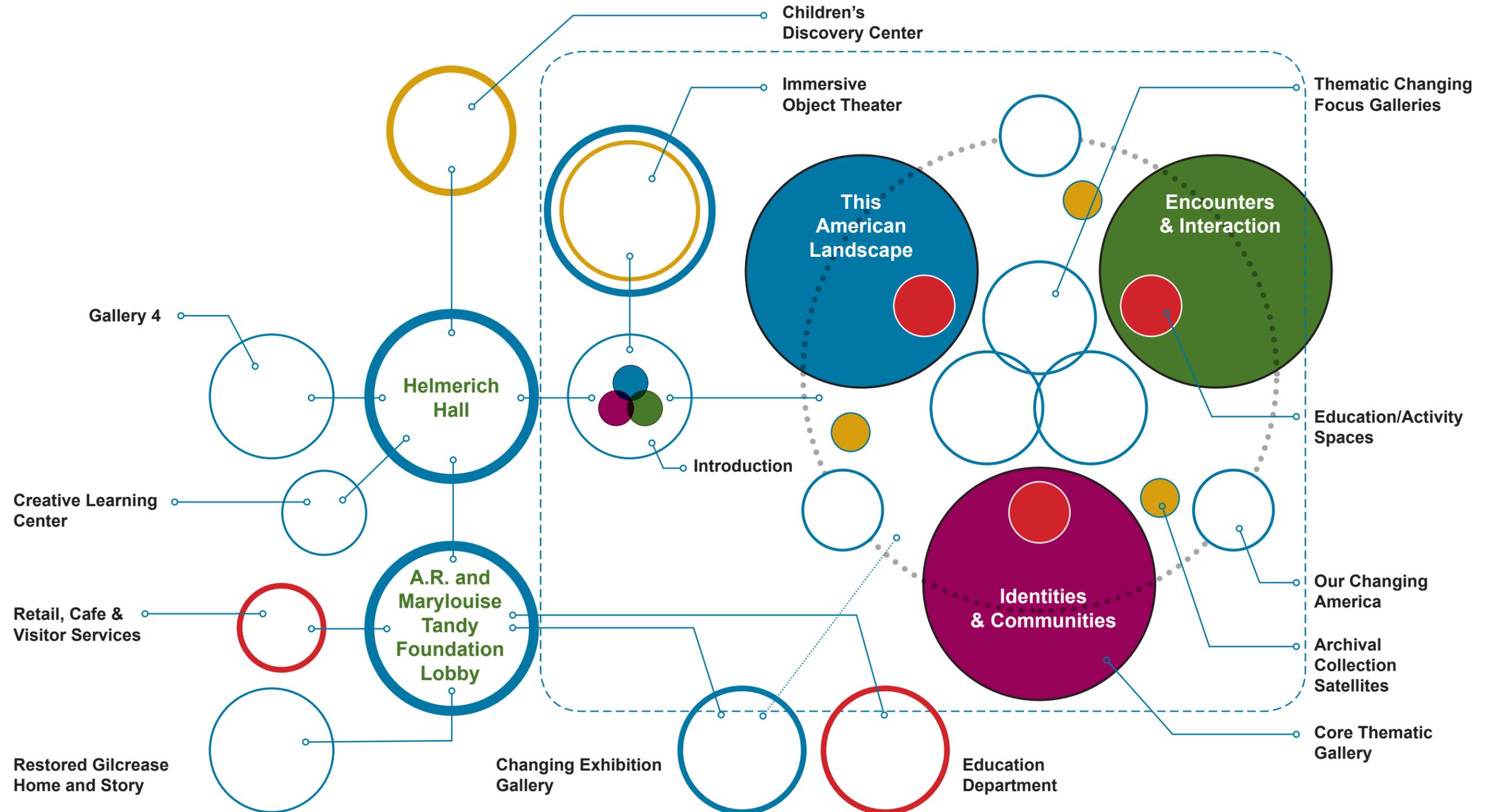
Our Changing America

This section brings us to where we are now in the 21st century

Inspires visitors to acknowledge and celebrate difference, and to engage in their own communities through artistic, social, and cultural discourse and action.



VISITOR EXPERIENCE DIAGRAM - EXAMPLE





**EXPERIENCE
REFERENCE
CONCEPTS**

HELMERICH HALL

RENDERING



OBJECT THEATER

RENDERING



COMPLEMENTARY HISTORY AND ART INTERPRETATION

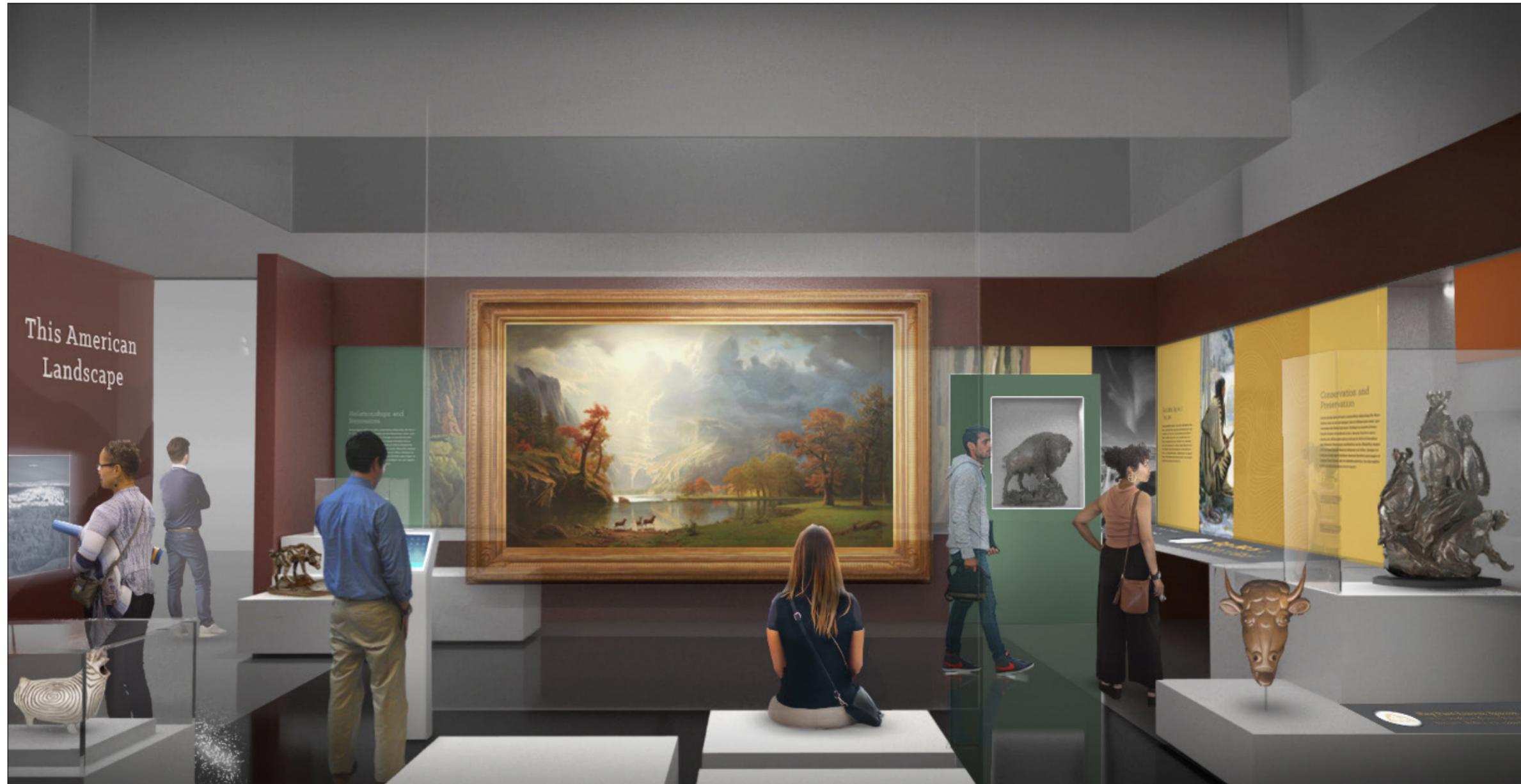
These blended gallery spaces provide a unique way of creating a holistic and meaningful visitor experience while still satisfying the expectations of traditional art museum and history museum audiences. Combining fine art and historical artifacts in the same gallery will create an opportunity for an interpretation that explores the relationship between history and cultural representation. The historical objects can provide context for the artwork by illustrating chronological, social, cultural, political, and geographic influences. In turn, the artwork can illustrate how we, as Americans, have represented and interpreted our history.

Paintings, sculptures, documents, books, anthropological and ethnographic objects, media and interactivity, all combine to create rich and visually engaging spaces that challenge visitors to consider a variety of perspectives. The galleries also allow maximum flexibility of design and interpretation for museum curators and educators.



INTERPRETING ART & HISTORY

RENDERING



OUR CHANGING AMERICA

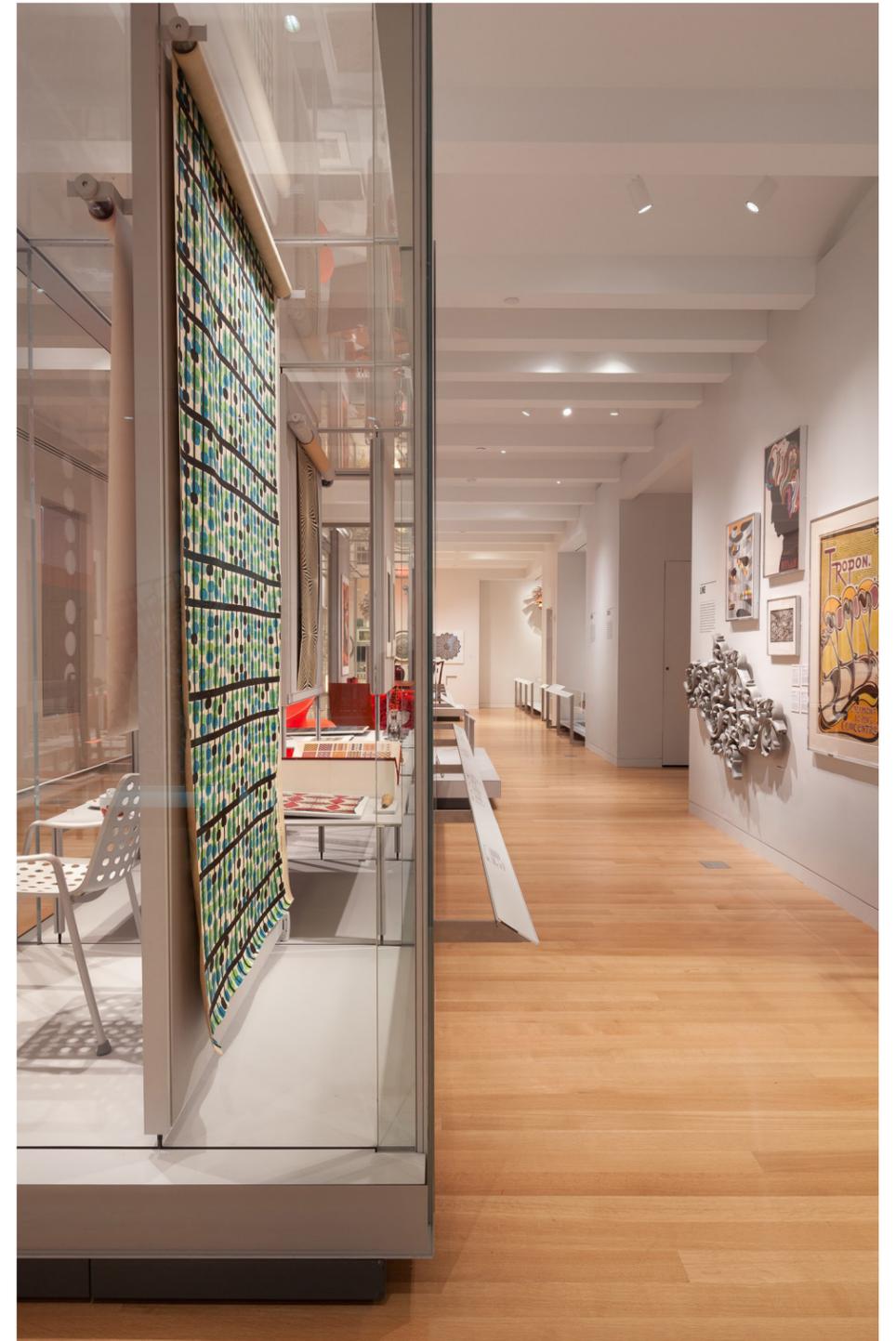
RENDERING





**ARCHITECTURE
& PROGRAM**

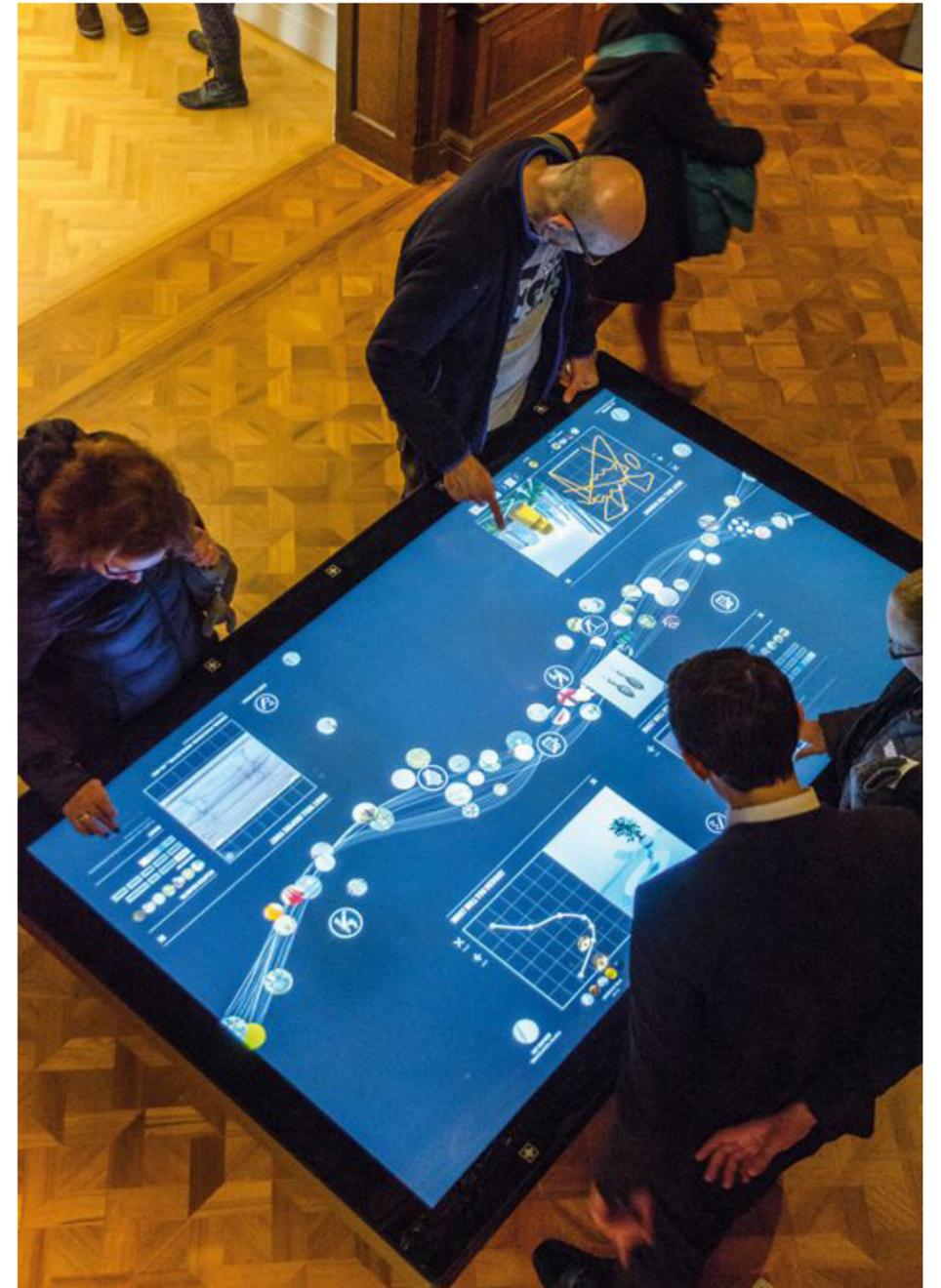
OPEN STORAGE



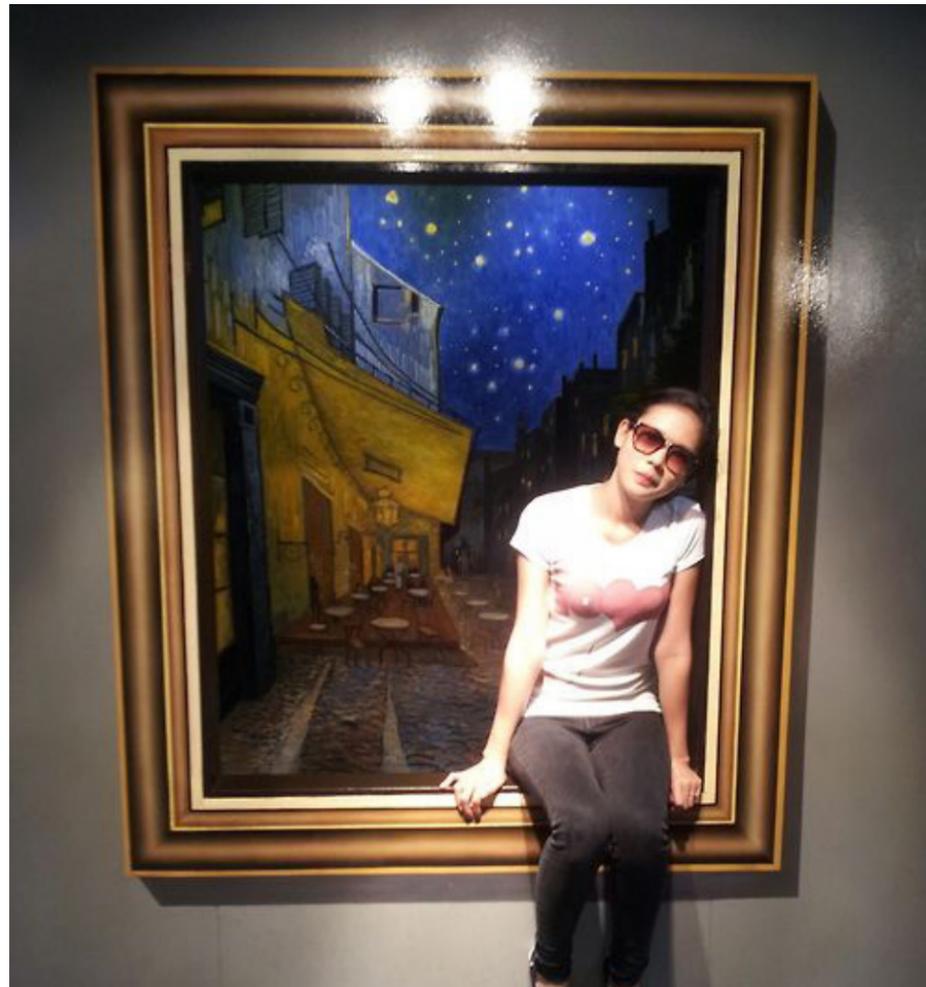
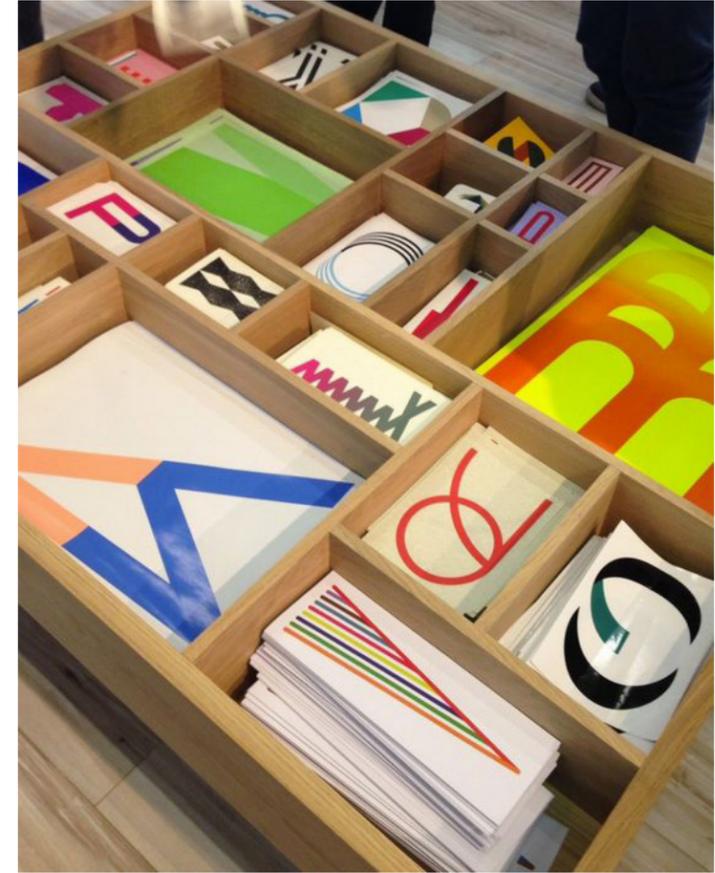
IMMERSIVE EXPERIENCE



MEDIA EXPERIENCE



CHILDREN'S EXPERIENCE



OUTDOOR EXPERIENCE— SITE & SCULPTURE GARDEN

The Gilcrease Museum includes a landscaped site and sculpture garden, which visitors can explore before or after entering the Museum. The site can be used for programming that enhances the visitor experience and supports the collection, or guests may simply enjoy the landscaped grounds and sculptural beauty of the environment.





THANK

YOU