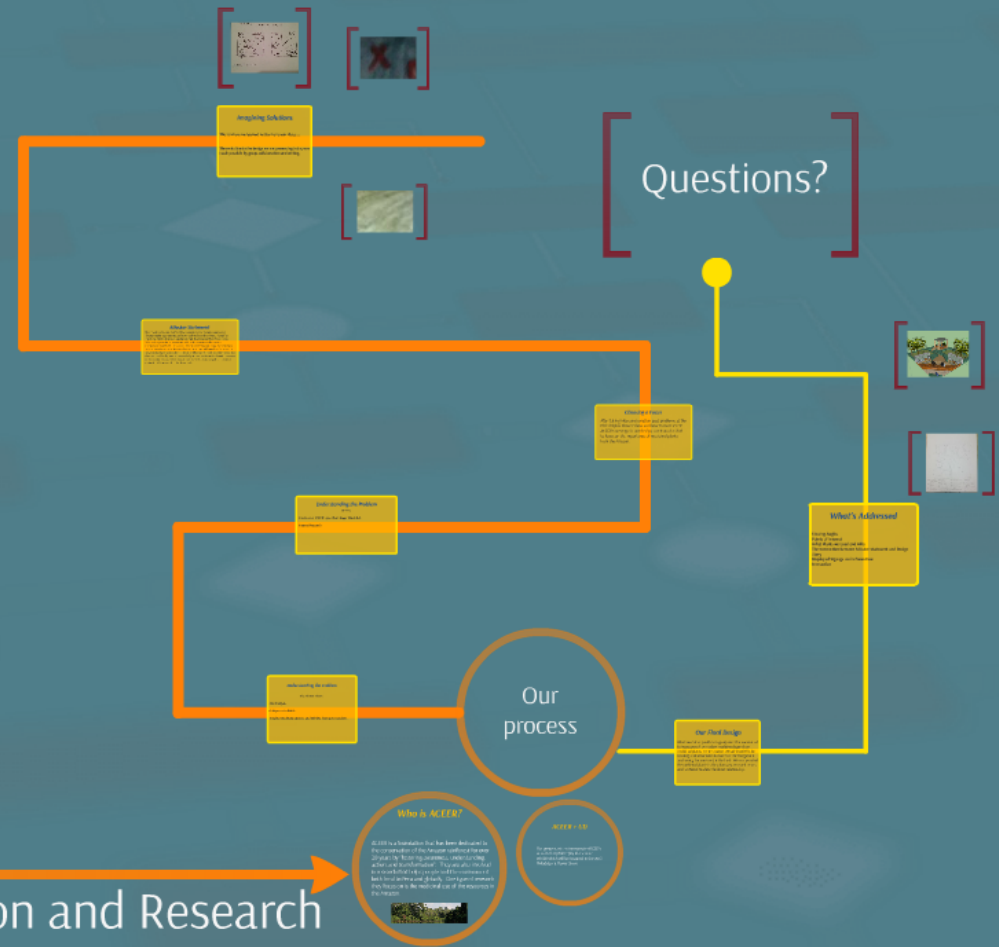


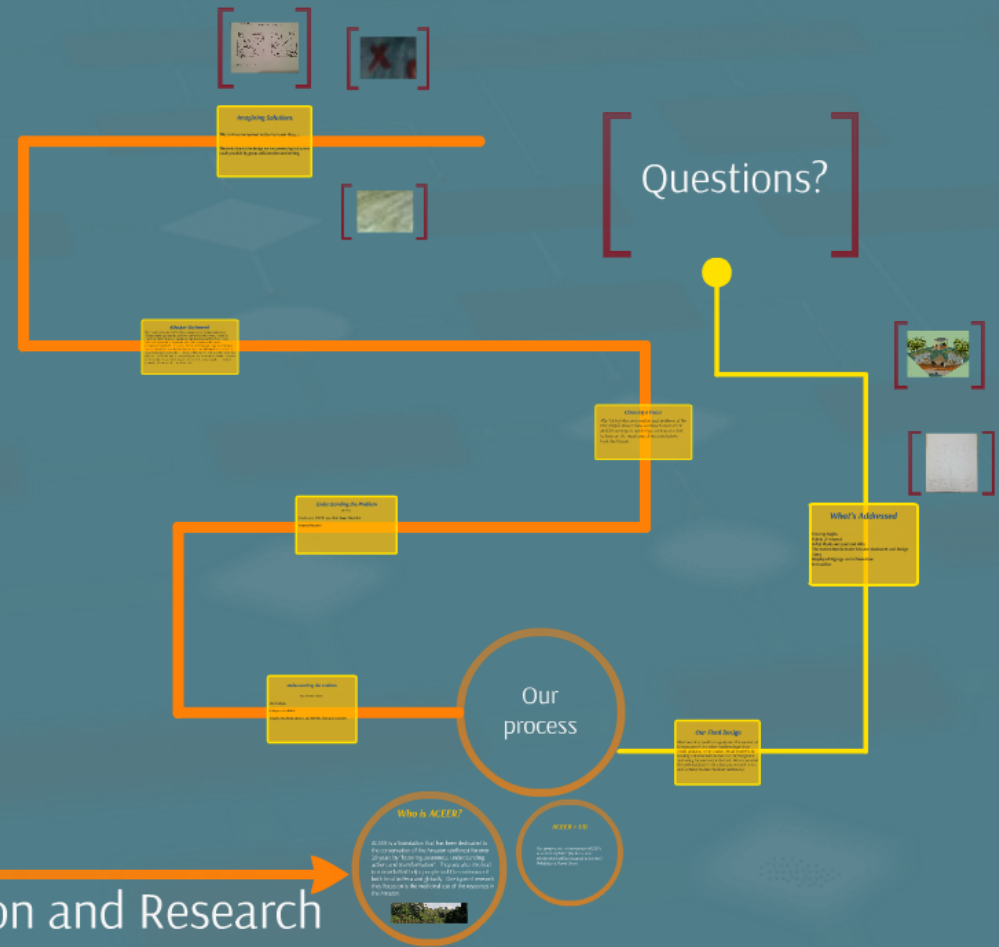
ACEER

Amazon Center for Environmental Education and Research



ACEER

Amazon Center for Environmental Education and Research



Brittany, Joyce, Megan, Pat, Pete, Sydney

Who is ACEER?

ACEER is a foundation that has been dedicated to the conservation of the Amazon rainforest for over 20 years by “fostering awareness, understanding, action, and transformation”. They are also involved in research that helps people and the environment both local to Peru and globally. One type of research they focus on is the medicinal use of the resources in the Amazon.



ACEER + UD

Our group wants to incorporate ACEER's educational philosophy in a 25'X25' exhibit which will be featured in the 2015 Philadelphia Flower Show.

Our process

Understanding the Problem

The Flower Show:

Site Analysis

Critiques of exhibits

Insights into design process and exhibits from guest speakers

Understanding the Problem

ACEER:

Interview of ACEER's president, Roger Mustalish.

Internet Research

Choosing a Focus

After taking into consideration past problems at the Philadelphia Flower Show and how to incorporate ACEER's message in our design, our team decided to focus on the importance of medicinal plants from the Amazon.

Mission Statement

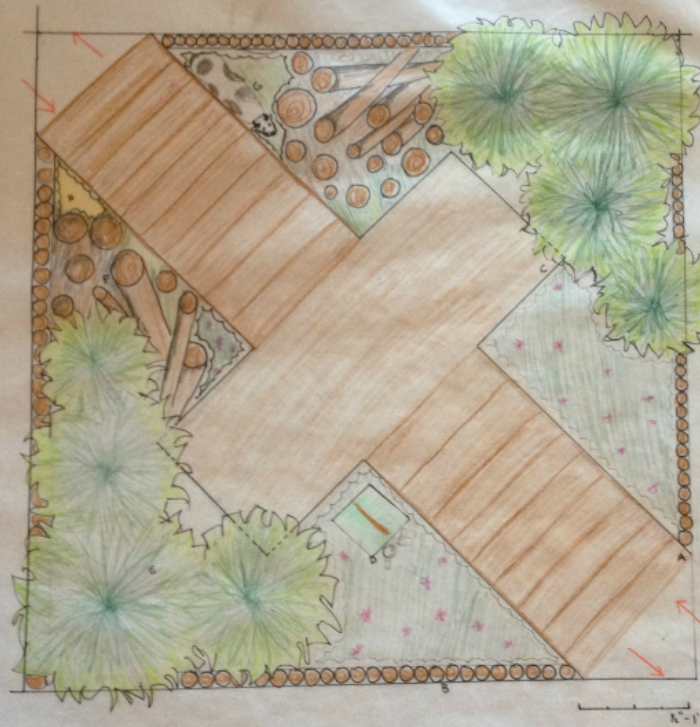
Our mission is to continue ACEER's promotion of rainforest conservation through fostering awareness on how much we depend on the rainforest for medicine. North American people may feel disconnected from the Amazon. We want to promote a connection and understanding in the severe consequences of the diminishing rainforest, and let people know that everyone has an incentive at stake to save the rainforest. We will provide information on how to empower the individual to make a difference through consumer and voter choices. And finally, with everyone's help we can transform the harmful treatment of the rainforest so we do not lose essential medications as well as a scientist estimated 300 more still to be discovered.

Imagining Solutions

This is where we learned not to marry our ideas....

The evolution to the design we are presenting today was made possible by group collaboration and editing.

Philadelphia Flower Show Exhibit 2015



- Key
- A. Walk material after opening exhibit tent
 - B. Wall off into an arcade
 - C. Common table area where all sides meet (Lab + Faculty meeting)
 - D. Scientific Research in Street
 - E. Tall Amazon trees - Highest part of plan
 - F. Slush - Burned - Domino effect
 - G. As - for animals
 - H. as for wheel or sign etc...

ACEER - Amazon Center for Environmental Education and Research

Philadelphia Flower Show Exhibit 2015

tell story!

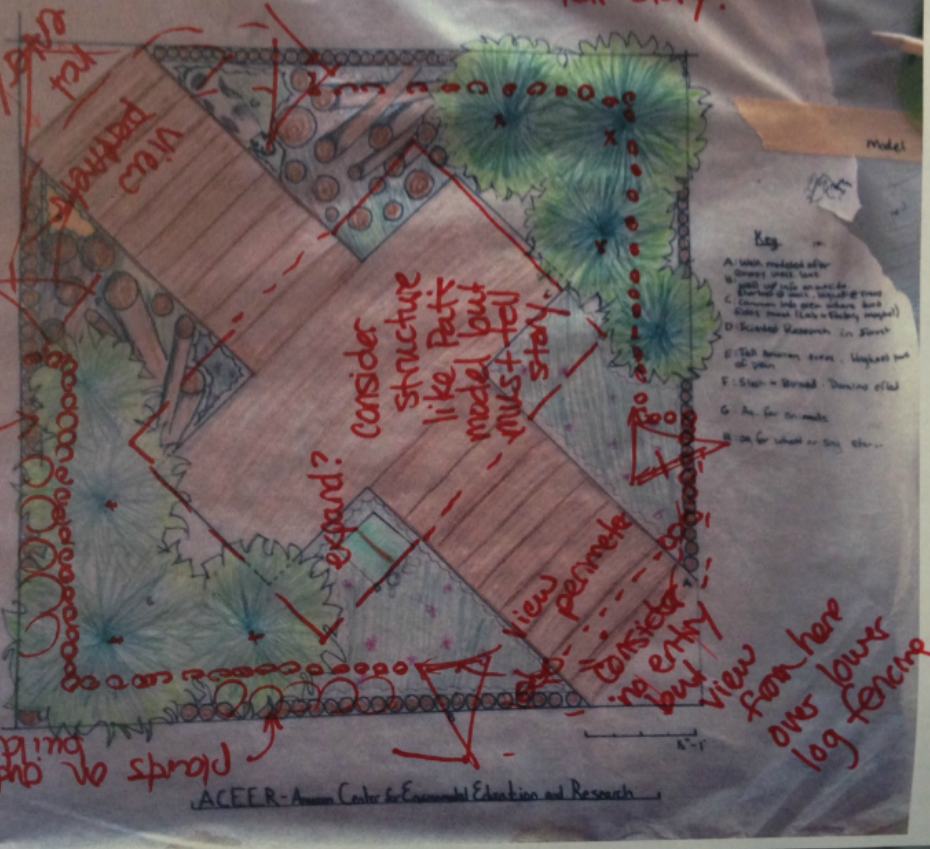
signs too!
Greening along edges
allow fence to
deep

plants on outside
build attractive
patio
with
solid
wall.

consider
structure
like park
model but
must tell
story

expand?

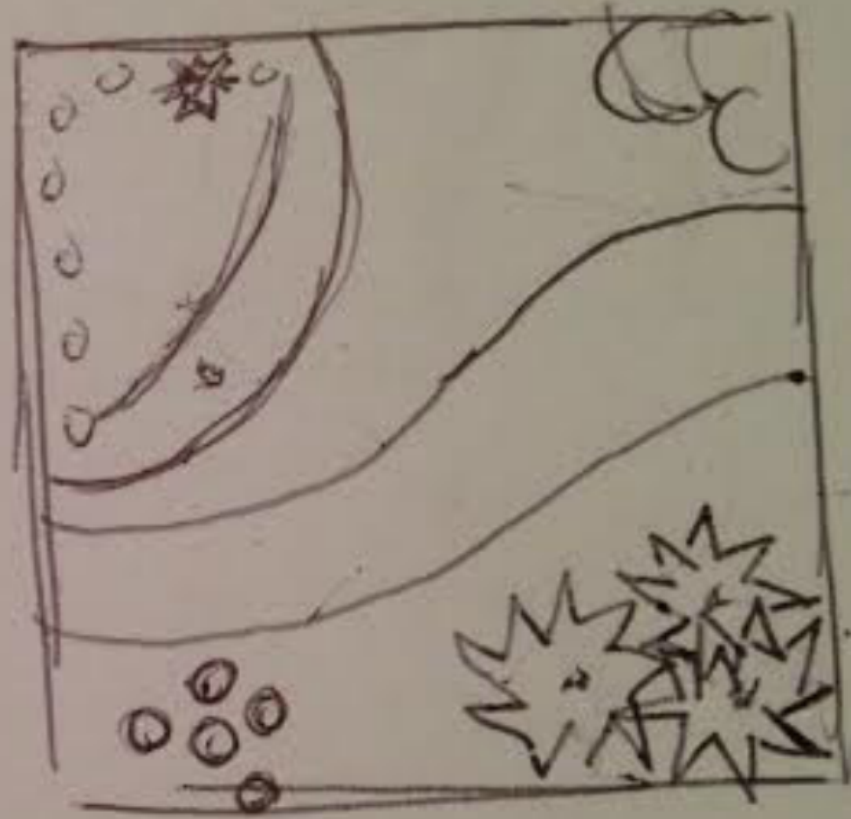
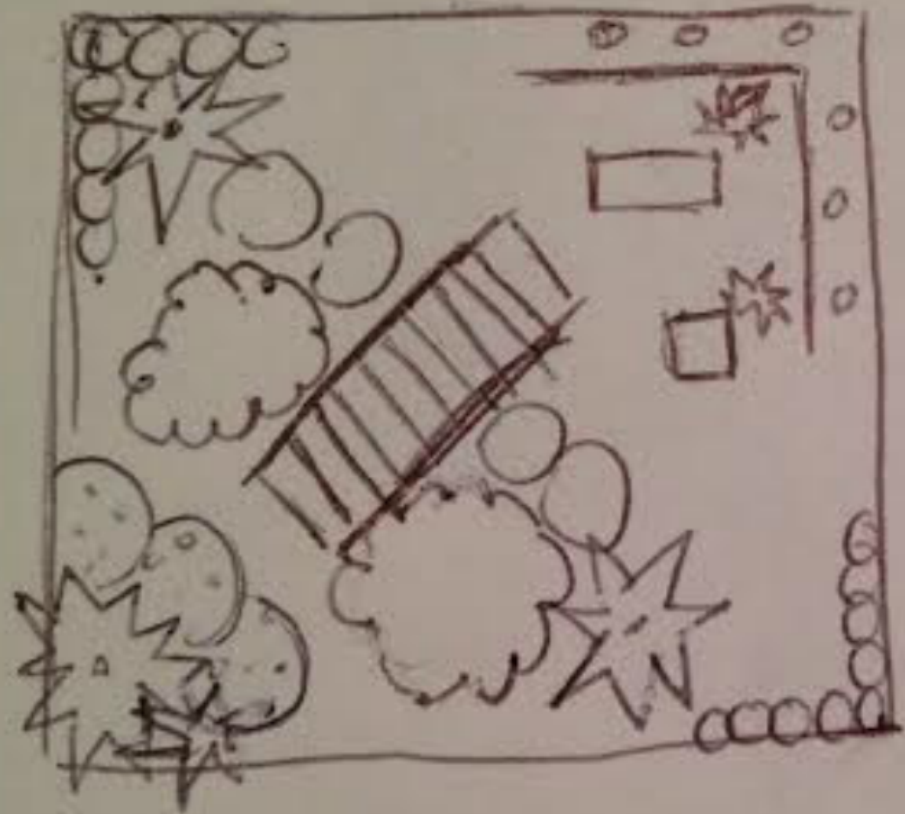
view permeable
no entry
but
view from here
over lower
log fencing



- Key
- A: Wood material after
 - B: Wall of red brick
 - C: Common red brick
 - D: Scaled glass
 - E: Tall narrow area
 - F: Stone
 - G: ...
 - H: ...

ACEER - American Center for Environmental Education and Research

PRESENT TO CLIENTS - May 14



research plants

Our Final Design

What we came up with as a group was that we wanted to incorporate how modern medicine depends on medicinal plants in the Amazon. We achieved this by creating a pharmaceutical counter in the foreground and having the rainforest in the back. We incorporated the medicinal plants in the pharmacy, research center, and rainforest to show the direct relationship.

What's Addressed

Viewing Angles

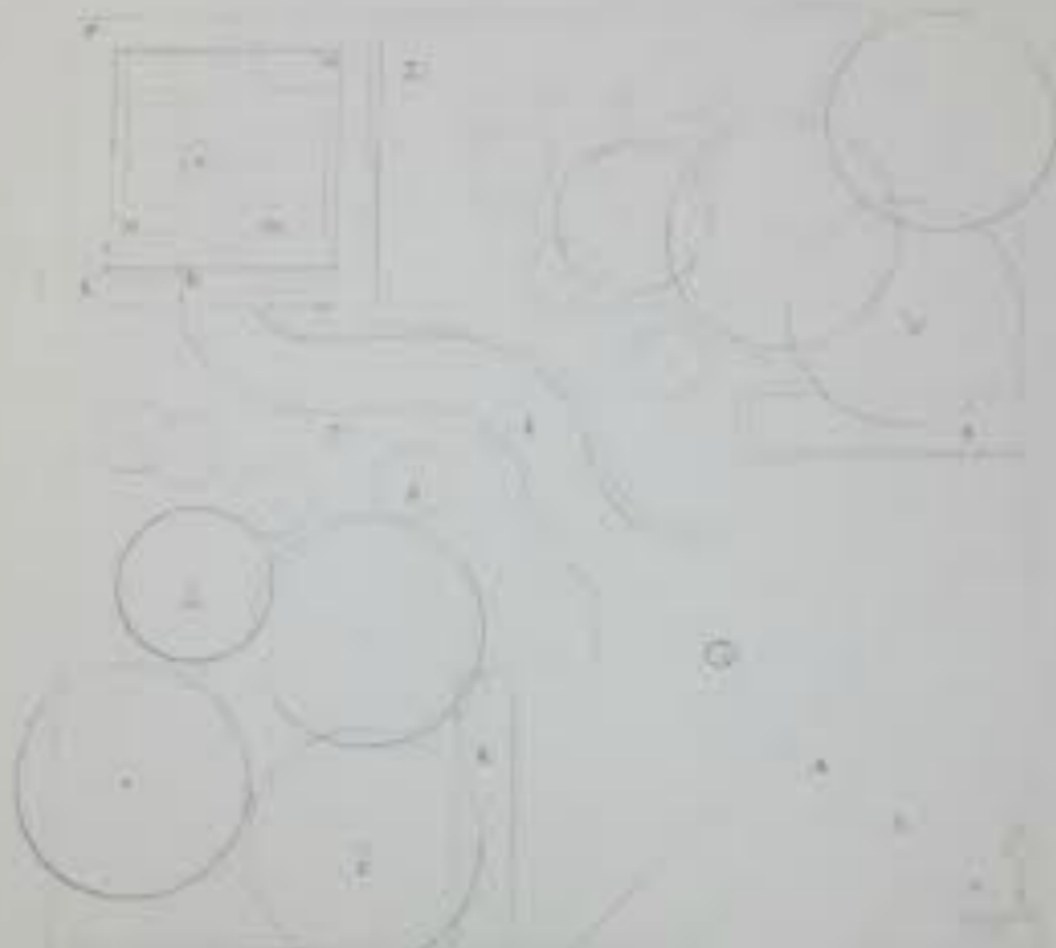
Points of Interest

What Plants we Used and Why

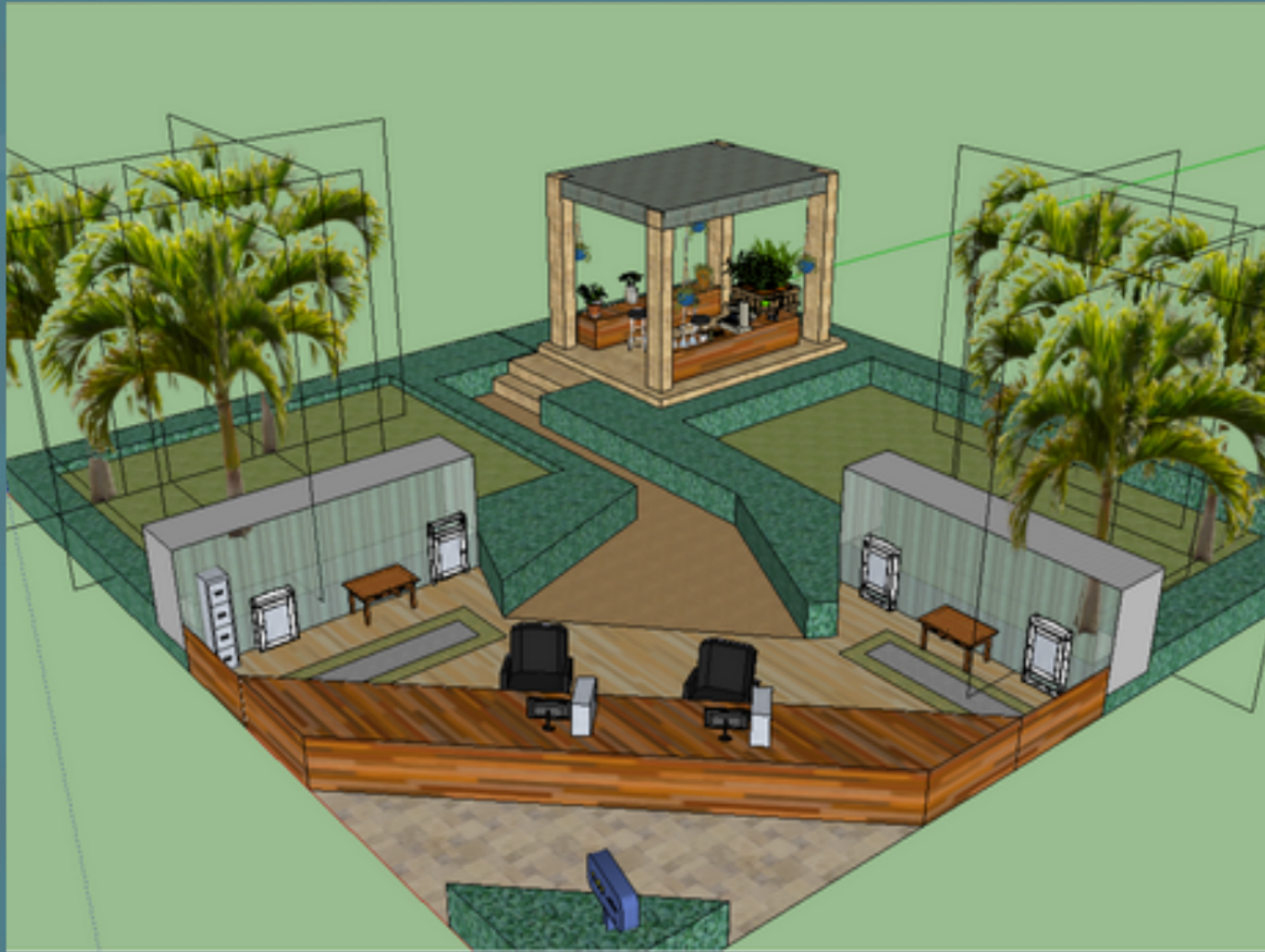
The Connection Between Mission Statement and Design Story

Display of Signage and Information

Interaction



- | | | | |
|---|---|---|---|
| (A) Drawing done
with the help of
compass and ruler | (B) Drawing done
with the help of
compass and ruler | (C) Drawing done
with the help of
compass and ruler | (D) Drawing done
with the help of
compass and ruler |
| (E) Drawing done
with the help of
compass and ruler | (F) Drawing done
with the help of
compass and ruler | (G) Drawing done
with the help of
compass and ruler | (H) Drawing done
with the help of
compass and ruler |
| (I) Drawing done
with the help of
compass and ruler | (J) Drawing done
with the help of
compass and ruler | (K) Drawing done
with the help of
compass and ruler | (L) Drawing done
with the help of
compass and ruler |



Questions?