

Fall River Heritage State Park

Department of Conservation & Recreation • Fall River, Massachusetts

Project Details

Scope: Visitor Center three mobile 16 foot units **Exterior** nine location markers
Budget: \$150,000

Project Team

Development: Edward Malouf, Carrie Brown
Design: Edward Malouf, Helen Reigle
Graphics Pressing: Fossil Industries Inc.
Fabrication: Aries Custom Works

The number one city textile city in the world in 1890, this city of falling water has a rich history of commerce and immigration. We condensed this history into six themes, one for each side of a custom mobile exhibit wall system. This result is an exhibit of images rich in textures and layered images and text all carefully calibrated to convey its relevance in the Fall River story.

There are graphic and mechanical interactives as well as two artifact cases included on the three mobile exhibit units. We designed a large introductory graphic wall that also served as a community exhibit gallery on the opposite sided. In addition, there were four new exterior orientation graphics designed and installed under this design-build contract.



In addition to images from the DCR collection we obtained permission to use a painting as a colorful way to tell the story of glamour days of steamship travel to New York.

Helen Reigle created a brilliant type identity for the park title wall.

Link to the changing exhibit in action:
https://youtu.be/i_dStLaxFNg
Link to the interactive marble exhibit:
<https://youtu.be/Y79PNr11oo8>



Content•Design

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This image by Lewis Hine was re-purposed to demonstrate to visitors the preeminence of Fall River among the other mill towns.



Below: Do you know what “Quequecan” means, or even how to say it? This simple, unique, lift and drop interactive will tell you. Right: Our scope included replacing existing “you are here” markers with new phenolic panels.

