

The DNatrium

The Broad Institute, Cambridge, MA

Project Details

Scope: 3,000 sf

Budget: \$ 850,000

Project Team

Concept: Bang Wong, Broad

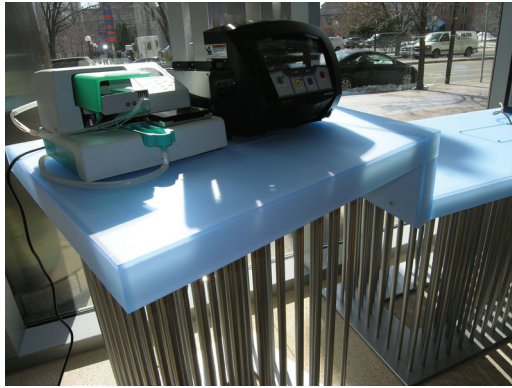
Design/Detailing: Ed Malouf, Jesse Marks

Construction Supervision: Ed Malouf

Fabrication: Art Guild, Explus, Mystic Scenic

Media: Small Design, Chedd Angier Lewis

600 billion letters of DNA, short work for a typical analyzer at the Broad in a years work. Just what do these letters mean? Educate yourself at the DNatrium, dig deep into the effects of the research at the enormous CRX, experience a real-time flow of data analysis at the DataStream, then hear the people behind the machines speak about what inspires them in their work, as well as see the equipment in action. This exhibit fulfills the requirement by the City of Cambridge to create a public interface between the Institute and the residents. Smart content explains a complex subject, the DNatrium reveals the mysteries of genetic research.



Visitors can hear from scientists about their groundbreaking work at the Broad Institute, and peer into the laboratory machines that yield torrents of biological information.

The exhibits are designed to be visible from the street as well as the lobby.



The DNatrium



The content is accessed by visitors using apple remotes from both the inside of the lobby and the outside.

