

Herreshoff Steam Exhibit

Herreshoff Maritime Museum • Bristol, Rhode Island

Project Details

Scope: 1,000 square feet

Budget: \$31,000

Project Team

Development: Edward Malouf, Carol Lieb, Carrie Brown (writing)

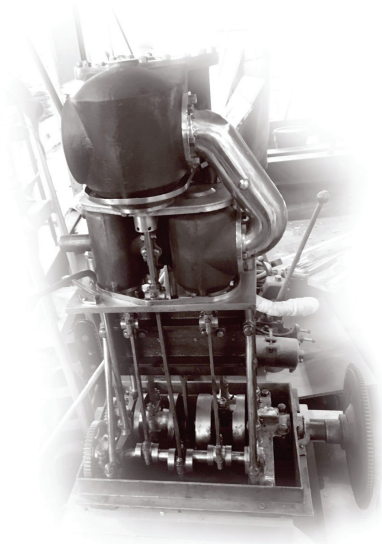
Evelyn Ansel (Herreshoff Marine Museum,

Design: Edward Malouf

Graphics: DGI

In the popular imagination, the Herreshoff's are legendary sailboat designers. Designed 105 years ago by Nat Herreshoff, the Herreshoff 12 1/2 is still in licensed production today. But in fact, the Herreshoff brothers got their start in steam-powered vessels, HMCo hull #3 was the 65-foot *Seven Brothers*, a steam-powered fishing vessel. Their proximity to both wealthy yacht owners and the U.S. Navy, then developing the torpedo, helped steam vessels to demand an equal share of the HMCo shipyard resources. Particularly when producing 140-foot steel destroyers such as the *USS Cushing*.

The exhibit a new gallery space from an under-used storage area that provides context to the complex-looking engines stored there. Working within the parameters of a grant from the Van Beuren Charitable Foundation, we draw visitors into the exhibit by featuring three personalities who drove maritime steam innovation.



Steam engines are hard for the average visitor to decipher, we make it personal by featuring life size portraits of Nat Herreshoff, the designer, J.P. Morgan, the buyer, and Admiral Converse, the innovation driver (not shown).



Content•Design

COLLABORATIVE LLC

781-378-1484

CONTENTDESIGN.ME