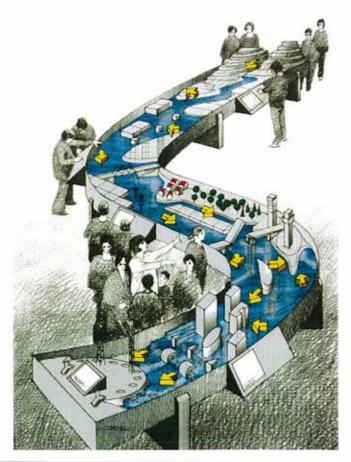


October/November 2006

upfront



New museum focuses on hurricane heritage

LAKE CHARLES, La. – A National Hurricane Museum and Science Center is to be developed by Toronto-based Reich + Petch Design International for the state of Louisiana. The proposed 100,000-sq.-ft. Hurricane Museum will be located along the Creole Nature Trail in Lake Charles and has been awarded a \$1.3 million US grant by the Federal Highway Administration's National Scenic Byways Program – the largest grant ever awarded in Louisiana history.

Reich + Petch was selected to lead a team of Canadian and Louisiana-based consultants to complete the master plan and feasibility study for the museum. The recent devastation of the Gulf Coast area, brought about by Hurricanes Katrina and Rita, has led to a nationwide interest in the hurricane phenomenon. The new museum and science centre, planned to be open by 2011, will preserve artifacts and personal histories and interpret the effects of hurricanes on land, water and buildings, as well as promote understanding of the impact on the people, culture and heritage of Louisiana.

Reich + Petch is well known for its museum collaborations, including work for the Royal Ontario Museum, the Hong Kong Museum, the Saudi Arabia Museum and the Royal Alberta Museum, and has recently completed exhibition designs for the Smithsonian Institution and the Ontario Science Centre.



Left - An artist's conception of a future exhibit at the proposed Hurricane Museum & Science Centre in Lake Charles, La. Above - The Hurricane Museum & Science Centre will feature a hi-tech "storm tracker," which will allow people to observe real-time developments in the weather and will also have interactive exhibits to educate children on the realities of hurricanes.



Over 25 years, we have evolved our viewpoint about design to create extraordinary moments and opportunities for people to have experiences that change their understanding and perspective of the world they live in.

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