



O B A M A . O R G

OBAMA PRESIDENTIAL CENTER





THE OBAMA PRESIDENTIAL CENTER

EMPOWERING & ENGAGING OUR COMMUNITY





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DESIGNING THE CENTER

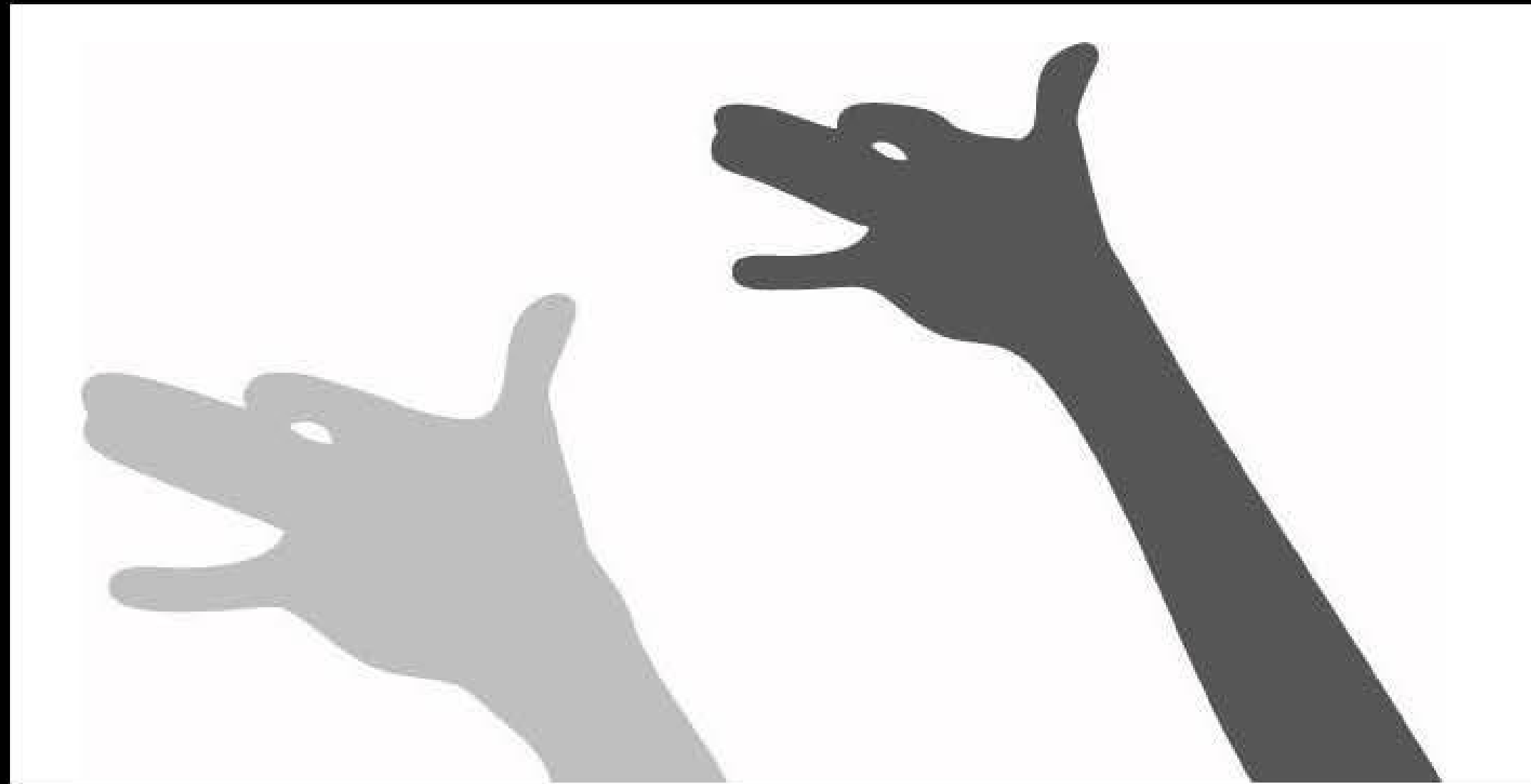




Ennoble



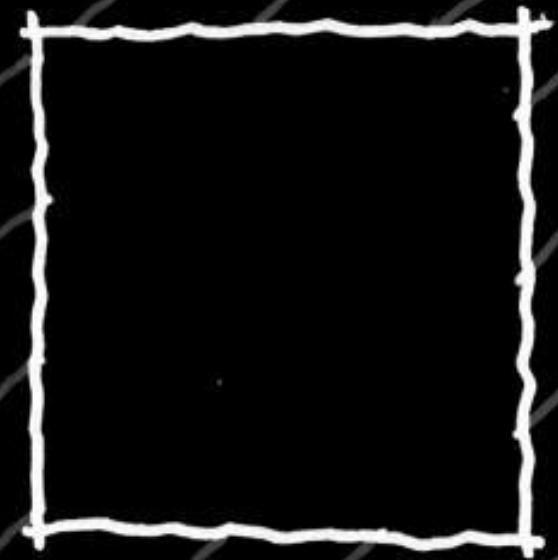
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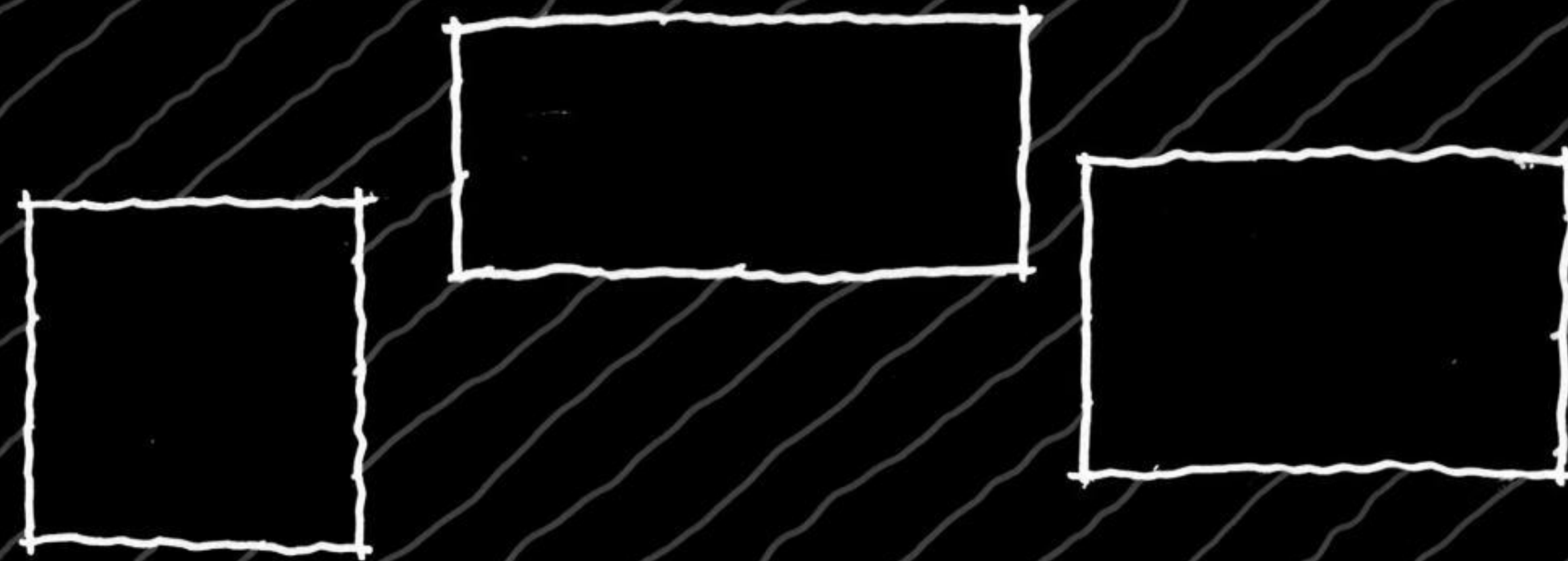
Storytelling



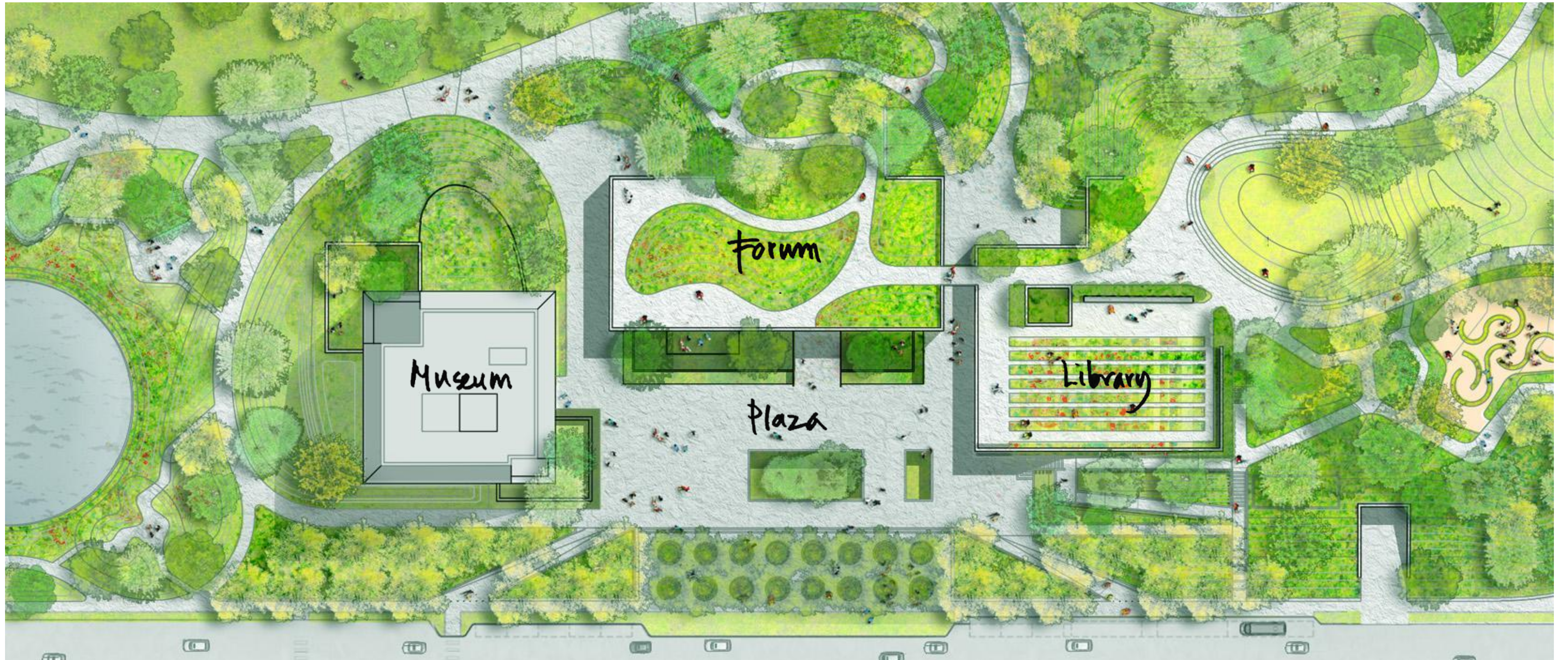
Story-Making



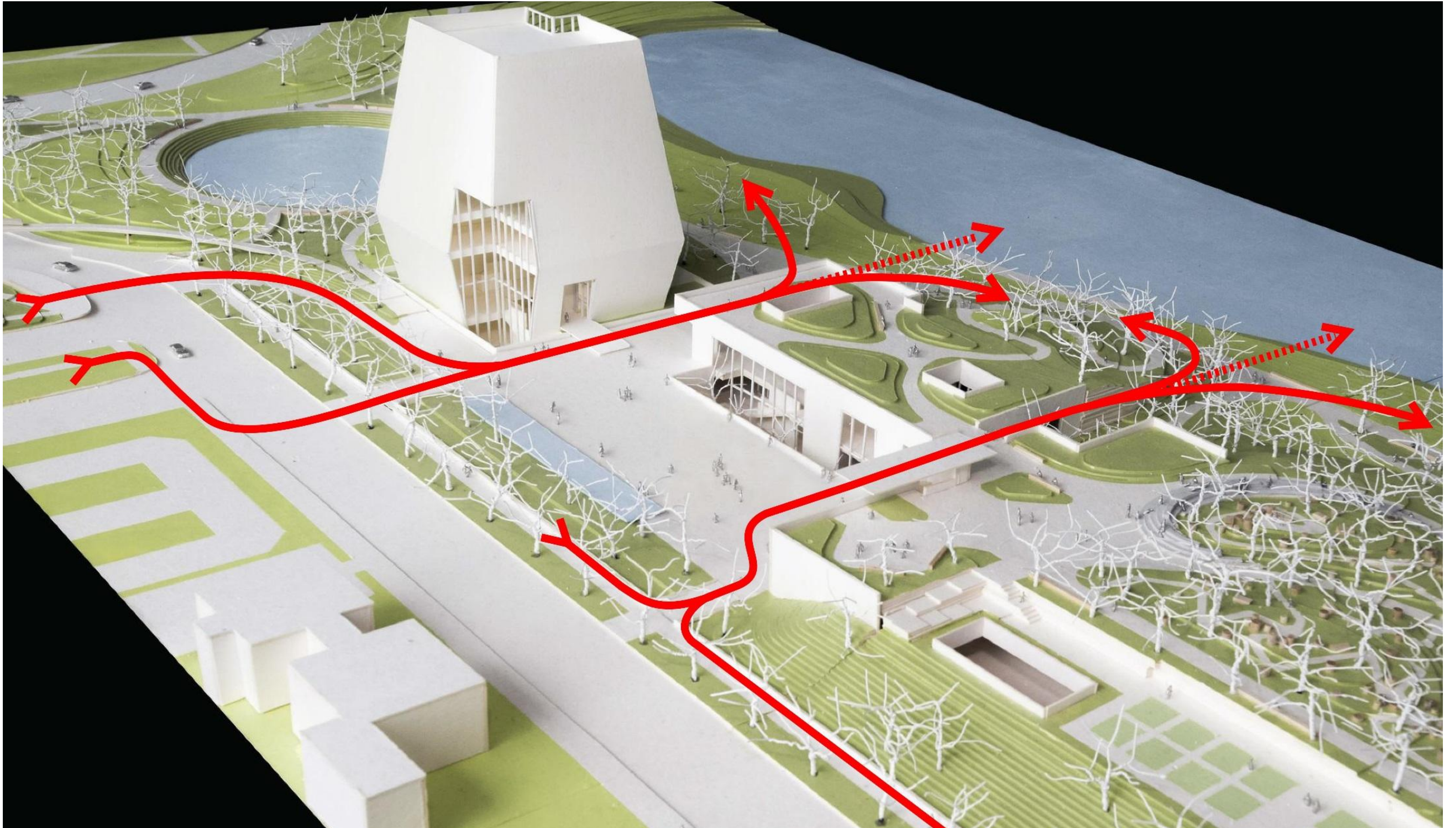
Making a Landmark



Creating a Destination



Building a Campus







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ENVISIONING THE LANDSCAPE



Guiding Principles

Unify Jackson Park

Diversify scale and type of spaces

Create safe and welcoming arrivals

Build with sustainable practices

Concept Plan – September 2017



Unify Jackson Park

**Reconnect fragmented site
by removing Cornell Drive**

**Make lagoon more
accessible**

**Extend park landscape on
top of buildings**

View from the East



Diversify the Size & Type of Spaces

Introduce a variety of scale

**Find a suitable balance
between active passive
recreation**

**Design flexible spaces for a
wide range of users**

View from the South



Create Safe & Welcoming Arrivals

Locate parking on Midway site

Embed structure in landscape

Design plaza to be open and porous

View from the West



**Build with
Sustainable Practices**

Manage water responsibly

**Improve ecological
performance of planting**

**Educate visitors on
sustainability**

View from the West



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MAKING THE MUSEUM

HOW DO PRESIDENTIAL FOUNDATIONS DO THEIR WORK?



FRANKLIN D. ROOSEVELT



JOHN F. KENNEDY



JIMMY CARTER



RONALD REAGAN



WILLIAM J. CLINTON



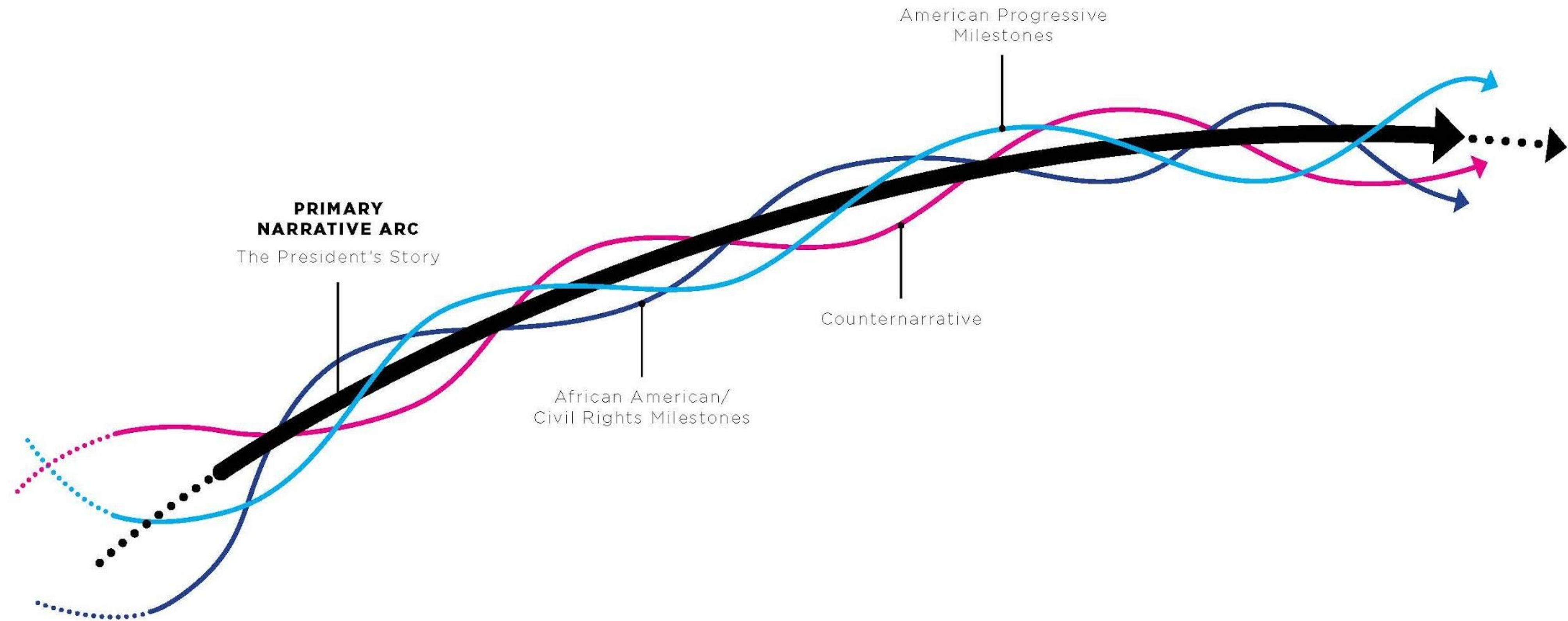
GEORGE W. BUSH



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MAKING THE MUSEUM

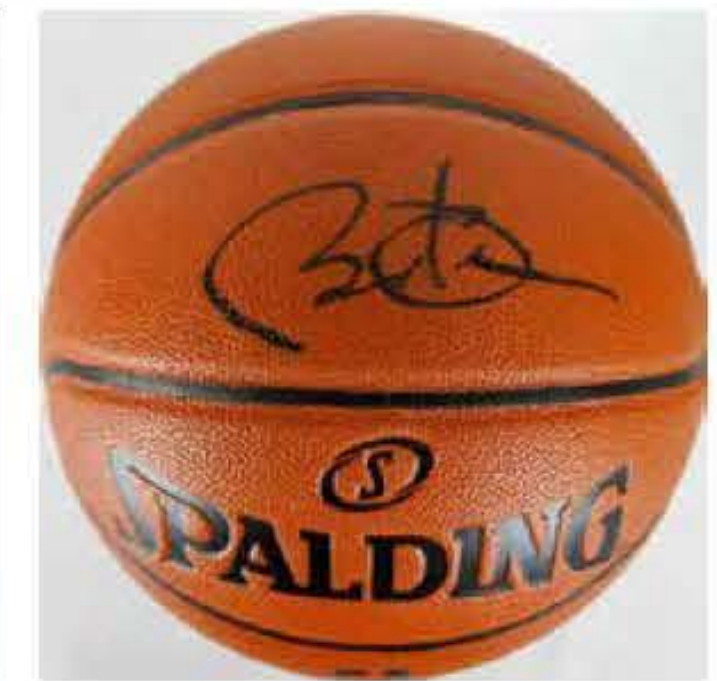
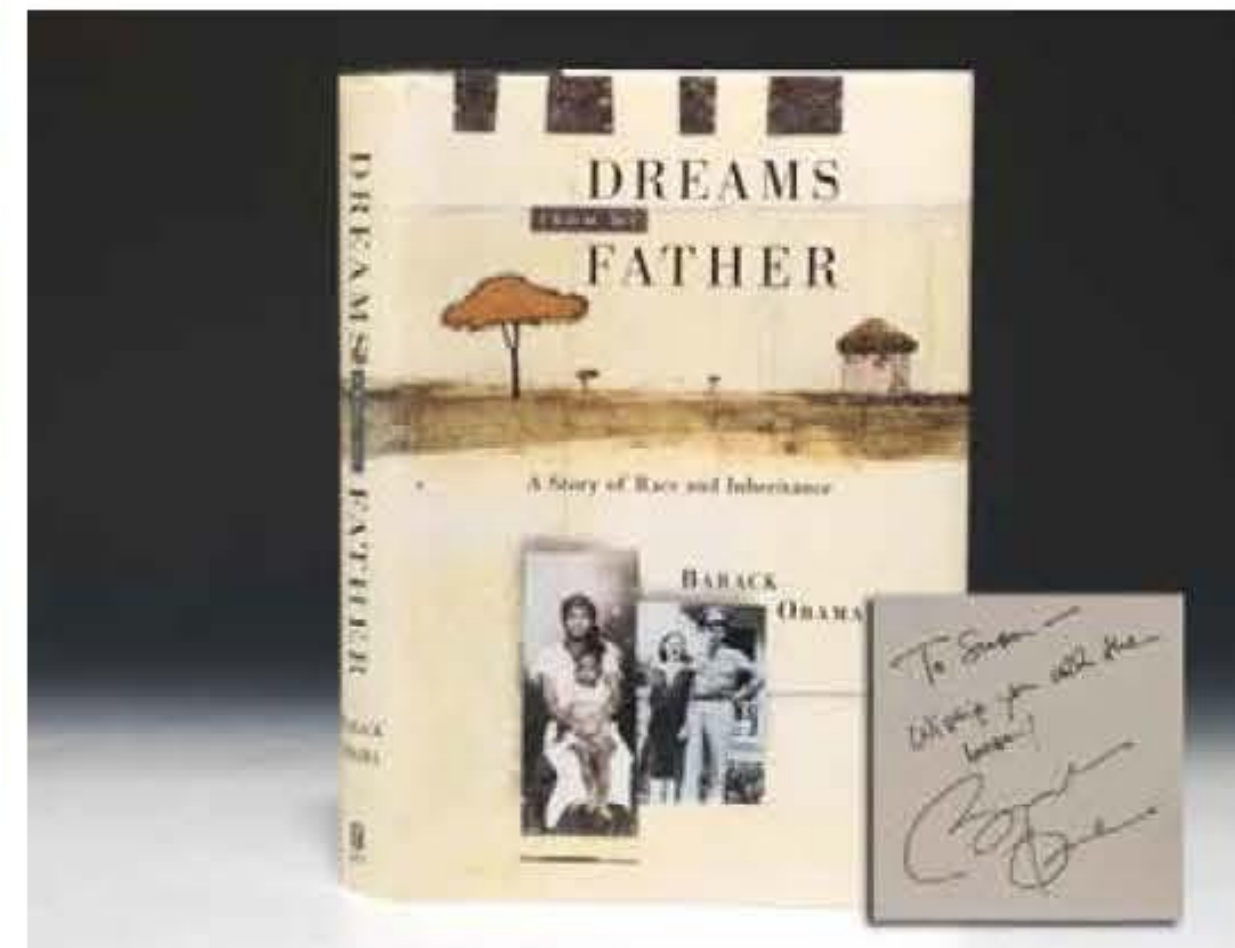
STORYTELLING: WOVEN NARRATIVE



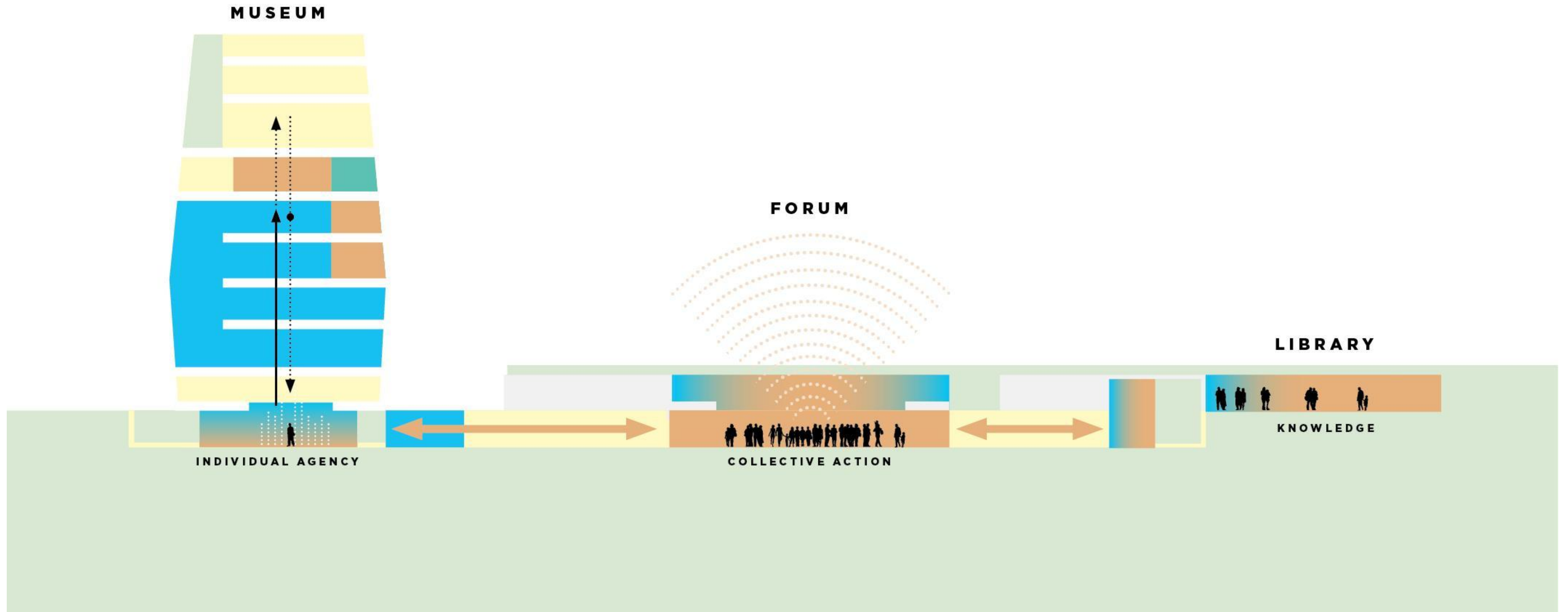
ARTIFACTS, DOCUMENTS, OBJECTS AND ART



Dear Mr. Obama,
I am writing this letter to express about my application for nomination...
I am happy to inform you that I have been awarded the Phi Beta Kappa...
Yours very sincerely,
Barack Obama



MUSEUM VISITOR FLOW AND CONNECTIONS





YES WE CAN!



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