

Newseum and Freedom Forum Headquarters

Washington, D.C.

Ryan Wise

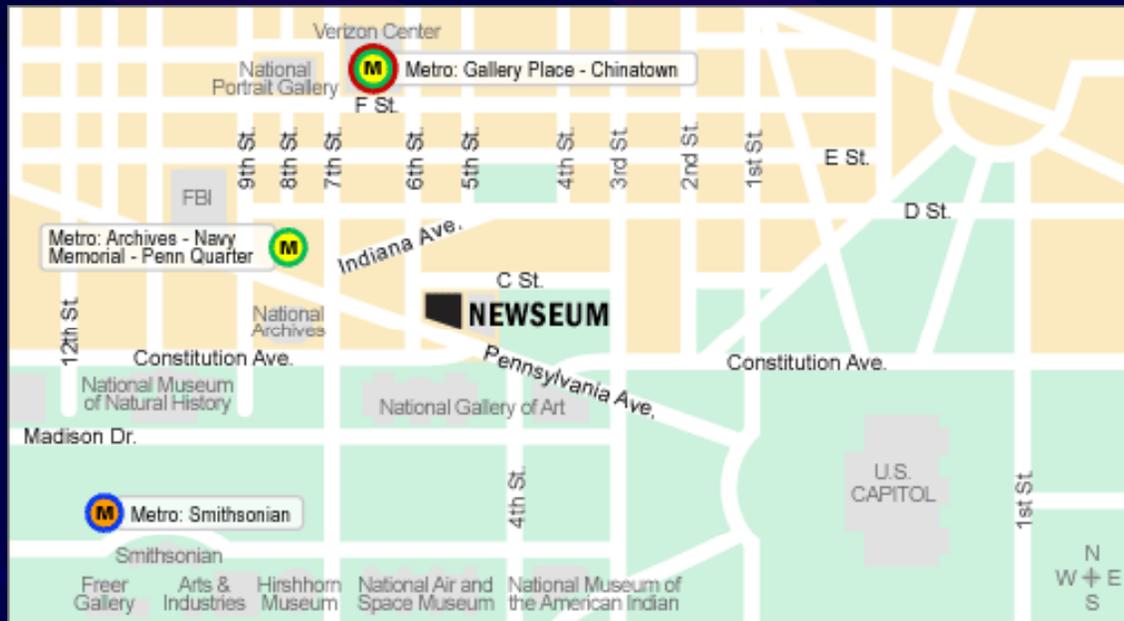
Lighting/Electrical Option

Consultant: Dr. Mistrick



Dec. 14, 2007

Building Overview



www.newseum.org

Location:

555 Pennsylvania Avenue,
N.W., Washington, D.C.

Occupancy:

Mixed Use- Gallery / Exhibits,
office, residential

Size:

550,000 s.f.

Design Scope

Spaces to be redesigned –

- News History Gallery
- Freedom Forum Offices
- Welcoming Lobby
- Exterior Porch Entry

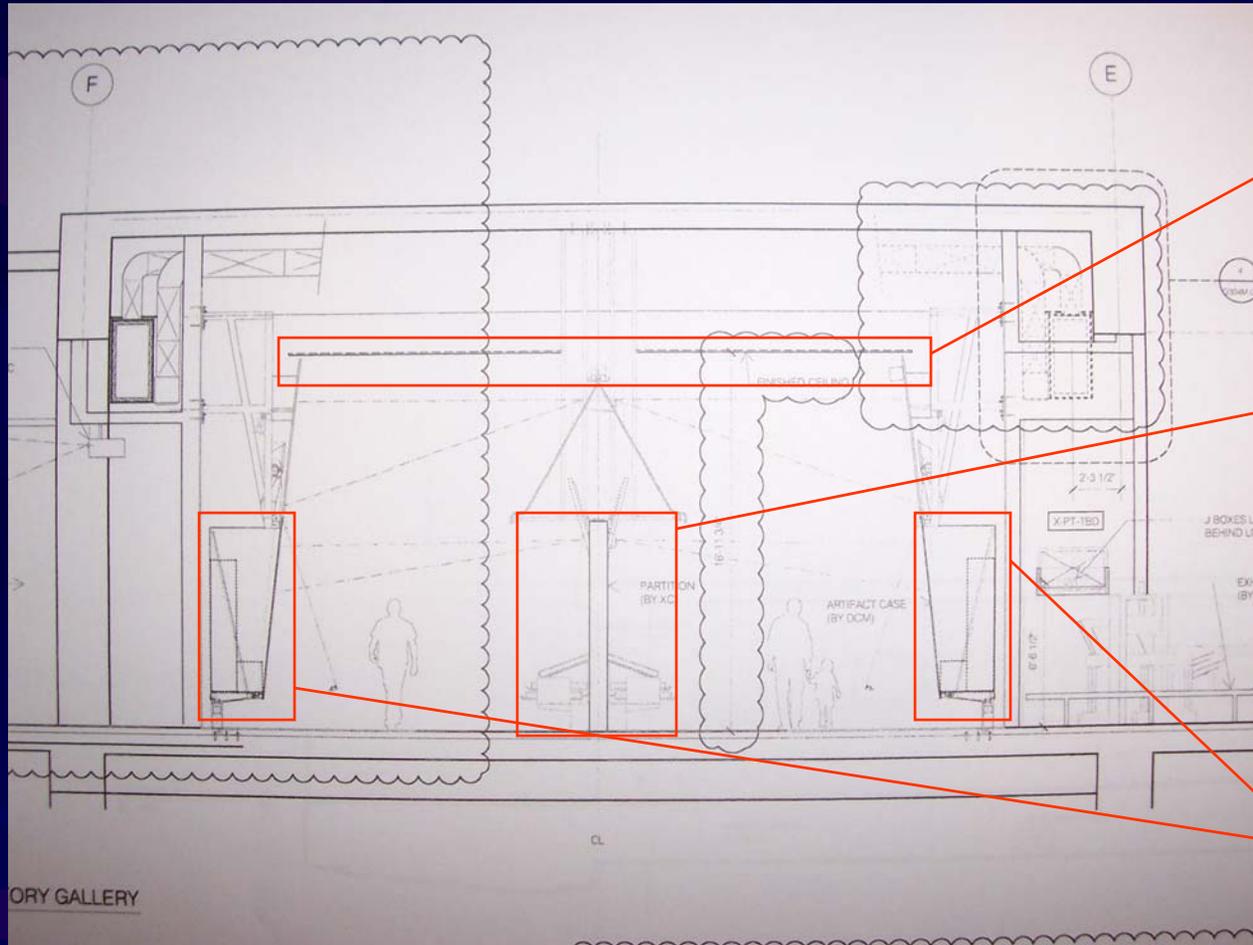
News History Gallery



Courtesy Ralph Appelbaum Associates

- Center of gallery is devoted to historic news articles dating back to the 18th century
- Outer walls contain artifacts and memorabilia dealing with journalists and broadcasting technology from the past
- Floor, ceiling, and exposed wall have a matte black finish

News History Gallery



Finished ceiling

Center exhibits

Outer wall exhibits

Section

News History Gallery

Design Considerations

Points of Interest: display cases, entrances,
side wall quote

Reflected Glare

Modeling of Objects

Light/heat sensitive artifacts

News History Gallery

Design Goals

- Provide a low level of ambient light with a low CCT
 - create a warm historic/nostalgic environment

Accent the exhibits

Accent the entrances for egress

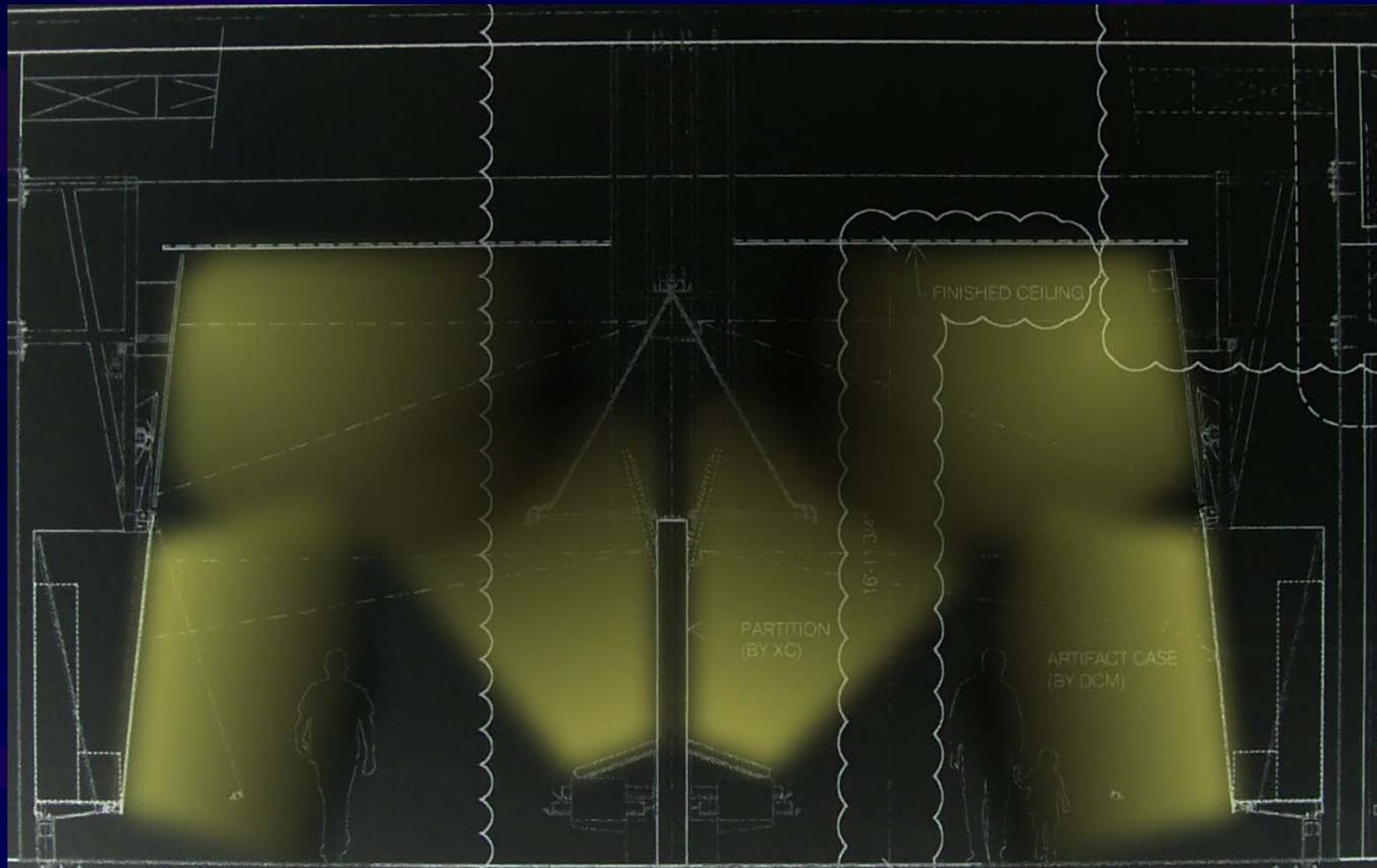
Accent the side wall quote

News History Gallery

Fixture Examples



News History Gallery



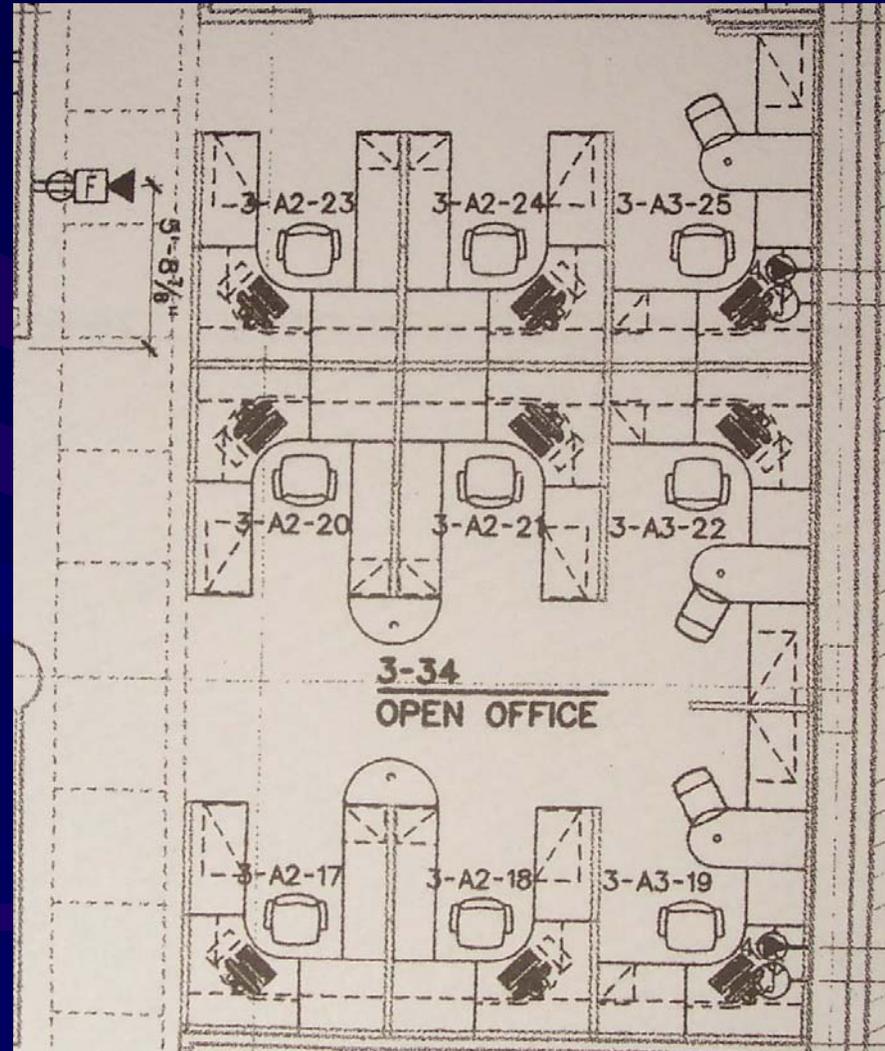
News History Gallery



Freedom Forum Offices

Offices for members of
the freedom forum

Majority of activity is
computer work



Freedom Forum Offices

Design Considerations

- Visual clarity
- Reflected glare – off of VDT's

Freedom Forum Offices

Design goals

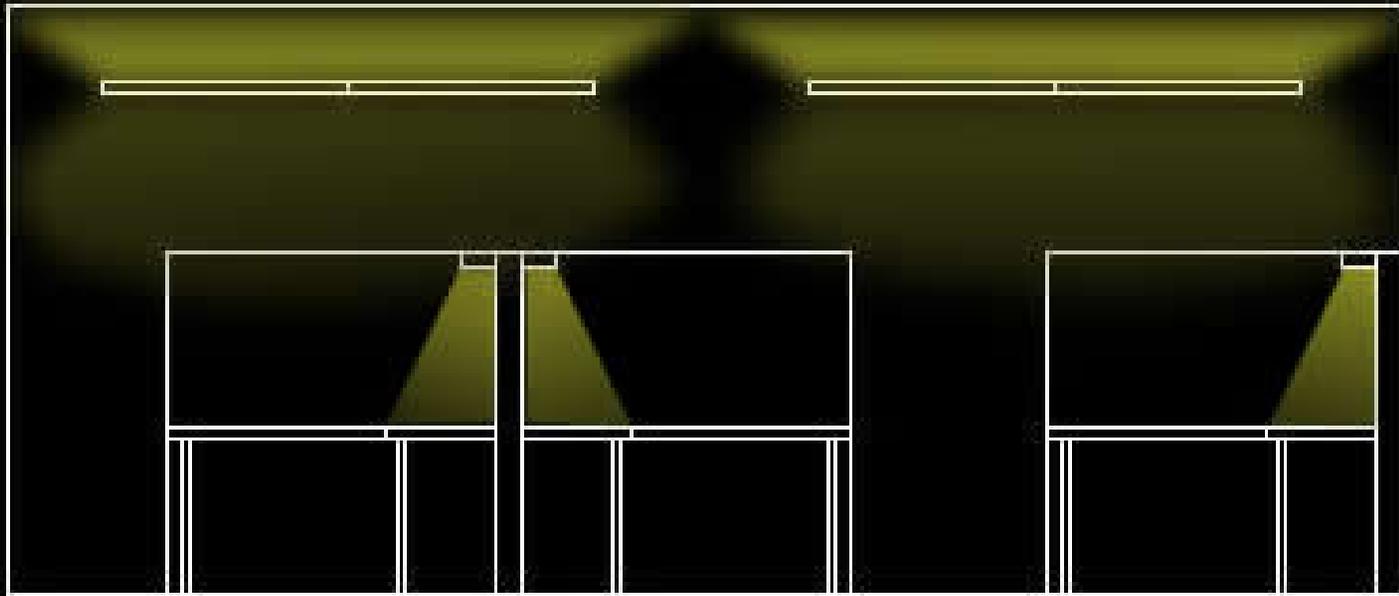
- Provide a uniform lighting layout
- Use a pendant direct/indirect system
- Provide each workstation with task lighting
- Incorporate the use of motion sensors

Freedom Forum Offices

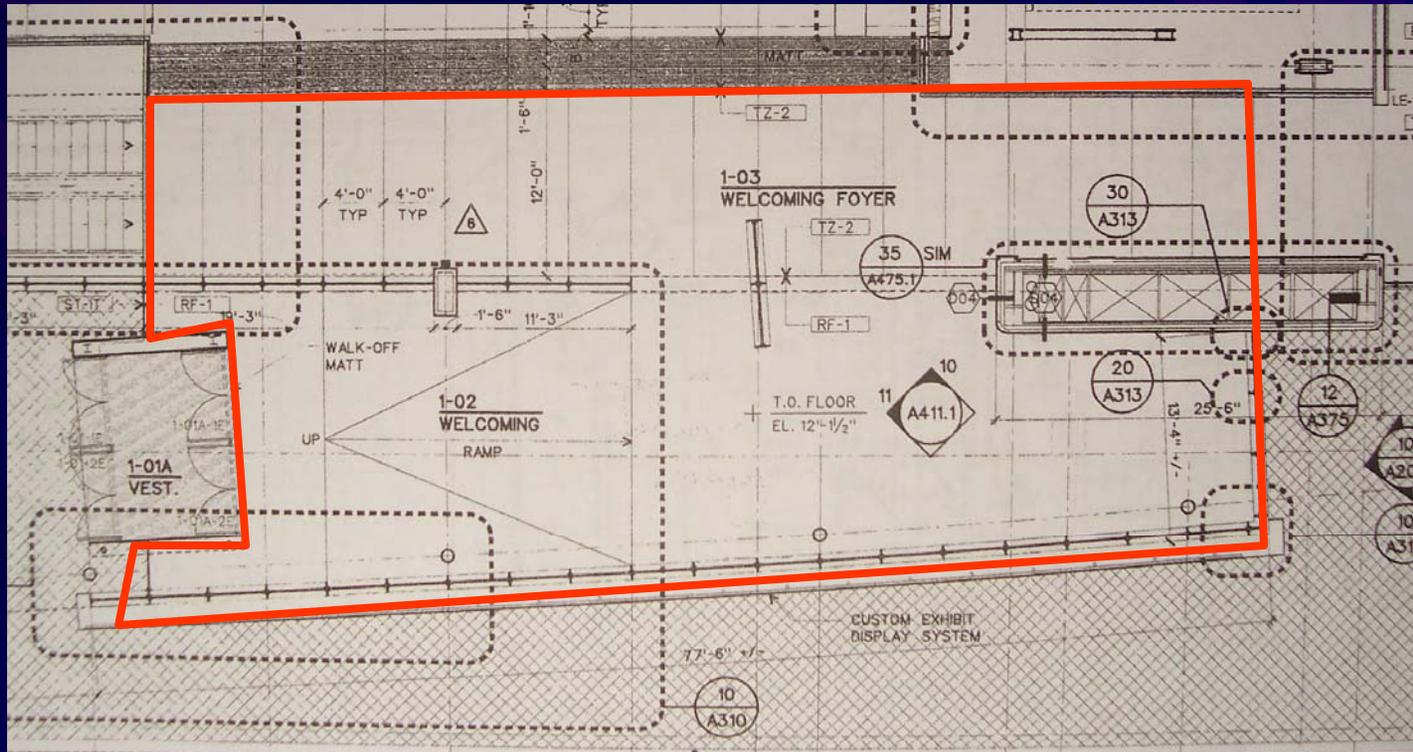
Concepts



Freedom Forum Offices



Welcoming Lobby



- Where guests begin their journey throughout the Newseum
- Guests purchase tickets here and become oriented with the building

Welcoming Lobby

Design Considerations

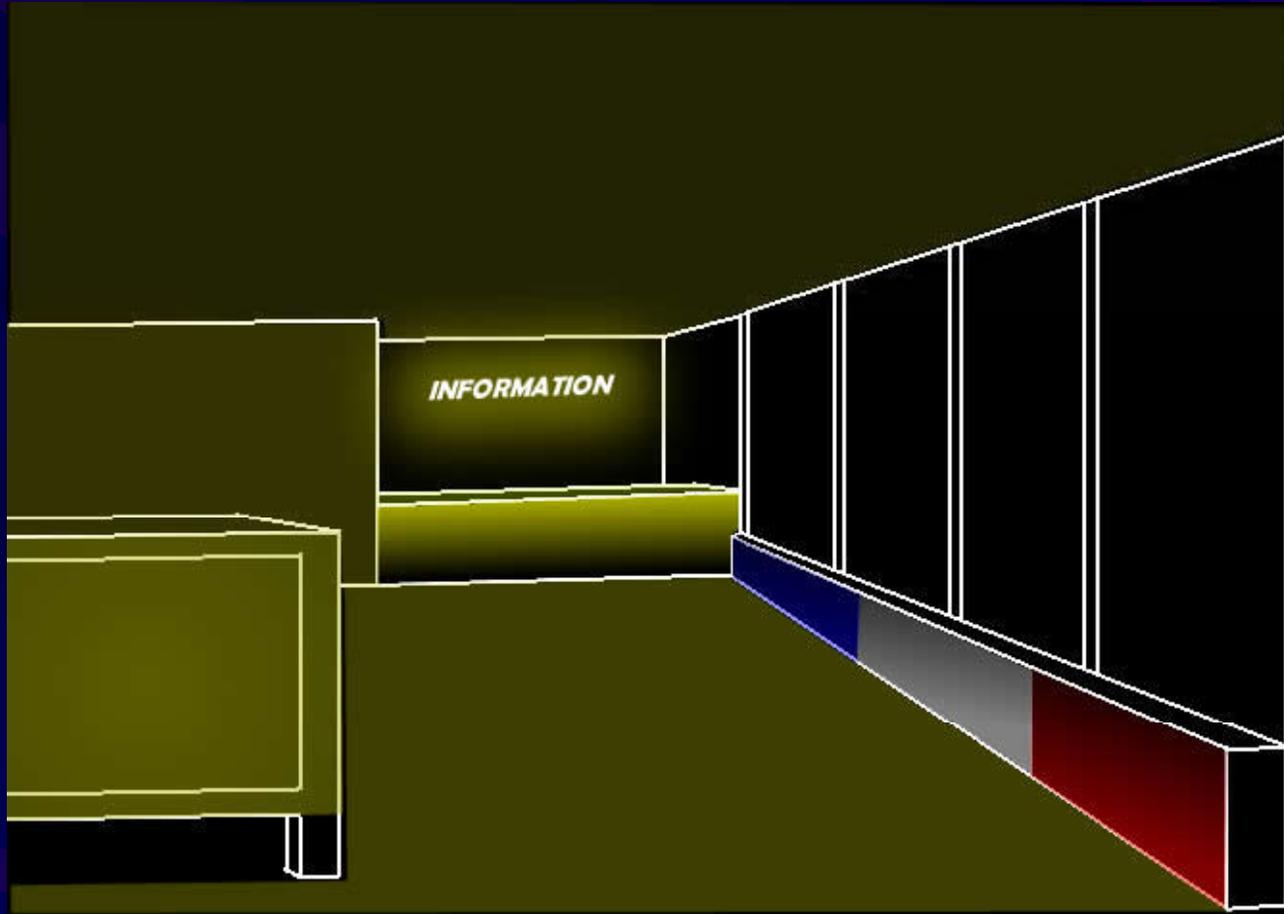
- Vertical Illuminance
 - Facial recognition
- Points of interest
 - information desk, structural columns, stone base of south wall, building map
- Daylighting

Welcoming Lobby

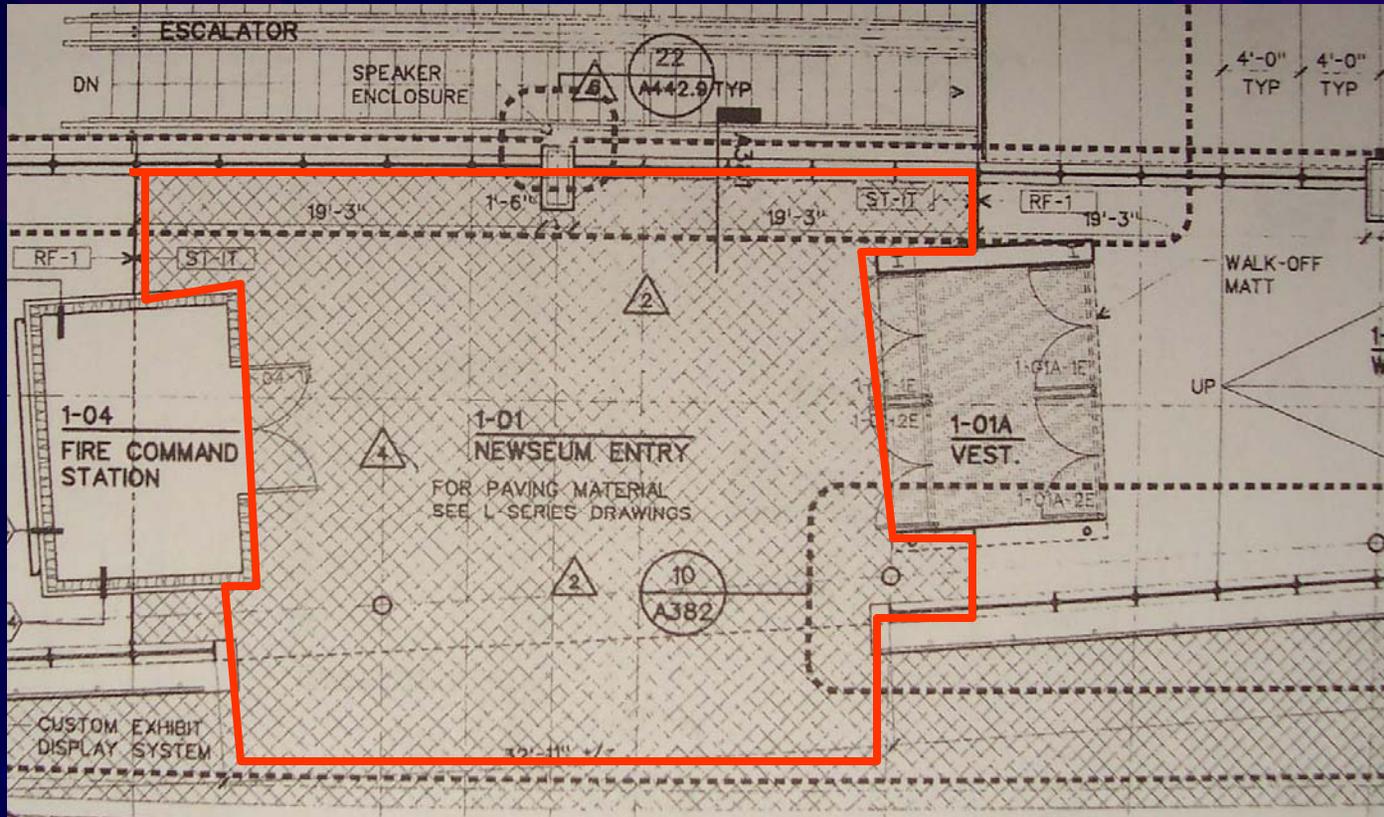
Design goals

- Create an inviting and contemporary feel
- Accent information desk, stone base, map
- Incorporate with the exterior entry area

Welcoming Lobby



Exterior Porch Entry



- This is the first impression visitors get of the Newseum
- Located on the first level with a roof covering

Exterior Porch Entry

Design considerations

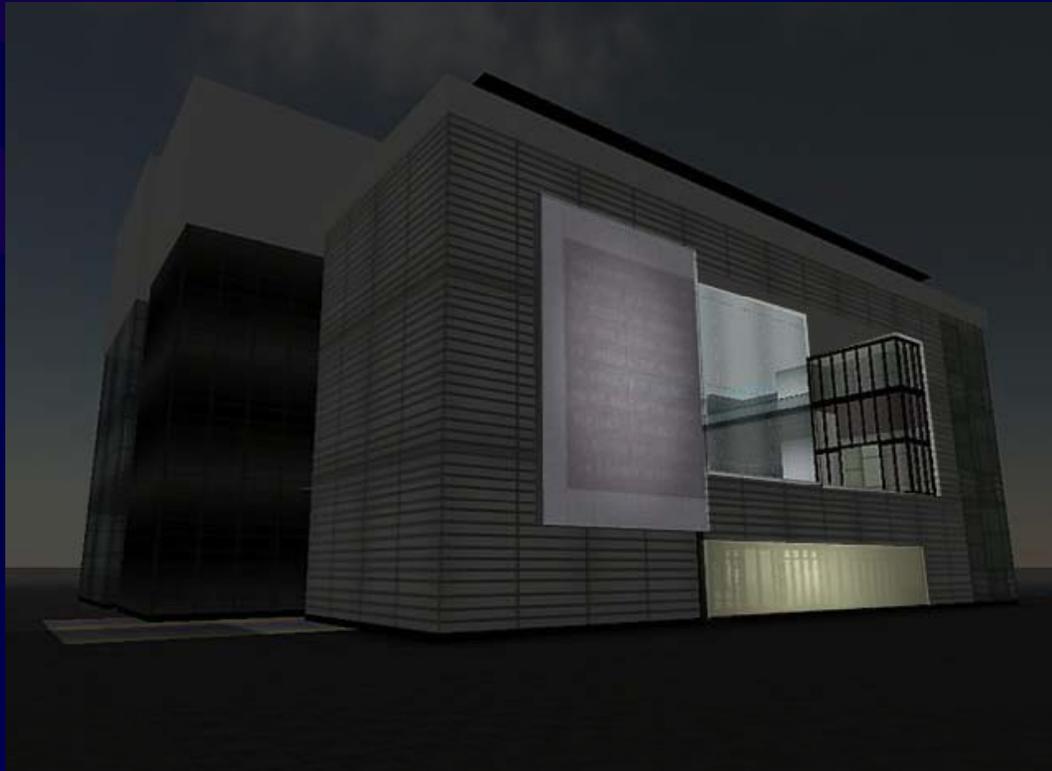
- Vertical Illuminance
 - Facial recognition
- Points of interest
 - Newseum entrance doors
- Light Pollution
- Surrounding architecture

Exterior Porch Entry

Design goals

- Create an inviting space to draw pedestrians to the space
- Create a modern look that transitions into the welcoming lobby
- Avoid creating a “grand space” that will take away from important American monuments along Pennsylvania Avenue.

Exterior Porch Entry



Thank You

Questions?