



dan pearlman

EXPERIENCE ARCHITECTURE

EXPERIENCING CONSERVATION

BY KIERAN STANLEY

ZOO DESIGN CONFERENCE 2019 | WROCLAW, POLAND

PERCEPTION | CONTRA



PERCEPTION | CONTRA









4 MAIN TASKS | EDUCATION



4 MAIN TASKS | RESEARCH & SCIENCE



4 MAIN TASKS | LEISURE ACTIVITIES



4 MAIN TASKS | CONSERVATION

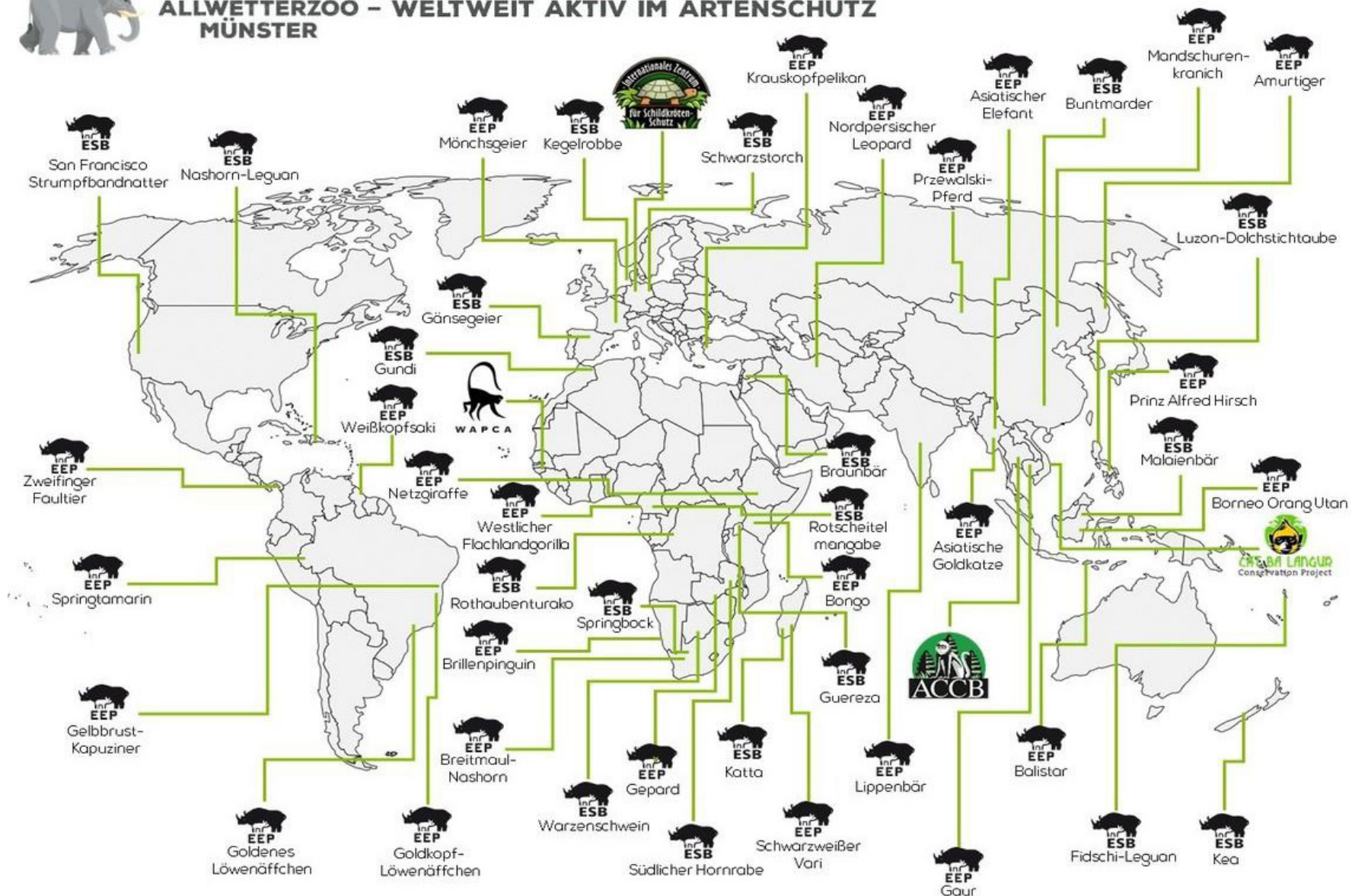


CONSERVATION | EX-SITU & IN-SITU

Allwetterzoo Muenster



**ALLWETTERZOO – WELTWEIT AKTIV IM ARTENSCHUTZ
MÜNSTER**



CONSERVATION | EX-SITU & IN-SITU

San Diego Zoo Global



CONSERVATION | EX-SITU & IN-SITU

Wildlife Conservation Society



CONSERVATION | EX-SITU & IN-SITU

in cooperation with Tierpark Berlin





**AS PART OF OUR HOLISTIC APPROACH,
CONSERVATION SHOULD BE IMPLEMENTED IN THE
STRATEGIC DEVELOPMENT AND SHOULD BE
CONSIDERED IN DESIGN & COMMUNICATION**

DESIGNING CONSERVATION | LANDSCAPE

Chester Zoo | Islands



DESIGNING CONSERVATION | LANDSCAPE

local flora & fauna



DESIGNING CONSERVATION | ARCHITECTURE



Munich Tierpark Hellabrunn | fish breeding station



DESIGNING CONSERVATION

ARCHITECTURE

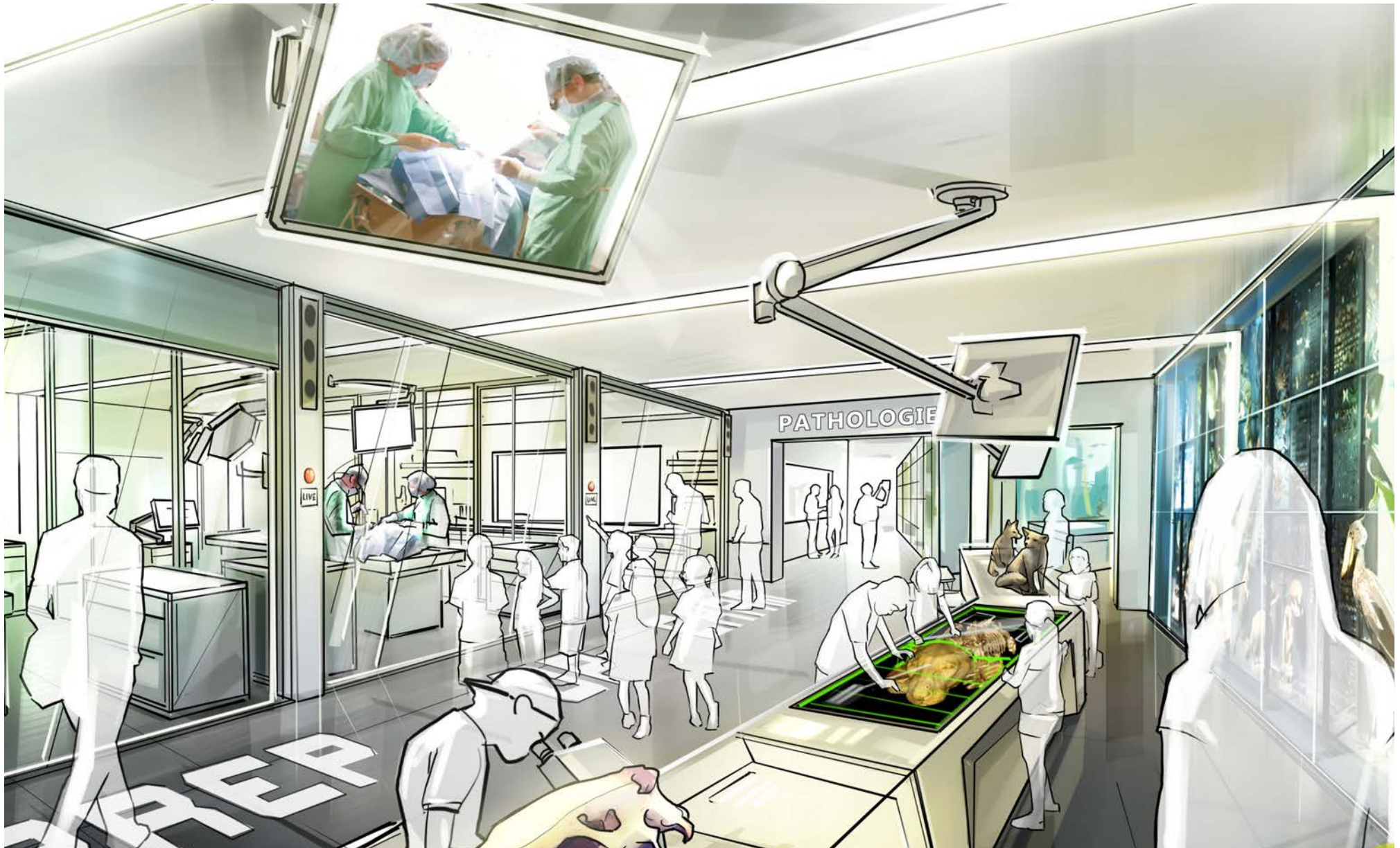


Chester Zoo | Sumba School House



DESIGNING CONSERVATION | ARCHITECTURE

Zoo Wuppertal | Fuhlrott Zentrum



DESIGNING CONSERVATION | ARCHITECTURE

Zoo Berlin | Rhino & Tapir exhibit



COMMUNICATE CONSERVATION | EXTERN

Monterey Bay Aquarium | Seafood Watch



COMMUNICATE CONSERVATION | EXTERN

Chester Zoo | Palm Oil Campaign



COMMUNICATE CONSERVATION | RETAIL

Zoo Zurich | sustainable products

Loro Parque | recyclable water bottles



COMMUNICATE CONSERVATION | GASTRONOMY

Zoo Hannover | Farmers Market & local products



COMMUNICATE CONSERVATION | WITH VISITORS



Australia Zoo





Islands

What's the **treasure**?

What makes it **unique**?

What makes it **fragile**?

Ecosystem

Landscapes

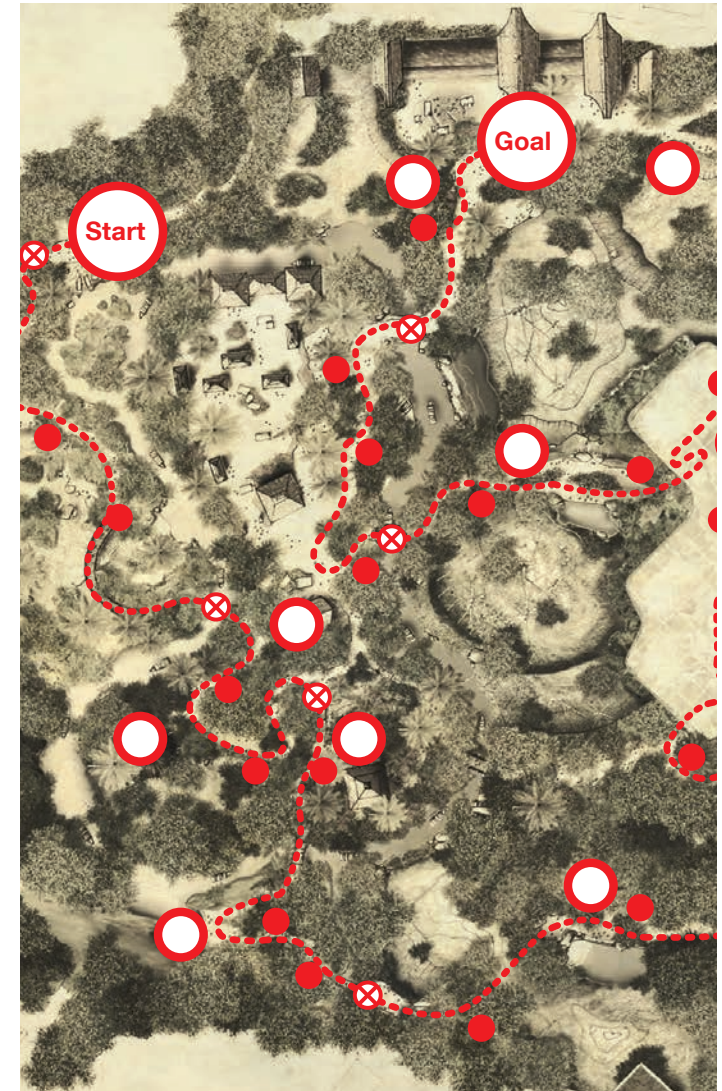
Animals

Culture

What is **Chester Zoo** doing to protect the treasure?

What can **you** do to protect the treasure?

Act for Wildlife!



EXPERIENCE CONSERVATION | AUTHENTIC SETTINGS



EXPERIENCE CONSERVATION | INTUITIVE STORIES



EXPERIENCE CONSERVATION | DIRECT ENCOUNTERS



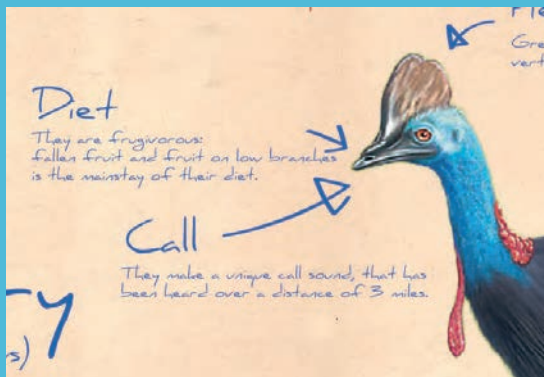
EXPERIENCE CONSERVATION | PERSONAL MESSAGES





Cold science characteristics

- Handwritten information in blue
- scientific facts
- detailed scientific colored illustration



Hot stories characteristics

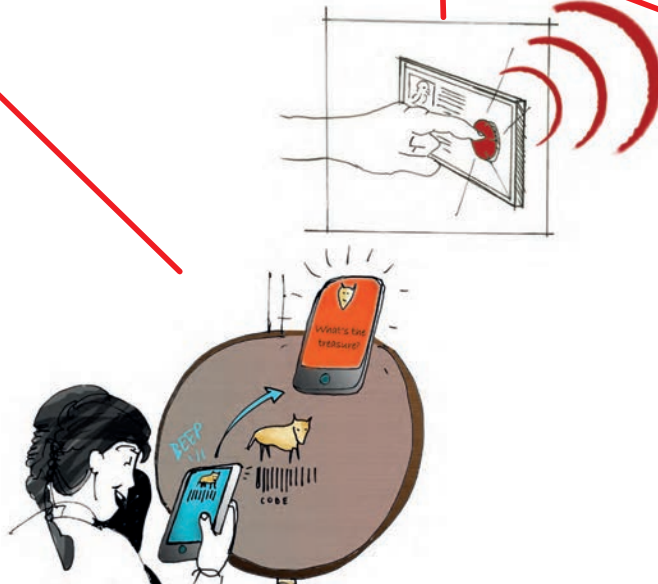
- Handwritten notes in red
- fun facts
- rough pencil sketches



EXPERIENCE CONSERVATION | PARTICIPATION



Want to hear the amazing call of the Cassowary. Push the button!

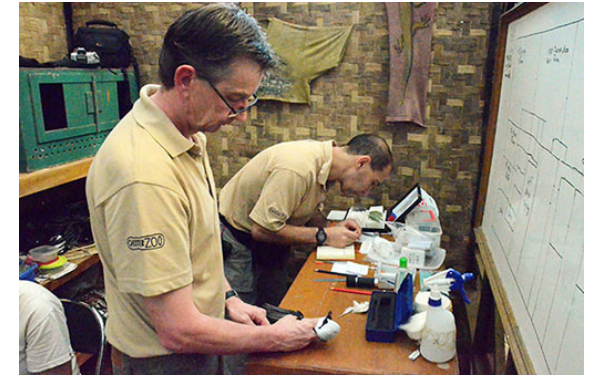




What is
Chester Zoo
doing to help?



Chester Zoo Team building bridges for Orang Utans



What **you** can do
to help?





Warty pig photopoint: Save the last mohican!





Foreign term collected on the treasure quest
e.g. Indonesian

Cinta alam

?

Translation at Point of Achievement

Love of nature

!

Act for Wildlife!





**DELIVER POSITIVE MESSAGES
TO EMPOWER PEOPLE WITH KNOWLEDGE!**





Thank you!

CONTACT



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