ALIVE | AT GREEN-WOOD

EXPLORING THE NATURAL HISTORY OF THE CEMETERY

FINAL INTERPRETIVE PLAN & DESIGN GUIDELINES

prepared by

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DECEMBER 26, 2016

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SHIFTING THE FOCUS

A visit to Green-Wood prompts many questions about the cultural history of the cemetery: the landscape, the architecture, monuments and grave markers. As the 2007 Landscape Master Plan describes, the cemetery was born of a 19th century landscape sensibility that integrated park design with burial grounds, offering the greatest respect to the deceased and a place of rest and reflection for the living. Over the course of a century the focus of interpretation has been to explore the cultural history — the people who are buried at Green-Wood, the magnificent architecture of the main gates and well-proportioned buildings, the changing style of markers and the enjoyment of a well manicured lawn.

With its newly acquired status as an arboretum and the awareness that the coming century will bring significant change in the kinds landscapes that will be implemented on the site, a shift in the interpretive focus needs to include native plantings, sustainable landscape design, biodiversity, regenerative habitats and inspire appreciation and promote understanding for this new aesthetic.

SHIFTING PARADIGMS

CEMETERY	**SANCTUARY**
NATURAL	CULTURAL
LIFE	DEATH
PAST	**FUTURE**
NATIVE	ORNAMENTAL
URBAN	**GREEN**
SUSTAINABLE	LANDSCAPES
PRIVATE GRAVES	**PUBLIC PARK**
PERMANENT	**REGENERATIVE**
GRAVEYARD	**ARBORETUM**

GOALS OF INTERPRETIVE PLAN

- To present Green-Wood as an integral part of a livable city and the neighborhood
- To develop an orientation program that highlights the natural features of the landscape, expanding the audience at Green-Wood
- To offer a comprehensive approach to interpretation, using different platforms of media — physical and digital — to reach a broader audience
- To highlight the new horticultural and landscape practices at Green-Wood
- To prepare an implementation plan that can be phased in over the coming years

LEVEL 1: SITE ORIENTATION

MAPPING

Orientation to the entire site
Entrances, Roads, Paths

FEATURES

Ponds, Landmarks, Gardens, Trees

WALKING TOURS

Destination walks

FACTS AT A GLIMPSE

Facts about Green-Wood
(general and location specific)

LEVEL 2: THEMATIC ORIENTATION

HISTORICAL CONTEXT
Environmental Awareness

- History of rural cemeteries
- Importance of cemeteries as public gardens
- Connection of cemeteries and parks to aesthetic visions (Asher B. Durand and *Kindred Spirit*)
- Role of cemeteries as ecological connectors (*Arcadian in America*)

NATURAL HISTORY
Topo | Lakes | Plants | Wildlife

- Provide context of the geology (glacial moraines) and topography of the cemetery (sense of elevation and remote rural cemetery - lost in the current context of apartments and industrial development)
- Formation of the ponds – (glacial moraine and the Flatbush of Brooklyn)
- Age of trees and connection to age of cemetery
- Support to Wildlife – connection to ecosystems

ARBORETUM
Ornamental Horticulture

- Native trees and types at Green-Wood
- Non-Native Trees and Native Trees
- Maintaining Trees | Tree Health, Disease
- Replacement of Trees (Native vs. non native)
- Trees (Areas) of Intrigue – 10 FAQs (oldest trees, largest trees, unique tree, etc.)
- Signature Communities – Signature Groupings (Fragrance Garden, proximity to water, Quaking Aspen Grove)
- Tree Narratives (Samuel B. Morse and Locust Grove, Cherry Allee, etc)

NEW DIRECTIONS
Sustainable Landscapes

- Landscape Practices for 21st Century
- Regenerative Landscape Designs (demonstrations on site)
- Sustainable ground treatments
- Landscape Management and Climate Change
- Historic Preservation for the future

"Plant spacious parks in your cities and unloose their gates as wide as the gates of morning to the whole people."

Andrew Jackson Downing

VISITOR SCENARIO

VISITORS	PRE & POST VISIT	ON SITE
RECREATIONAL WALKERS	WEBSITE | MOBILE DEVICES • SOCIAL MEDIA • NEWSLETTER • OUTREACH	Map, Mobile, Signage
NEIGHBORS | FAMILIES		Map, Mobile, Guide, Activity, Sheets Audio, Signage
NATURE LOVERS | BIRDERS		Map, Mobile, Guides, Signage
TOURS (GUIDED) | TOURISTS (SELF-GUIDED)		Map, Mobile, Audio, Guide, Signage
SCHOOL CLASSES | TEACHERS		Map, Website, Curriculum kit (pre-site) Activity Sheets, Eco-Kit, Signage
PROFESSIONAL ARBORISTS | HORTICULTURISTS		Map, Mobile, Website, Signage
INTERNET VISITORS		Map, Website, Mobile, Signage

A VISITOR SCENARIO WILL BE USED IN THE DESIGN OF INTERPRETIVE MEDIA TO HELP REFINE IDEAS BASED ON END USERS.

INTERPRETIVE PLATFORMS

I. DIGITAL ACCESS

WEBSITE

This platform allows all visitors to access information off-site and to be introduced through the website to the new interpretive program. We will recommend ways of integrating the new interpretive program into the existing website. An interim solution to expanding the presence of this interpretive platform, without requiring any modifications to the existing website, is to develop a separate URL address and link to the existing site.

MOBILE DEVICE

The mobile device expands the reach of our interpretive program considerably. Developing a mobile companion as a guide to Green-Wood, with the possibility of integrating GIS locators of users, can greatly facilitate the orientation to the site, both remotely and at Green-Wood.

II. PRINT COLLATERAL

MAP

This component will include the design of a new map that will highlight the natural, landscape, and horticultural history of Green-Wood. The map will be the primary interpretive guide and will provide the following:

- Marking of entrances into the cemetery
- Clear distinction between roads and walking paths
- Topography of the cemetery (showing the contours of the roads with natural features
- Key features such as lakes, new landscape projects, gardens
- Heroic trees of Green-Wood
- Feature vistas (views) from high points (optional application for map in mobile or field guide)
- Recommended walking tour
- Additional natural history and horticultural features at Green-Wood
- Locators for audio guide (see audio guides below)

FIELD GUIDES

This component offers a consideration for the printing of small field guides to Green-Wood organized by topic (trees, birds, gardens, landscape) or by walking tours that integrate topics. The mobile device can incorporate content from the field guides into the electronic version.

III. OUTDOOR SIGNAGE

Orientation and Mapping

This signage is targeted for each of the four entrances, where an interpretive panel can be installed in existing kiosks. These panels will present information on the broader interpretive context of Green-Wood, including landscape and rural cemetery history, natural features , the arboretum and horticultural mission, and primary map to Green-Wood with you are here indicators and locators for highlight features of the cemetery.

INTERPRETIVE SIGNS

This signage will provide more focused information of key topics or areas of Green-Wood, for example:

- Green-Wood as Arboretum (Tree Identity and Diversity)
- New Landscape Features
- Specific Gardens or Plantings
- Natural Features of the Landscape
- Continuing Traditions of Rural Landscapes in the 21st century

MARKER SIGNS

Focuses specifically on plant types, details of horticulture and plantings, history of plant(s), ecological context, plant functions and values, etc.

IV. EDUCATION / PROGRAMMING

This platform is included into the diagram to acknowledge the importance of integrating the natural history/ horticultural interpretive plan into the overall educational and public programming at Green-Wood. This can range from a curriculum kit (for example designed around the subject of the arboretum – the story of trees) and activity sheets for school tours to public programs (similar to the tree tours being offered now.)

V. AUDIO / VIDEO

AUDIO GUIDES

This is a separate content feature that will be integrated into the mobile device.

It can be designed to integrate with

- interpretive signage
- locations on the printed map
- locations on the mobile map
- location of a feature found the landscape
- specific walking tour (similar to existing walking tours)
- field guide listings of trees, birds, insects, planting, etc.
- a casual stroll through Green-Wood

VIDEO

Video is an effective platform for telling illustrated stories. It condenses many ideas into a linear narrative and conveys information in a seamless way. With video and sound, a sense of place is easily conveyed. Our recommendation in the early phase of the master plan is to focus on an orientation video that could be made available on-line, or as part of an educational curriculum. It could also be used in the visitor center as an orientation to Green-Wood, integrating the themes of natural history and cultural history.

INTRODUCTION

This package is comprised of an integrated design for Alive at Green-Wood, an orientation program to the natural history of the cemetery, with an emphasis on the arboretum and gardens. This design combines:

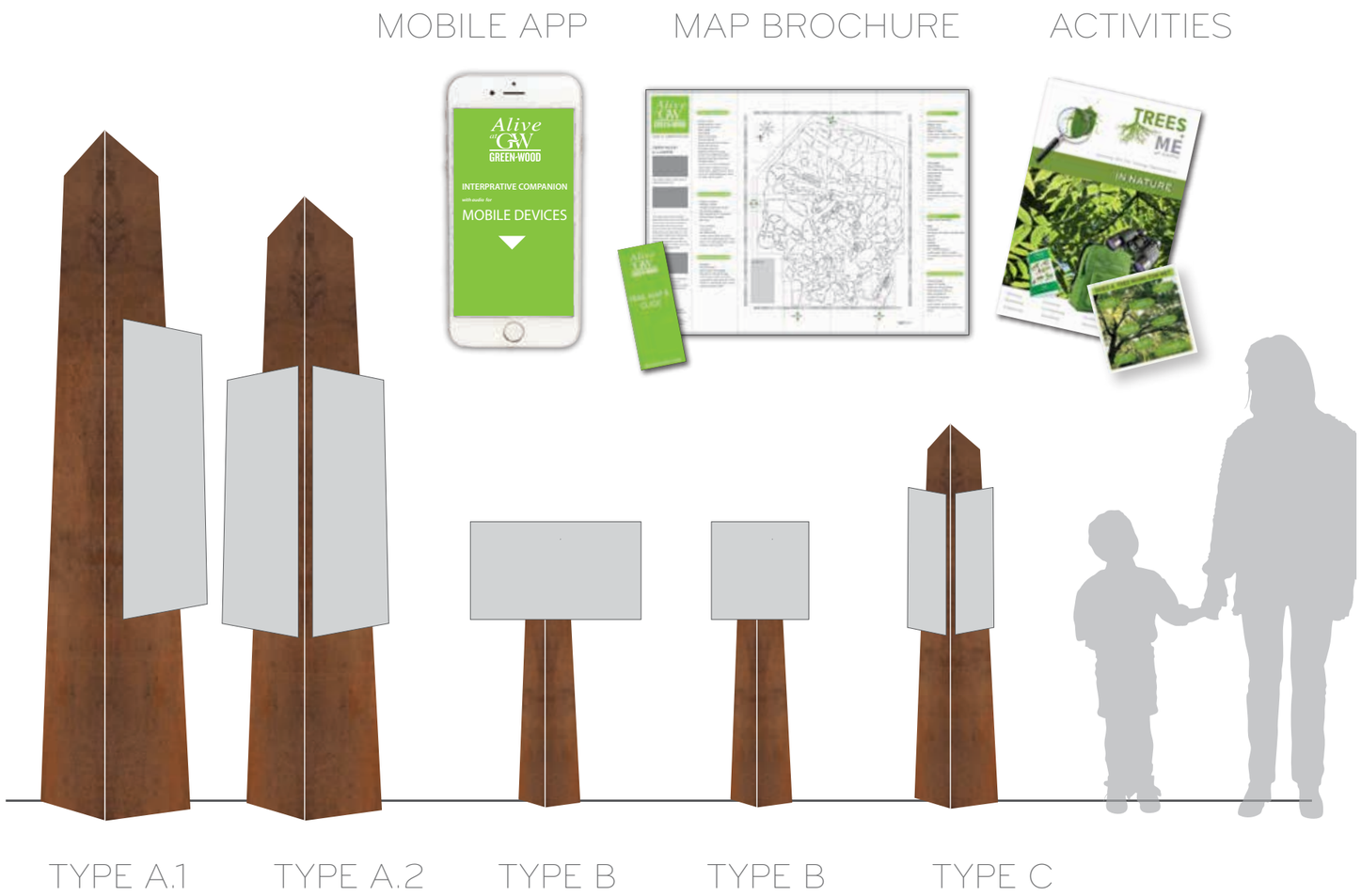
(1) outdoor orientation, interpretive and identification signage
(2) a printed map and visitor guide
(3) a mobile APP and video
(4) proposed concepts for curriculum activities.

There is an overlap in content between these 4 platforms and an intended consistency in design. For example, the name/mark that we have developed, "Alive at Green-Wood," appears across all platforms, linked to the original logo for Green-Wood. A base topographical map with roads, paths, and entrances will be used on the signage, printed map, APP and activity sheets.

This submittal offers a careful delineation of content carried by the signs, the map and the APP.

- The printed version of the map provides a low-tech version of the APP in the form of the map with legend and field guide on the reverse side
- A high tech updatable APP offers:
  ABOUT (glimpse of Green-Wood, Visitor Guide, Maps and Contact),
  two maps - one with a GPS locator on roads and paths and one with landscape features.
  GUIDES with options to select one of four guided tours.
  TREE ID is a tree identifier with specifics about the trees at Green-Wood.
- The APP can also be featured on the Green-Wood Cemetery website, along with the Alive at Green-Wood program.

The content from the interpretive signage, printed map and visitor guide and parts of the APP can be re-purposed into a simple URL site. The domain **aliveatgreen-wood.com** has been secured and can be transferred to the Green-Wood web hosting site. A simple build-your-own web platform (such as Wix or Square Space) can be used to program the site without a significant investment.. This mini-site can also be linked to the Green-Wood.com



OPTION 1:
WITH GREEN-WOOD

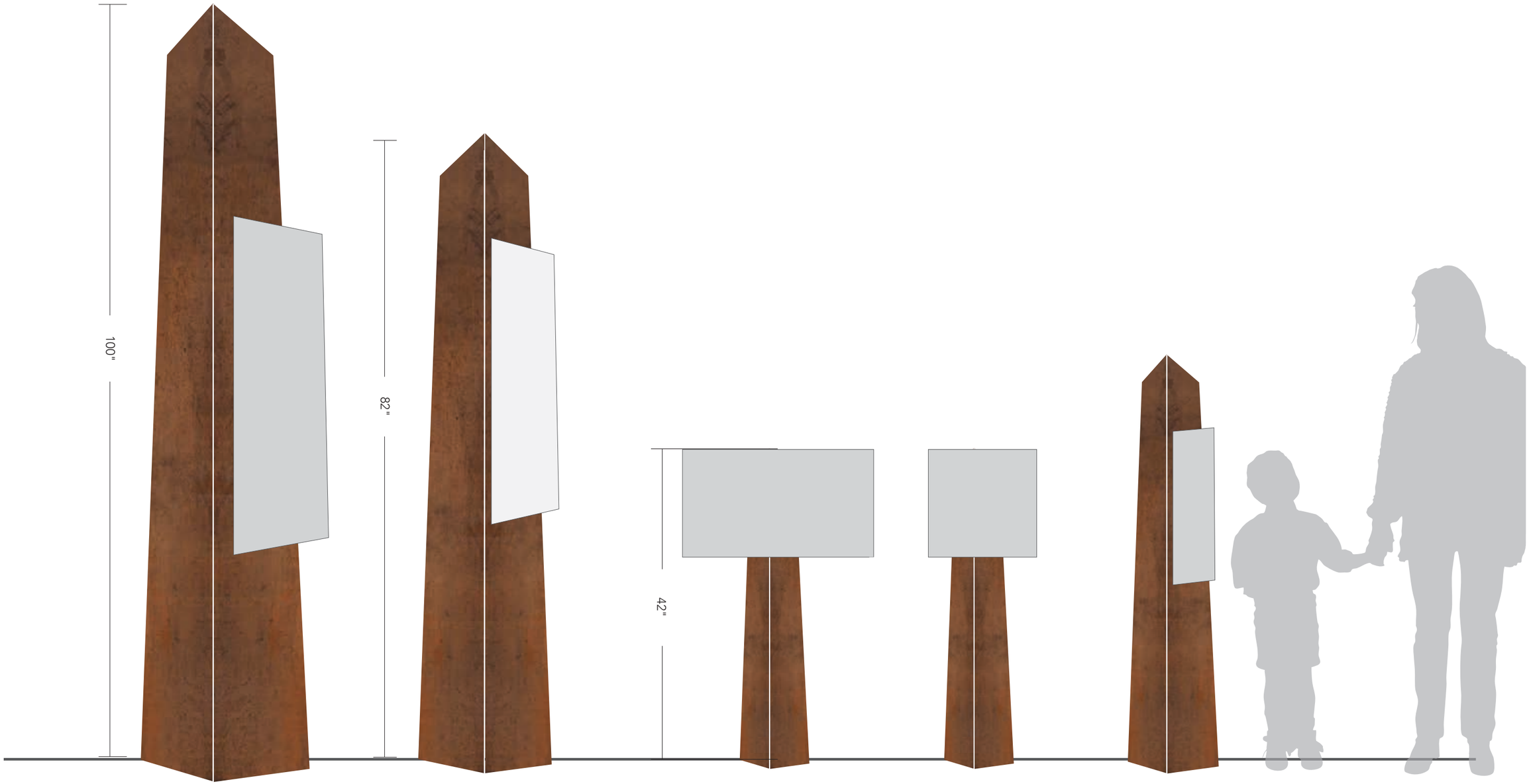
OPTION 2:
WITH AND WITHOUT
GREEN-WOOD

Option for future collapse of
GREEN-WOOD to G-W.

OPTION 3:
ICONS FOR MOBILE DEVICES

COLOR OPTIONS

1 2 3



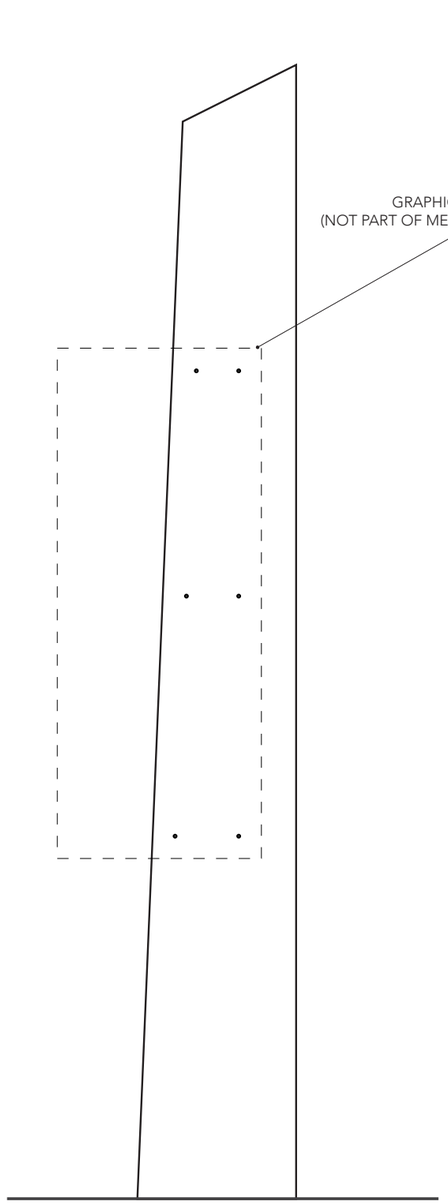
TYPE A.1
QTY 1

TYPE A.2
QTY 3

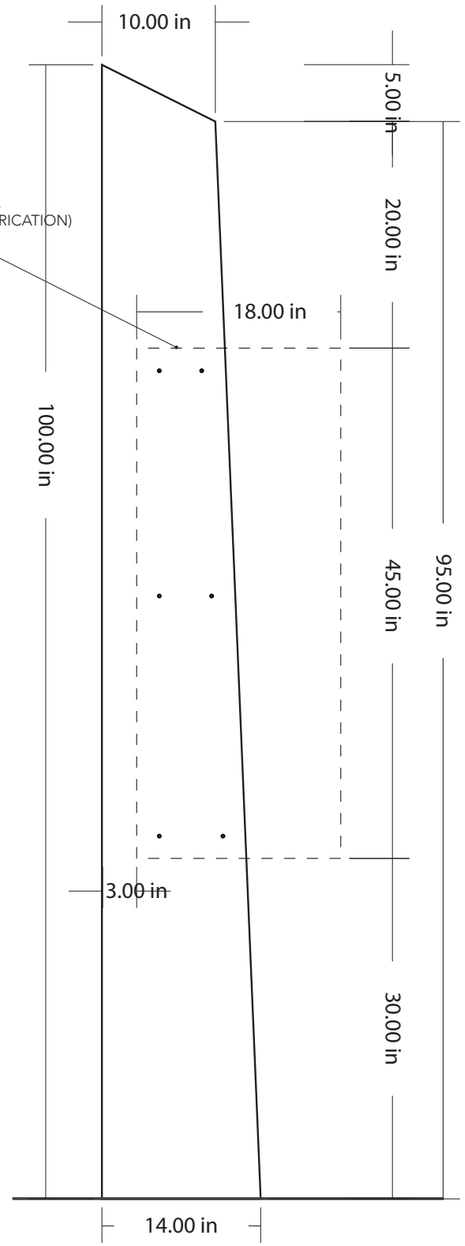
TYPE B
QTY 8

TYPE B
QTY 8

TYPE C
QTY 4



1 ELEVATION
SCALE 1" = 1'



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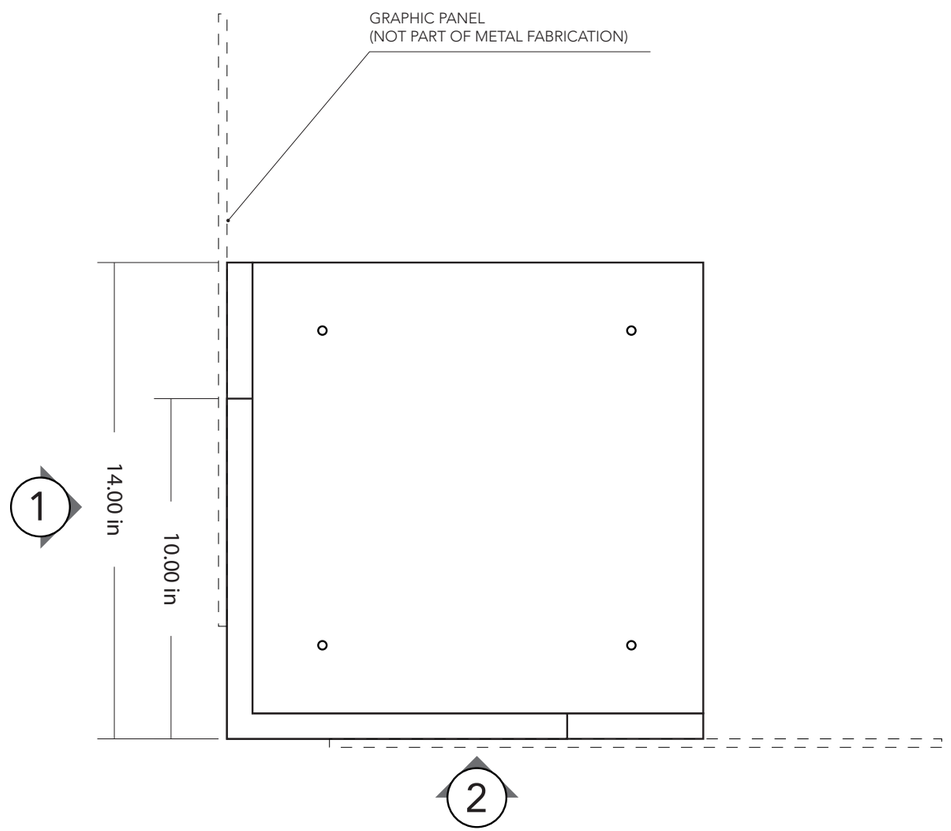
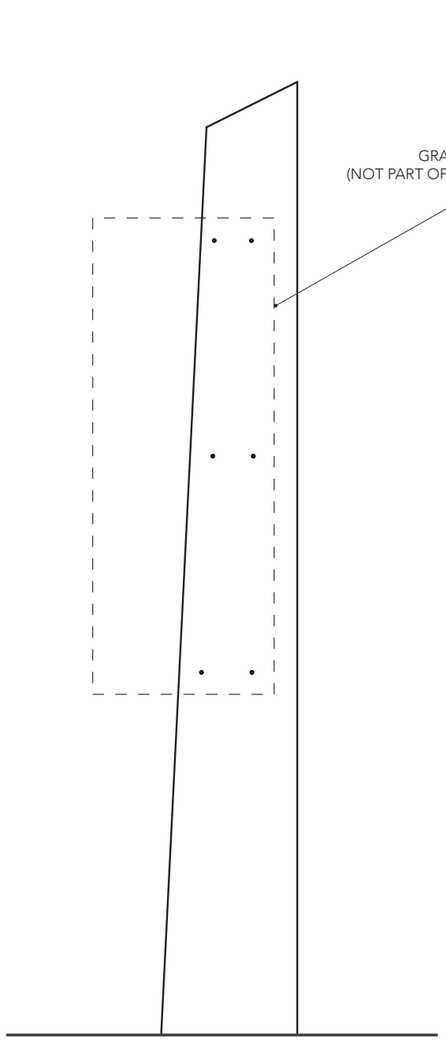


3 PLAN
SCALE 3" = 1'



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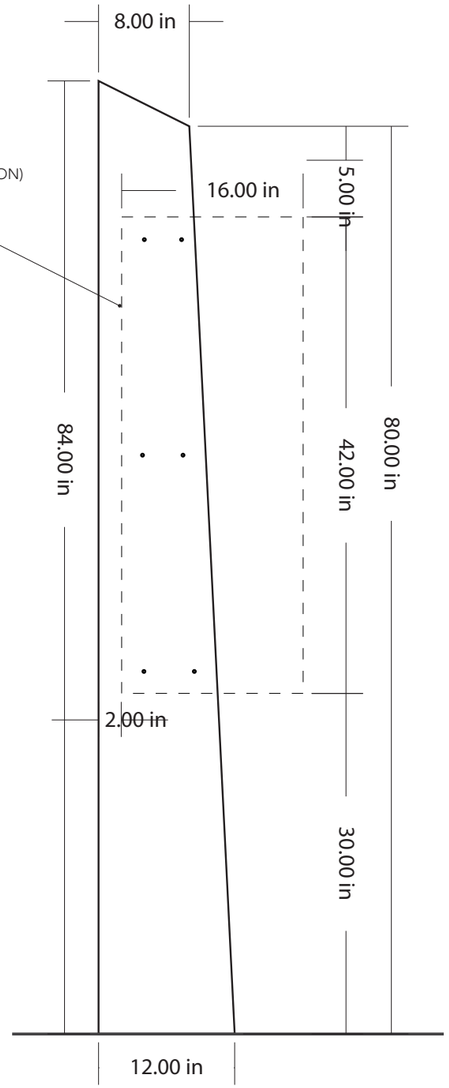

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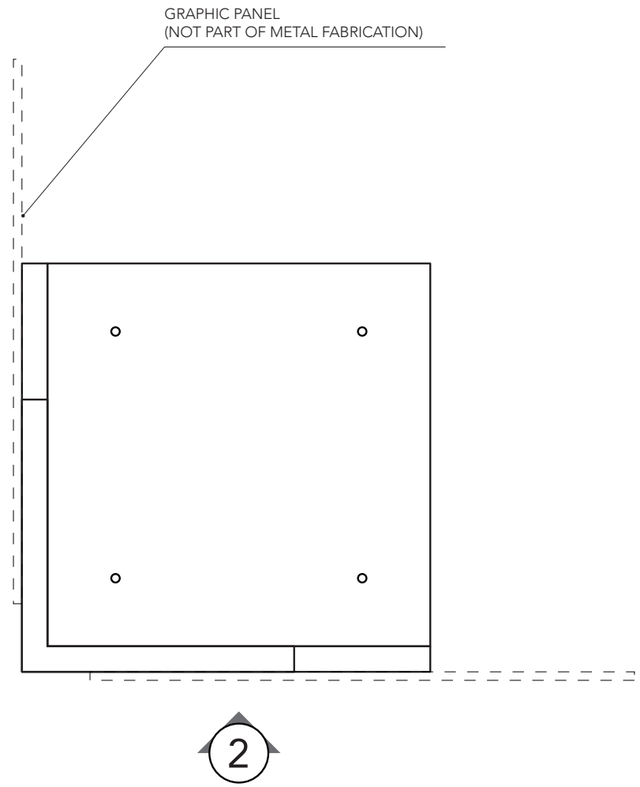

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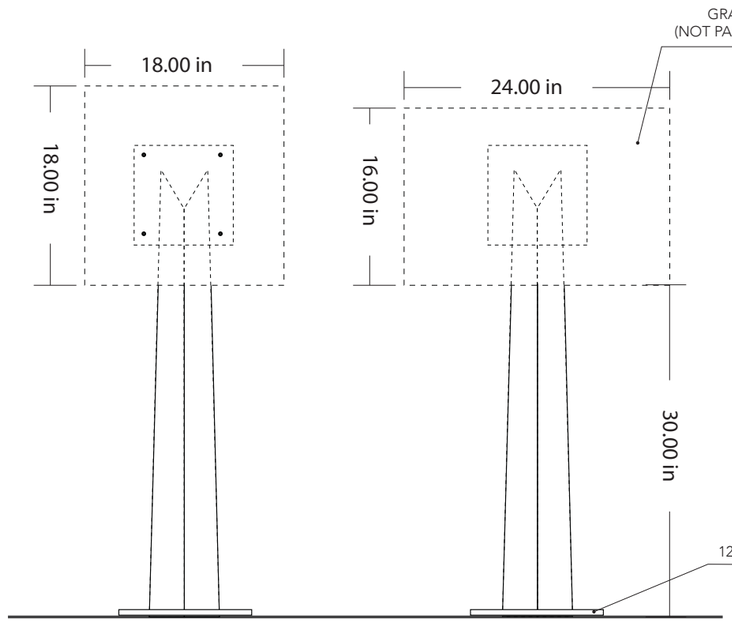

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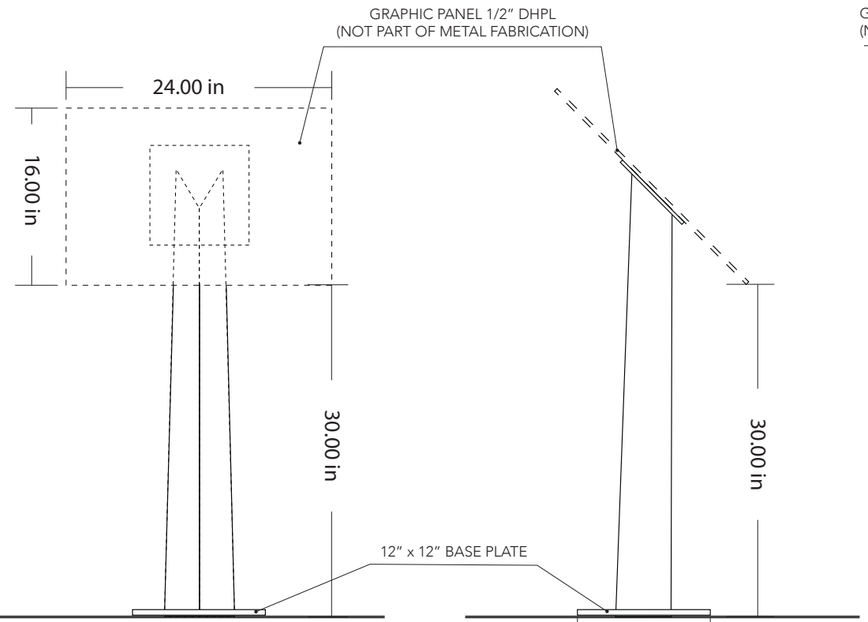

2 SIDE ELEVATION
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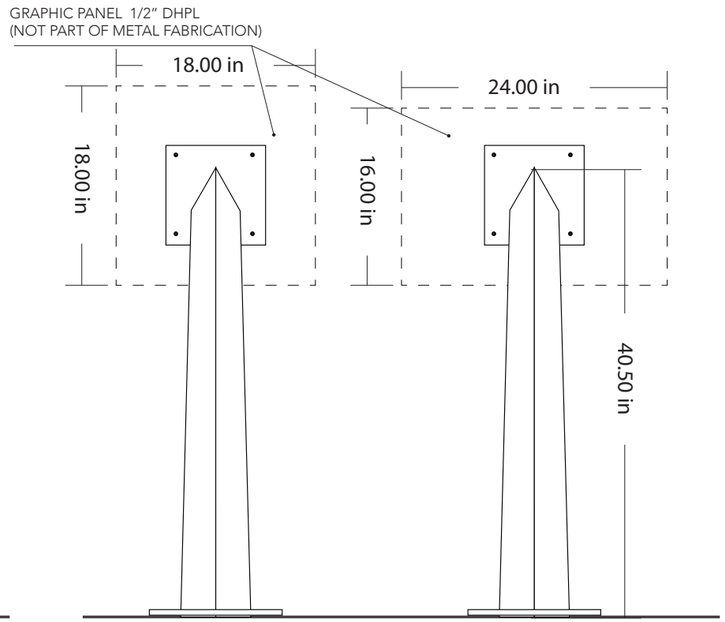

3 BACK ELEVATION
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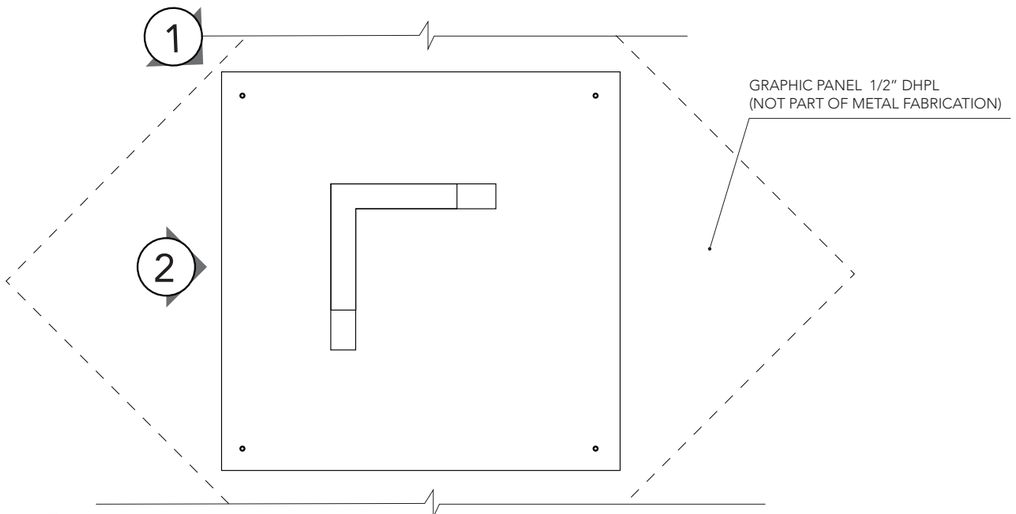

4 PLAN
SCALE 3" = 1'

LEVELS OF INTERPRETIVE GRAPHICS

ARY ID (1)

NDARY ID (1)

SCALE 1" = 1'

PRIMARY SIGN

SECONDARY SIGN option 1

SECONDARY SIGN option 2

TYPE A.1 PRIMARY ORIENTATION
GREEN-WOOD AT A GLIMPSE

TYPE A.2 THEMATIC INTERPRETATION

SCALE 2" = 1'

LEVEL C. TOPICAL

SITE DIRECTIONAL (OPTIONAL)

LEVEL D. IDENTIFICATION

UP DOWN & AROUND GREEN-WOOD

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GREEN-WOOD AT A GLIMPSE

HOW OLD
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HOW BIG
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MILES OF TRAILS
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HIGHEST POINT
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BRIEF HISTORY
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(GREEN-WOOD CEMETERY – A SHIFTING PARADIGM)

USE our MOBILE APP

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alive GW **JOIN US:**
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ALIVE at GREEN-WOOD

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Alive at GW GREEN-WOOD

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- Lorem Ipsum.

NEW DIRECTION
FOR A SUSTAINABLE LANDSCAPE

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NATIVE PLANTINGS

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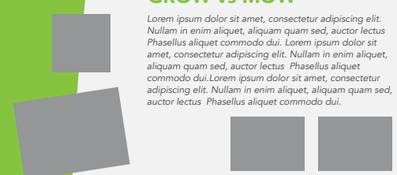

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SUSTAINABLE LANDSCAPING

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REGENERATIVE PLANTINGS

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PLANTING FOR A CHANGING CLIMATE

Alive at GW GREEN-WOOD

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- Lorem Ipsum.

WEB OF LIFE

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TO MICRO

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Alive at GW GREEN-WOOD

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- Lorem Ipsum.

LAYERS OF HISTORY

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LIVEABLE CITIES

lessons of the past applied to the future

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Liveable cities Liveable cities Liveable cities

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URBAN HISTORY

concentration of populations

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Urban history Urban history Urban history

Urban history

HUMAN HISTORY

rise of human presence on the land

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Human history Human history

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NATURAL HISTORY

lakes, vegetation and wildlife

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Natural history Natural history

GEOLOGICAL HISTORY

formation of the topography and lakes

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Geological Geological Geological

Alive at GW GREEN-WOOD

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam in enim aliquet."
- Lorem Ipsum.

Baseline Information for each sign will contain:

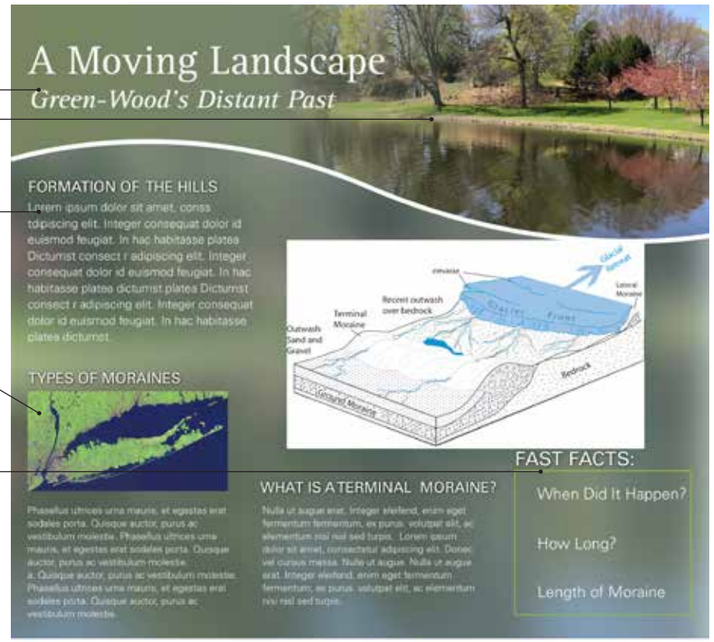
Title and Subtitle
Signature image

Interpretive Copy

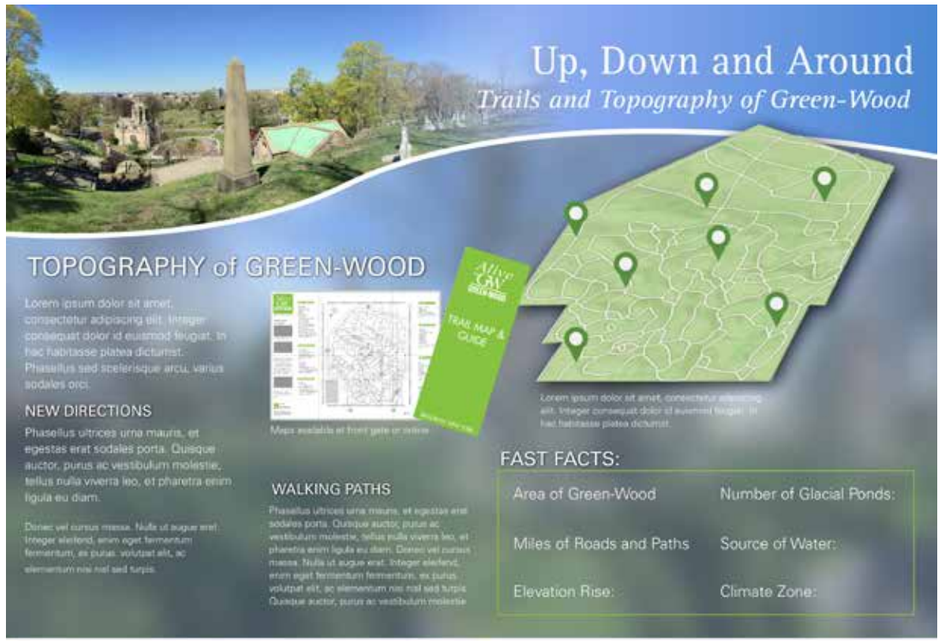
Photo(s) and caption(s)

Additional elements include:
Illustrations
Diagrams

Fast Stats: Oldest, Most Common, Rarest, Etc.



PANEL SIZE: 18" X 18"



PANEL SIZE: 18" X 24"

Typographic standards will be set that establish a consistent format for organizing and presenting information. These, along with Alive at Greenwood identity standards, editorial standards, map standards and consistent presentation will maintain a consistent look for all interpretive elements.

Fonts:
Rotis 55 and 65 (or agreed-upon similar serif font) will be used for titles, subtitles and quotes.

Rotis is a typeface developed for its legibility through a highly unified yet varied typeface family.

Univers Lt. Std. (or agreen-upon similar san-serif font) will be used for body copy and captions.

TITLE FONT:
ROTIS 55: 75 PT.

Leaves, Bark and Seeds

SUBTITLE FONT:
ROTIS 65 ITALIC: 48 PT.

Living Trees at Green-Wood

OPTIONS FOR BODY COPY and CAPTIONS"

Univers Lt. Std.
Univers is a sans-serif typeface it was notable for its availability in a comprehensive but consistent range of weights and styles.

Futura Std.
Futura is an alternate option for a sans serif typeface. It is more modern and has a clean geometric appearance.

A.1: ALIVE AT GREEN-WOOD [Primary Orientation Sign]
As the largest sign type, the layout will combine an orientation map to the roads, paths and key features of Green-Wood, provide a glimpse into the design and history as an early rural cemetery, and introduce the mission of the interpretive initiative: *Alive at Green-Wood: Exploring the Natural World of our Cemetery.*

TYPE 2.A THEMATIC SIGNS

A.2: LAYERS OF HISTORY
Provides an overview to the natural and cultural history of the area—the formation of the rolling hills during the glacier period, the return of vegetation to the hilly slopes, the early settlement of New York City, the development of the rural cemetery in the context of a burgeoning city and (renaissance of) the cemetery today as a public garden and park.

A.2 The Web of Living Systems
To expand on the theme of Alive at Green-Wood by providing examples of the relationship between soil, water, climate, plants, insects, animals, and trees. Highlight gardens and grounds as functioning ecosystems.

A.2: New Directions
Describes a new approach to sustainable landscape design and features the new gardens, native plantings and ground-covering that are being used. Introduces efforts by ecological designers to address changing needs for maintenance and resources.

TYPE B: TOPICAL SIGNS

B.1 Green-Wood as Public Garden and Arboretum
Highlights the shift in focus from a cemetery of markers to a public garden and arboretum, supporting a wide variety of plants and trees.

B.2 The Design of the Rural Cemetery as Natural Landscape
Positions the rural cemetery in the context of meeting the needs of a growing metropolis and providing a place of respite outside of an emerging industrial city. Provides an opportunity to connect the rural cemetery to the precursor of the urban park and the environmental movement.

B.3 Glacial Moraine Ponds
Explains what a glacial moraine is and how ponds are formed. Describes when glaciers covered this area and explains Green-Wood's topography in the context of the receding glaciers and the formation of the terminal moraine. Explains the why Green-Wood is the highest elevation in Brooklyn.

B.4 Topography and Trails
Offers insight into the plan of Green-Wood and how the roads and paths have been developed in relationship to the topography of the landscape. This relates not only to the roads but to the movement of water on the landscape, shaping how the trees and plants survive.

B.5 Special Trees of Green-Wood
Calls attention to a select number of special trees at Green-Wood that have become prominent features on the landscape. Explains their significance and provides a starting point for a walking tour of these trees.

B.6 Bark, Leaves and Seeds
Focuses on the tree as part of a living systems and explains the functions of the different parts of the trees, from the roots, trunk and bark, to the leaves and seeds they produce, to the wildlife that live in and off of them. This topic will be explored in greater detailer in the Tree ID of the APP.

B.7 Trees at Green-Wood – Age and Variety
Describes the number of trees on the property, their age range, highlighting their longevity, as well as the diversity of trees growing at Green-Wood. This topic will be explored in greater detailer in the Guide to Green-Wood APP.

B.8 Pollination Gardens –"Scents of Purpose"
Focuses on the ecosystem services of the horticultural plants at Green-Wood, and the important role plants play supporting pollinators and in turn, pollinators supporting them. Shows how co-dependence is an important environmental principle.

B.9 Fragrance Gardens – "Scents of Pleasure"
Features plants that appeal to the sense of smell and describes why scented plants provide such a broad appeal. Identifies which plants are in the area and explores the tradition of fragrance gardens.

B.8 Trees at Green-Wood – Disease and Death
The control of environmentally-borne diseases, managing aging trees and removing dead or fallen trees, is all part of the landscape practices at Green-Wood. Explains why snags should be left in place to provide habitat and uprooted trees are not immediately removed.

B.10 Wildlife at Green-Wood – Birds, Reptiles and Insects
Birds, reptiles and insects contribute a vital part to Green-Wood as a natural setting. Looks at the diversity of species and how they support a healthy ecosystem. Introduces the concepts of the food web, migration, beneficial insects, and interdependence. This topic will be explored in greater detailer in the Alive at Green-Wood APP.

B.11 Wildlife at Green-Wood – Animals
Focuses on the variety of animals that reside at Green-Wood, above ground, underground, in the trees and all around. Introduces how animals help support a healthy ecosystem, identifies both beneficial and detrimental animals within the cemetery. These animals will be explored in greater detailer in the Alive at Green-Wood APP.

B.12 Native Plantings and Increasing Diversity
Highlights the new work that Green-Wood is doing: new plantings aimed at maintaining the diversity of trees in the cemetery, identifies native trees that are best adapted to the soil, climate and topography of the region. Explains the importance of native plantings.

B.13 Environmental Stewardship
Looks at ongoing efforts at Green-Wood that supports environmental stewardship: water conservation, mulching leaves, composting, recycling organic material, reduced use of fertilizers and pesticides, replacing turf with low maintenance groundcovers.

B.14 Looking Ahead: Planting for Climate Change
Explores the effects of climate change—how volatile temperatures and precipitation, extreme weather, prolonged droughts, etc. affect the populations of trees and plants at Green-Wood. Looks at what is being done to plant resistant species that can survive under these conditions.

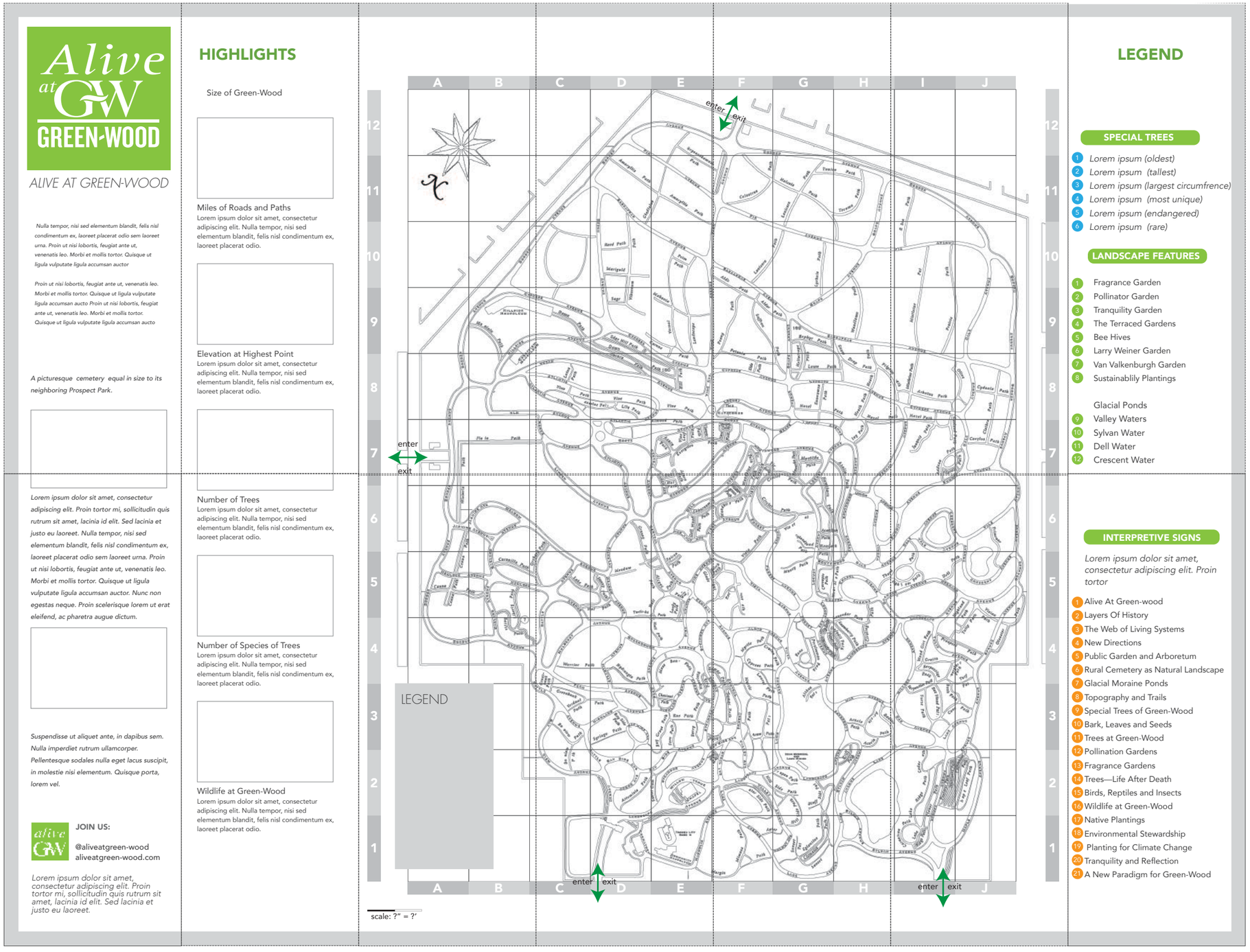
B.15 Tranquility and Reflection:
Green-Wood creates an optimal place for reflection and relief of stress from the built environment and the impact of city life. Finding a place for quite reflection and exploration within the grounds can provide a health benefit to urban dwellers unlike what can be found in city parks.

B. 16 A New Paradigm for Green-Wood
As we continue into the 21st century, new ideas abound for the future of the "livable" city. As demands for access to healthy open spaces increase, parks, public spaces, gardens and cemeteries will take on a renewed purpose. This panel will focus on the place of Green-Wood in the context of the livable city, environmental stewardship and a support to the community.

Map:
Printed Two Sides with six fold panel
Options for Rack size map and pocket-size map

Side One:
Green-Wood at a Glimpse (1838-Present)
Map with key features organized by

- Magnificent Trees of G-W
- Horticultural Features
- Sustainable Landscapes
- Highlights (Historical/Architectural)
- Landscape Features
- Wildlife
- Architectural Features



LAYOUT REPRESENTS ELEMENTS IN BROCHURE, NOT FINAL DESIGN

Side Two:
Guide Cover

- Logo Alive at G-W
- Guide to Alive at G-W
- Address of G-W
- Reference downloadable APP and "Alive at G-W" url address
- Welcome and purpose of Alive @ G-W

Statement Defining Alive at Green-Wood
Overview to the Arboretum
How to use the Guide
ID for 20 trees (names, bark, leaves)

Outstanding Questions:

- Which trees are selected?
- How are they organized?
  - Rare
  - Native
  - Endangered

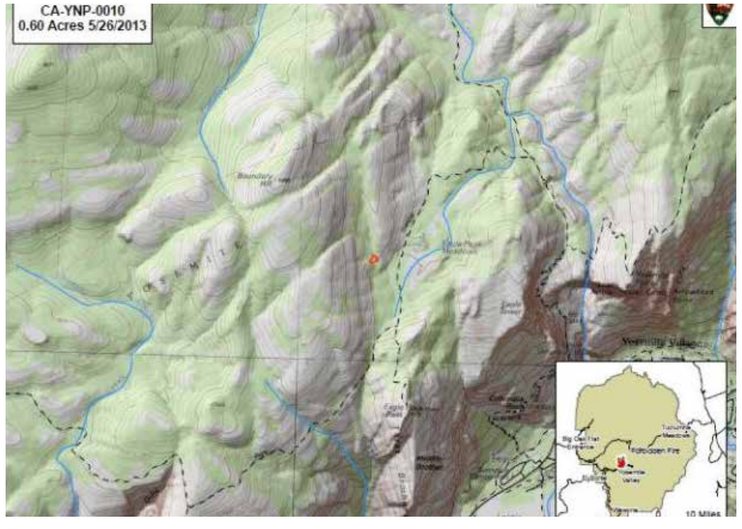
- Should we include plants other than trees?

LAYOUT REPRESENTS ELEMENTS IN BROCHURE, NOT FINAL DESIGN

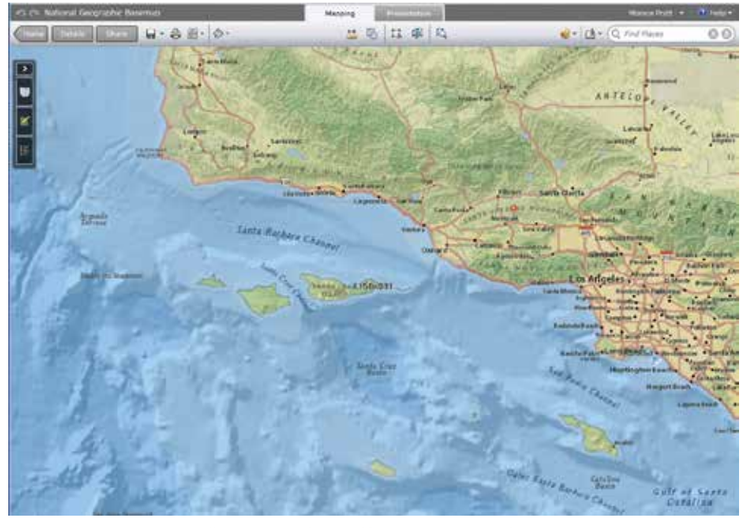
EXAMPLES OF TERRAIN MAPS

Final selection of terrain color and shadowing will be used for printed map and signage road map and APP for consistency. Theme panel with terminal moraine map can be more dramatic and show elevation contour lines.

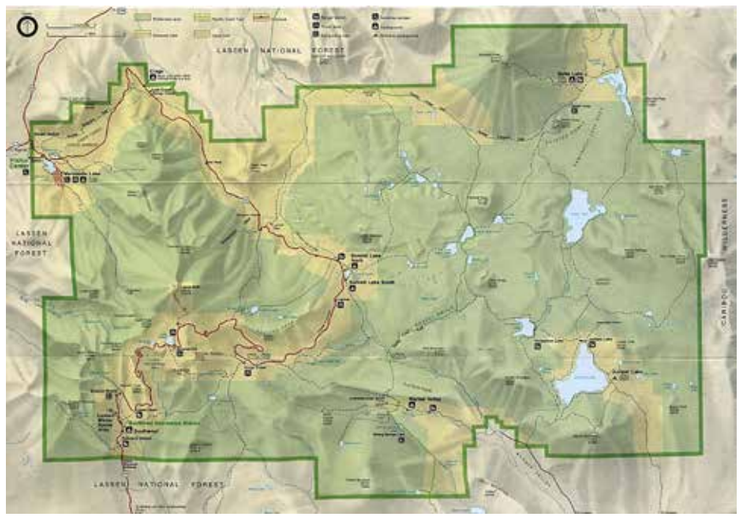
Entrance sign: more dramatic typography - use of border for cemetery



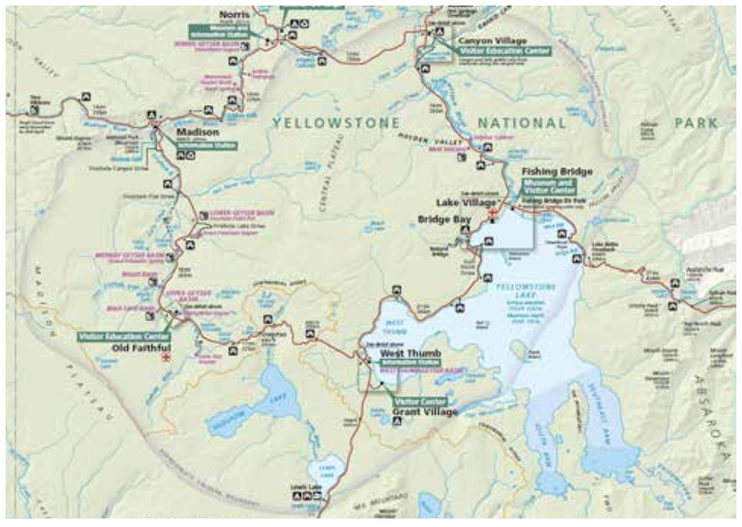
Terminal moraine panel sample - shows land contours



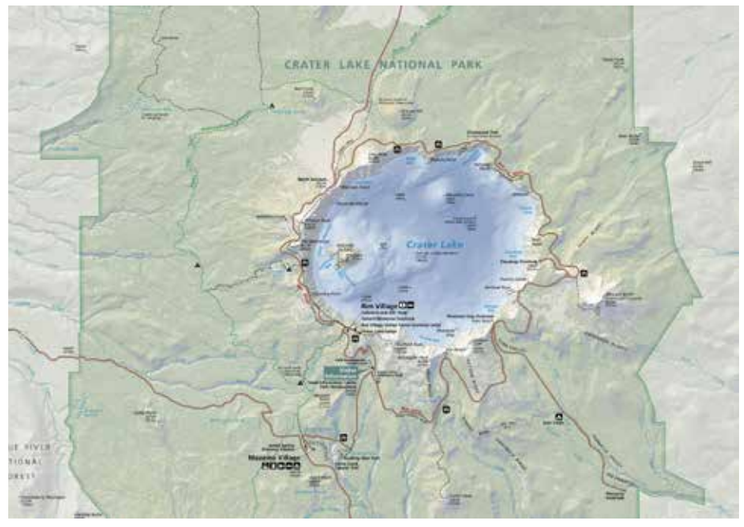
More vibrant blues & greens for different areas of the cemetery



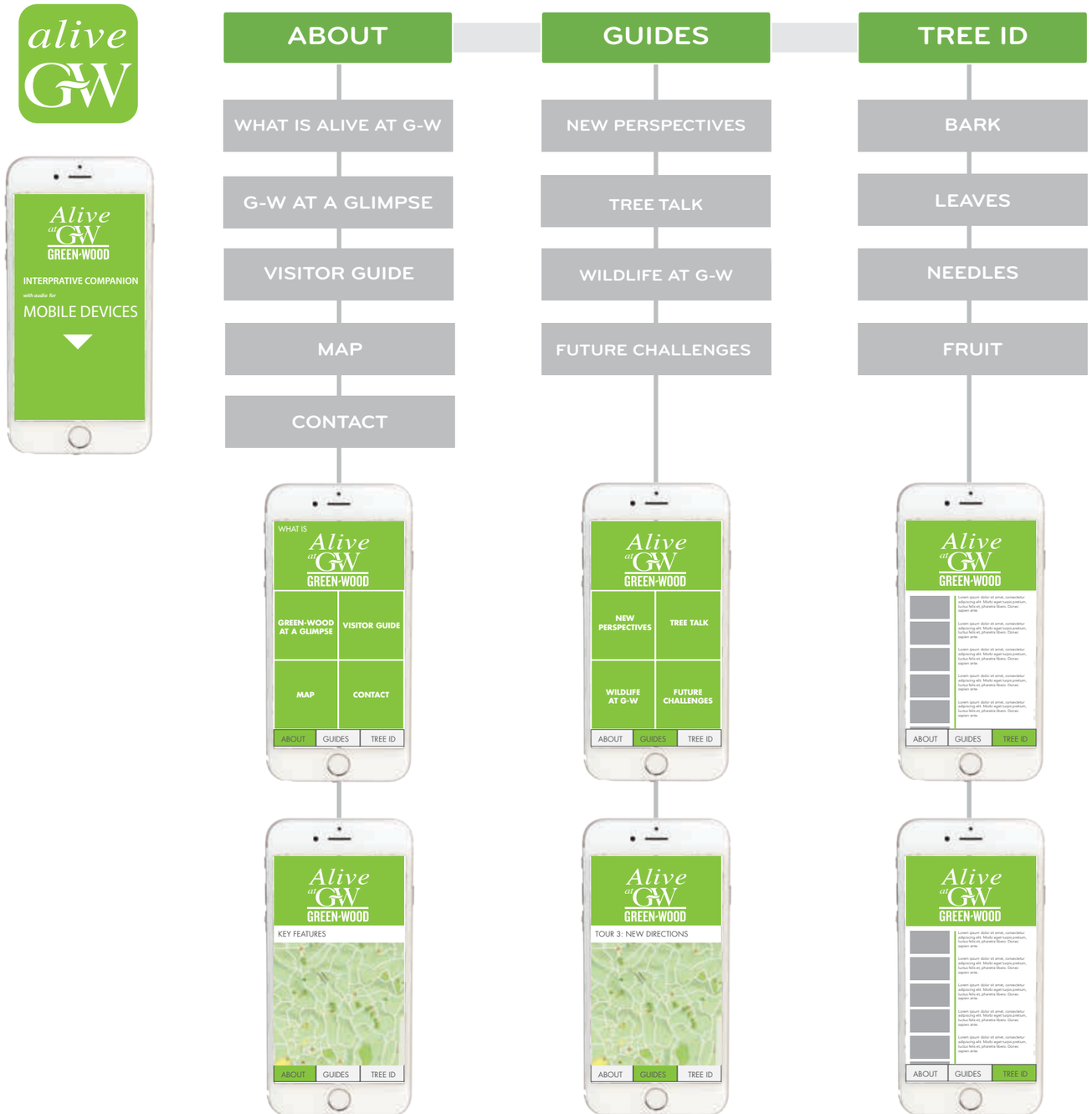
Alternate color sample for entrance map



Background Topographic for brochure - simple — light blue lakes



Slightly less colorful option for brochure map and APP to show names and icons more clearly


alive GW
Alive at GW GREEN-WOOD
INTERPRATIVE COMPANION
with audio for
MOBILE DEVICES
ABOUT
GUIDES
TREE ID
WHAT IS AT G-W
G-W AT A GLIMPSE
VISITOR GUIDE
MAP
CONTACT
NEW PERSPECTIVES
TREE TALK
WILDLIFE AT G-W
FUTURE CHALLENGES
BARK
LEAVES
NEEDLES
FRUIT
GREEN-WOOD AT A GLIMPSE
VISITOR GUIDE
MAP
CONTACT
KEY FEATURES
TOUR 3: NEW DIRECTIONS

SECTION 1: ABOUT

What is Alive @ Green-Wood

Intro to living systems at Green-Wood
Link to embedded video (see description below)

Green-Wood at a Glimpse

Origins of a Rural Cemetery
G-W in the 19th century: Cemetery as Public Garden
G-W in the 20th century: In A Growing Metropolis
G-W in the 21st century: An Integral Part of a Livable City

Visitor Guide (FAST FACTS)

Acres of land
Miles of Roads
Miles of Trails
Elevation (lowest point / highest point)
Hours open to public
For more information: url address
During your visit (rules and regulations of the cemetery)

Map (General)

Base GPS Locator Map with Road, Path Names and Ponds
Key Architectural Features for Orientation

- Entrance Gates
- Buildings
- Monuments
- Touch a point of destination to see a route and distance in time and feet

SECTION 2: GUIDES

New Perspectives: Changing Role for the Cemetery in the 21st century
Urban Planner: Need for open, quiet space as a retreat from a busy city
Psychologist: A place of tranquility and reflection
Historian: A Cultural Look at Alive at G=W
Landscape Designer: Entering a new era of sustainable landscapes

Tree Talks: Conversations with tree experts

- Great History of our Trees @ G-W
- Diversity of Tree Species
- Values of Trees to Life on the Planet and in the City
- Old, Rare and New Tree Species

Wildlife at G-W

- Our birds and bees
- Resident Animals at G-W
- Alive Underground (Roots, Fungi, Insects and Animals)
- Vagrants of the Lot: Rats, Racoons and Pigeons
- Resident Monks (Parakeets)

Future Challenges

- Keeping G-W Alive
- Impact of Climate Change: Yes It's Real
- Life After Death – Regenerative Landscapes

SECTION 3: TREE ID

Tree ID (24)- indicates quantity of trees identified in this APP
Default
Listed alphabetically A-Z
(Need to select the species of trees to represent on the first round)
Secondary menu – organized by

- Bark
- Leaves
- Needles
- Seed

Bark
Smooth
Rough

- Flaky
- Medium
- Coarse

Leaves

- Lobed
- Round
- Triangular
- Palmate

Needles

- Cluster Needles
- Single Needle
- Pair of needles

Seed

- Berry (Fruit like covering)
- Winged
- Catkin (elongated tubes or short tubes like cat tails)
- Cone (like a pine cone)
- Nut (See is protected by a hard shell)

Alive at Green-Wood Video

This video will be a compilation of the content of the interpretive program brought to life into a single intro video highlighting the natural history of the rural cemetery, focusing on G-W as public garden, arboretum, designed living landscape and a refuge for wildlife. The video will also feature an overview to content of the interpretive signage, APP with locator map, audio guide and tree id, and the printed map guide. An addendum to the video could be included in a discreet video inviting school teachers to use Green-Wood as an outdoor learning experience connected to their in-class curriculum.

Process for the Video:

Phase 1: Develop Storyboard, identifying key interviews and narration
Phase 2: Gather visual assets for production
Phase 3: Conduct interviews with key participants (video and audio)
Phase 4: Produce rough-cut for review
Phase 5: Gather additional visual assets
Phase 6: Present final video for review and approval (several edits)
Phase 7: Upload to APP and Alive At Green-Wood url address

Estimated length: 3 minutes

CURRICULUM DEVELOPMENT

Curriculum Development

As a resource to NYC schools in general and to neighborhood schools specifically, the goals of developing learning activity guides is to tailor the existing interpretive program into a specific set of activities for classes and families. This will require and ongoing commitment to providing ongoing educational outreach to visitors, developing a curriculum and activities based on the Alive at Green-Wood interpretive plan.

Making these learning opportunities available on line will provide teachers with a structure for making field trips more meaningful to their students, while connecting to the teaching standards required in the schools.

Our intention is to bring on an educational consultant to work with us in the development of these activities and materials that can be distributed on line to interested teachers. Working in tandem with the final design of the outdoor signage, printed map and guide, Alive at Green-Wood APP, and the production of a short video, a concise package of materials and activities will be designed specifically for the web or printed materials that can be distributed (for free or a modest fee) to teachers upon request.

The work by the consultant will include:

- Defining goals and purposes of educational activities
- Creating recommendations for the use of the interpretive design in an educational format and finalizing design to support curriculum
- Linking activities to new trends in learning
- Capturing input from teachers' group using materials from the signage, map, and APP design, and activity sheets
- Linking activities (age appropriate) to learning standards for NYC schools and disciplines, i.e., earth science, social studies, environmental science, language arts and the arts
- Conducting evaluation of educational materials and updating activities and support materials accordingly
- Providing recommendations for adapting content /activities for younger and older ages
- Providing framework for what to do, how to do it, when to do it – how to implement the program in phases, e.g., how to include early adopters in year 1 and continuing strategically with educational program in years to follow

Initial ideas for activities
The following preliminary ideas were developed during the interpretive planning phase.
These will be expanded on and modified in the next phase of design.

Mapping Green-Wood
Students are given an enlarged section of terrain map with elevation lines. The roads are un-named with a few specific identified landmarks for reference. Using the map as a worksheet, students record their walk, identify key roads, indicate other features (natural or architectural), estimate approximate distance walked (based upon scaled distance marker) and calculate the highest and lowest points traversed.

10 TREE ID
Students are given an enlarged map to Green-Wood, identifying a specific route to walk with key trees featured on the map. Using the APP or the map guide, they can identify key trees of Green-Wood, drawing specific tree and bark patterns, calculating the approximate age and height of tree, and describing other key characteristics of the tree, noting seeds or flower parts when in season.

WILD LIFE AT GREEN-WOOD: CITIZEN SCIENTISTS
This two-sided worksheet (printed seasonally) lists on one side by name and photo 20 different species of common birds, animals and insects at Green-Wood. On the opposite side, students are asked to locate by number their wildlife sightings on the map, using road names and key landmarks to approximate locations.

SEEING GREEN-WOOD THROUGH DIFFERENT LENSES
A classroom is instructed to divide into multiple groups of 2 to 4 per group, selecting a role that they would like to play throughout their visit. This role will influence how they might interpret Green-Wood, while helping them understand the many roles in the field of environmental stewardship. Different activities will be assigned based upon the role selected. Roles might include:

Naturalist
Journalist
Landscape Designer
Hydrologist
Fiction Writer or Poet
Geographer
Gardener
Arborist
Sculpture/Artist

The following pages include a sample design for a curriculum kit. Further content will need to be developed.

Sample Curriculum Booklets

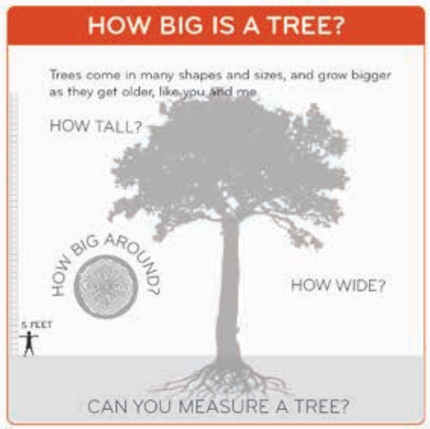
Outdoor activities

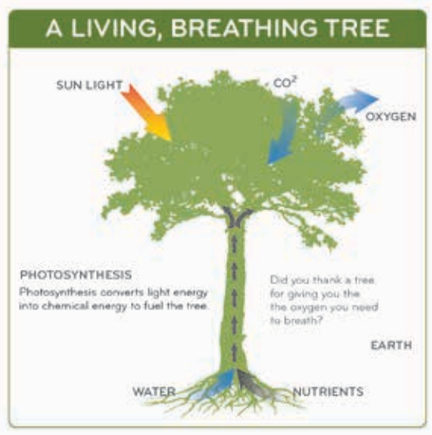
Classroom activities

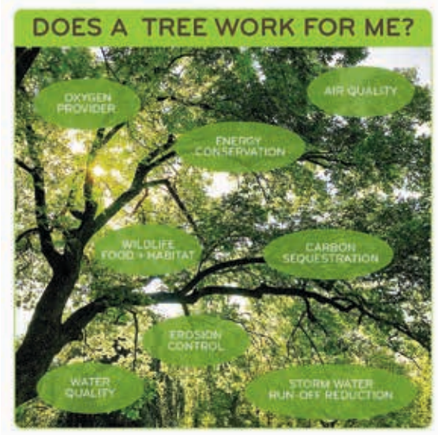
Alive at GW
GREEN-WOOD
ALIVE AT GREEN-WOOD
HIGHLIGHTS
Size of Green-Wood
Miles of Roads and Paths
Elevation at Highest Point
Number of Trees
Number of Species of Trees
Wildlife at Green-Wood
JOIN US:
@aliveatgreen-wood
aliveatgreen-wood.com
LEGEND
SPECIAL TREES
1 Lorem ipsum (oldest)
2 Lorem ipsum (tallest)
3 Lorem ipsum (largest circumfrence)
4 Lorem ipsum (most unique)
5 Lorem ipsum (endangered)
6 Lorem ipsum (rare)
LANDSCAPE FEATURES
1 Fragrance Garden
2 Pollinator Garden
3 Tranquility Garden
4 The Terraced Gardens
5 Bee Hives
6 Larry Weiner Garden
7 Van Valkenburgh Garden
8 Sustainablily Plantings
9 Glacial Ponds
10 Valley Waters
11 Sylvan Water
12 Dell Water
13 Crescent Water
INTERPRETIVE SIGNS
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tortor
1 Alive At Green-wood
2 Layers Of History
3 The Web of Living Systems
4 New Directions
5 Public Garden and Arboretum
6 Rural Cemetery as Natural Landscape
7 Glacial Moraine Ponds
8 Topography and Trails
9 Special Trees of G
10 Bark, Leaves
11 Trees at G
12 Pollinatio
13 Fragranc
14 Trees—L
15 Birds, Re
16 Wildlife at
17 Native Plantin
18 Environmental Ste
19 Planting for Climate Change
20 Tranquility and Reflection
21 A New Paradigm for Green-Wood
enter
exit
WHAT IS
Alive at GW
GREEN-WOOD
GREEN-WOOD AT A GLIMPSE
VISITOR GUIDE
MAP
CONTACT
ABOUT
GUIDES
TREE ID
WHAT KIND OF BIRD?
WOODPECKER
YOU TELL ME
TREES
AN INTRODUCTION TO FAMILIAR NORTH AMERICAN SPECIES
Eastern White Pine
Black Oak
WATERFORD PRESS

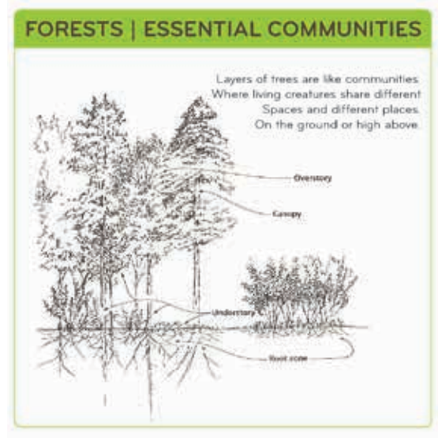
SAMPLE CARDS OF THEMATIC TOPICS

12 Ways to See a Tree
With a focus on trees, we have developed 12 topics by which to organize the design of activities for in classroom and on site. These are a few samples of the topic cards









NEXT STEPS: CHECK LIST

PART ONE: DESIGN DEVELOPMENT

SIGNAGE:

1. Finalize topics for outdoor interpretive signs (page 2.10 in Design Guidelines)
2. Finalize location for signs on site
3. Prepare script for signage
4. Gather assets (photos, illustrations) for layouts of panels
5. Layout preliminary designs
6. Review and finalize design (with take several iterations)

MAP (printed and electronic)

1. Complete GPS topographic map (Brian Morgan) with Roads, Paths and Names
2. Confirm legend and what we want to feature on the map
3. Identify and l ocate features on map to be included (icons and or names) on printed map
4. Identify and locate features on map to be included on APP

APP

1. Confirm topics and navigation bars (About/Guide/Tree ID)
2. Finalize script (About/Guide/Tree ID)
3. Finalize topics of audio guide to Alive at Green-Wood
4. Finalize trees to be represented on the tree ID

PART TWO: FINAL DESIGN AND PROGRAMMING

SIGNAGE

1. Prepare production ready files
2. Prepare print outs for review and approval
3. Send to production house for test samples

MAP

1. Create mock-up for final review and approval
2. Test on site
3. Prepare production ready files
4. Test samples from production printer

APP

1. Finalize user interface (UI)
2. Input and program APP
3. Test in field
4. Review iterations with final content

URL Site

1. Layout site with existing content developed re-purposed from Signage, Map and APP
2. Upload and test Beta Version (Private)
3. Revise and test on site
4. Upload for public demo

CURRICULUM

1. Based on content developed for above, present ideas for classroom and field activities, including list of materials needed to conduct activities.
2. Meet with teacher focus group to review ideas
3. Refine activities based on input from teacher group
4. Test activities with groups of students in classroom and field (G-W)
5. Prepare final designs based on teacher and user evaluation

PART 3: PRODUCTION

SIGNAGE

1. Finalize construction details / shop drawings
2. Order materials and fabricate sign bases
3. Produce graphic panels
4. Prep locations for sign installation
5. Deliver and install on location

MAP

1. Prep files for printer
2. Print proofs for review and approval
3. Print first edition maps (5,000)

APP

1. Launch APP publicly
2. Adjust as necessary

VIDEO

1. Develop Storyboard, including key interviews and narration
2. Gather visual assets for production
3. Conduct interviews with key participants (video and audio)
4. Produce rough-cut for review
5. Gather additional visual assets
6. Present final video for review and approval (several edits)
7. Upload to APP and Alive At Green-Wood url address.