

Lindsay Wildlife Center

In 2017, The Acorn Group began working on an interpretive master plan for Lindsay Wildlife Experience in Walnut Creek, California, the nation's first formal wildlife rehabilitation program. Our challenge extended beyond generating ideas to refresh the institution's exhibits. It included developing strategies to attract entirely new audiences beyond toddlers and preschoolers.



The Acorn Group worked closely with the staff, board of directors, and volunteers to re-envision the entire arrival sequence on the campus. From the parking lot, walkways, landscaped grounds organized according to Bay Area plant communities, and immersive animal exhibits to the displays and exhibits housed in the 28,000 square foot building, the visitor's experience has been profoundly enhanced.



We used Lindsay's "tangible" collection to tell bigger, "intangible" stories. While wildlife and wild habitats are important in their own right, they also serve as launch points for deeper thought about biological diversity, abrupt climate change, and even pest management practices. They also serve as portals to storytelling, revealing the personal side of wildlife ambassadors.



We redesigned the reception area and gift store, and added new media in the lobby, including a fly-over presentation and audio clips using app-enabled smartphones. We also created a new raptor aviary, immersive burrow exhibit, and veterinarian play space. We also recommended reconfiguring two meeting spaces, including a 2,500 sq. ft. Redwood Room, as destinations and vied-for rental space.

