

Turlock Irrigation District Turlock, California

Turlock Irrigation District approached us in 2021 about renovating their mobile education trailer. Our challenge was to 1. Create a space that would serve as a District ambassador, 2. Enhance opportunities for student learning relative to California's content standards and new Environmental Principles and Concepts, 3. Develop an experience that is both engaging and meaningful to the public, and 4. Fit everything into a 20 x 7' fifth-wheel trailer.



Our team, consisting of The Acorn Group, James Freed Design, Covive, and John Murray Productions, accepted these challenges and worked together to transform a tired and dated space into a dynamic place of discovery and learning.

We created a message hierarchy, an overarching theme supported by four subthemes, each supported by a set of key concepts. We established goals and objectives and then developed an exhibit plan that identified the visitor's new experiences from arrival to exit. They would enter an orientation gallery and move to a river gallery, groundwater demonstration zone, energy lab, and

home gallery before exiting and stopping at a selfie station.

The interpretive media we selected included exterior graphics, interior photomurals, flip lids and flipbooks, mechanical interactives, touchscreen-accessed games, and live-time solar energy meters. Each interpretive panel was layered with information—from large keywords to call-outs to small print answers on flip lids.



James Freed Design created exhibit renderings that visually captured the moods and nuances of the visitor's experiences. They kept the limited space, universal design, and traffic flow in mind. Covive Design designed the interpretive panels and graphics, including the vibrant exterior wrap. They also undertook digital programming. John Murray Productions transformed the design work into construction documents that enabled fabrication and installation to occur according to plan.

