

Big Basin Redwoods State Park Davenport, California

In summer 2020, a lightning-sparked wildfire raced through Big Basin Redwoods State Park, burning nearly the entire Park, including the historic building that served as the visitor center.



In 2022, The Acorn Group joined James Freed Design and John Murray Productions to address exhibit needs in a new Welcome Center at the Park's western edge. Located at Rancho Del Oro, this building serves as both an orientation station and interpretive center. There, new exhibit media interpret the Waddell Creek watershed, creek habitats, and factors—most notably wildfire—that influence the Park.

Ample wall space allows for a montage of photographs, illustrations, and interpretive copy, all presented in the classic tradition of a nature journalist. The walls also present

digital media. Touchscreens and iPad Pros present layers of information about the Park's resources, human history, and visitor activities. They also display video clips of the 2020 CZU Lightning Complex Fire and allow visitors to access iNaturalist and other community science-based apps so they can identify the plants and animals they find and document on their phones.



Traditional media, such as a nature journal, invite entries by visitors who prefer this approach. Pens, colored pencils, and journal pages are at their disposal.

The Acorn Group developed the Park's complex message hierarchy, visitor experience plan, and exhibit narrative. Once exhibit development was underway, we wrote all the copy for the interpretive panels and interactive media.