

PHIPPS CONSERVATORY

Evaluation and Redesign Proposal



FIRST VISIT

Easy to navigate within the rooms, but difficult to navigate through the entire conservatory—almost like a choose-your-own-adventure game.

Difficult to determine current location, even with a map.

Currently setting up holiday decorations—events change throughout the year



FIRST VISIT

Possible intention: to make every experience different and immersive?

→ This would make audience visit more than once.

Audience varies from young children to the elderly.



FIRST VISIT

Signage not obvious/hidden in the foliage.

Could be tied with intention of making this as much of a realistic and immersive experience as possible.

Most people observed did not read the plant identification signs.



SECOND VISIT

Reaffirmed observation that signage is not intrusive. Some plant identification signs are difficult to discern which one they are pointing to.

A few people read the larger more informative signs, but as a user, I could not find the room labels easily.

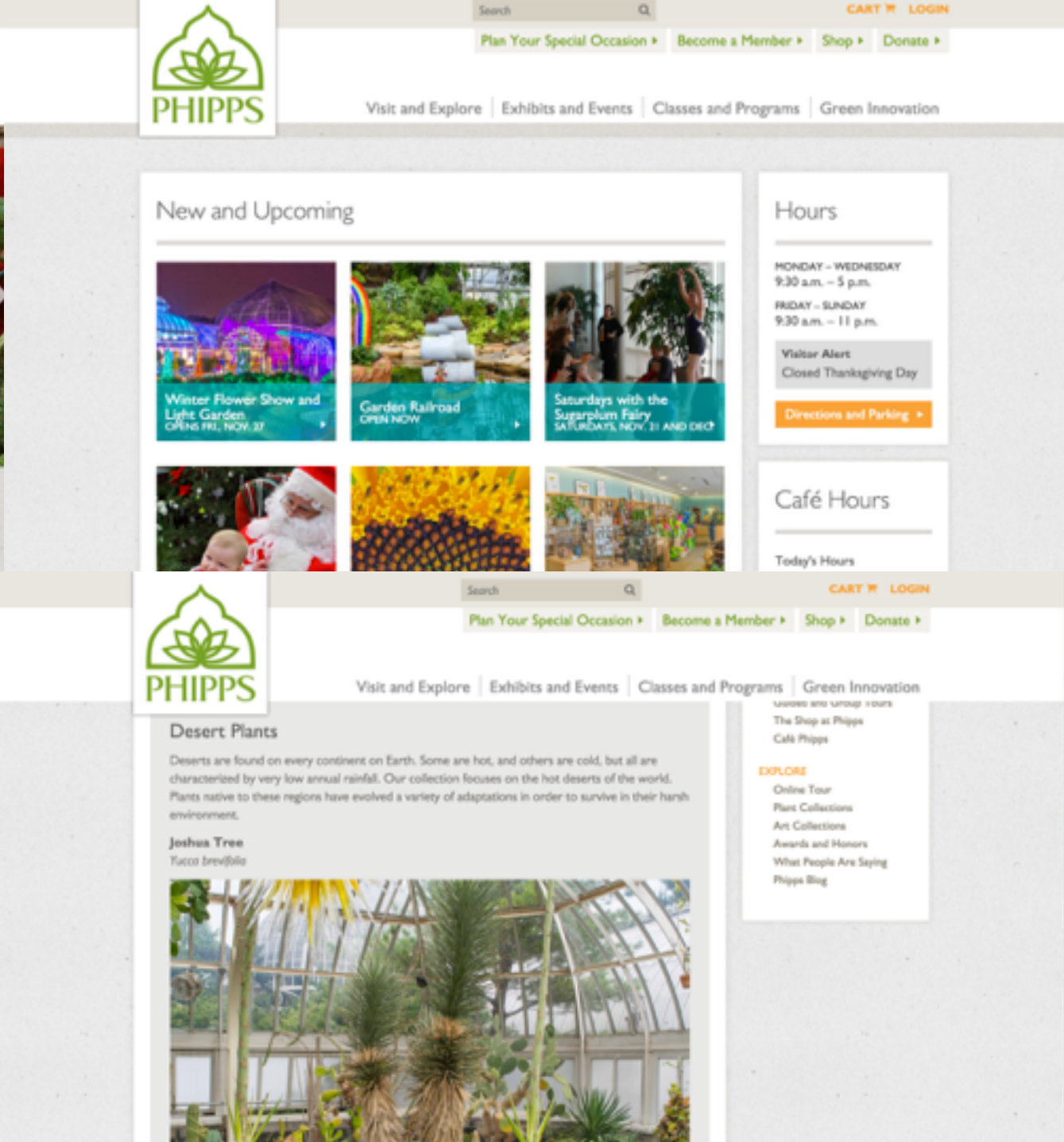
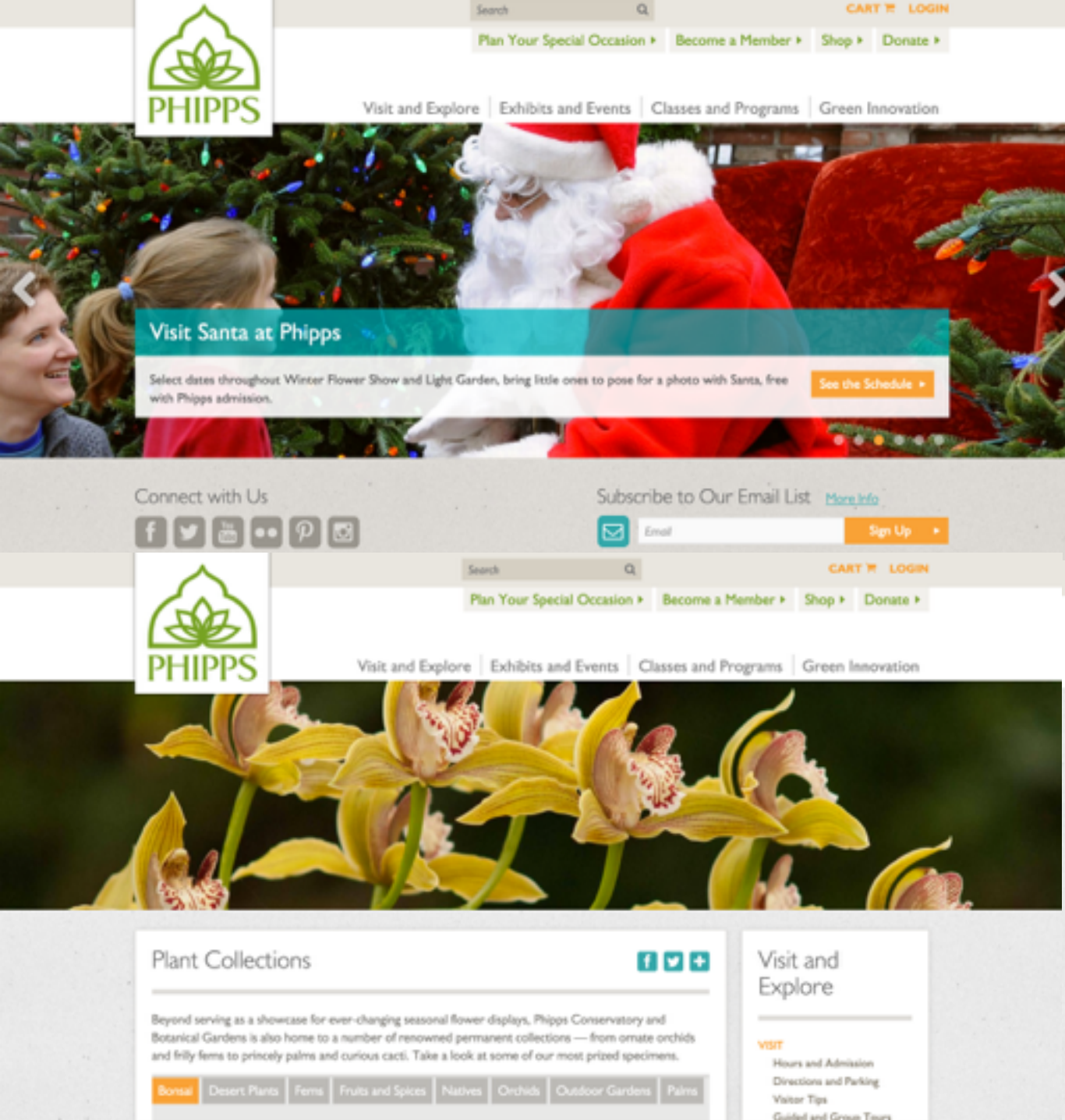
Experience felt different—difficult to get to every single room.



SECOND VISIT

All manmade elements in the display add to the experience.
Makes the visitor feel like they're still in the intended ecosystem.
Elements: sculptures, lights, glass, etc.

Audio, touch, scent all add to the natural environment.



DIGITAL SPACE

Feels more like an informative experience rather than an meditative environment.

Present, then future events are prioritized, then plant/art collections.

A space that one would access before visiting, maybe even after.

IN SUMMARY

People mostly visit Phipps for the
immersive environment.

The website is visited for
educational and informative
purposes



How can the environment become more informative and educational without being intrusive?

EACH BRICK/TILE

NAME OF PLANT

scientific name

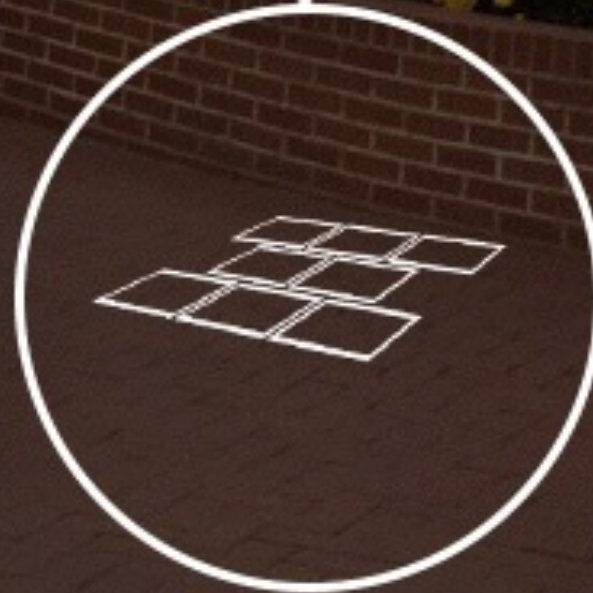
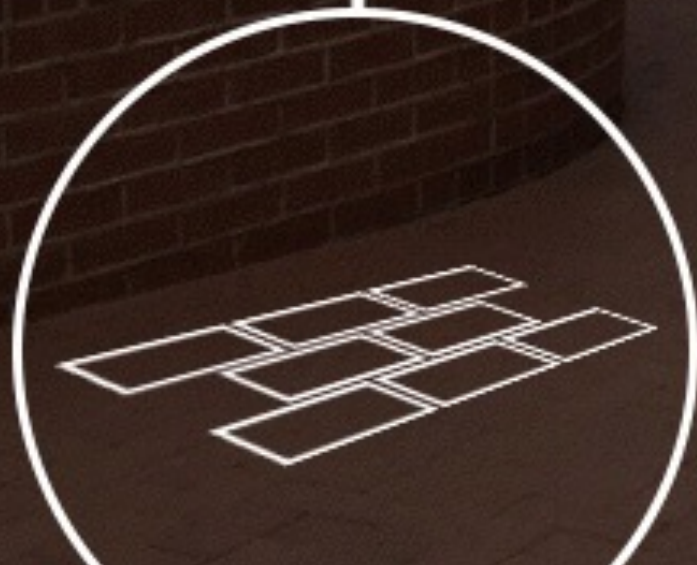
LOCATION


EACH BRICK/TILE

NAME OF PLANT

scientific name

LOCATION





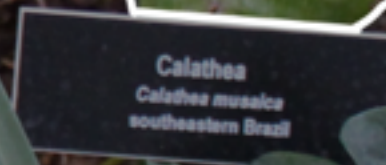
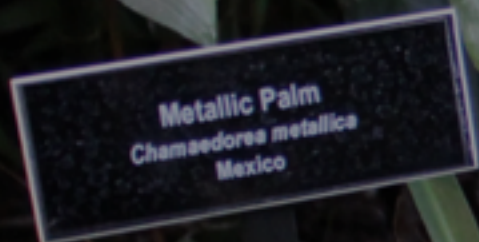
Metallic Palm
Chamaedorea metallica
Mexico

Calathea
Calathea musala
southeastern Brazil

Metallic Palm
Chamaedorea metallica
Mexico



Calathea
Calathea musala
southeastern Brazil



Non-intrusive—still maintains environment
Entertainingly informative
Done by choice