



## DESERT DISCOVERY CENTER ALERT

Over the past two months, [Thinc Design](#), the Experience Designer working on the City of Scottsdale's Desert Discovery Center project, has spent nearly two full weeks in Scottsdale, learning everything they can about the project, the community, and most importantly, the Sonoran Desert. Thinc Design is working with Desert Discovery Center Scottsdale, Inc., and the architect, Swaback Partners, PLLC, to design the Desert Discovery Center's exhibits and educational programs. Thinc Design has developed world-class projects of national and international significance -- most notably the National September 11 Memorial Museum. The firm's focus is on history, natural history, culture and the environment.

Warm thanks to the hundreds who took time out of their day -- and in some cases evening -- to meet with Thinc Design. The firm's team -- Tom Hennes, Amanda White and Philip Drew -- were incredibly impressed with our Sonoran Spirit -- not

just the beauty of our surroundings, but the sincerity and passion of our people to make something truly great for all of Scottsdale.

From their first trip, Thinc Design has provided a [Summary of Outcomes](#) that gives a glimpse into the Aspirations guiding the Desert Discovery Center's experience design. You can read the full summary at the link above. A summary follows:

- ***The DDC should inspire future generations to preserve and protect*** – the story of the Preserve is an invitation to see the potential and value of local preservation, at all scales, and it will inspire local pride and ownership that will grow stewardship in current and future generations
- ***The DDC should educate*** – alignments with STEM and STEAM frameworks will inform the design concepts and exhibits, supporting the educational mandate of the Center
- ***The DDC should build anticipation for exploration*** – an experience that stirs people's imagination, curiosity and sense of discovery...for many, it will be their first exposure to the real desert
- ***The DDC should show people the "world of the desert"*** – the desert cannot be seen in a day or on a single hike...there are things happening below the surface and inside plants that most of us cannot see, as well as off-trail locations where species are known to congregate or ancient sites with petroglyphs that must stay undisturbed
- ***The DDC should support tourism*** – many people seek experiences that connect them with the "real place": authentic knowledge, cultural practices and activities...the Center is ideally placed to align with the strategy of the Scottsdale Tourism Advisory Task Force's long-term plan for interpretation on the climate and ecology of the desert
- ***The DDC should be inclusive*** – design planning will address accessibility for all visitors, including experiences that can replicate some of how the desert "feels" for those who cannot have a direct encounter
- ***The DDC should be a model of sustainable design and practice*** – in its architecture and exhibit design, the Center should be sensitive to the landscape and create the least amount of visual interruptions and impact on the environment...the eventual size of the Center has been of particular

concern and we should aim to define its size in terms of what is needed to achieve the mission and economic and environmental viability. . .in its operations, the Center should follow practices for sustainable cohabitation with neighboring residents, including traffic and parking management

Thinc Design will be working on a fast timeline over the next few months. Their initial concepts will be shown later this fall at a City of Scottsdale Open House.

*We thank you for your support and interest in the Desert Discovery Center. Please stay up-to-date on the facts and encourage others to do the same. Here is a list of [Answers to Frequently Asked Questions](#). If you have questions not answered here, please don't hesitate to contact us at [info@scottsdalecenter.com](mailto:info@scottsdalecenter.com).*



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