



ARCHITECTURE, HISTORIC PRESERVATION, AND INTERIOR AND EXHIBITION DESIGN

Page & Turnbull and Rockwell Group Reimagine an Historic Landmark

Project Overview

The Walt Disney Family Museum, which opens on October 1, 2009, presents the life and achievements of the man who raised animation to an art, transformed the film industry, tirelessly pursued innovation, and created a global and distinctively American legacy.

The Museum is located within the Presidio of San Francisco, which is part of the Golden Gate National Recreation Area, administered by the National Park Service, and occupies three historic buildings in the heart of the Main Post. These buildings represent three distinct eras of Presidio construction and contribute to the Presidio's status as a National Historic Landmark District and a California Landmark.

The Museum's renovation of the historic buildings, led by San Francisco-based architecture firm Page & Turnbull, has been the largest and most complex preservation project to date in the Presidio. Page & Turnbull sensitively adapted the historic, domestic-scaled structures to create a museum that allows visitors to relate to Walt Disney as an individual while enhancing the larger setting of the Presidio.

In addition, The Walt Disney Family Museum commissioned the New York-based architecture and design firm, Rockwell Group, to help bring to life Walt Disney's story, push the boundaries of interior and exhibition design, and create a series of special interactive displays.

Architectural Features

The Museum's three buildings, designed by Page & Turnbull, occupy a total space of 77,000 square feet, with a combined exhibition space of 19,000 square feet.

The Museum's **flagship building**, at 104 Montgomery Street, is one of five identical barracks from the 1890s flanking the western edge of the Main Parade Ground. The current design preserves the building's original floor plan and spatial relationships while accommodating:

- Main galleries and program spaces (10 exhibition galleries)
- 114-seat screening facility
- Learning center
- Museum Store
- Café

A **15,000-square-foot addition** set into the U-shaped barrack courtyard provides added exhibit space and facilitates circulation through a dramatic spiraling ramp. The transparency and massing of the state-of-the-art glass and steel addition defer to the historic masonry building, which was carefully restored. Placing the addition in the rear courtyard preserves the experience of the Main Parade Ground's shaded porches and timeless views.

The Walt Disney Family Foundation **offices and archives** are located in the former Post Gymnasium, Building 122, built in 1904. Removing 1970s-era additions restored the gymnasium's light-filled, double-height volume for use as a **special exhibitions gallery and event space** that will open to the public for temporary exhibitions starting in 2012.

A former storage facility built in 1940 will house the Museum's **mechanical equipment**.

Landscape elements—including low-water plants, permeable-surface parking, a new walking path, and bicycle parking—weave the three buildings into a cohesive whole.

Extensive cabling, wiring, and **building systems** have been discreetly integrated into all three buildings. These systems support the Museum's presentation of a broad array of exhibits, from historic documents and artifacts to listening stations and other interactive displays that include more than 200 video monitors. They also allow for control of temperature, humidity and ultraviolet light.

Exhibition
Highlights

Special museum exhibits designed by Rockwell Group include:

- Original multiplane camera displayed through two gallery floors
- 360° overhead video ribbon showcasing a decade of Disney filmmaking
- Exhibits along a 164 foot floating spiral ramp path featuring the last 20 years of Walt Disney's life
- Display case with over 100 examples of early Mickey Mouse toys, watches and other memorabilia
- Walt Disney's own 1/8-scale live-steamer train, the Lilly Belle
- A 13 x 13 foot model of the Disneyland of Walt's imagination (created by Kerner Optical together with Walt Disney Imagineering Executive Tony Baxter and former Walt Disney Imagineer Geoff Puckett of EffectDesign, Inc.)

Interior Highlights

In addition, galleries and other museum spaces will be animated by special interior features designed by Rockwell Group, including:

- Infinitely configurable circular light fixtures on ceiling of lecture hall that can display images of the sorcerer's apprentice in *Fantasia* or exhibit a starry night effect when the lights dim
- Custom inset terrazzo tiles
- Custom, animation-inspired carpets

Total Project Cost

\$110 million

Project Team

Page & Turnbull, Architecture and Historic Preservation
Rockwell Group, Interior and Exhibition Design
D. R. Young Associates, Project Manager
Degenkolb, Structural Engineer
Plant Construction, General Contractor
Batwin+Robin & Tarrigo, Inc., A/V Production
ISG Productions, Museum Consultant and Project Coordinator
Maltbie, Exhibit Fabricator
Fisher Marantz Stone, Lighting

For additional information on the Museum's architecture and exhibition design or to receive images, please contact:

Marsha Robertson
Director of Communications & Marketing
The Walt Disney Family Museum
415-345-6822
mrobertson@wdfmuseum.org

Andrea Wang
Communications Specialist
The Walt Disney Family Museum
415-345-6816
awang@wdfmuseum.org