

## The Interactive Experiences at the Statue of Liberty Museum

### Fact Sheet

The new museum will give the 4.3 million annual visitors to the Statue of Liberty the opportunity to learn about and honor the Statue's history, influence, and legacy in the world through an immersive theater, historical artifacts, and state-of-the-art interactive experiences.

### The Interactive Experiences

1. *Bartholdi's Sketches*
2. *The Statue in Popular Culture*
3. *Becoming Liberty*
4. Digital Donor Directory

### ***Bartholdi's Sketches and The Statue in Popular Culture***

*Bartholdi's Sketches* and *The Statue in Popular Culture* interactives bring archival material—from the National Park Service collection and beyond—to life through gestures and animations that feel natural, more like interacting with an artifact like an artist's sketchbook than a screen. Each experience features two touch screens.

### ***Bartholdi's Sketches***

The *Bartholdi's Sketches* interactive invites visitors into the design process of Frédéric Auguste Bartholdi. The digital sketchbook displays drawings, paintings, and plans by Bartholdi that show an evolution from his earliest monumental works through an unrealized project in Egypt that helped the artist refine his ideas about sculpture on a very large scale, up to his revisions of the elements of the Statue of Liberty itself. To “flip through” the sketchbook, visitors use their fingers to “turn” the page in a way that feels natural, like interacting with a real sketchbook.

### ***The Statue in Popular Culture***

*The Statue in Popular Culture* is an interactive poster library that showcases the mercurial applications of the Statue's likeness in graphic form across advertising, art, protest, entertainment and even sports. Over 100 unique archival assets are drawn from many sources including the National Park Service's own collection, the Library of Congress and other museums around the world.

### ***Becoming Liberty***

At the emotional culmination of the museum, visitors are invited to join the conversation about liberty by sharing their own perspective on what liberty looks like. Here, visitors reflect upon what they experienced in the museum, with an interactive experience called *Becoming Liberty*. The 20 kiosks prompt visitors to share their own portrait and a set of images that express their perspectives on the meaning of liberty. Their choices join with those made by other visitors in a sweeping, panoramic mosaic at the entry to the gallery — after learning about liberty throughout the museum, visitors themselves are invited to become part of liberty's worldwide story in ever-changing data visualizations.

The visualizations include:

- 1. Popular Images**

A tapestry of the most popular images chosen by recent visitors, with the most popular images being the largest.

- 2. Popularity**

Highlights a specific image and shows how many visitors chose it in the *Becoming Liberty* kiosk interactive by the day, month, or year.

- 3. Global Participation**

Showcases the total number of visitors from a specific country since the opening of the museum.

- 4. Recent Participants**

A mosaic of the self-portraits of the most recent visitors who have contributed their photo on the *Becoming Liberty* kiosk interactive.

### **Regarding Privacy for *Becoming Liberty***

If the user does not proceed to do the souvenir email process and does not accept terms/privacy, their photo will only be kept/seen on the wall for 48 hours. Regardless of this, their participation (home country, selection of images) will continue to be tallied into these data visualizations modes even past 48 hours. After this time their photo will drop off the wall, and be removed from the system to assure that we are compliant with international digital privacy laws. If the user accepts the terms, they are agreeing that their photo is kept and used in the data visualization for 30 days.

### **Digital Donor Directory**

While queuing for the film in the *Immersive Theater*, visitors can use the five digital Donor Directory kiosks to explore testimonials from donors about their personal connection to Liberty, from family immigration stories to honors for figures who have struggled to attain the ideal the Statue represents.

## Accessibility

The interactive exhibits have best-in-class ADA accessibility, with assistive navigational pads that allow differently-abled visitors to use all interactives and achieve a comparable experience to other visitors. Our ADA consultants recommended using the Storm Interface Nav-Pad model because it is widely used in everything from ATMs to voting booths and would be familiar to visitors.

## By the Numbers

- 29 touch screens, with 188 sqft of interactive displays
  - *Bartholdi's Sketches* — 2 touch screens, 3 sqft each (6 sqft total)
  - *Statue in Popular Culture* — 2 touch screens, 6 sqft each (12 sqft total)
  - *Becoming Liberty Kiosk* — 20 touch screens, 8 sqft each (160 sqft total)
  - Donor Directory — 5 touch screens, 2 sqft each (10 sqft total)

## About ESI Design's Work at the Statue of Liberty Museum

At the new Statue of Liberty Museum, with experience and exhibit design by ESI Design, visitors will have the opportunity to experience the history and grandeur of this colossal figure and consider the role of liberty in their world today. The exhibits will provoke insight, stir emotions, and inspire ideas about the Statue of Liberty and the ideals she represents.

ESI Design is an experience design studio based in New York City's Flatiron District that transforms places into experiences. ESI weaves together the physical and digital worlds to create immersive, interactive experiences that fundamentally changing how people connect with brands, organizations, cultural institutions and, most importantly, each other.

## ESI Design Press Contact

Tarley Jordan  
Director, Marketing & Communications  
ESI Design  
cell 917 864 1400  
[tjordan@esidesign.com](mailto:tjordan@esidesign.com)

Jenny Chang  
Account Director  
PKPR  
cell 917 660 1594  
[jenny@pkpr.com](mailto:jenny@pkpr.com)