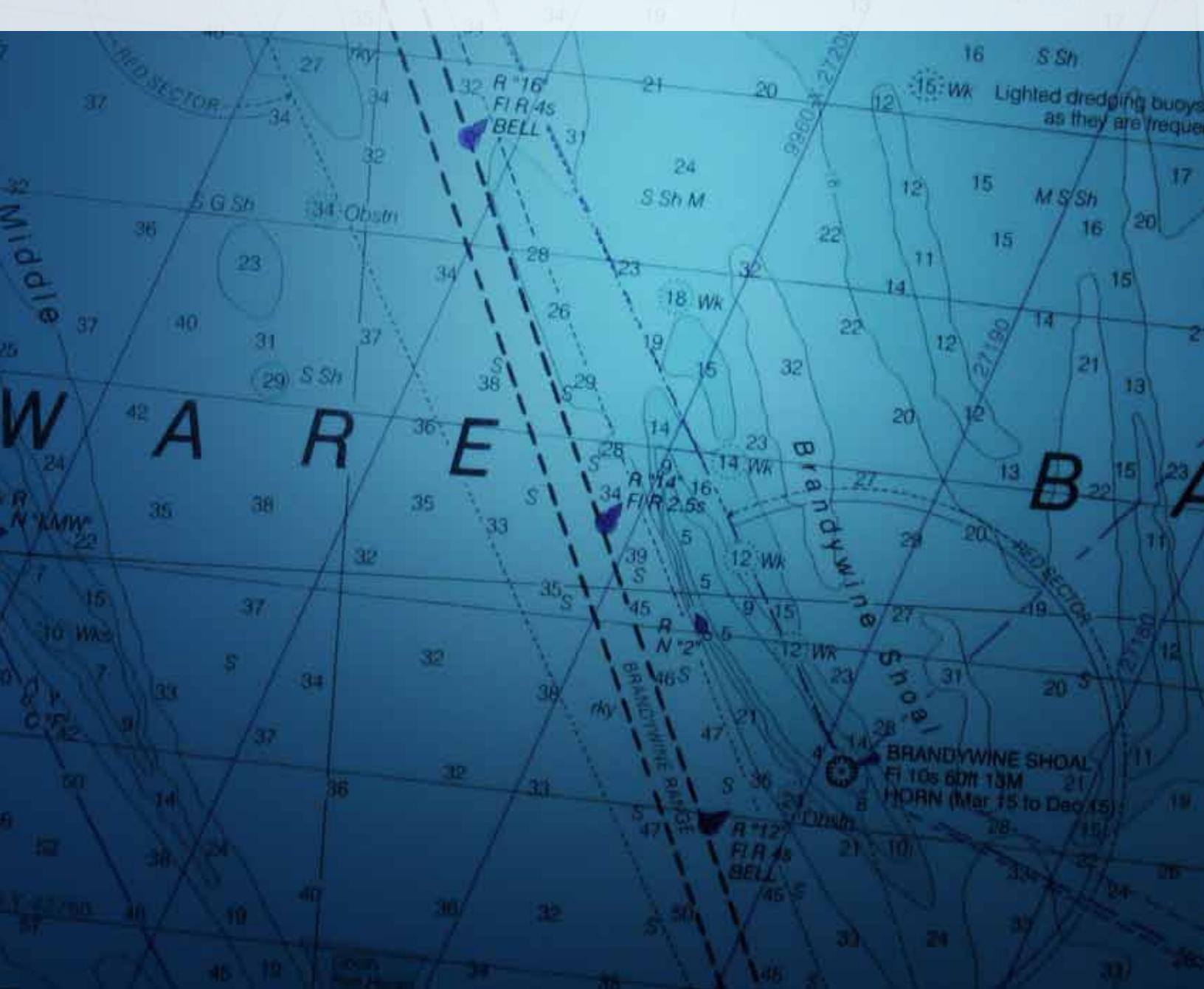


INDEPENDENCE SEAPORT MUSEUM CHARTING A NEW COURSE



I MUST GO DOWN TO THE SEAS AGAIN, FOR THE CALL OF THE RUNNING TIDE IS A WILD CALL AND A CLEAR CALL THAT MAY NOT BE DENIED....

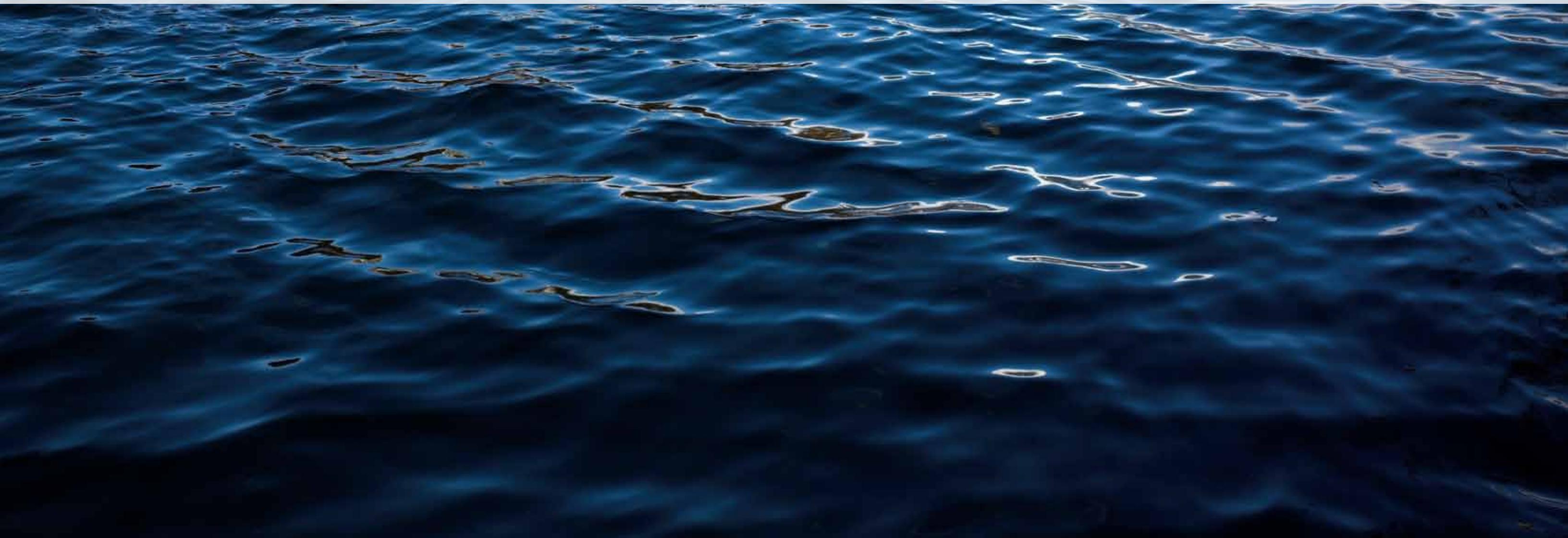
SEA FEVER BY JOHN MASEFIELD





THE WATERFRONT COMPELS US TO PAY ATTENTION.

WE ARE BOTH AWED AND HUMBLED BY THE FORCES OF WATER AND WIND.





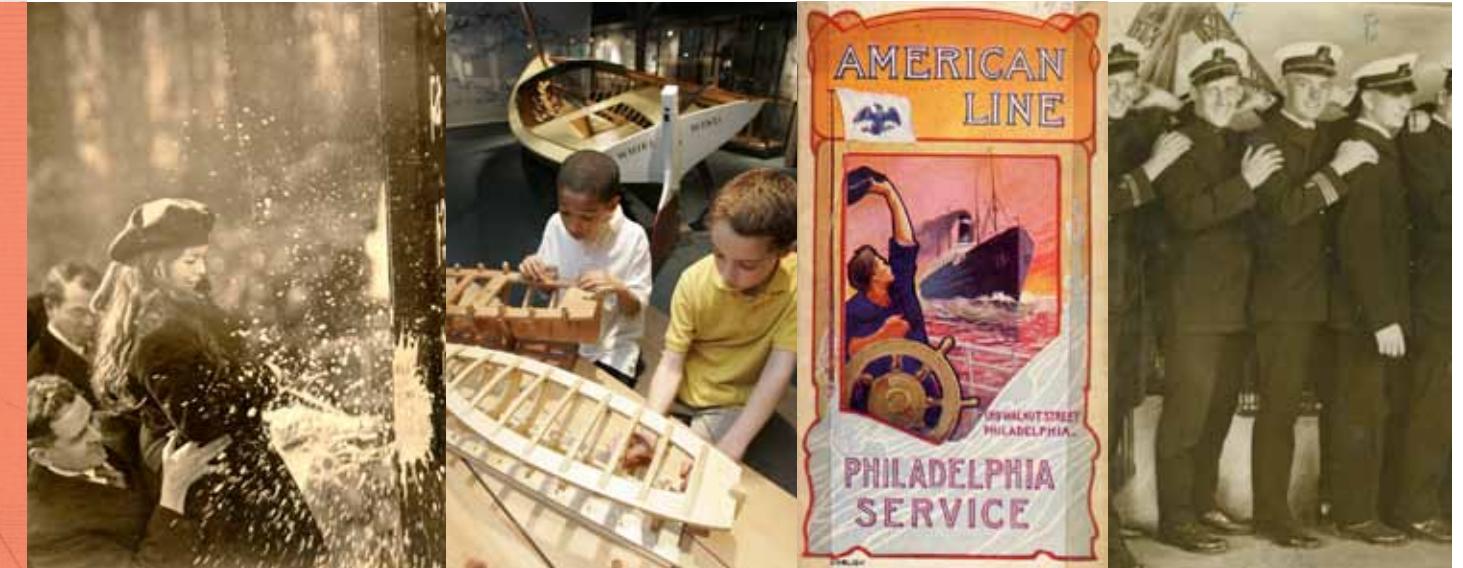
FROM THE

time of the Lenape to colonial traders, from waves of immigrants to war vessels, from daily commuters crossing our bridges to pleasure boaters hoisting sails, just about everyone who lives in or visits Philadelphia has some connection to our region's waterfront.

IT HAS BEEN TOO EASY TO TAKE IT FOR GRANTED, and in recent years, much of the Philadelphia waterfront has been forgotten, cut off from our lives by highways, train tracks and abandoned warehouses.

FORTUNATELY, THROUGH A COMPREHENSIVE RE-DEVELOPMENT PROGRAM

our Independence Seaport Museum will be a centerpiece of Philadelphia's master plan to make the waterfront a bustling destination.



IT IS THE MISSION of Independence Seaport Museum to reclaim and to celebrate our connection to the waterfront. Our Delaware River is a [RIVER OF FREEDOM](#), the path hundreds of thousands have traveled to escape from oppression and poverty. Our river is a [RIVER OF DISCOVERY](#), a living laboratory for the study of biology, chemistry, geology and physics. Ours is a [RIVER OF INSPIRATION](#), attracting artists for hundreds of years to sketch, paint and craft. And our river is a place for [COMMUNITY](#), a gathering place for thousands of us to come together in shared cultural experiences.

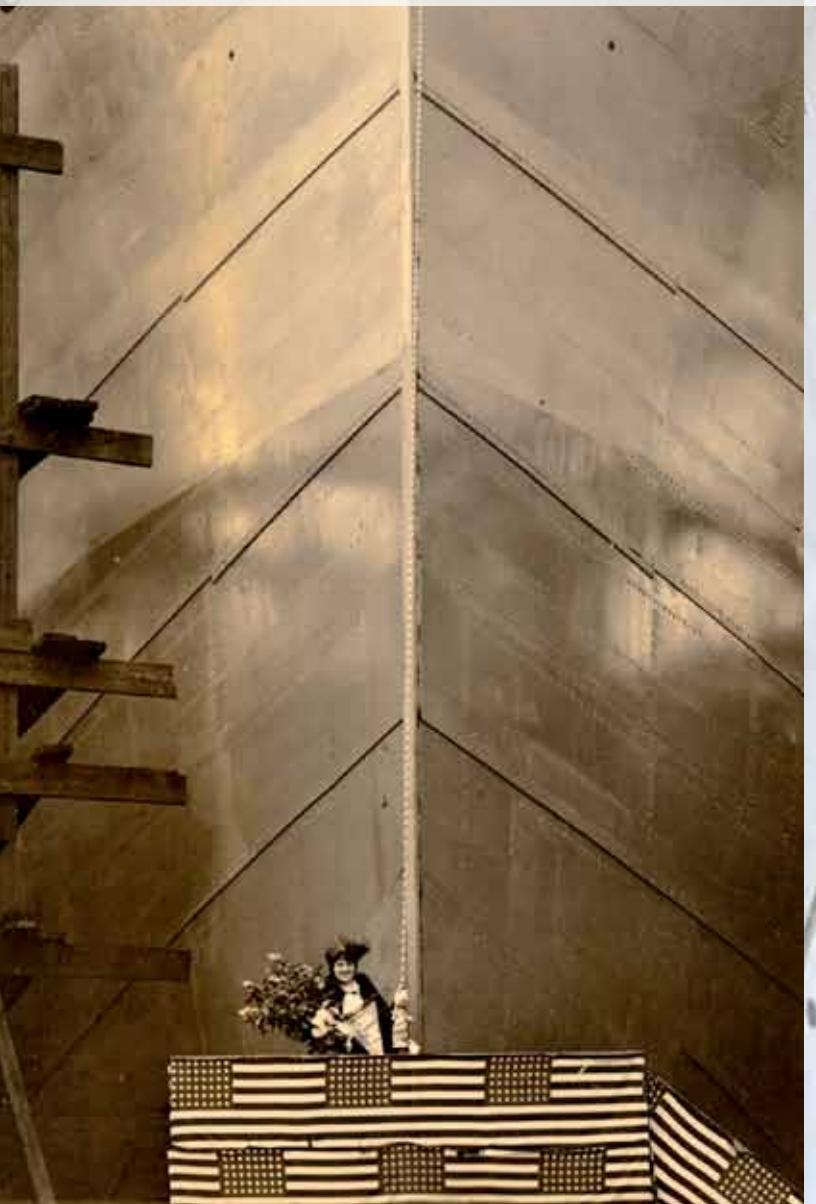


HISTORY

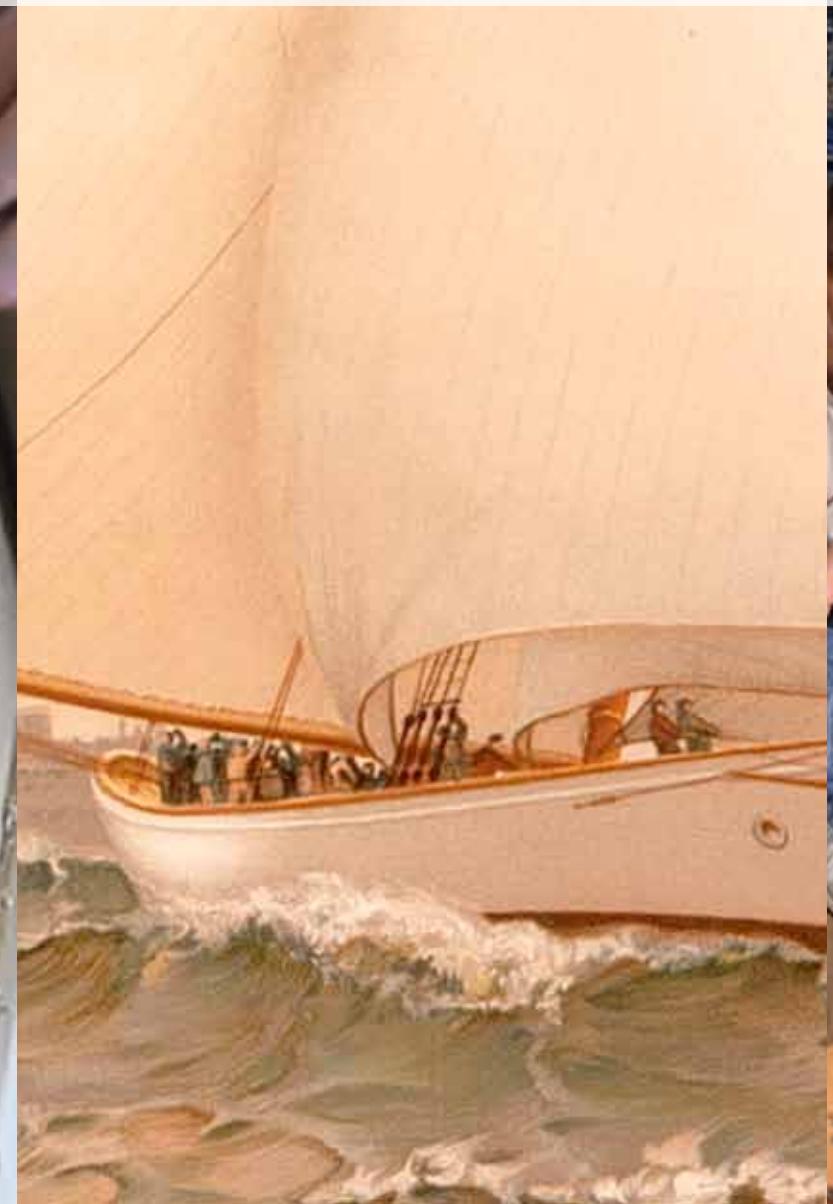
SCIENCE

ART

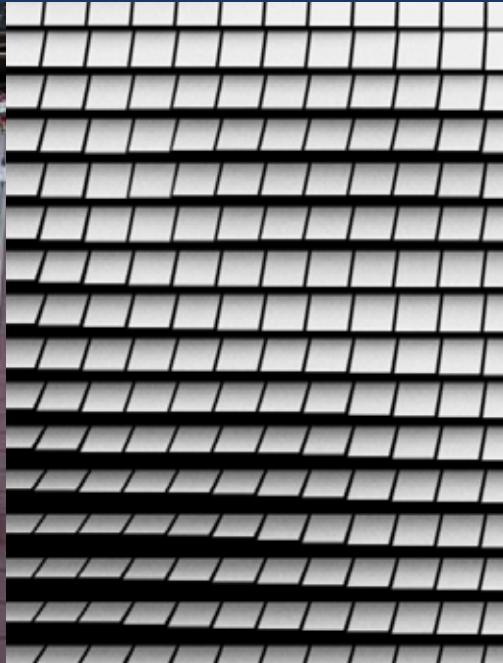
COMMUNITY



**REPRESENTS
A SIGNIFICANT
CHANGE OF COURSE** for Independence Seaport Museum. We are refocusing our exhibitions and programs in order to reach new and larger audiences and to connect even more people to the many stories of our waterways.



TO TELL NEW STORIES
IN A MORE COMPELLING
WAY, DURING THE NEXT
THREE YEARS EVERY
ASPECT OF THE CURRENT
MUSEUM WILL BE
RECONSIDERED:



A NEW CORE EXHIBITION will greet visitors with partial replicas of a square rigger, a cat boat and a tug boat, as well as a Lenape dugout canoe and other small craft, introducing the region's maritime history through its vessels. Visitors can board these boats and learn the ropes to get a sense of what life was like on the river. History will be told through the human stories of those who arrived on boats, those who built them, those who fought on them and those who transported goods on them.

A THREAD through the changing exhibitions will be the idea of the River of Freedom, from the Lenape to William Penn's landing, from the founding of the Navy to the Underground Railroad to modern immigration, from military history to contemporary commerce and trade. These ideas allow for a multi-disciplinary approach. For example, an exhibition on the birth of the Navy would include a science component about the physics of boats and simple machines, as well as artwork from the period. The subject of immigration leads easily to science topics around water quality and public health, as well as art and artifacts from many cultures. At least one new major exhibition will open each year.

IN ADDITION, the science of water and boats will be taught in a new hands-on Science Laboratory. There, students and visitors will learn chemistry, physics, biology and ecology.

TO underscore the importance of water to our stories, a waterway will wend its way throughout the public spaces, with larger pools becoming demonstration spaces for science and engineering topics.

ENGAGING PUBLIC ART will be installed all around the Museum, drawing visitors to the waterfront and enhancing our reputation as a cultural destination.

More hands-on curriculum-based formal and informal immersive learning in support of STEAM (Science, Technology, Engineering, Arts, Math) statewide standards will make us a more popular (and necessary) field trip destination.

Daily excursions (weather permitting) on the river will enable curriculum-related experiences.

Multi-leveled interpretation, such as options for adult or family audio tours, will allow visitors of all ages to enjoy exhibits and programs together.

Self-guided activity tours, treasure hunts and gallery games will help parents guide their children on a path of discovery.

Outdoor activity stations will encourage young visitors to explore science and history as they play.

New interpretation, including video, photography, costumed characters and more will make our nearby boats, presently the *Olympia* and *Becuna*, more fun and more meaningful to visit.

Self-guided viewing tours for art-lovers will allow visitors to focus on our extensive collection of paintings as well as the public art that will transform our building.

Greater access to the boat shop, with regularly scheduled demonstrations and interaction with the staff, will engage visitors in the science and craft of construction.

Films about the life of rivers and oceans will help visitors explore our local waterways as well as distant water life on our "blue planet."

Special river tours for business leaders, sponsoring companies and their employees, and others will showcase the robust industrial life of this port region.

An annual Tall Ships festival and regattas will attract tens of thousands to the Delaware River.

Annual history and culture celebrations will showcase diverse groups of newcomers who have come to the region by boat.

The Seaport Parade of Lights and fireworks viewing will draw huge crowds for spectacle and festivities.

A Community Gallery will showcase contemporary first-person stories and artistic interpretations

SCHOOL GROUPS



FAMILIES



ADULT VISITORS



COMMUNITY



UNDER THE GUIDANCE of the Museum's experienced President and CEO John Brady, **A BROADER RANGE OF PUBLIC PROGRAMS** will continue to be introduced for a range of audiences:

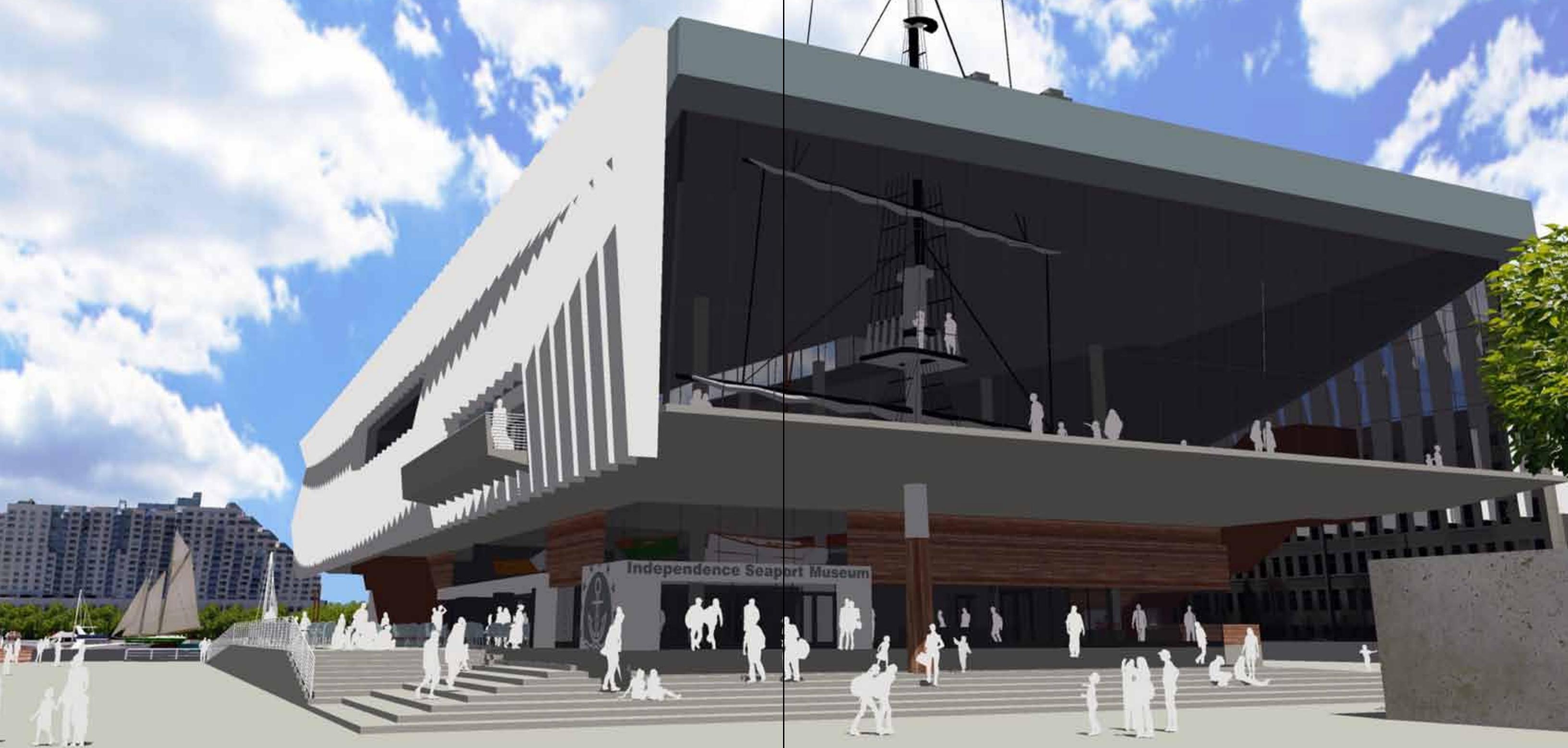
TO ACCOMPLISH THIS WORK, WE WILL BUILD A NEW BUILDING.

INDEPENDENCE SEAPORT MUSEUM WILL BE DYNAMIC AND EVER-CHANGING, OFFERING MORE THAN A VISITOR CAN EXPERIENCE IN JUST ONE DAY AND ASSURING EVERY VISIT IS A UNIQUE EXPERIENCE.

SINCE 1995, Independence Seaport Museum has occupied a space originally built to house the City of Philadelphia's Port of History. With its brusque concrete exterior, imposing exterior staircases, iron fences and hidden doorways, the building has been called "unwelcoming." Solid walls separate Museum visitors from the river. Entry is not logical. The interior space is too dark, too large and not logically organized to tell the stories that need to be told. The core of the building is a large theatre space, rarely used.



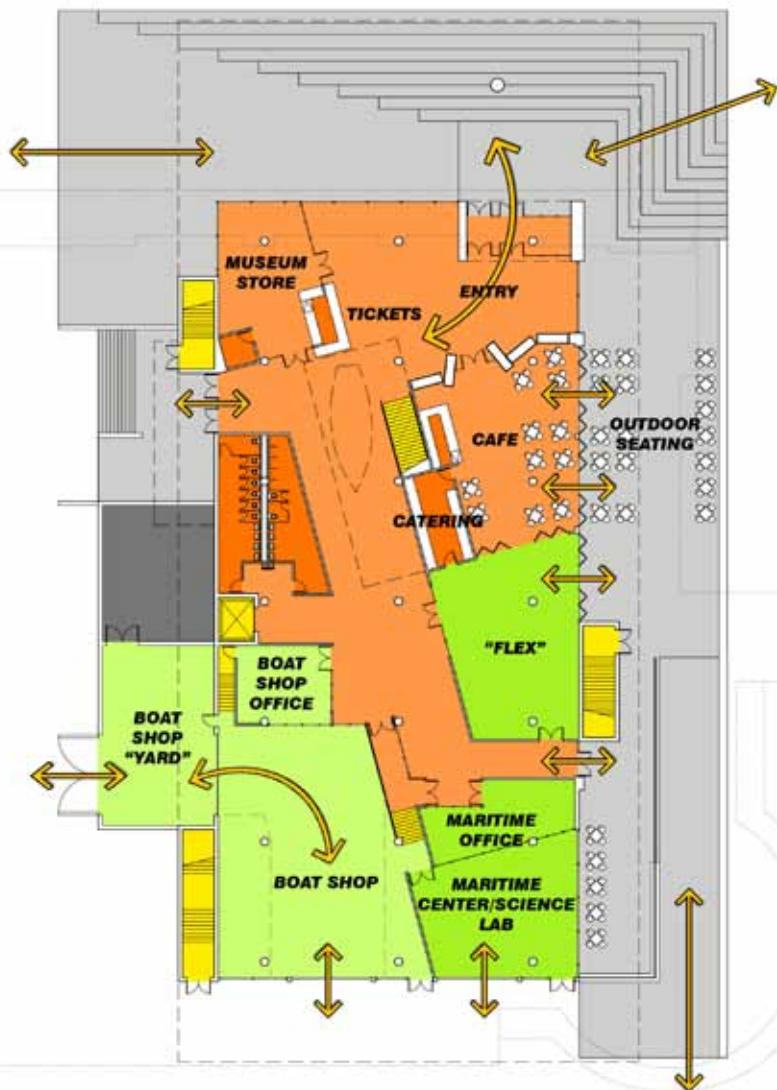
NOW IS THE TIME to reclaim the waterfront with distinguished architecture. In coordination with master planning for the waterfront, a new building will be designed: architecturally significant, advancing the Museum's mission, worthy of Philadelphia. Like the Opera House in Sydney and the art museum in Milwaukee, the new Independence Seaport Museum will be a magnet for tourists and a source of pride for residents.



THE NEW INDEPENDENCE SEAPORT MUSEUM

WILL BE DESIGNED SPECIFICALLY FOR

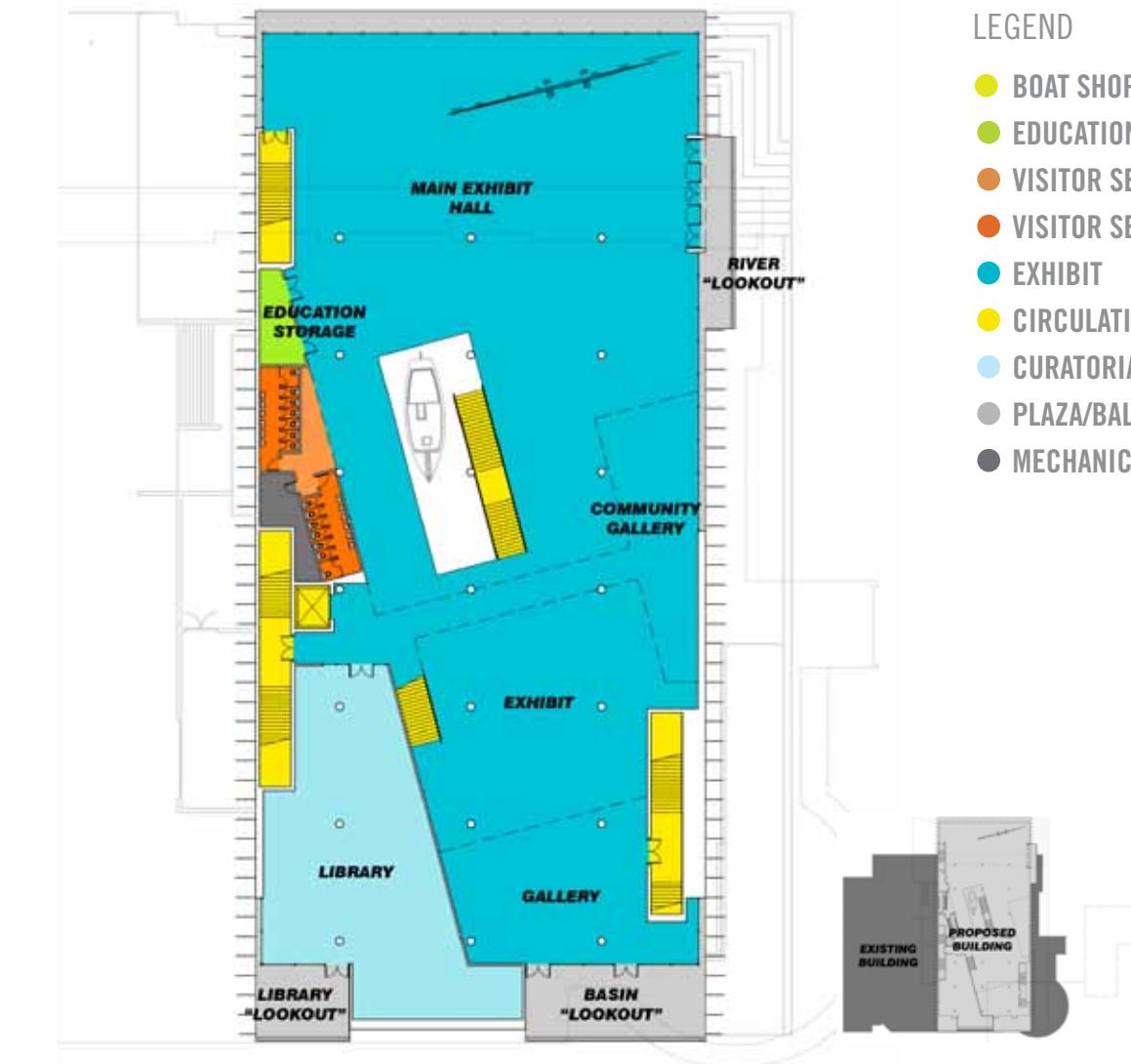
THE EXHIBITION OF LARGE BOATS, FOR INTERACTIVE EXHIBITS WITH RUNNING WATER, AND FOR INNOVATIVE PROGRAMS THAT LINK THE INSIDE WITH THE OUTSIDE.



GROUND FLOOR PLAN



SECOND FLOOR MEZZANINE PLAN



SECOND FLOOR PLAN

LEGEND

- BOAT SHOP
- EDUCATION/MARITIME
- VISITOR SERVICE OPEN
- VISITOR SERVICE CLOSED
- EXHIBIT
- CIRCULATION
- CURATORIAL/ARCHIVE/ADMIN
- PLAZA/BALCONY
- MECHANICAL

THE NEW INDEPENDENCE SEAPORT MUSEUM

NATIONAL CONSULTING FIRM CONSULTECON, based in Boston, has estimated that with this new construction, Museum visitation will increase from the current level of approximately 70,000 annually to 120,000+, with revenue increases from ticket sales, program fees, store and café sales. These increases in earned income will be paralleled by growth in contributed income from a more assertive and comprehensive development program. The net effect is even greater financial stability for the organization.

These changes will position Independence Seaport Museum as a leader in Philadelphia's waterfront redevelopment and as a vital part of the region's tourism and education efforts.



THE MUSEUM will occupy 40,000 square feet, less space than is used in our current building. Smaller, but more integrated and more compelling, will be better. Amenities such as a café and gift shop will be designed for maximum visibility and public use. The entire building will be a significant work of kinetic public art, visible from afar and signaling a destination for residents and tourists.

Already, the Museum has implemented exhibition and program improvements which have boosted visitation by 15% annually. Additional audience growth will come this year from participation in the Old City Seaport Festival. A new catering contract and an anticipated rental of under-utilized space will help ISM to balance its annual operating budget.

Long term stability, however, will require more substantial change.





AS A REGION, WE MUST GO DOWN TO THE SEA AGAIN.

INDEPENDENCE SEAPORT MUSEUM IS WHERE WE START THAT EXCITING JOURNEY.



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