



PIMACHIOWIN AKI

“Land that Gives Life”

Isabelle Morin
Graduate Thesis
Exhibition & Experience Design
Fashion Institute of Technology

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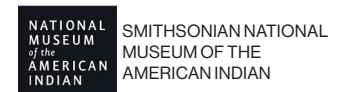
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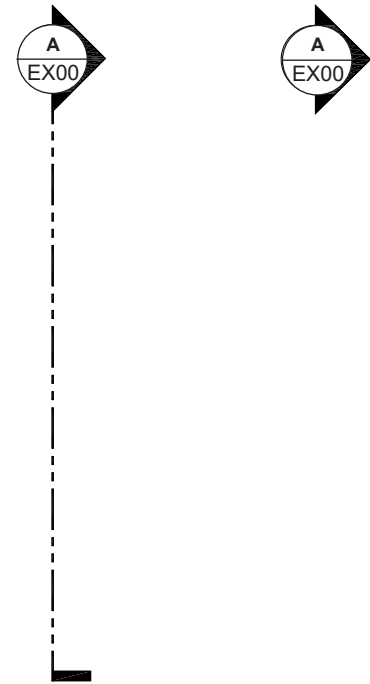
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EX.00.01

SYMBOL LIST



SECTION REFERENCE



GRAPHIC TAG



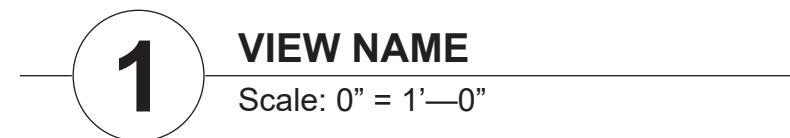
MATERIAL TAG



AV TAG



ELEVATION REFERENCE



VIEW NAME

Scale: 0" = 1'—0"

VIEW TITLE

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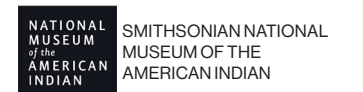
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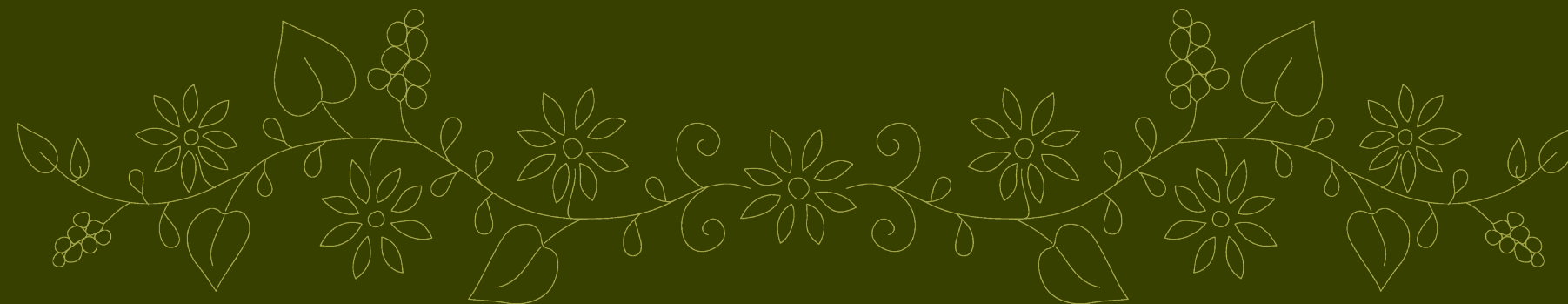
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SYMBOL LIST

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EX.00.02



EXECUTIVE SUMMARY



THESIS STATEMENT

Parks and land conservancies can **move beyond symbolic land acknowledgments** to foster deeper, more collaborative relationships with the Indigenous communities whose land they occupy. Through interpretive design, placemaking, and the intentional use of narrative, these spaces can reflect Indigenous presence, values, and environmental knowledge in ways that resonate with land organizations, visitors, and Indigenous communities alike.

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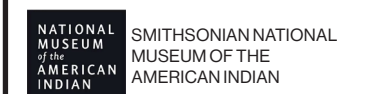
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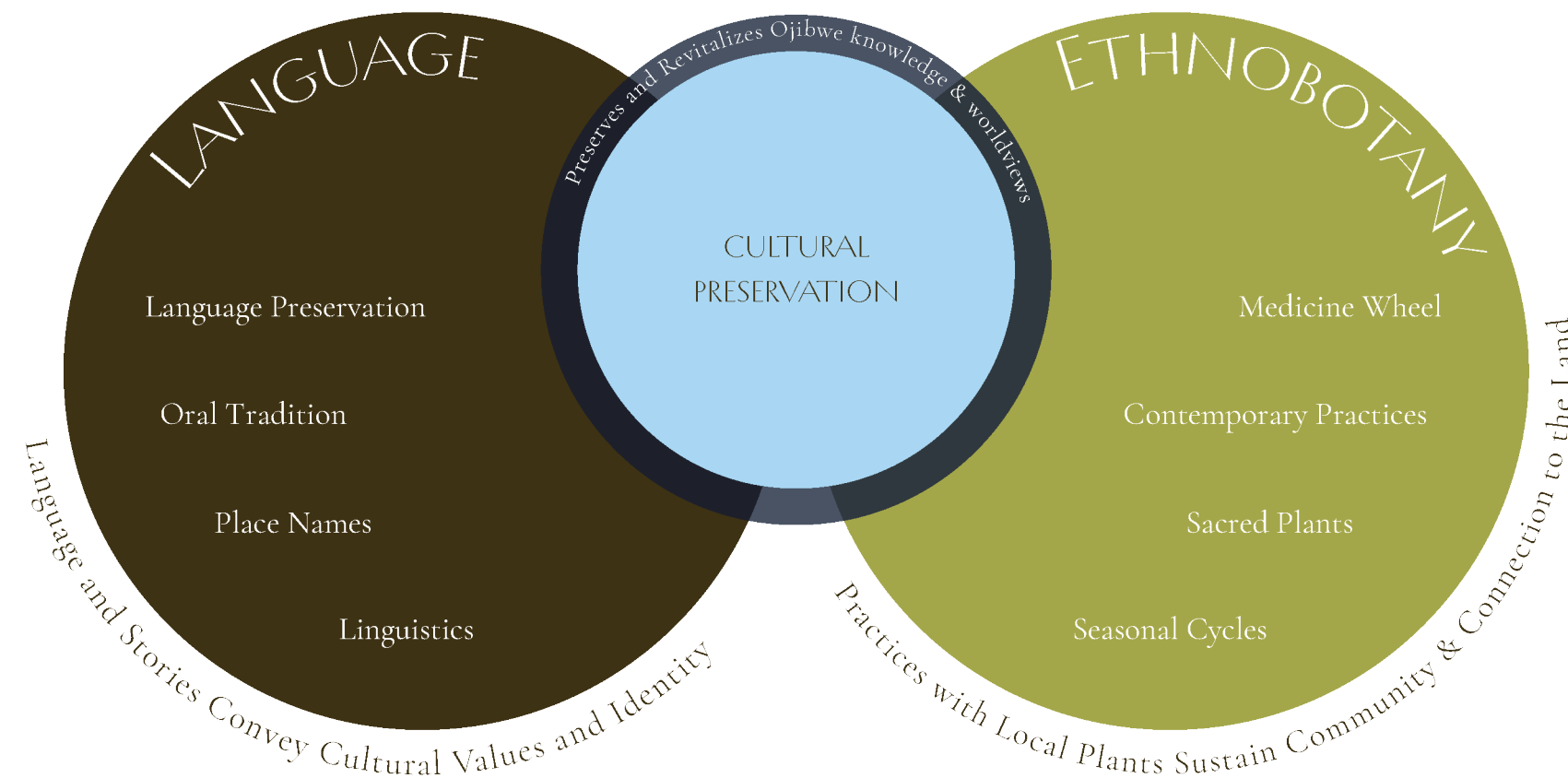
SUBJECT

Beyond Land Acknowledgments

Public parks and land conservancies increasingly include land acknowledgments. Yet these statements often remain symbolic, describing Indigenous peoples in the past tense, rarely recognizing their ongoing presence or contributions. Indigenous communities maintain deep histories tied to these lands and possess living knowledge grounded in language, seasonal cycles, & plant relationships. Specifically, the Ojibwe language encodes ecological knowledge, place-based identity, and reciprocal relationships with the land, while contemporary ethnobotanical practices demonstrate that these teachings are actively practiced today. This thesis explores how parks can move beyond symbolic acknowledgments by **integrating the living Indigenous perspectives into the parks interpretive and spatial design.**

Pimachiowin Aki

Prioritizes placing Ojibwe language and contemporary plant-based practices at the center of interpreting the region's landscapes. Through seasonal storytelling, interactive language experiences, and engagement with the Four Sacred Medicines, the exhibit demonstrates that Indigenous presence is living and ongoing. Visitors are invited to see the land through Ojibwe perspectives, fostering a reciprocal, culturally informed relationship with the places Minnesota parks occupy, rather than viewing Indigenous presence as solely historical.



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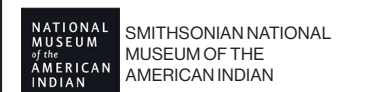
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EX.01.02

CLIENT



Smithsonian

National Museum of the American Indian

In partnership with Native peoples and their allies, the museum works to foster a richer shared human experience through a deeper, more informed understanding of Native histories, perspectives, and contemporary lives.

VISION

Equity and social justice for the Native peoples of the Western Hemisphere through education, inspiration, and empowerment.

GOALS

To bring **Native voices** to what the museum writes and presents.

Act as a **resource for Native communities** and to serving the greater public as an honest and thoughtful conduit to Native cultures

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EX.01.03

PRESENTING PARTNER



An indigenous center on Bemidji State University's campus. It is a hub for Indigenous-centered learning, community engagement, and cultural stewardship. Home to the world's first collegiate Ojibwe language program, the center advances a deeper understanding of Ojibwe knowledge, history, and contemporary presence through education and meaningful collaboration.

FACILITIES

- Classrooms
- Student Lounges
- Restrooms
- The Gathering Hall

VALUES

- Community
- Identity & Culture
- Education
- Respect & Reciprocity

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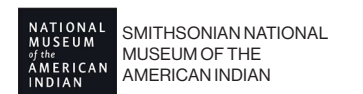
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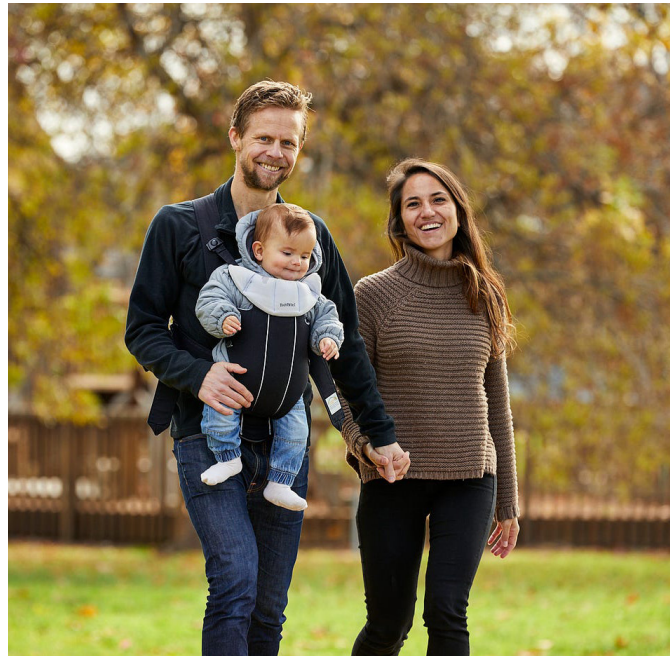
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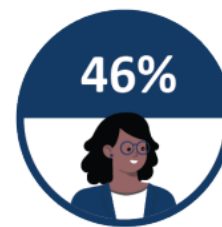
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MINNESOTA PARK DEMOGRAPHIC



Just over half (53%) of the people who visited state parks were in groups that included at least one child or teen.



46% of visitors of color are new park visitors within the last five years.

From 2017 to 2022 there was an increase from 5% to 11% of BIPOC visitors. *This includes Indigenous people in the statistic.

When asked what park visitors would like to see in future park design, responses included:



Improve options for communication to the outside world in case of emergencies



Include more Indigenous voice in park programming; decolonize signage & acknowledge park history



Expand existing programming to include more options for families and visitors new to park exploration



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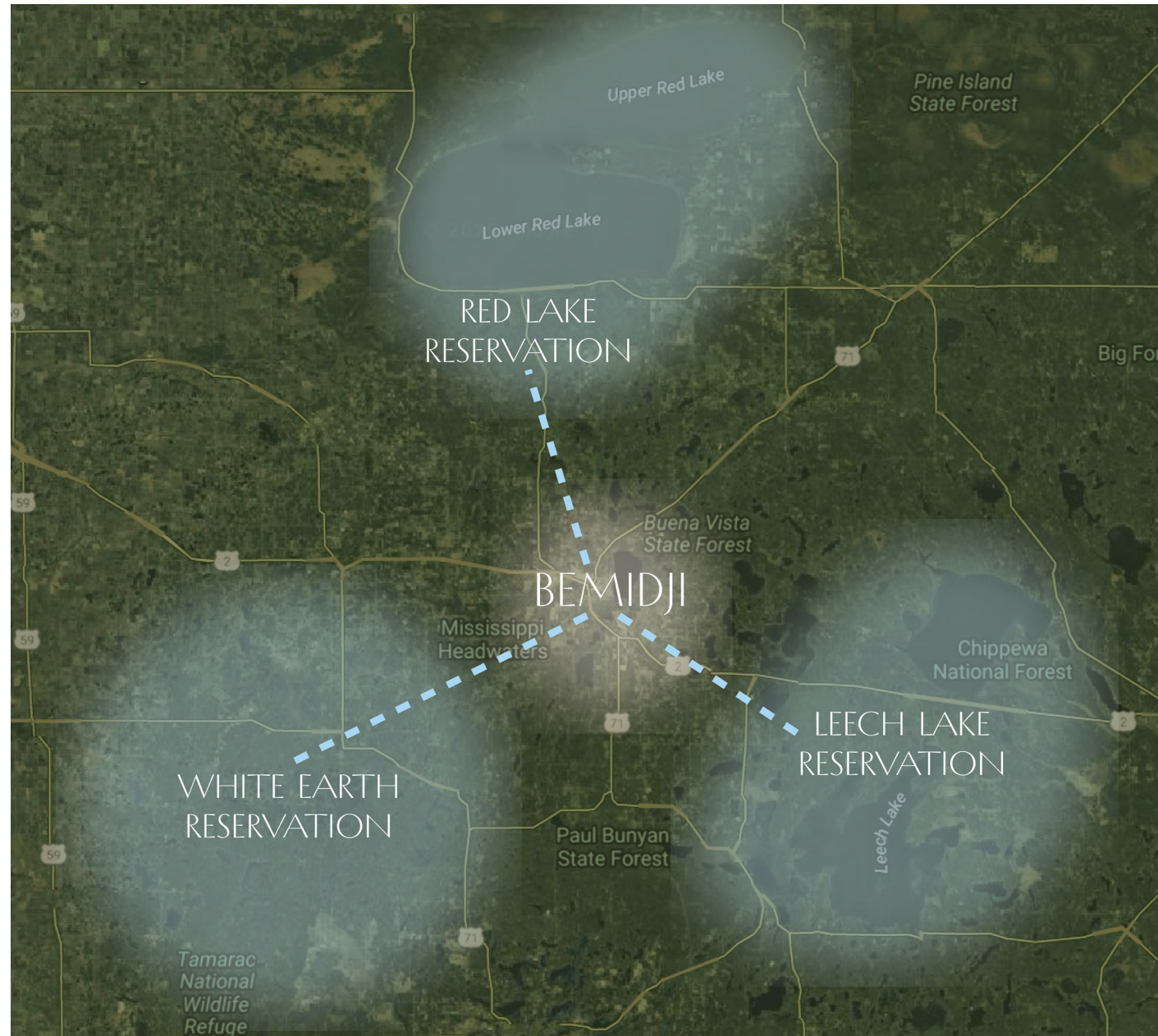
MINNESOTA PARK DEMOGRAPHIC

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EX.01.06

REGIONAL DEMOGRAPHIC

While Bemidji is 74% Caucasian and 14% Indigenous (2023 census), these figures don't capture the full picture. **The city sits at the heart of three Ojibwe reservations:** Leech Lake, Red Lake, and White Earth. These members contribute daily to the social, cultural, and environmental life of the community and will be reflected in the exhibit target audience.



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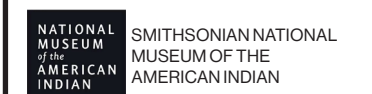
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REGIONAL
DEMOGRAPHIC

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EX.01.07

EXHIBIT AUDIENCE

Primary Audience

Explorers, Facilitators

Local white, Non-Hispanic families (35-54 years old) with 1-2 children

Secondary Audience

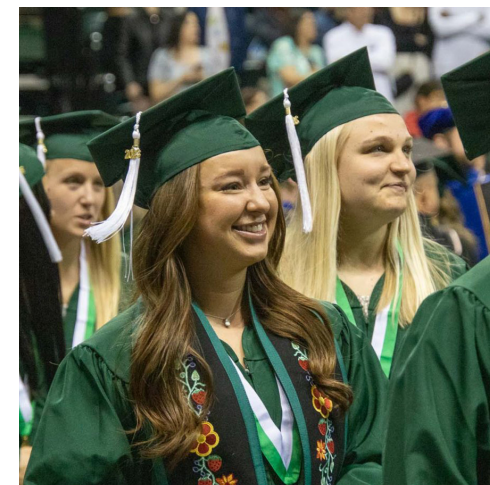
Hobbyist, Rechargers

Local Ojibwe people from the surrounding communities (25 - 55 years old)

Tertiary Audience

Experience Seekers

Bemidji State University Students (18-25)



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EXHIBIT AUDIENCE

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EX.01.08

GOALS

Project Goals

This Exhibit Will...

- Center native voices in interpretation to ensure that Indigenous perspectives shape what land organizations write, display, and share. (Aligning with the NMAI's mission)
- Counteract stereotypes by amplifying stories of resilience, culture, and living presence
- Foster inclusivity in park environments to inspire more diverse demographics to feel safe, welcome, and represented within Minnesota's public lands.
- Promote Ojibwe language revitalization by highlighting the cultural and ecological importance of the Ojibwe language.

Education Goals

Visitors Will Learn...

- The importance of the Ojibwe language as a living cultural system tied to land, identity, and community.
- That Ojibwe presence is ongoing and vibrant, not just historical.
- How language carries power, offering new perspectives, ways of solving problems, and different relationships to the world.

Experience Goals

Visitors Will Engage In...

- A safe and welcoming space that encourages empathy, reflection, and understanding.
- A felt connection to the land they are on, through Ojibwe language, stories, and place-based interpretation.
- A celebration of Indigenous resilience and community, highlighting efforts that build a stronger future for the next generations.

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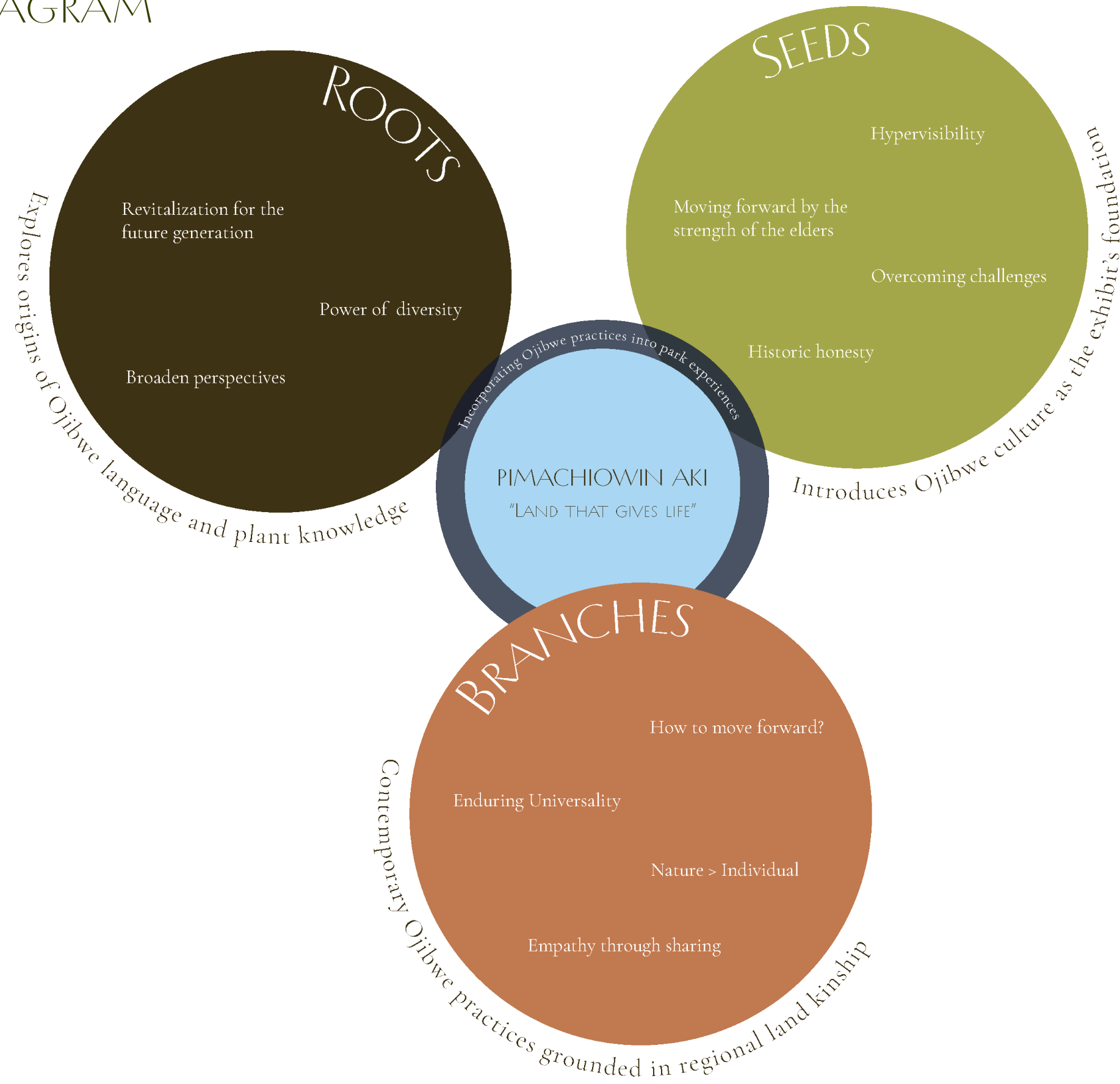
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GOALS

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CONCEPT DIAGRAM



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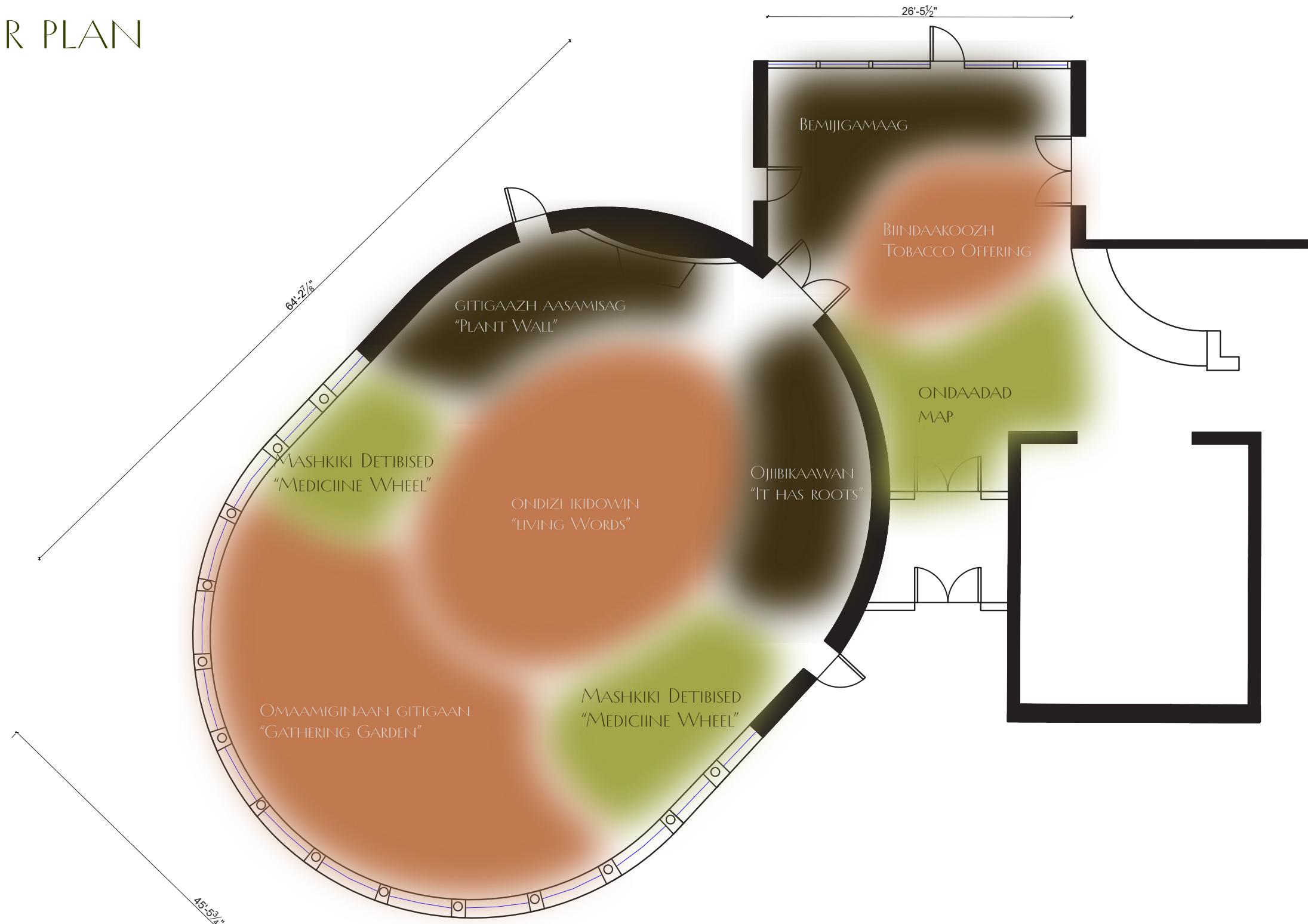
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CONTENT DIAGRAM

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EX.01.10

FLOOR PLAN



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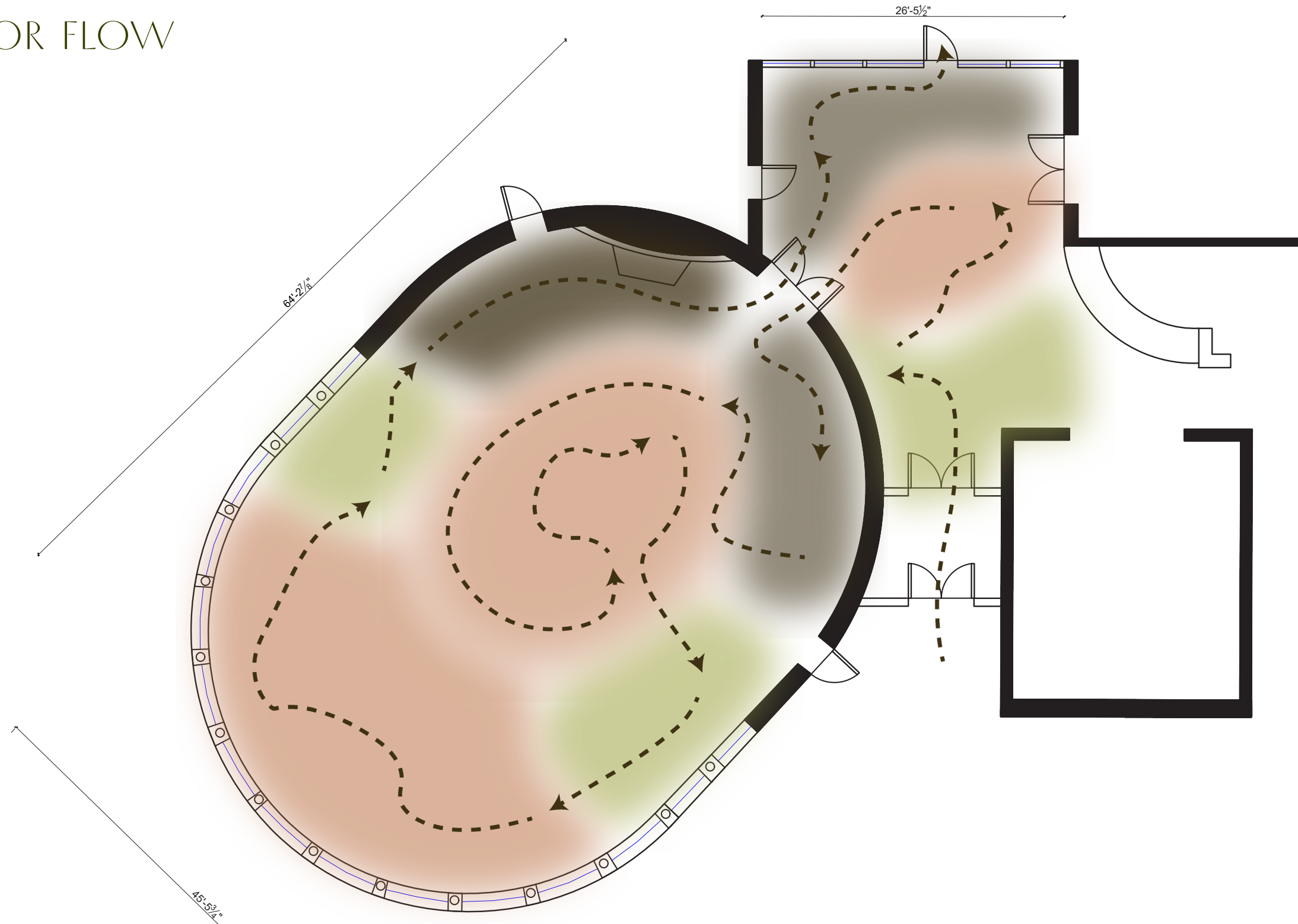
FLOOR PLAN

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EX.01.11

1 FLOOR PLAN
 Scale: 3/32" = 1'-0"

VISITOR FLOW



1 FLOOR PLAN
Scale: 3/32" = 1'-0"

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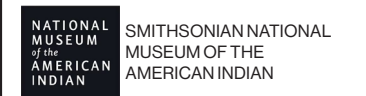
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VISITOR FLOW

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EX.01.12

CONTENT OUTLINE



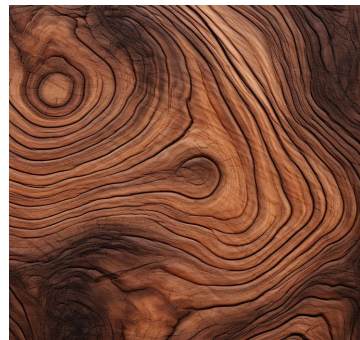
1. Ondaadad “It originates”

A grounding introduction map that reorients visitors to the Indigenous homelands of North America. It showcases the original tribal nations & place-names, reminding visitors that every region they know has Indigenous roots.



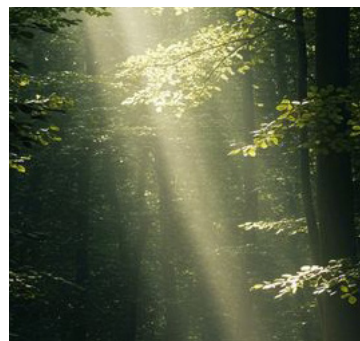
2. Biindaakoozh “An offering of tobacco”

An opening activity inviting guests to take part in the Ojibwe tradition of offering tobacco. An act of gratitude and respect before receiving the indigenous knowledge throughout the rest of the exhibit.



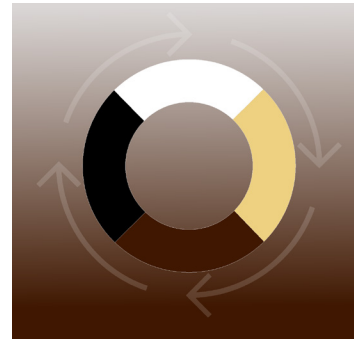
3. Ojibikaawan “It has roots”

An activity where guests explore the Ojibwe language through game-based learning. Visitors digitally engage with an Ojibwe speaker to discover patterns, pronunciations, & cultural meanings in the language.



4. Ondizi Ikidowin “Living Words”

An immersive pathway through the four seasons, where layers of fabric, light, & sound bring each season to life through the Ojibwe language. Revealing how language & story reveal relationships to land.



5. Mashkiki Detibised “Medicine Wheel”

Before entering the garden, guests learn how Ojibwe culture defines the four seasons. In a large-scale storybook, they explore each season and choose the one that resonates the most with them for the garden.



6. Omaamiginaan Gitigaan “Gathering Garden”

Guests enter the Ojibwe garden with their chosen season. They search for & collect their seasonal tokens from baskets beneath plants, learning each plant’s significance & honoring the traditional Ojibwe practice of gathering.



7. Gitigaazh Aasamisag “Plant Wall”

Guests explore a gallery of photos & pressed regional plants, scanning each to learn Ojibwe names, traditional uses, & cultural practices, learning the relationships between Ojibwe people and the local land.



8. Bemijigamaag “Bemidji, MN”

As guests exit, they learn how the Ojibwe people are the true roots behind the city’s name, revealing the original stewards of the land and how their knowledge continues to shape place names and practices today

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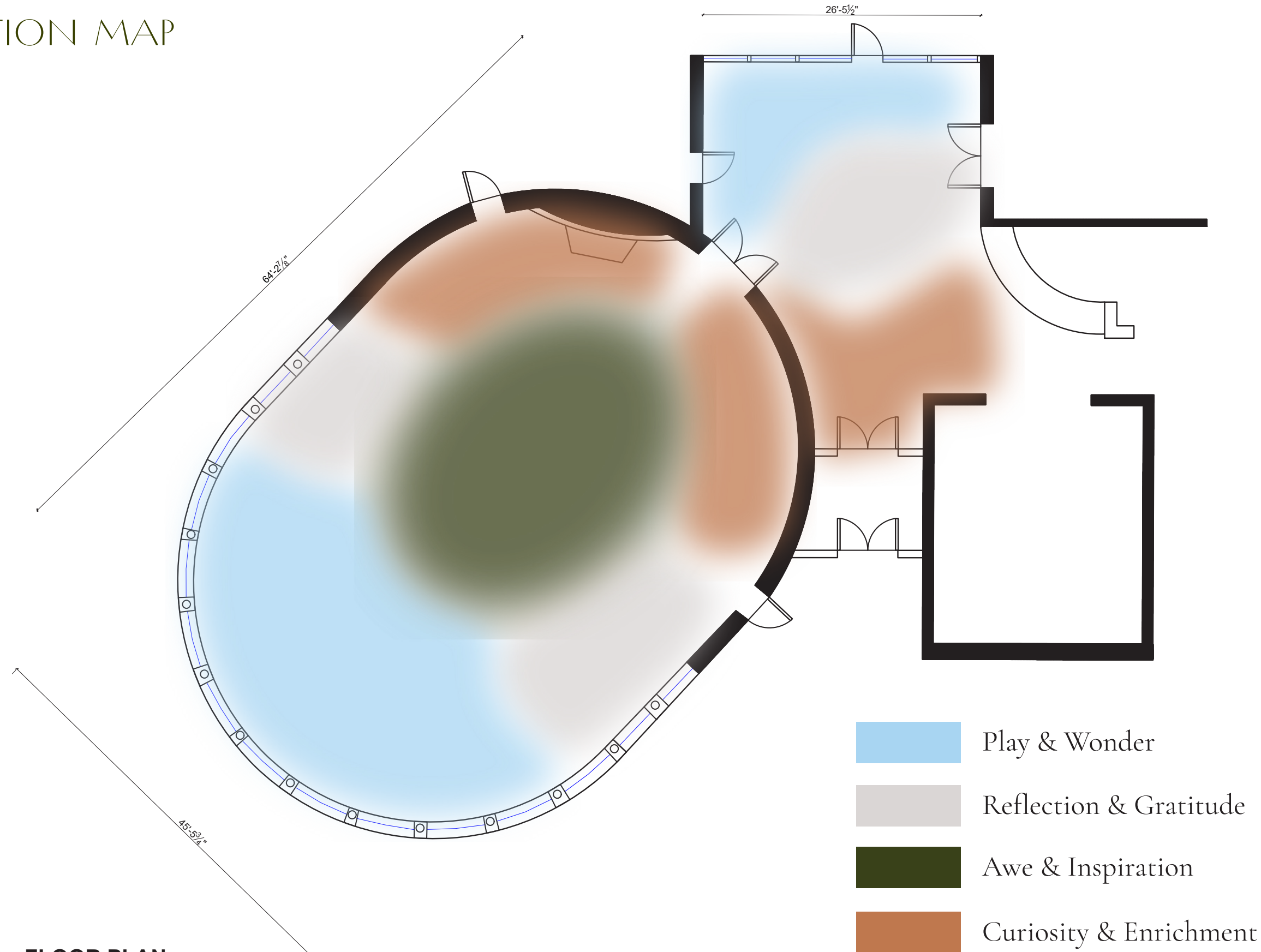
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CONTENT OUTLINE

DRAWING NO:

EX.01.13

EMOTION MAP



1 FLOOR PLAN
Scale: 3/32" = 1'-0"

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EX.01.14



EXHIBIT EXPERIENCE

ENTRANCE

BIINDIGAW

ENTER THE SPACE

Guests enter the lobby and are greeted by the title graphic, orienting them to the visual language used throughout the exhibit. They are also introduced to the dual-language format, featuring both Ojibwe and English, which will appear throughout the space.

Visitors will...

See

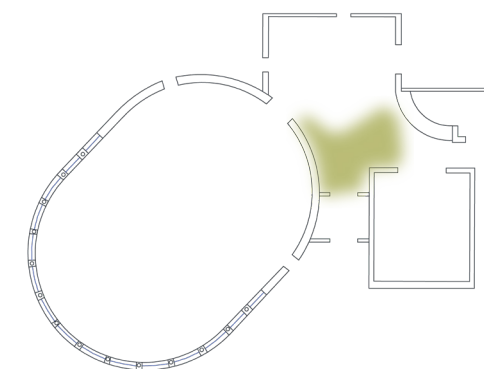
Graphic elements inspired by Ojibwe floral and tree ring motifs, and layered fabrics evoking the forests of Minnesota.

Do

Orient themselves to the space and read the exhibit title, “Pimachiowin Aki – Land That Gives Life.”

Learn

Understand the exhibit’s visual design language and the dual-language structure featuring Ojibwe and English.



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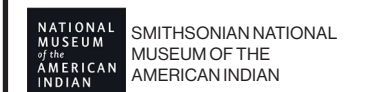
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DRAWING NAME:

BIINDIGAW

DRAWING NO:

EX.02.01

ACTIVITY ONE

BIINDAAKOOZH

TOBACCO OFFERING

Guests of all backgrounds are invited to participate in a sacred Ojibwe tradition of offering tobacco. In Ojibwe communities, offering tobacco is a gesture of gratitude and respect, given before receiving knowledge, guidance, or gifts.

Visitors will...

See

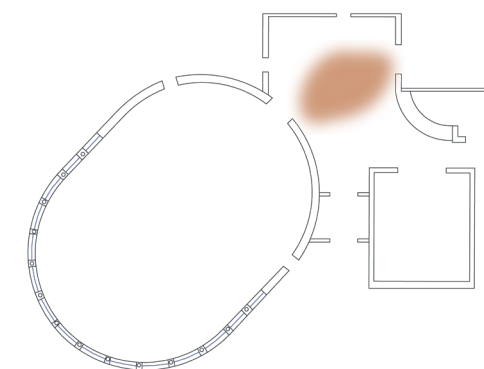
A Cedar pergola that symbolizes the medicinal Cedar tree most often used for Ojibwe tobacco tie tree practices.

Do

Follow the posted instructions to create and tie red tobacco pouches, which guests are invited to place on the pergola as an offering of thanks for the cultural knowledge shared throughout the exhibit.

Learn

Guests learn how the Ojibwe tradition of offering tobacco reflects the cultures practice of gratitude and reciprocity.



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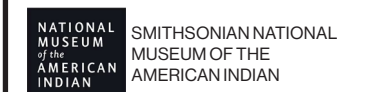
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EX.02.02

ACTIVITY TWO

ONDAADAD

IT ORIGINATES

Guests explore a digital map showing the original tribal names of the Indigenous peoples who have long stewarded this land. The map highlights the diversity of these communities & centers on the Ojibwe, inviting reflection on the living presence of the land we are on.

Visitors will...

See

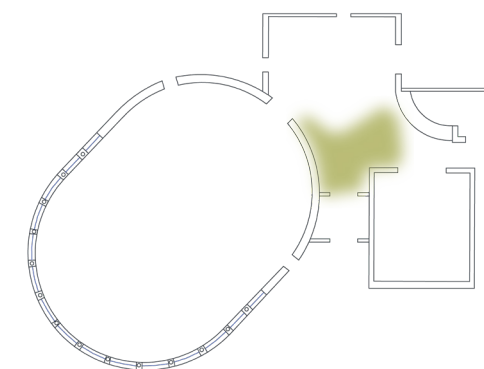
A digital map with western borders removed, overlaid with soft shapes representing the lands originally stewarded by Indigenous communities.

Do

Interact with the map to discover which Indigenous peoples originally cared for the lands you inhabit today. Exploring the diversity of indigenous people and their connections to their community and land.

Learn

Guests identify the Indigenous communities tied to their own homes, providing a starting point to learn about these peoples and their histories.



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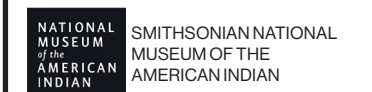
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DRAWING NAME:

ONDAADAD

DRAWING NO:

EX.02.03

ACTIVITY THREE

OJIBIKAAWAN

IT HAS ROOTS

Guests explore interactive learning stations in a layered birch environment, discovering how Ojibwe language & identity are living expressions of culture. Through playful language challenges visitors learn about the uniqueness and significance of Ojibwe in this region.

Visitors will...

See

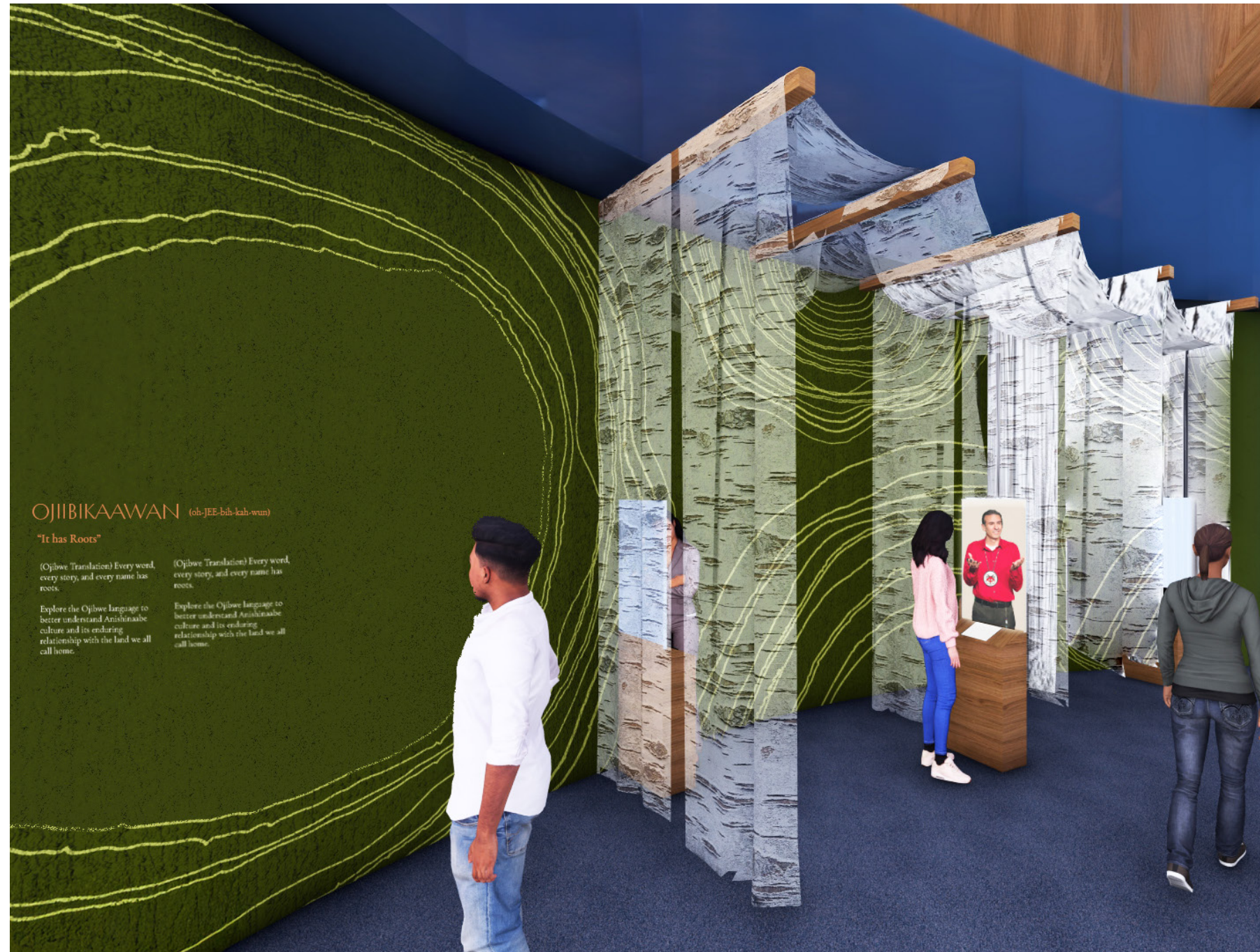
A layered environment inspired by birch tree forests, featuring interactive learning stations that highlight Ojibwe language, identity, and cultural expression.

Do

Engage with Ojibwe language challenges to explore the origins of the language, common dialects, and ways to say everyday phrases.

Learn

Visitors discover how Ojibwe language embodies cultural identity, its unique role in the region, and the living ways it continues to shape community and storytelling.



OJIBIKAAWAN (oh-JEE-bih-kah-wun)

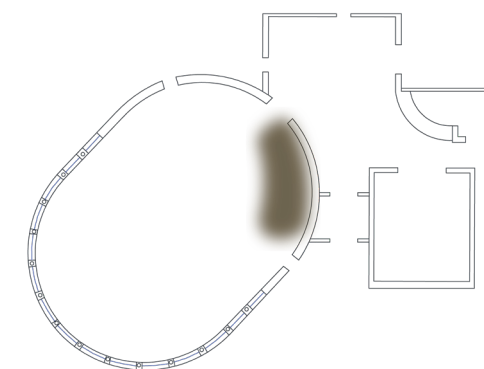
"It has Roots"

(Ojibwe Translation) Every word, every story, and every name has roots.

Explore the Ojibwe language to better understand Anishinaabe culture and its enduring relationship with the land we all call home.

(Ojibwe Translation) Every word, every story, and every name has roots.

Explore the Ojibwe language to better understand Anishinaabe culture and its enduring relationship with the land we all call home.



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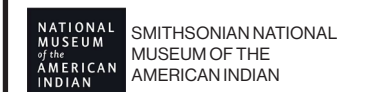
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DRAWING NAME:

OJIBIKAAWAN

DRAWING NO:

EX.02.04

ACTIVITY FOUR

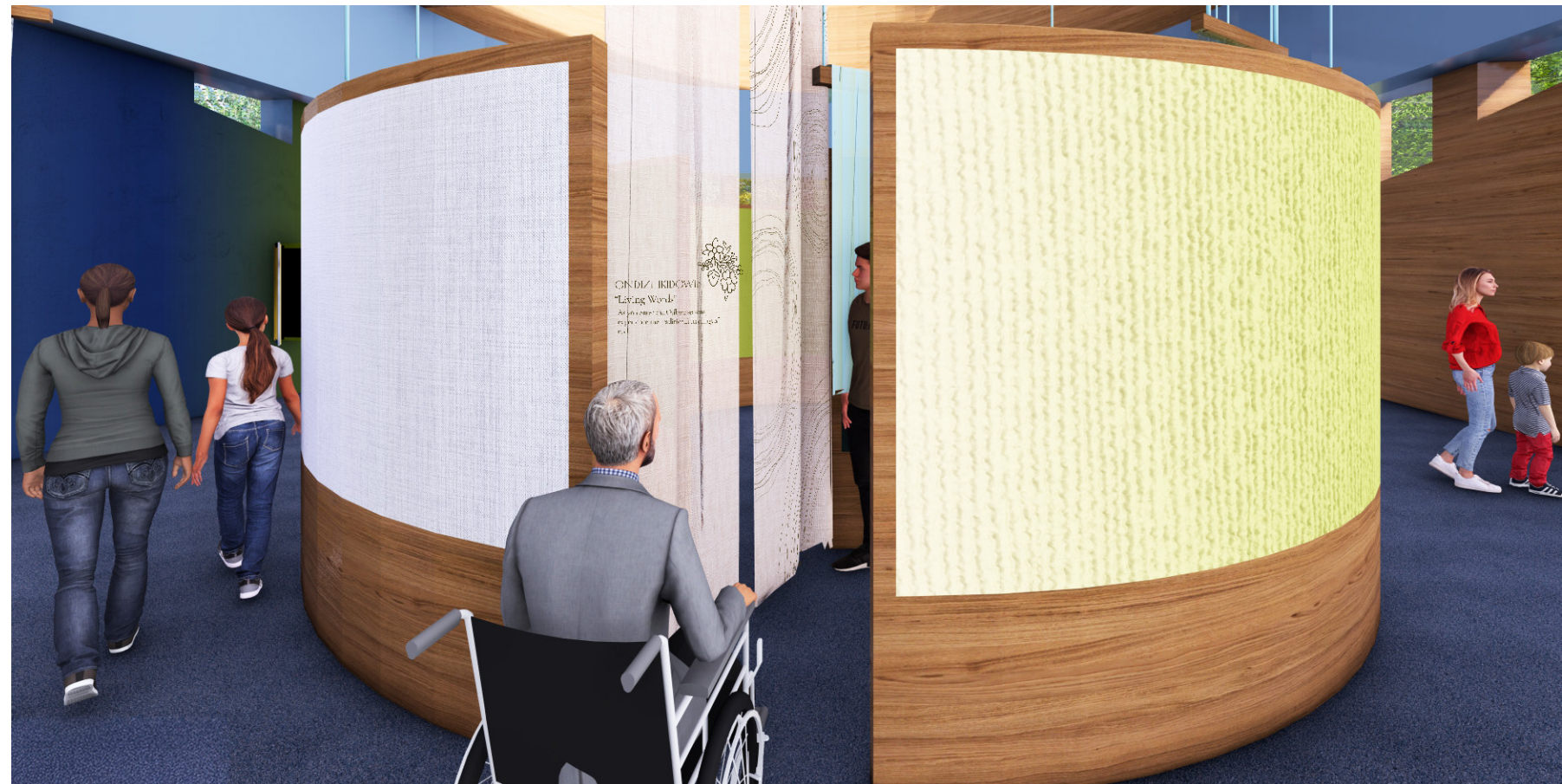
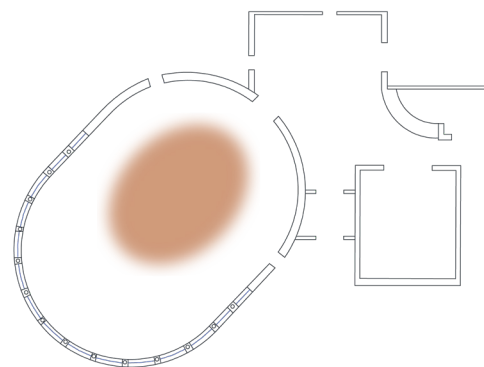
ONDIZI IKIDOWIN LIVING WORDS

Guests journey through the four seasons, narrated by the Ojibwe language to experience the rhythms of the natural world. As visitors move through the space, they activate spoken Ojibwe phrases, discovering how the language and storytelling reflect reciprocal relationships with the land and a worldview rooted in cycles and connection.

Visitors will...

See

An immersive pathway through the four seasons, brought to life with Ojibwe storytelling lines, light, sound, and art that evokes each time of year.



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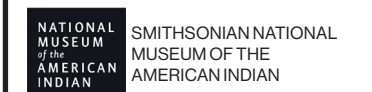
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ONDIZI IKIDOWIN

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EX.02.05

ACTIVITY FOUR

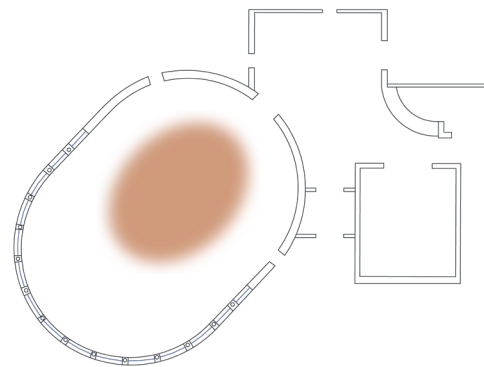
ONDIZI IKIDOWIN LIVING WORDS

Guests journey through the four seasons, narrated by the Ojibwe language to experience the rhythms of the natural world. As visitors move through the space, they activate spoken Ojibwe phrases, discovering how the language and storytelling reflect reciprocal relationships with the land and a worldview rooted in cycles and connection.

Visitors will...

Do

Navigate through the space and activate spoken traditional Ojibwe storytelling phrases for each season, voiced by members of the nearby Ojibwe community.



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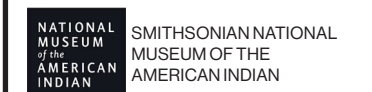
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DRAWING NO:

EX.02.06

ACTIVITY FOUR

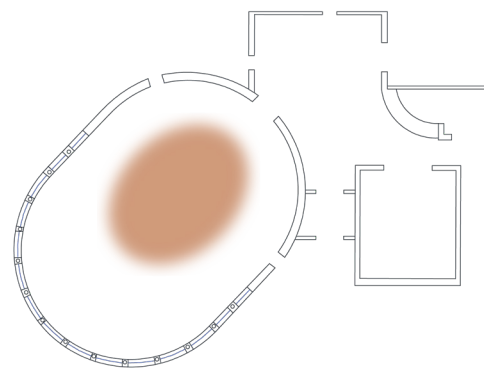
ONDIZI IKIDOWIN LIVING WORDS

Guests explore interactive learning stations in a layered birch environment, discovering how Ojibwe language & identity are living expressions of culture. Through playful language challenges visitors learn about the uniqueness and significance of Ojibwe in this region.

Visitors will...

Learn

Discover how Ojibwe language and storytelling reflect reciprocal relationships with the land, revealing a worldview rooted in cycles, connection, and renewal.



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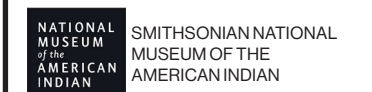
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DRAWING NAME:

ONDIZI IKIDOWIN

DRAWING NO:

EX.02.07

ACTIVITY FIVE

MASHKIKI DETIBISED MEDICINE WHEEL

Before entering the garden, guests encounter a large-scale storybook that introduces the Ojibwe medicine wheel and four seasons. Visitors reflect on which season resonates most with them, preparing for the gathering activity ahead.

Visitors will...

See

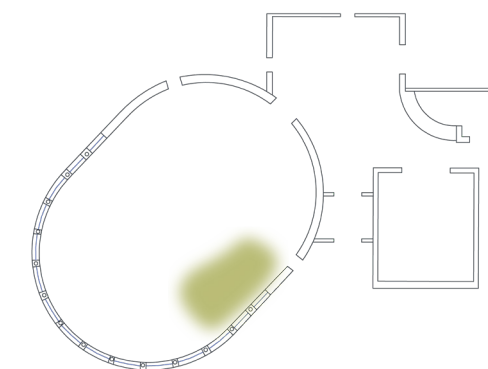
A cultural introduction to the importance of gathering in Ojibwe tradition, alongside a large-scale, interactive storybook illustrating the Ojibwe medicine wheel and four seasons.

Do

Explore the storybook to learn how to respectfully engage with the garden, reflect on which season resonates most with them, and prepare to gather that season's tokens.

Learn

Understand the meaning and interconnectedness of the four seasons within Ojibwe culture and how these teachings guide respectful, reciprocal relationships with the land.



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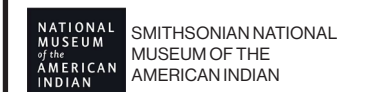
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DRAWING NAME:

MASHKIKI DETIBISED

DRAWING NO:

EX.02.08

ACTIVITY SIX

OMAAMIGINAAN GITIGAAN GATHERING GARDEN

Guests are immersed in an arched garden space filled with regional plants significant to Ojibwe traditional practices. Throughout the garden, key cultural plants are highlighted with interpretive signage and paired with baskets of seasonal tokens. Guests gather these tokens as a symbolic act of foraging, honoring the Ojibwe practice of appreciating and learning from the land.

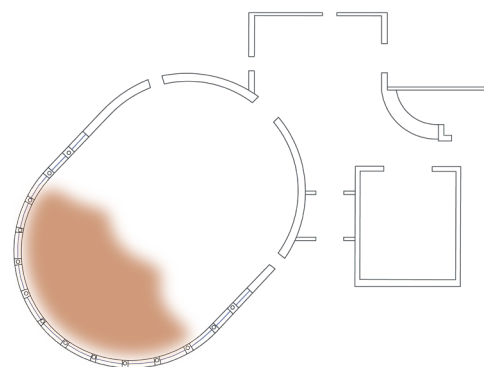
Visitors will...

See

A garden filled with plants significant to Ojibwe traditions, each highlighted with interpretive signage & seasonal tokens.

Do

Explore the garden & gather seasonal tokens from baskets placed beneath the plants, mirroring the act of foraging with intention and gratitude.



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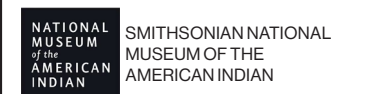
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DRAWING NAME:

OMAAMIGINAAN
GITIGAAN

DRAWING NO:

EX.02.09

ACTIVITY SIX

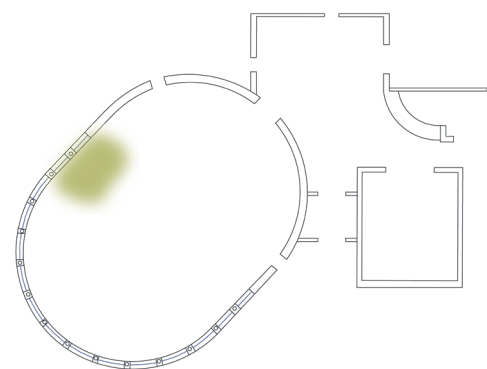
OMAAMIGINAAN GITIGAAN GATHERING GARDEN

Guests are immersed in an arched garden space filled with regional plants significant to Ojibwe traditional practices. Throughout the garden, key cultural plants are highlighted with interpretive signage and paired with baskets of seasonal tokens. Guests gather these tokens as a symbolic act of foraging, honoring the Ojibwe practice of appreciating and learning from the land.

Visitors will...

Learn

Understand the cultural importance of these plants in Ojibwe tradition and how gathering from the land is guided by respect, reciprocity, and seasonal knowledge.



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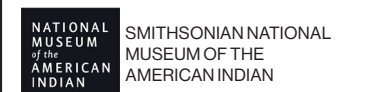
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DRAWING NAME:

OMAAMIGINAAN
GITIGAAN

DRAWING NO:

EX.02.10

ACTIVITY SEVEN

GITIGAAZH AASAMISAG PLANT WALL

Guests exit the garden into a large-scale gallery wall featuring Ojibwe art, botanical prints, and pressed flora. AR tablets mounted on the wall allow visitors to explore the Ojibwe names, traditional practices, and cultural relationships connected to each plant artwork.

Visitors will...

See

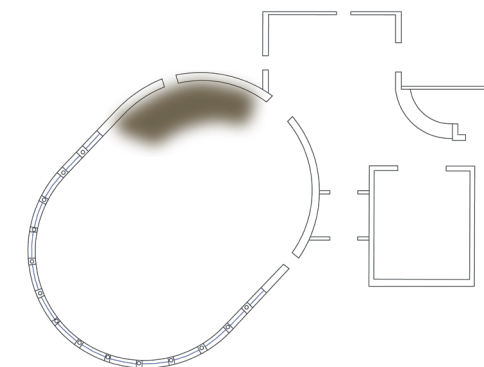
A large-scale gallery wall showcasing Ojibwe art, botanical prints, and pressed flora, with AR tablets mounted on the wall for interactive exploration.

Do

Pick up an AR tablet to explore each plant artwork, discovering Ojibwe names, traditional uses, and cultural relationships tied to the plants.

Learn

Gain insight into how Ojibwe knowledge, language, and cultural practices are connected to plants, art, and the specific land that this exhibit sits on.



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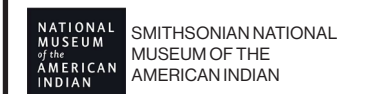
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DRAWING NAME:

GITIGAAZH AASAMISAG

DRAWING NO:

EX.02.11

ACTIVITY EIGHT

BEMIJIGAMAAG

LAKE WITH CROSSING WATERS

As guests prepare to exit into the Park on Lake Bemidji, they learn that the town's name, Bemidji, comes from the Ojibwe language. The story begins with the word Bemijigamaag, meaning 'lake with crossing waters,' which was adapted to Bemidji and has remained the town's name ever since. Reminding the community that the Ojibwe people are ingrained in this community.

Visitors will...

See

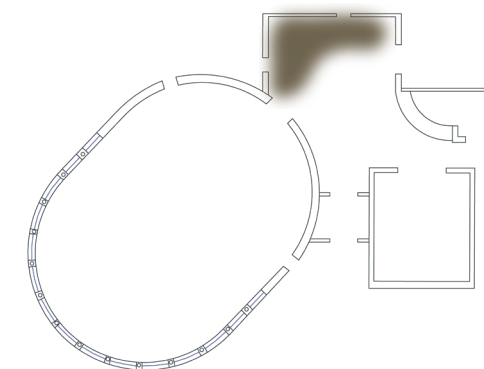
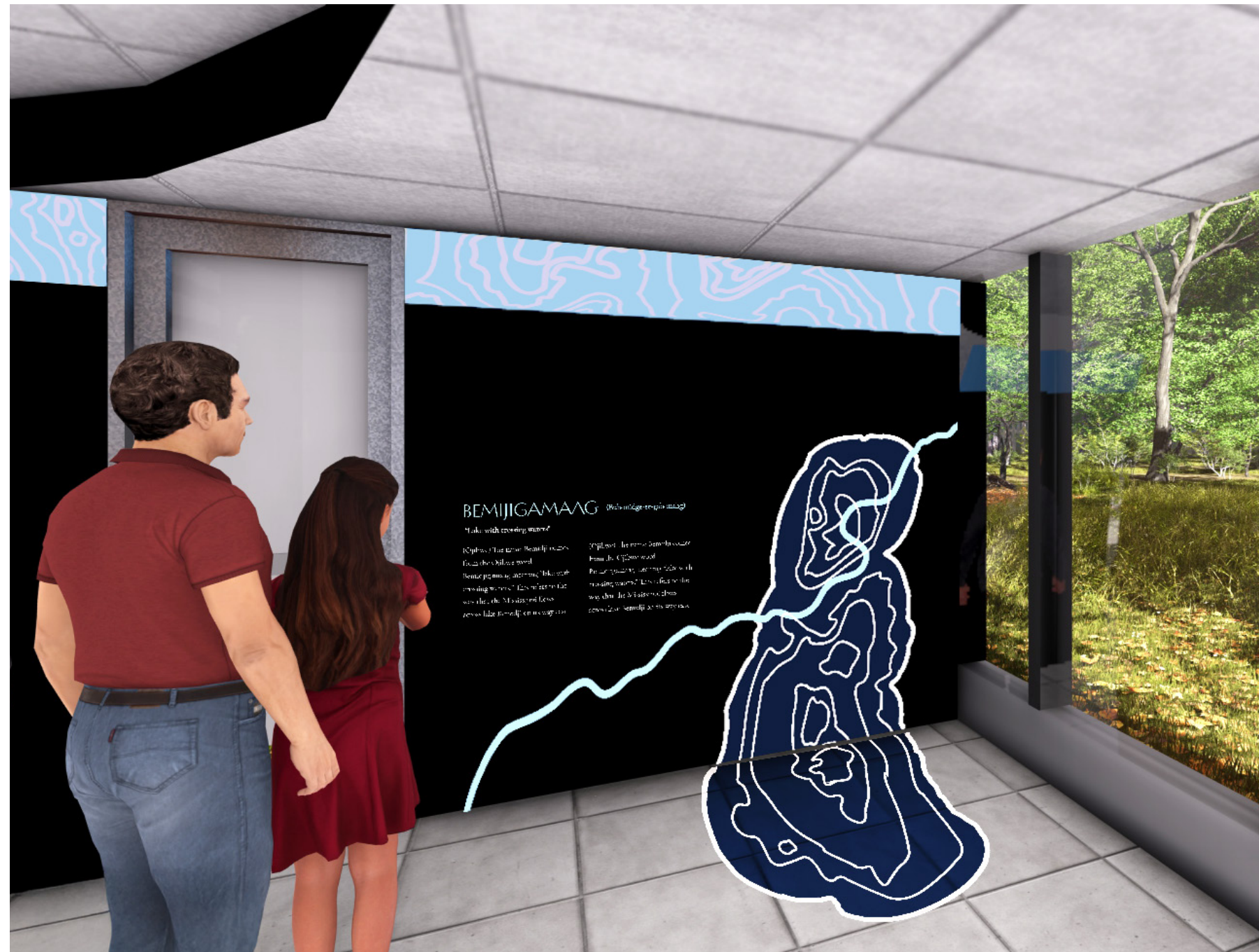
A large vinyl mural depicting the topography of Lake Bemidji and the Mississippi River, accompanied by wall text explaining the Ojibwe origins of the town's name.

Do

Observe the mural and read the wall text to connect the town name with its Ojibwe language roots, grounding visitors before they enter the park.

Learn

Guests understand that Bemidji comes from the Ojibwe language and are reminded that the Ojibwe community is an enduring presence in the town's history and present.



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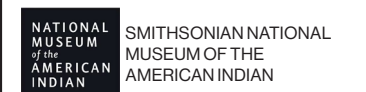
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DRAWING NAME:

BEMIJIGAMAAG

DRAWING NO:

EX.02.12

ACTIVITY NINE

AADIZOOKEWININI

A STORYTELLER

Along the one-mile path in Diamond Point Park, guests encounter seasonal storytelling kiosks, sharing a short chapter of an Ojibwe story through video narrated by a local community member and illustrated by a commissioned Ojibwe artist. Beginning in spring with the creation story of Turtle Island, inviting guests to pause, listen, & return throughout the year as new stories are shared.

Visitors will...

See

Custom panel inspired by tree-ring patterns framing a kiosk, where a built-in screen plays a segment of an Ojibwe story, told in the Ojibwe language with English subtitles & brought to life through local Indigenous illustrations.

Do

Pause along the trail to watch a short chapter of a traditional Ojibwe narrative, uniquely tied to the lake and landscape, and created in collaboration with local storytellers and artists.

Learn

Hear the Ojibwe language in context, experience cultural teachings connected to the land beneath their feet, & gain a deeper understanding of the Ojibwe worldviews.



Isabelle Morin

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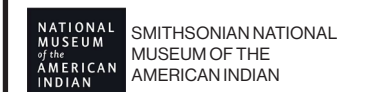
PROJECT:



VENUE:



CLIENT:



DESIGNED BY:

ISABELLE MORIN

STATUS:

100% DD

SCALE:

AS NOTED

DATE:

12/10/2025

DRAWING NAME:

AADIZOOKEWININI

DRAWING NO:

EX.02.13



SCHEDULES AND LISTS

GRAPHIC SCHEDULE

Area: 00 Introduction	TYPE	DESCRIPTION
00A.01.GR01	A	Exhibit Introduction
00A.01.GR02	B	Environmental curtain
Area: 01A Ondaadad	TYPE	DESCRIPTION
01A.01.GR01	I	Map Displayed on a 3' 0" x 2' 6" screen
01A.01.GR02	C	Section Introduction & Details
Area: 02A Biindaakoozh	TYPE	DESCRIPTION
02A.01.GR01	B	Section Introduction
02A.02.GR01	B	Exhibit Respect Statement
02A.01.GR02	I	Section Activity Directive
02A.01.GR03	I	Section Activity Directive
02A.01.GR04	I	Section Activity Directive
Area: 03A Ojibikaawan	TYPE	DESCRIPTION
03A.01.GR01	C	Section Introduction
03A.02.GR01	B	Environmental Graphics
03A.02.GR02	B	Environmental Graphics
03A.02.GR03	B	Environmental Graphics
03A.02.GR04	B	Environmental Graphics
03A.01.GR02	C	Tree Ring Wall Mural
03A.03.GR01	I	Ojibwe Kiosk Main Screen
03A.03.GR02	G	Ojibwe Kiosk Touch Pad Screen
03A.03.GR03	I	Ojibwe Kiosk Main Screen
03A.03.GR04	G	Ojibwe Kiosk Touch Pad Screen
03A.03.GR05	I	Ojibwe Kiosk Main Screen

Area: 03A Ojibikaawan	TYPE	DESCRIPTION
03A.03.GR06	G	Ojibwe Kiosk Touch Pad Screen
03A.03.GR07	I	Ojibwe Kiosk Main Screen
03A.03.GR08	G	Ojibwe Kiosk Touch Pad Screen
Area: 04A Ondizi Ikidowin	TYPE	DESCRIPTION
04A.01.GR01	E	Spring Label 1
04A.01.GR02	E	Spring Label 2
04A.01.GR03	E	Summer Label 1
04A.01.GR04	E	Summer Label 2
04A.01.GR05	E	Autumn Label 1
04A.01.GR06	E	Autumn Label 2
04A.01.GR07	E	Winter Label 1
04A.02.GR01	K	Rain Environmental Graphic
04A.02.GR02	K	Rain Environmental Graphic
04A.02.GR03	K	Blooming Floral Graphic
04A.02.GR04	D	Sunrise Graphic
04A.02.GR05	D	Sunrise Graphic
04A.02.GR06	D	Sunrise Graphic
04A.02.GR07	K	Birds in Flight Graphic
04A.02.GR08	K	Birds in Flight Graphic
04A.02.GR09	K	Birds in Flight Graphic
04A.02.GR10	D	Harvesting Graphic
04A.02.GR11	D	Sunset Graphic
04A.02.GR12	K	Snow Fall Graphic
04A.02.GR013	D	Winter Ombre Graphic
Area: 05A Mashkiki Detibised	TYPE	DESCRIPTION
05A.01.GR01	C	Section Introduction
05A.02.GR01	F	Medicine Wheel Title Page

Area: 05A Mashkiki Detibised	TYPE	DESCRIPTION
05A.02.GR02	F	Spring Storybook Page
05A.02.GR03	F	Summer Storybook Page
05A.02.GR04	F	Autumn Storybook Page
05A.02.GR05	F	Winter Storybook Page
05A.03.GR01	A	Garden Cultural Intro
05A.03.GR02	B	Environmental Graphic
05A.01.GR02	C	Wall Mural
Area: 06A Omaamiginaan	TYPE	DESCRIPTION
06A.01.GR01	E	Section Introduction
06A.02.GR01	A	Plant Ojibwe Description
06A.02.GR02	A	Plant Ojibwe Description
06A.02.GR03	A	Plant Ojibwe Description
06A.02.GR04	A	Plant Ojibwe Description
06A.02.GR05	A	Plant Ojibwe Description
06A.02.GR06	A	Plant Ojibwe Description
06A.02.GR07	A	Plant Ojibwe Description
06A.02.GR08	A	Plant Ojibwe Description
06A.02.GR09	A	Plant Ojibwe Description
06A.02.GR10	A	Plant Ojibwe Description
06A.02.GR11	A	Plant Ojibwe Description
06A.02.GR12	A	Plant Ojibwe Description
06A.02.GR13	A	Plant Ojibwe Description
06A.02.GR14	A	Plant Ojibwe Description
06A.02.GR15	A	Plant Ojibwe Description
06A.02.GR16	A	Plant Ojibwe Description
06A.02.GR17	A	Plant Ojibwe Description
06A.03.GR01	A	Exit Instructions
06A.03.GR02	B	Exit Instructions

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PROJECT:



VENUE:



CLIENT:



DESIGNED BY:

ISABELLE MORIN

STATUS:

100% DD

SCALE:

AS NOTED

DATE:

12/10/2025

DRAWING NAME:

GRAPHIC SCHEDULE

DRAWING NO:

EX.03.01

GRAPHIC SCHEDULE CONT.

Area: 07A Gitigaazh Aasamisag	TYPE	DESCRIPTION
07A.01.GR01	G	Tablet Welcome Screen
07A.01.GR02	G	Tablet Welcome Screen
07A.01.GR03	G	Tablet Welcome Screen
07A.01.GR04	G	Tablet Welcome Screen
07A.02.GR01	C	Wall Mural

Area: 08A Bemijigamaag	TYPE	DESCRIPTION CONT
08A.01.GR01	C	Section Introduction
08A.01.GR02	C	Lake Bemidji Mural
08A.01.GR03	C	Ceiling Mural

MATERIAL SCHEDULE

MATERIAL	TAG	DESCRIPTION
WOOD	WD01	3" W x 1' D x 3' H, walnut-stained, clear-finished solid wood
	WD02	3/4" cabinet-grade plywood with walnut stain and satin clear protective topcoat
	WD03	3x3 solid wood beam, walnut stained with clear protective finish
ACRYLIC	AC01	1/4" Frosted Acrylic
	AC02	1/4" Clear Acrylic
METAL	MTL01	1/8" Aluminum cable
	MTL02	Powdercoat Aluminum
FABRIC	FB01	12 oz plain weave linen, digitally printed
	FB02	12 oz basket weave linen, digitally printed
	FB03	8 oz plain weave linen, digitally printed

GRAPHIC TYPES

TYPE	DESCRIPTION
A	High-resolution, semi-opaque vinyl second-surface applied to an AC02 panel, mounted on WD01.
B	Custom FB01, digitally printed, ceiling-mounted with MTL01 .
C	High-resolution, UV-laminated satin finish vinyl, directly applied to smooth, clean wall surface.
D	Custom FB02, digitally printed, mounted on WD01, suspended by MTL01.
E	Custom 12 oz plain weave linen, digitally printed, stretch-mounted between WD03.
F	Custom FB03, digitally printed, stretch-mounted between 1/4" MTL02 frames, hinged and screwed into wall-mounted brackets
G	Digital graphics on interactive touch screen
H	Satin finish vinyl floor graphic with UV top coat
I	Digital graphics on a display screen
J	Projected graphics
K	Custom AC01 panels suspended from MTL01 with ceiling-mounted hardware.

AV SCHEDULE

TYPE	TAG	DESCRIPTION
AV1	AV1.1 - AV1.5	2' W x 3' H transparent monitor, mounted in custom frame with full screen visibility
AV2	AV2.1 - AV2.9	Short throw projector
AV3	AV3.1 - AV3.7	Directional speaker
AV4	AV4.1 - AV4.5	8" H x 11" W touch panel in custom table.
AV5	AV5.1 - AV5.2	RFD token basket with season tracking and automated gift dispensing.
AV6	AV6.1 - AV6.2	Handheld tablet with AR technology, fastened to wall via magnetic charger.

LIGHTING SCHEDULE

TYPE	DESCRIPTION
LTI	Recessed linear LED, Asymmetric throw

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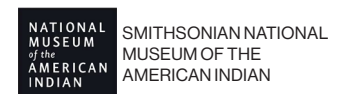
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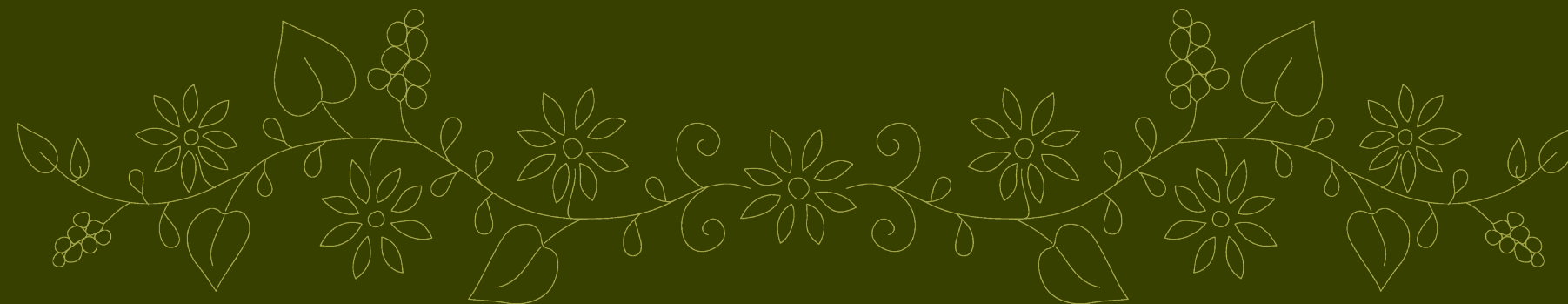
12/10/2025

DRAWING NAME:

GRAPHIC SCHEDULE, GRAPHIC MATERIAL SPEC, MATERIAL SCHEDULE, AV SCHEDULE, LIGHTING SCHEDULE

DRAWING NO:

EX.03.02



PLANS AND SECTIONS

PARK LOCATION PLAN



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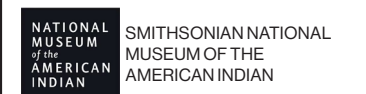
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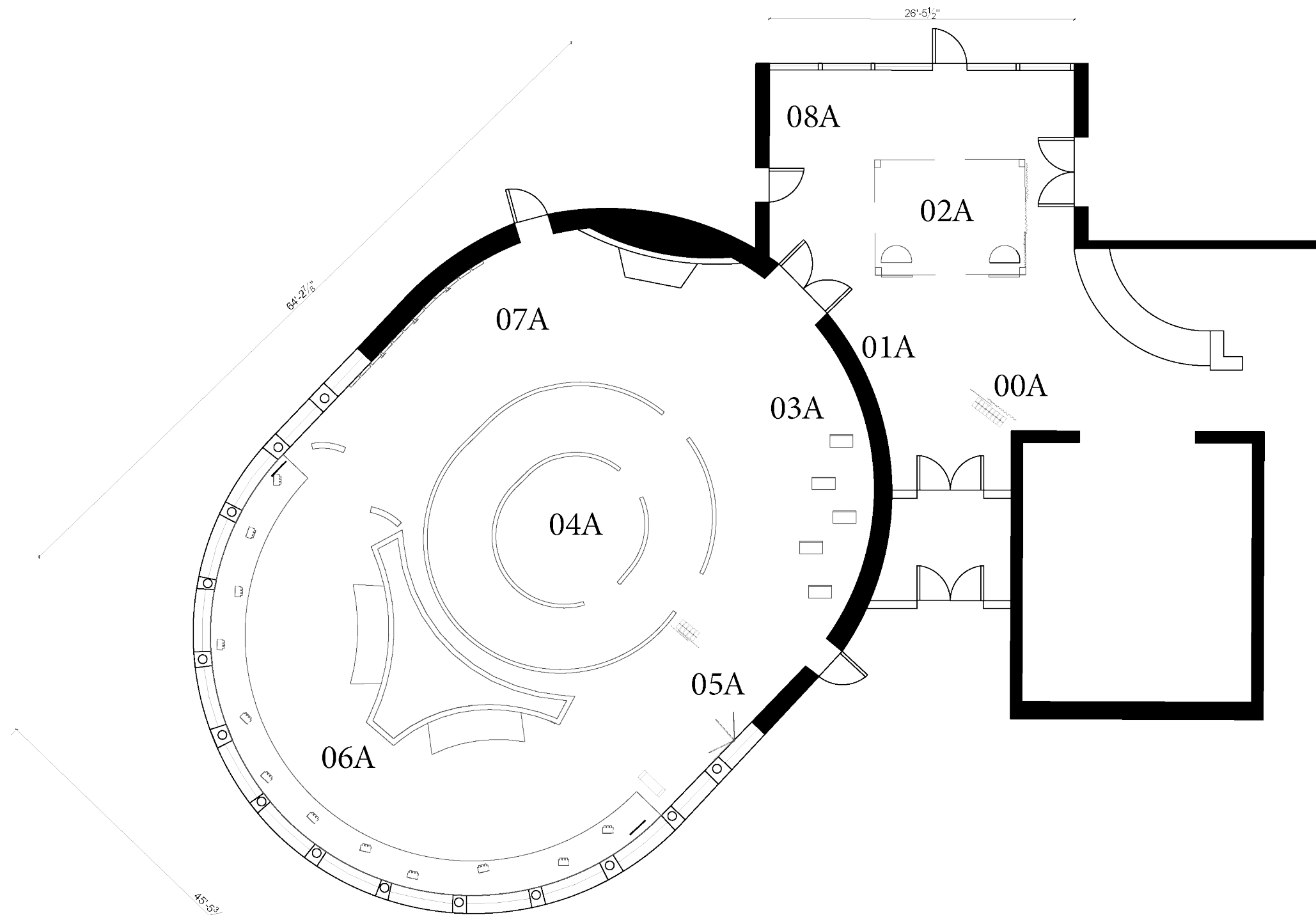
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DRAWING NAME:

PARK LOCATION PLAN

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EX.04.01



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VENUE:



CLIENT:



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STATUS:

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SCALE:

AS NOTED

DATE:

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DRAWING NAME:

AREA PLAN

DRAWING NO:

EX.04.02

1

AREA PLAN

Scale: 3/32" = 1'-0"

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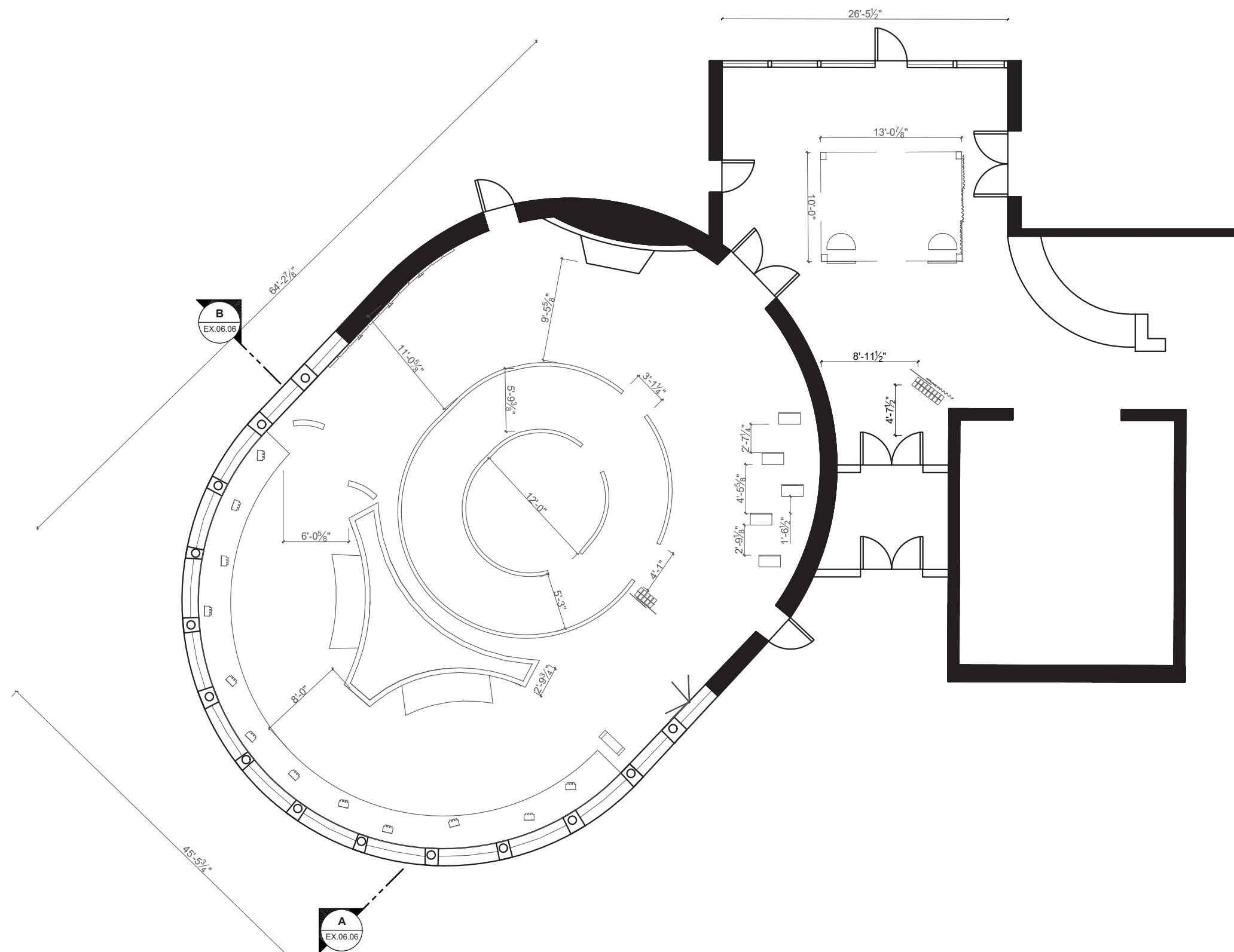
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DRAWING NAME:

DIMENSIONAL PLAN

DRAWING NO.:

EX.04.03



1

DIMENSIONAL PLAN

Scale: 3/32" = 1'-0"

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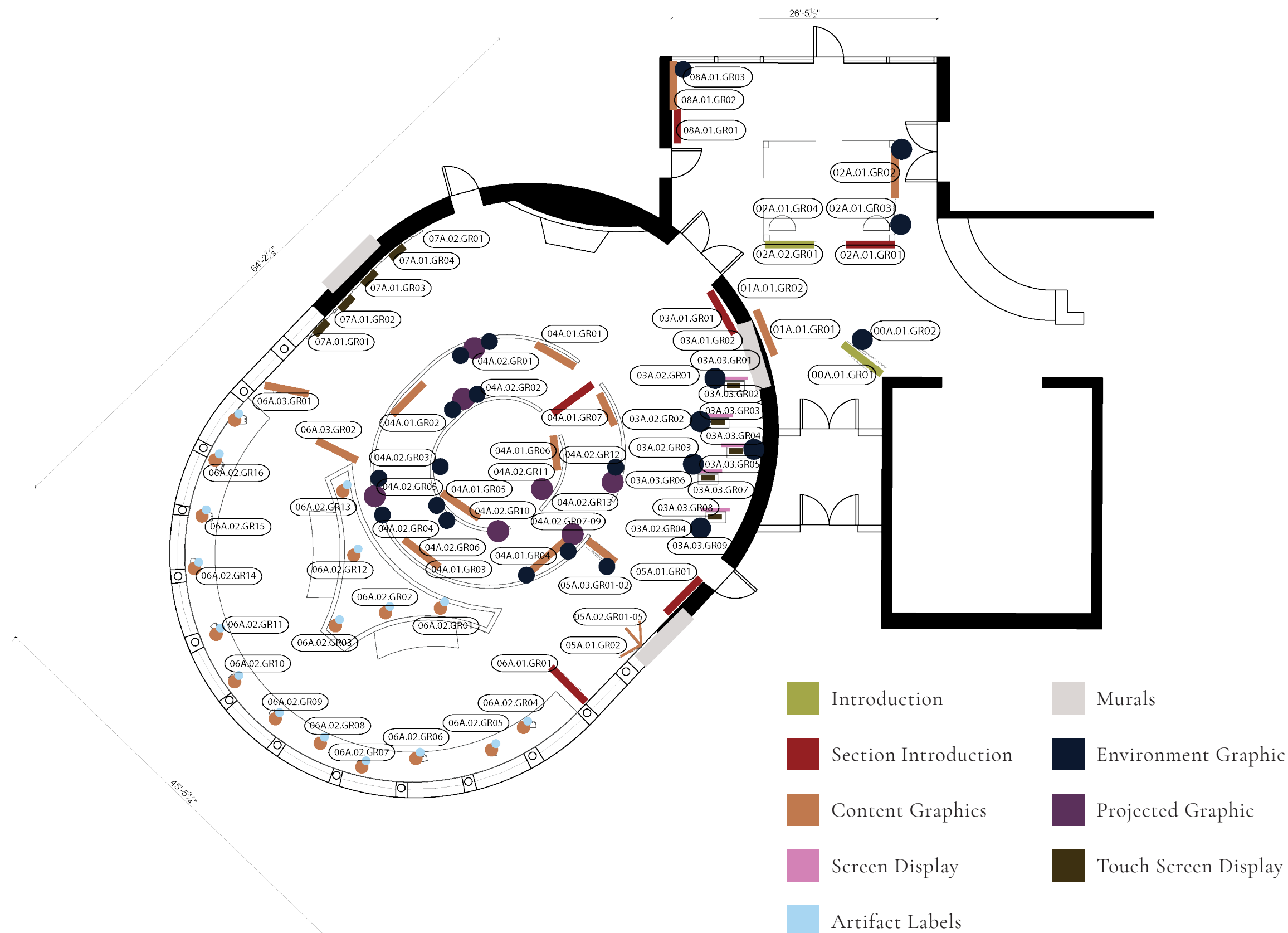
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DRAWING NAME:

GRAPHIC LOCATION PLAN

DRAWING NO:

EX.04.04



1

GRAPHIC LOCATION PLAN

Scale: 3/32" = 1'-0"

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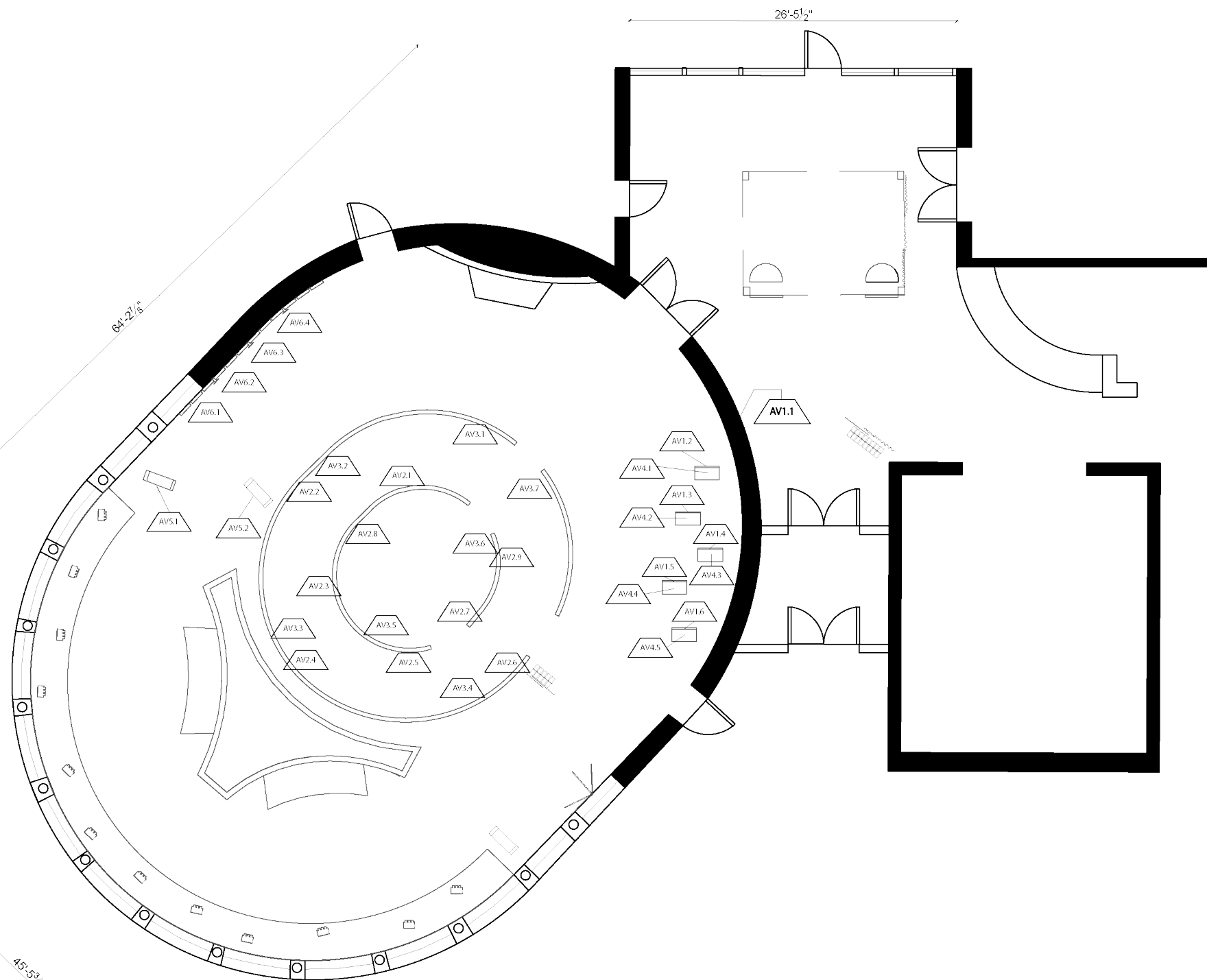
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AV PLAN

DRAWING NO:

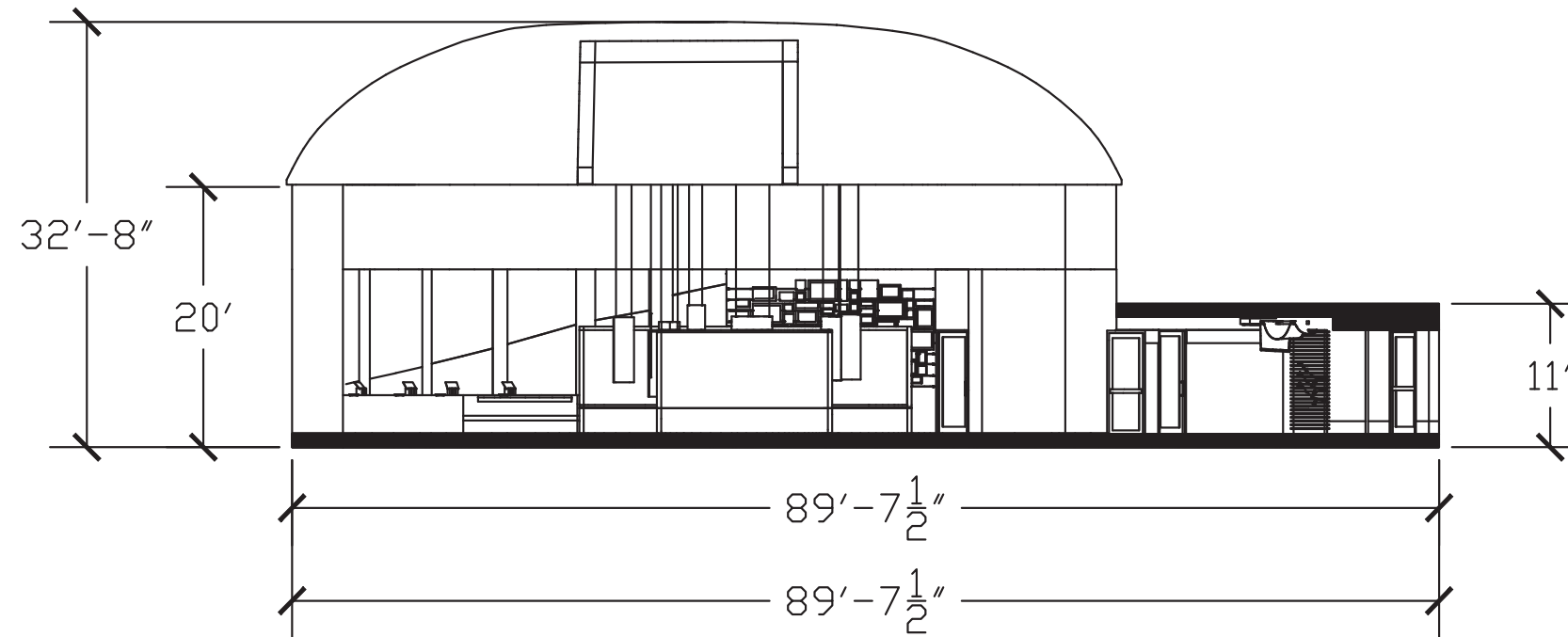
EX.04.05



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AV PLAN

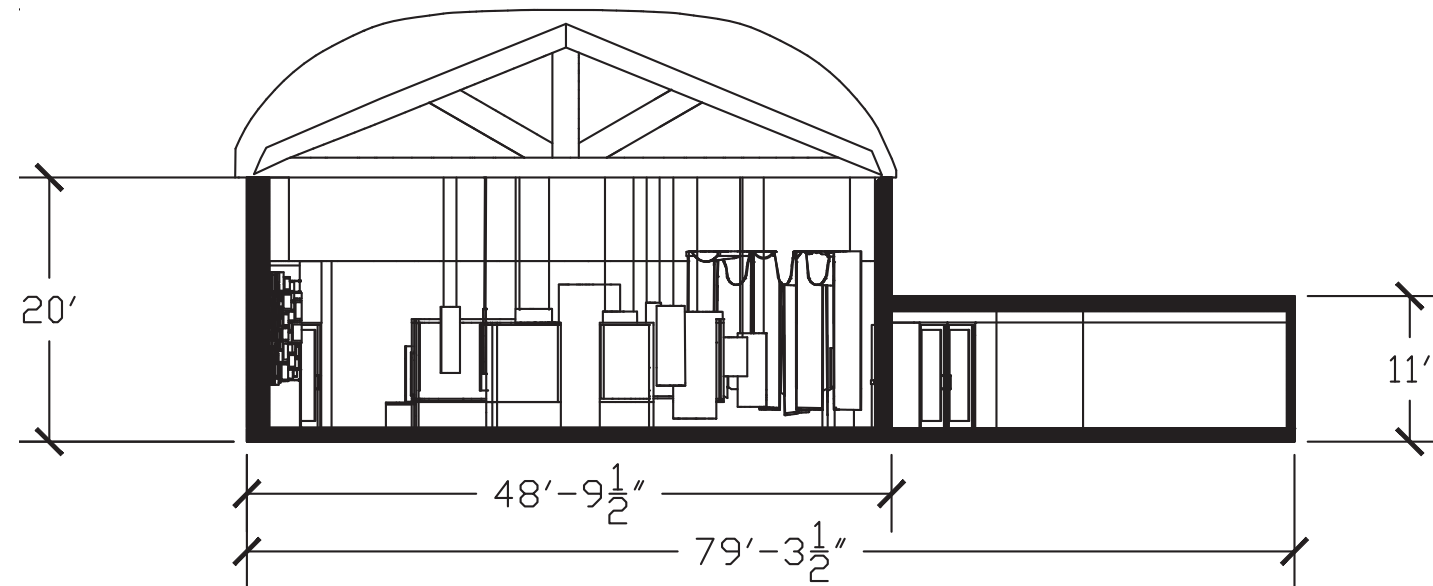
Scale: 3/32" = 1'-0"



1

SECTION A

Scale: 1/16" = 1'-0"



2

SECTION B

Scale: 1/16" = 1'-0"

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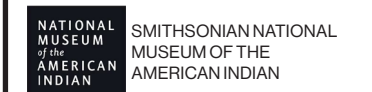
PROJECT:



VENUE:



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SCALE:

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DRAWING NAME:

EXHIBIT SECTIONS

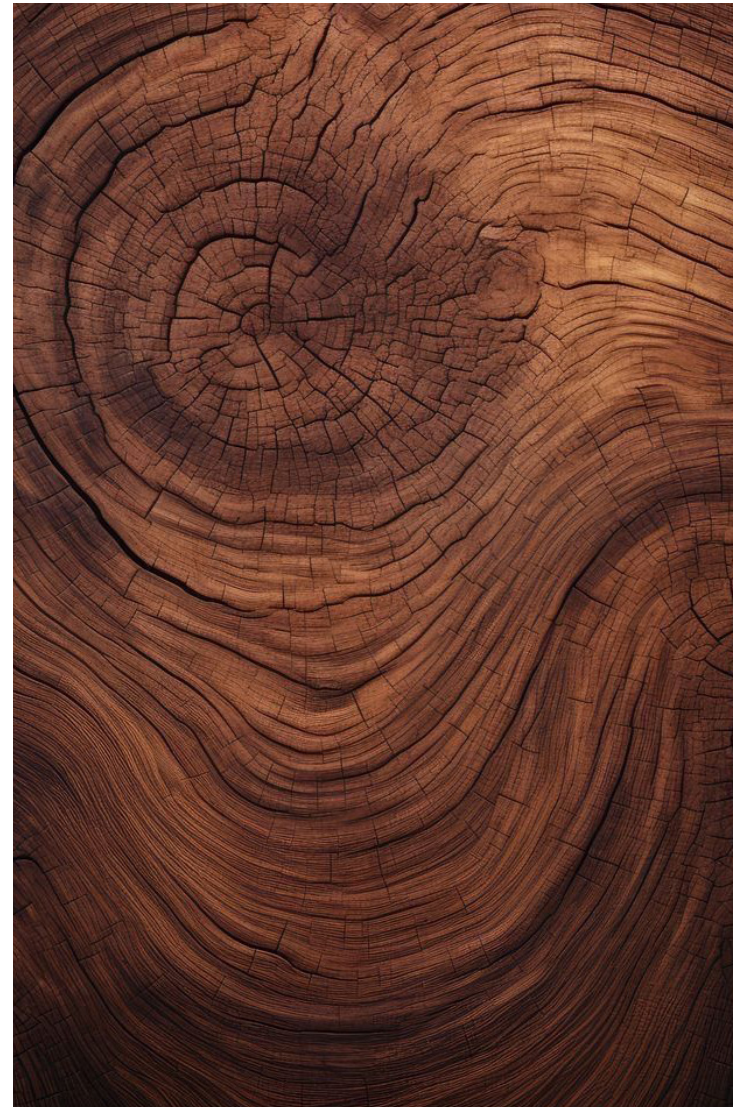
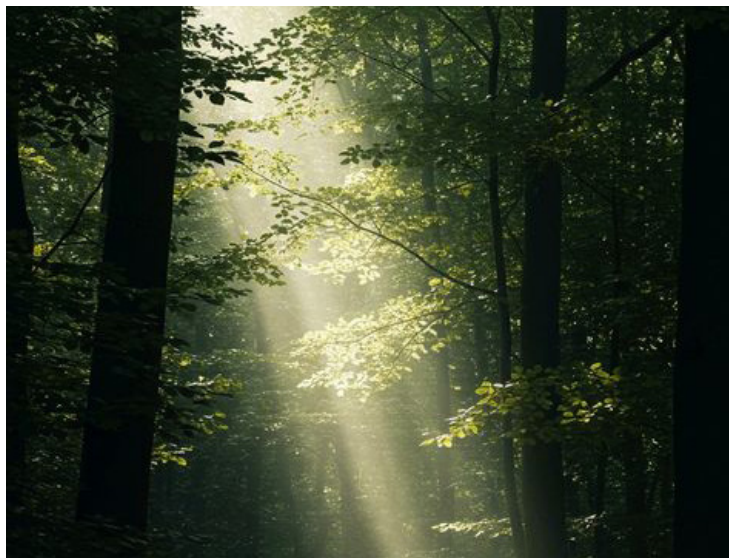
DRAWING NO:

EX.04.06



GRAPHIC SYSTEMS

GRAPHIC APPROACH



The visual identity is inspired by the organic, layered movement of the growth rings inside a tree trunk. **Curving lines and layered forms** echo the natural rhythms of Minnesota forests, symbolizing growth, resilience, and the interconnectedness of Ojibwe language and culture.

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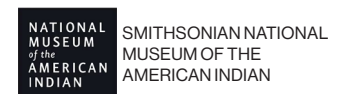
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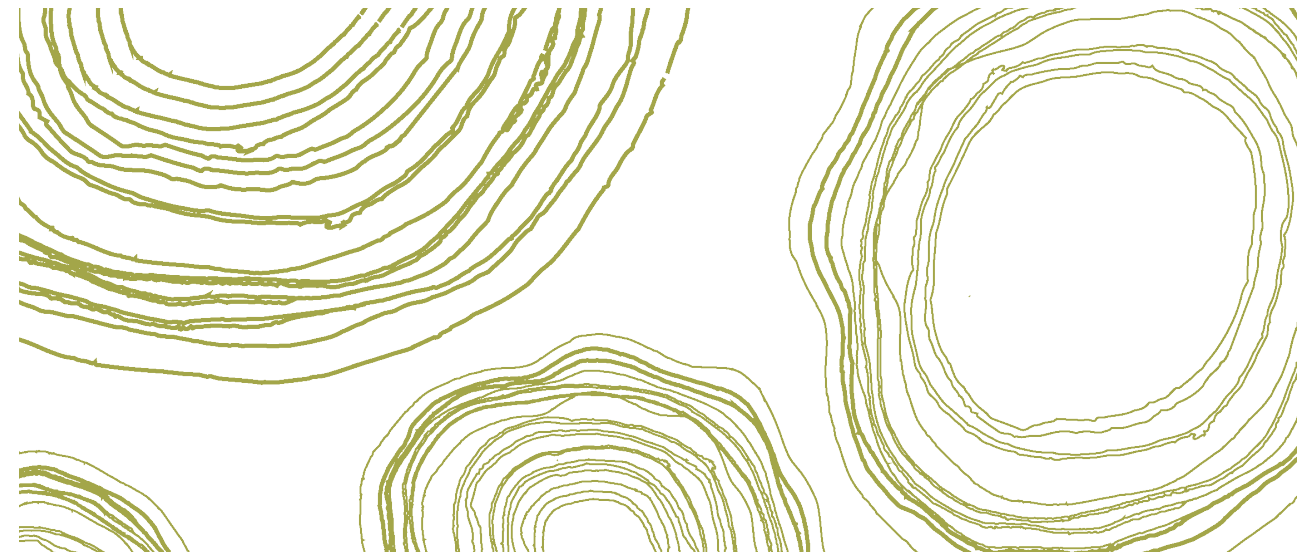
DRAWING NAME:

GRAPHIC APPROACH

DRAWING NO:

EX.05.01

GRAPHIC IDENTITY & COLORS



MITIGOKAA - "Many Trees"

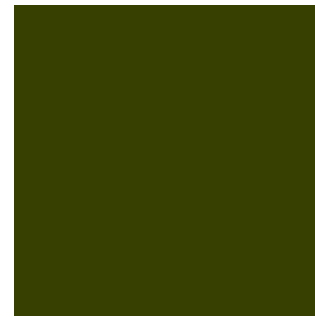


BEMIDJIGAMAAG - "Lake with Crossing Waters"



MAZINIBII'IGAN - "Design"

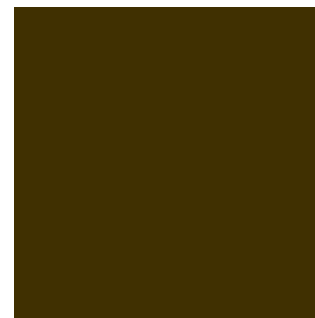
PRIMARY PALETTE



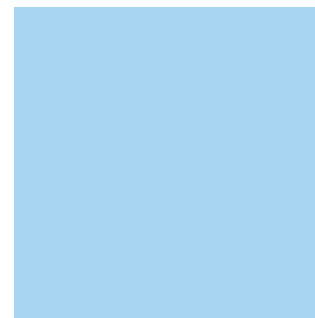
PANTONE® 5747 C



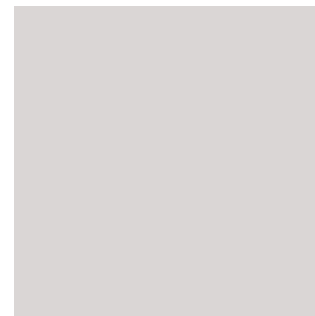
PANTONE® 14-0440



PANTONE® 8623 C

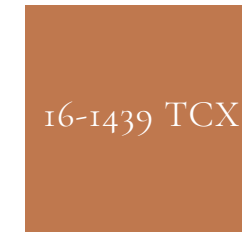


PANTONE® 13-4520 TCX



PANTONE® P 179-2 C

SECONDARY PALETTE



16-1439 TCX



289 C



19-1410 TSX

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STATUS:

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SCALE:

AS NOTED

DATE:

12/10/2025

DRAWING NAME:

GRAPHIC IDENTITY & COLOR PALETTE

DRAWING NO:

EX.05.02

LOGO



TYPOGRAPHY

TT RICORDI ALLEGRIA — HEADING

Cormorant Garamond SemiBold — Subheading

Cormorant Garamond Regular —

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 “ ” . , ! ? : ; “ ”

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 “ ” . , ! ? : ; “ ”

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CLIENT:



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STATUS:

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SCALE:

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DATE:

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DRAWING NAME:

LOGO & TYPOGRAPHY

DRAWING NO:

EX.05.03

MATERIAL STUDY

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VENUE:



CLIENT:



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STATUS:

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SCALE:

AS NOTED

DATE:

12/10/2025

DRAWING NAME:

DESIGN THEME & MATERIAL STUDY

DRAWING NO:

EX.05.04



Marry the natural, regional beauty with a contemporary, aesthetic that reflects the evolving presence of Ojibwe culture



DESIGN THEME

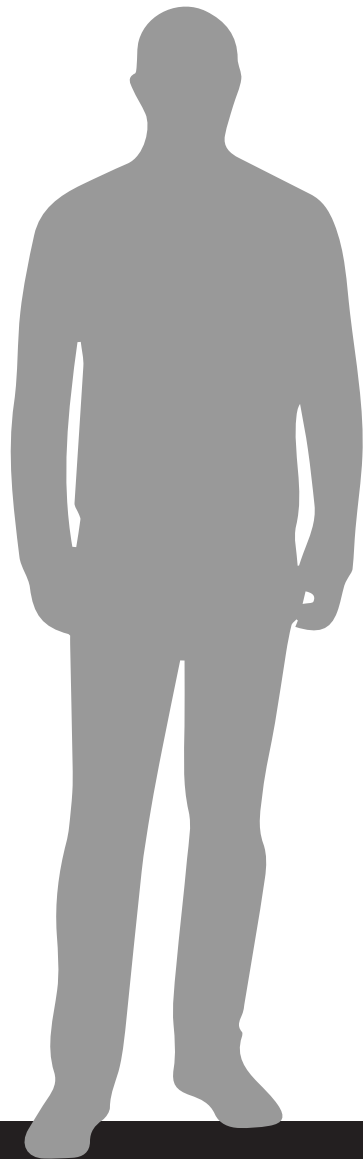
Contemporary Organic
Minimalism



1

Graphic Family

Scale: 1" = 1'—0"




BIINDAAKOOZH (bim-dab-koozh)
"Tobacco Offering"


(OJIBWE TEXT) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



PIMACHIWWIN AKI
Land That Gives Life


(Ojibwe) Celebrating the Ojibwe Presence in Our Park
Celebrating the Ojibwe Presence in Our Park



GITIGAAN (ghee-tih-gan)
"a field, a garden, a farm"

(Ojibwe Translation) For hundreds of years, the Ojibwe (Anishinaabe) thrived on this land. They understood that every plant, animal, and natural resource holds knowledge. By approaching each with respect and intention, they became expert stewards of this region.

For hundreds of years, the Ojibwe (Anishinaabe) thrived on this land. They understood that every plant, animal, and natural resource holds knowledge. By approaching each with respect and intention, they became expert stewards of this region.



ZIIGWAN
"Spring"

SEASON OF YELLOW, EAGLE, AND MORNING

(Ojibwe) Spring marks the awakening of the world. Ziigwan is the time when sap rises in the maple trees, plants push through the soil, and animals reappear after winter's rest. It is a season of new growth—both in the land and within ourselves.

In Ojibwe teachings, Spring is connected to the East, the direction of first light and the beginning of the life journey. It represents the stage of the Baby, when everything is new, curious, and full of possibility.

Spring marks the awakening of the world. Ziigwan is the time when sap rises in the maple trees, plants push through the soil, and animals reappear after winter's rest. It is a season of new growth—both in the land and within ourselves.

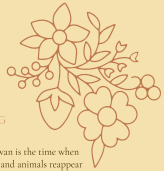

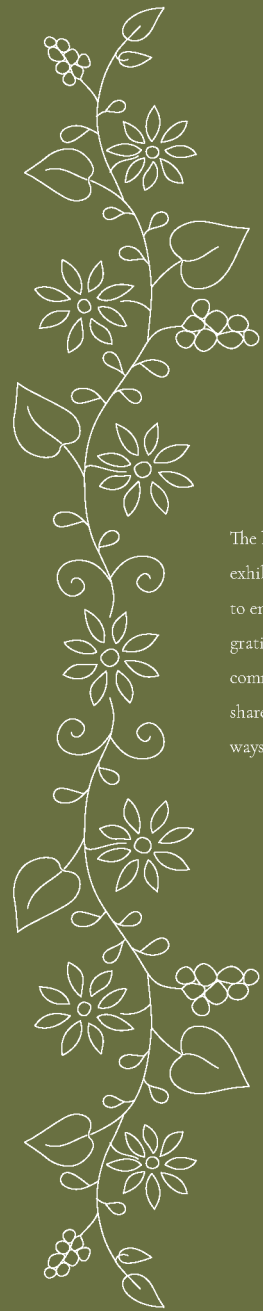
In Ojibwe teachings, Spring is connected to the East, the direction of first light and the beginning of the life journey. It represents the stage of the Baby, when everything is new, curious, and full of possibility.

(Oj) You might feel aligned with Spring if you connect with:

- Moments of new beginnings
- Curiosity, hope, or gentle transformation
- Water, rain, and the early signs of life
- A desire to reflect, listen, and start fresh

You might feel aligned with Spring if you connect with:

- Moments of new beginnings
- Curiosity, hope, or gentle transformation
- Water, rain, and the early signs of life
- A desire to reflect, listen, and start fresh

The knowledge shared within this exhibit is sacred. We invite all visitors to enter with openness, respect, and gratitude for the Indigenous community who have generously shared their stories, teachings, and ways of knowing.

Isabelle Morin

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VENUE:



CLIENT:



DESIGNED BY:

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SCALE:

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DATE:

12/10/2025

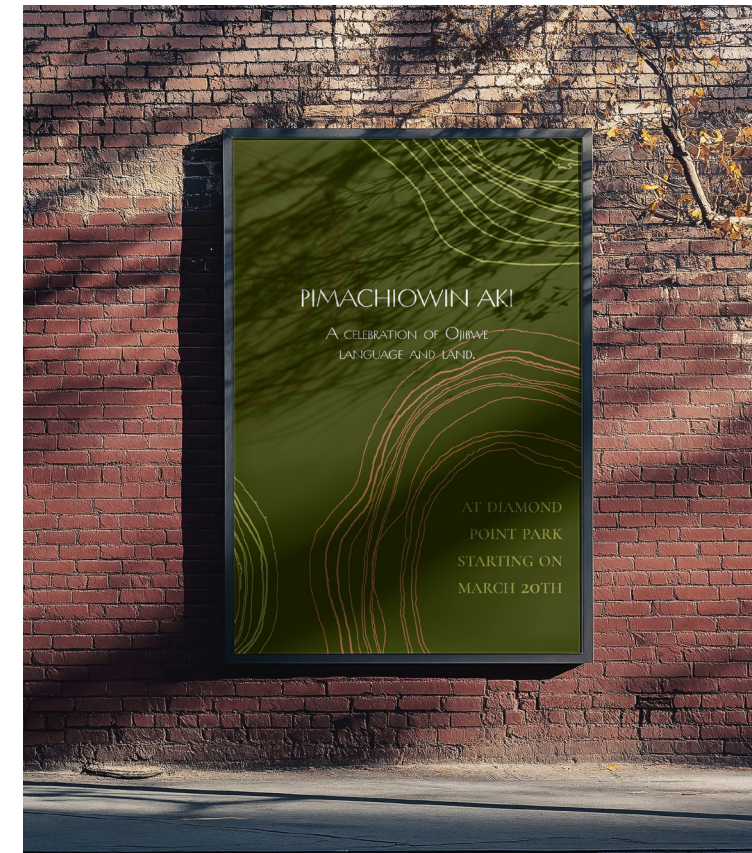
DRAWING NAME:

EXHIBIT GRAPHIC FAMILY

DRAWING NO:

EX.05.05

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COLLATERAL



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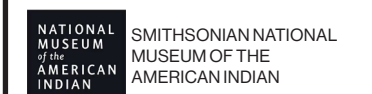
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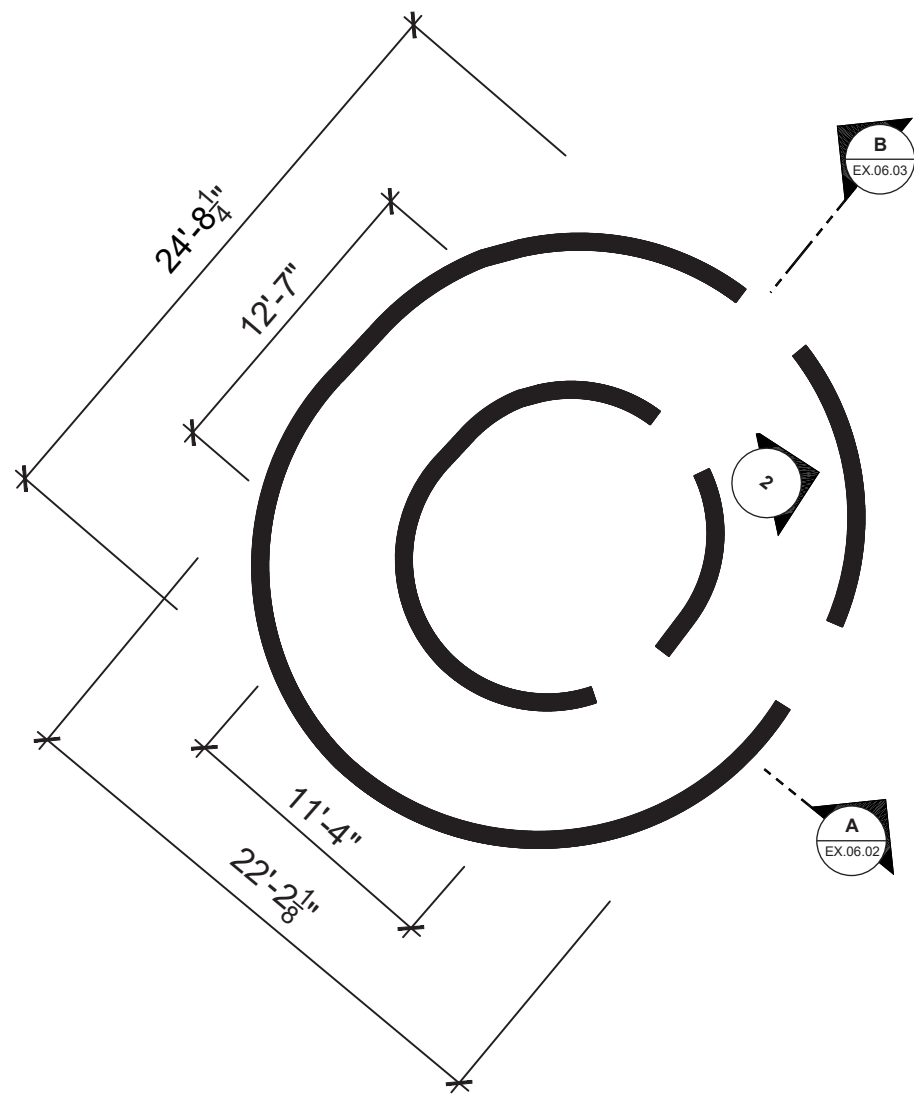
COLLATERAL

DRAWING NO:

EX.05.07



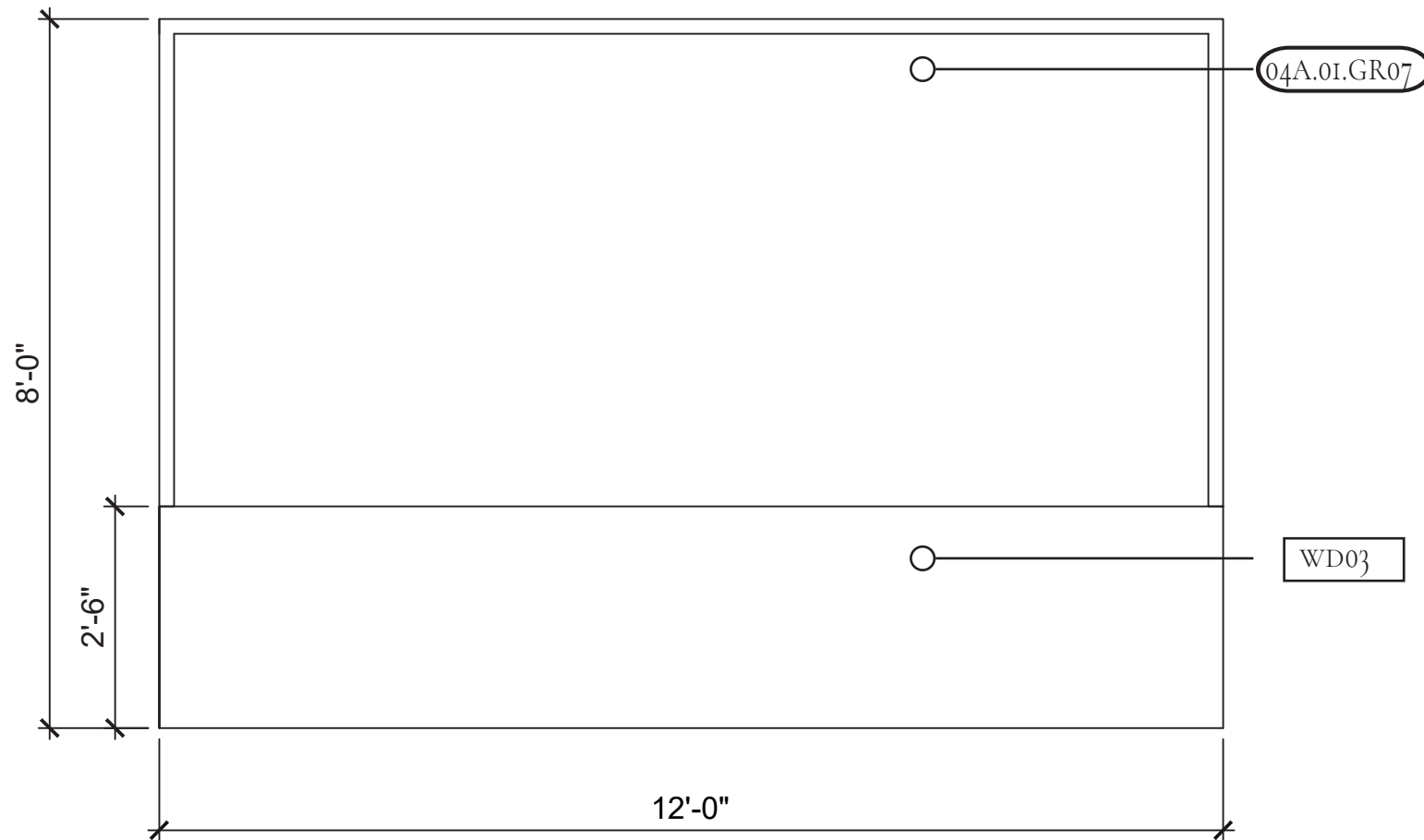
EXHIBIT DETAILS



1

Area: 04A - PLAN

Scale: 1/8" = 1'-0"



2

04A.01.GR07 - ELEVATION

Scale: 1/2" = 1'-0"

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DRAWING NAME:

AREA 04A DETAILS 1

DRAWING NO:

EX.06.01

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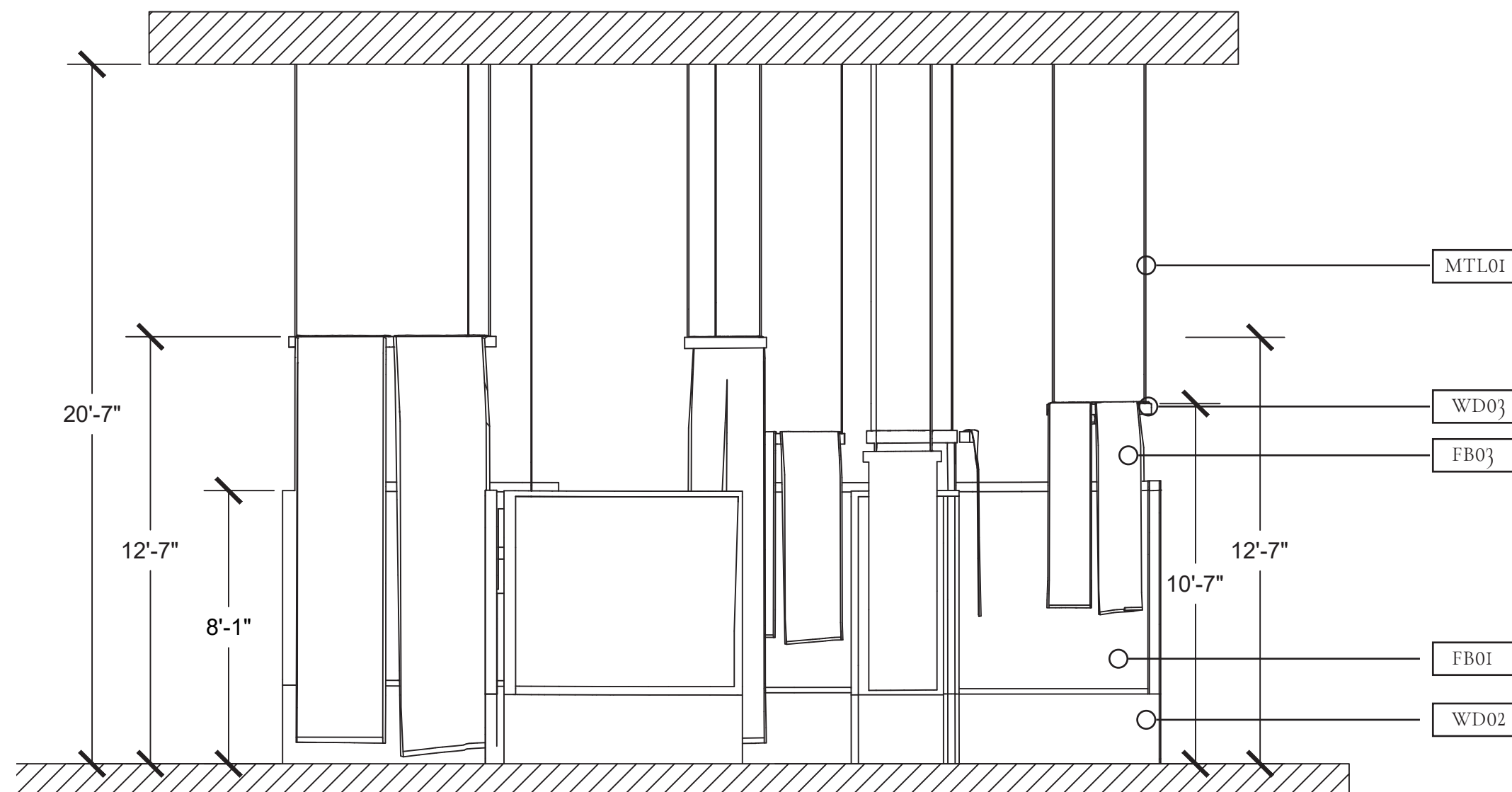
12/10/2025

DRAWING NAME:

AREA 04A DETAILS 2

DRAWING NO:

EX.06.02



1

Area: 04A - SECTION A

Scale: 1/4" = 1'-0"

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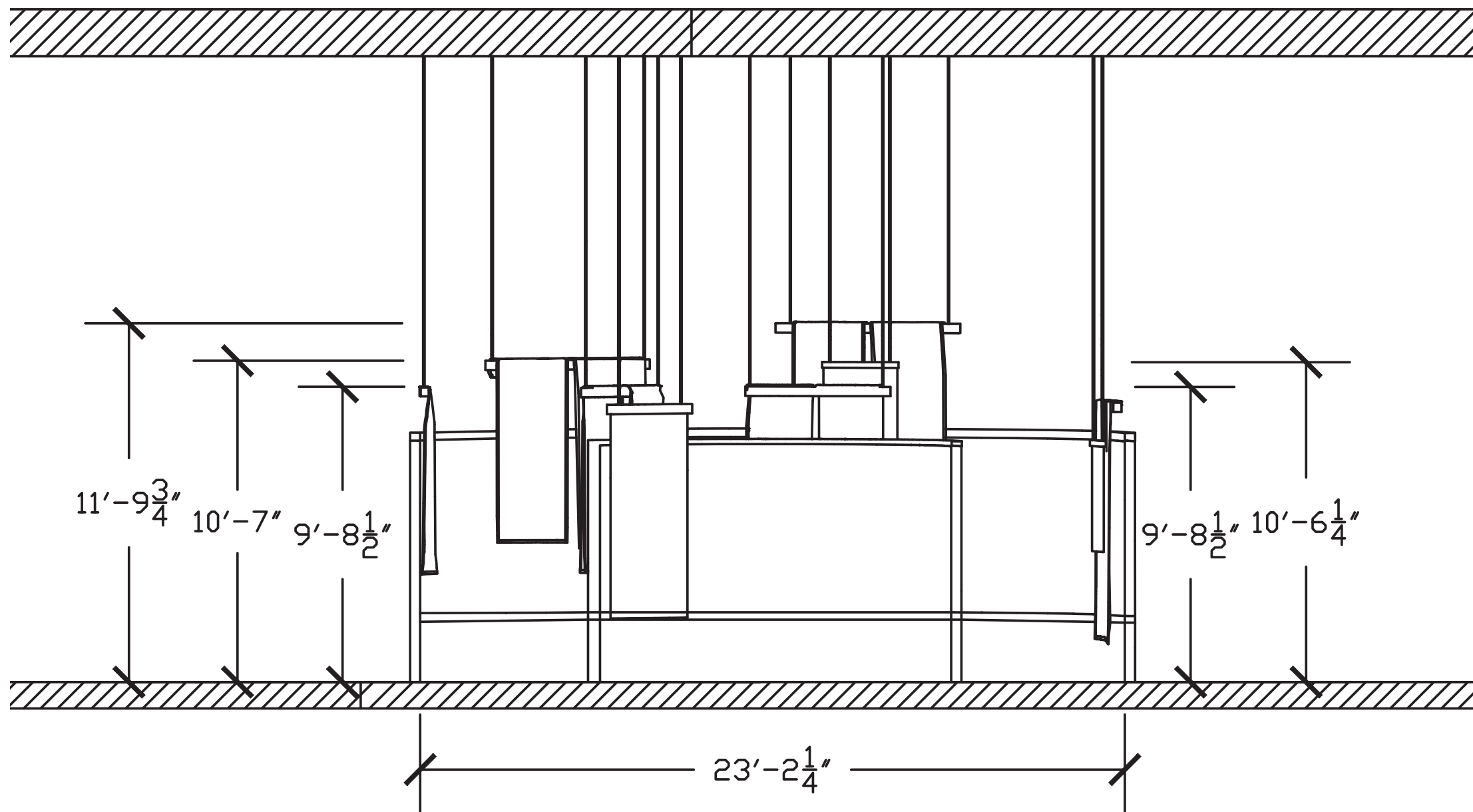
12/10/2025

DRAWING NAME:

AREA 04A DETAILS 3

DRAWING NO:

EX.06.03



1

Area: 04A - SECTION B

Scale: 1/4" = 1'-0"



1

04A.01.GR01 - GR04 - GRAPHIC ELEVATION

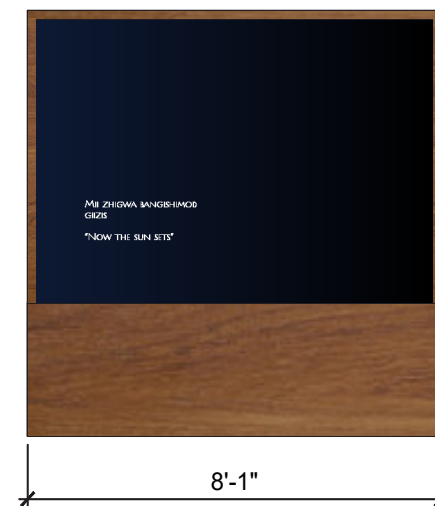
Scale: 3/16" = 1'-0"



2

04A.01.GR05 - GRAPHIC ELEVATION

Scale: 1/4" = 1'-0"



3

04A.01.GR06 - GRAPHIC ELEVATION

Scale: 1/4" = 1'-0"

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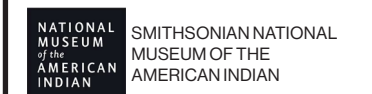
PROJECT:



VENUE:



CLIENT:



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STATUS:

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SCALE:

AS NOTED

DATE:

12/10/2025

DRAWING NAME:

AREA 04A GRAPHIC ELEVATION 1

DRAWING NO:

EX.06.04



1

04A.01.GR07 - RENDER VIEW

NTS



2

04A.01.GR07 - GRAPHIC ELEVATION

Scale: 1/2" - 1'-0"

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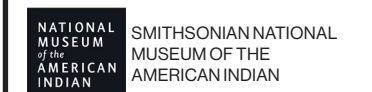
PROJECT:



VENUE:



CLIENT:



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SCALE:

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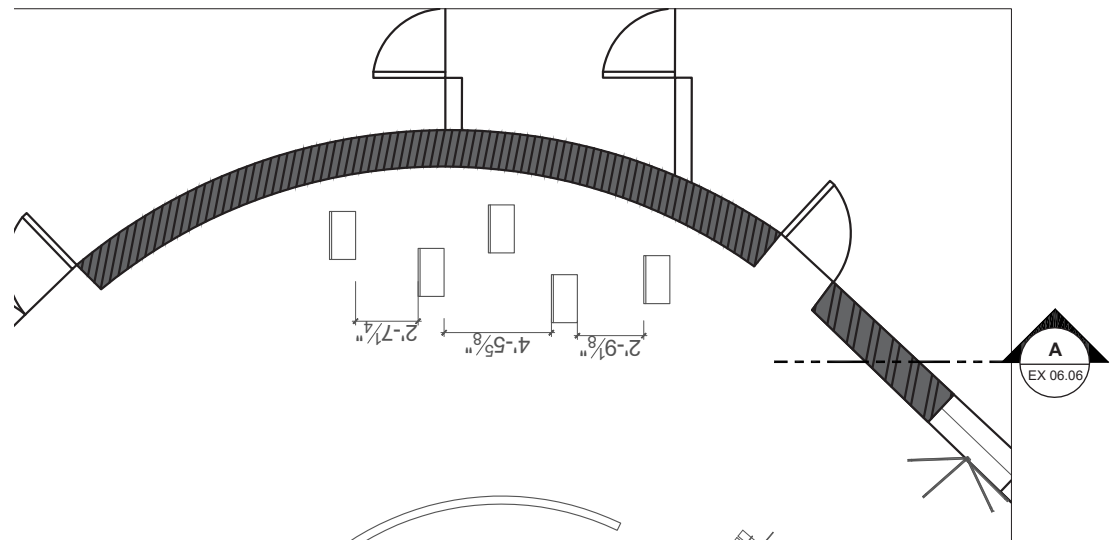
12/10/2025

DRAWING NAME:

AREA 04A GRAPHIC ELEVATION 2

DRAWING NO:

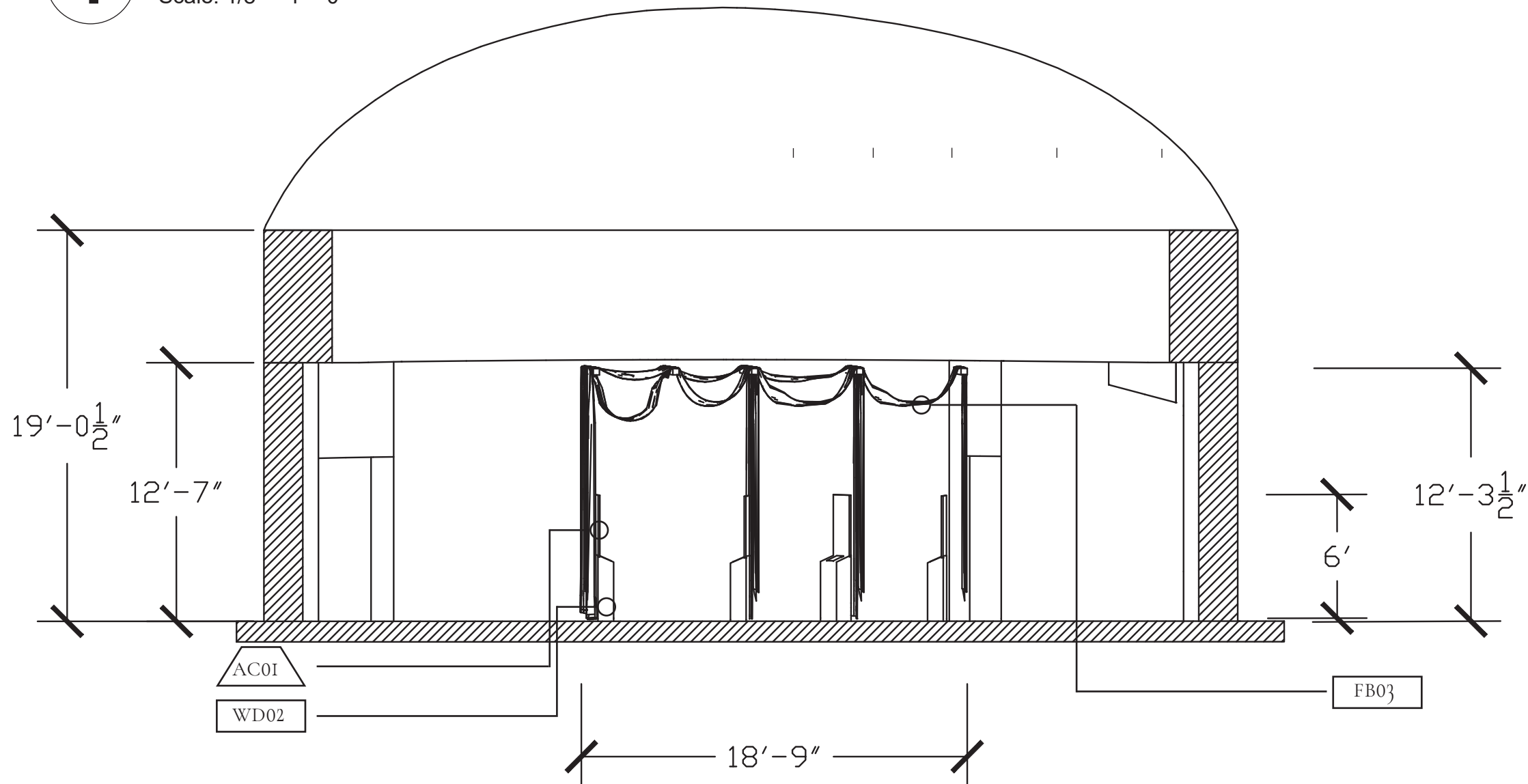
EX.06.05



1

03A - PLAN

Scale: 1/8" = 1'-0"



2

03A - SECTION A

Scale: 1/8" = 1'-0"

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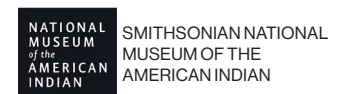
PROJECT:



VENUE:



CLIENT:



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DRAWING NAME:

AREA 03A DETAILS 1

DRAWING NO:

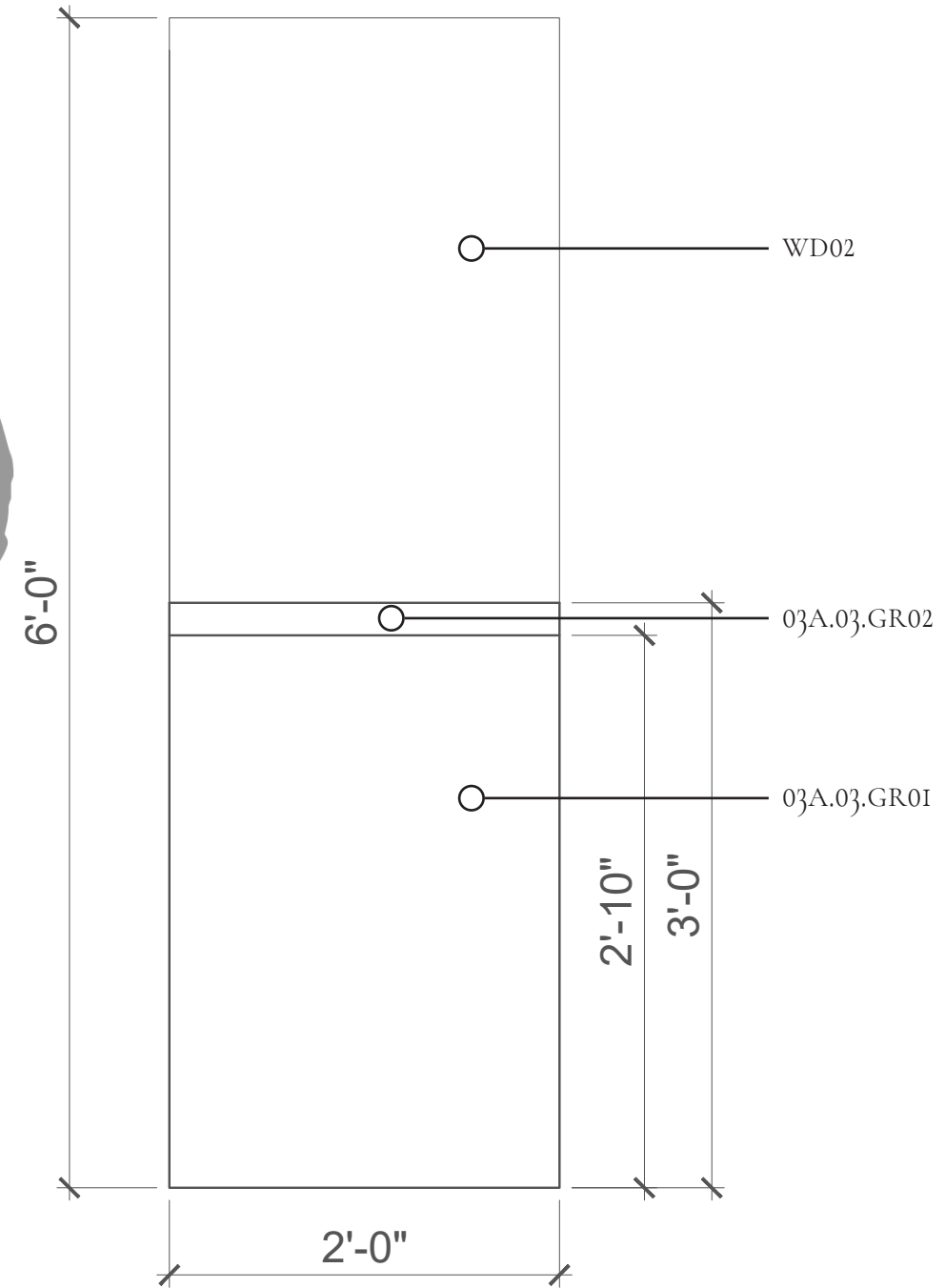
EX.06.06



1

03A - RENDER VIEW

NTS



2

03A - FRONT ELEVATION

Scale: 1/4" = 1'-0"

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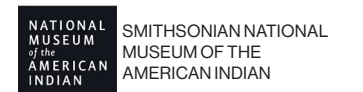
PROJECT:



VENUE:



CLIENT:



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STATUS:

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DATE:

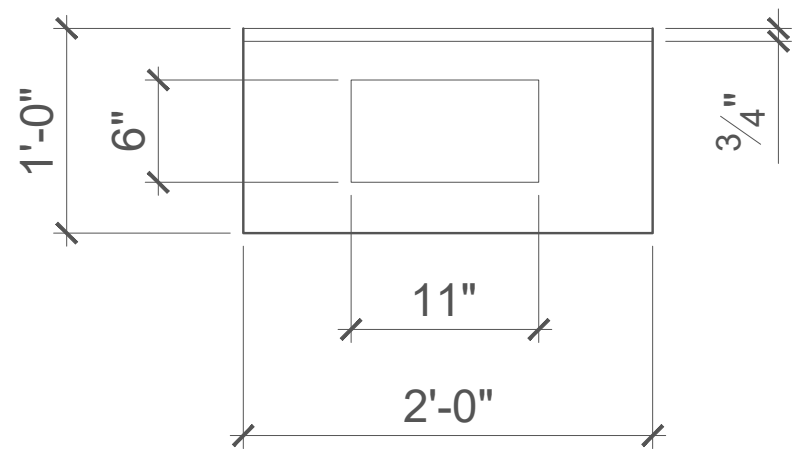
12/10/2025

DRAWING NAME:

AREA 03A DETAILS 2

DRAWING NO:

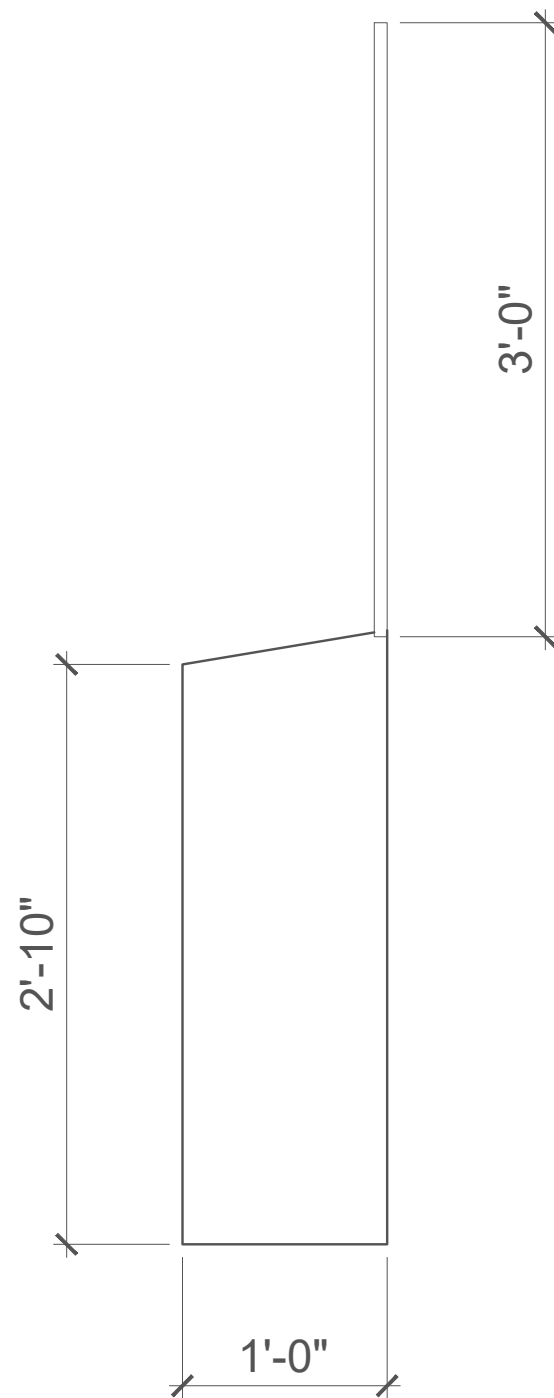
EX.06.07



1

03A - TOP VIEW

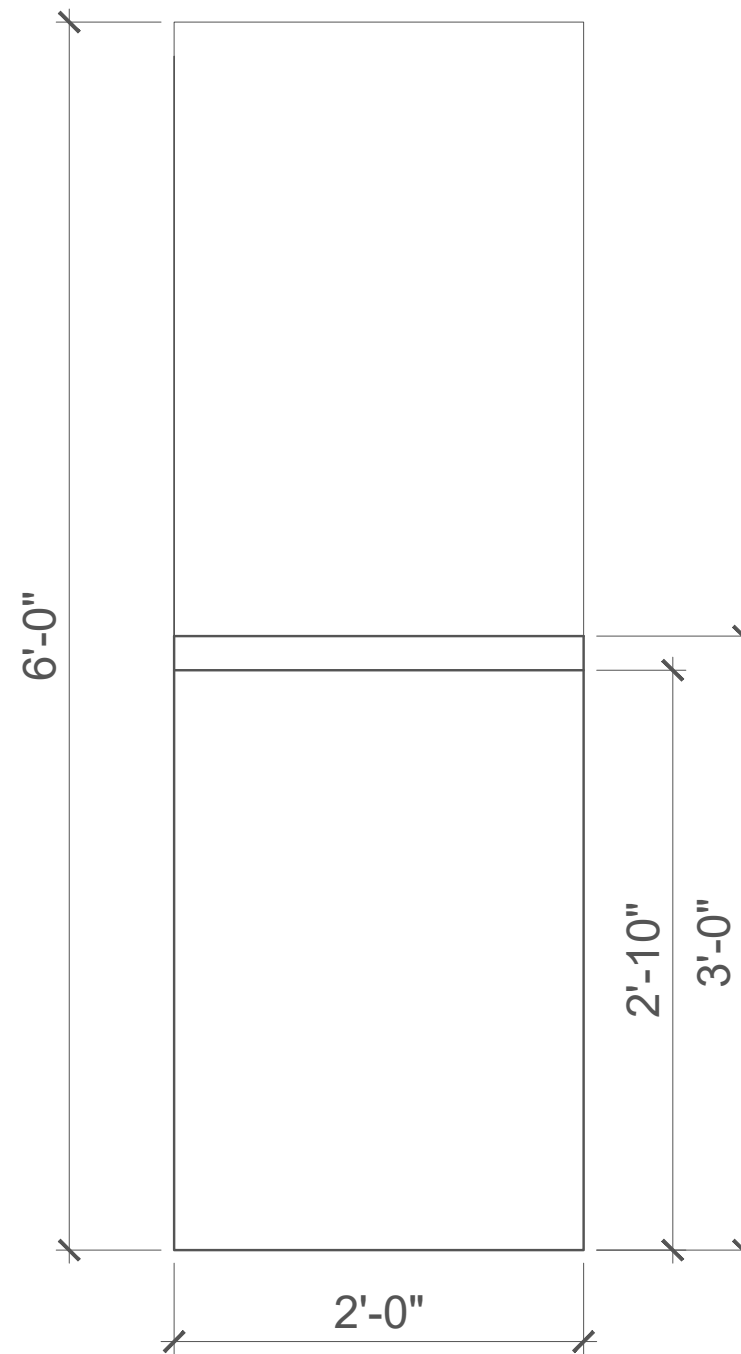
Scale: 1/4" = 1'-0"



2

03A - SIDE ELEVATION

Scale: 1/4" = 1'-0"



3

03A - FRONT ELEVATION

Scale: 1/4" = 1'-0"

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VENUE:



CLIENT:



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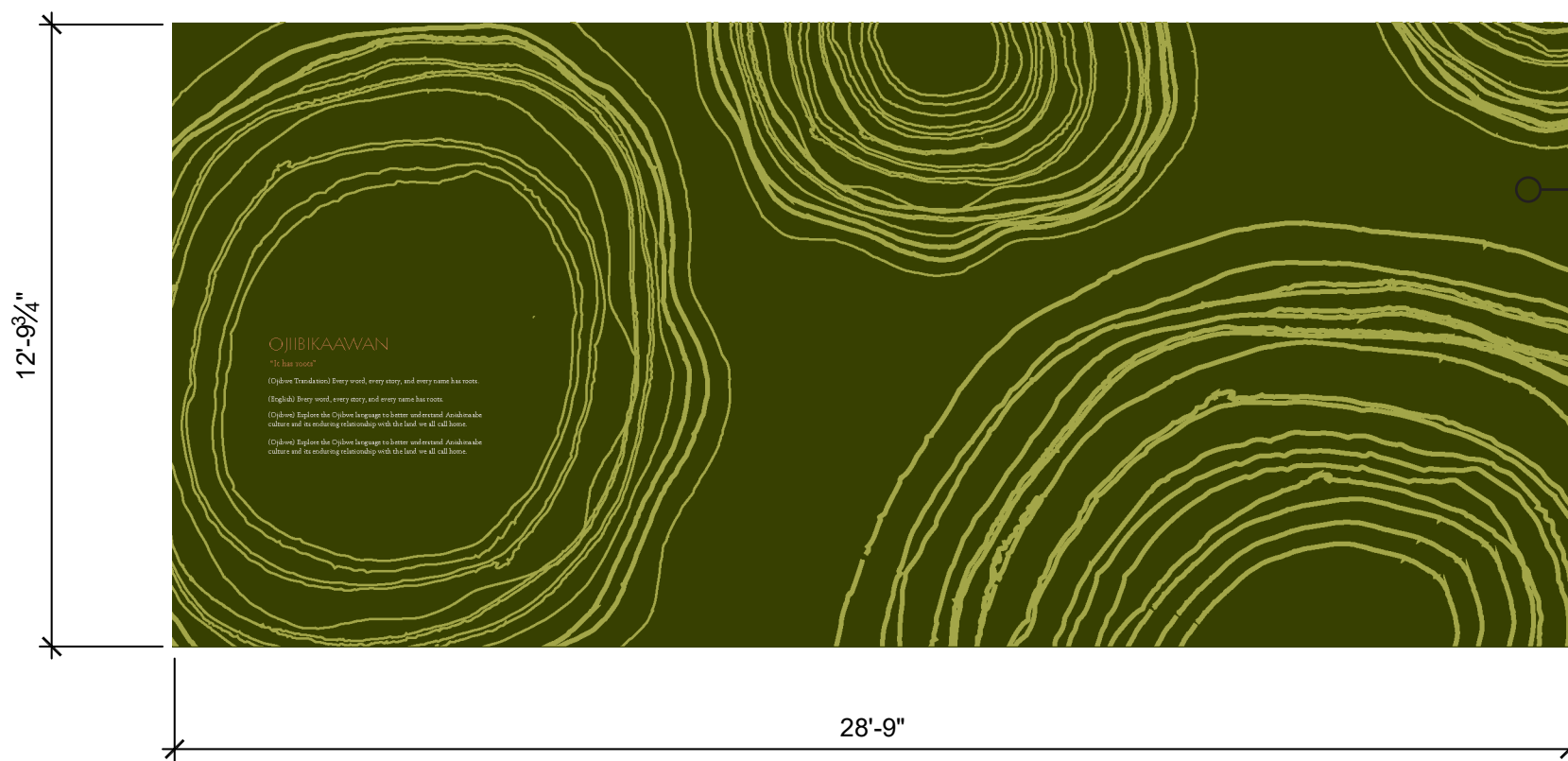
12/10/2025

DRAWING NAME:

AREA 03A DETAILS 3

DRAWING NO:

EX.06.08



High-resolution, UV-laminated satin finish vinyl, directly applied to smooth, clean wall surface.

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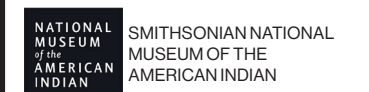
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DRAWING NAME:

AREA 03A GRAPHIC ELEVATION

DRAWING NO:

EX.06.09

1

03A.01.GR01 - GRAPHIC ELEVATION

Scale: 1/4" = 1'-0"

