PER-
IL

FORESTS IN PERIL

NOUN: SERIOUS AND IMMEDIATE DANGER.
VERB: EXPOSE TO DANGER; THREATEN.

DESIGNED BY JENNY GUARINO

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PROJECT STATEMENT

Forests in Peril is a new, special exhibition created by the American Museum of Natural History in New York City. The exhibition comprises 7,500 square feet and will be installed in the Third Floor Gallery. It includes digital and hands-on-interactive displays, live tanks, mounted specimens, dioramas, and graphics. Forests in Peril tells a story of the crisis faced by the worlds trees as anthropogenic and natural causes continue to devastate the world's forests.

The content is divided into eight sections: **Why We Need Trees, Historic Use of Trees, Human Habitation/ Expansion/ Urbanization, Diseases and Invasive Species, The Amazon: Clear-Cutting and Mass Extinction, Forest Fires, Global Warming, What Can We Do?**

The exhibition concludes on a hopeful note, encouraging visitors to take action. Through a digital interactive they can plant a tree (an anonymous benefactor has pledged to plant a real tree for every digital tree) and they will be able to recycle their exhibition brochure.

AMERICAN MUSEUM OF NATURAL HISTORY

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FONTS

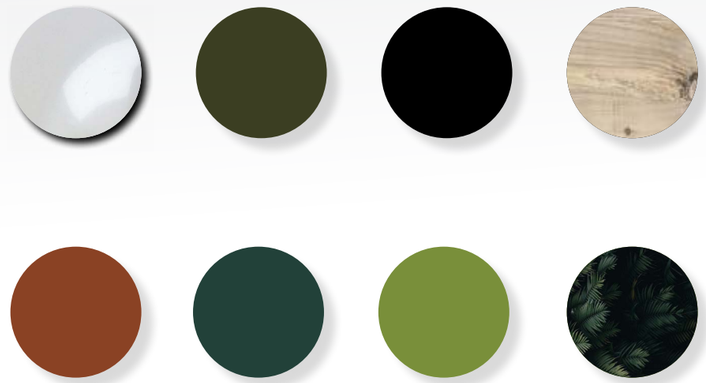
More Pro
Adds sophistication and prestige relating to the scientific approach.. It also brings in a humanist San-Serif element, connecting to the human and nature focus of the exhibit.

Acumin Pro Semi Condensed
Brings in a subtle humanity to the architectural and modular form of the Neo-Grotesque type. It's light weight is adaptable to many text forms and it has a historical purpose of creating eye-catching headlines.

GRAPHIC: dendrochronology is juxtaposed with a human fingerprint to signify how close humans are to nature. This graphic also symbolizes the imprint we leave on this earth and how it is our responsibility to protect it.

COLOR: black and white are use to represent truthfulness and facts. What the exhibit is presenting to visitors.

MAGNIFYING GLASS:
Used through out the exhibition in graphics and interactivity this represents "taking a closer look"



GRAPHIC APPROACH | PALETTE

WAYS TO BE SUSTAINABLE...

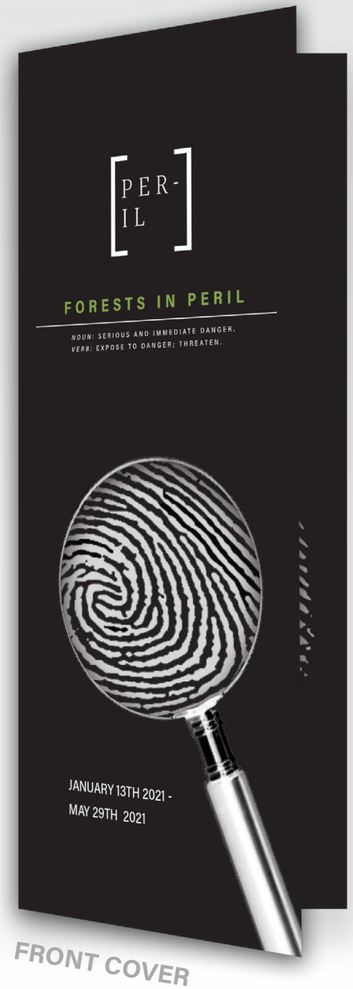
BROCHURE DESIGN

The take-away brochures, provided to visitors at the beginning of the exhibit, will be made through GreenPrinter and of 70 lb. uncoated, 100% recycled text creating a brochure that is environmentally conscious.

- Printed in full color
- Eco-friendly, vegetable based inks
- Made of 100% post-consumer waste

INSIDE SPREAD

INSIDE COVER



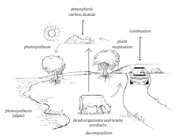
FRONT COVER

GRAPHIC APPROACH | BROCHURE DESIGN

THE INCREASE OF

GLOBAL WARMING.

Turning forests into farms and pastureland releases even more GHG into the atmosphere, like methane and CO2. Global warming makes it harder for young trees to photosynthesize and is stunting trees. **In this section, learn about the rapid repercussions of these actions through a short film, projection animations and infographics on how cows contribute to the issue we are facing.**



WHAT CAN

YOU DO?

We are closer to nature than we may realize, and it is our responsibility to work together collectively to make a difference- for the better. In **this section, make a change. Learn how you can make your voice heard; plant a tree and find out if reusing and recycling really is effective, or not. Explore the many different environmental groups that have a mission to illuminate and be proactive towards environmental issues**

American Museum of Natural History
200 Central Park West
New York, NY 10024-5102
Phone: 212-769-5100
amnh.org

INNERMOST PANEL

DAYS & HOURS

Open 10 am - 5:30 pm, Wednesday - Sunday

Additional Hours for Members
6 - 8 pm, Thursday
10 - 11 am, Saturday and Sunday

MAKE YOUR VOICE HEARD

STANDING ROCK PROTESTS
SIERRA CLUB
NRDC
GREENPEACE
RAINFOREST ALLIANCE

INSIDE PANEL

BACK COVER

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JANUARY 13TH 2021 -
MAY 29TH 2021

American Museum of Natural History

FRONT COVER

A REAL PROBLEM

Let's take a closer look

Forests are in peril and it is a real problem for humanity. There is an ***undeniable interconnection between humans and nature.*** It may be easy to overlook the truth, that our actions cause a reaction however, it is imperative that we take a closer look into the facts regarding how our environment is being destroyed and what role humans play.

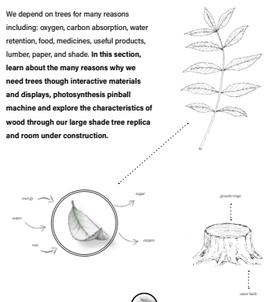
Join us at this exhibit and go on a scientific journey. Through connection, observation, exploration and classification ***take a closer look*** into the reasons why we need trees, what is causing mass destruction to the natural world around us- the place we call our home, and what we can do to help.

INSIDE FRONT COVER

WHY

WE NEED TREES.

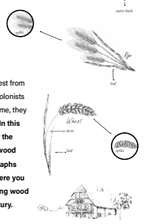
We depend on trees for many reasons including: oxygen, carbon absorption, water retention, food, medicines, useful products, lumber, paper, and shade. **In this section, learn about the many reasons why we need trees though interactive materials and displays, photosynthesis pinball machine and explore the characteristics of wood through our large shade tree replica and room under construction.**



HISTORIC USE OF

TREES.

North America once had a virgin forest from the Atlantic to Michigan. When the colonists (and then later the United States) came, they cut down millions of acres of forest. **In this section, you will be able to answer the question "what did we use all the wood for?" through 3D displays, photographs and a fun hands-on interactive where you can discover the necessities burning wood provided to people in the 19th century.**

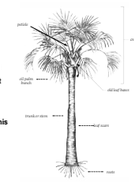


INSIDE BACK COVER

HUMAN EXPANSION &

URBANIZATION.

The world's population has increased exponentially. Humans need more land for habitation and for food. We have cut down millions of acres of farms, and pastures to make room for cities. **In this section, discover the impact this has had through a 10 minute theatre documentary, photo murals, and a Greenpeace interactive experience.**



THE

AMAZON.

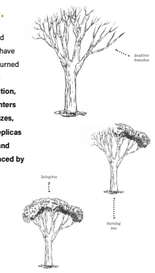
The Amazon is a microcosm of the harm humans do to forest... ...e cut down exotic hardwoods, clear cut for pastureland, destroy habitation for indigenous peoples, and cause mass extinction. **In this section learn about the Amazon through data visual, an immersive rain forest under story experience and interactive specimen displays.**

INSIDE PANEL

RAGING

FOREST FIRES.

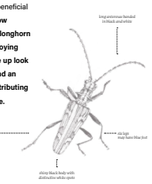
Forest fires rage all over the world during dry season. Many people have dies; thousands of homes have burned down; millions of acres of forests have been decimates. **In this section, witness news footage of firefighters and helicopters battling the blazes, interactive data experiences, replicas of burned trees, photo murals and reals stories from people displaced by forest fires.**



DISEASE &

INVASIVE SPECIES.

In the U.S., chestnut blight Dutch elm disease, Yew blight, etc. have caused extinction of many popular and beneficial species. **In this section, learn how invasive insects, like the Asian longhorn beetle, ash borer, etc. are destroying million of acres through a close up look at these specimens, replicas and an interactive map experience distributing the scope of Laurel Wilt Disease.**



INNERMOST PANEL

TICKETING

How to reserve a ticket

To ensure the health and safety of our visitors, the museum is using **timed-entry ticketing for all tickets,** including Member tickets, complimentary tickets, and pre-paid pass tickets to limit attendance in order to promote social distancing.

All tickets are for timed entry, from 10 am to 4 pm

Where to reserve a ticket

All tickets must be **reserved online on our website.**

If you are a Museum Member, **log in to your profile** *before* making your ticket reservation in order to access Member hours and pricing.

New York, New Jersey, and Connecticut residents (with ID) are granted with a Pay What Your Wish Admission

Ticket offerings

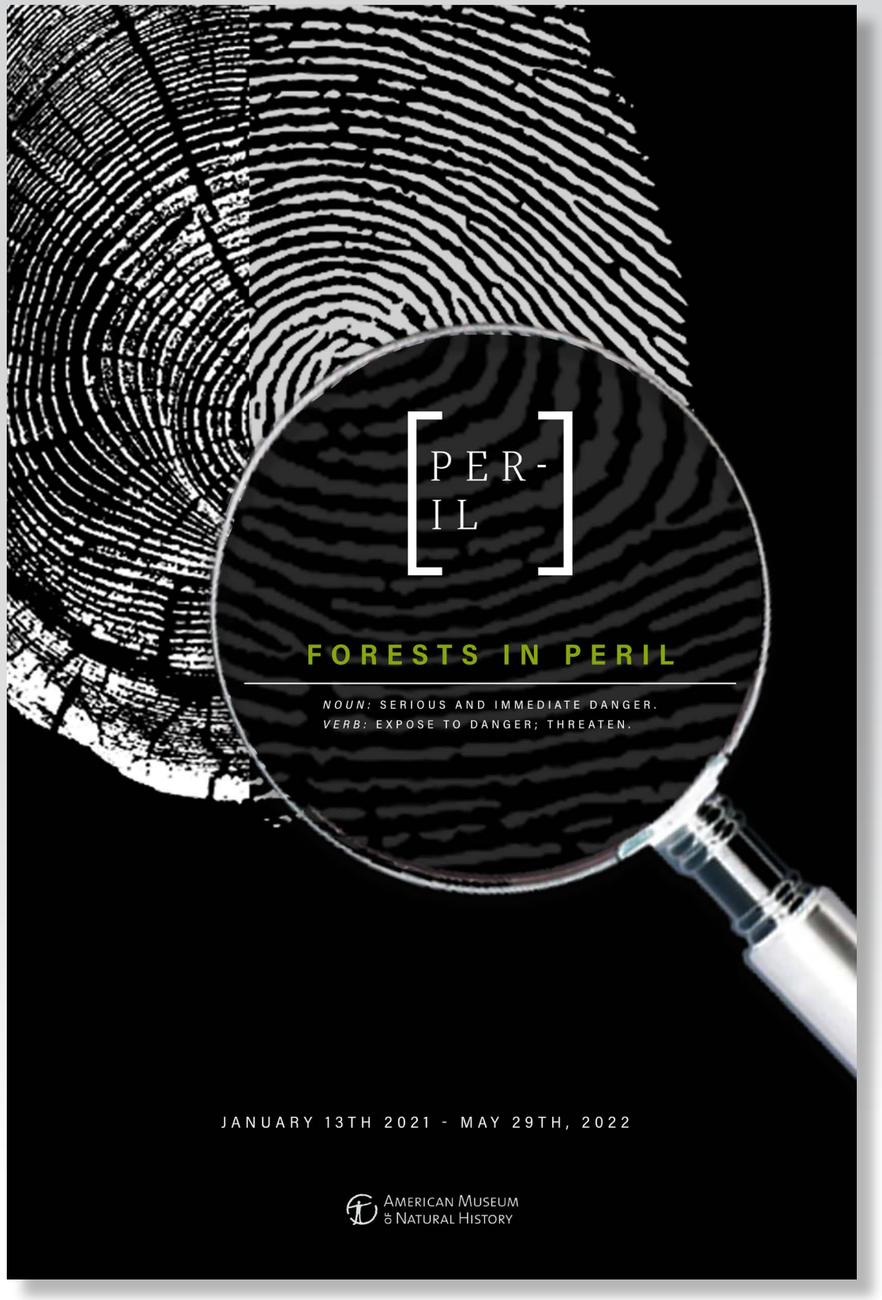
General Admission- Includes admission to permanent Museum halls but doesn't not include special exhibitions.

General Admission +1- Includes admission to permanent Museum halls plus one special exhibition.

General Admission + All- Includes admission to permanent Museum halls plus all special exhibitions.

BROCHURE DESIGN | ROLL- FOLD

The **cover of this brochure creates a sense of curiosity** for visitors by creating a cut-out in the magnifying glass that visitors can peak through and see part of the graphic that will be seen full size once the brochure is opened up. After the front cover visitors will be **given information on the purpose of the exhibit.** On the remaining inside pages, they can read **information pertaining to each section** in the exhibit, including **sketch illustrations, such as the ones found in scientific journals.** Other information includes **ticketing and museum contact.** On the back of the brochure, visitors will find the **museum's hours along with environmental groups** they can research and join to help our forests.



For this graphic, an image of the **inside rings of a tree trunk** (used in research to gain information on a tree, including its damage) is **juxtaposed with a human fingerprint** and displayed under a magnifying glass. **This symbolizes the interconnection between humans and nature and signifies how the exhibit takes a closer look into the current crisis being faced by nature and human's role in its beautiful history and destructive present and future.** The colors black and white are use to represent truth without bias- facts, what the exhibit is presenting to visitors. The only color used in this graphic is green, which is used to represent the main subject of the exhibit- forests and nature.

GRAPHIC APPROACH | POSTER DESIGN

WHAT WILL **YOU** DO?

American Museum of Natural History