Gateway to the McDowell Sonoran Preserve
Scope of Work — Overview

- Experiences, Exhibits & Programming
- Partnerships
- Business Plan/Economic Impact
- Fundraising
- Communication, Branding, Marketing
- Community Outreach

- Architectural Design (under separate City contract)
Educate and inspire a global audience to value, thrive in and conserve desert environments through transformative experiences based on scientific studies in Scottsdale’s McDowell Sonoran Preserve and from around the world.”
Aspirations

- Build anticipation for exploration
- Educate
- Support tourism
- Inspire future generations to preserve and protect
- Show people the hidden desert
- Be inclusive
- Be a model of sustainable design and practice
- Be a hub for globally relevant research
Community-led public-private partnership
Deep ties to Scottsdale and McDowell Sonoran Preserve
City of Scottsdale
McDowell Sonoran Preserve Commission
Tourism Development Commission
Arizona State University
Salt River Pima-Maricopa Indian Community
McDowell Sonoran Conservancy
Scottsdale Unified School District
Local Community Colleges
Liberty Wildlife
Phoenix Herpetological Society
Arizona Game & Fish
Southwest Wildlife Conservation Center
ASU center to teach community about thriving in a desert

Partnership between ASU, Scottsdale’s Desert Discovery Center to produce research, exhibits about local environment
Historical Timeline

- **1990** Desert Center at Pinnacle Peak Village
- **1999** Langdon Wilson Study – Gateway
- **2000** 1st Preserve Tax
- **2004** 2nd Preserve Tax
- **2007** Municipal Use Master Site Plan Approval
- **2008** DDC Phase One Study – ConsultEcon & Exhibit Design
- **2010** DDC Phase Two Study – Swaback Partners
- **2015**
- **2016** JANUARY DDCS Contract
DDC Location at Gateway
Thinc Design – Experience Designers
Tom Hennes, Amanda White, Philip Drew
National 9-11 Museum/Sustainability 2020 Expo, Dubai
Immersive, educative, emotive, fun experiences
Local
Locally specific knowledge
Design that is responsive to the landscape

A Center with global visibility
Universal characteristics of desert life
Global
In-depth, discursive experiences; temporary exhibits
Emerging Concept

Small footprint

Big vision
Emerging Concept

Peel back the layers of the desert and its history
Reveal its thriving ecosystem and how people live in arid places
From Preservation to Sustainability

Experience creates knowledge and empathy. Love. Protection.
1) What is this place?

2) What don’t we see?

3) What can we learn from living in the desert?

4) What is the future we create?
MICRO MACRO
Emerging Concept

SPEED UP

[Diagram with annotations and illustrations]

1 FPS

1 FPM

1 FPX
SLOW DOWN

Zoom in/out
Focus on buzz, mimic and hum

Slow down
Focus on buzz, mimic and hum
Emerging Concept

ZOOM IN

Full procession to entry thorough - desert floor wall

Zoom in out
Wide monitors in horizontal display

Step up 2 steps
Growth processes
Desert storm erosion

3D projection
Slow down
Final bat flight
Hummingbird
Space floor

Zoom in

1m

0.1m
Emerging Concept

ZOOM OUT

- Flying Bat Matrix Humanized Space Flight
- Sun Dial
- Desert Floor Wall
- Zoom in Out
- zoom in on horizontal display
- Spread of Desert Floor Region
- Spread of Desert Floor Region
- Global Processes World Map
Emerging Concept
Swaback Partners
John Sather, Architect
Frank Lloyd Wright School of Architecture-trained, Kartchner Caverns
SENSITIVE Design
Recognizing what we need to be Sensitive to:

- The Land
- The Wildlife
- The Preserve at Large
- To all the Citizens of Scottsdale
- The Hikers, Bikers, Horse Riders, Birders, Photographers, etc. who have always used the Gateway
- The Visitors and all their needs
- The McDowell Sonoran Conservancy
- The Stewards
- The Citizen Scientists

Swaback Partners | City of Scottsdale: Desert Discovery Center
SENSITIVE Design
Recognizing what we need to be Sensitive to:

- Those who do not want the DDC within the Preserve
- The Preserve Ordinance and Vision
- The Research Scientists from ASU and elsewhere
- Elected Officials who will review the project
- The potential Donors
- The surrounding Neighbors
- Doing more with less
- An Efficient Operations Strategy
- Operating costs
- The Ability to raise Construction Funds
SENSITIVE Design

Recognizing what we need to be Sensitive to:

- Moving beyond Phase II Conclusions
- “Right Sizing” the project. Bigger may not be better.
- The needs of the Tourism Industry
- Flexibility for an unknown Future
- Not creating a museum
- Not creating just another refrigerated box
- Creating an Environment that is both Educational and Enjoyable
- Creating a significantly Beautiful place
- Truly creating a World Class Institution

Swaback Partners | City of Scottsdale: Desert Discovery Center
Net Positive Design

**APPROACH The Design Process**

Rather than being focused solely on “doing less harm” or Net Zero focus on...

Net Positive Design

Swaback Partners | City of Scottsdale: Desert Discovery Center
Design a Center that simply by visiting it one experiences a different and positive change in their point of view of living in the desert.
NET POSITIVE Design

Design a Center that allows for each visit to be unique so you are inspired to return and learn more.

Swaback Partners | City of Scottsdale: Desert Discovery Center
NET POSITIVE Design

Design a Center that brings a divided Scottsdale together again, and renews our creative spirit that once was at our core.
Design a Center that opens up our incredible Sonoran Desert to those who cannot access it now due to their limitations.
Design a Center that contributes to global change on how mankind inhabits the desert.
Next Steps —

- Community Conversations Continue... *Ongoing*
- **Municipal Use Master Site Plan process begins** -- March
- **Architectural Plans and Experience Design Specifics Unveiled** – April
- **Negotiating partner agreements (ASU, SRP-MIC, McDowell Sonoran Conservancy, wildlife rescue agencies)** -- May
- **Business plan and fund-raising feasibility study** – June
- **Final Report complete** – July
- **Presentation to Scottsdale City Council** -- September
The DDC will teach the next generation a culture of conservation...
For More Information and to Sign-Up for Updates—

City of Scottsdale website: Scottsdaleaz.gov (search DDC)

DDCS website: ScottsdaleDesertCenter.com