
Executive Summary

Thinc Design is pleased to present an Interpretive Plan for the Desert Discovery Center in Scottsdale, Arizona. It is a privilege to work on this City of Scottsdale project, an exemplar of passionate local commitment to a vision. That vision informs and inspires this Interpretive Plan for the Center—a signature experience for Scottsdale with the potential to develop inclusivity, stewardship and education outcomes for its local communities; a must-visit tourist attraction that is grounded in authenticity; and a premiere, 21st century center for drylands research and sustainable living that engages everyone. The collaboration with the City of Scottsdale, the Desert Discovery Center Scottsdale, John Sather of Swaback Partners, and the many, dedicated stakeholders we have met, is a fertile and exciting environment, and we are honored to be a part of bringing this vision to life.

This Interpretive Plan develops site-specific storylines and design concepts for interpretive experiences throughout the Desert Discovery Center. The written document includes: a summary of the strategic framework, the interpretive concept overview, and storyline development for interpretive experiences at the Desert Discovery Center. The Plan builds on the October 2016 Project Definition Report and the insights provided through the February 2017 Interim Meeting Workshops conducted with members of the Salt River Pima-Maricopa Indian Community Cultural Resources Department & Cultural Preservation Program, the Scottsdale Unified School District, Experience Scottsdale, and Salt River Project. Additionally Interpretive content and design were additionally guided by collaborative meetings with project architect John Sather, and communications with advisors from

Arizona State University's Julie Ann Wrigley Global Institute of Sustainability, the Salt River Pima-Maricopa Indian Community, and The Nature Conservancy. This Plan also proposes a collaborative model for working with Arizona State University, Salt River Pima-Maricopa Indian Community, and other stakeholder communities and organizations.