CONCEPTUAL FRAMEWORK

START RIPPLES
MAKE WAVES

Collective Impact Through Shared Science
1. EXECUTIVE SUMMARY

ABOUT SEYMOUR CENTER

We are a community-supported coastal science education center operated by the University of California Santa Cruz (UCSC). We explore the world of marine, coastal, and climate coastal science through exhibits, programs, and up-close encounters with marine life.

OUR GOALS

• Bring attention and support to ocean conservation and climate action work happening in Santa Cruz
• Foster relationships with and between environmental partners and community members
• Represent a welcoming, inclusive, and accessible gathering place for a community with a shared interest in the ocean and environment
• Offer refreshed experiences that appeal to an expanded audience base

MISSION:
Seymour Center is dedicated to educating people about the role scientific research plays in the understanding and conservation of the world’s oceans.

THE IMPACT

Seymour Center is an inclusive gathering place that bridges science and the community

Individual Experience generates a passion for science through personal and shared connections

Individual Impact builds empathy and empowerment through a trust in science

Community Impact in being prepared to understand and mitigate local effects of climate change
1. EXECUTIVE SUMMARY

PLANNING CRITERIA

CONCEPTUAL FRAMEWORK:
Our conceptual framework is the big idea that shapes our new visitor experience.

START RIPPLES, MAKE WAVES
COLLECTIVE IMPACT THROUGH SHARED SCIENCE

We are placing ourselves in the middle of the ripple effects caused by climate change. Through open dialogue on scientific research, we mobilize meaningful environmental actions. With one drop of inspiration during their visit, our visitors will be empowered with the incentive and tools to make waves in their own lives and community.

DESIGN STRATEGIES
Design Strategies are approaches that capture the spatial, aesthetic, and experiential qualities of Seymour Center.

- Flexible Platforms
- Sustainable Practice
- Accessible and Inclusive
- Visible Volunteers

AUDIENCE

CORE:
- Families with young children
- Retirees
- School groups

EXPANDED:
- Young professionals/teenagers
- UC Students, staff, faculty
- People with affinities for ocean and science
- Climate change actors
1. EXECUTIVE SUMMARY

VISITOR EXPERIENCE

ZONE OVERVIEW

- **Dive In! 700 SF**
  An welcome and engaging reception area sets the stage for science discovery and offers opportunities for belonging.

- **Coastal Science in Action 3,150 SF**
  Opportunities for an up-close exploration of science through hands-on interactives and live aquaria. This zone includes See More HQ, a dynamic, flexible platform that makes current UCSC science transparent to our public in real-time.

- **Maker Lab 1,750 SF**
  Opportunities for innovation make visitors part of the climate change conversation as they design, build, and test scientific solutions. Integrated in Maker Lab’s flexible use space, Action Hub is a safe gathering place dedicated to constructive and collective opportunities for impact.

- **Coastal Lounge 1,500 SF**
  Renovating the existing conference room and integrating outdoor patios provides opportunities for community to gather, socialize, hold events, refresh, and enjoy the seascape.
1. EXECUTIVE SUMMARY

The ripples of inspiration and action start as soon as visitors enter Seymour Center through conversations at the Idea Exchange, real-time research at See More HQ, and breathtaking aquaria. Visitors weave through vertical columns that house both living animals and interactive exhibits and represent many of UC Santa Cruz’s different scientific disciplines.
1. EXECUTIVE SUMMARY

In the Maker Lab, visitors have the opportunity to combine science and the arts to design, build, and test innovations and make waves of change. This flexible use space houses the Action Hub, a gathering place dedicated to constructive and collective responses to climate change.