Expedition Blue
A Living Building Challenge Project on Cape Cod
CambridgeSeven
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Expedition Blue Approach

Goal
To show and engage the public with the local water-based or “Blue Economy” to build awareness, understanding and pride.

Target Audience
Young people who want to stay and small business owners who want to arrive and balance the ecology and economy

Problem
The public doesn’t know about the Blue Economy. Or what it is. Or it they can participate. Or how to participate!
Is this an Exhibit or an Expedition?

Is it more than a sign? Is it a place?

It is a place but it’s also a “way in”
Less Obvious Cape Cod
Some Possible Ancestors

Economical, Resourceful, Natural, Flexible Structures are essential to the Cape’s building traditions

Wetu
pre-1800’s

Lifesaving Huts
early 1800’s

Artist Shacks
early 1900’s

Cape Modern
mid 1900’s

Expedition: Blue!
Present

Acknowledgment to Peter McMahon & Christine Cipriani
A wider definition of Architecture | 3 Principles

An adaptable kit of parts and tools that can be highly responsive to town & partner input but still be rigorously standardized

An anchor for regional identity and new experiences in the landscape

A public space for the blue economy!
Network Map
The Kit-of-Parts

**XXS**
- extra-extra small
  - 8' tall 4x4 post or 4' tall 4x4 post
  - “viewfinder”
  - Interpretive text on metal sign
  - direct-buried with no foundation required

**XS2**
- extra small, option 2
  - half wall of traditional shakes
  - open upper view
  - open upper view
  - overview rail graphic

**XS1**
- extra small, option 1
  - Interpretive panel with room for signage
  - tall window for specific framed view

**XS3**
- extra small, option 3
  - 6' long bench for seating
  - large open frame window

**S4**
- small, option 4
  - open frame
  - partial deck for sitting
  - large frames allow for interpreting objects above, below and horizontally

**S3**
- small, option 3
  - Interpretive panel with room for signage, maps, etc...
  - tall window
  - large frames allow for interpreting objects above and horizontally
  - 6' step to provide “front stoop” to the porch

**S2**
- small, option 2
  - slatted roof and walls provide shade and privacy
  - slats form a series of “strata” or “horizons” for viewing different layers of the surroundings.
  - 8’ long bench
  - Interpretive text as captions on wood structures

**S1**
- small, option 1
  - low wall and high wall provide space for interpretation and graphics and artifacts
  - 1:20 sloped platform to allow ADA access
  - long, low window for landscape

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Potential Combinations | linear variations
Potential Combinations | field variations
Interpretive Overview Diagram | See > Explore
A focus on native grasses and ferns that are hardy in zone 6 and 7 can reinforce the ecological function of the plants, such as in stabilizing soils and providing nurseries for fauna. Large swaths of grass and accent grass can be planted to define pathways and regions within the Expedition Bluel experience.
Ornamental plants can be used to highlight features and structures. Their blueish hues can reinforce the Expedition Blue! experience. Fragrance and attraction for fauna will provide a seasonally diverse experience that will be further reinforced with variations in color and texture.

**Landscape | Blue Native Plants**

- Slender-leaved Mountain Mint
- Blue False Indigo
- Virginia Bluebells
- Hydrangea - Nikko Blue
- Eastern Bluesstar
- Beyond Midnight
- Blue-eyed Grass
Integration of the Expedition Blue concept can be carried through into the pathways and ramps leading to either the framing installations or the objects framed themselves. Various materials allow for distinct design and accessibility options, allowing the design to respond to the unique site conditions.

- Decomposed Granite
- Integrated Crushed Glass
- Permeable Rubber Pavement
- Seashells
- Accent painted wood

Integrated illuminated and glow in the dark accents

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Fixtures such as bicycles racks provide opportunity to carry the iconic Expedition Blue! concept through out the design between its locations. Docking areas can be colored blue to provide travelers the knowledge that a viewing installation is only a short walk away.
**Brand Strategy | multiple platforms**

**Partner Network**  
Build partnerships to increase support, awareness and impact. This includes businesses, institutions, High Schools, local influencers and the Cape Cod Chamber of Commerce.

**Social Media**  
Build awareness and offer a platform for partners to connect and share. Focus on both organic and paid on the most critical channels that you can maintain (examples: Instagram, Facebook, and LinkedIn).

**Product**  
Increase visibility and pride through branded product—promotional and for sale.

**Physical Locations**  
Branded physical installations to see Expedition Blue in action: the Waypoints.

**Emails**  
Regular communication to supporters to keep them informed and engaged. Develop segmentations for personalized content to increase engagement.

**Website**  
ExpeditionBlue.org is the hub of the ecosystem. All channels direct people here to learn more and join the journey.

**Events**  
Branded initiatives to engage the community and serve the mission. Early on, join established events to connect with people more frequently than branded events.
Partnerships
Placement
Fishing Supports the Economy

From busy Bismore Park, you can look out at Hyannis' commercial fishing industry. Smaller vessels spend the day harvesting razor clams—soon to become clam strips at local restaurants! 70-foot boats go out for many days, returning with holds full of fish. Admire the barnacled boats and watch the fishers offloading their catch and preparing for the next trip.
Bourne Installation | Panel
Provincetown Installation | Dog-Accessible
1. **Ecology of Place** — Restoring or enhancing the ecological performance of the site and contribute to the cultural and social equity need of the community.

2. **Responsible Water Use** — No potable water used for site irrigation. No potable water anywhere on site.


4. **Responsible Materials** — Include Red List free building materials, FSC wood, local building materials, and divert 80% of construction waste from landfills.

5. **Universal Access** — Safeguards access for people with disabilities, and does not diminish access of fresh air, sunlight, or natural waterways to any adjacent site regardless of a person’s background, age, disability, or socioeconomic status.

6. **Inclusion** — Two integral organizations in the project team have achieved a Just label.

7. **Beauty + Biophilia** — Designed to include elements such as natural patterns, light filtering, prospect and refuge that nurture the innate human/nature connection.

8. **Education + Inspiration** — Interpretive signage and an educational website that teach visitors and occupants about the environmental features.
Discussion

Experience with Living Building Challenge for Exhibits?

What 3rd party certifications have you used for interpretive work?

Your questions about the project or process?