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Visual Dialogue completes NPS Visitor Center at Faneuil Hall

December 17, 2021 - Construction Design & Engineering



Boston, MA Visual Dialogue, a branding and design agency, has completed the redesign of the National Parks Service (NPS) Visitor Center, located in the city's iconic Faneuil Hall.

Visual Design's assignment was to make it more engaging, timely, flexible, relevant, and welcoming to the over 10 million people who visit it annually. The project included reinterpreting the main information displays as well as providing interior design recommendations for the space (i.e. graphics, colors, furnishings, etc.) within its historic context.

Visual Dialogue's strategy director and partner, Susan Battista, said, "Faneuil Hall is a top tourist destination in the world, attracting visitors who come to Boston with a particular interest in learning about American history and the role Boston played in the American Revolution. While the exterior of

the building retains its historic character, the interior had a poorly lit, institutional feeling, with a large, off-putting ranger station in the middle of the space and outdated displays.”

Visual Dialogue’s design concept is based on elevating the experience in the NPS Visitor Center by visually connecting it to the Great Hall above, the location of many historic speeches over the past 275 years. The main wall features a large, hand-drawn map of the area, photos and descriptions of notable sites organized by location, and changing information about special events and hours of operation.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540