What's the Story?

Sarah Garcia, presenter, City of Gloucester
Working Waterways and Waterfronts Symposium
Tacoma, WA    March 26, 2013

Designer: C7A
Cambridge Seven Associates
Principles for the Working Waterfront

Heritage.
Gloucester's past is priceless and can seed future innovation

Authenticity.
keep the waterfront working

Stories.
provide a place where Gloucester's tales can be told and interpreted

Respect.
"don't screw it up"

Connections.
unify the walk, give safe and clear passage to the water
What’s the story?

Gloucester HarborWalk
What’s the story?

Gloucester HarborWalk
Cape Ann lies on an outcropping composed of 450 million-year-old granite polished by glaciers. This particularly dense stone was prized for building monuments, forts, and piers. Blocks of Cape Ann granite were used to build Gloucester’s Dale Avenue post office. In the 1800s, it was shipped as far as Cuba and Europe. The quarry business soon rivaled fishing and its work was considered just as dangerous.

The glaciers also deposited beds of terrestrial marine fossils. Chamber-style bedrock on a hike through Tom Sawyer Bog, or the LG line cut state of the Dog Bar breakwater.
How is the story told?
What's the story?

The story; just the facts to let you know about Gloucester

Number.
Ties to collateral, maps..easy wayfinding

Title:
like the spine of a book

Title:
pictogram, raised /depressed for impressions

More Info
Interesting facts, other resources, physical, web or otherwise

QR Code/URL
Easy connection to website for even more info

What’s the story?

Gloucester HarborWalk
Number.
Each Story Moment has a number.

Stories as wayfinding
What’s the story?

The St. Peter’s Fiesta has long attracted visitors from all over the country. It is an annual celebration in Gloucester, MA taking place on the weekend closest to the Feast Day of St. Peter, June 29.

The event is sponsored by the Italian-American fishing community of Gloucester.

QR Code/URL
Easy connection to website for even more info
Scanning a QR code
QR Code/URL
Easy connection to website or mobile app for even more info:
www.ghwalk.org

ghwalk.org & the mobile app
Walking Cinema

Gloucester HarborWalk
What’s the story?
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Gloucester HarborWalk
Thank you.