

COMPONENTS:
Three, 20-page
Activity Books

SERVICES:
Design
Art Direction
Production
Project management
Print management

Engaging Youth to Dig into the Fabric of the Past

BACKGROUND

The Lowell National Historical Park is one of the country's greatest historic assets and most unique properties among America's National Parks. Located in the heart of one of Massachusetts' busiest cities, the park is a living testament to the industrial revolution. The park and museum literally displays the fabric of capitalism from which our country's textile manufacturing past prospered. And the site shares the suffering and difficulties of the workers, many of which were young women and immigrants, who made the mills successful.

In an effort to share this rich history, the Lowell Park Service wanted to engage their younger audiences. The park service formed a committee to brainstorm

a plan for this goal. After much discussion the committee decided they wanted a series of engaging activity books to encourage and inspire young people to uncover the treasures of the park on their own time.

PICKING THE RIGHT PARTNER

Shortly after determining a direction, the committee launched a search to find a creative partner to assist in the vision and production of what they named the Junior Ranger Activity Books. The committee drafted a detailed request for proposal and posted the RFP online. Ultimately, four firms were considered as finalists. The committee reviewed the proposals, portfolios, and interviewed each candidate carefully. studiowink was awarded the contract.

"We chose studiowink because of its design style and ability to make things fun," said Linda Chan Flynn, Lowell's Chief of Interpretation and Education.

THE PROCESS

In kicking off the project studiowink thoroughly interviewed the committee, asking about their goals, their aesthetic preferences, and timeline among other things. From this discussion studiowink drafted a comprehensive creative brief that assisted in keeping everyone focused and moving forward. Once the document was approved by the leaders of the committee studiowink produced two initial creative concepts for the committee to choose from that responded to all the demands of the brief.

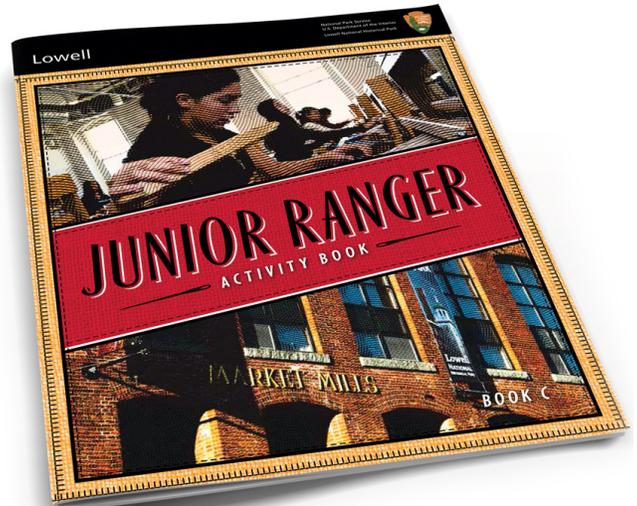
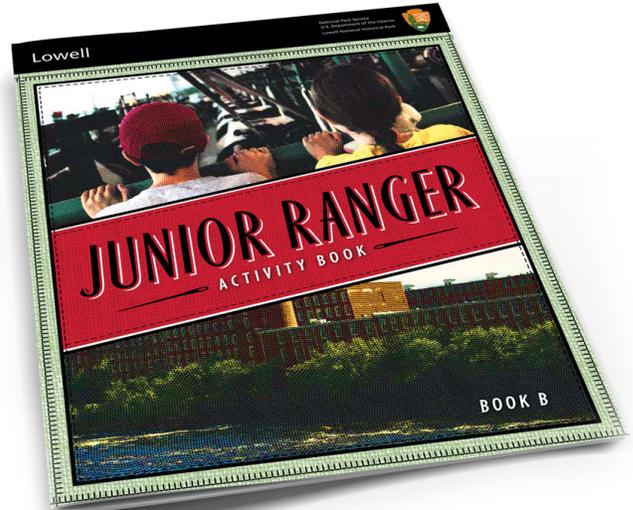
"The options were stunning!" said Chan Flynn. "We were thrilled..."



The process of working with studiowink was great. Nancy was responsive, prompt and so easy to work with... studiowink made each book distinct, yet all related in our themes and the story we were trying to tell... We couldn't wait to share them.

LINDA CHAN FLYNN

Chief of Interpretation and Education
Lowell National Historical Park



THE SOLUTION

The committee selected a concept inspired by the textiles created at the mills. The design integrated the textures of fabric with stitching, voice bubbles and manipulated photographs that blended together seamlessly to integrate the past while offering a modern touch. Over the course of about a month and a half the three activity books took shape. Each book was tailored in content to the appropriate age and designed to look like a family of publications.

“The process of working with studiowink was great,” said Chan Flynn. “Nancy was responsive, prompt and so easy to work with... studiowink made each book distinct, yet all related in our themes and the story we were trying to tell... We couldn't wait to share them.”

The Junior Ranger Activity Books are currently available for free at the Lowell Park. They have been wildly successful and since it's initial printing, the park has had to reorder to keep up with demand.



TOP
Covers of two of the age-appropriate Junior Ranger Activity Books.

LEFT
First page of Junior Ranger Activity Books.