

APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 2, 2017.** Please include this application form with electronic entry.

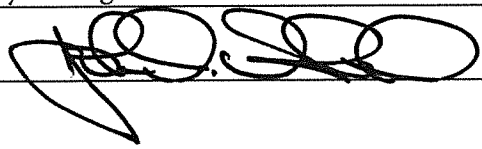
PROGRAM INFORMATION

County: County of Henrico
Program Title: Heritage Wall: A Personal Interaction with Local History
Program Category: Regional Collaboration

CONTACT INFORMATION

Name: Holly Zinn
Title: Management Specialist
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SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: John A. Vithoulikas
Title: County Manager
Signature: 

1. Program Overview

The Henrico County Public Library (HCPL) opened its new Libbie Mill Area Library in October 2015. The Library wanted to tie in the rich history of the county with its new, modern building. Henrico County is over 400 years old and is rich with history that is unknown to most residents. The new library space provided an opportunity to bring light to this history.

The Heritage Wall Interactive project was accomplished by a team consisting of members from HCPL, the departments of General Services and Recreation and Parks, and the architectural firm BCWH, working to create the infrastructure and to gather historical research. The team worked with Second Story, a firm specializing in experiential video installations, to create an immersive and engaging, high-tech visual learning experience for patrons that they would not have anywhere else.

The Heritage Wall is an innovative educational feature for a modern library. It is a museum-quality, visually stunning, and highly informative representation of Henrico County's rich historical record, situated in an accessible location in a neighborhood library. Through an interdepartmental effort from the county and a public-private partnership between the county and architectural and media production firms, the Heritage Wall delivers an important educational and recreational service to county residents while being at the forefront of architectural and digital design.

The success of this project could be a call to other localities to find ways for citizens to access detailed and diverse accounts of local history in accessible, public spaces. The success of the Heritage Wall suggests that public libraries are an ideal venue for interactive, historical education and displays.

2. Problem/Challenge/Situation Faced by the Locality

In an era of rapid development and growth for the county with an influx of new residents, there is a need to educate the public about county history lest it be forgotten. Many residents may understand in general terms how the county fits into sweeping historical narratives about the Revolutionary and Civil Wars, for example, but a more nuanced approach to recounting Henrico County history was needed to impart a diversity of perspectives and more detailed historical accounts. Any such project needed to be engaging and accessible, as participation would be elective for members of the public. The Heritage Wall at Libbie Mill Library presents detailed, lesser-known historical accounts from a variety of perspectives in a stunning, high-tech, visual and architectural format to educate county residents of their history. The wall is situated in a busy, central area of the county and makes learning local history approachable and impactful for viewers.

In 2013, during planning for the upcoming design and building of the new Libbie Mill Library, Richard Glover, the Henrico County Board of Supervisors member representing the Brookland District at the time, Jerry McKenna, Library Director, and Christine Campbell, the Assistant Library Director at the time, met to discuss the upcoming library. Mr. Glover was very interested in including the important history of the area into the design. It was decided that an interactive feature would be a great way to involve the community in its history.

3. How Program Fulfilled Awards Criteria

Throughout 2014, HCPL, the Department of General Services, and project architects BCWH collaborated to interview several vendors to design and build an innovative, interactive learning wall in a public facility. Second Story was chosen as a vendor because they had designed several well-known features for universities and museums. Kim Sicola, History Programs and Operations

Supervisor for Henrico County Recreation and Parks, provided the historical content for the Heritage Wall. She worked closely with the library, the architects, and Second Story to provide content in the form of first person stories culled from primary sources. The idea of an interactive display can be replicated and customized by any locality that wishes to engage its residents by sharing local history in an innovative way.

4. How Program Was Carried Out

As a result of this cooperative effort, the Heritage Wall tells eight stories about women, agriculture, coal mining, education, Native Americans, government foundations, and transportation, representing a diversity of experience in Henrico history that is difficult to access elsewhere. Stories can be added, removed, and modified over time, enabling the Heritage Wall to evolve and be responsive to community needs.

When patrons arrive at the library, a curved steel wall with seven integrated screens combines digital and architectural elements to draw viewers into the space. A map-based motion graphics piece plays on the exterior of the installation, depicting the county's evolution since its founding.

Circling around to the interior, visitors find an interactive video wall and table experience that makes history feel personal and relevant. The wall tells the county's most important stories from the point of view of a narrator who experienced them. Through the use of text and contemporary and archival imagery, visitors discover surprising information about life in their area, from agriculture to education, with an emphasis on uplifting historically-marginalized voices. On the accompanying touch table, guests can take a deeper dive into these subjects, exploring the impacts of people and events across time and understanding how they still resonate today.

Second Story, the vendor who created the 15-screen display, used the most up-to-date hardware and software in creating the Heritage Wall. The company's cutting-edge, proprietary software allows the video to be interactive and immersive. The Heritage Wall consists of curved steel posts, low-glare flat screen displays, and integrated video – so that a map of Henrico County can be shown as one, single image divided among the seven exterior screens, before breaking apart to display information in more detail on individual screens.

5. Financing and Staffing

Program costs included four phases of design, construction, and testing of the interactive display.

A breakdown of costs is below:

Phase One: Concept & Experience Design – \$252,000.

Phase Two: Schematic Design & Design Development – \$200,000

Phase Three: Production Installation, Startup & Testing – \$200,000

Phase Four: Final Acceptance – \$133,000

Total: \$785,000

6. Program Results

The supplemental Heritage Wall usage statistics show the large number of community members who have interacted with the media display. At the time this data was collected, the Heritage Wall interactive screen had over 170,000 touches, and over 7,500 stories had been viewed. The highest use of the Heritage Wall occurs on Saturdays, suggesting that the wall has become a recreational learning activity for library patrons and families. The data indicates that the Heritage Wall is a popular community resource and that it is meeting the need for accessible, engaging, and detailed information to educate Henrico residents on the region's rich history.

The Heritage Wall is a one-of-a-kind, visually stunning, accessible, and engaging, historical resource for the Henrico County community. Through an interdepartmental effort from the county and a public-private partnership between the county and architectural and media production firms, the Heritage Wall delivers an important educational and recreational service to county residents while being at the forefront of architectural and digital design.

The success of this project could be a call to other localities to find ways for citizens to access detailed and diverse accounts of local history in accessible public spaces. While Henrico was fortunate to be able to develop and implement such an impressive monument, there are many other ways, big and small, that a locality could integrate the stories of its history in public spaces.

The success of the Heritage Wall suggests that public libraries are an ideal venue for interactive historical education and displays. The Libbie Mill Library serves as a gathering place for the community to connect, learn, and share knowledge, and the Heritage Wall is a unique interactive learning experience that has become a defining feature of this new community space. The diversity of historical experiences represented through the modern interface not only grounds viewers in a sense of place but also ties the rich story of Henrico's past to their present-day realities and inspires them to form a vision for the county's future.

7. Brief Summary

The Henrico County Public Library (HCPL) opened its new Libbie Mill Area Library in October 2015. The Library wanted to tie in the rich history of the County with its new, modern building. Henrico County is over 400 years old and is rich with history that is unknown to most residents. The new library space provided an opportunity to bring light to this history. The Heritage Wall Interactive project was accomplished by a team consisting of members from HCPL, the

departments of General Services and Recreation and Parks, and project architects BCWH working to create the infrastructure and to gather historical research. The team worked with Second Story, a firm specializing in experiential video installations, to create an immersive and engaging, high-tech visual learning experience for patrons that they would not have anywhere else. With many thousands of interactive stories accessed so far, the success of the Heritage Wall suggests that public libraries are an ideal venue for interactive, historical education and displays.

Libbie Mill Library

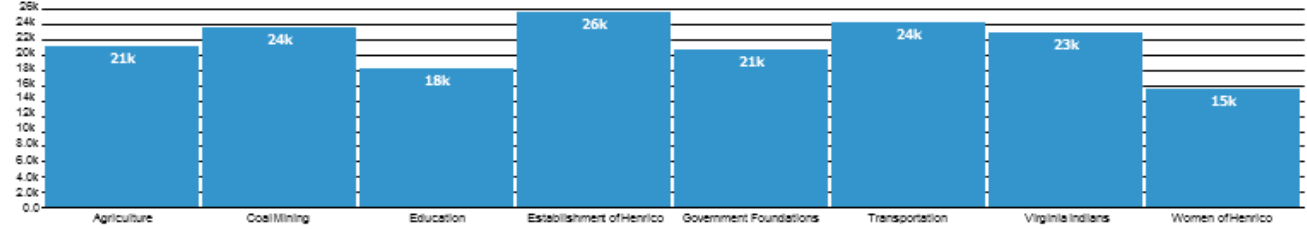
IMPACT EXPLORER ANALYTICS DASHBOARD

[select by quarter \(\)](#) 10/31/2015 to 12/17/2016 [refresh data](#)

◆ Touches □ Stories Selected □ Time Spent

What content is being accessed?

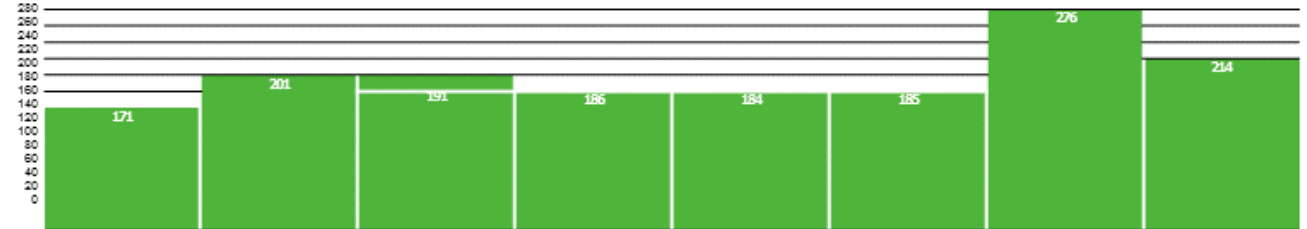
Number of times someone touched the table while each story was open.



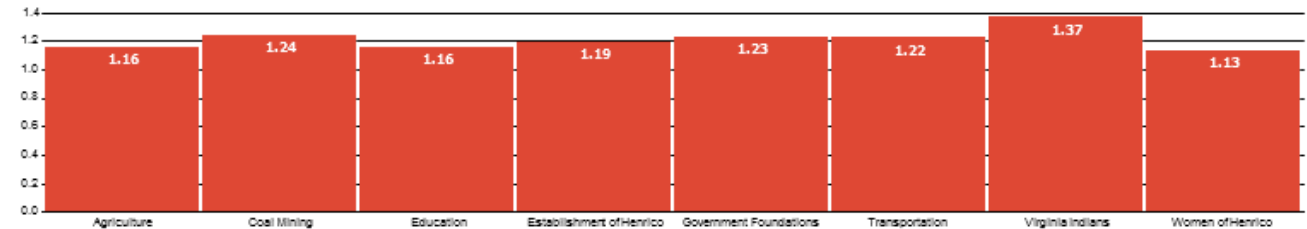
Total touches: **170,762**

Total stories viewed: **7,507**

How many times was each story chosen from the menu?



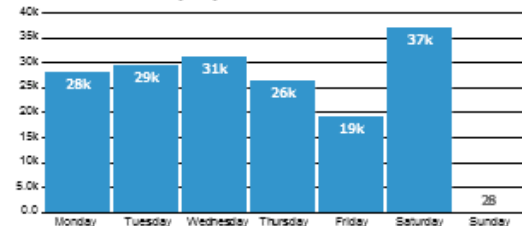
Average time spent in each story in minutes.



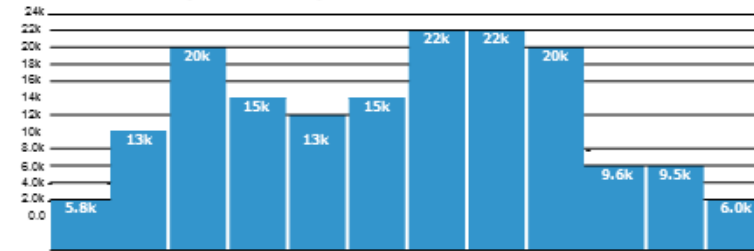
Average time spent viewing a story: **1.21** minutes

When is the experience used?

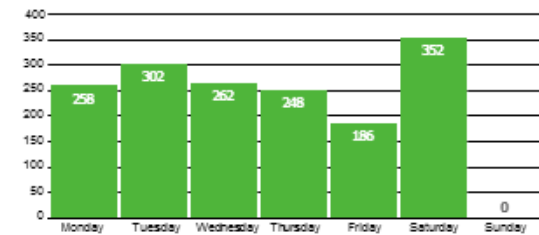
Number of touches by day of the week.



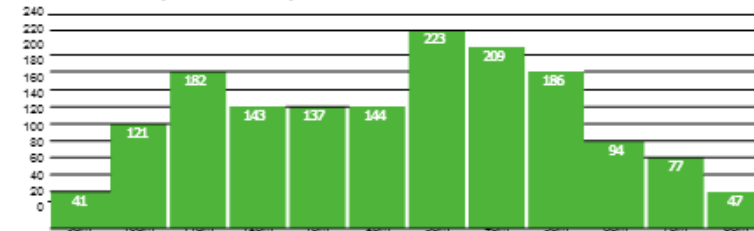
Number of touches by hour of the day.



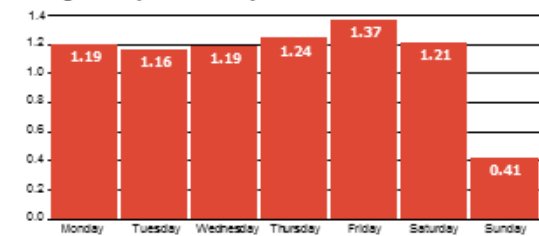
Stories selected by day of the week.



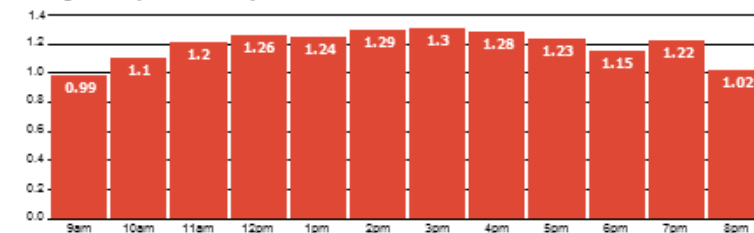
Stories selected by hour of the day.



Average timespent on a story in minutes.



Average timespent on a story in minutes.







Video on the Heritage Wall from Second Story:

<https://vimeo.com/152774695>

video copyright Second Story