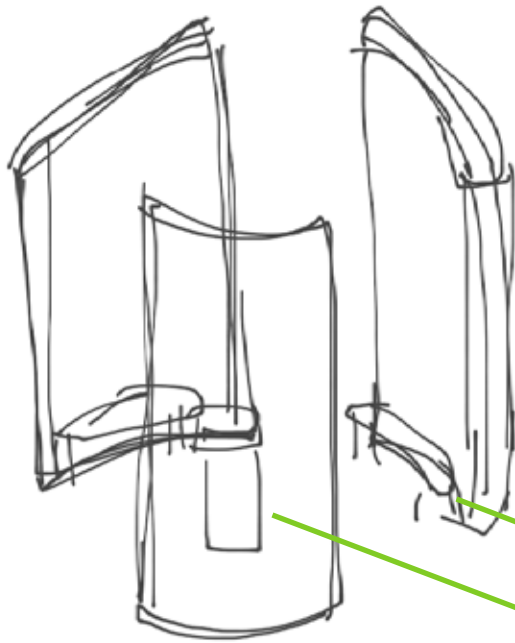


# Allstate Past, Present and Future

ideas for the Allstate Museum



“**The best thing**, though, in that museum was that everything always stayed right where it was....The only thing that would be different would be you.”



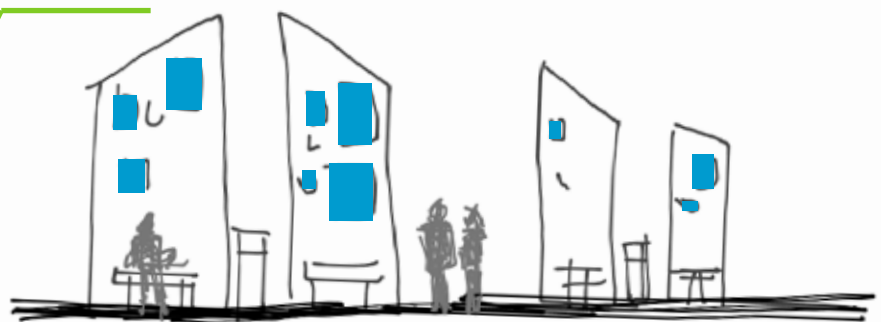
in the F Lobby, walls arranged in a large circle, revolving around the pillars of “community” “product innovation” “leadership”

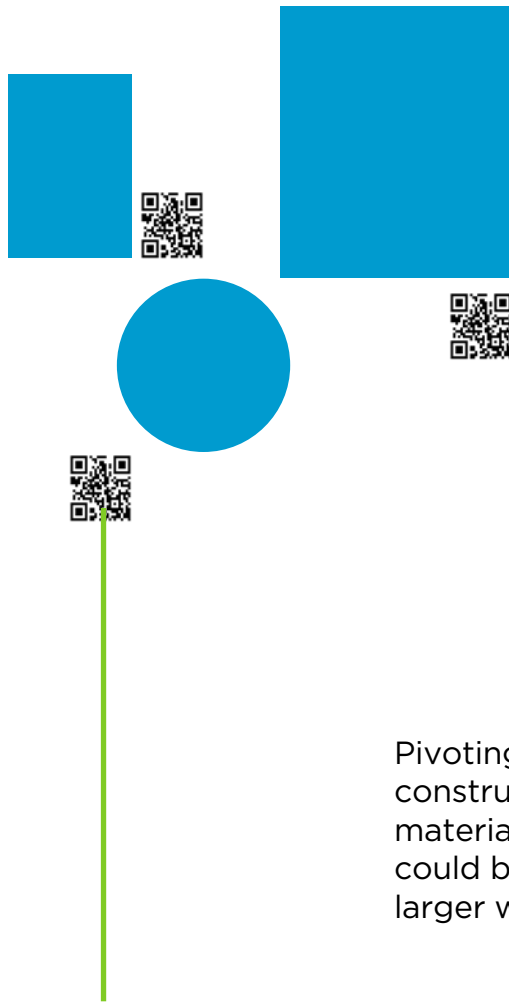
throughout the campus, open walls will represent “people” and “society issues”

**benches** in the lobby as a waiting/small meeting area

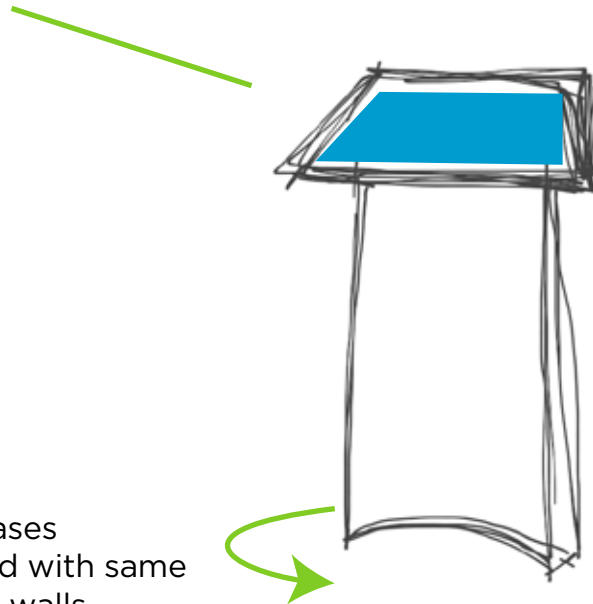
interactive kiosks for the areas in the lobby

walls are pointed skyward at a point, representing progress and achievement





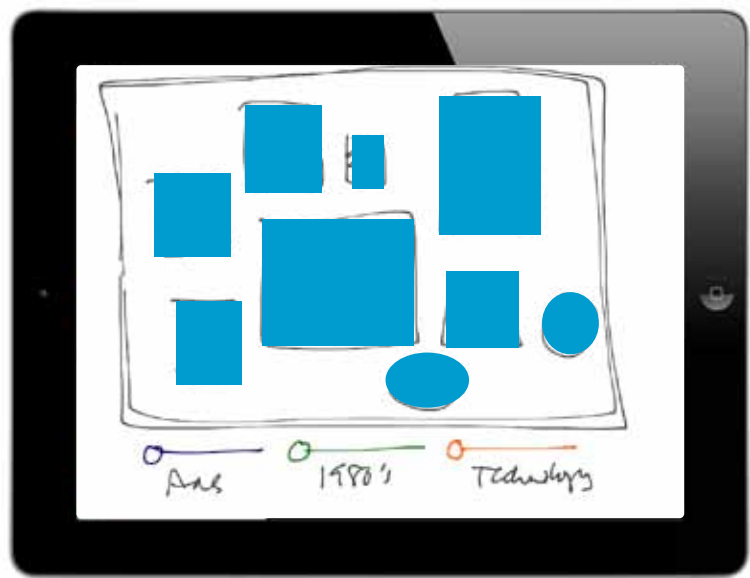
Kiosks contain multimedia “maps” of what’s on the walls



Pivoting bases constructed with same material as walls could be used for larger walls



iPad and tablet app contains same multimedia as kiosks, driven by **QR codes** and location sharing (augmented reality).





Backs of walls could contain marketing campaign “wrappers”

kiosks in the F Lobby are 42” LCD screens with sensor technology, under durable plastic, allowing it to be used as a table.

**Unifying structure:** Glossy “pearl” white painted curved walls of varying shapes and sizes

Main lobby hosts several “areas” highlighting Allstate’s progress—**pillars of the Allstate culture**. Curved walls here create a semi-private setting for work or small meetings. Also encourages interaction from visitors and gets people involved with the history, not just having to have to stop and look (kiosks, eye-catching walls)

“Travelling” kiosks could move around campus with pieces from the archives.

**Micro-exhibits** placed strategically throughout campus could be moved periodically, and **usage could be tracked** by the interactive kiosks (hit tracking per use).

Less popular exhibits would be moved or changed.



These exhibit kiosks will not only show where other museum pieces are, but will also double as a navigation system, containing a **map of campus** for visitors as well as those who’d like to “explore.”



**App and kiosks** will contain the walls and exhibits nearby, as well as timelines that connect the various themes. Not only will these timelines connect what's on the screen, but they will direct you to other walls and exhibits throughout campus.

Each “piece” has a story behind it--a 90 second multimedia piece, guided by audio on tablets and devices, and by closed captioning on kiosks.

