

Green Throughout

Madison Children's Museum's Sustainability Initiative

The new Madison Children's Museum hopes to be Wisconsin's first LEED-certified museum. Sustainability has been planned into every aspect of the museum's building, exhibits, and operation (see *Green from the Inside Out* summary, attached). Of equal importance is the communication and interpretation of these green features for both museum visitors and green building professionals.

The *Green Throughout* sustainability initiative is designed to raise awareness of the museum's sustainability efforts in order to inspire individuals, families, and businesses to adopt similar green measures of their own. Elements of the initiative include:

Interpretive Exhibit

A gallery at the building's Dayton Street entrance will welcome visitors with an exhibit on the building's history and green features, including a display explaining the Variable Refrigerant Volume (VRV) HVAC system.

Solar Panel Display

An interpretive exhibit on the building's green roof will draw attention to the solar panels donated by Madison Gas & Electric, explaining how the panels work to contribute green energy back to the grid.

Call It Green Cell Phone Building Tour

Throughout the building, icons will draw attention to sustainable features of the building, exhibits, and museum operations. Visitors can use their cell phones to call for a text quiz question for the family, or a narration explaining the feature in depth.

Green Scavenger Hunt

Using the same icons, families and classes can compete to find as many of the green features as possible on a re-usable "treasure map."

Website

Green features of the building, exhibits, and operations will be featured with photographs on a new section of the museum website, as well as on the *greenexhibits.org* website for museum professionals.

Public Tours and Presentations

Museum staff will provide tours of the project's green features on both a scheduled and on-request basis to both professional and community groups. A PowerPoint of the tour will be developed for presentations off-site to professional and community organizations.

Printed Bookmark

Rather than print a brochure on the museum's green features, a printed bookmark will drive traffic to the museum's green features website.

Green Gala

Beginning with the museum's opening celebration, an annual Green Gala scheduled near Earth Day each year will celebrate community contributions to sustainability on behalf of children.

The New Madison Children's Museum: Green from the Inside Out

Goal: To be the first LEED-certified museum in Wisconsin

Building

- Repurposed 1929 Montgomery Ward department store. "The greenest building is one that already exists." – *Richard Moe, president, National Trust for Historic Preservation*
- Local architect, contractor, cabinetmaker, artists, and artisans
- Day-lighting through restored storefront windows and central stair; light finish colors
- Efficient Daikin Variable Refrigerant Volume (VRV) system for HVAC
- New wall and roof insulation
- Recycled construction waste goal of 75 percent
- Use of reclaimed construction materials (doors, wood flooring, bleachers, carpeting)
- Use of natural, nontoxic, locally harvested materials (paint, linoleum, concrete, wood)
- Green bathrooms with 100 percent recycled partitions, PV-operated soap dispensers, dual-flush toilets, waterless urinals
- Accessible green roof with native landscaping
- Solar panels
- Operable windows in new roof structures
- Repurposed, reconstructed 1830s log cabin as an outdoor classroom

Exhibits & Programs

General

- Green Guide, Scavenger Hunt and Guided Tours of the green building throughout
- Locally made exhibits using local contractors and local materials
- LEED standards or higher used for all exhibit fabrication techniques
- Interdisciplinary exhibits stress interdependence and connectivity
- Educational programming highlighting sustainable living integrated into core programming
- Exhibit about green choices featured in Community Concourse
- LED lighting used throughout
- No carpeting
- Heavy metal safety testing of all play articles

Early Learning Center

- Designed and built using 100% locally grown sustainable hardwoods and reclaimed woods
- Wood procured in partnership with Wisconsin foresters
- Non-toxic and no-VOC paints used throughout for paints and finishes
- Local rocks used for grotto enclosure
- Wheat straw, clay & cob enclosures built locally with local materials
- Organic fabrics used for furniture, throw rugs, clothing, etc.
- Designed and built locally buy local craftspeople
- Mosaic flooring made with recycled pottery and tiles

Possible-opolis

- Goal of 100 percent reclaimed materials used for construction
- Exhibit emphasizes creativity and invention and repurposing of materials, *e.g.*, Power Station, Climber, Control Panel, Diner, Found Sound Garage, Construction Exhibit

Art Studio & Public Art

- Emphasis upon creativity with local materials
- Emphasis upon art that uses recycled materials, or limits material use
- Public art all made by Wisconsin artists

Rooftop Ramble

- Premier downtown setting for outdoor nature education
- Focus on sustainable living, agriculture and culture
- Four-season rooftop with clubhouse and greenhouse
- Native plants and animals
- Children's garden
- Chicken coop
- Full-time horticulturist/educator
- Harvested rainwater used for children's garden
- Wind generated musical features
- Weather station
- Natural building
- Solstice sundial

Operations

- Green energy purchase
- Energy-efficient lighting fixtures and lamps
- Reclaimed office furniture
- Rooftop rain barrels
- Alternative transportation emphasis: central location, pedestrian access, bus stop, Metro agent, bike racks, showers, priority hybrid parking
- Healthy café featuring organic and local foods
- On-site recycling and composting bins
- Green cleaning practices that exceed Green Seal standards
- Materials and supplies sourced from local vendors (Buy Local member)
- Green office practices (buying and shipping in bulk, two-sided copying, recycled paper, electronic communications)
- Travel Green Wisconsin applicant