

The Friends of Smith Field Present:

# NATIONAL AIRMAIL MUSEUM

SMITH FIELD  
FORT WAYNE, IN



PRELIMINARY

Preliminary Concept

August 29, 2016

Prepared by Tessellate Studio in collaboration with Robert Wearley



# Overview

PRELIMINARY

The Smith Field Airmail Museum will be a place like no other in the Fort Wayne area.

Our aim is to create a destination for those flying and driving within the greater Fort Wayne area by creating a memorable experience for out of town visitors as well as ongoing attractions for local visitors through event planning and facilitation.

Our aim is to:

- Show the rich history of aviation at Smith Field
- Share the stories of the pilots who flew at Smith Field
- Tell the story of Smith Field in context of the Airmail service and during WW2
- Create local pride for Fort Wayne
- Create a cultural hub and event space for the Fort Wayne community
- Attract tourists from all over the United States

# Mission

PRELIMINARY

The mission of the Smith Field Airmail Museum is to serve the Fort Wayne community as a center for learning, inspiration, and local pride.

This is a place where:

- Aviation history will be preserved
- Visitors, including local students, will learn about the history of Smith Field and its role in the Airmail service through educational programs - lost stories
- Youth and their families will be **inspired by the history and stories of the US Airmail**
- The **community** will be encouraged to attend (and host) **events**
- Revenue will be generated to **help strengthen the local economy**

# Goals

PRELIMINARY

Our Immediate goals are raise funds to:

- Complete a comprehensive Feasibility Study
- Establish the friends of Smith Field facilitates and establishing airmail museum
- Airmail Museum as a 501(c)(3)
- Rehabilitate the historic air hangar at Smith Field.
- Build an exciting exhibition program that tells the story of the role Smith Field played in the rich history of aviation and the United States Airmail Service.
- Hire both volunteer and full time paid staff members to facilitate both the museum and the events hosted by the Museum.

Long Term goals are to:

To attract hundreds of thousands of visitors per year to the Fort Wayne area from nearby Indiana communities and neighboring states through

- Public community-based events such as farmer's markets, car shows,
- Partner with local restaurants to develop a world class retail / cafe
- Utilizing the museum as a private event space for weddings, conferences and birthdays



# Content

PRELIMINARY

Content will be varied and attractive to a range of visitors, from the youngest student to the most avid aviation enthusiast. Content focus will include:

- The history of Airmail within the US
- The History of Smith Field
- Famous Visitors - Charles “Lucky” Lindbergh / George Hill / Eddie Rickenbacker / Walter Hinton / Howard Hughes
- Local Aviation History - Paul Baer / Art Smith / Jim Kelly
- Hickam air force base - ww1 colonel from indiana

The overall narrative of the museum will be supported by content that will be conveyed through a number of different formats:

- Immersive environments, such as live restoration theater and immersive media environments
- Objects, like vintage aircraft and history-rich artifacts
- Still imagery and graphics, both printed and digital that convey the story
- Video, projected and on high definition displays
- Audio, to capture pilot stories and the essence of the era



# Visitor Experience

PRELIMINARY

The history of Airmail and Smith Field will be experienced in a fun, immersive, family-oriented environment. The museum will transport visitors on a journey into the past so they can experience the life of an Airmail pilot and the richness of the era. The experience will be immersive, vibrant, interactive, and a place to develop and share a love and passion for aviation history.

Visitors will:

**SEE** amazing historic aviation artifacts

**EXPERIENCE** what it was like to be an airmail pilot

**INTERACT** with each other and with SMD staff

**IMMERSE** themselves in the Airmail pilot stories

**HEAR** what it was like to fly as an Airmail pilot





# The Vision Master Plan

PRELIMINARY

## Airmail Museum

- Restored hangar designed for immersive and experiential storytelling
- Supports community and private events

## Cafe

- A historically inspired social gathering place for food and drink

## Parking

- Parking to support hundreds of visitors per day

Gross sf of Hangar 2: 16,300 sf  
Net sf of Hangar 2 : 9,800 sf



TESSellate



# The Vision

## Cafe

PRELIMINARY



Situated at the new National Airmail Museum will be a world-class cafe dining experience for both drive-up and fly-in visitors. The cafe will feature an outdoor seasonal seating area as well a full dining room and kitchen.



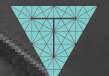
TESSellate



# The Vision Cafe

PRELIMINARY

The Cafe will be designed and outfitted to feel like it was back when it originally opened in the 1930's and will feature a complete menu from breakfast to dinner.

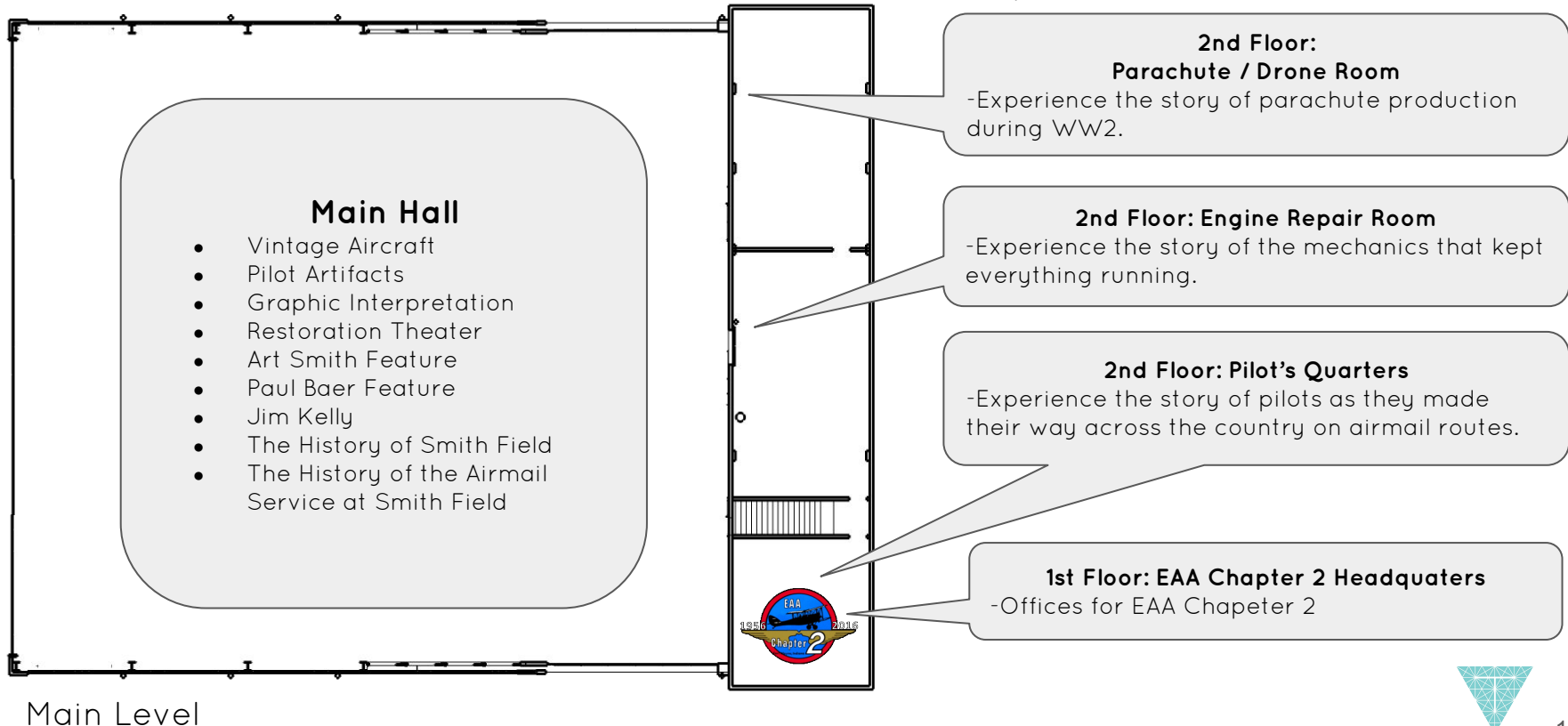


TESSELLATE

# The Vision

PRELIMINARY

## Airmail Museum Floorplan



# The Vision

## Exterior

PRELIMINARY



TESSELLATE



# The Vision

## Main Hall - Overview

PRELIMINARY



The overall display structure throughout the exhibits will be evocative of airplane construction from the 1920's and 1930's era, using raw wood supports constructed from dimensional lumber, cross-cable bracing, turnbuckles and bolted fittings.



TESSELLATE



# The Vision

PRELIMINARY

## Main Hall - Timeline Exhibit



As visitors enter the museum, the first exhibit orients them with the history of Smith Field, and immerses them in the time frame, including objects and imagery that convey the richness of the era.



# The Vision

## Main Hall - Risking Life and Limb



This exhibit shows the airmail aircraft against a changing backdrop displaying the types of environments through which the pilots flew. This exhibit will evoke a sense of freedom and adventure, but will also demonstrate the extreme and dangerous conditions that pilots had to face.



# The Vision

## Main Hall - Restoration Theater

PRELIMINARY



In this exhibit, visitors are encouraged to experience vintage airmail aircraft first hand, and watch as aircraft is restored by experienced technicians. Visitors can come back over time to see how restoration is progressing, and can interact with the technicians who can talk about the restoration process and answer questions about the aircraft.



# The Vision

## Main Hall - Overview

PRELIMINARY



The design will aim to maximize the expansiveness of Hangar 2. Throughout the Main Hall, content-focused exhibits will be displayed. These exhibit spaces will be flexible and rotate content as needed. The exhibits might include full-scale aircraft, immersive historical experiences, docent-led tours, exhibition cases for artifacts, and other historical ephemera that supports the narrative of the museum.





# The Vision

## Main Hall - Aviation Pioneers

PRELIMINARY



Aviation Pioneers traces the connection between Smith Field and some of the world's most renowned aviators such as Charles Lindbergh, Jimmy Doolittle, Art Smith, Paul Baer and many others. Special exhibits and artifacts will illustrate the role Smith Field played in the development of American aviation.



# The Vision

## Pilot's Room

Who Slept Here



This Exhibit Made Possible By

John Doe  
Jane Doe  
Mark Smith  
Jane Smith  
Tom Jones  
Emily Conrad  
Richard Mullen Jr.

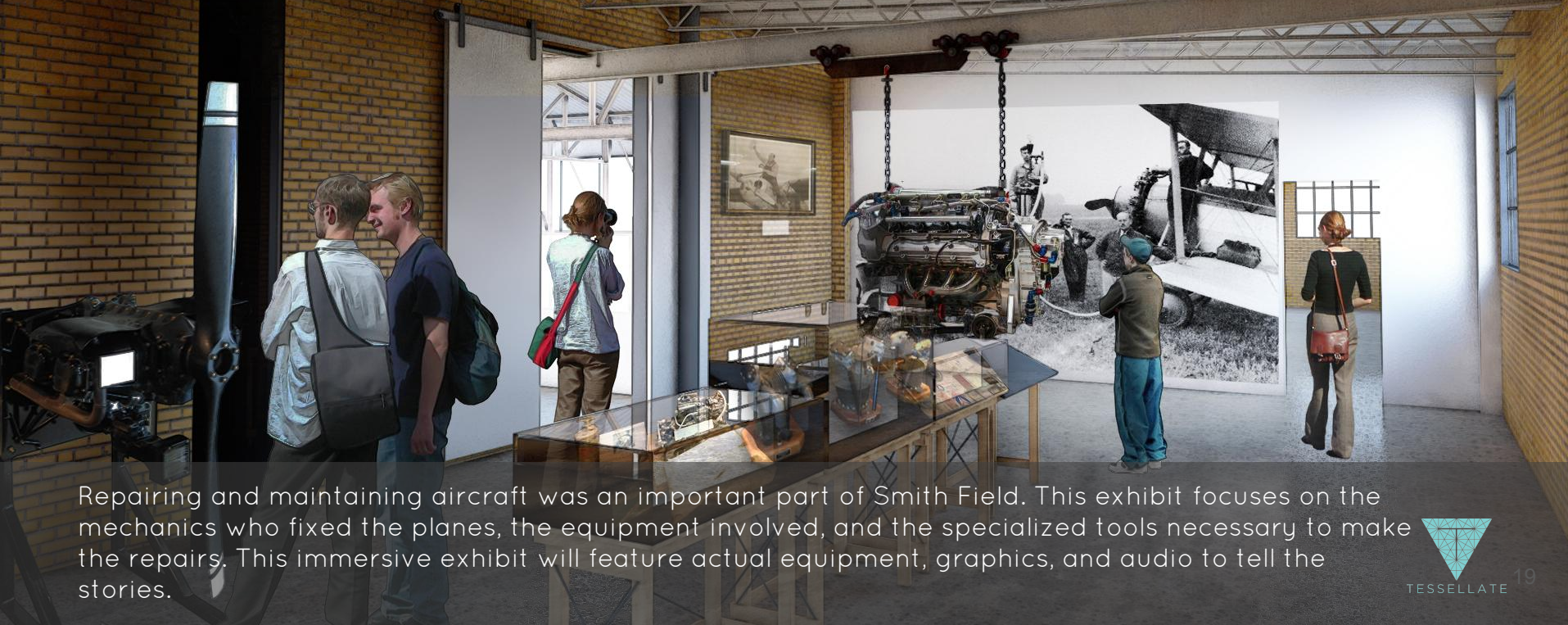
In the 1930's this space was used by pilots to sleep as they took a break from their cross country journeys. This experience will be recreated here; the room will be restored to its original set-up, including furniture and imagery of the era, and pilots will be heard sharing stories about their experiences flying into Smith Airfield.





# The Vision

## Engine Repair Room




Repairing and maintaining aircraft was an important part of Smith Field. This exhibit focuses on the mechanics who fixed the planes, the equipment involved, and the specialized tools necessary to make the repairs. This immersive exhibit will feature actual equipment, graphics, and audio to tell the stories.





# The Vision

## Parachute / Drone Room



This space was utilized for many purposes over time. Each new purpose reflected a shift in the political landscape. Originally it was used as a classroom for training pilots, but then was repurposed during WW2 for production of parachutes for US Troops. These changes - and the need for these changes- will be expressed through media, imagery, and audio as a way to immerse visitors in the period. For example, images projected on parachute material will help bring to life this room's purpose in producing military gear.





# The Vision

## EAA Headquarters

PRELIMINARY



The National Airmail Museum will be home to the EAA Chapter 2 housed in a state of the art conference space on the lower level of the museum. The EAA headquarters spaces will be directly accessible through the Museum's Main Hall.



# The Vision

## EAA Chapter 2 Headquarters



This space will be fitted out with the latest technology to facilitate group meetings for the EAA Chapter 2 members as well as being a great place to hang out and connect.



# The Vision

## Look and Feel

PRELIMINARY

### Evocative Key Words

- Open
- Airy
- Inspiring
- Authentic
- Vintage
- Vibrant
- Nostalgic
- Tradition
- Honor
- Pride
- Hand Crafted



# Smith Field Airmail Museum

PRELIMINARY

## Visual Identity

### Logo



### Color Palette

Primary



Secondary



### Texture / Pattern



### Font

Primary - JULIUS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234  
567890

Secondary - Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Wordmark

SMITH FIELD AIRMAIL MUSEUM



# Why Smith Field

## Building the Case

- Smith Field is located in a historically rich location, with South Bend, Indianapolis, Toledo, Ann Arbor and other metropolises nearby.
- The location of Smith Airfield is conveniently close to other attractions with Fort Wayne, such as shopping, restaurants, the Fort Wayne Zoo, the Allen County War Memorial Coliseum, the Auburn Cord Duesenberg Automobile Museum, the WWII Victory Museum and the Hoosier Air Museum.
- In 2018, the projected opening of the museum, Allen County will have close to 377,000 residents.
- The Museum will be accessible to visitors with disabilities and will comply with ADA standards.
- Smith Field will serve as a much needed event space for the community that will host both public and private events.
- Future access from the Fort Wayne Trail System Pufferbelly Trail.

# Why Smith Field

## Business Objectives

PRELIMINARY

Smith Field Air Museum will be built with the purpose of supporting community needs, drawing in tourism, and strengthening the local economy.

- Strengthen local economy by attracting nearby and far reaching tourists to the Fort Wayne area
- The Museum will hire a paid and volunteer staff of over 50 people, creating new jobs and opportunities.
- A Gift Shop will sell local goods related to aviation, history, and support local interests.
- Admission-free community events will be hosted such as airshows, plane rides, and festivals, food trucks.
- The grounds could be used for a Farmer's Market, or other community purposes.
- Private special events will serve as revenue generators to subsidize community events such as weddings, airplane tours, holiday parties, birthday parties, and conferences.
- Create partnerships with nearby businesses and attractions
- Opportunities to partner with a local restaurant to brand the cafe (ex- Fort Wayne Coney Island)



# Why Smith Field

## Marketing Strategy

PRELIMINARY

A solid marketing strategy will be essential to raise awareness about this unique, must-see cultural attraction. Some possibilities include:

- Generating excitement through local media outlets such as television, radio and newspaper
- Attracting younger visitors through social media such as FaceBook, Twitter and Instagram
- Printed material will be available at local visitors centers and businesses
- Billboards along I-69 and Route 3 will advertise the Museum
- DOT signs along highway
- Traffic will be driven to a website that will serve as the information hub for visitors



# Next Steps

The following steps are required to establishing the SMD Airmail Museum

- Complete Feasibility Study
  - Establish The Friends of Smith Field legal entity
- Establish 501 (c) (3)
- Establish museum founders
- Secure funds both public and private for entire project
- Develop exhibit content
- Rehab Hangar
- Develop exhibits
- Begin construction of Hangar structure
- Install exhibitions
- Open to General public



THANK YOU!