Theoretical Premise: Design has a significant influence on one's actions. By using elements both designed and in nature we can engage and evoke responses in a foreseen manner.

The focus of the project is to create a museum by exploring the deep symbolism which is present in every facet of the site, and apply it to a design which guides its visitors with experiences instead of signage.
The site is located on an ore dock in Ashland, Wisconsin. It is a massive concrete structure which, in its prime, saw hundreds of thousands of pounds of iron ore pass through its chutes and into ships for transportation. After mining declined, there was no longer a need for the structure, so it was left abandoned. For the last 47 years the dock has stood proudly in Chequamegon Bay, telling its story to anyone who would stop and listen.

The city of Ashland is currently trying to acquire the dock in efforts to save the historic landmark from demolition.
1. Lobby defines a large gathering space and provides destination foreshadowing.
2. Circulation Corridor able to receive large numbers of people horizontally through the museum, keeping the majority of the visitors off the main exhibit floor.
3. Mining Exhibit creates a shaft mine using the repetitive nature of the original concrete structure. Remnants of raw iron ore, old mining tools, and equipment depict the beginning journey of both the exploitation of ore and the creation of the historic dock.
4. Rental Space gathers other businesses from the community to help support museum operations.
5. Rest Stop located at every level change and intermediately in each exhibit. The repetitiveness reduces visitor disorientation and provides an area to rest as needed.
6. Shipping Exhibit shows how the large quantities of ore were transported across the Great Lakes. The glass walkway on the deck of the ship enables the visitor to see the repetitive structure of the ship and its cargo hold.
7. Museum Storage space for storage and preservation of museum artifacts and exhibits.
8. Ore Bins show how the dock stored and loaded the ore into the holds of the ships. The glass walkway on the deck of the ship let you look down into the bins and exhibits, while symbolic ore (water) flows down the chutes into Lake Superior.
9. Great Lakes Exhibit provides an interactive exhibit of the Great Lakes while cantilevered 80’ above the lake. Encompasses the journey and the history of the dock from how and why it was created, to what it is now. It bestows a sense of the magnitude in which the dock was once a part of.