

 **AQUARIUM OF THE PACIFIC**

Allie Kollias, Designmatters Fellowship Summer 2017



ABOUT THE AQUARIUM

With a mission to instill a sense of wonder, respect and stewardship for the ocean and ocean life, the Long Beach Aquarium of the Pacific was founded in 1998 and is the fourth most-attended aquarium in the nation. It displays more than 11,000 animals in more than 50 exhibits that represent the diversity of the Pacific Ocean. Each year, the aquarium welcomes 1.6 million visitors who enjoy and learn about marine life both onsite and through virtual experiences. The Aquarium openly embraces the latest scientific research to present important topics and issues facing the planet and ocean life through its exhibitions, educational programs, hands-on activities and lectures from leading scientists from around the world.



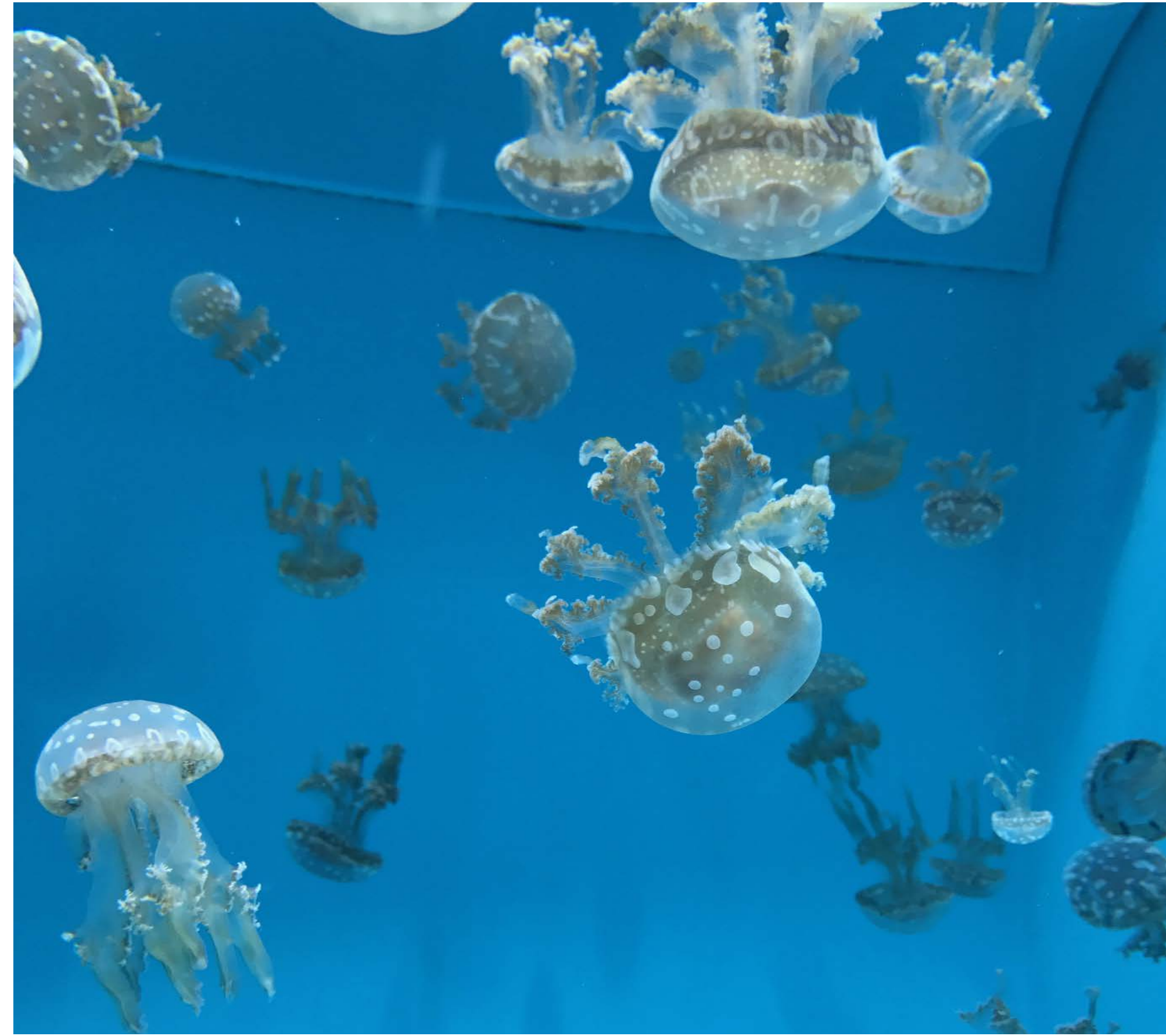
RESILIENT COASTAL CITIES

My relationship with the Aquarium of the Pacific began in 2016 when I was chosen to participate in a sponsored studio through Designmatters to conceptualize, design and create an exciting, engaging exhibit that would effectively communicate a call to action for the residents of Long Beach and other coastal cities for resiliency in the face of climate change.



F E L L O W S H I P R O L E

After the conclusion of the Resilient Cities studio, I was honored to be selected as the Summer 2017 Designmatters Fellow at the Aquarium of the Pacific. As the Fellow, I worked on several strategic design projects for the Aquarium over the Summer months, including implementing two exhibitions based on the work of the Resilient Cities studio.



BEHIND THE SCENES

Though I had been working with the Aquarium for almost a year, I had not been behind the scenes to see the tanks and operational systems. I had a great tour, seeing the tops of the tanks and the research that happens at the Aquarium.



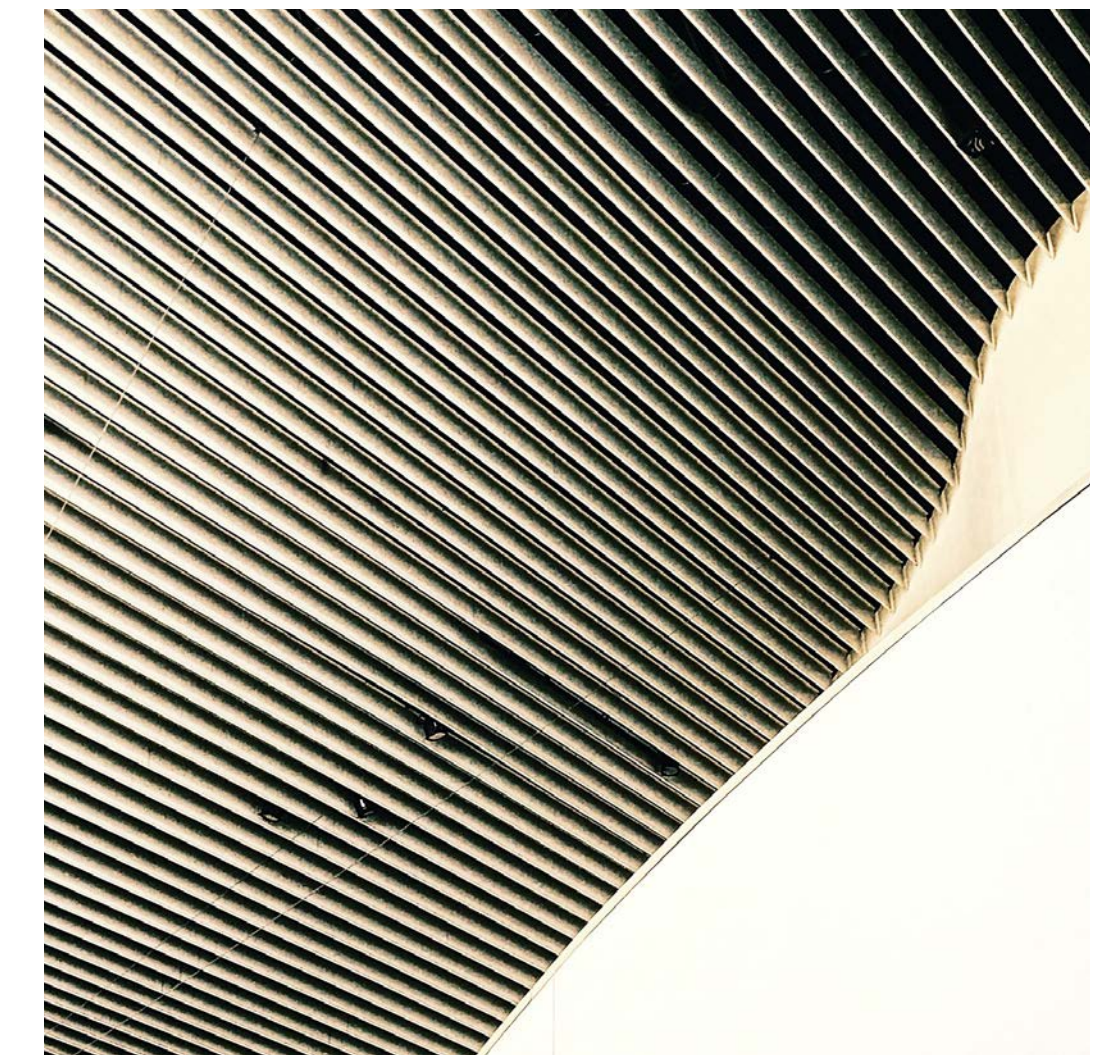
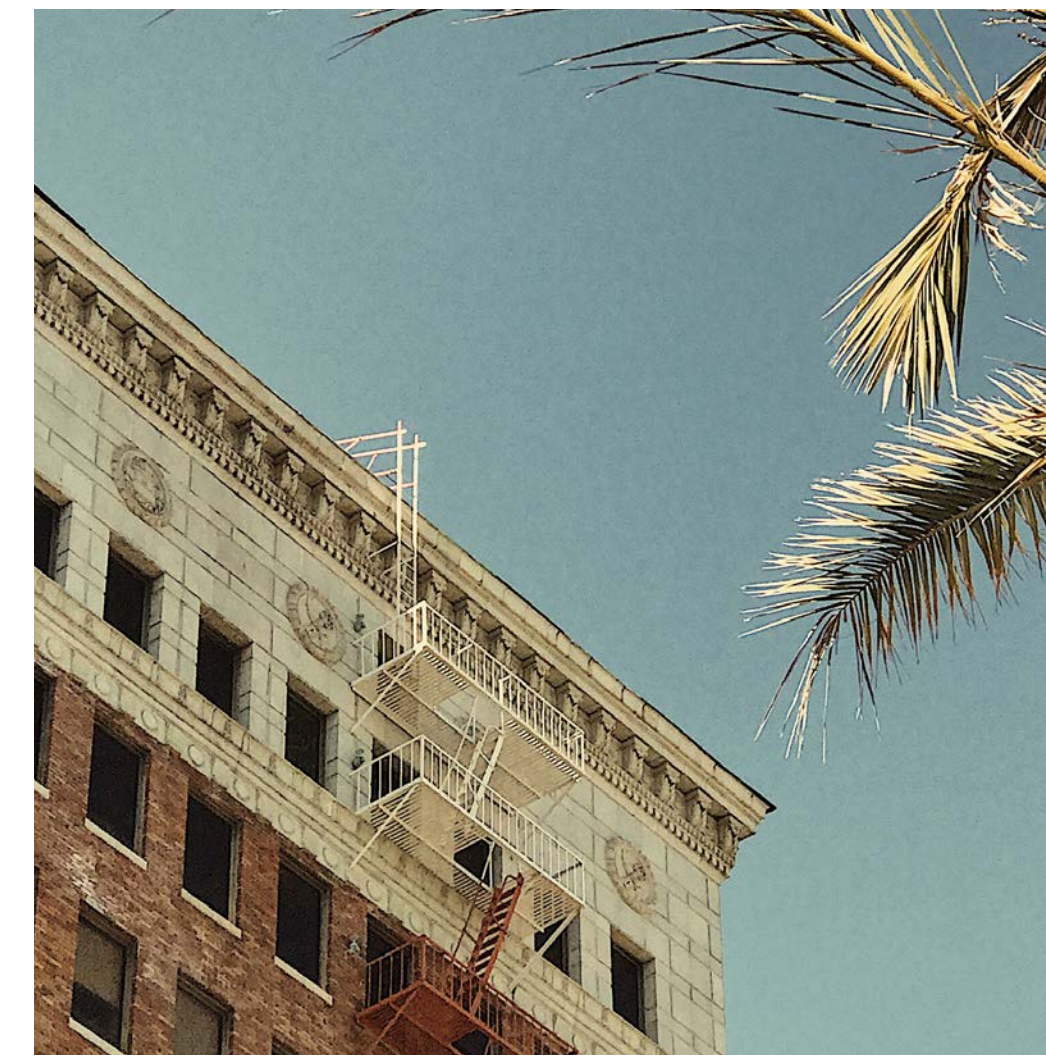
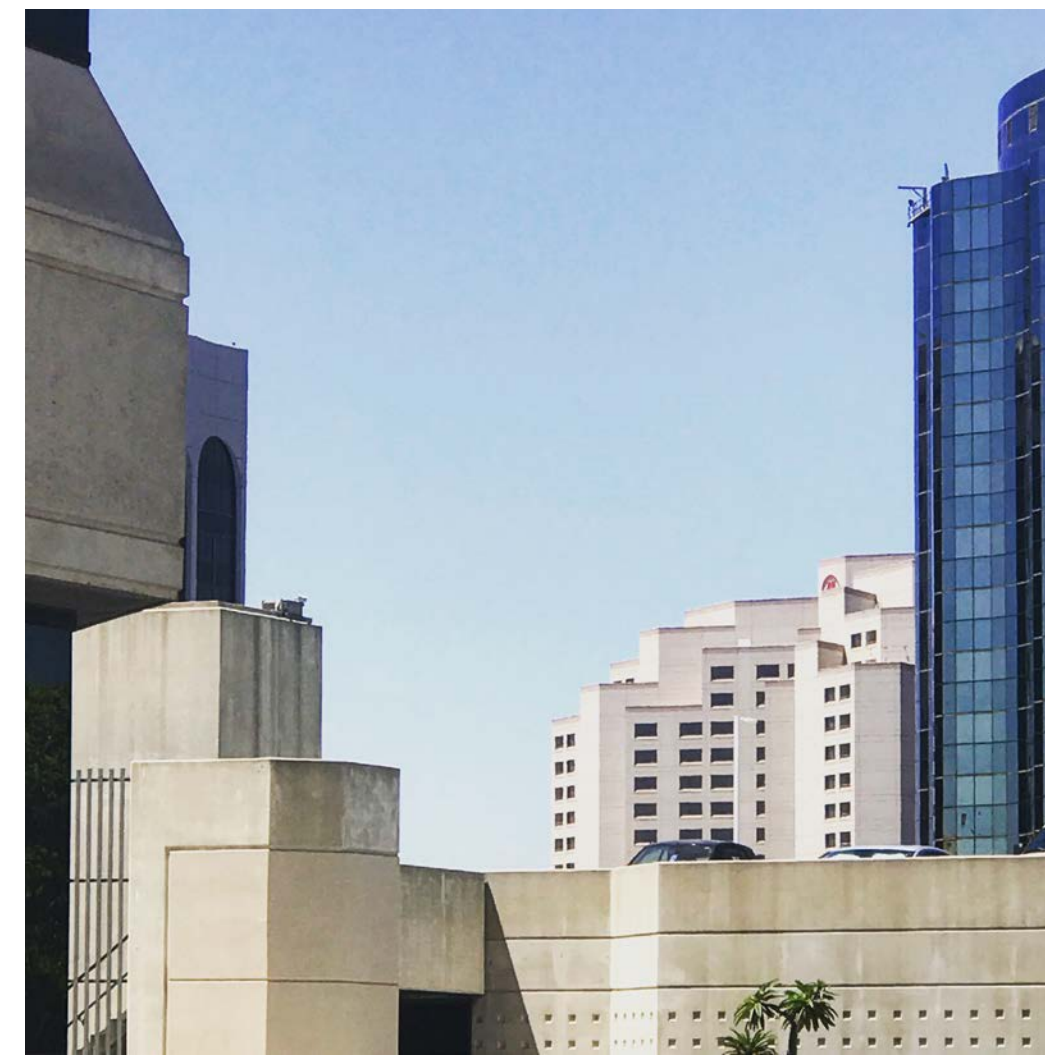
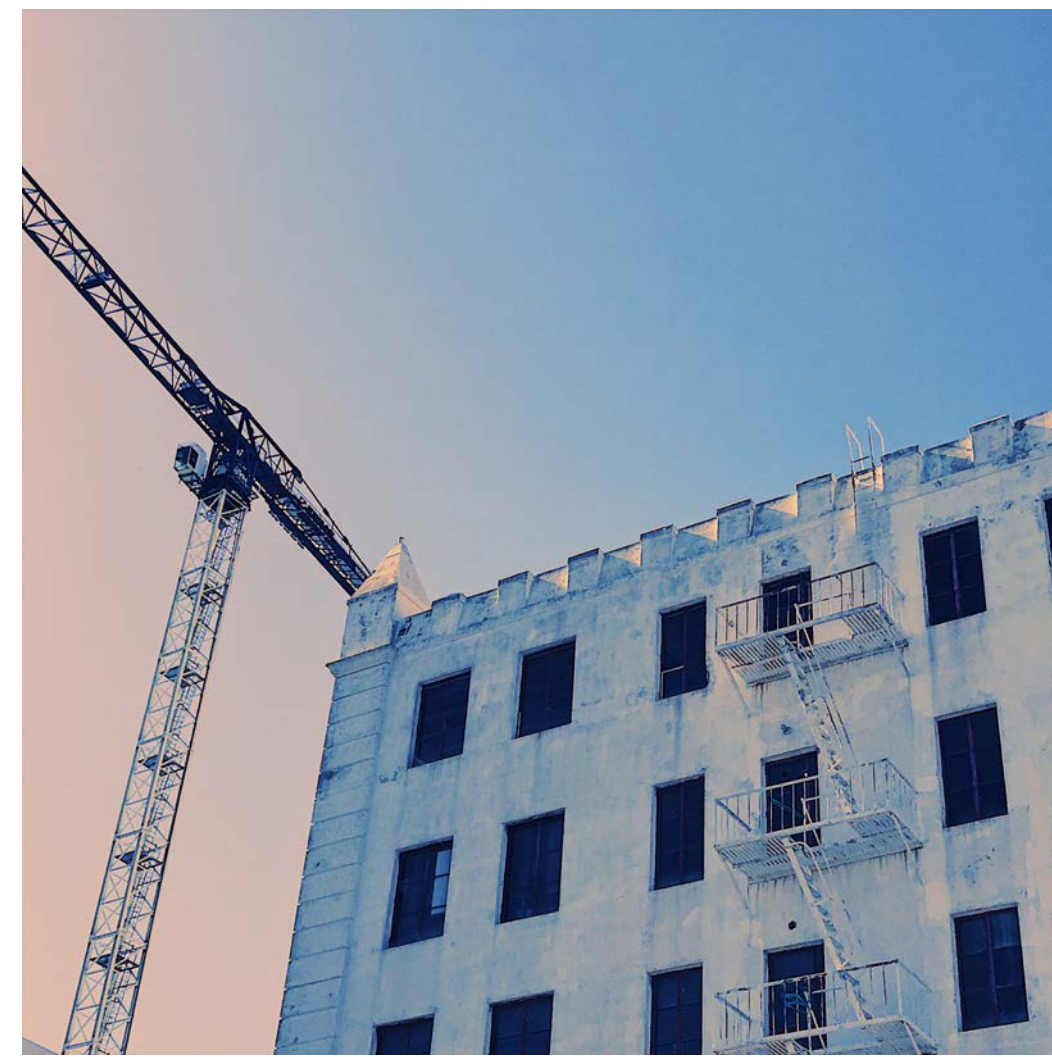
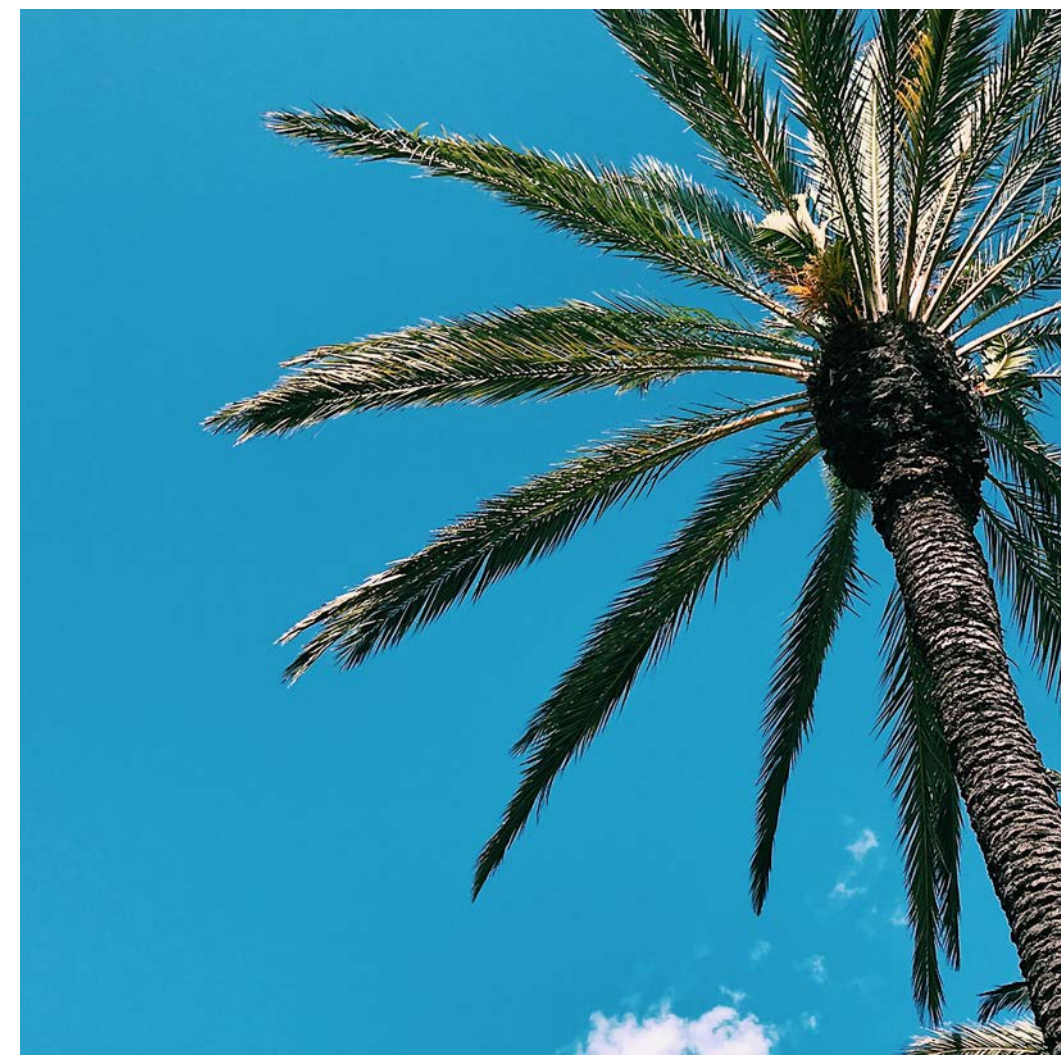


AQUARIUM EVENTS

I attended a lot of events at the Aquarium, notably, the panel discussions and forums the Aquarium hosts, guest lectures and a concert and picnic style dinner hosted by the large Blue Cavern Tank.

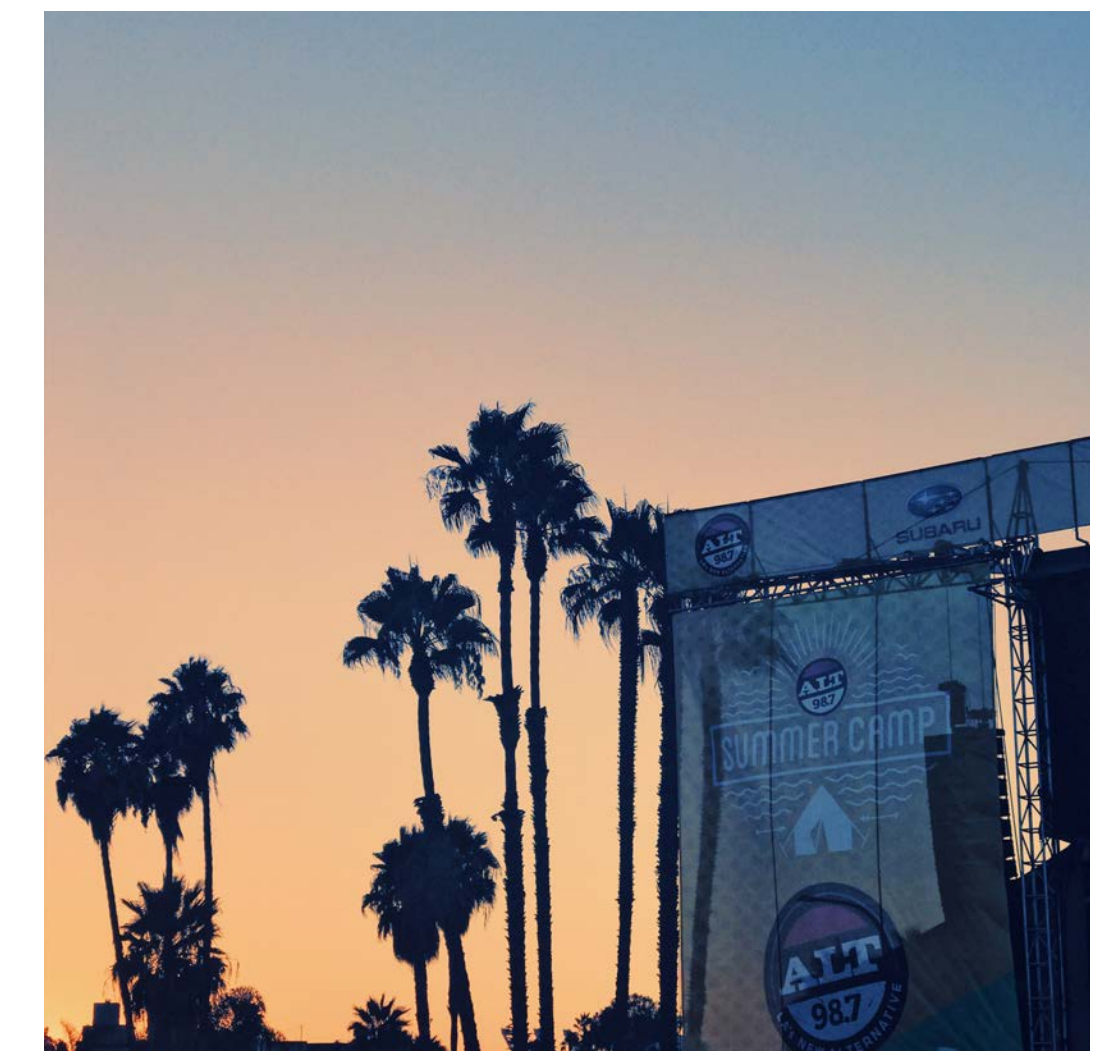
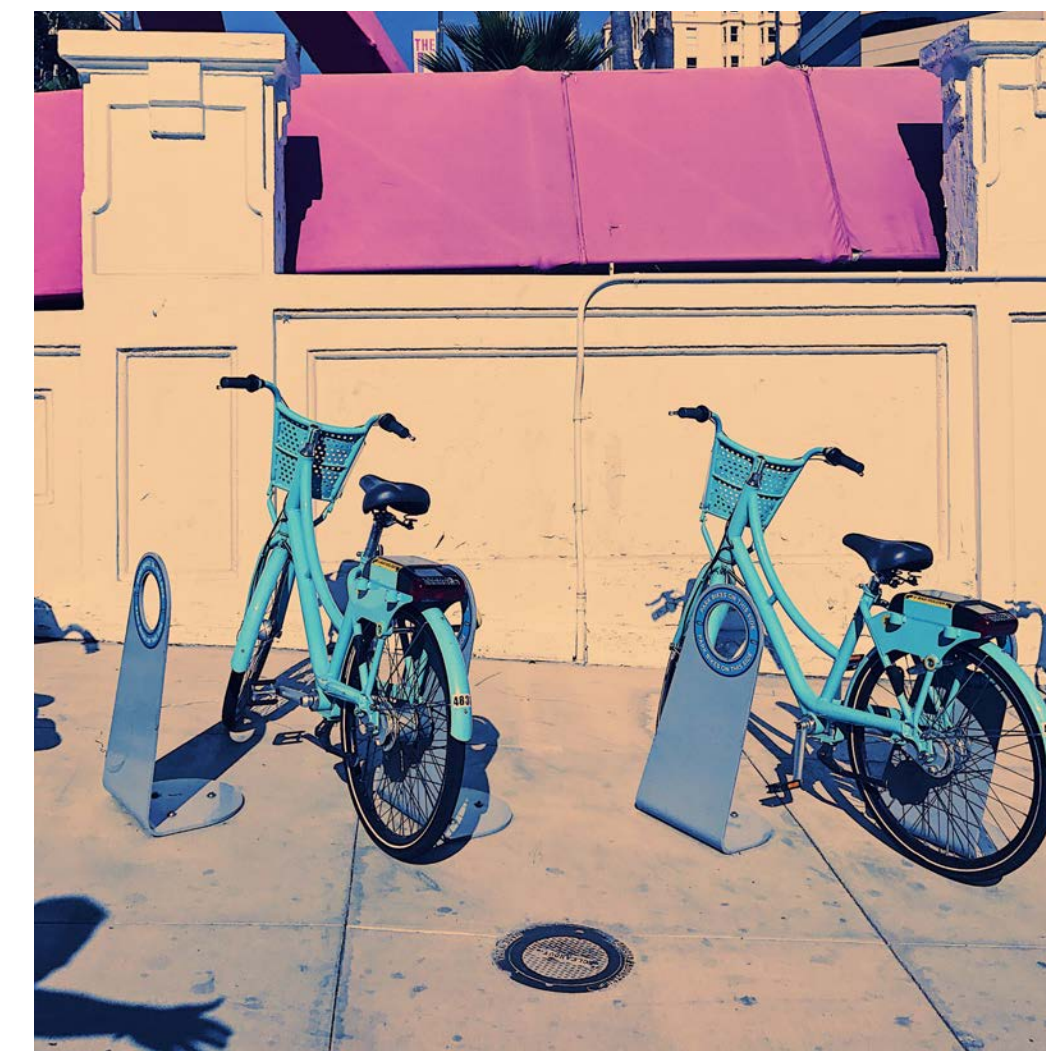
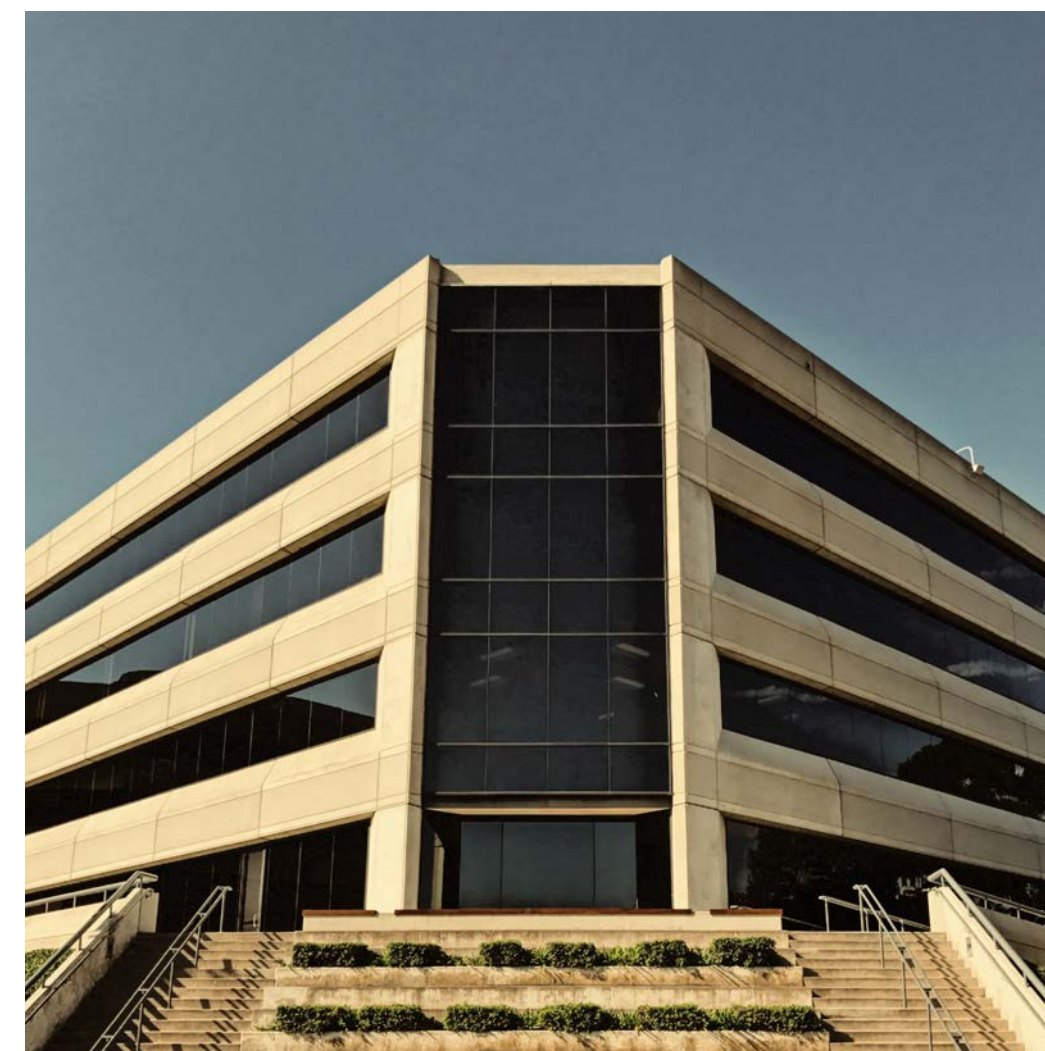
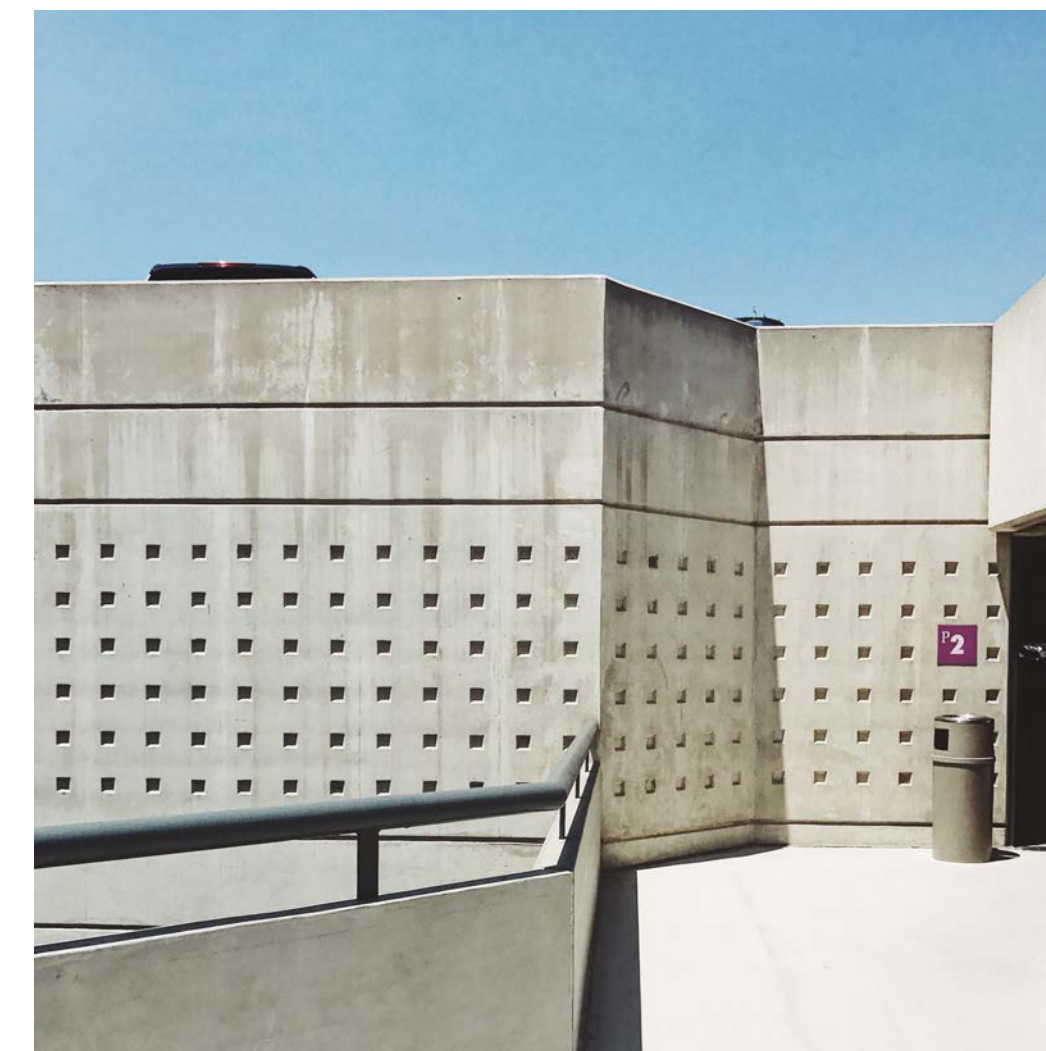
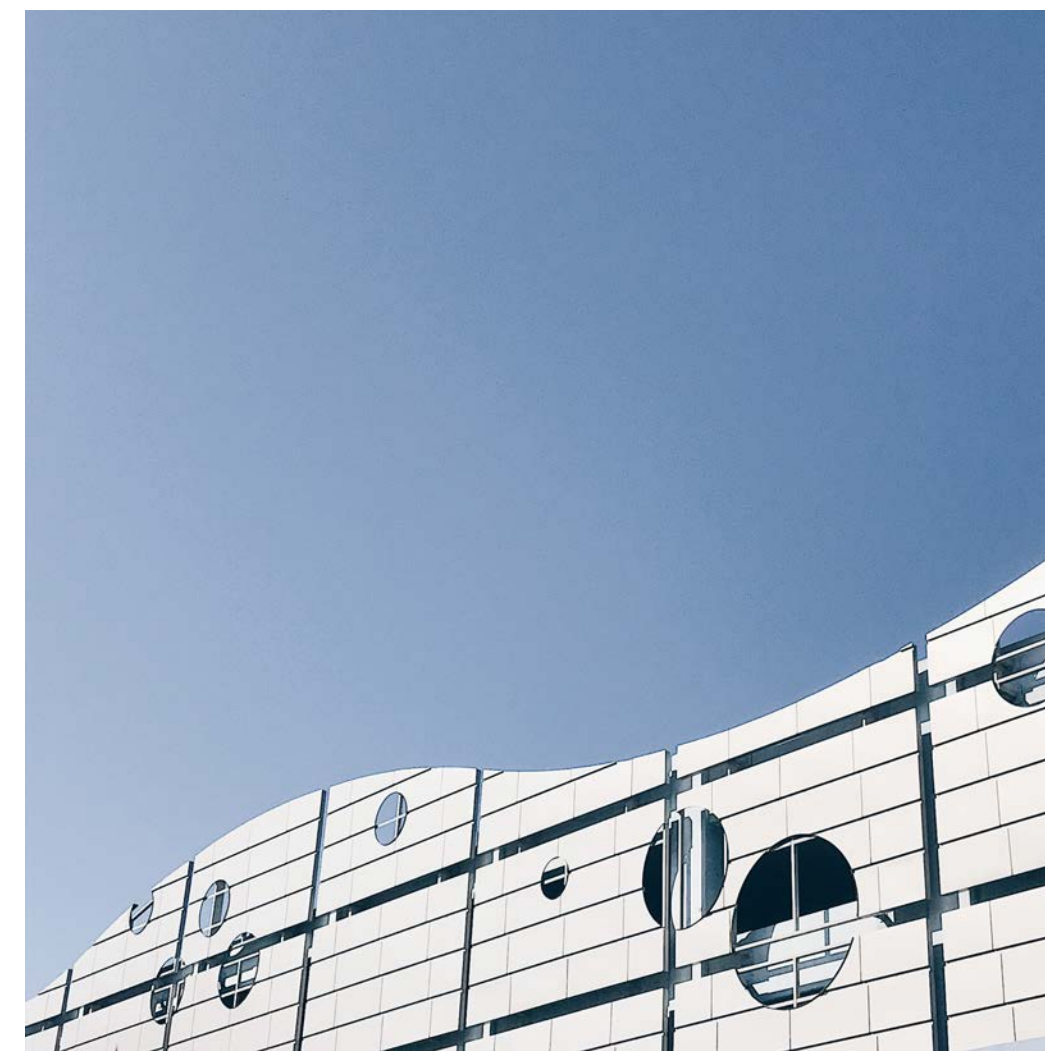
During the summer, the Aquairum plays host to all sorts of events from fun runs, Polynesian dance festivals and “night dive” and adult centric evening program with live music, food trucks and local breweries.





EXPLORING LONG BEACH

My time in Long Beach was filled with sunny days, exploring, learning and photographing the beautiful sites of this unique city. I used this time to better understand why people come to and live in Long Beach. The history of tourism in Long Beach is very interesting and plays into the priorities of the experience at the Aquarium. This is important for the development of new attractions like the staircase exhibit.





BLUE WHALE GALA

The annual black tie gala fund raiser, benefiting the Aquarium as well as honoring guests Marcia McNutt, president of the National Academy of Sciences and Peter Kareiva, director of UCLA's Institute of the Environment and Sustainability. I was invited to attend and speak with members of the Aquarium's board of directors, donors and other employees.

This experience helped me learn about how a large non-profit operates and really how much support is brought in.





MURAL OF LONG BEACH

This mural, 8' x 40', depicts the city of Long Beach, The Aquarium, the ocean ecosystems and the industry that supports such a vibrant and lively city. The mural covers a construction wall put in place for the Aquarium's huge expansion coming in 2019. The mural also add visual interest and engagement in the Aquarium's main entrance area.

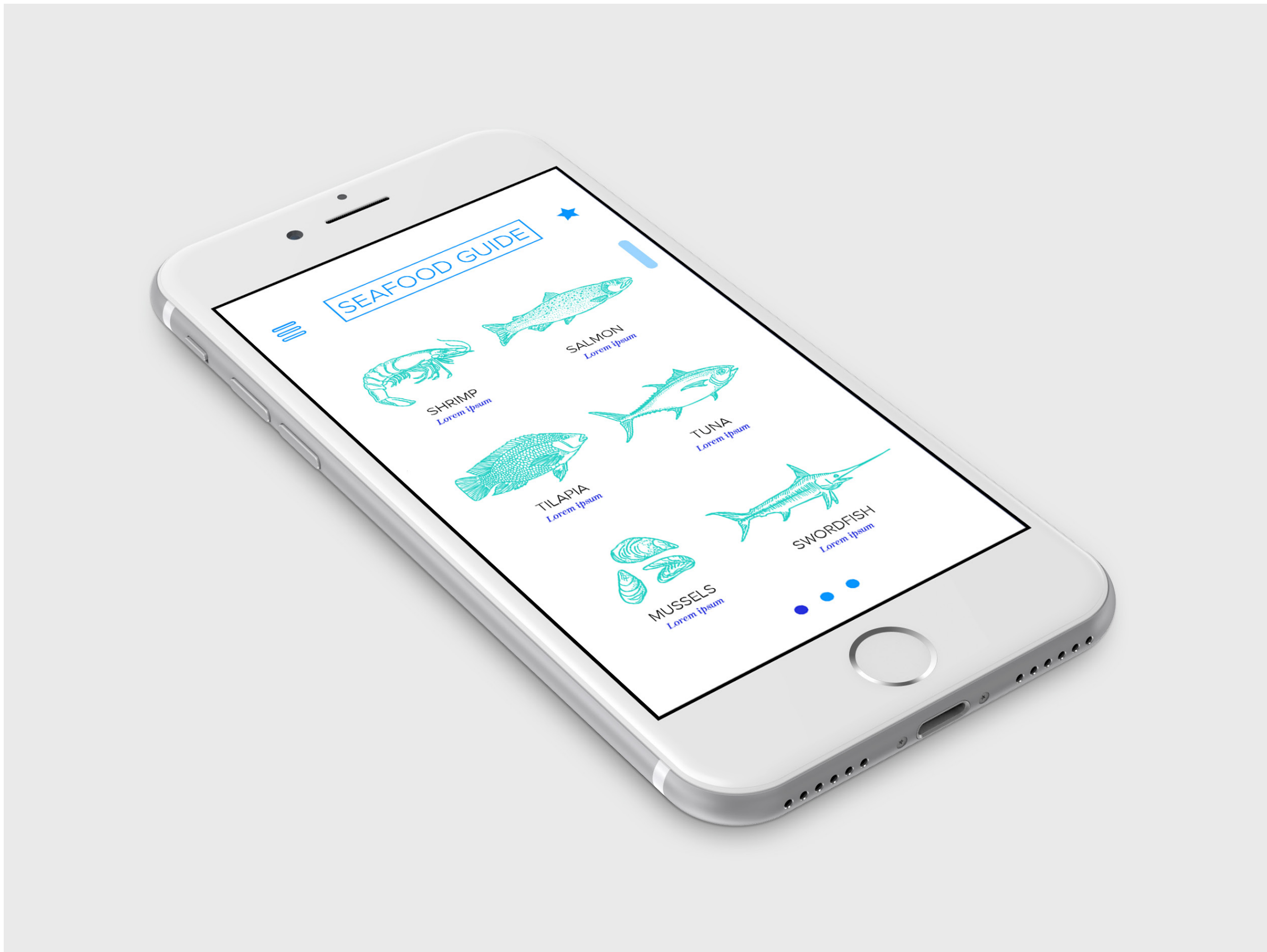
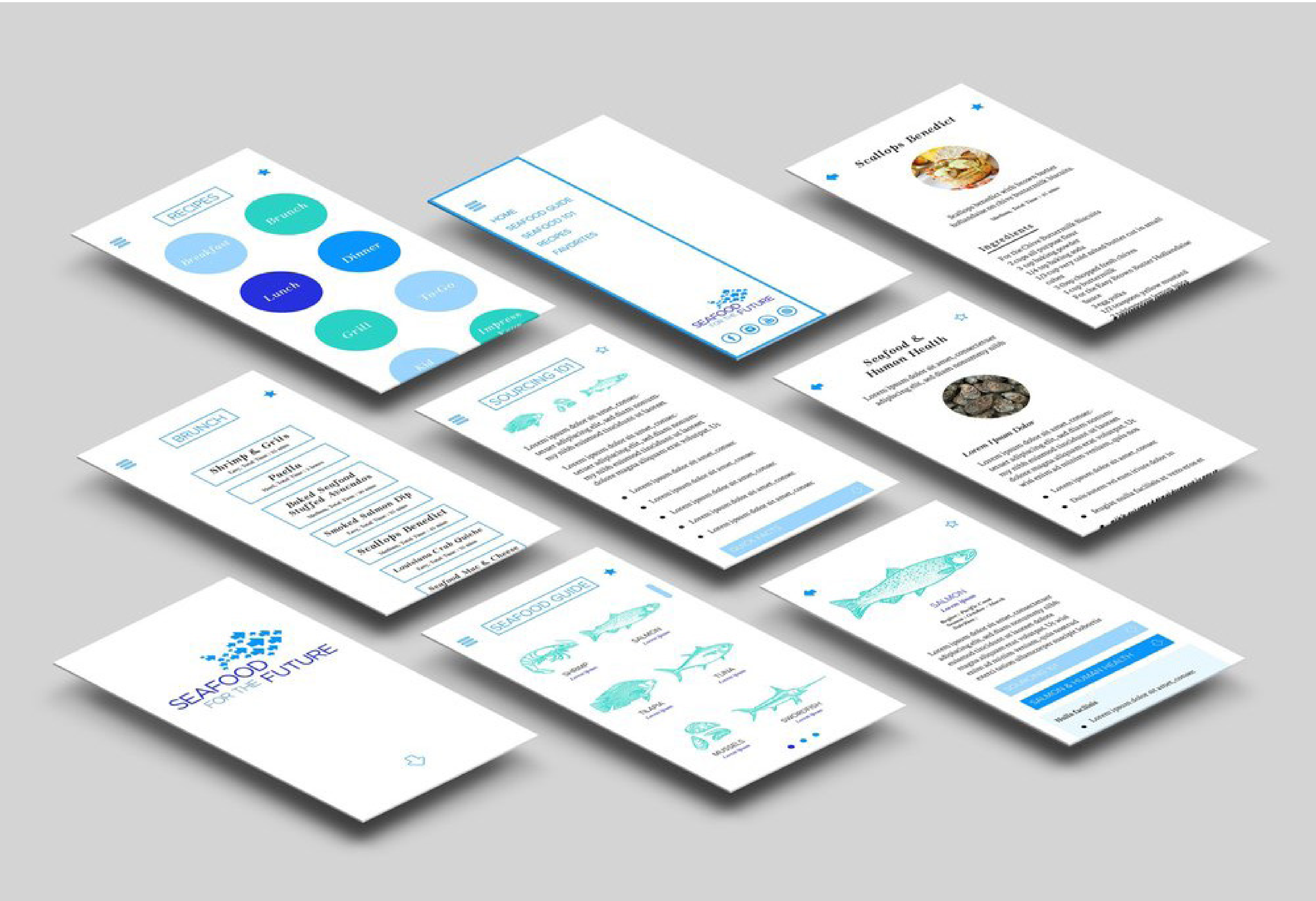
I worked with Jerry Schubel and Alvin Oei to concept and create this mural, we went through many renditions of this mural, as the idea was original formed in the continuation of the Resilient Coastal Cities project.

Artist : Alvin Oei
Art Director / Project Management : Allie Kollias



SEAFOOD FOR THE FUTURE

I worked with Kim Thompson, Program Manager for the Seafood for the Future program at the Aquarium. I designed an app prototype for sustainable seafood education and accessibility. The Seafood for the Future Hub pilot project provides science-based information about sustainable seafood. The goal is to alleviate confusion among consumers, the general public, chefs, front of house staff, and retailers that stems from conflicting information and misinformation about seafood-related topics by collating the vast information from many sources with different perspectives into one, easy to navigate web-based app. It is designed to serve as an education and resource tool for front-of-house restaurant and retail staff, as well as to educate and inform the public, empowering them to make their own decisions about environmentally responsible seafood.



Storied SEAFOOD

Storied
SEAFOOD

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Storied
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02

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Storied
SEAFOOD

04

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SAMPLE PARAGRAPH

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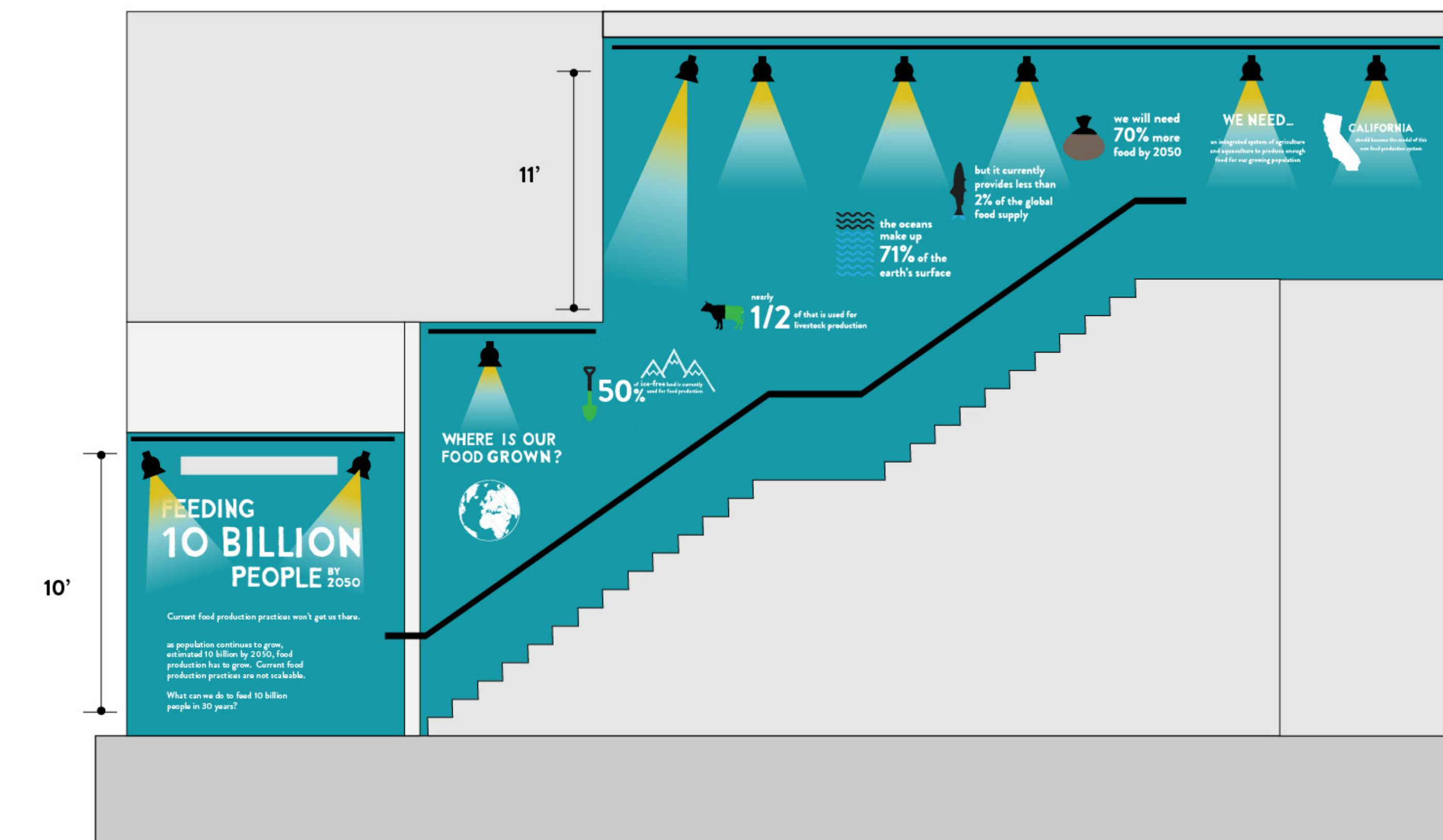
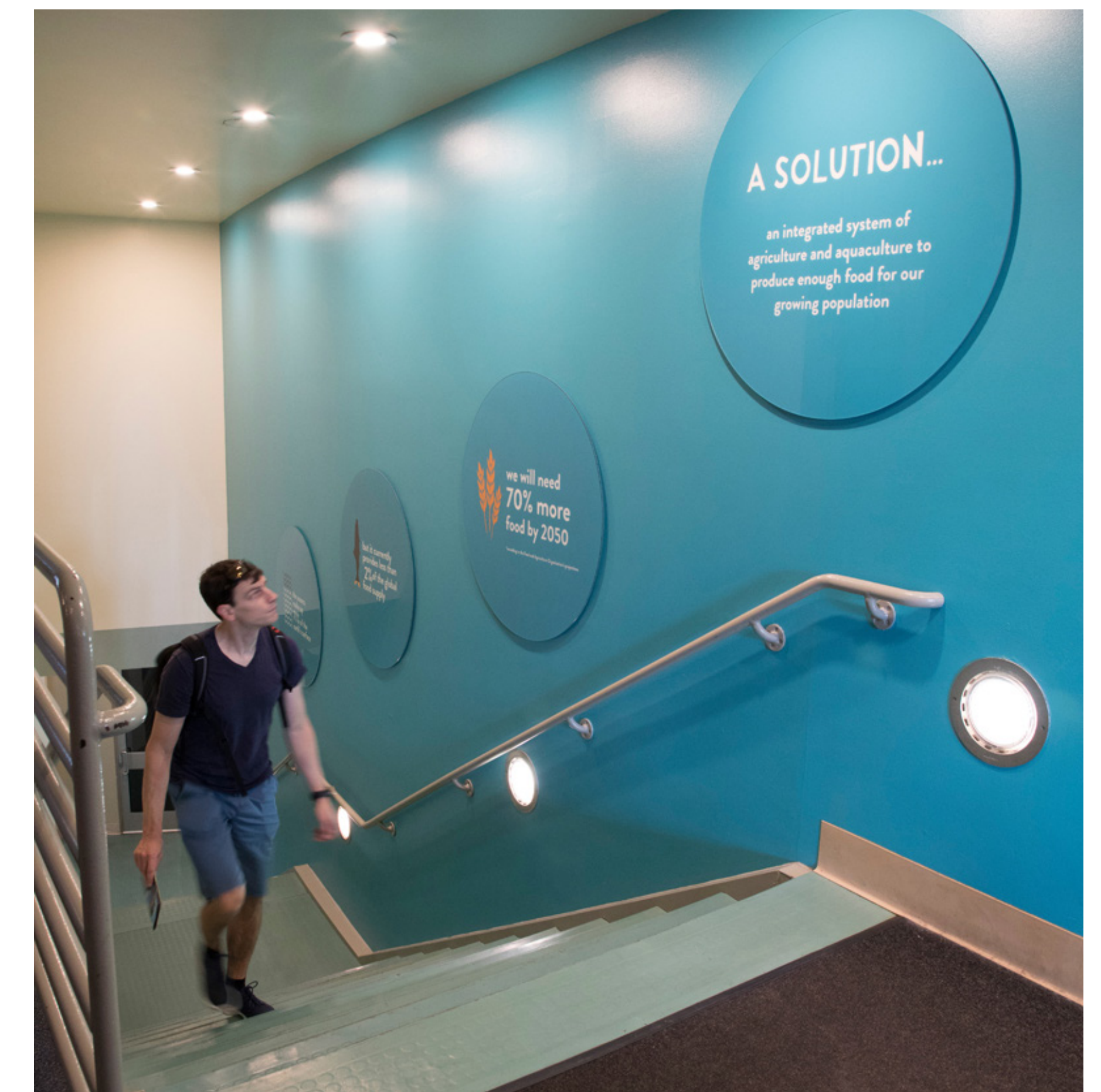


STORIED SEAFOOD

Storied Seafood was developed by Seafood for the Future and the NOAA Fisheries Southwest Fisheries Science Center to share the stories behind our seafood so that consumers and the public can make informed choices. We highlight the different perspectives from people involved in the fishery and illustrate the collaborative, science-based efforts to find environmental and economic solutions to support a healthy seafood supply for people and the planet.

To better bring Storied Seafood to life, and give it a distinct identity, I redesigned the brand for this sustainable seafood sub-program. Along with a new logo, developed with Kim Thompson and Jerry Schubel, I created a series of print collateral to promote the program through the distribution partners like restaurants and seafood distributors.





FEEDING 10 BILLION

This exhibit spans the length of a staircase that leads from the blue cavern tank to the restaurant on the second floor. The exhibit highlights food production and sustainable solutions to our impending population crisis.

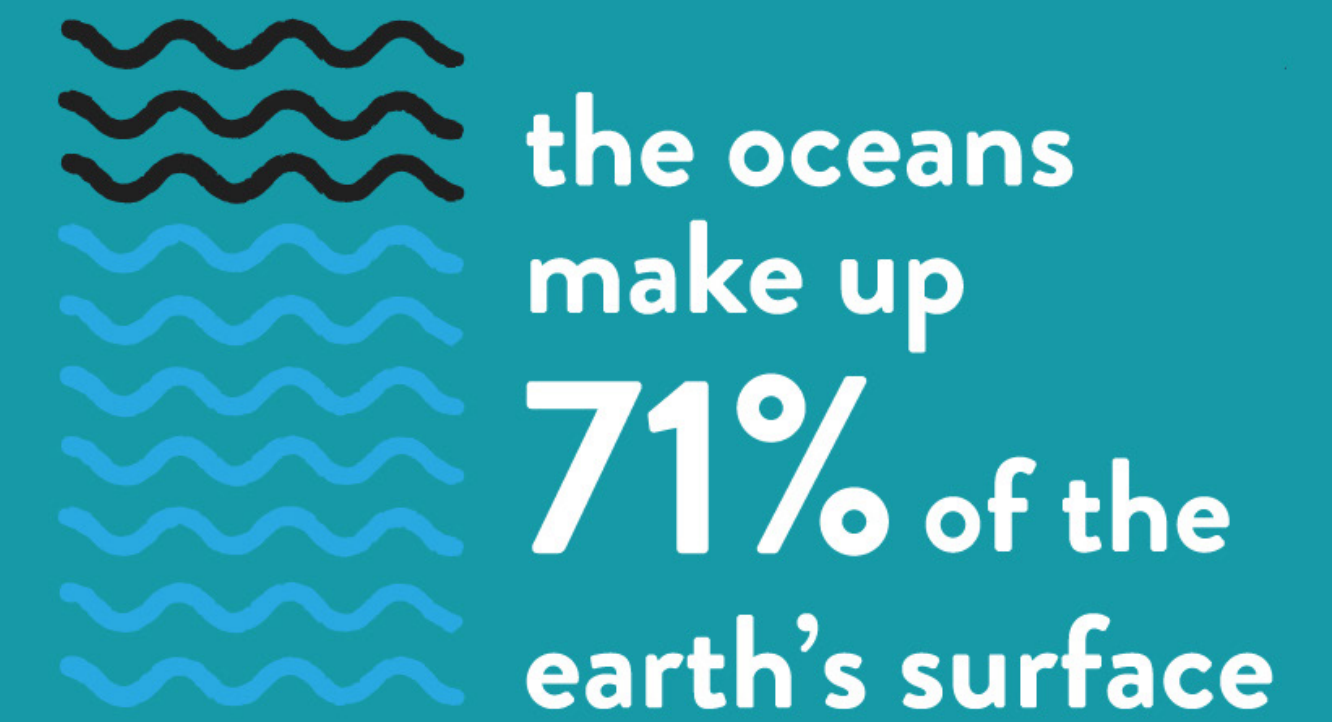
On display beginning June 2018

FEEDING 10 BILLION PEOPLE BY 2050

Current food production practices won't get us there.

as population continues to grow, estimated 10 billion by 2050, food production has to grow. Current food production practices are not scaleable.

What can we do to feed 10 billion people in 30 years?



WHERE IS OUR FOOD GROWN?

our food is grown all over the world, from the US to Africa and beyond



we will need 70% more food by 2050

*according to the Food and Agriculture Organization's projections

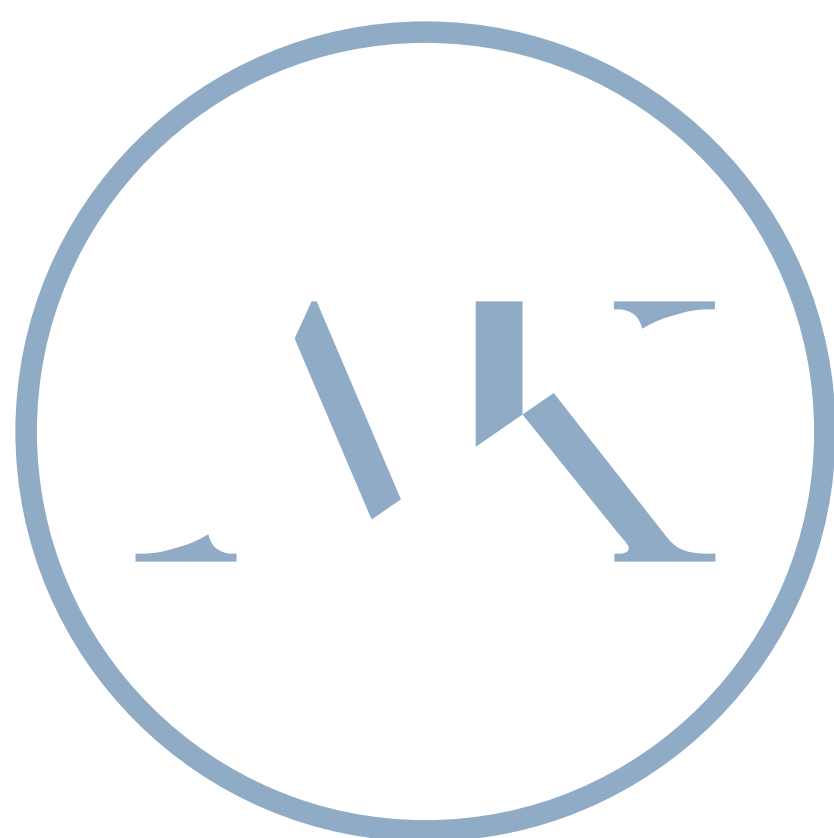
A selection of content blurbs from the “Feeding 10 Billion” staircase exhibit



CAFE SCUBA TRAYS

The trays for cafe scuba highlight sustainability facts regarding the management of trash. They explain what specifically goes in each waste receptacle. They also highlight a few brief facts about each type of waste management.

This project will be produced in tandem with the Pacific Visions expansion in 2019.



I will never forget my time and experiences at the Aquarium of the Pacific. My thanks to the Aquarium of the Pacific, Dr. Jerry Schubel, Linda Brown, Adina Metz, Kim Thompson, Chiara Ferrari, Designmatters and Art Center College of Design

A handwritten signature in black ink, appearing to read 'Allie Kollias'. The signature is fluid and cursive, with a large initial 'A' and 'K'.

ALLIE KOLLIAS