

Wildside

Preachers Cave

Wilderness Graphics Celebrates Thirty Years

Founded in 1975, Wilderness Graphics reflects upon thirty years of service, partnerships, and friendships. Initially conceived as a service to assist in information transfer for environmental agencies, the company's first projects included print media, slide shows, public service announcements, and newsletters for southeastern environmental agencies. When the United States Fish and Wildlife Service needed outdoor signs, Wilderness Graphics entered the field of media design for public use and interpretation.

The company has grown throughout the years with the addition of a qualified and capable staff of writers, artists, exhibit fabricators, media specialists, and interior designers. Wilderness Graphics is committed to using emerging technologies to enlighten and inform the public. Our outstanding track record of performance can be seen in nearly every one of the United States and throughout the Caribbean. Projects range from outdoor signs north of the Arctic Circle to exhibits at natural history museums and visitor centers, and include interactive media exhibits at international airports, educational videos, narrative and musical CDs for driving

tours, and tourism program design.

Since the company's inception, the staff at Wilderness Graphics has taken pride in producing the highest quality products for our clients and providing long-term durability within fixed or limited budgets. The record of repeat business is a testimony to the satisfaction of our clients — we not only meet, but routinely exceed expectations.

Along the way, Wilderness Graphics has made substantial public service contributions including projects such as the Everglades Trail and the Charles Kuralt Trail, in-kind contributions, and numerous educational exhibits at the visitor centers of refuges and state parks.

A professional highlight occurred in 1997 when Jamie Clark, the Director of the Fish and Wildlife Service, recognized Wilderness Graphics' contributions to public use and quality products with a Citizens Service Award, in the US Senate Caucus room. "Although awards are special, we are more proud of what we have done that what we have won," says founder Marvin Cook.

As Wilderness Graphics looks back, we do not want to rest on our laurels. Rather, we are challenged to do better, creating even more effective products and programs based upon our thirty years of experience.



Publications and audiovisual programs were our first projects.



WG Staff 1980



Installed-1984



Updated-2005

On the Masthead...

Preachers Cave, North Eleuthera, Bahamas

Preachers Cave has been called the Plymouth Rock of the Bahamas. Its name owes to an impressive rock outcropping in the center of the cave that creates a pulpit. The cave sheltered shipwrecked Puritans sailing from Bermuda in 1648. These survivors established the first European settlement in the Bahamas. This site is currently under archaeological investigation with prospects of being developed as a site for heritage tourism.

Merritt Island NWR Visitor Center Refreshed

In 1984, Wilderness Graphics began enhancing the indoor and outdoor visitor facilities at Merritt Island National Wildlife Refuge, in Titusville, Florida. The successful program was popular and endured 20 years of public use. Recently, Wilderness Graphics was called upon to update the visitor center exhibits and plan a program of outdoor enhancements for the popular Black Point Wildlife Drive — one of the nation's top ten wildlife viewing sites.

The new exhibits bring the interpretive messages up-to-date, serving visitors well into the future. Value was added by reusing and salvaging many of the components originally developed 20 years ago. The work area for volunteers and bookstore merchandise space were also expanded.

Black Point Wildlife Drive will be updated with a new kiosk, improving visitor orientation to numerous public use sites. New interpretive panel designs, improved trails, and additions to the existing observation decks will enhance the wildlife drive and educate visitors about the importance of Merritt Island National Wildlife Refuge.



Still from "Lost Outpost of Empires"



San Marcos de Apalache

Over the centuries, the people of nine nations lived, fought, and died at the site of the San Marcos de Apalache State Park. Located at the confluence of the St. Marks and Wakulla rivers, this site was the stage for many critical historical events. Wilderness Graphics has crafted a new presentation

that highlights the varied history of San Marcos de Apalache, from the earliest Spanish expeditions through the Seminole and Civil Wars. It is hoped that this exhibit will bring a greater understanding of this area's history to the Park's visitors.

An immersive audiovisual experience and interactive timelines replaced a labyrinth of existing exhibits. The eighteen-minute educational film features actors, playing roles from different eras, who tell the Fort's history from their own point of view. The automated program runs hourly at the park in St. Marks, Florida.

San Marcos de Apalache has become an important addition to the heritage tourism opportunities of Wakulla County including the Wakulla Springs State Park, St. Marks National Wildlife Refuge and Lighthouse, and Apalachicola National Forest.



Rendering by SEH

Ottawa National Wildlife Refuge Visitor Center Project Underway

A new state-of-the-art facility at the Ottawa National Wildlife Refuge in Ohio has been under development for several years. Now with ground broken for a new visitor center and a conceptual exhibit plan in place, the idea is becoming a reality.

The new facility, designed by the renowned architectural firm Short Elliott Hendrickson of Minnesota, will be reminiscent of the historic Cedar Point Hunt Lodge. Working with the architect throughout the planning phase, Wilderness Graphics has created a series of exhibits for the new center that offer a wide range of media certain to engage each of the site's visitors.

The **CBS Sunday Morning Program** has already aired several segments featuring the Refuge that were taped on location by Wilderness Graphics for the project. Final video footage will focus on the importance of the Lake Erie shoreline to migratory birds and the historic perspective of the hunting club's contribution to wildlife conservation.

Guided by the Regional Office and Refuge staff, this project will continue to evolve, showcasing the Refuge's unique resources and attract visitors from the local area as well as the broader Great Lakes region.

Put your message on the radio!

Enhance your site with sound! Wilderness Graphics is pleased to add Information Station Specialist's InfoMAX to our Catalog of Standard Products. The latest edition of our catalog features many new products including a simple low-powered radio transmitter that can add audio interpretation to certain sites such as vista pull-offs and wildlife drives.



Flamingo Weather Vane

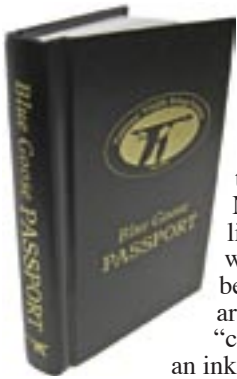
Originally designed by Wilderness Graphics for Caribbean kiosks, this whimsical weather vane is now available for everyone.

Price: \$159

Call 850-224-6414 to request a catalog.



A Passport to Successful Outreach



Praised as an excellent outreach program, Wilderness Graphics first published the Blue Goose Passport in 1999 to commemorate the centennial of the establishment of the National Wildlife Refuge System. This handy little guidebook has an entry for each national wildlife refuge that describes its public uses, best wildlife viewing seasons, and other pertinent area information. It also has space for visitors to “cancel” their entry to each refuge with an ink stamp.

A second edition of the Blue Goose Passport is in the works to add 40 new refuges. Prepublication sponsorship is available to help with this unique project. If your organization would like to show its pride in your national wildlife refuge and help support this successful program, please call Wilderness Graphics and add your name to our growing list of current prepublication sponsors below.

Second Edition Supporting Sponsors

St. Marks Refuge Association
 Chincoteague National Wildlife Refuge
 Region 2 - U.S. Fish and Wildlife Service
 Region 3 - U.S. Fish and Wildlife Service
 Ottawa National Wildlife Refuge Association
 Ding Darling Wildlife Society Bookstore
 Coastal Wildlife Refuge Association
 Friends of Aransas and Matagorda National Wildlife Refuges



www.thecrookedroad.org

The Crooked Road

From the western slopes of the Blue Ridge to the Coalfields region, Southwest Virginia is blessed with historic and contemporary music venues, musicians, and fretted instrument makers. Historically isolated, the region retained its strong musical legacy by passing traditions down through musical families to an appreciative community.

The Crooked Road is a musical heritage trail that winds through the ruggedly beautiful Appalachian Mountains and leads you to the major hotspots of old time mountain music, country music, and bluegrass. Based upon experience in this arena, Wilderness Graphics was called upon to help with interpretive features for the trail including the design of low-powered radio systems, interpretive signs, and informational kiosks.

Wilderness Graphics has created a dozen popular trails including the Everglades Trail in Florida and the Charles Kuralt Trail in North Carolina and Virginia. Past trail projects have included features such as audio interpretation along the ALCAN, interpretive signs and kiosks for wildlife drives, and countless footpaths and multi-use trails across the country.



Prairie Wetlands Learning Center is an innovative environmental education facility in Fergus Falls, Minnesota where Wilderness Graphics recently completed a program of exhibits for both children and adults. The unique displays include a sod house theater and interactive wall murals. The theater at the Learning Center now provides a themed space for school programs and will soon include a video explaining the region's importance to waterfowl.



A Window to the Past at Historic Spanish Point, in Osprey, Florida, won a Florida Historic Preservation Award when it opened. A one-of-a-kind

exploration surrounded by 20 feet of shell midden stratigraphy, this innovative exhibit was designed and fabricated by Wilderness Graphics in 1992. The display was recently renovated and updated to bring the story of Florida's earliest inhabitants to new generations of visitors. This remarkable park on Little Sarasota Bay now features a multimedia production, static and interactive exhibits, and a replica Calusa dwelling. These new exhibits are housed within a structure surrounding an authentic archaeological excavation. Archaeologists dusted off the site while Wilderness Graphics produced new media and installed new equipment to update this award-winning exhibition.



St. Andrews State Park's newly installed exhibits escaped the fury of Hurricane Dennis. The first phase of exhibits was installed in time for the summer season. Before next year's Panama City Beach spring break crowds arrive, the second phase will complete a wonderful interpretive center. A new diorama will allow those who don't swim a chance to explore the marine life living among the jetties. This project is the result of the extraordinary fundraising efforts of the Friends of St. Andrews State Park.

Staff Salvages Exhibits After Hurricane Rita

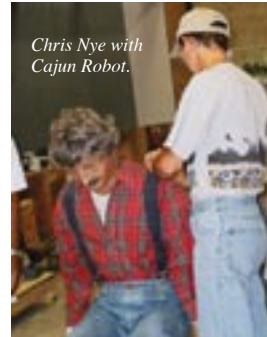
Dave Sims, Kiosk Division Manager, was astonished to learn Holly Beach was wiped clean by Hurricane Rita, "I remember we used to go down to a little café for lunch when we were installing the Sabine Refuge exhibits." "Gone – not there any more," replied Ira Dennis, one of three Wilderness Graphics staff members who quickly responded to a call for help at Sabine National Wildlife Refuge, in Hackberry, Louisiana.

Thirty-six hours after the call, Dennis, Shop Supervisor Chris Nye, and John Briggs of Wilderness Graphics' Kiosk Division were on site to retrieve exhibits which were in danger of being ruined by mold and moisture. Tibideaux, a Cajun fisherman robot, irreplaceable taxidermy specimens, and original art created by

Wilderness Graphics in 1987 were removed while bulldozers were poised to raze the condemned structure.

Dennis, Nye, and Briggs were amazed at the devastation in South Louisiana.

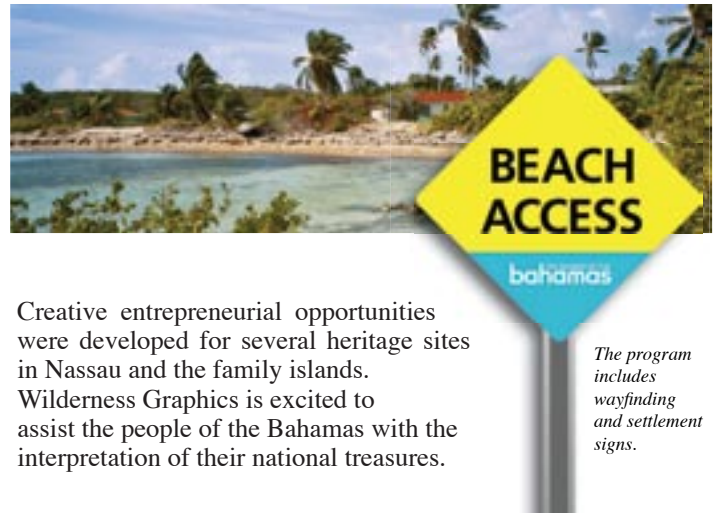
The company's founder, Lee Cook, said, "It's so sad – this is the place where we first learned about lagniappe – the Cajun concept of adding a little more to the plate to make sure the customer gets a full value." The company has cleaned and sorted the exhibit components and hopes to return them when facilities are rebuilt, applying the concept of doing a little extra to make sure the customer gets their money's worth – *lagniappe*.



Chris Nye with Cajun Robot.

Bahamas Plans Heritage Site and Tourism Enhancements

Wilderness Graphics has completed conceptual plans for heritage, cultural, and natural history tourism in the Bahamas. The plans outline the process of orienting visitors to natural features while preserving the cultural and natural heritage through the management of public use programs. The coordinated programs include practical strategies for direction to and interpretation of natural and cultural features. Particular emphasis has been placed on designing programs that can be implemented and sustained with Bahamian resources.



Creative entrepreneurial opportunities were developed for several heritage sites in Nassau and the family islands. Wilderness Graphics is excited to assist the people of the Bahamas with the interpretation of their national treasures.

The program includes wayfinding and settlement signs.

Wilderness Graphics, Inc.
P.O. Box 1635
Tallahassee, Florida 32302

Planning and products to support outreach, education, interpretation, and heritage tourism.



idea

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implementation

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