

From the Memphis Business Journal

:<http://www.bizjournals.com/memphis/print-edition/2013/02/22/selftucker-looks-to-incorporate.html>

SUBSCRIBER CONTENT: Feb 22, 2013, 5:00am CST Updated: Feb 26, 2013, 11:11am CST

Self+Tucker looks to incorporate technology into historic civil rights museum design

Staff Memphis Business Journal

There's enough of a challenge in designing a new concept for a museum, but updating a museum that was originally built around the site of a historic event presents a whole new set of challenges.

Before the \$27 million renovation of the **National Civil Rights Museum** began earlier this year, Self+Tucker Architects was tasked with updating the delivery of the museum's message without altering the message itself.

Tucker says the museum, which is built around the Lorraine Motel, was last renovated in the 1990s, and technology has drastically changed since then.

"That becomes an important strategy of how to make the museum current with expectations and also reach new audiences," Tucker says. "Younger people are comfortable with and exposed to technology as part of their everyday lives. That's one way it remains relevant and attracts new visitors."

The renovation is scheduled for completion in 2014, and Self+Tucker is working with Washington, D.C.-based Howard + Revis on the exhibits' design.

It's not the firm's first foray into historic design: Self+Tucker was also the architect for the **Stax Museum of American Soul Music**, opened in 2003.

Tucker had a special affinity for Stax, having grown up in the neighborhood and remembering the heyday of the studio and record label. That relationship helped him tell the story in the design. But in both cases, the museums were to be focused around buildings.

And outside of their appeal as museums, both buildings also host events, which, in addition to adding a separate revenue stream, also brings people to the facilities who may have never been there. Because of that, the exhibits have to be as fresh as possible.

"You're including the building in the design process, and each museum is unique because you're telling a different story with each one of them," Tucker says. "Stax has a clear audience and appeal around music from when Stax was so strong. The Civil Rights Museum has an audience because of the history of the Civil Rights Movement."