



Interpretive Master Plan

In 2000 Jim Brighton collaborated with members from the National Association of Interpretation (NAI) to conduct an interpretive Workshop and develop a masterplan for the China Research Center for Giant Panda Conservation at Wolong in the Province of Sichuan, China. The project was funded by US China Environmental Fund (USCEF), and the Humane Society of the United States. The Thoreson Foundation funded an Interpretive Master Plan for the center which will guide the development of the facilities and visitor services in the future.

**Master Plan
Giant Panda Breeding Center
USCEF
Sichuan, P.R. China
2001 to 2003**

Encouraged by the Masterplan, the Chinese government funded improvements to the breeding center and commissioned USCEF and PJA to design six new panda habitats for public viewing. The new facilities display the pandas in open cage-free habitats surrounded by the indigenous Qiang stone architecture that is characteristic of the region.

In 2005, additional funds were allocated to design and install interpretive elements in the new facilities. USCEF organized members from the NAI and Lyons Zaremba to design, supervise fabrication, and install interpretive graphics throughout the exhibit complex.

The collaboration amongst government agencies, non-profit organizations, private donors, professional organizations, private design firms, and gifted volunteers working together towards a common goal has yielded exceptional results.

This project exemplifies how inspirational planning, architectural design, and interpretive elements developed over many years with multi-disciplinary team members can achieve great success.

