

UNION STATION

Historic Denver

Opening

After touring the Lower Downtown area with Historic Denver's Sophie Bielczyk, we have narrowed down two opportunities to improve their venue with augmented reality. The first is a proposed guided walking tour of LoDo Historic Denver is planning on for the summer months. The second is an unguided walking tour that takes to the visitor or new citizen of the Denver Metro area. In our discussion, both opportunities will use many of the same concepts, such as visual timelines and historic text, but the content will be different as different as the audience. The guided tour will be based on Historic Denver's previously published guidebook and will focus on the dates and historic information they consider to be important about each location, while the unguided tour will be more freedom, allowing for increased information, visuals and tools.

We will demonstrate each opportunity using Denver's Union Station, thus highlighting the differences.

Opportunity #1 GUIDED TOUR

Opportunity #1: Guided Tour

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Opportunity #2 UNGUIDED TOUR

Opportunity #2: Unguided Tour

Opportunity #2: Unguided Tour

Opportunity #2: Unguided Tour

Opportunity #2: Unguided Tour

Conclusion

In conclusion, our group wants to ultimately enhance a LoDo visitor's experience.

Our biggest challenge in the guided tour is finding the best pictures to use for each location that matches with their text. Within the unguided tour, the biggest hurdle is making sure the app is fun enough that word towards. There is little to no marketing/promotion available from Historic Denver to let people outside their tours know the app exists. So, it'll be paramount that the app itself helps in that job. We'll do this by enhancing the visitor experience through engaging texts, rare archival photos and interactive components.

We'll rely on people's tacit knowledge that LoDo is a historic district and using GPS data technology allow them to expand knowledge of the buildings and events that make it a part of history. There is nothing like this current at play in LoDo, so we have a wide-open field to create in.

It should be an exciting project.

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Opportunity #2 UNGUIDED TOUR



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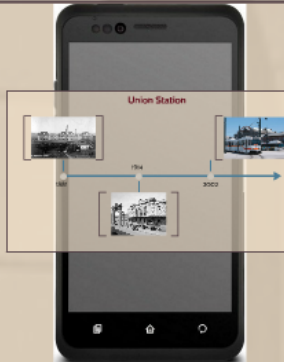
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Opportunity #1 GUIDED TOUR

Concept 1 Visual Timeline

- For sites that have had significant visual changes.
- As the tour guide is highlighting important milestones, visuals can add to the historic value.



Concept 2 Image with Text & Link

- For sites that haven't changed much visually.
- Tour guides will be going over main points of history of sites
 - "Fun facts"



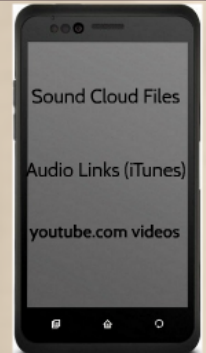
Concept 3 Audio and Video

If and when we discover some Audio/Video clips we want to incorporate them into the tour. We can add audio parts from speeches, or then current events. We can use different forms of Media:

- Soundcloud
- Youtube

-DPL may have some audio files as well

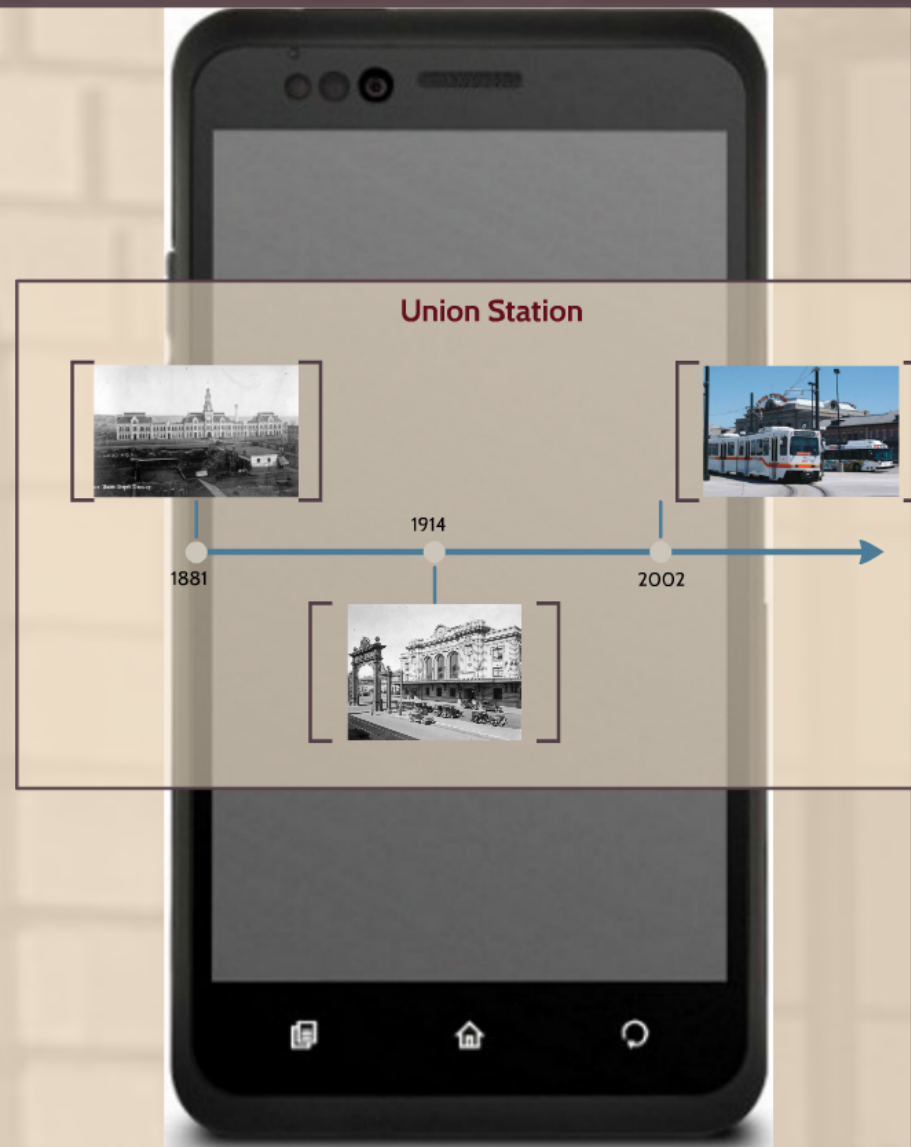
These different mediums allow the tour to be more interactive, people will be able to stop, repeat, and pause the clips.



Concept 1

Visual Timeline

- For sites that have had significant visual changes.
- As the tour guide is highlighting important milestones, visuals can add to the historic value.



Union Station



1881

1914



2002



Concept 2

Image with Text & Link

- For sites that haven't changed much visually.
- Tour guides will be going over main points of history of sites
 - "Fun facts"

Rockmount Ranch Wear Building



The founder, Jack A.'s son, Jack B., brought Western fashion East and helped popularize it across the country. Western wear was mainly popular in the American West until the 1950's when Jack B. was one of the first salesmen to take it East of the Mississippi River.

For more information http://www.rockmount.com/our_story.htm



Union Station is one of Denver's (and the west) most important historic landmarks. It opened its doors on May 13th, 1881 with the name "Union Depot." It provided the westbound trains with a place to stop, and soon became a hub. Union Station saw 70 trains daily and over one million passengers yearly.

In 1894 a fire broke out and burnt down a significant section of the main building. The two outside wings of today's Union Station are actually original. They were completed in 1881. They are made from Manitou Sandstone from Morrison, Colorado

In 1906, Mayor Speer dedicated the 65' X 85' "Union Station Welcome Arch" that is the centerpiece to the main building; which he called "Denver's Front Door"

For More Information visit: denverunionstation.org



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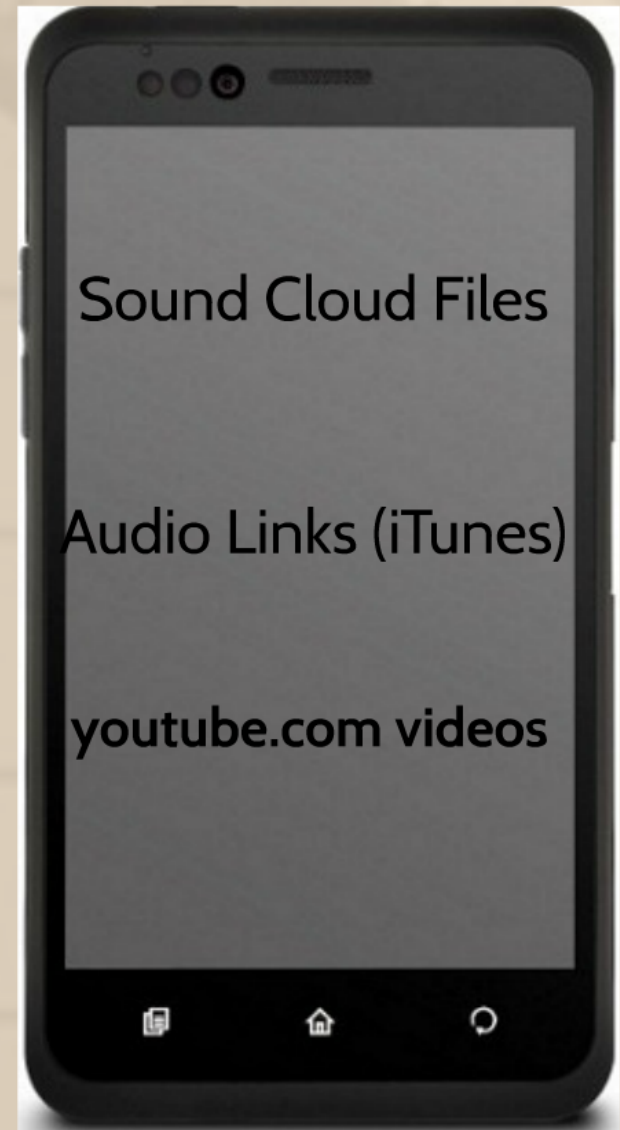
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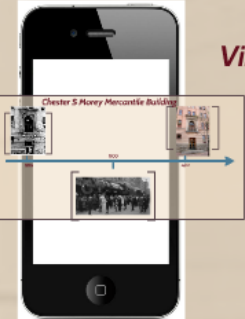
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Opportunity #2

UNGUIDED TOUR

Concept 1 Visual Timeline



- For sites that have had significant changes or renovations over the years.
- Image based rather than information
- When people are walking around LoDo they can look at the historical images of buildings.
- We want this working both as an image that people can take with their phone and as a push notification triggered by GPS locations.
- It functions more as a slide show, a quick look into the past for casual observers
- For the curious audience that likes to see where things come from, intended to peak interest.

Concept 2 Picture with Text or Link

- For buildings with a lot of history
- These images will pop up with a caption and link to more information.
- People can read about the rich history of buildings in LoDo
 - Fun Facts
 - Videos/Documentaries
 - Related information
 - Links to useful websites
 - Additional photos
 - Audio Recordings
 - Text with dates
 - Important Events
- For the curious audience that wants more information



Concept 3 Scavenger Hunt

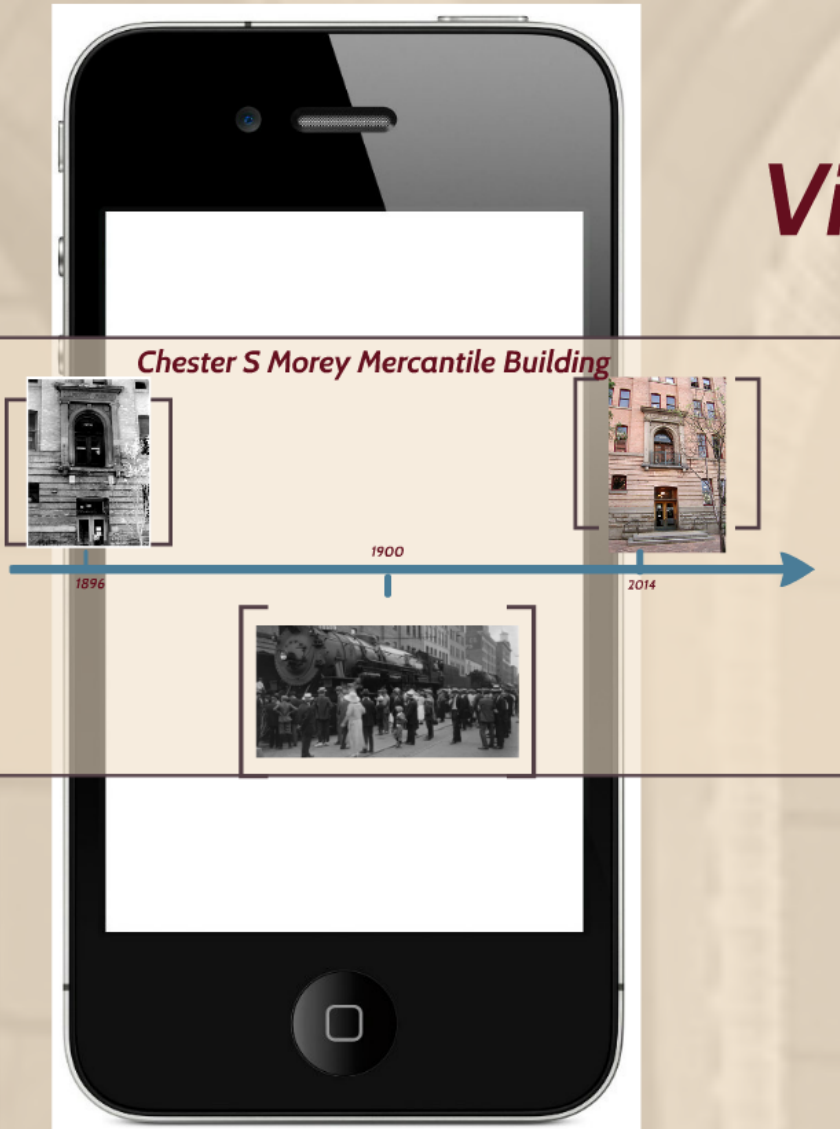
- To encourage people to visit different locations or all locations in the Historic LoDo area
- More of a game based challenge
- Each image or building you find gives you a badge and a collection that ultimately leads to a badge for visiting all of the buildings in LoDo.
- People can link to Facebook to share with friends that they have earned badges
- This is more for the curious audience that doesn't want the information, or even for the audience members that do. This aspect is intended to peak interest of users and new users with friendly competition.



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Chester S Morey Mercantile Building



1896

1900



2014



Concept 2

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Sugar Building



The sugar building was constructed in 1906 to house the administrative offices of the newly incorporated Great Western Sugar Company on the site of the former Red Lion hotel. The building lies in the heart of Denver's original warehouse district. The company was formed through the merger of six small independent sugar beet factories in Loveland, Eaton, Greeley, Windsor, Fort Collins and Fort Morgan. The sugar beet industry encouraged the growth of northern Colorado as rural towns expanded to process crops and funnels the resulting sugar into Denver and beyond.

Inside you can see the brass open-cage Otis elevator, said to be the oldest working system of its kind west of the Mississippi.

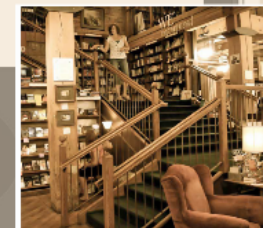
Chester S Morey Mercantile Building

When finished this building was said to be the most elegantly appointed "business house in the West. The Morey Mercantile Building was considered by many to be one of the jewels of "Warehouse Row" as Wynkoop Street was often called.

In 1884 Morey established this mercantile building as one of the largest mercantile businesses in the West.

Of special note is the double-wide alley off 16th street. Many of the businesses had storefronts along the alley for retail sales, along with loading docks for easy access to rail cars. Both railroad tracks and cobblestones are still visible in places. The second story housed a walkway bridging the second story entrance to the 16th street Viaduct. In 1994 renovation turned the buildings first floor into the second retail location for the Tattered Cover Book Store.

<http://www.tatteredcover.com/lower-downtown-store-historic-lodo>





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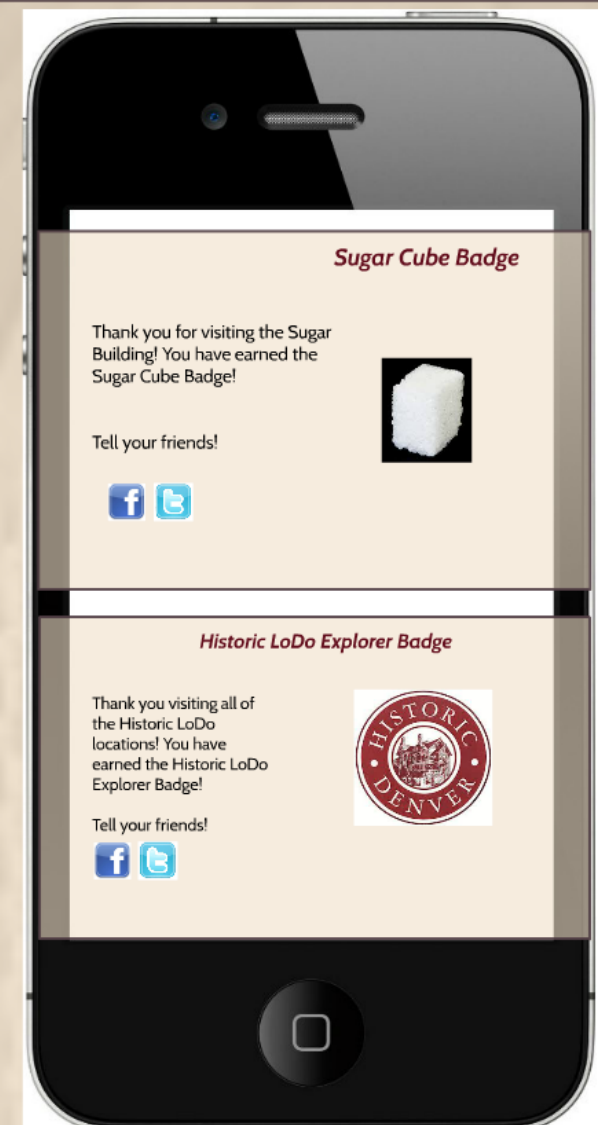
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Sugar Cube Badge

Thank you for visiting the Sugar Building! You have earned the Sugar Cube Badge!



Tell your friends!



Historic LoDo Explorer Badge

Thank you visiting all of the Historic LoDo locations! You have earned the Historic LoDo Explorer Badge!

Tell your friends!



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