



## Extreme Makeover

# Greenfield Village at The Henry Ford Dearborn, Michigan



Re-opened in June of 2003, after a nine-month restoration, the new master planning of Greenfield Village has completely reinvented this American classic. The THEA committee calls this an Extreme Makeover. In days gone by, Greenfield Village (a separate gated attraction adjacent to the Henry Ford in Dearborn) seemed little more than a patchwork quilt of Henry Ford's collection of buildings of historical significance. While there was little logic for the location of the Wright Bros. bicycle shop or Edison's Menlo Park lab, that never stopped visionaries like Walt Disney from seeing the inherent potential of the experience. Now with this new master plan, for the first time Greenfield Village has clearly differentiated themed zones, divided by different ideas, different architecture, different streetscapes and different graphics. Most important, the wayfinding has become intuitive with a brilliant new arrangement of differently themed pathways, radiating from the entrance out toward very differently themed portals, bridges and architecture. The grand master plan for the new Greenfield Village was designed by Grissim Metz Andriese Associates, Inc. of Northville, Michigan in conjunction with JGA, Inc. of Southfield, Michigan. While Greenfield Village was once an inspiration to theme park designers like Walt Disney, today the favor has been repaid as Greenfield Village borrows master planning concepts from theme parks and applies them in an inspired way - reinventing itself with a new system of "weenies" and themed zones.

### Restoration Project 2003 - Steering Committee

**Steve Hamp**, President, The Henry Ford  
**Patricia Mooradian**, COO, The Henry Ford  
**Denise Thal**, CFO, The Henry Ford  
**Christian Overland**, Dir., Greenfield Village and Henry Ford Museum, The Henry Ford  
**Robert Hanna**, Dir., Facilities Mgmt., The Henry Ford  
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**Henry Prebys**, Collections Coord., Curator Historical Resources, The Henry Ford  
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**Joe Wolford**, Constr. Mgr., Fac. Mgmt., The Henry Ford  
**Terri Anderson**, Dir., Retail Sales and Product Development, The Henry Ford  
**Dennis Morrison**, Mgr. Skilled Trades Operations, Fac. Mgmt., The Henry Ford

### Project Managers

**Robert Hanna**, Dir., Fac. Mgmt., The Henry Ford  
**Christian Overland**, Dir., Greenfield Village and Henry Ford Museum, The Henry Ford

### Production Partners

**Master Planning-** Grissim, Metz Andriese Associates, Inc.  
**John Grissim, Randall Metz, Richard Bogaert, Tara Segee**

### Architect/Engineering – ARCADIS

**Loren Klevering, Richard Nogas, Reynold Macareg, Robert McLenon, Jr., Brilio Mojares, John Picha, Robert Stanczyk, Daniel Van Fleteren, Daniel Ventimiglia, Michael Walsh, Ellis Young, Alfred Serowik**

### Themed Retail Design: JGA Inc.

**Tony Camiletti, Michael Carilini, Michael Curtis, Peter Garrett, Susan Morgowicz, Kevin Robbins, Mandy Sabin, Arvin Stephenson, Kara Walker, Skip West**

### Graphic Design/Wayfinding: Hunt Design Associates Wayne Hunt, John Temple

### Lighting & Sound Engineering: Illuminating Concepts Ron Harwood, Kenneth Klemmer, Dennis Vogel

### Economic Feasibility Studies: Economics Research Assoc. Ray Braun

### Operation Consulting: Management Resources Jim Harmon, Brad Merriman

### Applied Storytelling Eric LaBrecque

### AUC – Michigan's Heavy Construction Association Larry Gilbert, Bob Patzer, Michel Nystrom

### Co-Construction Manager: Walbridge Aldinger Co. Michael Haller

### Support By The Henry Ford

**Retail Sales & Product Development; Catering and Food Services; Facilities Management; Information Technology Services; Visitor Services; Security; Marketing & Creative Services; Experience Design; Historical Resources; Greenfield Village and Henry Ford Museum Administration**  
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