



## UNITY SQUARE

National Museum of  
American History  
2017

Storycraft Creative provided Design and Management Consulting Services including final design work for the 65 to 100% phases, oversight of the SD 410 reviews and construction management, for the Unity Square educational programming area.

At the heart of the space, the Greensboro Lunch Counter uses a magic mirror to engage the visitor with the stories of the sit-ins that began here.

Our efforts focused on the design and detailing for the Greensboro' Lunch Counter which is a central feature and anchor to the space. We helped to realize the design concept for this counter - a 'Magic Mirror' 90" TV that sat behind the counter and came to life to display a documentary about the sit-ins.

We also assisted with detailing the large pieces of artwork suspended throughout the room, and detailing the display construction to work with the existing architecture.