

REIMAGINING TOMORROW

Sustainable Climate Solutions Exhibit Design Challenge



September 2025 | Panorama and the Pole Creek Foundation are partnering to support the Reimagining Tomorrow: Sustainable Climate Solutions Exhibit Design Challenge, an initiative to create interactive, science-based exhibits that spotlight climate mitigation strategies, highlight real progress toward Net Zero, and inspire optimism and agency among audiences of all ages.

The challenge begins with two of the country's most innovative design firms — Quatrefoil Associates and Thinc Design — who are known for their ability to transform complex scientific concepts into immersive museum experiences. Quatrefoil has developed exhibits for leading science centers and cultural institutions across the U.S., with a reputation for combining interactivity with storytelling. Thinc Design is internationally recognized for creating bold, large-scale exhibits that spark curiosity and civic dialogue. They will explore how to reframe the climate narrative — away from despair and toward evidence-based solutions that empower families, young people, and communities.

Advisory Committee

Supporting this work is a distinguished panel of advisors who bring expertise in climate science, communication, and public engagement:

- Diana Johns – Retired VP, Exhibits & Life Sciences, Pacific Science Center
- Mark Lynas – Author & Journalist; Strategic Advisor, WePlanet
- Katherine Markova – Partnerships Manager, Climate Interactive
- Dr. Guillaume Mauger – State Climatologist, Washington State; Climate Scientist, University of Washington Climate Impacts Group
- Gabrielle Fitzgerald – Founder & CEO, Panorama
- Steven Buchsbaum – Co-Founder, Pole Creek Foundation

“We believe there is strong scientific evidence that we can achieve a Net Zero Greenhouse Gas future without sacrificing human thriving. Much progress has already been made, but it is often underappreciated. Too often, pessimism overshadows this progress — especially among young people. Through this challenge, we aim to shift that narrative by sparking a conversation grounded in science and focused on the solutions that can lead us to a sustainable future.”

— Lori and Steve Buchsbaum, Co-Founders, Pole Creek Foundation

The Road Ahead

- Fall 2025: Design teams develop exhibit concepts with input from advisors and science centers.
- Early 2026: Based on concepts presented, teams likely to advance to Exhibit Development Phase.
- 2026–2027: Prototype exhibits fabricated and launched at partner science centers, with potential for traveling versions to reach broader audiences.

Why It Matters

Science centers are uniquely positioned to host exhibits that bring climate solutions to life. By blending rigorous science, interactive design, and solution-focused storytelling, the challenge offers visitors a chance to explore:

- How climate mitigation strategies move us closer to Net Zero.
- Evidence of real progress already underway across sectors.
- The role of policies, investments, and individual choices in shaping a livable future.

Together, these exhibits will spark optimism and agency—helping communities imagine what a thriving, sustainable future can look like.

For more information:

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