



THE NEW GOLDEN GATE BRIDGE VISITOR EXPERIENCE

GOLDEN GATE BRIDGE PAVILION

Open daily year round from 9 am to 6 pm beginning May 8, 2012

Overview: The new Golden Gate Bridge Pavilion on the southeast (San Francisco) side of the Bridge Plaza serves as a visitor information and welcome center and has been designed to provide an inviting and informative overview of the world-famous landmark. Through interpretive exhibits, rare photographs, and commemorative items, the nearly 3,500-square-foot Bridge Pavilion showcases the Golden Gate's rich and diverse history, as well as its connection to the Golden Gate National Parks on both sides of the span. Offering visitors an opportunity to extend and commemorate their Bridge experience, the Pavilion combines rare artifacts from the Golden Gate Bridge, Highway and Transportation District collection, along with new interpretive displays, photos, films, and high-quality merchandise, to highlight the genius and grandeur behind this American icon and the national parklands that anchor it.

The "Test Tower": Among the Bridge Pavilion highlights is a 12.5-foot-tall steel model of the Bridge Tower designed at Princeton University in 1933. Built as a "test tower," this extraordinary 1/56 scale model provides a unique perspective of the Bridge's structure, and demonstrates how it was used to validate engineers' mathematical calculations. Additionally, museum-quality artifact cases present a rotating collection of historical items dating from the 1930s, including safety netting, financing bonds, opening day programs, and other rare personal memorabilia.

Historical Photographs: The Bridge District maintains a rich collection of Bridge-related historical photographs, among them an assortment of dramatic images of the span under construction. Throughout the Pavilion, historic and contemporary photographs from both the District's collection and outside resources have been assembled to create a dynamic and engaging pictorial history.

Interpretive Displays and Features: Massive oversized photographs occupy both sides of the Pavilion interior and highlight significant aspects of the Bridge's creation. Additionally, large-scale wall panels and smaller interpretive displays combine diagrams and photographs to tell the Bridge story from historical, technical, and first-person perspectives.

Interpretive Merchandise: The Golden Gate National Parks Conservancy—in collaboration with the Bridge District, National Park Service, and a wide range of Bridge historians, artists, and designers—has created a distinctive collection of more than 120 new commemorative and gift items celebrating the famous Golden Gate. The collection spans a range of price points and features the work of a number of Bay Area artists and designers, including well-known graphic designer and Parks Conservancy advocate Kit Hinrichs, creator of the 75th Anniversary logo.

VISITOR INFORMATION: www.goldengatebridge75.org