



THE NEW GOLDEN GATE BRIDGE VISITOR EXPERIENCE PROJECT PARTNERS

Golden Gate Bridge Pavilion – Project Frog

Project Frog is a leading manufacturer of “smart” buildings that utilize integrated technology to optimize environmental, economic, and human performance. On a mission to revolutionize the way buildings are created, FROG used environmentally responsible materials to create the Bridge Pavilion as a teaching tool in itself that will provide visitors with tangible, educational information about sustainable building techniques, energy performance, and environmental responsibility. Project FROG is the frequent recipient of industry awards for both design and performance. www.projectfrog.com

Bridge Round House and Bridge Café Renovation – EHDD

EHDD is an architecture, interiors, planning, and urban design firm founded in 1946 in San Francisco—a city known for embracing ideas about the future and an ethos followed by EHDD’s forward-thinking designs that last for generations. The firm is known for its sensitivity to place, technical innovation, and sustainable design that hark back to its early residential work, to Sea Ranch and the Monterey Bay Aquarium. Recent EHDD projects include Lands End Lookout, One Hawthorne, City College of San Francisco Chinatown/North Beach Campus, LEED® Platinum-certified Marin Country Day School and next generation net-zero projects, including The David & Lucile Packard Foundation and The Exploratorium at Piers 15/17. www.ehdd.com

Exhibition and Retail Signage – Macchiatto

Macchiatto is a San Francisco-based strategic design firm with expertise in branding, graphic, package, and exhibition and retail design, and was part of the consulting design team for improvements to the Golden Gate Bridge visitor experience. Macchiatto created the immersive environment within the new Bridge Pavilion, weaving interpretive information about the Bridge directly into retail displays for a new paradigm in visitor centers. Additionally, Macchiatto designed the building identification signage for the Bridge Pavilion, Round House, and Bridge Café. www.macchiatto.com

Plaza Design – SURFACEDESIGN INC.

SURFACEDESIGN INC. was established in 2001 to provide clients with a broad range of professional design services, including landscape architecture and urban design and master planning. The award-winning practice is engaged in projects of a variety of different scales, both locally and internationally: estate design, park design, hospitality, corporate campuses, municipal streetscapes, and large-scale land use planning and urban design projects. Under the leadership of James A. Lord, Roderick Wyllie, and Geoff di Girolamo, SURFACEDESIGN is an innovative and multidisciplinary design practice, employing the talents of landscape designers, planners, and architectural designers. www.sdisf.com

General Contractors – Fisher Development, Inc.

San Francisco-based Fisher Development, Inc., served as the general contractor for all phases of the Golden Gate Bridge Improvement Project. This logistically complex project involved reconfiguring the parking lot, constructing the new visitor’s Pavilion, remodeling the round house and café as well as building the new plazas. www.fisherinc.com