The proposed design for the Amazon Rainforest Education Headquarters performs as a working part of the mission to save the forest. The Amazon-rainforest is the single greatest carbon sink we have to offset CO2 emissions globally; however, factoring in the current rate of deforestation, the Amazon rainforest is capturing 30% less CO2 than it was just ten years ago. With carbon emissions rising exponentially, it is important to what’s left of the Amazon rainforest be protected. The goal is to design a memorable education center by utilizing experiential design to create an immersive educational environment that fosters personal connection to material and therefore high information retention.

Experiential design is the intentional design of an interior environment to create a specific learning experience for visitors. The design approach the Amazon Rainforest Educational Center takes is a narrative style, processional experience with immersive content; the architecture and design are part of an active part of the learning environment. This age-old approach of interior design is a specific method of experiential design that subtly encourages personal connections with the content, and therefore future memory of the content.

The proposed learning spaces are divided into four components: one to represent each Rainforest layer. The experience is designed with a processional flow starting on the forest floor and moving up to the emergent canopy layer. The circulation that flows from space to space is where visitors learn about the Amazon River through interactive exhibits. Each zone will tell its story using the timeline of specific species of plants and animals from that part of the forest. Using a narrative style of presenting information that is to form personal connection to, visitors will leave with maximum information retention and a new found appreciation for the Amazon Rainforest.

Upon entering the reception area, one can view the Amazon Rainforest Through the Vending Area. The vending area is adjacent to, and the beginning point of the processional learning layout. The design of the vending area to be located centrally of the circulation flow is where visitors learn about the Amazon River through interactive exhibits. Each zone will tell its story using the timeline of specific species of plants and animals from that part of the forest. Using a narrative style of presenting information that is to form a personal connection to, visitors will leave with maximum information retention and a new found appreciation for the Amazon Rainforest.