

Kentucky Derby Museum

First Floor: Everything Derby

*Denotes all new exhibits

**Denotes exhibits which have entirely changed locations or which have been significantly re-developed with new presentation and technology

1.1 Lobby: Capture the Moment **

The museum's lobby provides an opportunity to introduce visitors to the fun, excitement, and revelry of Derby Day. By placing "Capture the Moment" (a yearly exhibit dedicated to telling the stories of the current Derby winners) in the lobby, visitors will be given a taste of the Kentucky Derby experience that will entice them to learn more. Capture the Moment also encapsulates one of the key messages of the museum -- that the Derby is a fun and exciting event that brings people together from all over the world and all walks of life.

The exhibit itself will consist of a collage of imagery and video from the most recent Derby. By choosing a collage format, this exhibit will reinforce the idea that many voices come together to create each Derby experience. The large overhang above the lobby will feature a giant panoramic image of the stretch run. This exhibit, along with the nearby starting gate and video of horses thundering out of the gate beyond, will draw visitors into the museum.

When the Museum first opens on April 18th, this area will showcase the story of the flood and change to the 2010 Derby winners shortly following their May 1st victory.

2.1 "it's My Derby": *

This first anteroom area will present the new theme of "it's My Derby", an exhibit showing that a wide variety of people who feel a sense of ownership and pride about the Kentucky Derby. A center video kiosk will share personal accounts from fans about their favorite Derby memories which have been archived throughout the community.

The cases will be filled with as many as 30 Derby hats showcasing the diversity of fans who attend the Kentucky Derby. The sheer volume of objects -- festive hats, several designer outfits and infield revelers outfits -- will give visitors an immediate impression that no matter who you are or where your seats happen to be, everyone comes together here. The impact of this exhibit will be to imbue visitors with a feeling of excitement and anticipation, and leave them wanting to learn more about the Kentucky Derby.

2.2 My Spot: Infield to Millionaires Row *

Opposite the Winner's Circle is an exhibit called My Spot which juxtaposes the infield experience with that of Millionaires Row. Large disks will dot the wall with cropped headshots of guests who sit in the variety of locations at the track. When the disk is rotated, guests will be able to read a short synopsis of the viewing experience from that location. The intended tone of this exhibit is playful and humorous, while simultaneously underscoring that there are many ways to participate in and enjoy the Derby.

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3.1 Winner's Circle

The Winner's Circle provides visitors with a photo opportunity with the sculpted horse and rider. The Winner's Circle will maintain the same overall look and feel, but will include a new horse and jockey that will be truly life-sized and more beautifully crafted. Trophies from past Kentucky Derby's will continue to be showcased here, but the selection will be pared down to give greater emphasis to those trophies on display.

3.2 Countdown to Victory *

Directly beyond the Winner's Circle sits Countdown to Victory, a walk-through chronological exhibit highlighting the drama of the last 30 minutes before the race. Audio interviews from jockeys, owners, trainers, and groomsman combined with a changing composition of video, provides visitors a glimpse into the tension and anticipation felt during the events leading up to the race. Included in this area will be perspectives on the Walkover, the Paddock, the Call to the Post, the playing of "My Old Kentucky Home," and the Loading of the Gate.

A central video element with an overlapping montage of stories and perspectives acts as the anchor for this exhibit. Four freestanding stations allow visitors to explore each of these special moments. These stations will feature stories from a variety of individuals offering different points of view on these moments. Visitors will be able to select a point of view that most interests them. After selecting the interview of a particular individual, for example, an Owner walking over for the first time, visitors will listen to his first-hand account in conjunction with the featured video and displayed artifacts. (Ex.: Press passes, binoculars, halter and shank, 2009 winning trainer, Chip Woolley's hat and crutches, and more.)

By providing first-person accounts, visitors will feel as if they were given one of the coveted passes allowing them access to the insider's experience and therefore the emotional tenor of the events leading up to the race. Also, by providing an opportunity to hear multiple points of view, this approach will reinforce the theme that many stories converge to create the Derby experience.

3.3 Warner L. Jones, Jr. Time Machine **

Adjacent to the Winner's Circle is the Time Machine, where visitors are able to immerse themselves in the thrill of the race itself by viewing footage of Derby races through time as well as interviews with selected owners. Visitors will be able to select a race based on date, famous horse, well-known jockey, and other criteria. Though this exhibit features the same basic content and physical layout, it will be updated with more current technology, more ways to access the subject matter, and a larger projection screen for the common area.

3.4 Place Your Bets **

After experiencing the convergence of many different perspectives and stories from Derby Day, visitors are encouraged to try their hand at several Derby Day activities. The exhibit, Place Your Bets, provides a whole new design approach to teaching visitors about the art and science of betting. Superstitions and idiosyncratic methods for selecting a horse will be juxtaposed with a more scientific approach to betting. By featuring both sides of the betting story, this approach will interject both humor and personal interest into the visitor experience. After placing their bets, visitors will see how their luck plays out by watching a simulated race presented on this interface.

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3.5 Track Conditions

This hands-on exhibit will present content similar to the current exhibit, teaching visitors how track conditions impact the quality and safety of the race, but will include updated graphics and structure.

3.6 Riders Up **

The existing Riders Up exhibit will continue to provide a fun and entertaining experience that challenges visitors to maintain a jockey's stance during a race. It will, however, be upgraded to include another horse, updated graphics, a multiplayer game component and a selection of new race video. New to this exhibit, "riders" will be able to change the outcome of the race by selecting more options to boost the interactive nature of the exhibit.

3.7 Jockey Silks

Between Riders Up and Triple Crown sits a case displaying colorful jockey silks. This exhibit is similar to the current display featuring jockey silks, but is expanded to include more silks for greater visual impact.

3.8 Callers *

Beyond Riders Up, visitors encounter a new game interactive exhibit entitled Callers. Here visitors can attempt to call a race. The technology first provides an example of a race being called and describes what is required to do the task properly. Then, in karaoke-like style, visitors can attempt to keep up with the proper calling of a race. This exhibit will provide a fun and potentially humorous experience for visitors while simultaneously teaching them that calling a race is a unique skill that requires training and practice. Churchill Downs Track announcer Mark Johnson will host this exhibit providing insights, tricks and trivia along with his original calls for the races captured in the exhibit footage.

4.1 Triple Crown **

Between Countdown and Riders Up, sits the tall column of the Triple Crown exhibit. The Triple Crown exhibit will present similar content with an updated graphic direction and triangular frame. Since the Triple Crown represents both an element of Derby tradition and Derby history, it acts as the ideal transition into the next two overarching themes presented in the museum, History and Traditions.

4.2 History: The Winners Stable

To the right of the Triple Crown exhibit sits the Winner's Stable towers laid out in an arc with the larger history of Churchill Downs sitting behind these towers, grounding this section. The Winner's Stable towers will continue to tell the compelling stories and history of the most famous horses in racing with room to grow for future Triple Crown winners.

From these inspirational stories, visitors can walk between the towers to a wall-case mounted behind where they can learn about the history of Churchill Downs where these winning horses left their mark. The existing flag from Churchill Downs will remain in this area.

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4.3 History for Churchill Downs *

New! Visitors may be surprised to discover that, like these horses that fought to win the race, Churchill Downs itself had a rocky road to victory that took the guts, guile, and perseverance of a few key individuals. Through their voices, visitors will learn the story of what it took to make Churchill Downs the successful world-renowned race track that it is today.

4.4 Derby Timeline

The content, location, and aesthetics of the Timeline will remain the same.

However, updated graphics may be incorporated along with a new color scheme for the wall.

5.1 Rituals *

This area describes some of the oldest rituals and traditions associated with the Derby. Graphics and artifacts displayed will teach visitors that these rituals, such as the drinking of mint julep and the singing of "My Old Kentucky Home," are integral to the Derby experience. The presentation of these rituals will provide another opportunity to feature personal reflections that capture the almost mythic quality of the Derby experience.

This exhibit will include recipe cards with some of the traditional favorites as a souvenir from the museum.

5.2 The Oaks

Within this section of the museum, visitors encounter an exhibit on the Kentucky Oaks, one of the oldest traditions connected to the Derby and most beloved by local Kentuckians. The Oaks exhibit is situated in this new location to emphasize its place among Derby festivities and rituals. The exhibit will incorporate updated video and additional information that more closely reflects the Oaks experience as it is today.

5.3 Festival **

Also in this area of the museum is an exhibit on the Kentucky Derby Festival. Through artifacts, graphics, video, and text, this exhibit will communicate that, though a relatively recent phenomenon, the festival has become part of the panoply of traditions that makes the Derby experience what it is today. Its activities from fireworks to foot races will be discussed by way of an updated graphic and artifact display featuring a larger AV component. Visitors will discover that the festival has become an entity unto itself, and that hundreds of thousands of people descend on Louisville to enjoy this community celebration.

5.4 Derby IQ **

Within this area exploring festivities and traditions sits an interactive exhibit that challenges visitors to test their knowledge of the Derby and its traditions. Derby IQ will feature a game show interface where visitors can play against a clock or in groups to compete against one another for the title of Derby expert.

6.1 Greatest Race Film

The Greatest Race Film will provide the same content and exhilarating emotional experience.

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6.2 Great Hall Graphics

Existing graphics will be updated, replaced, and reinstalled in existing locations.

Second Floor: Birth to Post Race

Once visitors have had a chance to explore all aspects of the Kentucky Derby, from race day itself to its tradition and history, they are invited to ascend the stairs. The transformed stairwell mimicking the feel of the inside of a barn draws visitors to the second floor where they will learn about the life of a thoroughbred and that of the individuals who contribute to the development of a racehorse.

7.1 – 7.3 Birth, First Year, Bloodlines **

Upon first reaching the second floor, visitors are greeted with an abstract representation of a barn where they can learn about the birth of foals and the daily life of yearlings on a thoroughbred farm. A life-size replica of a foal will give visitors a sense of how astonishingly large a horse is at birth. Told from the point of view of the breeder himself, visitors will hear about the breeding process, the optimal time for the birth of a foal, and the physiological signs of a winning horse.

Similar to the original exhibit, artifacts such as grooming equipment, a yearling's saddle, and types of feed will help tell the story of the first year of a horse's life and those individuals who helped raise it. Projected footage or a large photo mural will create a feeling of being inside a barn on a thoroughbred farm. A graphic display with similar content but more accessible graphic design will discuss the role of bloodlines in breeding.

7.4 Conformation

Beyond the previous exhibit is a graphic display describing the process of conformation. A representation of an ideal horse will be juxtaposed with images of actual Derby winners, including descriptions of some of their less-than-perfect attributes. By juxtaposing the ideal with the reality, this exhibit will demonstrate that oftentimes a winner's physique can vary significantly from what might be seen as the perfect horse.

7.5 The Sale *

Next visitors will encounter the story of the sale. This exhibit will sit within an abstracted structure representing an auction environment that will also include artifacts from past sales. In addition to text and graphics, the area will also contain ambient noise of an auction, which may include a recording of a significant or historic auction being called. A digital or physical replica of a sale book will introduce visitors to how to read a sale catalog.

7.6 Winners Pyramid **

This exhibit illustrates the unlikely odds of reaching the Kentucky Derby with an updated graphic display featuring owners' perspectives. Various owners will comment on the risk involved in selecting a horse as well as why they chose to purchase a particular horse. These personal reflections will reinforce the message of how slim a chance one has to even reach the Kentucky Derby. This area

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includes an interactive digital panel challenging visitors to select a horse and to see if it will beat the odds to run in the Kentucky Derby.

8.1 Kentucky Farms *

Artifact signs and objects representing the major horse breeding farms in Kentucky will be displayed here. A graphic panel will discuss the fact that nearly 80% of Derby winning horses come from Kentucky farms. The stories of a few key farms may also be explored here.

8.2 Owners: Making Their Mark *

Exhibits from the Sale up to and including this particular exhibit will feature owners' reflections because it coincides with the point at which the owner becomes a central figure in the horse's story. Here visitors will be introduced to the stories of several famous owners. They will explore, through text or audio, owner's reflections on the Kentucky Derby and the horse racing experience.

Within this exhibit are two interactives that provide visitors an opportunity to try their hand at activities exclusive to owners. First, visitors will get a chance to create their own silks through a digital interactive. The interactive will contain a variety of colors and patterns to choose from, thus allowing for countless combinations. After creating silks, visitors will be given the opportunity to have their design printed on a T-shirt to take home with them.

Second, visitors will learn about horse naming and get a chance to create a name of their own. This interface may be digital or physical in nature.

8.3 Trainers' Strategies *

After the point of sale, visitors encounter an area introducing the important role that a trainer plays in a racehorse's development. A fence rail and a photo mural of horses exercising help create a setting for this exhibit. The stories and reflections of several significant trainers will be featured here along with relevant artifacts.

8.4 – 8.5 Jockey As Athlete, Jockey Stories **

Juxtaposed with this story will be an examination of the life of the jockey, and the story of jockey as athlete. Visitors will learn that, pound for pound, jockeys are the strongest athletes, and that they have been trained to control an animal often 10 times their weight. A combination of props, artifacts, touchable objects, graphics, and audio will tell this story. The challenges and rewards of this career will be explored, often from the point of view of the jockey himself.

8.6 – 8.7 Backside Crew, Life on the Backside **

From the life of the jockey to that of the backside crew, visitors again will gain a sense of the challenging and somewhat itinerant life involved in taking care of a racehorse. Though horse racing is most commonly seen as a sport of the wealthy, visitors will discover that members of the backside crew provide important insight into the horse's temperament, and thus are considered integral members of the team. A physical structure representing stalls frame this exhibit which will contain environmental graphics, artifacts, and first-hand accounts presented through text or audio.

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Through this narrative thread, visitors discover that many of the original jockeys and trainers were African-Americans, because, prior to Emancipation, African-American slaves often worked as trainers and jockeys. This skill was carried forward into freedom, which led to many successful African-American jockeys and trainers in the early years of the Kentucky Derby.

The contemporary mirror to this story is that of the immigrant. Visitors will find that many backside crew members are now Latin American immigrants who come from horse-training cultures. Graphics and text will communicate that, as with many immigrants, these backside crew members are hoping to make a better life for themselves and their families.

8.8 Race Days

This examination of the lives of thoroughbreds and their support staff culminates with a photo opportunity at the starting gate which might also include ambient sound of horses being loaded into the gates.

8.9 Epilogue/Post Race *

The closing exhibit on the second floor is an epilogue that describes the life of the victorious racehorse after its racing days are over. Here visitors find that many successful horses go on to become studs for the next-generation of race horses.

9.1 Multiple Winners

This exhibit will feature the same content, with updated graphics and a revised presentation of artifacts. The aesthetics of this exhibit will imbue visitors with a sense of reverence and respect for these significant figures in horse racing.

10.1 Horseshoeing Hall of Fame

This exhibit will maintain remain as is.

10.2 Temporary Exhibit

A large display case will conclude exhibits on this floor, allowing for curators to rotate presentations of a variety of subject matter.

10.3 Rose Wall

The donor panel will remain unchanged, but be relocated to the more prominent location near the starting gate on the main floor of the museum.