

E P S T E I N

ARCHITECTURE

ENGINEERING

CONSTRUCTION

INTERIOR DESIGN

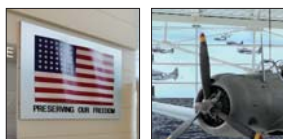
GRAPHIC DESIGN

## Design Profile

SEPTEMBER/OCTOBER 2007

*"Tribute to Freedom"*

SBD DAUNTLESS MEMORIAL EXHIBIT AT  
MIDWAY AIRPORT



## “Tribute to Freedom”

Midway Airport SBD Dauntless Memorial Exhibit

At Epstein we are well known for our design, engineering and construction solutions for large complex projects like the McCormick Place Convention Center South and West Expansions, the Hyatt Center and the Zlote Tarasy Mixed-Use Development. Sometimes the most interesting endeavors we have are on our smaller scale projects as well. One such project is the recently completed SBD Dauntless Memorial Exhibit located at the entrance to Concourse A at Midway Airport in Chicago, Illinois. Under the leadership of Epstein's Executive Vice President and Aviation Group Director Allen L. Pomerance, Epstein provided architectural design, exhibit design, engineering and project management services pro-bono for an exhibit which provides an educational experience to airport users, while providing a context for the World War II SBD Dauntless airplane on display. Through photographs, narratives and interactive video kiosks, the exhibit raises awareness of the important contributions that the pilots, engineers and the city of Chicago made to the war effort.

Each of the kiosks is devoted to one of three areas of significance: the Battle of Midway, the technology used during the war, and their connection to Chicago. A large mural provides a contextual backdrop for the Dauntless, while actual artifacts, relics and video from the war bring faithful realism to the viewer. The SBD Dauntless Memorial Exhibit is a tribute to veterans of this critical battle and provides viewers with a new appreciation for those brave souls who fought so valiantly to help preserve our freedom.

The SBD Dauntless airplane featured in the exhibit is one that was recovered from Lake Michigan in 1991, nearly 50 years after it crashed during training exercises. During World War II, thousands of naval aviators trained on Lake Michigan and as many as 150 planes were lost there.

During the Battle of Midway, a squadron of SBD Dauntless dive bombers destroyed three of four Japanese aircraft carriers in five minutes, turning the tide against an enemy that had held the upper hand in the Pacific. The U.S. Pacific Fleet's victory off the coast of Midway Island in 1942 is considered one of the greatest naval victories in American history.

In addition to Epstein's design, engineering and project management role our graphic design group, **neXt wayfinding + design**, led by senior graphic designer Rick Smits, provided the conceptual design of the exhibit, historical research, and worked in conjunction with video designers and fabricators to complete this multi-media installation.



SBD Dauntless Memorial Exhibit



**TOP** "The Battle" Interactive Kiosk

**BOTTOM** SBD Dauntless Detail & Mural



OUR THANKS TO THOSE WHO  
 HAVE GENEROUSLY CONTRIBUTED  
 TO THIS LASTING PRESENTATION  
 HONORING THOSE WHO FOUGHT TO  
**PRESERVE OUR FREEDOM**

*Chicago Midway Memorial Committee*

Exhibit Proudly Sponsored By:



**TOP** Sponsors of the SBD Dauntless Exhibit

**BOTTOM** Technology & Chicago Connection Interactive Kiosks

## Chicago

600 West Fulton Street  
Chicago, Illinois 60661-1199  
T 312.454.9100  
F 312.559.1217

## Los Angeles

10960 Wilshire Boulevard, Suite 900  
Los Angeles, California 90024-3702  
T 310.873.6100  
F 310.473.4908

## New York (Site Office)

330 West 34th Street, Suite 1800  
New York, New York 10001-2406  
T 212.843.1800  
F 212.843.1818

## China

B-G 21 Floor B Block  
Fortune Plaza Building  
Shennan Road - Futian District  
Shenzhen 518040  
Guang Dong, China  
T 86.755.3336.8728  
F 86.755.3336.8730

## Israel

298 Bar-Lev Rd.  
Tel Aviv, Israel 61440  
T 011.972.3.739.6722  
F 011.972.3.739.6725

## Poland

ul. Kruczkowskiego 8  
00-380 Warszawa, Poland  
T 48.22.525.0.300  
F 48.22.525.0.301

## Romania

28C Gen. Constantine Budisteanu St.  
4th Floor, 1st District  
Bucharest, Romania  
T 40.21.311.6122  
F 40.21.311.6120

## Media Contact

Noel Abbott  
Director of Marketing & Public Relations  
T 312.429.8048  
E nabbott@epstein-isi.com

## Culture Statement

*Epstein strives to be recognized as the best employee-owned architecture, design, engineering and construction organization with a strong sense of passion, creativity, professionalism and trust.*

