



## Client:

William Cullen Bryant Homestead.

Owned and administered by The Trustees of Reservations, the farm is the boyhood home and later-life retreat for nineteenth century poet and naturalist William Cullen Bryant. It is situated near Cummington, MA.

## Reference Contact:

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## Project Staff:

Blake Hayes, Project Manager  
 Tom Elliott, Exhibits Planner  
 Katie Boardman, Interpretive Programs Planner

## Project Approach:

The initial goal of this project was to provide direction for the incorporation of agricultural interpretation into the existing site program, primarily through use of the previously uninterpreted barn complex. Existing public programs and audiences were reviewed. Potentials for using the barn spaces for new programming were considered. CVG also sought to integrate agricultural interpretation into broader, site-wide interpretive concepts for presenting Bryant's world-view.

## Project Outcomes:

The final report presented recommendations for interpretive approaches, program strategies, a pilot public program concept, and the installation of exhibits in the Bryant Barn. The preliminary interpretive plan also includes a proposed new interpretive framework for the entire Homestead, guidelines for increasing community involvement, and suggestions for linking potential new audiences to new program offerings. Bryant Homestead has begun integrating Bryant's connection to agriculture into interpretation throughout the site.

