

PROJECT DATA

SPIRIT OF FORD

DEARBORN, MI

Client

Ford Land
Corporate Crossings
550 Town Center
Suite 200
Dearborn, MI
Ron Gagnon (retired)
313.322.1174

Architect

Hobbs + Black
100 N. State Street
Ann Arbor, MI
Tom Phillips
734.663.4189

Size

50,000 sf, 2-story

Cost

\$25,000,000

Date Completed

1999



JM Olson served as construction manager for the \$25 million futuristic display center honoring Ford's first 100 years and the future of Ford in the year 2000 and beyond. This place embodies learning and fun together. The hands-on exhibits allow you to build a car, make a commercial, learn about recycling to make a car, and much more. The museum was designed to foster the knowledge of how cars are designed, tested, engineered and manufactured.

The Spirit of Ford, a 50,000 sf neo-classical oval building, was designed to be reminiscent of the famed Ford Rotunda, which was built for the 1933-1934 Chicago World Fair. The facility houses interactive science and technology center that explores present and future innovations in automotive design, engineering and manufacturing.

Facility features include an 11,000 sf gallery housing concept cars and traveling exhibits surrounded by one of the world's largest video walls; a design studio; Design Your Own Car Kiosks with eight kiosks loaded with digital computer graphics; Advanced Technology Lab with a variety of interactive exhibits; Turbo Tour; and a 68-seat Theater and conference room.

Project challenges included building layout for the elliptical-shaped facility that required the use of Total Station and coordinating the installation of multiple exhibits in an abbreviated time frame. JM Olson's project team worked closely with the surveyor team for building layout and when all parties work together using effective communication, achieving success is the only result.