

Think Retail. Think Branding. Think Destination.

***“Extending
the Visitor
Experience
Into the
Museum
Store”***

**THINKING
OUTSIDE
THE
SQUARE**



The interpretive theme “Discover Niagara” is utilized to elevate this retail environment into a museum store.

Gallery-style photography, themed exhibits and interpretive retail kiosks bring the Park’s natural features and attractions to life.

◀ Exhibits and interpretive graphics are integrated into the retail space.