

# Simplot Museum of Agriculture & Innovation

**Location:** Boise, Idaho

**Scope of Work:** Master Planning &  
Program Development



During 1999 and 2000 MMC was retained by the family of J.R. Simplot to lead a team to develop the *Master Plan* for a new museum in Boise, Idaho. The *Master Plan* for the museum focused on agriculture – past, present, and future – and emphasized entrepreneurship and creativity. MMC developed a series of *Proposed Public Programs* for the new facility. It is anticipated that the project, sited on approximately 150 acres of land, is envisioned to be uniquely centered on the visitor experience. Plans call for 200,000 square feet under roof with educational and entertainment elements including exhibits, theaters, laboratories, classrooms, and growing crops.