

New name, new look for Farm Museum



Sales and administration worker Darlene Roach holds up the new logo for Country Heritage Park.

By LISA CARTWRIGHT

The Champion

There's a new look and a new name for the Farm Museum.

The new name, 'Country Heritage Park, a Farm and Country Experience', was unveiled at the March 24 general meeting of Country Heritage Experience Inc., the corporation that runs the park.

"Unfortunately, the Farm Museum name is not sufficiently appealing to the urban audience we need to attract," said chair Dr. Rob McLaughlin.

With a grant from the Trillium Foundation, the organization hired Actionable Market Research of Toronto to conduct surveys to find a name that would appeal to the urban visitor.

The surveys were conducted in person with researchers talking to a cross section of people.

The board of directors choose 'Country Heritage Park' because

the name represents what the park offers, using words urban people understand.

Heritage was a popular word as it represented the park's historical roots, said general manager Reg Cressman. Most urban people don't know what rural means, preferring the word country.

The respondents, especially the younger ones, had negative impressions of the word museum, Mr. Cressman said.

Most associated the word to mean an actual structure, a place you visited as a child and then visited 10 years later to see if any new artifacts had been added.

While respondents liked both centre and park, many seniors said the word centre was clinical. The word reminded them of a senior or medical centre. Park, on the other hand, meant "open spaces, green spaces, fresh air and clean water."

The organization added the catch phrase of 'A Farm and Country Experience' because of the park's interactive nature.

New look

The logo for the park has also undergone some changes.

While the windmill — a symbol of the past — stays the same, the new name is clean and crisp and doesn't detract from the logo.

"We're not abandoning all our roots," Mr. Cressman said. "We are taking our roots into the future."

The board choose a weathered-barn gray and a life-giving green as its colours. The research company also found that once people knew everything Country Heritage Park had to offer, they wanted to visit it.

"They want to experience farm and country life, both past and present," Dr. McLaughlin said. "They want to touch, feel, taste, smell and do — not just see."

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