

A giant panda is shown climbing a tree trunk, its body wrapped around the bark. The panda's black and white fur is clearly visible. The background is a soft-focus view of a forest with green foliage and a blue sky.

WOLONG Nature Reserve

China Research &
Conservation Center
for the Giant Panda

Wenchuan, Sichuan,
People's Republic of China

卧龙自然保护区

中国卧龙保护大熊猫研究中心
讲解规划

中华人民共和国，四川省汶川县

Interpretive Master Plan



*Year after year
On the panda's face,
A panda mask.*

—Matsuo Basho
(paraphrased)

年复一年
大熊猫面容中
隐藏的谜题
一个大熊猫面具

—日本詩人
松尾芭蕉



中国保护大熊猫研究中心

Date: September 2, 2002

To: U.S.-China Environmental Fund (USCEF)
Attn: Mr. Marc Brody, President, USCEF

Re: **Confirmation of the Interpretation Master Plan**

Dear Mr. Marc Brody,

Thank you so much for the great work U.S.-China Environmental Fund (USCEF) has been made for the Interpretive Master Plan for China Research Center for Giant Panda Conservation and Wolong Protected Area Administration.

Please be confirmed that Wolong Protected Area Administration and China Research Center for Giant Panda Conservation approve the Interpretive Master Plan we have jointly developed, and agree the following operational guidelines for the implementation of Wolong's interpretive materials and programs:

Any interpretive contributions to Wolong, either financial or donation of services and materials, whether it be provided as the text, signage, exhibits, technical assistance or additional design support, should be consistent with the site locations, principles and concepts presented and stipulated in the USCEF's Wolong Interpretive Master Plan which was produced by Jones & Jones. Once Wolong Administration is aware of contributors for interpretive activities, Wolong will both notify USCEF of the interested contributors and request that all contributors forward a copy of their proposals to USCEF prior to initiating work. Any implementation of interpretive proposals or contributions shall be reviewed by USCEF and their consultants for comments prior to their acceptance for fabrication or installation.

Thank you again for great work your organization has been doing for Wolong, which will benefit our beloved friend - Giant Panda.

Yours sincerely,



Zhang Heming
Administrator, Wolong Protected Area Administration
Director, China Research Center for Giant Panda Conservation





China Research and Conservation Center for the Giant Panda



Contents:

Introduction—A Place for Pandas and People	2
Mission and Goals	3
Thematic Approach	4
Key Issues	5
Plan Notes	6
Visitor Experience	8-11
Description of Interpretive Elements:	
Zone A—Entry Feature	12
Zone B—Entry Plaza	14
Zone C—Conservation Square	16
Zone D—Story Grove	18
Zone E—Nursery	20-22
Zone F—Photo Opportunity	22
Zone G—Breeding Bedroom Renovation	24-27
Zone H—Research Station	28-31
Zone I—Food Preparation Building	32-35
Zone J—Program Area	36
Zone K—Hospital and Resarch Labs	36
Zone L—Orientation Kiosk	38
Zone M—Poet's Walk	40
Zone N—Hotel Complex	42
Design Guidelines	44
Additional Planning Needed	45
Recommended Interpretive Elements Draft Text	46-50
Participants	51

目录:

简介—卧龙: 人与大熊猫和谐相处的地方	2
使命与目标	3
讲解宗旨	4
主要问题	5
讲解规划规划说明	6
游客体验	8-11
各区讲解软硬件设施的详细说明	
A区—正门	12
B区—正门入口广场	14
C区—保护大熊猫广场	16
D区—故事森林	18
E区—大熊猫育婴室	20-22
F区—留影台	22
G区—大熊猫繁育中心的熊猫宿舍	24-27
H区—研究站	28-31
I区—大熊猫食物准备区	32-35
J区—讲解节目区	36
K区—大熊猫医院及研究中心	36
L区—导游亭	38
M区—诗廊	40
N区—熊猫山庄	42
设计原则	44
其它也应列入研发的规划	45
文字解说建议	46-50
参与单位和人员	51

Introduction—A Place for Pandas and People

The China Research and Conservation Center for the Giant Panda (CRCCGP) at Wolong Nature Reserve is the world's pre-eminent breeding center for the giant panda. It has also been the most successful natural breeding center in China. International experts on nutrition and endocrinology collaborated in development of the panda food and breeding procedures that have proven so effective at CRCCGP in birthing of young and survival of babies to adulthood. After two decades of trials and errors, Wolong is enjoying success with 11 of 12 young surviving in 2000. Giant pandas from CRCCGP are now on display in the National Zoo in Washington, D.C. as ambassadors to the world.

The natural setting for CRCCGP is prime panda habitat. The reserve includes free range of wild pandas supporting more than 100 animals in the local population. CRCCGP is also a breeding center for the endangered red panda. In addition, it serves as a rehabilitation center for other rare species such as the golden monkey and black bear.

The research staff of the CRCCGP and their research associates from local universities are the world's authorities on the giant panda. Our vision for the future is to develop the Wolong Valley and Wolong Panda Reserve as a world model for sustainable economic development, with balanced conservation principles and practices for Wolong's diverse wildlife and indigenous cultures.

This vision begins with the redevelopment of the Wolong breeding center to accommodate and educate the increasing number of visitors, so that they can become stewards of the giant panda and its diminishing habitat.

简介—人与大熊猫和谐相处的地方

中国卧龙保护大熊猫研究中心(以下简称卧龙大熊猫研究中心)是世界上首屈一指,是中国最成功的大熊猫繁育中心。来自世界各国的营养和内分泌的专家共同合作研究开发熊猫食物,并在繁殖、养育幼仔至成熟阶段取得了极大成功。积二十余年正反两方面的经验和智慧,卧龙科研人员在2000年创下了12只新生幼仔中成活11只的世界记录。目前正在美国华盛顿国家动物园中展出的两只大熊猫,就是来自卧龙大熊猫研究中心,它们成了代表中国的亲善大使。

卧龙保护区是大熊猫良好的栖息地,保护区内提供当地百余只野生熊猫生存空间。同时,卧龙研究中心也繁育濒临绝种的小熊猫。此外,中心也向其它珍稀濒危动物如金丝猴和中国黑熊提供紧急救助服务。

卧龙大熊猫研究中心的科研与技术人员来自于四川的各大学,组成全球研究大熊猫精英的班底。本讲解规划规划的远景是要将卧龙河谷和卧龙保护区发展成世界上持续性经济发展的模范,保护和当地丰富的生物资源和少数民族文化。

这一美好的远景始于重新发展卧龙大熊猫繁育中心,以接待和教育日益增加的国内外游客,让他们也能成为保护大熊猫及其栖息地的一员。



May 2001 Workshop Participants at Wolong



Mission and Goals

Wolong Panda Reserve is dedicated to the protection, conservation, study, and captive breeding of the giant panda as a component of sustainable economic development of the Wolong Valley.

The following goals provide a framework for achieving the mission.

- Stabilize giant panda habitat and populations within Wolong Valley and the limits of valley resources.
- Encourage indigenous people enterprises compatible with sustainable wildlife conservation practices.
- Expand scientific knowledge of panda biology and captive breeding in order to ensure genetically viable populations for reintroduction to natural areas.
- Develop high quality Reserve visitor and tourism experiences compatible with an ecologically sound management plan.
- Protect valley biodiversity through best practices in conservation that are compatible with sustainable economic management.
- Monitor natural and cultural resources by development of a quantitative sustainability “grade card.”

使命与目标

卧龙大熊猫保护区致力于保护、保育、研究和繁育圈养的大熊猫，并以卧龙河谷持续性经济发展为导向。

以下所列的目标提供达到这一目标的框架：

- 稳定卧龙河谷区的野外大熊猫种群数量、其栖息地、与有限的生态资源
- 鼓励当地少数民族发展能与「永续保护野生动物」理念并行的经济体系
- 加强对大熊猫生理与圈养繁育的科学研究，确保熊猫族群基因的多样化，为将来野外放养计划的实施野外放归规划奠定基础
- 建设完善的游客设施，提供良好的旅游经验，使之符合生态管理的理念
- 保护谷地的生态多样性，并同时确保经济发展的可持续性
- 监督、管理自然与文化资源，开发可定量评估的“成绩单”，以评分的方式评估可持续发展的成效

Thematic Approach

In China, the idea of balance and harmony is essential. In saving the panda from extinction, we may help to ensure our own future as we learn to restore the balance between people and nature.

A central theme that communicates the importance of the work here will help visitors understand and remember what they've seen so that they will be able to participate in conservation efforts following their visit. The theme can be stated as follows:

*To protect the panda
is to restore the balance
between people and nature.*

Subthemes support the theme and provide a framework for interpretive stations throughout the center. They also organize the many individual stories that are appropriate for this site. Five subthemes have been identified:

*Panda protection begins with an understanding
of their specialized diet and habitat.*

Captive breeding is one step toward saving the panda.

*Careful husbandry increases the survival rate
of young pandas born in captivity.*

*The future of the panda in the wild depends
upon restoring their natural habitat.*

*The panda has been the symbol of good luck,
graciousness, and peace for centuries.*

本讲解规划的原理规划

中国人自古以来就强调天人合一，借着拯救大熊猫免于绝种的危机，使我们能重建与自然和谐美好的关系，确保人类的未来。

本讲解规划规划的中心思想是要传达、并帮助游客了解、记住他们在研究中心的所见所闻，进而加入大熊猫保护行列。本讲解规划的中心思想是：

**保护大熊猫
就是重建人与自然
和谐美好的关系**

各分题在理论上支持中心思想，提供规划进行时的蓝图，提纲挈领的编写与当地情景交融的故事，这五项分题为：

保护大熊猫始于认识其特殊的食性与栖息地

通过圈养繁育，进一步拯救大熊猫

悉心照料，增加了圈养大熊猫的存活率

大熊猫的未来取决于重建，恢复他们在野外的生存空间

自古以来，大熊猫在中国就是吉祥、美好、和谐的象征



Key Issues

A number of issues that currently stand in the way of accomplishing the mission and goals of the center have been identified.

- The scientific staff of Wolong must lead tours and serve visitor needs even though their time would be better spent doing work with the pandas.
- Visitors currently stay about two hours. However, longer, perhaps overnight, stays would be desirable to increase economic value to the local community.
- Local attitudes toward pandas can be negative and destructive.
- Visitors often assume the pandas are cuddly stuffed animals, not wildlife that will protect themselves when confronted.
- The circulation pattern of visitors within the site is somewhat confusing and creates conflicting movement of tourists.
- Some excellent viewing opportunities are missed by tourists due to the lack of good directional signs and printed maps.
- The red panda compound is not easily accessible, leaving a highly appealing animal out of the visitor experience at Wolong for 80% of visitors.
- Many of the older buildings in the red panda complex are currently under-utilized.
- Lifestyle “rights” of indigenous people such as the Tibetans must be protected while still allowing tourism and development of Wolong Valley.
- Scientific language of the panda biologists needs to be translated into “universal concepts” that visitors can readily understand and use in support of Wolong’s mission.

This plan offers recommendations for addressing many of these issues to enable the breeding center to better accomplish its mission and goals.

本讲解规划的原理规划

目前存在的问题

目前，影响大熊猫保护目标实现的主要问题有：

- 由于科研人员必须抽出时间为游客提供讲解服务，占用了他们的研究时间
- 目前绝大多数游客在中心内仅停留 2 个小时左右，我们建议的让游客延长逗留时间、甚至留下过夜的旅游设计将有助于当地经济的发展
- 部份当地居民目前对大熊猫的态度不利于保护工作，甚至是破坏性的。
- 部份游客误以为大熊猫是可爱的玩偶，而没有认识到大熊猫在危急时也会采取攻击行动，保护自己的野生动物
- 目前中心内的游客行进路线设计上有缺陷，使游客流向有时互相冲突。
- 缺乏明确的指示牌及导游图，使游客错失观察大熊猫及最佳景色的良机
- 熊猫区不易到达，约八成到卧龙的游客都错过参观小熊猫的机会
- 许多小熊猫中心的设施闲置，未能有效利用
- 在发展卧龙保护区旅游业时，少数民族如藏族的生活方式也应得到重视和保护
- 将科研人员的专业术语“翻译”成老百姓通俗易懂的语言，易于游客接受，从而使他们支持卧龙保护区的保护工作
- 本规划针对所存在的问题，提供建议，确保卧龙保护大熊猫研究中心更好地完成其使命与目标

Plan Notes

ORIENTATION

Visitor experience begins at entry to the Reserve (where people pass through the gate). Distribution of audiocassette/CD and/or brochure/map should occur at this entry gate to orient people to the tourism opportunities within the Reserve. Step-on guides could join tour buses at this point and provide orientation information on the way to and from the Panda museum, in town.

PARKING

Bus tour groups and individuals/families in cars park at the museum.

VIPs and hotel guests in individual cars park behind the hotel (additional parking in existing lot at administrative building).

TRANSPORT TO BREEDING CENTER AND WOLONG HERITAGE PARK

Tram or bus travels from museum to breeding center and Wolong Heritage Park entry dropoff (at north or downstream end of center) with step-on guide or driver trained to provide programming on the way to the center and answer questions on the way back to the museum. Buses depart from museum/breeding center/Wolong Heritage Park on regular schedule. This approach allows some control of how many people are accommodated within the breeding center at any given time and eliminates the need for bus and private vehicle parking at the breeding center and heritage park.

TICKET PURCHASE OPTIONS

Ticket purchases would be available at the museum. A variety of ticket options could be purchased to allow visitors to customize their visit depending on their time and interests.

- 1 Museum only (approximately two hours)
- 2 Breeding center/Wolong Heritage Park only (two to four hours)
- 3 Museum, breeding center and Wolong Heritage Park (full day)

规划说明

游览路线

游客体验将从卧龙专车进入保护区大门时开始，此处提供介绍卧龙的录音带、光盘、地图等以帮助游客熟悉游览路线，了解保护区内所提供的旅游资源。随车讲解人员上车伊始，就提供导游服务，直到卧龙列车抵达镇上的中国卧龙大熊猫博物馆。

停车场

旅游大巴车与社会车辆均停于大熊猫博物馆的停车场内

贵宾与住在熊猫山庄的来宾用车则停在山庄后侧的停车场（该停车场满时，改停目前行政大楼前的停车场内）

提供景区专车服务载运游客，往返于繁育中心与卧龙遗产公园之间

电车或大巴行驶于大熊猫博物馆、繁育中心和卧龙遗产公园之间，随车解说员在中心北面或中心前悬索桥前上车，在途中提供讲解、咨询服务直到列车抵达大熊猫博物馆。车用大巴在各景点间定点行驶，采用这种方式将有助于掌握参观繁育中心的游客人数，即使在私家车拥入时也能疏散中心和公园内的游客。

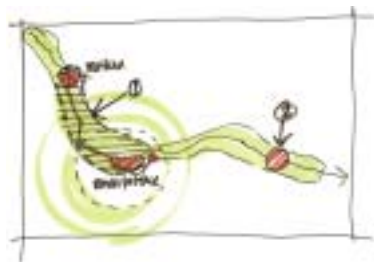
购买门票选项

游客在大熊猫博物馆购买门票。提供数种套票，以便让游客根据需要作不同的选择。

套票 1：只参观大熊猫博物馆（约2小时）

套票 2：只参观繁育中心和卧龙公园（历时2至 4小时）

套票 3：同时参观大熊猫博物馆、繁育中心和卧龙公园（一日游）



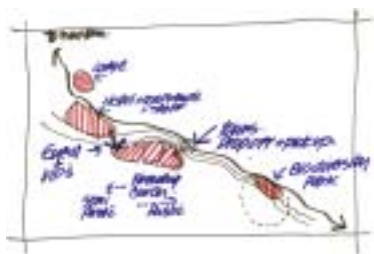
A. WOLONG VALLEY - REINFORCE RELATIONSHIPS

1. The museum and the breeding center should be linked.
2. Wolong Heritage Park should be linked to the museum and the breeding center by tram.



B. MUSEUM, TRAM CONNECTION, AND VALLEY CHARACTER

1. Museum - 1st stop for:
 - Tours
 - Overview
 - Education
 - Information
2. Tram connection to Panda Reserve
3. Wolong Breeding Center



C. WOLONG BREEDING CENTER AND WOLONG HERITAGE PARK

1. Hotel and International Training Center (ITC)
2. Breeding Center
3. Heritage Park—Biodiversity Park
 - Native Plants and Animals
 - Environmental Quality (water, visual)
 - Agricultural products
 - Farms & Villages
 - Minority People

加强卧龙河谷各景点的作用和关系

1. 将大熊猫博物馆和繁育中心连接起来
2. 以专用大巴将卧龙遗产公园、大熊猫博物馆和繁育中心连接起来

Wolong Heritage Park - Welcome Center

Planning Workshop - October 2001

Sichuan, China



卧龙遗产公园游客中心
讲解规划研讨会, 2001
中国四川

B. 大熊猫博物馆、卧龙专用大巴、与卧龙河谷的特色

1. 首站：大熊猫博物馆，让游客参观大熊猫博物馆
 - 作整体性的了解
 - 受到大熊猫保护的教育
 - 问题得到咨询答复
2. 以卧龙专用大巴将卧龙河谷各点串联起来
3. 卧龙大熊猫繁育中心

C- 卧龙繁育中心与卧龙遗产公园

1. 熊猫山庄与国际培训和交流中心
2. 繁育中心
3. 卧龙遗产公园—生物多样性公园
 - 特有动、植物
 - 环境品质(观水、观景)
 - 农产品
 - 农庄与山寨
 - 少数民族文化



Typical tourist tram

Visitor Experience

Take a walk through the Wolong panda breeding center and experience a unique opportunity to see pandas in natural habitat areas, just waiting to have their photograph taken. No matter what time of year you choose to visit, there will be something special happening. In the spring, pandas exhibit breeding behavior and their vocalizations echo from the canyon walls. Summertime brings panda babies to the nursery. The center's setting glows with color as fall foliage creates a dramatic backdrop for the panda habitats. In winter, pandas play in the snow, providing excellent opportunities for videography.

Your experience begins as you cross the gate into the Wolong Panda Reserve. If you're in a private car, you'll receive a map and written interpretive guide to the Wolong Valley. If you're on a tour bus, you'll be joined by a step-on guide who will share stories of the Wolong Valley and the giant panda in preparation for your visit to the breeding center. Your first stop will be at the Giant Panda Museum in Shawan. Here, you can park your vehicle for the day and purchase tickets for a variety of experiences, including a visit to the museum, the breeding center or the Wolong Heritage Park and Arboretum. Regularly scheduled shuttles will take you to the breeding center entry.

At the entry drop-off, you'll cross the river on a suspension bridge and get your first glimpse of pandas in a natural habitat area next to the orientation plaza. Within the plaza, you can admire the giant panda donor sculpture where the names of significant contributors can be seen, or browse through the gift shop. On busy days, an interpreter/guide will greet you and answer questions.

Just a few steps further is Conservation Square. Here you'll have the opportunity to learn about the purpose of the breeding center, and pick up an interpretive map, a self-guided tour booklet or an audio tour to enhance your visit. You can also choose to contribute to the adopt a panda or adopt a hectare habitat restoration and protection programs. A snack bar provides the opportunity for refreshment. If you're with a special guided tour, you might head to specific locations such as the hospital or food preparation facility, but if you're on your own, you'll probably want to continue along the path to get closer views of more pandas.

游客体验

建议您漫步于卧龙大熊猫繁育中心，在自然的景观中体验独特的观赏经验，并珍惜与大熊猫合影的机会。无论您来访的时节为何，卧龙大熊猫研究繁育中心都以不同的风貌，展现在您的眼前。春日，生机盎然，场内的熊猫恋歌，在山谷中回响；夏日，喜上眉梢，大熊猫宝宝在育婴室诞生；秋日，枫叶转红，层林尽染，衬托出大熊猫家乡的万种风情；冬日，瑞雪纷飞，银装素裹，大熊猫幼仔在运动场内嬉戏玩雪，为您提供绝妙的留影机会。

您的熊猫体验将从进入卧龙自然保护区的大门处开始。如果您自己驾车来访，您将获得一份保护区附有导游地图的简介。如果您搭乘卧龙专用大巴，随车解说员，在您抵达繁育中心前，与您分享卧龙河谷风土人情和拯救大熊猫的故事。您的第一站是位于镇上的大熊猫博物馆。在此，您可下车购买各种组合式套票，包括选择参观博物馆、繁育中心、或卧龙遗产公园暨植物园，定时行驶的卧龙专用大巴将载运游客于各景点之间。

搭乘卧龙专用大巴抵达大熊猫繁育中心后，您将通过具有当地少数民族风情的竹桥，进入入口广场，一窥大熊猫栖息地的风貌。欣赏在广场展示巨型的熊猫雕塑，其上刻有赞助大熊猫繁育的单位与人士芳名录。您可以前往浏览礼品店中的纪念品。在假日时，讲解人员将在入口广场欢迎您，为您提供咨询服务。

几步之遥即是大熊猫保护广场，您在此将有机会了解繁育中心成立的缘由，索取讲解资料、自导式手册。或是租借自导式的讲解录音带，来丰富您的大熊猫体验。您也可以在此选择捐款赞助保护大熊猫和他们的栖息地，无论是认养大熊猫或是认养一公顷大熊猫栖息地的方式，都将为这项重要的保护工作作出贡献。广场内并设有小商亭，提供简单的食品饮料。如您加入中心的导览活动，讲解人员将带领您前往各点参观，例如大熊猫医院、大熊猫食物准备车同等，如您选择自导式参观，您可以沿着大熊猫保护中心的蜿蜒小路，观赏研究中心里更多的大熊猫。



KEY:

A	Zone A	Entry Feature
B	Zone B	Entry Plaza
C	Zone C	Conservation Square
D	Zone D	Story Grove
E	Zone E	Nursery
F	Zone F	Photo Opportunity
G	Zone G	Breeding Bedroom Renovation
H	Zone H	Research Station
I	Zone I	Food Preparation Building
J	Zone J	Program Area
K	Zone K	Hospital and Research Labs
L	Zone L	Orientation Kiosk
M	Zone M	Poet's Walk
N	Zone N	Hotel Complex
O	Zone O	International Training Center
P	Zone P	Staff Housing

图例:

A区	—正门
B区	—正门入口广场
C区	—大熊猫保护广场
D区	—故事森林
E区	—大熊猫托儿所育婴室
F区	—留影台
G区	—大熊猫卧室
H区	—研究站
I区	—熊猫食物制备区
J区	—讲解节目区
K区	—熊猫医院及研究中心
L区	—导游亭
M区	—诗廊
N区	—熊猫山庄
O区	—国际培训中心
P区	—员工宿舍

Along the way, you'll encounter a number of interpretive stations where interactive wayside exhibits, artwork murals, interpretive guides, and interpretive signs will help you understand the world of the panda at the breeding center. You and your family can enjoy a storyteller in a shady tree-lined grove who shares local folklore about the panda and its importance in Chinese culture.

As you continue along the path set among panda habitats, you'll see the nursery where newborn and hand-reared pandas can be viewed when the season is right. During the off-season, interactive exhibits and a video will give you a glimpse of this important feature of the center. Next door is the panda playground where young pandas lounge year-round.

At your next stop, you will enter a modified breeding cage with interactive exhibits that explain how and why the giant panda needs help to ensure its survival. Learn about the natural and artificial insemination methods used at the center and what can be done to help pandas continue breeding in the wild. Here you'll be able to see and hear breeding behavior on videotape if the season doesn't allow actual viewing.

Moving along the trail, you'll see a research station like those set up in the field to study wild pandas. A discovery cart near the food preparation building allows you to interact with an interpretive guide and learn about the development of special food cubes that are important to the panda's survival in captivity.

From here you can return to the entry through the main path, have a meal at the Panda Inn restaurant, or take the opportunity to view pandas from a different perspective, high among the treetops along a walkway that hugs the canyon wall. Along this dramatic walk, enjoy a series of interpretive signs that share poetic expressions of the panda from writers and artists.

Now that you've had a personal panda experience, end your on-site visit with a stop at the Adopt-a-Panda office near the orientation station and find out what you can do to help pandas at the breeding center and in the wild. Your commitment can help make the difference for this beautiful creature and for our world.



在景区内蜿蜒的小路两旁，您将看到一个又一个讲解站，借着交互式的讲解牌、大型的艺术壁画、标志等，更深入了解大熊猫在繁育中心的生活。稍后，您和您的家人可以坐在故事森林聆听有关大熊猫的民间故事，或翻开历史的长卷，追溯出许多关于大熊猫充满传奇的记载。

接下来，林荫步道将带您依序进入半自然栖息地，迎接育婴室中新生的熊猫宝宝，观看人工哺育幼仔的过程。在非哺育季节，您可借着交互式的展览或观赏影片，来认识这繁育中心内最重要的工作之一，从熊猫妈妈生育之艰辛，幼仔生命之脆弱，看出大熊猫这十分脆弱的种群，需要被呵护的重要性。而邻近的熊猫运动场，则有成长中的「儿童」活泼嬉戏的生动画面。

下一站是一间供恋爱期的大熊猫约会地点的改造而成的展览室，当您深入其间，互动式展览将向您解释大熊猫繁殖哺育的难题，以及科研人员如何拯救和长期保存这一珍惜物种，了解中心内所采取的自然和人工受精方式来保持野外种群数量。在这里，您也可亲自观察、聆听恋爱期的大熊猫的求偶、婚配行为与奇妙的熊猫恋歌。即使您错过春天的婚配季节，也有多媒体为您播放的大熊猫求偶的片段。

继续沿着小路前进，您就抵达仿生野外研究站。您可藉此了解科学家在野外研究的景况。食物制备车间附近则设有一活动式的“发现者号”小台车，其上所摆置的装置，鼓励您触摸外形酷似饼干的大熊猫人工饲料，并聆听这些补充本以低能量的竹子为食的圈养熊猫，食用改良的高营养食物，增强熊猫体质的成功故事。

之后，您可以回到主要小路干道，到前方不远处的熊猫山庄的餐厅用餐，或是继续前行，沿着依山而建的蜿蜒小径，居高临下鸟瞰中心全景，以全新的角度来体会这珍贵的熊猫之乡。在高低低的山径中，借着一连串精心设计的讲解牌，分享诗人和画家，用诗歌和艺术的形式，对大熊猫的赞颂。

参观至此，在您有了一份与大熊猫亲密接触的亲身体验后，您可以返回入口附近的大熊猫保护广场，用认养大熊猫等方式，来帮助卧龙保护大熊猫研究中心的大熊猫保护工作。您的倾情赞助将使深受全世界人民喜爱的大熊猫这一美好动物的保护工作，更上一层楼！

Description of Interpretive Elements

ZONE A—ENTRY FEATURE (GUARDHOUSE WITH ORIENTATION MAP AND SUSPENSION BRIDGE)



Interpretive Element 1: Orientation Map

Storyline: Overview of the breeding center.

Objective: *Visitors will be able to navigate through the breeding center and identify operating hours.*

Description: Located at the guardhouse, the orientation map panel will be affixed to the guardhouse structure to enable visitors to get an overview of the breeding center before they enter. This panel should also include information about the center's visitation hours for the benefit of those who stop to look at the entry when the center is closed.

各区讲解软硬件设施的详细说明

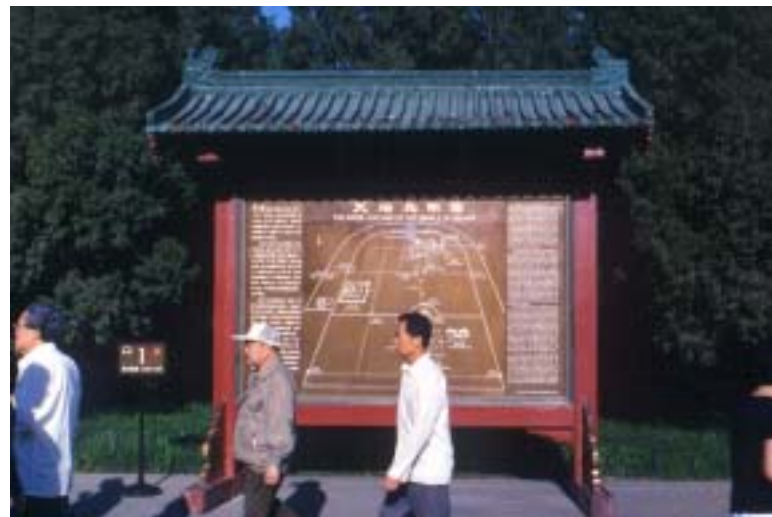
A区—正门的功能与周围设施的特色（在验票处旁设有大型的卧龙繁育中心全图及悬索桥）

讲解设施一：
卧龙大熊猫繁育中心大型全图

讲解情节：
纵观繁育中心全貌

设置原因及目标：
游客将藉此一览繁育中心的总体设施、建议的行进方向和开放时间

说明：
在验票处加设卧龙大熊猫繁育中心的大型全图解说牌，使游客在进入之前，清楚地一览繁育中心的设施。即使在非开放时间，游客也能藉此了解中心的开放时间。



Typical orientation map

Guard House with Orientation Map & Suspension Bridge

在检票处旁的大型卧龙繁育中心全图及悬索桥



orientation map

bridge and gateway

在检票处旁的大型卧龙繁育中心全图及悬索桥

What to See and Do

- | | |
|-------------------------------|---------------------|
| Take photographs | Visit the gift shop |
| Enjoy the Poet's Walk | Adopt a Panda |
| Talk to an expert | Make a difference |
| Learn more about giant pandas | |

就参观路线和活动向游客提出建议

捕捉大熊猫的珍贵镜头

纪念品店

观赏诗廊

认养大熊猫

与熊猫专家交谈

您也可以为拯救大熊猫
助一臂之力!

进一步了解大熊猫的
独特秉性



ORIENTATION KIOSK

Sample text for kiosk

讲解亭文字实例

ZONE B—ENTRY PLAZA (ENTRY PORTAL, DONOR RECOGNITION, ORIENTATION KIOSK)



Interpretive Element 2: Orientation Kiosk

Storyline: Overview of the breeding center.

Objective: *Visitors will be able to navigate through the breeding center and articulate the central theme.*

Description: This kiosk will consist of four panels on the following topics:

Panel 1—Orientation Map

Panel 2—Time/Experience Matrix (how to best use your time if time is limited)

Panel 3—Overview of Breeding Center

Panel 4—Solving the Mystery with self-guiding map/brochure (A continuing design and thematic element throughout the breeding center interpretative pieces will encourage visitors to help solve the mystery of where the pandas have gone and how to bring them back. Visitors will be prompted to look for clues along the way: *We can't save the panda if we don't have a clue. The big mystery is where all the pandas have gone and how they can be brought back. Help us find the answers as you investigate the panda breeding center.*)



Wayfinding Element 3: Directional Post

Description: The directional post will be used at all decision points within the breeding center to help visitors understand their options and where they are allowed to go. The directional post should have design elements drawn from the indigenous architecture to carry the theme established by the suspension bridge at the entry.



Functional Element 4: Restroom Facility

Description: The existing restroom will be renovated and upgraded to accommodate visitors.



Functional Element 5: Donor Sculpture

Description: Significant donors will be recognized with a thematic art piece.



Functional Element 6: Gift Shop

Description: A new gift shop will be constructed on the plaza to sell tourist items, crafts, and books.

规划说明

B区—入口广场（大门、赞助者荣誉榜艺术雕像、导游亭）

讲解设施 二：导游亭

讲解情节：繁育中心概况和理念

设置原因及目标：游客将能确认他们所采的参观路线、说出繁育中心的中心理念

说明：导游亭中有 以下4 面不同标题的解说牌

解说解说牌 1：导游图

解说解说牌2：善用您在中心内的时间（如何在有限的时间内，最佳使用您的时间）

解说解说牌3：繁育中心概况和理念

解说板4：以自导式地图和简介发掘大熊猫濒危的秘密（本规划秉持的设计和讲解理念，就是要引导游客通过讲解设计，发掘过去大熊猫濒临灭绝的原因，了解科研人员如何从濒临灭绝之际拯救它们的过程，并提高加入保护大熊猫行列的重要性。在整个景区的设计中，鼓励游客循序渐进地寻找答案，即只有了解大熊猫濒临灭绝的原因，才能拯救它们于倒悬。所以当您在参观本中心时，请您帮助我们一起拯救大熊猫。）

方位设施 三：路标

说明：在所有主要岔路口均设置路标，以帮助游客认识可能的行进路线，避免误入非开放地区。这些路标的外观设计，将与当地建筑风格保持一致，使游客从悬索桥开始的视觉效果得以延续。

功能设施 四：游客卫生设备

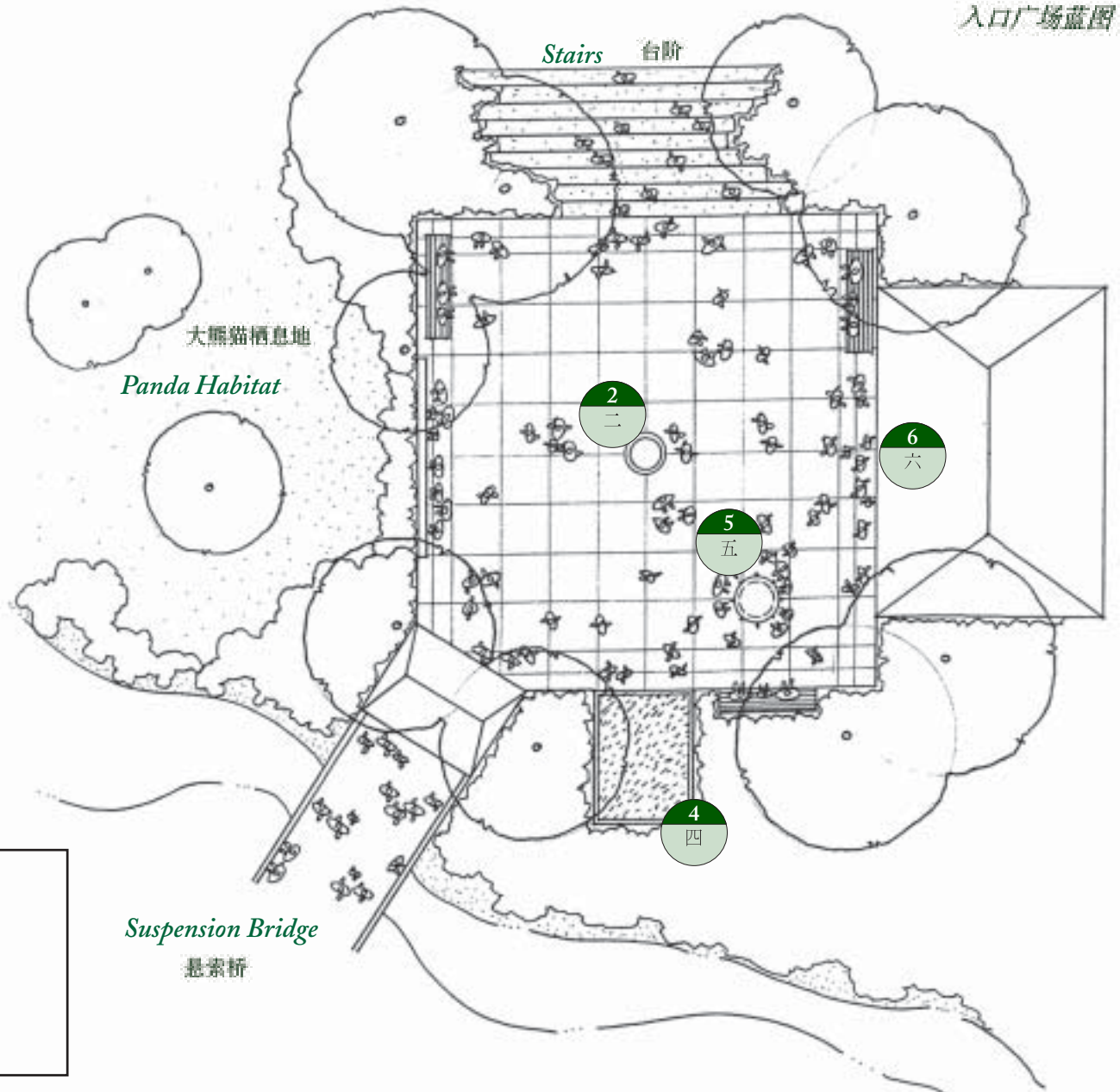
说明：现有的洗手间将改造成具有现代化装备的便民设施

功能设施 五：荣誉榜艺术雕像

说明：广场一角将陈设艺术雕像，刻有赞助保护大熊猫研究的主要单位或个人的荣誉榜，艺术雕像的设计将以大熊猫为主题。

功能设施 六：纪念品店

说明：在入口广场侧面兴建礼品店，经营与大熊猫有关的纪念品、手工艺品、与书籍等



KEY:

- 2 Orientation Kiosk
- 3 Directional Post
- 4 Restroom Facility with Sod Roof
- 5 Donor Sculpture
- 6 Gift Shop

图例:

- 2 导游亭
- 3 路标
- 4 游客卫生设备
- 5 荣誉榜艺术雕像
- 6 纪念品店

ZONE C—CONSERVATION SQUARE (FOOD SERVICE, ADOPT-A-PANDA, CONSERVATION STORY KIOSK)



Interpretive Element 7: Adopt-a-Panda Building

Storyline: You can help save the giant panda by supporting feed and care for a breeding panda for a *(period of time)* at \$ *(appropriate amount of money)* or restoration of *(specific size area)* of panda habitat for a donation of \$ *(appropriate amount of money)*.

Objective: *25% of visitors will make donations toward care of pandas in the center or habitat in Wolong Valley.*

Description: An interpreter will act as host for this building (half of the existing gift shop), to answer questions and assist visitors in adopting a panda or adopting habitat.

Interpretive Element 8: Conservation Kiosk



Storyline: Giant pandas need our help and that includes donations to support breeding pandas, donations to restore habitat, and thoughtful decisions in land use planning to protect the limited natural habitat.

Objective: *50% of visitors will take a copy of the brochure that gives them ideas for personal involvement—entitled “What can you do to save the giant panda?”*

Description: This two-panel kiosk will identify ways that people can help the giant panda through personal actions. Panel 1 will describe donation options, while Panel 2 will describe other resource protection actions that individuals can take.



Functional Element 9: Food Service

Description: The existing gift shop will be converted to a snack bar to provide simple refreshments to visitors.



Functional Element 10: Picnic Area

Description: Adjacent to the food service area, picnic tables with seating will be provided.

C区—大熊猫保护广场（就餐区、大熊猫认养处、保护大熊猫故事亭）

讲解设施七：大熊猫认养处

讲解情节：您的行动也可以帮忙拯救大熊猫和赞助繁育中心的研究！一个月只要 2 人民币，就能提供一只大熊猫的生活费，只要 2 人民币，就能使一公顷的大熊猫野外栖息地得到保护。

设置原因及目标：每4个游客中就有 1 位 捐款赞助繁育中心的工作以及卧龙谷地的熊猫栖息地。

说明：一位讲解员将以大熊猫认养处处长的身份，说明认养方法、回答游客对赞助的问题。大熊猫认养处的面积约为礼品店的一半。

讲解设施八：保育亭

讲解情节：国宝大熊猫需要我们大家的帮助！您可以捐助本中心的科研工作、认养大熊猫及捐助大熊猫栖息地的保护工作和为当地有限的自然栖息地的土地利用规划提供宝贵意见。

设置原因及目标：每2位游客就有一位索取关于赞助细节的、名为「您能为拯救国宝大熊猫做些什么？」的资料。。标题为：

说明：大熊猫保护亭有两块解说解说牌，其中说明每个人都能帮助拯救大熊猫的方法。第一块解说板介绍了几项不同的捐款选择，第二块块解说解说牌介绍了你我都能身体力行的保护措施。

功能设施九：就餐区

说明：目前的礼品店将改建成食品店，并有一定数量的桌椅，为游客提供室内的休息空间

功能设施十：野餐区

说明：在就餐区旁设有野餐桌，配有一定数量的桌椅，为游客提供露天就餐的休息空间



ZONE D—STORY GROVE



Interpretive Element 11: Sign

Storyline: Pandas play an important role in folklore.

Objective: *Visitors will be able to recount at least one story related to pandas.*

Description: A 24" x 36" interpretive panel will be mounted in the story grove to tell a story about pandas. On peak days, an interpretive guide will be stationed in story grove to entertain visitors with stories and songs related to pandas.

D区—故事森林

讲解设施十一：讲解牌

讲解情节：大熊猫在民间故事中所扮演重要的角色

设置目的：阅读后，游客将至少能复述讲解牌中关于大熊猫的一个故事

讲解情节：一幅（约 60cm x 90 cm）的讲解牌将设立于故事森林中来讲述大熊猫的传奇故事。在旅游旺季时，讲解员在此，以讲故事的方式，娓娓道出竹林隐士的独特秉性。

Giant Panda Gets His Pattern

One day many, many years ago a young Chinese girl saw a leopard fighting with a panda. The girl knew that the panda was going to be killed, so she tried to pull the leopard away. The leopard turned on the girl and killed her instead. And the panda escaped.

Later, when the panda found out the girl had been killed trying to save his life, he was stricken with grief. So he called together all the pandas in the world and they held a funeral for the young girl. As was the custom at panda funerals, they all wore black armbands. And they were so sad that they cried and cried. They rubbed their eyes with their black armbands and their eyes became black. To block out the sound of wailing, they held their arms to their ears, and they hugged their bodies in their grief. Soon the black armbands had made black patches on the fur of all the pandas.

—Nancy Nash, Young Discoverer, *Cathay Pacific* magazine

故事1—大熊猫黑白毛色的由来

很久很久以前，有个年轻美丽的姑娘看见一只豹子和大熊猫正在殊死搏斗，姑娘眼看大熊猫不敌对手，处于劣势，马上就要被豹子吃掉，就急忙跑上前去拔刀相助，将豹子拉开，凶狠的豹子转身向她反扑，倒把姑娘咬死，大熊猫才得以趁机脱逃。

不久之后，熊猫发现姑娘牺牲了自己宝贵的生命来救它，熊猫悲痛欲绝，所以它按照大熊猫的传统习惯，招集了附近所有的大熊猫，来为姑娘举行追悼会。大熊猫的礼俗是在送丧时佩戴黑色的臂章，它们为姑娘痛哭时，用黑臂章来擦拭眼泪，它们的眼眶就染黑了，因为要掩盖惊天动地的痛哭声，又以黑臂章捂住耳朵，结果它们的耳朵也被染黑了。悲痛欲绝的大熊猫们彼此拥抱着安慰，黑臂章自此就在每一只大熊猫的身上留下了永久印记，来纪念这位舍己救人的勇敢姑娘。

故事摘自 Nancy Nash 在国泰航空公司班机上的杂志《年轻的发现者》所发表的文章。

故事森林



Existing grove

目前的树林



Storyteller

故事解说员的一种可能造型

ZONE E—NURSERY



Interpretive Element 12: Baby Photo Album

Storyline: Panda nursery programs rely on careful monitoring of births and baby care.

Objective: *Visitors will be able to identify at least two activities that take place in the nursery.*

Description: A 4' x 6' vertical panel will be mounted on the wall adjacent to the viewing window. The panel will have a photo collage of baby pandas and the people who take care of them. Mounted on the panel will be a flipbook that has “baby pictures” of panda babies being born, fed, weighed, measured, studied, and cared for medically by trained veterinarians.



Interpretive Element 13: Who Cares for Baby Pandas?

Storyline: Baby pandas survive due to skilled veterinarians, researchers, managers, keepers, and conservationists working together.

Objective: *Visitors will hear and see the success stories of panda care from the varied participants in the process, including donors like themselves.*

Description: This exhibit consists of a “remote access video” that allows visitors to dial up a variety of experts: researchers, keepers, vets, managers, and conservationists (people who support the breeding center’s efforts through donations). A series of questions are displayed on a panel (such as “what happens in the nursery?”). Visitors turn a dial to select the appropriate person to answer the question. If they pick an inappropriate person to answer that particular question, the response would suggest who the appropriate person might be. One of the questions should relate to who pays for panda research and care, with the appropriate response being those who donate to the breeding center, and inviting people to donate money or adopt a panda at other exhibit stations. Responses would be displayed on a small video screen that shows an actual person (a researcher, keeper, vet, manager, etc., according to which expert is selected) delivering a 20-second message.

E区—大熊猫托儿所育婴室

讲解设施十二：大熊猫婴儿相册

讲解情节：大熊猫育婴室托儿所的工作依赖于细心监测熊猫的出生和幼仔的照顾。

设置原因及目标：参观后，游客将能确认两项育幼中心的工作。

说明：在玻璃观察窗旁的墙上，镶一直立式解说牌（约 120cm x 182cm），解说牌上有一系列熊猫幼仔和育幼人员的照片，同时，解说牌上固定式的相本中展示大熊猫幼仔从出生、喂养、量体重、体长、研究、和医生为它们健康检查的画面。

讲解设施 十三：是哪些人在照顾大熊猫宝宝？

讲解情节：大熊猫宝宝的存活取决于医生、研究人员、管理人员、技术人员和保育员的精心合作。

设置原因及目标：游客将听到大熊猫幼仔哺育成功的故事，看到在大熊猫宝宝成长的各个阶段所付出心血的人士，包括捐款资助的游客。

说明：这展览室里设有屏幕放映影片，由游客按钮激活播放。这些按钮分别代表医生、研究人员、管理人员、技术人员和保育人员等的访谈片段。当游客阅读解说牌上的问题之后，可以选择按钮，开始观看这些专业人员对该问题的解答。这些问题包括「育幼中心的工作人员如何照料大熊猫宝宝？」当游客看了问题，选择错误的人员回答后，屏幕就会出现画面，建议改选回答该问题的正确人选。题库应包含谁照料大熊猫、谁负责研究、那些人捐款赞助等问题。回答这些问题的人在影片上说明细节等，每个回答的片段历时约20秒。

14
十四

Functional Element 14: Panda Playground

Description: Adjacent to the panda baby playground, a playground area for human babies can be erected with similar features, including a replica denning tree stump that children can crawl into.

15
十五

Functional Element 15: View into Nursery

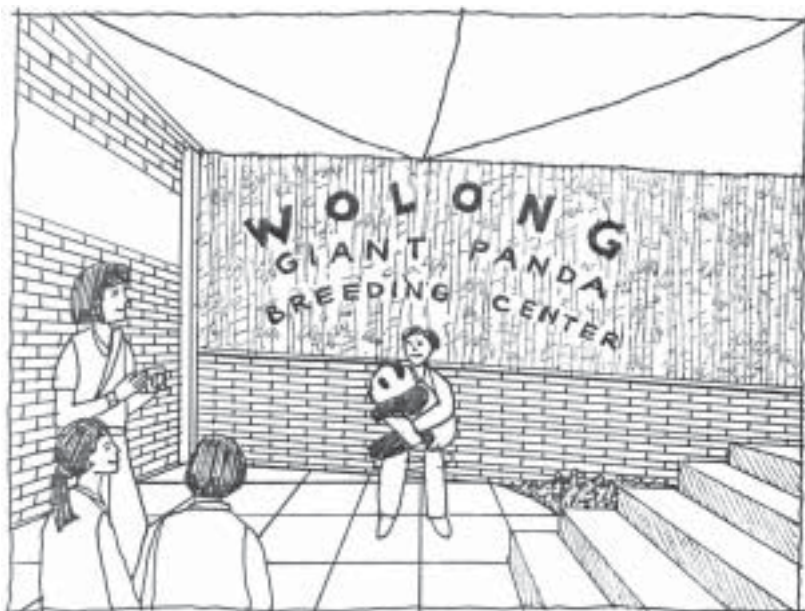
Description: The viewing window should remain unobstructed. A step should be provided for younger viewers to be able to see into the building.

ZONE F—PHOTO OPPORTUNITY

16
十六

Functional Element 16: Photo Arbor

Description: Improvements to the photo opportunity location adjacent to the nursery will include new tile pavement, planting, stone faced wall, a fabric screen with bamboo motif and Wolong logo, and an overhead structure to shield visitors from sun and rain.



Improved photo arbor

规划的留影台



Existing conditions

目前的地区

功能设施 十四：大熊猫运动与游戏场

说明：紧临育婴室旁的大熊猫运动与游戏场，是个让人类的宝宝也像大熊猫幼仔般嬉戏的场地。仿真的树干将提供孩子攀爬的机会。

功能设施 十五：育婴室的观赏区

说明：育婴室中的玻璃应当坚固耐用，不易破坏。并为年幼的孩子提供垫脚的台阶，让他们也能看得清楚。

F区—留影台

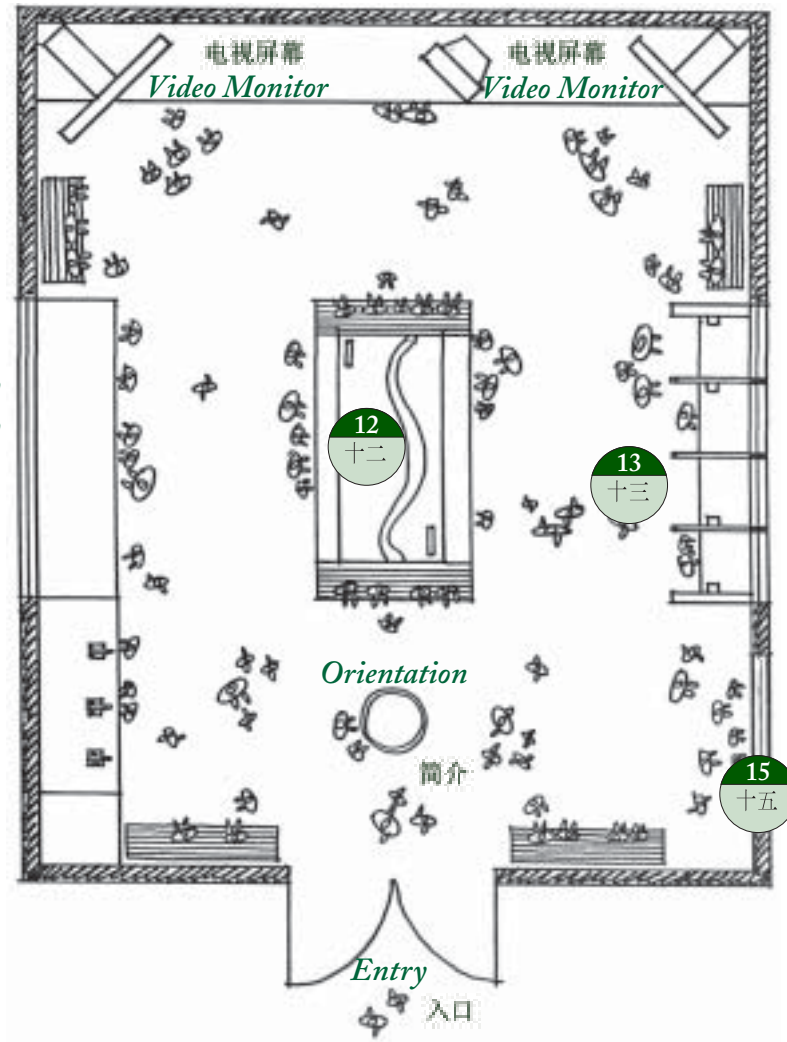
功能设施 十六：留影台

说明：在育婴室旁规划设有专供摄影留念的地区，地上铺设地砖，周围种植花园植物，石/砖墙，布景上绘有竹子与卧龙保护区的标志，并有能遮阳避雨的雨棚。



Window with
View to Bamboo

观竹窗景



KEY

- 12 Baby Photo Album
- 13 Who Cares for Baby Pandas?
- 15 View into Nursery
- 16 Photo Arbor

图例：

- 12 大熊猫小宝宝相册
- 13 是那些人在照顾大熊猫宝宝?
- 15 育婴室的观赏区
- 16 留影台



16
十六



ZONE G—BREEDING BEDROOM EXHIBIT AREA

17
十七

Interpretive Element 17: Mural

Storyline: The Wolong Panda Reserve and Breeding Center became necessary to protect and restore giant panda populations when the bamboo die-offs and poaching problems threatened them in the late 1970s and early 1980s.

Objective: *The visitor will be able to identify why the breeding center is important to the future of giant pandas.*

Description: On the three walls of this modified breeding bedroom, a mural depicts pandas in a natural habitat, in the breeding center, and back in the forest. The mural includes a timeline ribbon that begins just prior to the establishment of the breeding center and goes to an undetermined date in the future. Lift-up panels will be incorporated into the mural to display questions and answers about milestones shown in the timeline.

18
十八

Interpretive Element 18: Panda Decline

Storyline: Bamboo die-offs on a 70-year cycle, poaching in the late 1970s, and loss of habitat led to current population declines and the belief that the giant panda will not survive without extraordinary efforts to help them.

Objective: *The visitor will be able to articulate major threats to giant panda populations that led to the creation of the Wolong program and similar captive breeding programs—bamboo die-offs, poaching and loss of habitat.*

Description: This exhibit consists of a large flipbook of articles and photos that show reasons why the panda declined.

G区—大熊猫宿舍展示区

讲解设施17：大型壁画

讲解情节：卧龙大熊猫保护区及繁育中心成为哺育野外大熊猫族群的关键。尤其，在70年代末、80年代初时，野生箭竹开花、大量死亡之后，卧龙的角色更显重要。

设置原因及目标：参观后，游客将能了解繁育中心对大熊猫未来如此重要的原因。

说明：大熊猫宿舍展区三幅壁画将分别描绘大熊猫身在野外、在繁育中心、未来重返野外的景像。壁画中有一带状时间表，显示从中心建立前，一直到遥远的将来，大熊猫在这代表时间长河的景况。墙上同时装设有能上下或左右翻动的小型讲解牌，以问答的方式解释时间表上的里程碑。

讲解设施 十八：大熊猫在野外减少大事记

讲解情节：大熊猫赖以维生的竹子，每70年开花，开花后即干枯死亡，再加上野外栖息地的不断减少，使得大熊猫渐渐在野外消失。专家们认为，人类力量的介入—繁殖—是大熊猫生存下去唯一的希望。

设置原因及目标：参观后，游客将能说出大熊猫在野外减少的几个主要原因及卧龙繁育中心成立的目的和意义。

说明：本展室将展设一大型记事本造型的装置，显示大熊猫在野外减少的几个主要原因。

Window into Panda Monitor Room

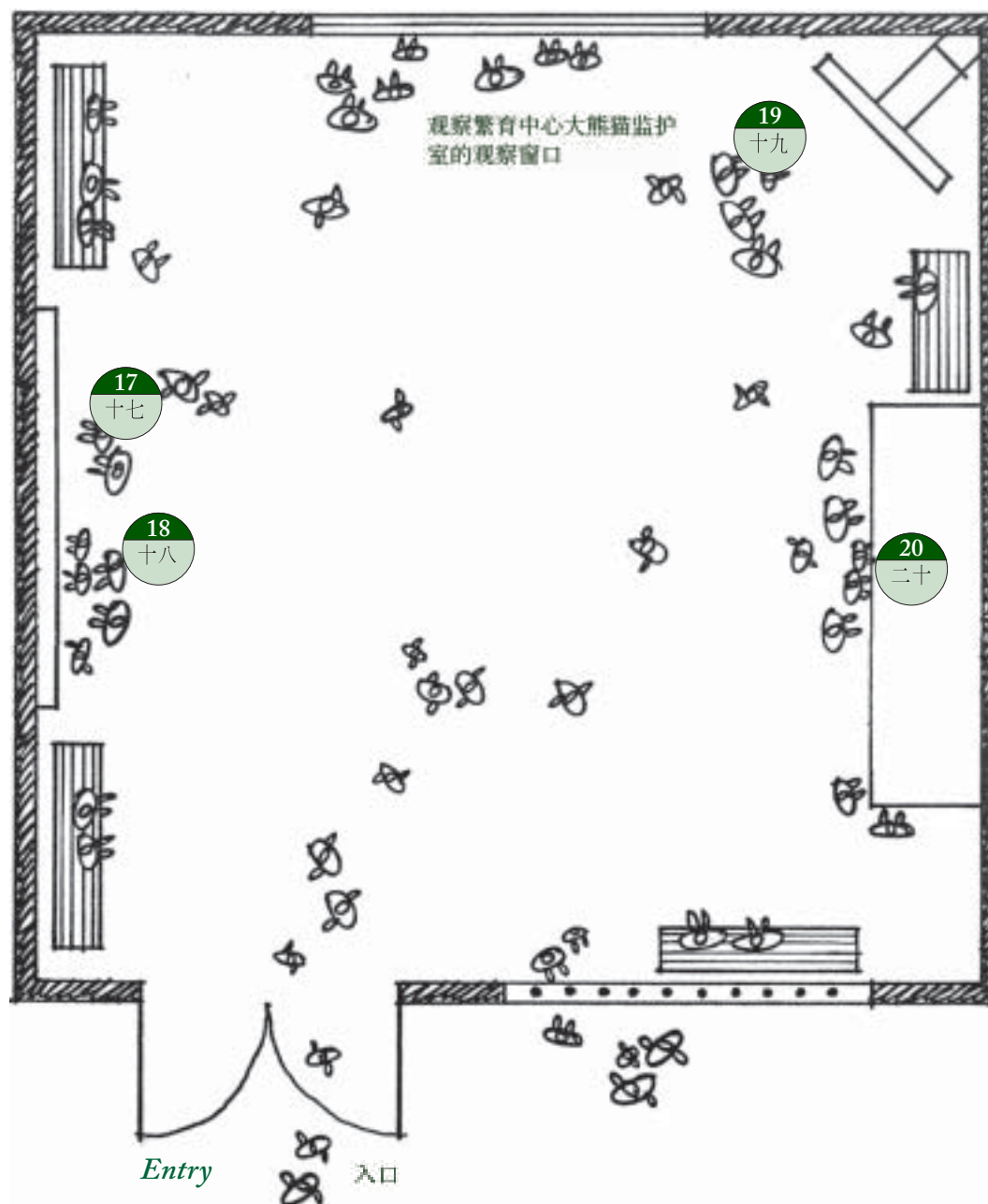
大熊猫繁殖中心熊猫宿舍展示区

KEY

- 17 Mural (on three walls)
- 18 Panda Decline
- 19 Breeding Center Activities
- 20 Unlocking the Future of the Panda

图例：

- 17 三面大型壁画
- 18 大熊猫在野外减少大事记
- 19 繁殖中心繁育中心的工作
- 20 开创大熊猫的未来



19
十九

Interpretive Element 19: Breeding Center Activities

Storyline: Scientific study of panda breeding behavior has led to this carefully managed process of captive breeding built around the natural breeding cycle for giant pandas.

Objective: *The visitor will be able to identify the breeding months and birth months of the giant panda.*

Description: On the center wall, a video kiosk with visitor-activated video will allow visitors to view and hear breeding behavior. Adjacent to the video kiosk is a large wheel with window cutouts. As the visitor moves the wheel, the window focuses on different times of the year and the behavior or management activities that take place during that time of year. A view through the window into the monitoring room behind this breeding bedroom will provide a glimpse of activities of keepers and scientists as they work.

20
二十

Interpretive Element 20: Unlocking the Future of the Panda

Storyline: The future of the giant panda rests with how humans choose to interact with them.

Objective: *Visitors will be able to identify at least three components that influence the future of the panda.*

Description: This element is a horizontal bar with three rotating drums (the bar goes through the center of the drums so they can spin on it). Each of the three drums has two or three options regarding human behavior, successful reintroduction, and habitat conservation. (First drum addresses human behavior, second drum successful reintroduction, etc.) When the correct three are lined up, a photo mural of the panda headed into the wild is created behind the text on the drums.



讲解设施 十九：繁育中心中的工作

讲解情节：中心内的科研工作根据大熊猫的自然生理时节，悉心规划管理生育过程。

设置原因及目标：参观后，游客将能说出大熊猫的生殖期，与雌性大熊猫生产的月份。

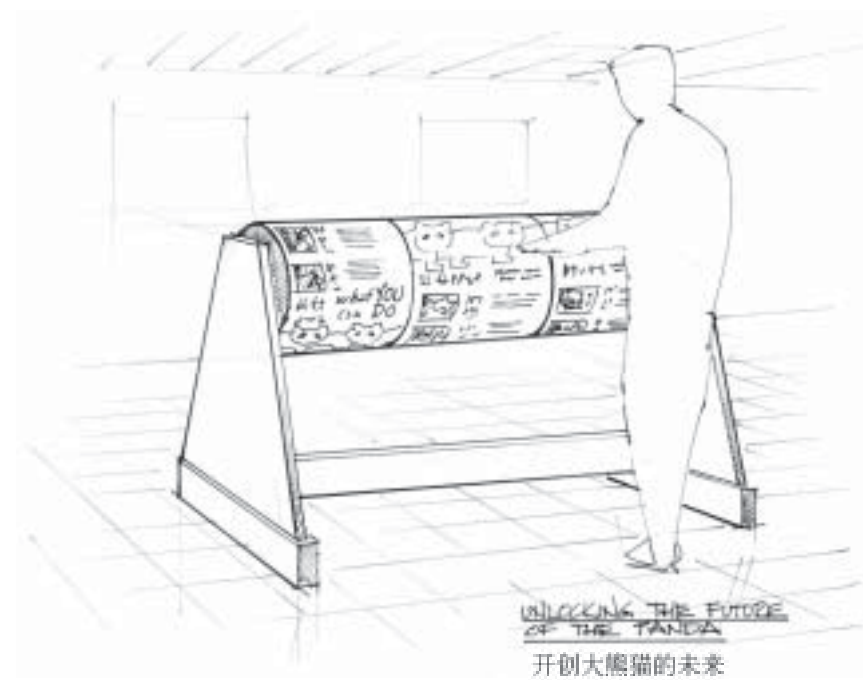
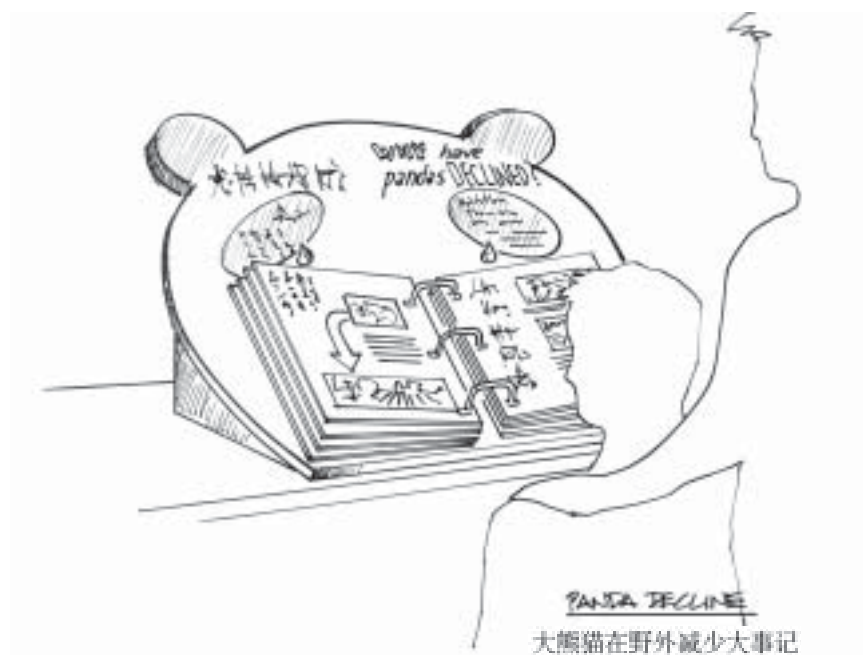
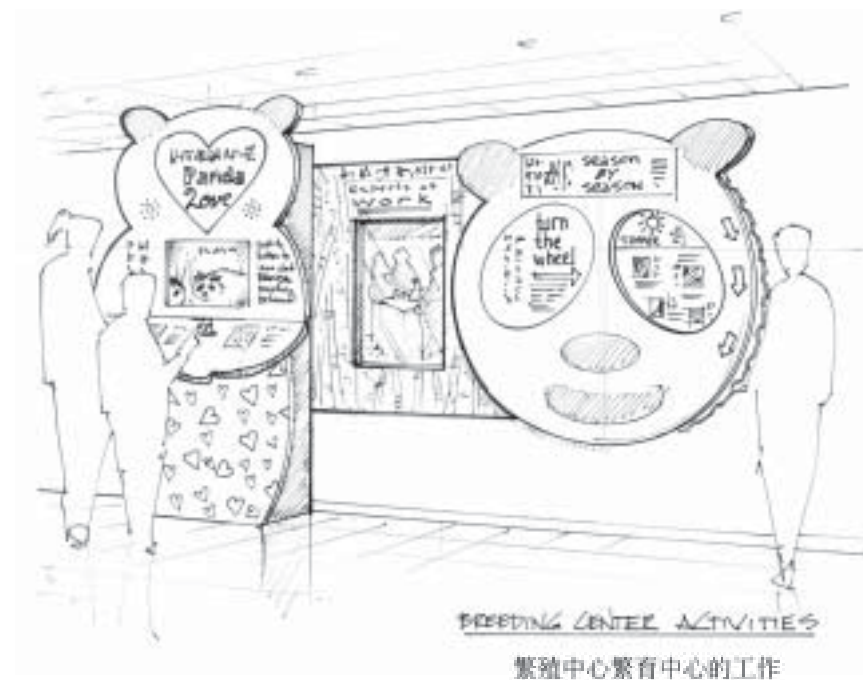
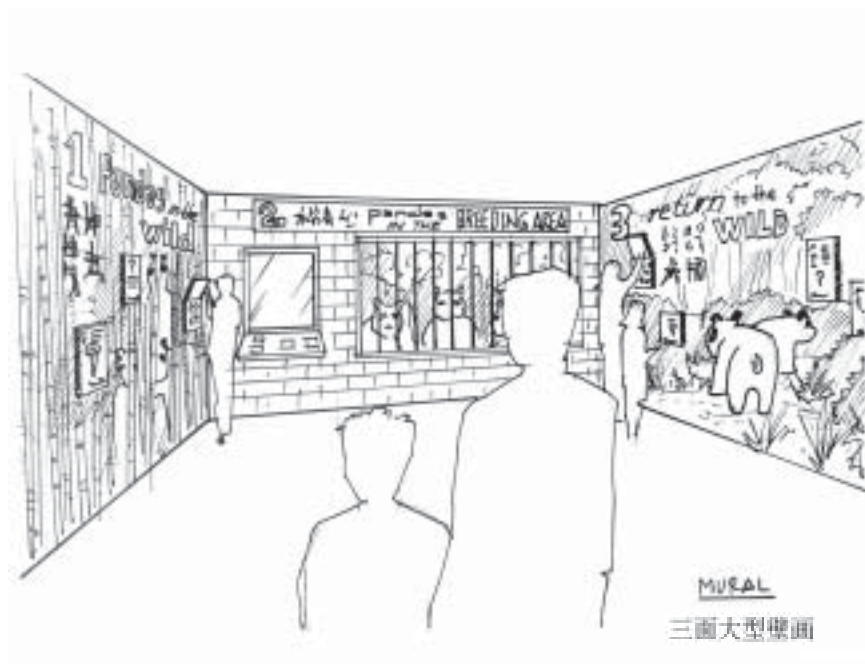
说明：对着入口的墙上设有电视屏幕。游客靠近时，自动播放大熊猫婚配时的情景与叫声的影片。临着电视则为一古代车轮造型的大形玻璃窗，当游客动手转动轮轴，玻璃窗分别呈现出，大熊猫一年中不同季节的活动，同时也呈现该季节的规划管理工作。此设施将使游客饱览繁育中心科研人员的工作情况。

讲解设施 二十：开创大熊猫的未来

讲解情节：大熊猫的未来取决于人们如何对待它们。

设置原因及目的：参观后，游客将至少能了解影响大熊猫未来命运的三个因素。

说明：平行放置一组讲解滚轮，滚轮看似为一，实际上是独立却相连的三个滚轮。每个滚轮有二三面，其上附有背景图片的文字，分别代表几项人们对大熊猫未来前途的选择方案，包括人类行为、成功的野外放归、野外栖息地的保护等。（第一个滚轮上有几种不同的人类行为、第二个滚轮上显示大熊猫的野外放归，以此类推）。当游客做出了正确的选择，三个滚轮都转到正确的一面，背景将呈现出大熊猫回归自然的画面——这就是大熊猫未来的光明前途。



ZONE H—RESEARCH STATION

21
二十一

Interpretive Element 21: Replica Field Camp

Storyline: Panda scientists use varied techniques to study the diet, breeding behavior, and survival instincts of the giant panda.

Objective: *Visitors will be able to name three valued field study tools of the panda scientist.*

Description: The research station consists of a tent or cabin that represents a field camp with computer, spotting scope, telemetry equipment, field journal, and other typical supplies. The computer is a menu-driven, visitor-activated journal with pages that display first-person text and images describing field research techniques, habitat, distribution, and conservation measures. Within the tent or cabin is also a simulated telemetry transceiver on a swivel that sweeps 50 degrees. When the visitor finds the signal, they look to the forest outside and can see a cutout of a panda hidden among the trees.

22
二十二

Interpretive Element 22: Touch the Panda Program

Storyline: Panda handling has a value with captive breeding programs but is counter-productive with animals destined for release.

Objective: *Visitors will be able to explain two reasons why panda handling is permitted with some animals and absolutely prohibited with those to be released.*

Description: 24" x 36" panel mounted adjacent to the Panda Facts (Interpretive Element 23) that describes why some people are allowed to take photos with real pandas.



Ⅲ区—研究站

讲解设施 二十一：仿真的野外研究站

讲解情节：大熊猫科学家以不同的技术来研究大熊猫的食性、生理时节、和生存本能。

设置原因及目的：参观后，游客将能说出三项大熊猫科学家使用的的研究器材。

说明：仿真的野外研究站设有帐篷、工作站、计算机、计算器、望远镜、电信设备、记录本等其它研究器材。计算机屏幕为触摸式，工作人员以第一人称的方式，描述研究方法、大熊猫栖息地、分布情形、保育评估方式等，让游客想象在野外工作的情况。提供无线电天线，旋转50度。当游客找到信号后，他们接着查看竹林，观察林间的大熊猫。

讲解设施二十二：摸摸大熊猫

讲解情节：让大熊猫与人接触是繁育工作中重要的一环，但却对将来的野外放归不利。

设置原因及目的：参观后，游客能解释出二项为什么繁育中心允许游客接触大熊猫，但绝对禁止接触那些什么将来要放归大自然的大熊猫的原因。

说明：设置一大约 60cm x 90 cm 大小的讲解牌，在（讲解设施 二十三：大熊猫家族旁），说明为何在中心内允许接触大熊猫，与它们合影的原因。



23
二十三

Interpretive Element 23: Panda Facts

Storyline: Pandas belong to their own family with specific weight, height, shape, and physical attributes.

Objective: *The visitor will explain the three main morphological characteristics that make pandas a member of their own family.*

Description: Photo opportunity with two-dimensional cutout full-size panda mom and baby. Mounted on the cutout are flappers with questions/answers related to panda morphology and other biological facts. On peak days, an interpreter can be available to take instant photos of visitors.

24
二十四

Interpretive Element 24: Reintroduction Process and Theory

Storyline: Giant pandas are taken through three important steps before being reintroduced to the wild.

Objective: *The visitor will relate the three stages in panda reintroduction.*

Description: This exhibit includes a tabletop display of the three zones of reintroduction at the breeding center. Visitors can move a small panda through a track that moves through the three zones. As the panda moves from zone to zone, a video screen to the right will display information and images related to that zone and how and why the pandas are moved to that level.

Mr. Fu and Mr. Feng, world-leading panda researchers from local universities



讲解设施 二十三：大熊猫家族

讲解情节：大熊猫依照体重、身高、体型、及形态特征在大熊猫种群内的角色

设置原因及目标：参观后，游客能解释三项大熊猫种群内的形态特征

说明：游客摄影机会；与真实熊猫尺寸的大熊猫妈妈和婴儿的模型前照相。翻动式小型讲解牌说明大熊猫种群内的形态特征。在旅游旺季，服务人员专门在此，可应游客的要求，为他们提供即时成像的摄影服务。

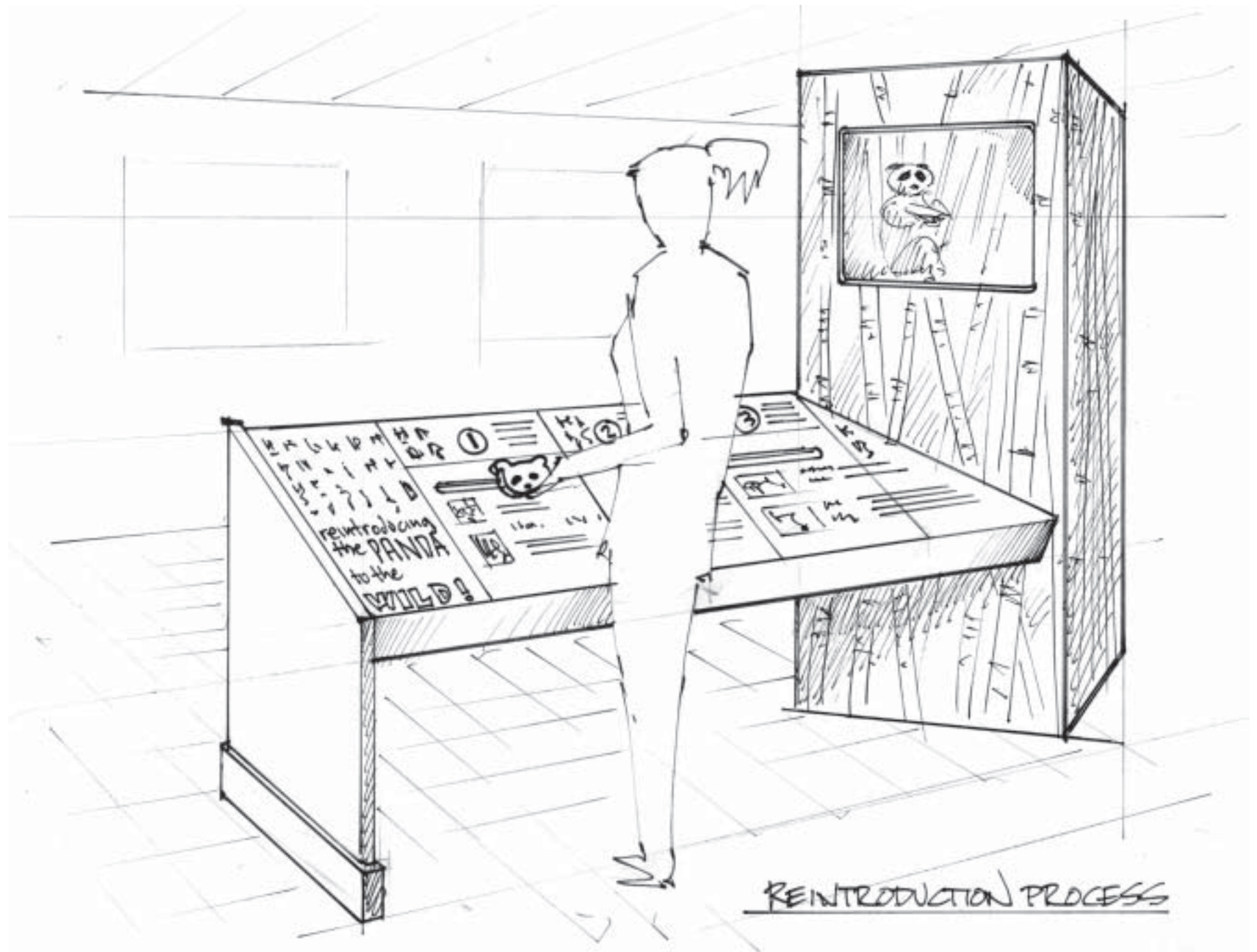
讲解设施 二十四：野外放归大熊猫野外放归的理论与实际

讲解情节：大熊猫野外放归的三个重要步骤

设置原因及目的：参观后，游客能体会大熊猫野外放归的三个步骤。

说明：这展览将以桌面设计的方式，包括三个大熊猫野外放归的三个步骤。游客将可动手移放小型熊猫至三个阶段，这三个阶段的模型以轨道连接，在桌子的右方将有屏幕播放三个阶段的步骤。

照片说明：熊猫学者—四川大学的冯文和教授与绵阳师范专科学校的傅之屏教授



REINTRODUCTION PROCESS

ZONE I—FOOD PREPARATION BUILDING

25
二十五

Functional Element 25: Viewing Window

Description: A view through a window into the food preparation building will allow visitors to see how the leaf eater biscuits are processed.

26
二十六

Interpretive Element 26: Who Cares for Pandas?

Storyline: Creating panda food supplements dramatically improved the success rate of captive breeding populations. It takes many people to care for pandas at this facility.

Objective: *Visitors will be able to identify at least two people who are important in the care of pandas.*
Visitors will also be able to describe the importance of food supplements to the panda's diet.

Description: This exhibit consists of a “phone bank” where visitors can dial up a variety of experts: researchers, keepers, vets, managers, and conservationists (people who support the breeding center’s efforts through donations). A series of questions are displayed on a panel (such as “how did we find out what pandas eat?”). Visitors turn a dial to select the appropriate person to answer the question. If they pick an inappropriate person to answer that particular question, the recorded response would suggest who the appropriate person might be. One of the questions should relate to who pays for panda research and care, with the appropriate response being those who donate to the breeding center, and inviting people to donate money or adopt a panda at other exhibit stations. Responses will be displayed on a small video screen that shows an actual person (a researcher, keeper, vet, manager, etc., according to which expert is selected) delivering a 20-second message.

1 区—大熊猫食物制备区

讲解设施 二十五：观赏窗口

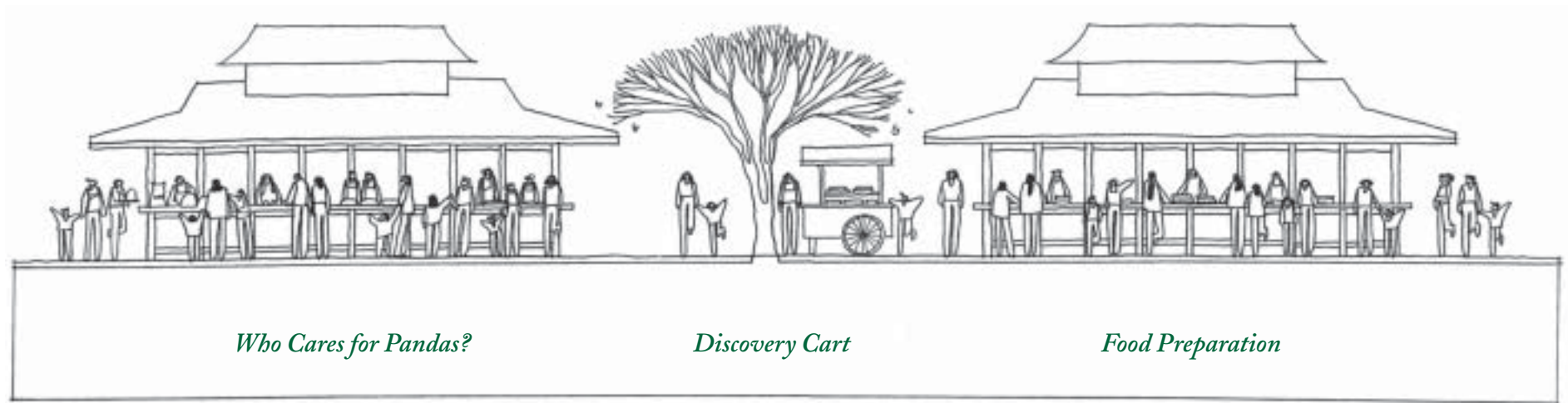
讲解情节：透过观察窗，游客能了解工作人员如何配置本来以竹叶为主食，目前在中心内采用的大熊猫饼干。

讲解设施 二十六：都是那些人在照顾大熊猫？

讲解情节：开发大熊猫的营养添加物，成功地提高了圈养大熊猫的存活率和生育力，而这些成功地研究和开发工作，凝聚了无数工作人员的心血。

设置原因及目的：参观后，游客将至少能辨认出二位照料大熊猫的幕后功臣，游客将能描述大熊猫营养添加物的重要性。

说明：本展台包含一个录音机。游客按下号码按钮，如同打电话一样，拨号给几位专家，让学者、技术人员、医生、管理人员、和保育员等（当然也包含捐款人等）。讲解牌上列有问题，如我们怎么能知道大熊猫爱吃些什么等。游客看了问题，拨号给适合回答该问题的专家，如果游客的选择错误，机器的录音就建议合适的专家来回答。题库应包含，是哪些人在照顾大熊猫？其中的一个回答应包含捐助人，也应扮演保育员，以上每一专业的专家应都录下20秒左右的讲解。



Interpretive Element 27: A Balanced Diet is More than Bamboo

Storyline: Pandas require more than bamboo to survive.

Objective: *Visitors will be able to identify at least two critical components of a giant panda's diet.*

Description: This exhibit will consist of a simulated scale typical of traditional Chinese scales. A panda model is permanently mounted on one tray. Visitors fill the other tray to balance the scale with models of typical food plants. When correctly balanced, the weights of the food plant models will equal the weight of the panda. There should only be one correct combination of weights among the food plants, corresponding to the actual percentages of what a wild panda would eat in a given year. A background graphic and text panel describes the need for a varied diet to maintain panda health.

讲解设施 二十七：均衡的饮食不能光靠竹子

讲解情节：大熊猫野需要竹子以外的营养

设置原因及目的：参观后，游客将至少能辨认两项大熊猫均衡饮食的关键。

说明：这展览包括中国传统的衡器（天平或秤），秤的一边，架上固定的大熊猫模型，游客将动手放上一些一般大熊猫食物的模型。当选择正确，秤子平衡两边。正确的选择当只有一组，那就是野生大熊猫所吃的多种食物，背景文字和图片应说明均衡饮食对大熊猫的重要性。





Bamboo being delivered from the valley

照片说明：当地所产新鲜的竹叶

A Balanced Diet is More than Bamboo

Pandas eat bamboo and lots of it. But that's not all they eat. Put the blocks in the scale and you'll discover a balanced diet for a panda.

When researchers learned that bamboo alone could not support a panda, they created "leaf-eater biscuits" to give the pandas the nutrition they need. You can watch the leaf-eater biscuits and other food being prepared for the pandas at the building to your right.

Sample panel text for "A Balanced Diet is More than Bamboo" exhibit

仅吃竹子远不够

大熊猫的确吃许多竹子，其实他们也吃别的植物，放眼看，有那些食物能为大熊猫提供均衡的饮食。

当研究人员发现光靠竹子无法解决营养来源，他们调配了大熊猫饼干，攻克了这一难题。您可到右方的车间里观看大熊猫饼干的调配情形。

讲解牌例子：

ZONE J—PROGRAM AREA

28
二十八

Interpretive Element 28: Discovery Cart

Storyline: Pandas require more than bamboo to survive.

Objective: *Visitors will be able to identify at least two critical components of a giant panda's diet.*

Description: On peak days, an interpretive guide will host a “discovery cart” where visitors can feel a variety of panda foods including bamboo and leaf eater biscuits. A replica panda skull and paw will help visitors see how the teeth and paws of the panda are adapted for eating bamboo.



Leaf eater biscuit preparation

照片说明：配置大熊猫饼干

ZONE K—HOSPITAL AND RESEARCH LABS

29
二十九

Interpretive Element 29: Interpretive Sign

Storyline: Pandas sometimes need veterinary care.

Objective: *Visitors will be able to identify at least two reasons why research and hospital care can be critical for survival of the giant panda.*

Description: Although the hospital and labs will be off limits to casual visitors, certain tours and VIPs may have access to this facility. For others, a 24" x 36" interpretive sign will tell the story of what the building is used for.

J 区—讲解节目区

讲解设备 二十八：发现者号台车

讲解情节：大熊猫野需要竹子以外的营养

设置原因及目的：参观后，游客将能分别至少两种大熊猫特需的食品

说明：在游客众多的旺季，讲解员将主持发现者号台车的活动，在此，游客能亲手触摸数种大熊猫不同的食物，包括竹子和大熊猫饼干。台车上也陈列一复制的大熊猫头骨和手掌，帮助游客认识它们的特性，适于咀嚼竹子的牙齿与抓住竹节的手掌。

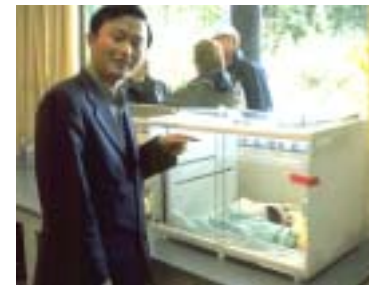
K 区—熊猫医院和实验室

讲解设施二十九：讲解标志

讲解情节：偶尔大熊猫也需要医生的照顾

设置原因及目的：参观后，游客将能了解至少两项实验室和医院对大熊猫健康的重要性。

说明：虽然医院和实验室并不对外开放，但某些特殊来宾可申请参观许可。一个 60cm x 90 cm 大小的讲解牌说明这两栋建筑的作用。



*When Pandas
Do Poorly*

This hospital provides support for sick or injured pandas that need extra help. The building includes research labs where scientists and veterinarians study solutions for keeping pandas healthy in captivity.

当大熊猫生病的时候！

生病或受伤的大熊猫来熊猫医院接受诊疗，科研人员与医生在此研究，让圈养的大熊猫常保健康。

Sample text for sign

讲解标志中文实例

ZONE L—ORIENTATION KIOSK (AT SECONDARY ENTRY FOR HOTEL GUESTS AND VIPs)



Interpretive Element 30: **Orientation Kiosk**

Storyline: Overview of the breeding center.

Objective: *Visitors will be able to navigate through the breeding center and articulate the central theme.*

Description: This kiosk will consist of four panels on the following topics:

Panel 1—Orientation Map

Panel 2—Time/Experience Matrix (how to best use your time if time is limited)

Panel 3—Overview of Breeding Center

Panel 4—Solving the Mystery with self-guiding map/brochure (A continuing design and thematic element throughout the breeding center interpretative pieces will encourage visitors to help solve the mystery of where the pandas have gone and how to bring them back. Visitors will be prompted to look for clues along the way: *We can't save the panda if we don't have a clue. The big mystery is where all the pandas have gone and how they can be brought back. Help us find the answers as you investigate the panda breeding center.*)



Wayfinding Element 31: **Directional Post**

Description: The directional post will be used at all decision points within the breeding center to help visitors understand their options and where they are allowed to go. The directional post should have design elements drawn from the indigenous architecture to carry the theme established by the suspension bridge at the entry.

L区—第二入口的导游亭（对山庄入口及贵宾开放）

讲解设施三十：导游亭

讲解情节：繁育中心概况

设置原因及目的：游客将能确认他们所采的参观路线、说出繁育中心的宗旨

说明：导游亭中有 以下4 面不同标题的解说牌

解说牌解说牌 1标题：导游图

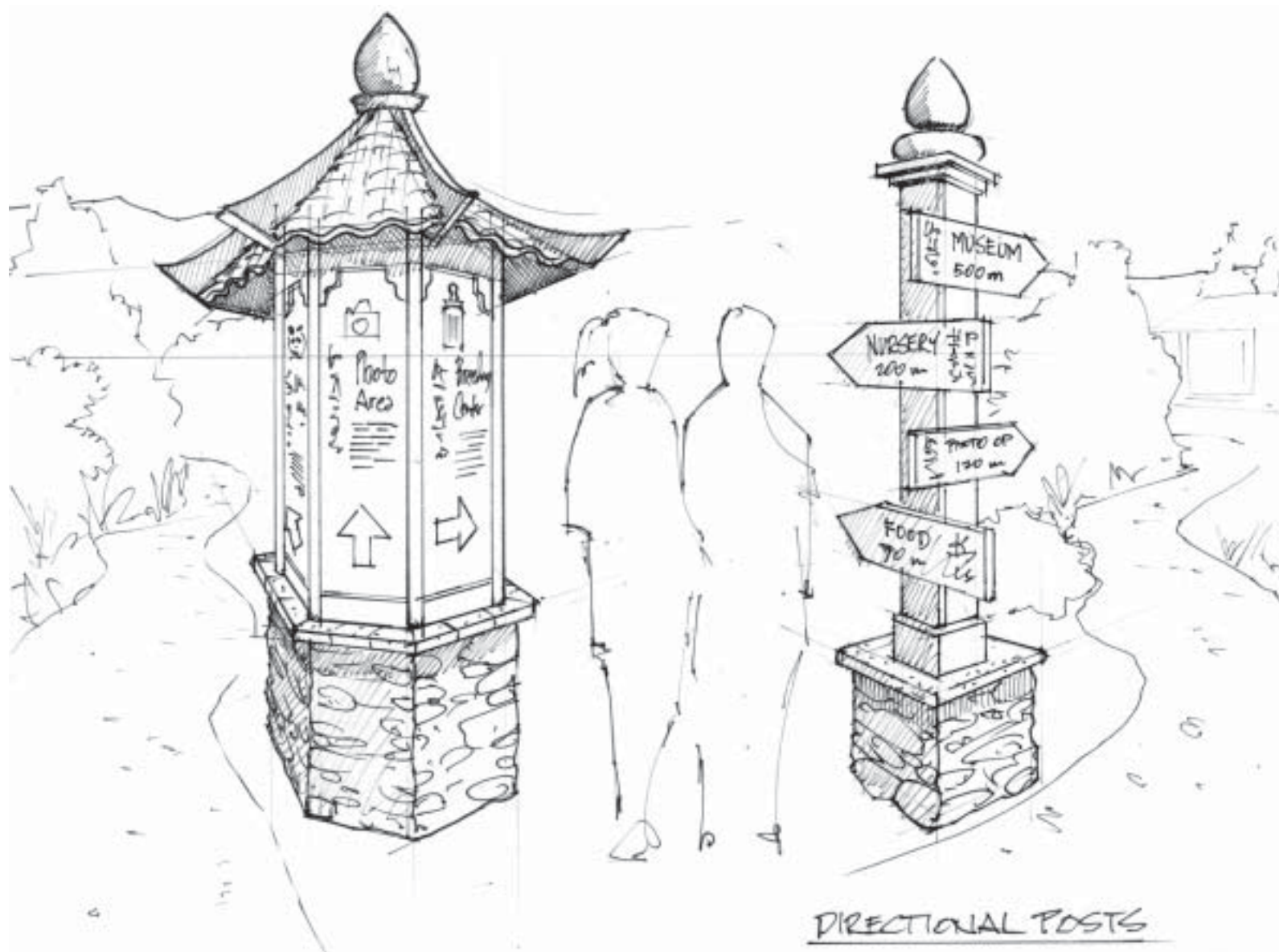
解说牌解说牌2标题：善用您在中心内的时间（如何在有限的时间内，最佳地利用您的时间）

解说牌3标题：繁育中心概况和宗旨

解说牌4标题：以自导式地图和简介发掘大熊猫减少的秘密（本讲解规划秉持的设计和讲解中心理念。就是要引导游客借助讲解设计，发掘过去大熊猫减少的秘密。了解研究人员如何把它们从濒临绝种中拯救出来的过程，并充分认识加入保护大熊猫行列的紧迫性和重要性。在全区的设计中，鼓励游客循序渐进地寻找答案。即唯有了解大熊猫减少的秘密，才能拯救它们。所以当您在参观本中心时，请您和我们一道，来拯救大熊猫。

方位设施三十一：路标

说明：在所有主要岔路口均设置路标，以帮助游客认识可能的行进路线，避免误闯非开放地区。这些路标的设计风格，将与汶川地区当地建筑风格保持一致，并延续从悬索桥开始的视觉效果。



ZONE M—POETS WALK

32
三十二

Interpretive Element 32: Interpretive Panels

Storyline: The panda plays an important role in Chinese folklore and literature. The panda plays an important role in habitat conservation.

Objective: *Visitors will be able to relate at least one story of the giant panda.*

Description: One 24" x 36" sign will be mounted at each of the three gazebos along the upper trail. Each sign will relate a different aspect of the panda in folklore or literature, such as the Four Sisters and Snow Leopard/Panda legend.

33
三十三

Interpretive Element 33: Viewing Scopes

Objective: *Visitors will be able to view pandas in the habitat areas.*

Description: Spotting scopes will be mounted in each of the three gazebos along the upper trail.

M区—诗廊

讲解设施三十二：解说牌

讲解情节：大熊猫在民间故事、文献与诗词中的显著地位。同时，大熊猫在栖息地保护方面的地位。

设置原因及目的：参观后，游客将至少能讲出一个大熊猫的故事。

说明：在山径上三个凉亭分别设置一 60cm x 90 cm 大小的讲解牌，每个讲解牌中有各种有关大熊猫的民间故事、文献与诗歌，如四姑娘山和雪豹的传说。

讲解设施三十三：望远镜

设置原因及目的：游客通过望远镜仔细观察半栖息地的景致。

说明：在山径上的三个凉亭分别设置望远镜。





"From one year's end to another, one hears the hatchet and the axe cutting the most beautiful trees. The destruction of these primitive forests, of which there are only fragments in all of China, progresses with unfortunate speed... They have the right to life and we annihilate them and brutally make existence impossible for them... It is unbelievable that the Creator could have placed so many diverse organisms on the earth, each one so admirable in its sphere, so perfect in its role, only to permit man, his masterpiece, to destroy them forever."

—Père Armand David, 1875

「一年又一年，从年初到除夕，震耳欲聋的伐木声，砍伐着那些最美丽的树林。以惊人的速度，蚕食着中国仅存的原始森林... 这些森林虽然也有生存的权力，但我们人类却无情地、毁灭性地将其砍伐，使他们几乎无立锥之地... 很难想象造物主在地球上创造了这么多种美妙生物，分别扮演着他们各自的独特的不可或缺的角色，却被造物主的杰作——人类，永远的毁灭掉了。」

Sample text from literature

讲解标志中文实例

ZONE N—HOTEL COMPLEX

35
三十五

Interpretive Element 34: Orientation Map

Storyline: Overview of the breeding center.

Objective: *Visitors will be able to navigate through the breeding center and identify operating hours.*

Description: Located in the courtyard of the hotel complex, the orientation map panel will enable visitors to get an overview of the breeding center before they enter. This panel will also include information about the center's visitation hours for the benefit of those who stop to look at the entry when the center is closed.

N区—熊猫山庄

讲解设施三十四：卧龙大熊猫繁育中心大型全图

讲解情节：概观繁育中心全貌

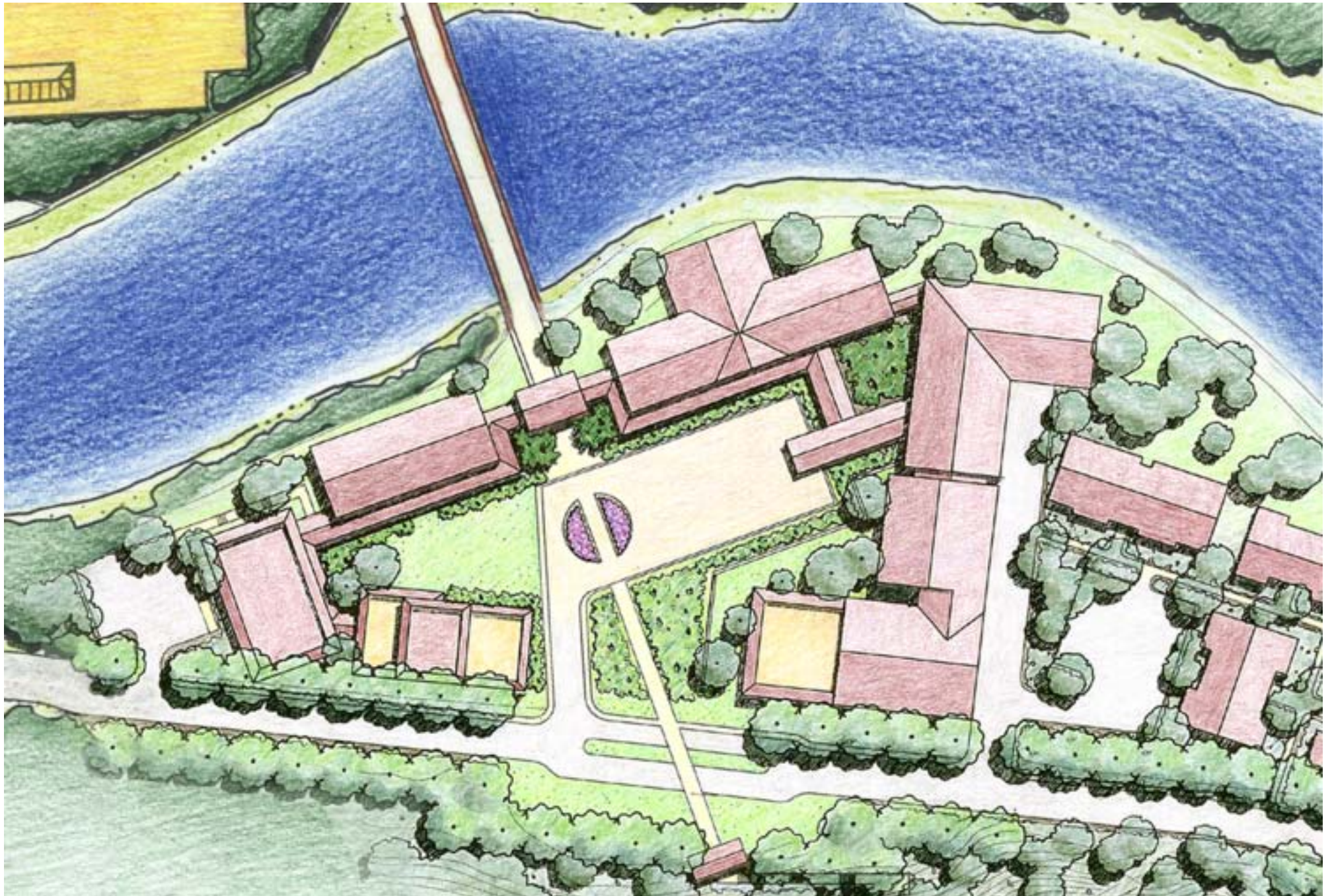
设置原因及目的：游客将藉此一览繁育中心的设施、建议的行进路线和开放时间

说明：在熊猫山庄前广场加设卧龙大熊猫繁育中心全图大型解说牌，使游客在进入前，能清楚地一览繁育中心的设施全貌。即使在非开放时间，游客也能藉此确定中心的开放时间。



Traditional Dancers at Hotel

图片说明：在山庄前身着传统民族盛装载歌载舞的羌族少女



Design Guidelines

- Trained interpreters should be available on peak days to present programs at various interpretive venues including the research station, the nursery area, and the food preparation/hospital zone.
- All exhibits will be designed to be universally accessible to the greatest extent possible.
- All exhibits will be scripted in English and Mandarin.
- Exhibit housings and sign mountings should reflect architectural design elements established in the entry feature to the greatest extent possible.
- The architectural character of interpretive structures shall be constructed with the expressed purpose of interpreting local traditions.
- Architecture of the interpretive shelters, kiosks and gateways should reflect the traditional forms, materials and character of those existing structures throughout the valley.
- Buildings with planted flat roofs such as the existing holding buildings are appropriate for non-exhibit structures but should not be used for exhibit shelters, kiosks or gateways.
- The use of stainless steel, plastics, glass and other highly reflective modern materials should be discouraged and used only in combination with high-tech exhibit components.
- The interpretive shelters are intended to protect exhibits and the visitors during inclement weather; therefore protective walls shall be weatherproof and located with respect to prevailing winds, sun exposure and storms.
- Provide disabled access to all new pathways, exhibits, and shelters.
- Where existing stairs are necessary to access visitor facilities, install adjacent ramps to provide disabled access.
- All plantings shall be comprised of indigenous species characteristic of the region and capable of being interpreted by local people as to their use as food, or medicinal or spiritual healing.
- Plants should be used extensively to screen undesirable views or buildings, to direct pedestrian circulation, to enhance panda habitats, and to provide shade and comfort to the visitor.
- When necessary for public safety, guardrails and handrails shall be installed at the edge of pedestrian pathways. These elements should be constructed of non-reflective materials and designed to be consistent with traditional character and methods.

设计原则

- 受过训练的讲解员应能在旅游旺季向游客提供导游服务，包括全区导游和各定点的讲解，如研究站、大熊猫育婴室、食物制备车间及熊猫医院等。
- 所有展室、展品、讲解设施应能让游客参与使用，展览设施也应提供给有特殊需要的游客。例如儿童、老人及残疾人等。展览设施应能经久耐用。
- 所有展室、展品、讲解设施将同时附有中英文解释和说明。
- 所有展室、讲解牌等设施的风格应与大门入口及广场的视觉风格保持一致。展览设施应能经久耐用。
- 讲解设施的外观造型，应以反映当地建筑风格为原则。
- 讲解设施如建筑物、讲解亭、走道等应反映目前卧龙河谷中房舍的传统造型、建材、风格。
- 平顶建筑，例如目前大多数的熊猫栏舍和建筑应仅适于非展览馆使用，避免用于展览室、导游亭等。
- 避免直接采用钢筋水泥、塑料、玻璃等现代感极强的建材，造成突兀感。如要使用，则应仅用在带有高科技展品的建筑上。
- 所有讲解亭都应具备遮阳挡雨的功能，设施应有防水雨棚，避免风吹日晒和雨淋。
- 所有小径、展览室、和亭子应规划有盲道，以方便残疾人使用。
- 现有的台阶可提供一般用途，应增建残疾人士专用步道。
- 所有的植物应与当地植物和谐，并用来讲解民间如何使用这些植物入药和食用及其药用和宗教等功能。
- 多采用植物篱笆来避免游客闯入非开放地区、鼓励游客遵行建议路线、并提供遮阴，使游客有舒适的参观体验。
- 在步道和小径等某些必要之处设置护栏，确保游客安全。这些建材应避免使用耀眼的金属材质，而运用符合当地建筑风格的材料。



Additional Planning Needed

OPERATIONS PLAN

This plan makes recommendations for wayside exhibits at the breeding center. However, the success of the breeding center as an educational tourist attraction will require the presence of trained interpretive guides who can answer questions and communicate important concepts to visitors. An operations plan that identifies staffing structure and training needs should be completed as soon as possible so that hiring and training of paid and volunteer guides can be accomplished as the nonpersonal media is fabricated and installed.

INTERPRETIVE PROGRAM PLAN

Planned programs, interpretive talks, step-on guides, brochures, publications, audio and video tapes, and other ancillary interpretive materials to be developed for the breeding center and Wolong Valley as a whole should be addressed in an interpretive program plan to ensure a comprehensive approach to the stories being told.

MASTER PLAN FOR INTERNATIONAL TRAINING CENTER

A conceptual plan for the International Training Center accompanies this plan; however, a more detailed plan that includes detailed architectural, site, and programming recommendations should be completed to guide further development of this important facility so that its full potential can be realized.

MASTER PLAN FOR WOLONG HERITAGE PARK AND ARBORETUM

The Wolong Heritage Park and Arboretum will exhibit some of the region's plants, animals, and indigenous cultures. The shuttle bus will stop there, or, if visitors prefer to walk to the Heritage Park, a trail linking the breeding center and park will be available.

The Heritage Park and Arboretum should go through a similar planning process as has been followed for the breeding center; however, it offers the opportunity to plan the development of the site without the constraints of existing facilities. It will be important to blend site, facility, and interpretive considerations at the beginning of the planning process to create an effective attraction that helps accomplish the mission and goals stated in this plan.

设计原则

其它也应列入研发的规划

讲解管理规划

本规划旨在为繁育中心提供讲解规划，然而，为将繁育中心建设成保护大熊猫的教育基地和旅游重镇，应培养一支训练有素的讲解员队伍，解答游客提问，宣传保护大熊猫的重要性。讲解队伍的建设和培养工作规划因尽快开展。例如在讲解设施完工之前，即开始专职和志愿解说员的招聘和培训工作。

系统性的讲解服务规划

本系统性规划，设计出所有讲解服务的方式、内容和细节。这些在卧龙保护区内都能采用的讲解服务包括：定点讲解服务、带队式讲解服务、随车导游讲解服务、简介材料、出版物、录音、录像带与其它辅助器材。这些专人或平面讲解旨在确保说明大熊猫故事的深度和广度。

国际培训中心规划

本讲解规划附有国际培训中心的概念性设计方案。与本讲解规划相辅相成的国际培训中心建设的详细设计方案应尽快完成，以便让该培训中心的功能得以充分发挥。

卧龙遗产公园暨植物园规划

卧龙遗产公园暨植物园中将展出川西特产的动、植物与少数民族文化。届时卧龙专用旅游大巴将行驶至此，有兴趣的游客，则可以选择从繁育中心徒步抵达卧龙遗产公园暨植物园。

卧龙遗产公园暨植物园从创意到最终完成也应经过类似的规划过程，以避免受限于现有设施。而从规划设计的起步阶段，就将现场、重要设施和讲解内容和方式予以综合考虑以产生引人入胜的吸引力，实现本规划所描述的卧龙远景和目标。

Recommended Interpretive Elements

Draft Text

Element 1: Orientation Map

Headline: Welcome to the China Research and Conservation Center for the Giant Panda at Wolong Nature Reserve

Text: Here, at the first and most successful breeding center in China, you can see giant pandas and learn about their future.

Protecting giant pandas helps us discover how to restore the balance between people and nature.

Element 2: Orientation Kiosk

Panel 1 (site map)

Panel 2 (this panel should include photographs of people engaged in these activities at the center)

Headline: What to See and Do

Text: Take photographs
Enjoy the Poet's Walk
Talk to an expert
Learn more about giant pandas
Visit the gift shop
Adopt-a-Panda
Make a difference

Panel 3

Headline: Welcome to the China Research and Conservation Center for the Giant Panda at Wolong Nature Reserve

Text: Here, at the first and most successful breeding center in China, you can see giant pandas and learn about their future.

Protecting giant pandas helps us discover how to restore the balance between people and nature.

(this panel should include several photos of the breeding center with appropriate captions)

Panel 4

Headline: Help us Solve the Panda Puzzle

Text: Use the brochure to guide you through the Center. You'll find clues along the way that help you understand where China's giant pandas have gone and how you can be part of bringing them back.

讲解设施实际文字建议

讲解设施一：卧龙大熊猫繁育中心大型全图

标题：欢迎光临中国卧龙保护大熊猫研究中心

内容：您能在这中国最早建立的大熊猫繁育中心观看大熊猫，并了解大熊猫的未来。

保护大熊猫有助于我们重建人与自然和谐美好的关系

讲解设施二：导游亭

解说牌一：(繁育中心全图)

解说牌二：(附有中心内访客所参与的各种教育和参观活动的照片)

标题：建议参观路线和参与活动

内容：捕捉大熊猫的珍贵镜头

感受诗廊
与熊猫专家交谈
进一步了解大熊猫独特的秉性
纪念礼品店
领养大熊猫
您也可以为拯救大熊猫尽力！

解说牌三

标题：欢迎光临中国卧龙保护大熊猫研究中心

内容：您能在这中国最早建立的大熊猫繁育中心观看大熊猫，并了解大熊猫的未来。

保护大熊猫，有助于我们重建人与自然和谐美好的关系

(包含繁育中心的各种研究活动的照片与标题)

解说牌四

标题：帮助我们发掘大熊猫减少的谜底！

内容：运用简介在中心内，循序渐进地寻找答案，您将发掘过去大熊猫减少的秘密，认识它们濒临绝种的危机，并为保护大熊猫助一臂之力。

Element 8: Conservation Kiosk

Panel 1

Headline: Help Us Help Them

Text: Your donation can make a difference. Just ____ feeds a giant panda at the Center for ____ months.

Panel 2

Headline: Pandas Need a Place to Live

Text: Panda habitat needs your help. A donation of ____ can protect ____ hectares of panda reserve. Take a brochure to learn more about how you can help the giant panda survive.

Element 11: Story Grove Sign

Headline: Giant Panda Gets His Pattern

Text: One day many, many years ago a young Chinese girl saw a leopard fighting with a panda. The girl knew that the panda was going to be killed, so she tried to pull the leopard away. The leopard turned on the girl and killed her instead. And the panda escaped.

Later, when the panda found out the girl had been killed trying to save his life, he was stricken with grief. So he called together all the pandas in the world and they held a funeral for the young girl. As was the custom at panda funerals, they all wore black armbands. And they were so sad that they cried and cried. They rubbed their eyes with their black armbands and their eyes became black. To block out the sound of wailing, they held their arms to their ears, and they hugged their bodies in their grief. Soon the black armbands had made black patches on the fur of all the pandas.

(Nancy Nash, Young Discoverer, *Cathay Pacific* magazine)

Element 12: Baby Photo Album

(no text—photos only)

Element 13: Who Cares for Baby Pandas?

Headline: Caring for Baby Pandas

Text: Select a question and push the button to hear from someone who cares for baby pandas.

What happens in the nursery?

When do baby pandas arrive?

What's the best time to see baby pandas?

How long do baby pandas stay with their mothers?

How can I help baby pandas?

讲解设施八：保育亭

解说牌一

标题：请帮助我们一起拯救大熊猫

内容：您的行动也可以帮忙拯救大熊猫和赞助繁育中心的研究！一个月只要 ____ 人民币，就能提供一只大熊猫的食物和生活费。

解说牌二

标题：您能帮助大熊猫重建家园

内容：只要 ____ 人民币，就能保护一公顷大熊猫野外栖息地

索取领养说明来了解以下，您如何帮助拯救大熊猫。

讲解设施十一：故事森林

标题：大熊猫黑白毛色的由来

内容：很久很久以前，有个年轻美丽的姑娘看见一只豹子和大熊猫正在殊死搏斗。姑娘眼看大熊猫不敌对手，处于劣势，马上就要被豹子吃掉，就急忙跑上前去拔刀相助，将豹子拉开，凶狠的豹子转身向她反扑，倒把姑娘咬死，大熊猫才得以趁机脱逃。

不久之后，熊猫发现姑娘牺牲了自己宝贵的生命来救它，熊猫悲痛欲绝，所以它按照大熊猫的传统习惯，招集了附近所有的大熊猫，来为姑娘举行追悼会。大熊猫的礼俗是在送丧时佩戴黑色的臂章，它们为姑娘痛哭时，用黑臂章来擦拭眼泪，它们的眼眶就染黑了，因为要掩盖惊天动地的痛哭声，又以黑臂章捂住耳朵，结果，它们的耳朵也被染黑了。悲痛欲绝的大熊猫们彼此拥抱安慰，黑臂章自此就在每一只大熊猫的身上留下了永久印记，来纪念这位舍己救人的勇敢姑娘。

故事摘自 Nancy Nash 在国泰航空公司班机上的机 杂志《年轻的发现者》”所发表的文章。。

讲解设施十二：熊猫幼仔相册

(只有照片)

讲解标志十三：哪些人在照顾大熊猫宝宝?

标题：呵护大熊猫宝宝

内容：请选择一合适的按钮来聆听大熊猫宝宝的保育员的解答。
育婴室里都发生些什么事?
大熊猫宝宝什么时候出生?
什么时候为观赏大熊猫宝宝的最佳时机?
大熊猫妈妈照顾大熊猫宝宝到什么时候?
我能帮助大熊猫宝宝做些什么?

Element 16: Mural

Timeline: (need significant dates and events in the last twenty years)

Element 17: Panda Decline

Headline: Where Have all the Pandas Gone?

Text: (insert news articles about poaching, habitat destruction, bamboo dieoffs, etc.)

Element 18: Breeding Center Activities

Headline: January	(what happens this month?)
February	(what happens this month?)
March	(what happens this month?)
April	Pandas breed
May	(what happens this month?)
June	(what happens this month?)
July	(what happens this month?)
August	(what happens this month?)
September	(what happens this month?)
October	Baby pandas are born
November	(what happens this month?)
December	(what happens this month?)

Element 19: Unlocking the Future of the Panda

Headline: We Can Put Pandas Back Where They Belong

Text: Match the images to find the right combination that will help giant pandas return to the wild.

Element 21: Replica Field Camp

Introductory Sign

Headline: Research in the Field

Text: Much of what we know about the giant panda comes from observations of the animals in the wild. Researchers set up field stations like this one to learn about the pandas' natural diet and habits.

Telemetry Device

Headline: Learning at Long Distance

Text: Scientists in the field can't always see the animals they study. Radio collars help them locate and track the panda's activities. See if you can find the hidden panda by turning the transceiver.

讲解设施十六：大型壁画

时间表：(需要收集近二十年内所发生的熊猫大事)

标题：为什么竹子都枯干了？

大熊猫在野外减少大事记

内容：(加入新闻报纸中对竹子开花、野外栖息地的减少、竹子枯干死亡的报导)

讲解设施十七：繁育中心月历

标题：一月 (该月发生什么事?)

二月 (该月发生什么事?)

三月 (该月发生什么事?)

四月 婚配季节

五月 (该月发生什么事?)

六月 (该月发生什么事?)

七月 (该月发生什么事?)

八月 (该月发生什么事?)

九月 (该月发生什么事?)

十月 大熊猫宝宝出生

十一月 (该月发生什么事?)

十二月 (该月发生什么事?)

讲解设施十八：开创大熊猫的未来

标题：我们能帮助大熊猫返回野外

内容：转动滚轮，了解帮助大熊猫返回野外的最佳方法

讲解设施 二十一：仿真的野外研究站

简介标志

标题：野外研究站

内容：我们目前许多对大熊猫的了解来自野外的研究工作。研究人员在栖息地设立像这样的研究站来研究观察大熊猫的食性与嗜好。

无线电信号跟踪器

标题：远距离跟踪

内容：研究人员不可能每次都发现大熊猫的踪迹。发射无线电信号的圆圈，可帮助研究人员追踪并记录大熊猫出现的地点和活动。看看您是否能找出那只躲起来的大熊猫！

Element 22: Touch the Panda Program

Headline: Picture This

Text: Some pandas at the Center will always remain here as captive breeding animals. People who are helping the pandas by donating _____ or more can have their photographs taken with these pandas.

Other pandas may be returned to the wild and cannot be handled. For their safety in the wild, it is important that they do not become accustomed to human contact.

If you would like more information about having your photograph taken with a live giant panda, please visit the Adopt-a-Panda building near the entrance to the Center.

Element 23: Panda Facts

Text: How much does a giant panda weigh? (??)

How many giant pandas are there in the wild? (about 800)

How many giant pandas are in captivity? (??)

How big is a giant panda baby when born? (3 to 4 ounces)

Statistics may help to describe the universe but not other beings; numbers cannot convey the quality of a creature, they cannot express love, anger, joy, and courage. (George Schaller, *The Last Panda*)

Element 24: Reintroduction Process and Theory

Headline: Reintroducing the Panda to the Wild

Text: At the Center, a panda's life begins in the breeding bedrooms and nursery areas. As it grows, it is moved to a habitat area where it can learn survival skills that will help it live a natural life in the wild. Pandas that will be reintroduced to their native habitat must have little contact with humans.

Element 26: Who Cares for Pandas?

Headline: Keeping Captive Pandas Healthy

Text: Select a question and push the button to hear from someone who cares for captive pandas.

What do captive pandas eat?

How successful is the captive breeding program?

How do you take care of a sick panda?

What research is being done at the Center?

How can I be part of helping the giant panda?

讲解设施 二十二：摸摸大熊猫

标题：想象一下，您与大熊猫的合影留念！

内容：中心内的部份大熊猫将一直留下来。如果您捐款赞助 _____ 人民币以上支持大熊猫研究繁育活动，作为答谢，您将能与大熊猫合影留念。

其它将回到野外的大熊猫不得与人们接触，以保证大熊猫回归野外后的安全。故把大熊猫与人类隔离是十分重要的。

如果您想更知道与大熊猫合照的细节，请到入口附近保育广场的大熊猫认养处，与讲解人员联络。

讲解设施 二十三：大熊猫家族

内容：大熊猫有多重？
目前野外有多少大熊猫？（大约800 只）
有多少圈养中的大熊猫？
刚生下来的大熊猫宝宝多重？（85-113 公克）

「统计数据也许能测量宇宙，但无法测量存在的意义；数字传达不出生物的本质，数字传达不出它们的喜怒哀乐和勇气」（乔治·舒乐，《最后的大熊猫》）

讲解设施二十四：野外放归大熊猫理论与实际

标题：重新野外放归大熊猫

内容：在繁育中心内，新生的幼仔诞生于繁育中心，在育婴室的精心照料下，茁壮成长，开始到半野外放归地区学习野外生存技能。即将放归自然的大熊猫，应尽量避免和人类接触。

讲解设施 十三：是哪些人在照顾大熊猫宝宝？

标题：确保圈养大熊猫的健康

内容：选择您想要了解的问题，按下按钮来听一听...
是哪些人在照顾大熊猫宝宝？
圈养大熊猫吃什么？
大熊猫的圈养工作有多成功？
是谁在照顾生病的大熊猫？
中心里作过什么研究规划？
我能为拯救大熊猫做些什么？

Element 27: A Balanced Diet is More than Bamboo

Headline: A Balanced Diet is More than Bamboo

Text: Pandas eat bamboo and lots of it. But that’s not all they eat.
Put the blocks in the scale and you’ll discover a balanced diet for a panda.

When researchers learned that bamboo alone could not support a panda, they created “leaf-eater biscuits” to give the pandas the nutrition they need. You can watch the leaf-eater biscuits and other food being prepared for the pandas at the building to your right.

Element 29: Interpretive Panel

Headline: When Pandas Do Poorly

Text: This hospital provides support for sick or injured pandas that need extra help. The building includes research labs where scientists and veterinarians study solutions for keeping pandas healthy in captivity.

Element 30: Orientation Kiosk (repeat of 2A)

Element 32: Interpretive Panels

Panel 1

Text: Humans can never know the truth about pandas. Therefore, enjoy the mystery—and help us endure. (Giant panda, as quoted by George Schaller in *The Last Panda*)

Panel 2

Text: Year after year
On the panda’s face,
A panda mask.

—Matsuo Basho (paraphrased)

Panel 3

Text: “From one year’s end to another, one hears the hatchet and the axe cutting the most beautiful trees. The destruction of these primitive forests, of which there are only fragments in all of China, progresses with unfortunate speed....They have the right to life and we annihilate them and brutally make existence impossible for them....It is unbelievable that the Creator could have placed so many diverse organisms on the earth, each one so admirable in its sphere, so perfect in its role, only to permit man, his masterpiece, to destroy them forever.” —Père Armand David, 1875

Element 34: Orientation Map (repeat of 1A)

讲解设施二十七：均衡的饮食不能光靠竹子

标题：均衡的饮食不能光靠竹子

内容：大熊猫不仅吃许多竹子，其实他们也吃别的植物。

把这些模型就放看，您会发现一组提供大熊猫均衡的饮食。

研究人员发现，只靠竹子不能为熊猫提供足够的营养，所以他们研究开发了「大熊猫饼干」来补充大熊猫缺乏的营养。您可到右方的食物配置车间里观看大熊猫饼干调配的情形。

讲解设施二十九：讲解牌

标题：当大熊猫生病的时候！

内容：生病或受伤的大熊猫来熊猫医院接受诊疗，科研人员与医生在此研究，让圈养的大熊猫常保健康。

讲解设施 三十：导游亭（与讲解设施二相同）

讲解设施 三十二：讲解牌

讲解牌一

内容：也许人们永远也无法知道大熊猫之谜的真相，所以，让我们细细品味大熊猫之谜——从中享受探索真理的苦与乐。（引自乔治·舒乐。《最后的熊猫》）

讲解牌二

年复一年
大熊猫面容中
所隐藏的机密
——一个大熊猫面具

——日本诗人 松尾芭蕉

讲解牌三

内容：「一年又一年，从年初到除夕，震耳欲聋的伐木声，砍伐着那些最美丽的树林。以惊人的速度，蚕食着中国仅存的原始森林... 这些森林虽然也有生存的权力，但我们人类却无情地、毁灭性地将其砍伐，使他们几乎无立锥之地... 很难想象造物主在地球上创造了这么多种美妙生物，分别扮演着他们各自的独特的不可或缺的角色，却被造物主的杰作——人类，永远的毁灭了。」

法国神父/命名大熊猫的博物学家
皮耶 阿莫 戴维，1875年

讲解设施 三十四：导游亭（与讲解设施一相同）

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*Humans can never know the truth about pandas.
Therefore, enjoy the mystery—and help us endure.*

—Giant panda, as quoted by George Schaller in *The Last Panda*

也许人们永远也无法知道大熊猫之谜的真相，所以，让我们细细品味大熊猫之谜—从中享受探索真理的苦与乐

— 引自乔治·舒乐《最后的熊猫》

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