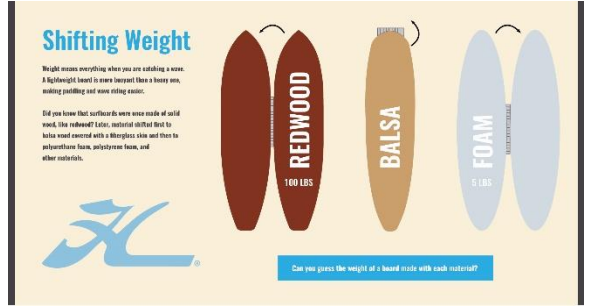




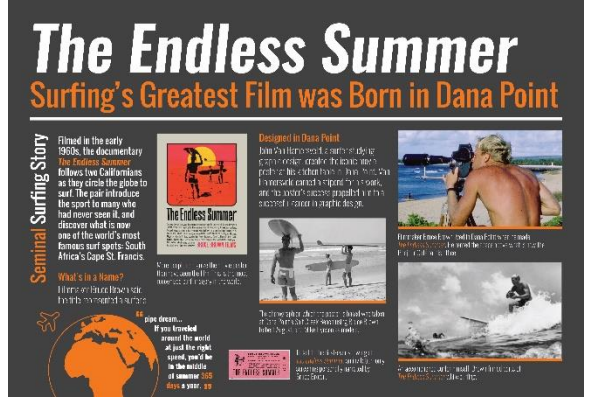
**South Cove  
Dana Point, California**

*As interpretive planners, we strive to be storytellers, not encyclopedias. At South Cove, we designed an experience that celebrates Dana Point as a coastal community, mecca for surfing, a center of innovation, and home of legends. We took the town's iconic objects, like surfboards and highway towers, and linked them to stories about legacy, entrepreneurship, and pursuit of the perfect ride.*

In 2017-2018 The Acorn Group worked with the City of Dana Point, the Hobie Memorial Foundation, and the families of now-passed legends and heroes. The result of this effort is a blend of interpretive panels, bronze sculpture, and unusual media including a panel that resembles a surfboard, a replica of the town's Pacific Coast Highway (PCH) Tower, and "flip lids" that challenge the reader to guess the weight of surfboard materials.



South Cove's meandering paths lead to the Hobie Alter Memorial, PCH Tower which echoes the original 1928 Richfield Tower, statuary and panels that pay tribute to ten iconic figures, and interpretive panels that weave stories about the people, places, and events that put Dana Point on the map.



Each piece of interpretive media reflects one unifying theme, helping visitors grasp a single, powerful message: *Surfing and sailing helped put Dana Point on the map. While innovation fueled the industries, it was passion that fueled the sports.*