WILD WALK OPENING

Tupper Lake, NY – On July 4th, 2015, after being in development for eight years and being built three times, Wild Walk opened. Wild Walk transforms the forest into a living, breathing, learning landscape through nature-driven activities and carefully designed observation points. Wild Walk’s trail across the treetops experience includes a four-story twig tree house and swinging bridges, a human-sized spider’s web hovering 24-feet off the ground, and a spiral walk inside a ‘dead’ tree’s thriving core. There’s even an over-sized bald eagle’s nest at the highest point where visitors can imagine life as one of the raptors that have made such an astounding comeback in the Adirondacks.

Set on 115 acres, The Wild Center is a reimagining of the traditional science and nature museum. In place of a traditional collection stored in vaults, the Center mixes the living natural world inside its 54,000 square foot main building with live exhibits, and includes outdoor experiences, multi-media shows and hands-on everything.

Wild Walk took that experience a step further. Armed with new 3D-modeling technology, designer Chip Reay and his team converted 84 tons of steel into an organic microcosm that pays homage to its majestic surroundings. The entire walk was built first on computers where designers modeled every angle and element. It was then built on the outskirts of Syracuse, NY to make sure all the pieces fit together before it was trucked and re-erected in its Adirondack forest home.

“We have this great hub for exploring nature in the middle of the woods,” said Stephanie Ratcliffe, The Wild Center’s executive director. “This has been our dream for years, to have a chance to knock down the walls and see what happens when the roof is the sky and the floor takes you up off the ground, and then fill the whole experience with stories that let us all see the natural world from new perspectives.”

Wild Walk added a new dimension to what was already praised as the number-one attraction in the Adirondacks and was funded as part of a $20 million dollar campaign to expand on the success of the original Wild Center.

Opening Wild Walk caused the Center to break every single attendance record set over its 9 year history, welcoming more than 158,000 visitors in 2015 alone. In 2015, it had more members than at any time in its existence, admitted more customers in its first 30-days since the Walk opened than it did in any other 30-day period, including its big initial opening in 2006.

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