

Bunkroom Interpretive Plan

LEO CARRILLO RANCH HISTORIC PARK | CITY OF CARLSBAD



ARTEFACTDESIGN
July 1, 2019



Interpretive Summary Outline

Overview

The stable bunkroom will feature a 360-square foot exhibit and education space. The stable and its bunkroom presents Leo Carrillo's work as an authentic rancher, and his *Californio* heritage as steward of California's land and culture, and a California ambassador in cultural preservation.

The bunkroom served as the sleeping quarters for *vaqueros* and special guests, and as Leo's *La Oficina*. The bunkroom will interpret ranching, and Leo's participation in parades, through exhibit experiences, visitor interactives and programs.



Contents

Interpretive Summary Outline	2
The Big Idea.	4
Areas of Interpretive Focus	6
Deliverables Timeline.	8
Program Opportunities.	9
Generational Audiences	10



The Big Idea

Interpretive Mission

Guided by the Leo Carrillo Ranch Park Master Plan (1998) for the 27-acre Leo Carrillo Ranch Historic Park, the mission is to interpret the life and times of Leo Carrillo and his guests from 1937–1961 to deepen visitor connections with California ranch history.

The bunkroom exhibit will mirror the style of *Adobe is My Birthstone* exhibit in the Barn Visitor Center, including graphic fonts, color palettes and touchable experiences.



Park Audiences

Our visitors are a diverse group of people:

- Multigenerational; families
- *Cisco Kid* television audiences who remember the show and seek that connection here
- Older adults who reminisce about the ranches they've lived on or visited
- International visitors seeking the classic, Western culture
- Locals — many surprised they discovered a hidden gem, often new to the area
- 4th Grade California History & Art students, parents and chaperones
- Special event guests in the stable — in evening — and who return in later visits

*Resources: Interviews with Mick Calarco, LCR photo archives, former Recreation Supervisor Charles Balteria and Recreation Supervisor Sara Kelly.

Leo The Rancher

The primary exhibit experience is to interpret Leo Carrillo as an authentic rancher in the golden days of his *Californio*-style ranching.

Outside the bunkroom entry, for those peeking in, will be two interpretive panels. Visitors will get a sense that this was not a Hollywood set with someone else directing. This was Leo's real life: dusty and rewarding, and a life that brought Leo joy.

Panel One Theme—Welcome to the Bunkroom

Interpret its simplicity, purpose and how it was used.

Panel Two Theme—Ranch Authenticity

Leo was a 7th generation *Californio* and wanted to perpetuate the ranching lifestyle by working and caring for the land. He used and adapted what he needed. We may ask, "Do you see how Leo is considered an authentic rancher?" His love for the countryside — authenticity — he did it here, and in his 17 years of service on the California Beaches & Parks Commission.

The Big Idea continued

Takeaways: What is your heritage? Your tie to the land? Visitors can connect with how ranching is a serious and physical endeavor through Leo's authentic care of his ranch and ranch life.

The central story is to interpret the simple, rustic nature of the bunkroom and its guests.

Entering the Bunkroom ...

Visitors can explore the room as it may have been when *vaqueros* hung their *sombreros* and *serapes* after a dusty day in the valleys with cattle and horses. Visitors can touch, sit on the lower bunk bed, sit at his desk and flip through a checkbook, listen to a song and see period ranch artifacts primarily interpreting Leo's ranch life in this room.

Takeaway: Visitors can connect with the sleeping quarters of a working mid-century ranch. Through visual and touchable experiences, they can learn how life felt in the day-to-day running of the ranch.

La Oficina: A secondary story is to illuminate the business side of mid-century ranching.

As an authentic rancher, Leo's business desk will reveal his investments into caring for dozens of cattle, fowl, ranch horses, ranch caretakers, field crops, and field hands, fiestas, and much more. Sitting at his desk, visitors can enjoy a flip book, connecting with the business side of operating a ranch by learning about the authenticity of Leo's ranch business. Distinctions on what he raised or bought can be told through his desk.

Takeaway: Visitors can explore where some ranch purchases originated, what they were used for, and how much it cost then, and now.



Areas of Interpretive Focus

Life and Times of Ranching

See, Touch, Listen

It is important to interpret the bunkroom guided by archival photography that informs us of its life and times. The exhibits in development highlight the experience, while leaving the room close to its original condition and with space for public programs and 4th grade classes.

See: Interpretive Panels and Image captions

At the entry to the bunkroom in the stable breezeway, guests can read about the room's history, its people, its life and times during Leo's ranching years with archival photography and interpretive stories.

See: Glowing Fireplace

Fire-projected glowing logs in the stone masonry fireplace will add a touch of warmth to the visitor experience and in public programs.

See + Touch: Exhibit Artifacts and Memorabilia

Use archival photography to verify exhibits and memorabilia. New artifacts may be donated.

- Interactive ranch saddle from the Visitor Center
- Tack: ropes, lassos, reata, horse shoes, etc
- Clothing: sombrero, bandana, serape — possibility to display within the closet
- Boots and spurs
- Mid-century era mattresses (not straw) and bed coverings
- Replica desk and chair

See + Touch: Tack on the Wall *Saddle Up!*

See tack arranged in a way that shows how a horse is readied. What goes first? Then next, to saddle up a horse? Items may include: lasso, reata, bridle, horseshoe, brush, etc. These will be carefully displayed so that the wall logs may not be compromised by visitors. It is possible that there will be some tack to touch not part of primary wall display.

Touch: Check Flip Book

What do things cost? Where do things come from? Connect with the business of running a ranch—5 checks illustrated

Touch: Bottom Bunk *Goodnight Cowboy*

Sit on the lowest bunk and feel the replica mattress similar to ones slept on.



Areas of Interpretive Focus continued

Listen: *La Golondrina The Swallow*

“This old song, which had been my cradle song, eventually soothed me and I dropped off to sleep.”—Leo Carrillo (TCIL p.34)

Listen to the old Spanish nursery song, *La Golondrina*, the swallow, representing a longing for the homeland. Lyrics will be interpreted on the wall, and we will seek the simplest, most beautiful rendition.

- Push a button to play the song

Touch: Ranch Saddle

The ranch saddle from the visitor center may be placed under the small center bunkroom window. Guests are encouraged to sit on the saddle as they do in the barn exhibit.

**Note: the silver and turquoise parade saddle will be displayed in the Adobe Is My Birthstone exhibit. This creates a fresh focus with the showcase of a new acquisition. More importantly, this saddle will be available to see every day. A mini-parade exhibit may include Toni's parade dress, photos, awards — exhibit development will yield what is in archives.*

Saddle Display Examples



Existing Saddle Display

Parade Saddle



Deliverables | Timeline

Align the exhibit opening with a Holiday-themed public event at the park. Consider having Richard Renaldo publicly present the parade saddle to Mick Carlarco, a filmable gesture of the exhibit's live opening, and symbolic to the Cisco Kid series.

July

Interpretive Summary Deliverable & Exhibit Concepts Presented

August

30% Content Deliverable

September

60% Content Deliverable

October

90% Content Deliverable

November

100% Content Deliverable

December

Exhibits and Panels Prepared for Fabrication

January 2020

Installation —Grand Opening



Program Opportunities

During a kickoff meeting on March 11, stakeholders communicated ideas about ways that the bunkroom could be incorporated into programs beyond the exhibit experience. This is a summary for those ideas and recommendations:

Docent Tours

Weekends and Special Occasions

- Docents can interpret the change of the seasons as Leo would have known them—peafowl breeding season, plants in bloom, fall harvest, etc. There is always a reason to return as the seasons, like life on the ranch, evolve through the years.
- Script for Bunkroom Exhibit to come—key points for docents to expand on their favorite stories of *vaqueros*, Leo the rancher, and life in the bunkroom
- *The Price is Right!*—Television game show styled activity, contrasting what Leo's ranch life purchases cost then, and now

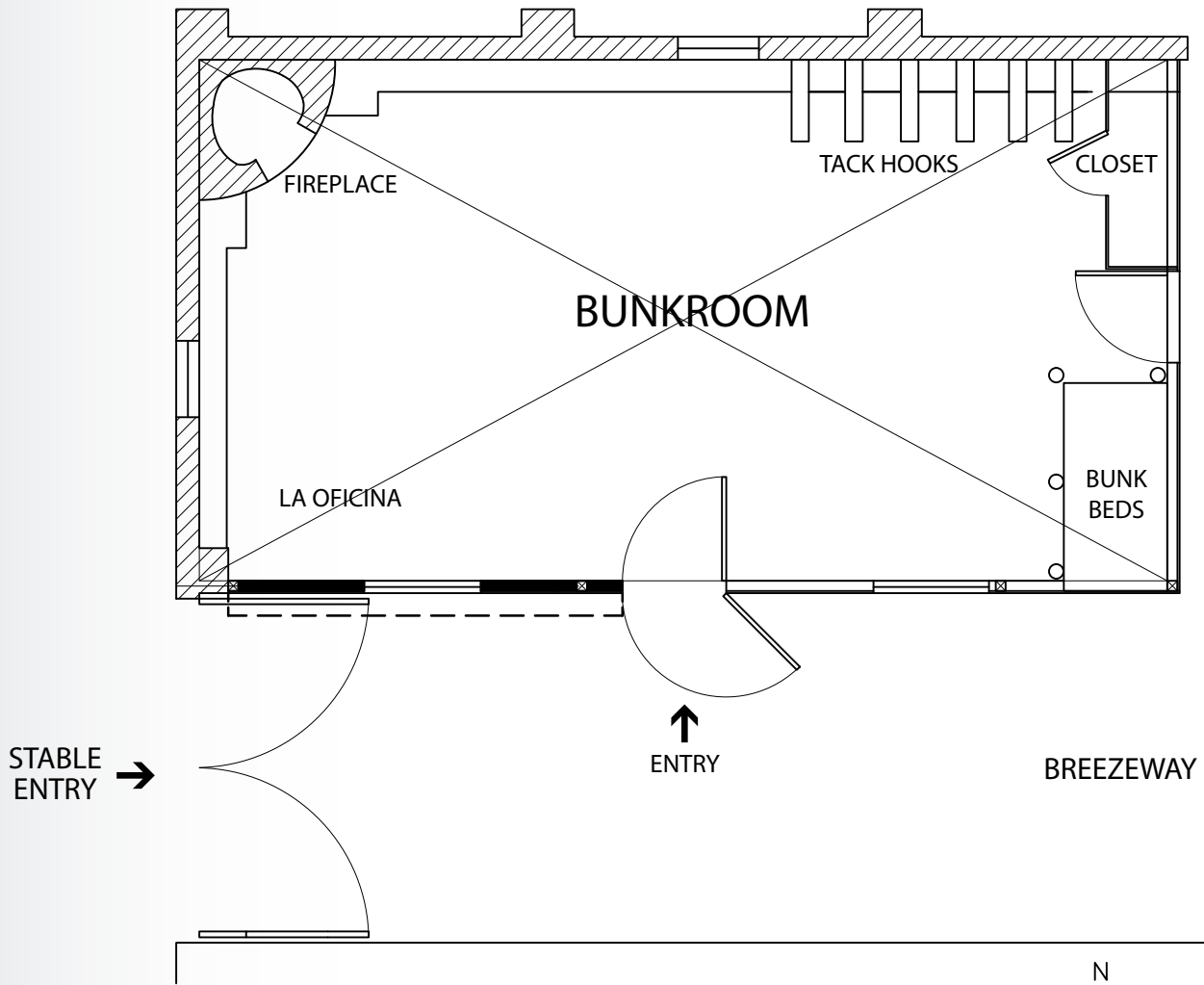
CA Art & History Program

- Introduce children to play the tack game, *Saddle Up*, demonstrating the steps in saddling a horse.
- Art & History classes may be scheduled in the bunkroom with students (carpet squares on the floor) for sketching, collage, or sewing activities.

Public Programs

- Holiday Season special opening (or early 2020) with Richard Renaldo placing the saddle in its viewing case, and officially opening the exhibit.
- *Día de los Muertos*, or Day of the Dead 2020—art making activities in the stable as part of the bunkroom experience
- Cowboy Sing-Alongs
- Host guest experts by stone masonry fireplace (with artificial fire, logs, heat) featuring a history expert, Native American, or other featured guest for weekend program in fall or winter





PLAN VIEW
 SCALE: 3/16" = 1'-0"

