



CASE STUDY

Louisiana Civil Rights Trail

Location: Louisiana
Designer: GMc+ Company Advertising
Fabricator: Solomon Group

Louisiana is a unique, rich, centuries-old melting pot of cultures, races, and people. Now a new program, The Louisiana Civil Rights Trail, pays homage to the trailblazers who played significant roles in the advancement of civil rights through the state. The Louisiana Civil Rights Trail highlights key real-life stories and events of the civil rights era. The program was initiated by Lt. Gov. Billy Nungesser and the Louisiana Office of Tourism.

The Louisiana Civil Rights Trail has life sized markers installed at the sites of historical landmarks and events throughout the state. The trail was designed to inform and inspire the public on a self-led historical journey through Louisiana's involvement in the Civil Rights Movement.

The markers are 7-foot-tall steel silhouettes of a person with an interpretive High Pressure Laminate panel attached displaying text and historical photos. The unique interpretive markers help visitors make their way through the state following the historical journey.

