

THE HERSHEY STORY: THE MUSEUM ON CHOCOLATE AVENUE

the m.s. hershey foundation

HERSHEY, PA

For well over 100 years, the word “Hershey” has been synonymous with the Great American Chocolate Bar. Now, The Hershey Story takes visitors on an inspirational journey through the life of Milton S. Hershey, the man, his chocolate company, the town that bears his name, and his generous legacy. The museum explores the rags to riches accomplishments of an American entrepreneur who used his personal wealth to enrich the lives of others. The Hershey Story uses full-scale original and replica architectural props to lead visitors through the door of Hershey’s birthplace and homestead and past the facades of his first candy shop & factory. Interactive exhibits and static displays detail Hershey’s energy, entrepreneurship and determination and how he eventually revolutionized the production of milk chocolate. In five interconnected theme areas stories are vividly told in computerized sound and scenes. Among them is a demonstration of chocolate making on a circa 1920s conche machine. Explus was responsible for project management, detailing, fabrication, and installation of all elements.



PROJECT INFORMATION:

Location: Hershey, PA
Size: 10,800 Square Feet
Design Firm: Gallagher & Associates
Contract/Project Type: Bid/Build

