



YOUR VISITORS **TRUST** Crayola®

Crayola knows creativity.

Crayola IDEAworks: The Creativity Exhibition is the brand's first-ever traveling museum exhibition. The immersive, interactive experience challenges visitors with hands-on activities that will hone their design-thinking skills and empower their unique creativity with the keys to creative problem solving: I – Identify, D – Define, E – Explore, and A – Assess.

Crayola has been innovating, inventing, and influencing creativity for over 100 years! The brand is consistently ranked as the “most loved brand for moms” and is recognized by 99% of U.S. households. Crayola is a trusted, evergreen brand and the perfect creativity ambassador for this imaginative traveling exhibition to drive attendance through STEAM-based experiences at your museum.



Crayola is engaging students and elevating creativity in classrooms, home-school, and after-school settings with their highly interactive createED educational resources. Crayola IDEAworks: The Creativity Exhibition will engage teachers, schools, and home-schoolers with pre-visit lesson plans and provide ongoing creative development and inspiration post visit.

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Best known for their iconic box of crayons, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable.

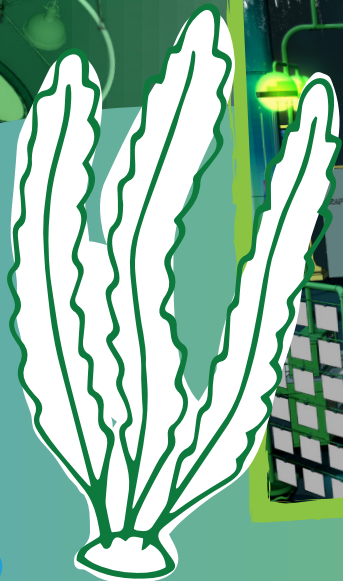
exhibition content THEMES

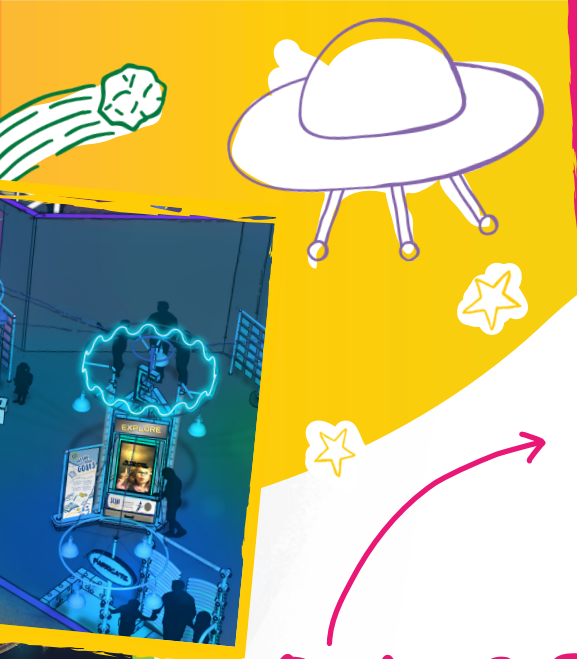
Creativity is innately inside all of us, we just need to ignite it.

Through innovation, invention, and influence, we can explore solutions to overcome challenges.

By increasing self-confidence and combining our strengths, we can all be innovators, inventors, and influencers.

At Crayola IDEAworks: The Creativity Exhibition, visitors will immerse themselves in an interactive, cutting-edge, and personalized adventure guided by RFID wristbands.





EXHIBITION AREAS

- **Crayon Box Theater** – Guests sign in with their Creativity Skills wristband ID at one of six crayon-themed kiosks. Then, the lights dim and the theatrical experience begins —you're needed to help solve some problems in the Colorverse! Hurry “Out of the Box” and into the bustling IDEA Workshop to get started!
- **IDEA Workshop** – Visitors will have their creativity put to the test with interactive challenges that hone their skills in order to meet the challenges awaiting in the Colorverse. The four sections in this area – I, D, E, and A will each feature questions and puzzles that will determine creative strengths as an innovator, inventor, or influencer.
- **Colorverse** – Once visitors are cleared to enter the magical Crayola Colorverse, they will travel to the bustling City of Crayopolis, a thriving Mars Colony, and a curiosity-bending Sea Base to put their IDEA skills into action and test solutions to complex problems based in current scientific research! Guests will be inspired to use their creativity to innovate, invent, and influence their way to unique solutions.
- **The Grand Finale** – Bidding farewell to the Colorverse guests will receive a customized summary that reveals their creative strengths during their adventure, highlighting that individual's unique superpowers!
- **Studio Store** – Filled with feelings of pride and creative fervor, guests exit through the studio shop. Visitors will find curated Crayola merchandise, creative STEAM toys, and exhibition-specific merchandise for continued learning at home.



EXHIBITION HIGHLIGHTS

- **An exhibition with education at its core.** Each interactive experience is designed to explore the IDEA creative problem-solving process and give visitors the opportunity to strengthen each skill.
- **A personalized experience.** Visitors use RFID wristbands to customize their experience by creating a personalized profile. Your wristband hones your individual creative skills. How will you shine during your visit?
- **An immersive environment.** The Colorverse allows visitors to test their creativity in a whole new fantastical—and colorful—world.
- **Hands-on and thought-provoking.** This exhibition features a combination of thoughtful digital interactives, as well as hands-on exhibits, to provide a rich experience for multi-generations and learning styles.

EXHIBITION SIZE

- 8,000-10,000 square feet

EXHIBITION REQUIREMENTS

- **Staff:** Estimated four dedicated staff depending on layout and venue
- **Environmental:** Gallery climate control required
- **Door Opening:** Requires a minimum door/elevator opening of 6 feet wide by 9 feet high by 12 feet long
- **Height:** Ceiling height of 12 feet required
- **Lighting:** Gallery must have track lighting or similar and control ambient light levels
- **Security:** Gallery must be secured after hours
- **Maintenance:** Regular a/v maintenance required

TARGET AUDIENCE

- Multi-generational families with children 6-12 years of age
- Student groups

LIMITED EXHIBITION TOUR

Premiering in Spring 2021, Crayola IDEAworks will tour to the top-10 metro areas in North America.





PRODUCED BY

A G E N C Y

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EXPERIENCES

WE TAKE FUN SERIOUSLY.

Elev8ing family and entertainment brands through innov8ive, immersive experiences. Agency808 is a creative agency that serves children, their families and the brands they love. We are storytellers and experiential architects that bring ideas to life by curating and developing immersive, compelling experiences which create meaningful, emotional connections that resonate with audiences.

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