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# The Franklin Institute to host world premiere of Crayola IDEAworks: The Creativity Exhibition

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**September 24, 2020** — Crayola has sparked imagination and ignited creativity all over the world for more than a century. Best known for their iconic box of crayons, the spectrum of Crayola products is rooted in innovation and invention.

Today marks the next step in the company's ongoing evolution with the announcement of a brand-new, state-of-the-art museum experience, *Crayola IDEAworks: The Creativity Exhibition*. The exhibition is produced by Agency808 in collaboration with Philadelphia's renowned science museum, The Franklin Institute. The world- premiere of the U.S. tour launches at The Franklin Institute on February 13, 2021, and **tickets** are now on sale to the public.



"Crayola IDEAworks: The Creativity Exhibition pushes the boundaries on every industry norm," says Clayton Ferguson, Agency808 Principal and Executive Producer. "We've pulled together a team of the brightest and most experienced minds in the business to design an exhibition that fosters creative problem-solving skills through interactive challenges in a way that has never been done before."

The exhibition's name, *IDEAworks*, derives from the acronym: **I** – Identify, **D** – Define, **E** – Explore, and **A** – Assess, outlining the design thinking process. This immersive and interactive experience will challenge





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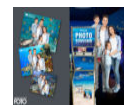
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visitors with activities that hone problem-solving skills and empower their own unique creativity.

“Crayola believes everyone has creativity innately inside of them, and we continue to look for new ways to ignite it. This exhibition highlights the spirit of innovation and invention that flows throughout the company with the omnipresence of ‘What If?’ that is at the heart of the brand’s true north,” said Crayola VP of Business Development and Global Licensing, Warren Schorr. “Everyone at Crayola could not be more excited to partner with Agency808, who has assembled the best in class creative and development team to bring this vision to life!”



Walking into *Crayola IDEAworks: The Creativity Exhibition*, visitors will immerse themselves in state-of-the-art digital interactives and exhibits that will provide a personalized adventure guided by RFID wristbands. During the exhibition, guests will encounter three distinct areas:

**Workshop** – The exhibition’s opening space is where visitors will have their creativity put to the test with challenges that hone their skills. The four sections in this area, I, D, E, and A, will feature questions and puzzles that will determine creative strengths.

**Colorverse** – Once visitors enter the magical Crayola Colorverse, they will travel to the bustling City of Crayopolis, a thriving Mars Colony, and a curiosity-bending SeaBase to put their IDEA skills into action and test solutions to complex problems based on current scientific research and discovery. 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!



With Crayola’s headquarters based in Easton, Pennsylvania, there is great synergy in launching this tour at one of the country’s most esteemed science museums in nearby Philadelphia.

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"The Franklin Institute is thrilled to host the world premiere of this state-of-the-art exhibition, *Crayola IDEAworks: The Creativity Exhibition*," said Larry Dubinski, President & CEO of The Franklin Institute. "Success in science requires a creative mind, and this Crayola experience brings the art of scientific thinking to the forefront—sparking curiosity, asking the "what-if" questions, and continually evaluating and re-imagining problems to find innovative solutions."



The Franklin Institute is proud to present *Crayola IDEAworks: The Creativity Exhibition* in the Nicholas and Athena Karabots Pavilion and in the Mandell Center. PECO, the premier corporate partner of The Franklin Institute, is the presenting sponsor of the exhibition, and Liberty Coca-Cola is the associate sponsor.

Following its world premiere at The Franklin Institute, the exhibit will be embarking on a multi-city, U.S. tour.

For more information, and to purchase tickets for the world premiere of Crayola IDEAworks: The Creativity Exhibition, visit [www.fi.edu/crayola-ideaworks](http://www.fi.edu/crayola-ideaworks).

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10/9/2020

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