



Exhibit Big Idea & Main Message

Exhibit Big Idea:

We can go anywhere, over land, sea, and air when we create extraordinary vehicles to take us where we want to go!

To go on a travel adventure to exotic locations, you'll need to think creatively, plan, and build vehicles to move through all kinds of terrain.

Exhibit Mission Message:

To go on a travel adventure to exotic locations, you'll need to think creatively, plan, and build vehicles to move through all kinds of terrain --- mountains, oceans, jungles, and deserts, to name a few.

Exhibit Main Interpretative Message:

There are lots of different ways to travel from here to there.

Exhibit Components & Interactives Exhibit Walkthrough

Area 1: Intro Area

Families entering the exhibit will pass beneath an archway made of oversized plastic brick, topped by a dimensional exhibit logo. Colorful travel posters of real-world destinations appear on the face of the wall, asking families, “Where will you go? How will you get there?” and our final tag line: “What will you build?”

As they pass through the entry unit, families and children will find a large costume bin and mirrors, with labels inviting our visitors to “suit up for adventure” as they embark on their travels.

Elements:

- Intro Piece – a walkthrough entry piece featuring a large dimensional exhibit logo, and travel posters with dynamic text.
- Costume Bin – a variety of costumes for all kinds of travel adventuring will be available in a large bin on the back side of the entry structure; children and adults can choose their adventure by suiting up as airplane pilots, train conductors, racecar drivers, and other travelers.
- Family Guide Stand – if the venue chooses to use the family guide provided on mytraveladventure.org please place the guides in a stand or rack in this area.

Area 2: “What Will You Build?” Preschool Build/Play Area

A travel billboard with a photo backdrop of Japan’s Castle Himeji invite families with younger children (2-5) to start building their dream machine! This area includes a large build table stocked with oversize bricks and vehicle parts to get them started on their travel adventure. Once their vehicle is ready, children can test-drive their creations on a two-dimensional play table, or send them on an adventure over different graphic terrains and through the doors of Castle Himeji. Nearby, a child-sized racecar built of brick stands against a backdrop of the speedway, providing a fun photo op.

Elements:

- “What Will You Build?” Table – a low build table with bins for bricks
- Play Table – a play table with graphic roads and rivers as well as a dimensional model of Castle Himeji.
- Travel Track – Brick cars can be placed at the top of a six-lane track and released for a fast downhill slide. Graphic cutouts suggesting different “terrain” types line the tracks; at the “finish line” cars will roll under a cutout of Castle Himeji. Prompt labels will encourage creative building and rebuilding of vehicles.
- Racecar Photo Op – a large brick model of a child-sized racecar provides a fun opportunity for play and family photos.

Area 3: “Where Will You Go?” Travel Adventure Vehicle Play Area

It’s time to suit up and hit the road! Families are invited to dress up as pilots, sailors, racers, and world explorers as they take the wheel of a life-sized toy vehicle and engage in large-motor play. This immersive space provides dynamic engagement for children to imagine traveling all the way around the world. Monitor screens in the windows of the cockpit display show looped video of various real-world environments.

Elements:

- Costume bins/mirrors – costumes may include pilots, sailors, ship captains, racecar drivers, and explorers.
- Adventure Vehicle – an oversized brick-themed airplane cockpit promotes immersive play. Video in the cockpit windows show looped video of real-world terrain scrolling past (deserts, mountains, jungles, cities, underwater, etc.) Oversized soft bricks are available in this area to “add on” to the back of the vehicle for creative building fun.

Area 4: “What Will You Build?” Main Build/Play Area

A brightly colored portal of bricks marks the entry to the main build area, with building activities suited for families with children age 6 and up (Note: all children age 3+ are permitted to build in this area). Within the barrier, a graphic billboard area-identifier shows a brick vehicle against a backdrop of Hawaiian jungles and volcanoes. Each build table holds bins of parts for creative building, and labels suggest particular travel challenges that builders might conquer --- “Could your vehicle... sail across a lagoon... drive up a sandy beach... and tunnel beneath a volcano?” Once they’re ready, the vehicle can hit the road on the Terrain Test Play Table! Additionally, children can take a digital photo of their vehicle, drop in an exotic scenic backdrop, and post their unique creation to a gallery on the museum’s website.

Elements:

- Entry Area – 2D graphics combine with a thematic three-dimensional barrier to enclose the brick build area and provide area identifying text and imagery.
- Build Table Stations – three build tables with partial stud tops and large brick bins await creators; each table will include a graphic “build challenge” to offer inspiration for creative problem solving.
- “Terrain Test Table” – when builders have perfected their craft, they can take it to the three-dimensional sculpted play table within the build area. Families will be able to try their vehicles out on a play table with various “terrain” surfaces and see how they perform. Roll up and down the side of a volcano, navigate around ocean obstacles, and slide across the sandy beaches of the Hawaiian Islands.
- “Share Your Creation” Computer Interactive – Once they are done building children can save their unique vehicle for posterity by using the “Share Your Creation” station. A small camera will allow families to photograph their model against a

destination backdrop, add a title, and upload it to the museum website (as well as emailing it to themselves).

Area 5: “How Will You Get There?” Model Area

To reach travel destinations around the world, families will need the perfect vehicle. This area of the exhibit showcases all the types of vehicles they might consider building, placing professionally built brick models against dynamic backdrops of real-life destination. The area’s identifying billboard features a brick vehicle flying past London Bridge; families and children are invited to look more closely at the model cases and imagine what they might build themselves!

Elements:

- “Vehicles In Action” Cases – four display cases show off our collection of brick vehicles against different travel backdrops, as follows:
- San Francisco Bay Bridge: streetcar, motorcycle, sailing ship, hang glider
- Paris Arc de Triomphe: touring car, zeppelin, semi-trailer
- Hawaiian Island: outrigger canoe, junk, helicopter
- Cape Canaveral Florida: space shuttle, airplane, airboat
- Label text within the cases will convey the messages of picking the right vehicle for the right terrain.

Area 6: “How Will You Get There?” Travel Inventions of the Past

Since the invention of the wheel, people have used vehicles to reach new places and overcome obstacles. Some of the greatest inventions from travel history are on view here in detailed brick dioramas – getting over the mountains with the transcontinental railroad, crossing the sea with giant ocean liners, taking to the air with the Wright brothers at Kitty Hawk, and driving cross-country with Henry Ford’s Model T’s. Label graphics illustrate for children and families how creative thinkers have overcome difficult terrain and technological challenges to build vehicles that take us anywhere we can imagine. Labels encourage young builders to take inspirations from these inventions as they imagine how to get going on their travel adventure!

Elements:

- Moments in Travel History – four display models highlight some key moments in travel history – the first flight, the first car factory, the first giant steamship, and the first transcontinental railroad. These dioramas are placed against historic photo backdrops to provide context.

Case #1: The Wright Brothers at Kitty Hawk

Case #2: Henry Ford’s automobile factory and Model T

Case #3: Ocean liner leaving New York

Case #4: Driving the Golden Spike

Area 7: Adventure Challenge Area

To get going on a travel adventure, families, and children may need a vehicle that can fly, roll, float, and dive. A brand new brick diorama illustrates the possibilities of creative building to get past all kinds of terrain obstacles; a custom designed “Travel Adventure Vehicle (T.A.V.)” can be seen carrying toy families on journeys through the clouds, under rivers, and up mountain roads. Families can collaborate to play the “Travel Challenge” vehicle-building computer game, making creative choices to build a vehicle that can conquer multiple obstacles to get to a destination.

Elements:

- Travel Adventure Vehicle (T.A.V.) Adventure Scene – a custom-built diorama depicts the Travel Adventure Vehicle (T.A.V.) meeting multiple travel challenges on land, below the sea, and through the air. The scene is populated with figures in humorous situations.
- “Travel Challenge” Vehicle Building Game – this computer game lets families make choices about building a brick vehicle to meet a series of travel challenges, such as lava, swamps, rivers, and oceans! Children can make choices to add different parts to a basic vehicle in order to get from here to there through hazardous terrain.

3,500 Sq. Ft. Gallery Layout

