

BUILDING BUDDIES

Lending a hand is loads of fun!

MARKETING KIT

 **Sciencenter**

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EXHIBITION SUMMARY

Grab your hard hat and put on your safety vest!

The *Building Buddies* need your help improving their community. Visitors are immersed in a multi-sensory environment filled with STEAM learning experiences designed to promote collaborative play.

Learning Goals

- Problem solve through asking questions and making observations
- Understand a problem to design a solution
- Simple machines help move large loads
- Teamwork is an asset that can be helpful in all kinds of situations

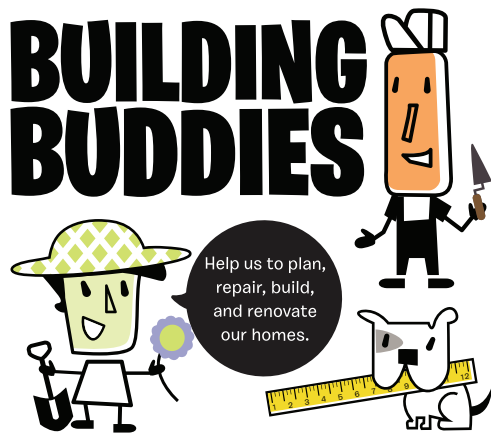
BRANDING GUIDELINES

LOGO

Option 1 - Title Logo



Option 2 - Character Logo



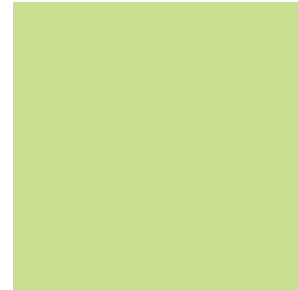
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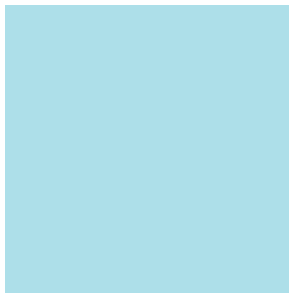
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TYPE

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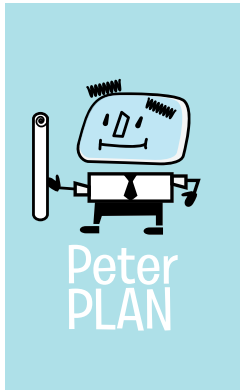
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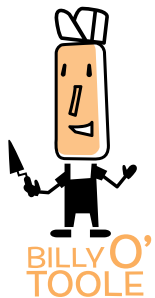
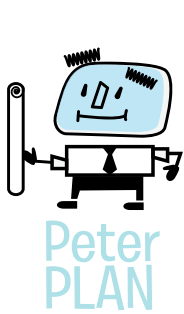
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DESIGN ELEMENTS



Illustrations cannot be inverted or put on black or dark backgrounds.



PRESS MATERIALS

EXHIBITION OVERVIEW

100 WORDS (103)

The *Building Buddies* exhibition portrays a small community where everyone is busy working on their homes. Different characters, “buddies”, invite young children to play, explore, collaborate, create, and learn while improving the “neighborhood”. Take a helmet and a safety vest to wear throughout the exhibition. Organize and plan a house with Peter the Architect. Help Eva to brighten up her bungalow. Build a dog house for Winston. Help Pipa Longpipe finish renovating her home. Climb up and build with Billy the Brick Layer. “Paint” with light, lay a garden path, climb a scaffolding, inspect a large drain pipe, build sturdy walls, and more!

75 WORDS (75)

Building Buddies is an immersive exhibition that portrays a small community where everyone is busy working on their homes. The exhibition features hands-on role-play experiences that encourage kids to plan, renovate, decorate, paint, tile, build, and more! *Building Buddies* provides development skills and learning opportunities including large and fine motor skills, imagination and pretend play, logical thinking, and social interaction. Take a helmet and a safety vest to help the *Building Buddies* improve the neighborhood.

50 WORDS (53)

Building Buddies is an immersive exhibition that features hands-on role-play learning experiences that encourage kids to plan, renovate, decorate, paint, tile, build, and more! “Paint with light, lay a garden path, climb a scaffolding, inspect a large drain pipe, build sturdy walls, and more! Join the Building Buddies and help improve the neighborhood.

25 WORDS (27)

Building Buddies provides a discovery environment that encourages the development of science and process skills at an early age, as well as promotes social interactions between visitors.

EXHIBIT DESCRIPTIONS

ENTRANCE “HAPPY HOMES”

Meet the *Building Buddies*: visitors are welcomed by four large colorful panels shaped like houses on which they discover the 6 “buddies” that they are invited to help.

On the back side of the panels, kids can:

- Take a helmet and a safety vest to wear throughout the exhibition
- Explore Peter’s office: organize and plan a house with Peter the Architect: visitors flip graphic panels on which sections of a large house are depicted. Children get to choose the location of rooms and make sure there are staircases on each level to access all the floors of the house.

EVA GARDNER’S BUNGALOW

Help Eva to brighten up her bungalow:

- “Paint with light” to change the colors of her kitchen cabinets using a pretend brush or a paint roller
- Dress up a window by hanging curtain strips of different colors
- Arrange a wall of assorted foam flowers and butterflies on pegs
- Lay a garden path with grass patches and rubber tiles

PIPA LONGPIPE’S HOUSE

Pipa needs assistance to finish renovating her house. Visitors are invited to:

- Lay triangular tiles in the bathroom, making their own pattern with three different color tiles
- “Tighten” the leaky pipes by connecting pipes and fittings together on a magnetic wall and using it as a ball run
- Arrange a wall of assorted foam flowers and butterflies on pegs
- “Inspect” the large drain pipe by crawling into the bright orange pipe
- Measure and install siding planks on the outside wall of the house (magnetic wall)

WINSTON’S DOGHOUSE

Build a dog house for Winston: visitors use foam “bricks” to build walls and long foam planks to assemble a solid roof.

EXHIBIT DESCRIPTIONS

THE WALLTONS RESIDENCE

Engineering and building skills are needed to help the Walltons enlarge their house: visitors use foam “bricks” of three sizes to build sturdy walls and a tall chimney to keep the family safe and warm.

BILLY O’TOOLE’S BUILDING

Climb up and build up with Billy the Brick Layer: visitors climb a scaffolding to move foam “bricks” up the structure with the pulley bucket and use the demolition chute to get the “bricks” down quickly. They can also use a hand-operated conveyor belt to efficiently gather the “bricks” in a storage bin, or move them around with the kid-sized wooden wheelbarrow.

BENCHES (4)

Large benches make seating areas for families, and can also be used to store the custom foam “bricks.”

MOBILES

Colorful characters and tools make up six mobiles for hanging over each of the main exhibits: Happy Homes, Eva Gardner’s Bungalow, Winston’s Doghouse, Pipa Longpipe’s house, The Walltons residence, and Billy O’Toole’s building.

BANNERS

Six banners, each featuring a different one of the six “buddies”, can be hung on building walls (single-sided).

PRESS RELEASE

<MUSEUM LOGO>

<Museum Name>

Media Contact:

Issued: <Date>

FOR IMMEDIATE RELEASE



GRAB YOUR HARD HAT AND PUT ON YOUR SAFETY VEST!

<CITY> Plan, renovate, decorate, paint, tile, build, and more at <Museum Name>'s new featured exhibition, *Building Buddies*, opening on <date>.

The *Building Buddies* exhibition portrays a small community where everyone is busy working on their homes. Different characters, “buddies”, invite young children to play, explore, collaborate, create, and learn while improving the neighborhood.

Grab a helmet and a safety vest to wear throughout the exhibition before helping Peter the Architect organize and plan a house. Make sure there are stairs leading to every level! Head over to Eva's to help her brighten up her bungalow with new paint and curtains inside and a garden path and flower garden outside. Pipa Longpipe needs help renovating her home. Visitors are invited to create patterns and lay tile in her bathroom, tighten leaky pipes, crawl through a large drain for inspection, and measure and install siding on the outside wall of her house. Next, at the Walltons Residence, engineering, and building skills are needed to help them enlarge their house: visitors use foam “bricks” of three sizes to build sturdy walls and a tall chimney to keep the family safe and warm. Their dog Winston needs a home too! Climb up and build up with Billy the Brick Layer. Visitors climb a scaffolding to move foam “bricks” up the structure with the pulley bucket and use the demolition chute to get the “bricks” down quickly. They can also use a hand-operated conveyor belt to efficiently gather the “bricks” in a storage bin, or move them around with the kid-sized wooden wheelbarrow.

Building Buddies provides an immersive discovery environment that encourages the development of science and process skills at an early age and provides development skills and learning opportunities including large and fine motor skills, imagination and pretend play, logical thinking, and social interaction.

This exhibition will be on display through <date>. *Building Buddies* was developed by Loodo Exhibits, and touring in partnership with Sciencenter.

<museum boilerplate>

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PHOTOGRAPHY & CAPTIONS



At *Building Buddies*, climb the scaffolding to build Billy O'Toole's walls with foam bricks. Work with friends to move bricks using the pulley and conveyor belt, or send them down the demolition chute!



At *Building Buddies*, Engineering and building skills are needed to help the Walltons enlarge their house: visitors use foam "bricks" of three sizes to build sturdy walls and a tall chimney to keep the family safe and warm.



At *Building Buddies*, help Eva Gardner brighten up her bungalow by arranging a wall of assorted foam flowers and butterflies on pegs.



At *Building Buddies*, help Eva Gardner brighten up her bungalow by "painting" with light to change the colors of her kitchen cabinets using a pretend brush or a paint roller or dress up a window by hanging curtain strips of different colors.



At *Building Buddies*, explore Peter the Architect's office: organize and plan a house. Children get to choose the location of rooms and make sure there are staircases on each level to access all the floors of the house.



At *Building Buddies*, tighten the leaky pipes and help Pipa Longpipe renovate her house.

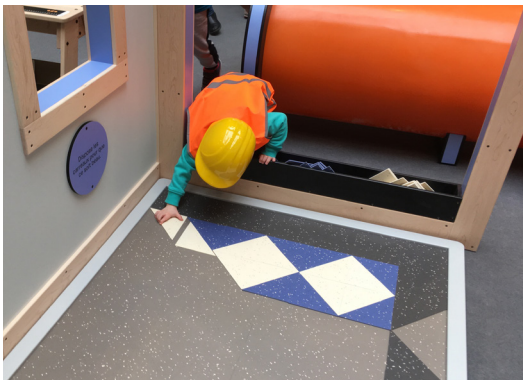
PHOTOGRAPHY & CAPTIONS



At *Building Buddies*, build a doghouse for Winston the Bulldog using foam bricks to build walls and long foam planks to assemble a solid roof.



At *Building Buddies*, lay a garden path with grass patches and rubber tiles to help Eva Gardner brighten up her bungalow.



At *Building Buddies*, help Pipa Longpipe finish renovating her house. Lay triangular tiles in the bathroom, and create your own pattern with three different color tiles.



At *Building Buddies*, climb a scaffolding to move foam bricks up the structure with the pulley bucket.



At *Building Buddies*, inspect the large drain pipe by crawling into it, to help Pipa Longpipe renovate her house.



At *Building Buddies*, use a kid-sized wheelbarrow to move foam bricks to different building locations.

ADVERTISING CREDITS

CREDIT LINES:

Building Buddies was developed by Loodo Exhibits, and touring in partnership with Sciencenter.

GUIDELINES:

Loodo Exhibits must be acknowledged in publicity about the exhibition whenever possible and credit should be given to the Sciencenter where appropriate.

SCIENCENTER LOGO

Primary logo



Stacked logo



LOODO LOGO

