MARKETING KIT

Sciencenter

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EXHIBITION SUMMARY

How do we move things on land, sea & air?

Explore the exciting world of movement on land, sea, and air. Through hands-on, interactive exhibit stations including a hovercraft chair, a canal lock system, pneumatic air tubes, pulleys, levers, and hydraulics, visitors can learn more about the science of how we get from here to there.

Learning Goals

- Gravity and motion affect transportation
- Simple machines help us accomplish work faster and more efficiently
- People can leverage the principles of physics to move aircraft, vehicles, and vessels

BRANDING GUIDELINES

LOGO

Option 1 - Primary Logo

Option 2 - Dark blue with road or without

Option 3 - No circle

Sciencenter

COLOR PALETTE

PMS 7705
C 100, M 13, Y 5, K 41
Hex # 006991

PMS 566
C 24, M 0, Y 13, K 0
Hex # c0e4e0

PMS 123
C 0, M 26, Y 100, K 0
Hex # fec00f

PMS 7413
C 1, M 60, Y 98, K 4
Hex # e77c22

PMS 302
C 100, M 48, Y 12, K 58
Hex # 003a5d

PMS 3258
C 65, M 0, Y 37, K 0
Hex # 4ac0b2

PMS 2925
C 85, M 21, Y 0, K 0
Hex # 009ada

PMS 2112
C 97, M 96, Y 0, K 41
Hex # 1e1965

PMS 674
C 18, M 83, Y 0, K 0
Hex # ca509d

TYPE

BREVIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890

BREVIA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890

BREVIA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890

BREVIA FONT FAMILY

Brevia is used throughout the *From Here to There* graphics. This soft, friendly, sans-serif type family font family includes seven different weights. The font can be purchased online.

DESIGN ELEMENTS

PRESS MATERIALS

EXHIBITION OVERVIEW

100 WORDS (138)

Ride a hovercraft to experience air pressure; float a boat to experiment with air flow. Lift, launch, and levitate your way through hands-on exhibits to explore how things move by land, sea, and air. Experiment with hands-on exhibits that make learning about gravity, friction, and the laws of motion fun!

Visitors can launch a colorful hot air balloon, operate an authentic canal lock system to move a boat from one water level to the next and experiment with pneumatics, pulleys, hydraulics, and levers to see what kind of mechanical advantage works best.

One hundred feet of Air Tubes allow visitors to send colored balls in a rushing channel of air from one station to another. Visitors can watch the balls as they dart across walls, over their heads, and appear at the other station in record time.

75 WORDS (75)

Explore the exciting world of movement on land, sea, and air. Through 20 hands-on, interactive exhibit stations that include a hovercraft chair, a canal lock system, pneumatic air tubes, pulleys, levers, and hydraulics, visitors can learn more about the science of how we get from here to there. Experiment with hands-on exhibits that make learning about gravity, friction, and the laws of motion fun! Designed to spark conversation and encourage interaction among children and families.

50 WORDS (51)

Ride a hovercraft to experience air pressure; float a boat to experiment with air flow. Lift, launch, and levitate your way through hands-on exhibits to explore how things move by land, sea, and air. Experiment with hands-on exhibits that make learning about gravity, friction, and the laws of motion fun!

25 WORDS (27)

Explore the exciting world of movement on land, sea, and air. Experiment with hands-on exhibits that make learning about gravity, friction, and the laws of motion fun!

EXHIBIT DESCRIPTIONS

WATER LOCKS

Operate an authentic canal lock system as you move your boat through different water levels. Can you adjust the valves to raise and lower water levels?

SIMPLE MACHINES

Discover how simple machines help move things in this ball-pit construction site. Use ramps, buckets and scoops to lift and load balls into a dump truck and move them around! Designed for toddlers and preschoolers.

HOW DO SAILBOATS SAIL INTO THE WIND?

Adjust the rudder and sail positions to send your boat across the windy lake. Change the wind direction for a new challenge as you try to reach the next port.

HOVERCRAFT

Sit down, settle in and fly through the air on this amazing hovercraft. Ride on a cushion of air that lets you twist, turn and travel with ease across the floor.

MINI HOVERCRAFT

Explore how air pressure makes a hovercraft work in this accompanying interactive component.

HOT AIR BALLOON

Turn up the heat to see how hot air balloons inflate and take to the skies.

HOW DO PLANES FLY?

See how changing air flow affects the movement of wings. Challenge yourself to make the “wing” hover, flutter or soar.

HEAVY LIFTING

Experiment with different forms of mechanical advantage as you lift identical weights. First lift the weights with no help. Then try the four methods to see how they make your job easier:

- pulleys
- levers
- pneumatics
- hydraulics

EXHIBIT DESCRIPTIONS

MAG-LEV

Discover how trains float in the air and travel at amazing speeds through magnetic levitation. Explore the potential of transportation using magnetic forces, and decide for yourself if this is the future of travel!

AIR TRANSPORT

Send colored balls through tubes from one station to the other in a rushing channel of air. Watch balls zoom up the walls and over your head to your friends at the other station. (Flexible layout; tubing can be extended.)

CARRY THAT WEIGHT

Experience the forces that affect how we move things across land and water. Which takes less effort:

- a boat on water?
- a train on tracks?
- a cart on a rough road?

What happens when you try different weights?

THE RIGHT ENGINE FOR THE JOB

Explore the insides of four important machines that power our cars, airplanes, lawnmowers and snowblowers:

- 2-stroke engine
- 4-stroke engine
- Diesel engine
- Wankel engine

PRESS RELEASE

<MUSEUM LOGO>

<Museum Name>
Media Contact:
Issued: <Date>
FOR IMMEDIATE RELEASE

EXPLORE HOW THINGS MOVE *FROM HERE TO THERE*

<CITY> Explore the science of how things move by land, sea and air at <Museum Name>'s new featured exhibition, *From Here to There*, opening on <date>.

Lift, launch and levitate as you experiment with hands-on exhibits that make learning about gravity, friction, and the laws of motion fun. Ride a hovercraft to experience how air pressure works, adjust wind speed to form fabric into an airfoil, and float your sailboat to experiment with the effect of wind, rudder and sail positions.

Visitors can turn up the heat to launch a colorful hot air balloon, operate an authentic canal lock system to move a boat from one water level to the next, and experiment with pneumatics, pulleys, hydraulics and levers to see what kind of mechanical advantage works best.

At the *Simple Machines* exhibit, visitors can use scoops, ramps, winches, and wheels to discover how simple machines can help move things across land. This ball-pit is fun for all ages, but is designed with the museum's youngest visitors in mind.

One hundred feet of tubing allows visitors to send colored balls in a rushing channel of air from one Air Transport station to another. Visitors can watch the balls as they dart across walls, over their heads, and appear at the other station in record time.

In addition to exhibits like *Water Locks and How Do Boats Sail Into the Wind?* that explore transportation by water, visitors will have the opportunity to interact with exhibits that explain the principles of how things move.

- more -

PRESS RELEASE

Visitors can feel the friction at *Carry That Weight* as they try to move different weights across dirt, train tracks and through water. Find out which is the Right Engine for the Job as you explore how internal combustion engines work to power anything from cars and airplanes to lawn mowers and snow blowers.

This exhibition will be on display through <date>.

The Rochester Museum & Science Center of Rochester, NY and the Sciencenter of Ithaca, NY developed *From Here to There* as part of the Traveling Exhibits At Museums of Science (TEAMS) collaborative. Funded by a grant from the National Science Foundation, *From Here to There* is sponsored locally by <sponsor>.

<museum boilerplate>

# # #

PHOTOGRAPHY & CAPTIONS

At *From Here to There*, operate an authentic canal lock system as you move your boat through different water levels.

Discover how simple machines help move things in this ball pit construction site. Use ramps, buckets, and scoops to lift and load balls into dump trucks and move them around! Designed for toddlers and preschoolers.

At *From Here to There*, learn how sailboats sail into the wind. Adjust the rudder and sail positions to send your boat across the windy lake. Change the wind direction for a new challenge as you try to reach the next port.

At *From Here to There*, sit down, settle in, and fly through the air on this amazing hovercraft. Ride on a cushion of air that lets you twist, turn and travel with ease across the floor.

At *From Here to There*, explore how air pressure makes a hovercraft work.

At *From Here to There*, turn up the heat to see how hot the air balloons inflate and take to the skies.

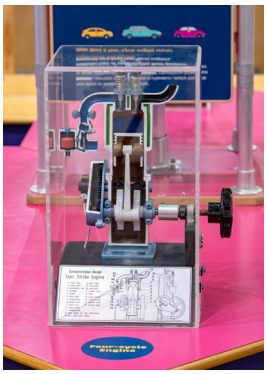
PHOTOGRAPHY & CAPTIONS

At *From Here to There*, experiment with different forms of mechanical advantage as you lift identical weights. First, lift the weights with no help. Then try pulleys, levers, pneumatics, and hydraulics to see how they make the job easier.

Visit *From Here to There* to discover how trains float in the air and travel at amazing speeds through magnetic levitation.

At *From Here to There*, send colored balls through tubes from one station to the other in a rushing channel of air. Watch balls zoom up the walls and over your head to your friends at the other station.

At *From Here to There*, experience the forces that affect how we move things across land and water. Which takes less effort: A boat on water? A train on tracks? A cart on a rough road?



At *From Here to There*, explore the insides of four important machines that power our cars, airplanes, lawnmowers and snowblowers.

ADVERTISING CREDITS

CREDIT LINES:

The Rochester Museum & Science Center of Rochester, NY and the Sciencenter of Ithaca, NY developed From Here to There as part of the Traveling Exhibits At Museums of Science (TEAMS) collaborative. Funded by a grant from the National Science Foundation under Award No. 0407058.

GUIDELINES:

The National Science Foundation funding must be acknowledged in publicity about the Exhibition whenever possible and credit should be given to the Sciencenter and Rochester Museum & Science Center as creators of the exhibition where appropriate.

SCIENCENTER LOGO

Primary logo

Sciencenter

Stacked logo

Sciencenter
Ithaca, New York

NSF LOGO