



TreeHouses

Look who's living in the trees!

MARKETING KIT

 Sciencenter

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EXHIBITION SUMMARY

Hang out...in the trees!

Immerse yourself in an indoor treehouse! Try stereoscopic viewfinders and look for tracking clues and natural artifacts in the treehouse. Turn a tree into a treehouse—and back again—by turning a dial. Learn how to become a responsible forester and find out how trees sustain life on Earth!

Learning Goals

- Trees provide habitats for many different animals
- Trees are used to make many products in our lives
- We can be environmental stewards by planting trees
- Animals leave identifiable traces behind

BRANDING GUIDELINES

LOGO

Option 1 - Primary Logo



Option 2 - Secondary Logo



COLOR PALETTE



C 90, M 45, Y 71, K 43
Hex # 004d41



C 65, M 0, Y 100, K 0
Hex # 60bb46



C 33, M 0, Y 50, K 0
Hex # b1d89b



C 85, M 46, Y 0, K 0
Hex # 007ac3



C 79, M 35, Y 0, K 0
Hex # 1c8bcc



C 11, M 2, Y 54, K 0
Hex # e7e692



C 0, M 60, Y 95, K 0
Hex # f5822b



C 39, M 70, Y 100, K 44
Hex # 6b3c00



C 70, M 67, Y 64, K 74
Hex # 231f20

TYPE

CAFETERIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAFETERIA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRESS MATERIALS

EXHIBITION OVERVIEW

100 WORDS (100)

Explore two accessible indoor treehouses and look for signs of the animals that call a tree home. Hunt for signs left by raccoon, woodpecker, bear, and other tree dwellers: touchable models of footprints, scat, and claw scratches. In the branches above you, find some tree animals that might surprise you. Move your feet or wave your hands to create a forest-sounds symphony of bear grunts, woodpecker taps, turkey gobbles, and more on the *Forest Sounds Dance Floor*. Learn about sustainable logging and the use of trees in our homes. View real and imagined treehouses and then design your own treehouse.

75 WORDS (77)

Explore the forest canopy—indoors! Roam from tree to tree and discover the many habitats that trees provide for animals large and small. Walk over a wobbly suspension bridge and climb through two large treehouses, become an animal tracker, get face-to-face with wildlife of all sizes, move your feet on the *Forest Sound Dance Floor*, build a treehouse, become a sustainable logger, and more. This hands-on exhibition makes learning fun as you explore responsible forestation and wildlife ecology.

50 WORDS (51)

The *TreeHouses* exhibition includes fun, hands-on ways to explore the important roles that trees play in providing homes for many different wild creatures. Incorporating all of the senses, this exhibit engages forest explorers of all ages in indoor nature explorations and the ecology of sustainable harvesting of these important natural resources.

25 WORDS (25)

At this immersive exhibition, discover who is living in the trees, build your own treehouse, listen to the sounds of the forest and much more.

EXHIBIT DESCRIPTIONS

ENTRY

A freestanding entry graphic and tree sculpture welcomes visitors to the exhibition.

THE TREE HOUSES

Explore two accessible indoor treehouses and look for signs of the animals that call a tree home. A wobbly suspension bridge connects the two treehouses.

ANIMAL SIGNS

Become an animal tracker! Hunt for signs left by raccoon, woodpecker, bear, and other tree dwellers: touchable models of footprints, scat, and claw scratches.

ANIMAL MOUNTS

In the branches above you, find some tree animals that might surprise you: a pine marten, a porcupine, and a wood duck. Peer into a periscope to get face-to-face with a flying squirrel taking off on a long glide.

CROW'S NEST

Peer into a periscope for a glimpse of a skunk hibernating among some roots. Young visitors can scramble up the steps into the *Crow's Nest* to better look down into the periscope.

LAZY SUSAN DIORAMA

Peer into a hollow tree trunk model and see, in a changing diorama, who moves into an old woodpecker's nest over the years: a screech owl, a black rat snake, and a silver-haired bat. Look up to see the woodpecker!

FOREST SOUNDS DANCE FLOOR

Move your feet or wave your hands down low to create a forest-sounds symphony of bear grunts, woodpecker taps, turkey gobbles, and more on the *Forest Sounds Dance Floor*.

STEREOSCOPIC VIEWERS

Stereo viewers show astonishing 3-D photos of the smaller life hidden in trees: tree frogs, spiders, and insects.

EXHIBIT DESCRIPTIONS

THE KITCHEN AND GALLERY

Learn about sustainable logging and the use of trees in our homes. View real and imagined treehouses and then design your own treehouse.

MORPHING KITCHEN

Do you live in a treehouse? You might! The *Morphing Kitchen* shows you how—the walls and kitchen chair are turning back into lumber and trees.

KITCHEN DRAWERS

Explore the kitchen drawers and decide: do you eat trees? Drink trees? You might be surprised: many fruits, nuts, and spices, even chocolate, come from trees.

TURN A TREE INTO A HOUSE

Turn a tree into a house! Scroll through a video showing trees being cut down, turned into lumber, and built into a house—then turn the house back into the forest!

BE A FORESTER

Play a touch-screen game to fill your lumber truck with trees while keeping the forest healthy and safe for the animals that live there.

TREEHOUSE GALLERY SHOWCASE

Find your favorite tree house characters: Winnie the Pooh and Owl, Swiss Family Robinson, the Ewoks, and Bart Simpson.

GALLERY WALLS

Gallery photos show how treehouses are reaching new heights. The childhood scrap lumber tree fort has been joined by tropical eco-resorts and wheelchair accessible treehouses built for a whole community to enjoy.

BUILD YOUR OWN TREEHOUSE

Kids of all ages can build a small treehouse! Keep it simple or make it as crazy as can be using wooden building rods and disks.

ACTIVITY TABLES (3)

Try out the three different activities at freestanding tables. Touch and stack beautiful pieces of wood into towers, make a leaf rubbing, or look up close with magnifiers at pinecones and other tree-related objects.

PRESS RELEASE

<MUSEUM LOGO>

<Museum Name>

Media Contact:

Issued: <Date>

FOR IMMEDIATE RELEASE



EXPLORE THE FOREST CANOPY—INDOORS! DISCOVER WHO IS LIVING IN THE TREES

<CITY> Explore responsible forestation and wildlife ecology at <Museum> 's new featured exhibition, *TreeHouses*, opening on <Date>.

Roam from tree to tree and discover the many habitats that trees provide for animals large and small. Hunt for signs left by raccoons, woodpeckers, bears, and other tree dwellers. Walk over a wobbly suspension bridge and climb through two large treehouses, become an animal tracker, get face-to-face with wildlife of all sizes, move your feet on the *Forest Sound Dance Floor*, build a treehouse, become a sustainable logger, and learn about how we use trees in our homes.

This immersive exhibition includes fun, hands-on ways to explore the many important roles of trees. Incorporating all of the senses, *TreeHouses* engages forest explorers of all ages in indoor nature explorations and the ecology of sustainable harvesting of these important natural resources.

TreeHouses was produced by the Environmental Exhibit Collaborative (EcoTarium, Worcester, Massachusetts; ECHO at the Leahy Center for Lake Champlain, Burlington, Vermont; and the Children's Museum of Maine, Portland, Maine) with major support from Jane's Trust. Additional support was provided by Cabot Family Charitable Trust and the Institute for Museum and Library Services. The exhibition is toured by Sciencenter, Ithaca, NY.

TreeHouses will be on display through <date>.

<museum boilerplate>

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PHOTOGRAPHY & CAPTIONS



At *TreeHouses*, Kids of all ages can build a small tree house using wooden building rods and disks.



At *Treehouses*, explore two accessible indoor treehouses and look for signs of the animals that call a tree home. A wobbly suspension bridge connects the two treehouses.



At *TreeHouses*, climb into the *Crow's Nest* to peer into a periscope for a glimpse of a skunk hibernating among the roots.



At *TreeHouses*, turn a tree into a house! Scroll through a video showing trees being cut down, turned into lumber and built into a house—then turn the house back into the forest! Or be a forester and play a game to fill your lumber truck with trees while keeping the forest healthy and safe for the animals that live there.



At *TreeHouses*, move your feet or wave your hands down low to create a forest sounds symphony of bear grunts, woodpecker taps, turkey gobbles and more in the *Forest Sounds Dance Floor*.

ADVERTISING CREDITS

CREDIT LINES:

Treehouses was developed by the Environmental Exhibit Collaborative (EEC) and funded by Jane's Trust and the Institute of Museum and Library Services (IMLS) under Award No. MA-02-04-0793-04.

GUIDELINES:

Jane's Trust and the Institute of Museum and Library Services (IMLS) funding must be acknowledged in publicity about the Exhibition whenever possible and credit should be given to the Environmental Exhibit Collaborative (EEC) as creators of the exhibition where appropriate.

SCIENCENTER LOGO

Primary logo



Stacked logo



IMLS LOGO



EEC LOGO

