

Mindbender Mansion



Mindbender Mansion
2,500 sq. ft. Version
Marketing Manual

Oregon Museum of Science and Industry
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Traveling Exhibits Department
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OMSI
OREGON MUSEUM OF SCIENCE AND INDUSTRY

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"Mindbender Mansion is produced and toured by the Oregon Museum of Science and Industry, Portland, Oregon © 2015"

Exhibit Information



Enter the wonderfully puzzling and eclectic world of *Mindbender Mansion 2*, full of brainteasers and interactive challenges guaranteed to test the brainpower and problem solving skills of even the most experienced puzzlers. Visitors to this fun and quirky mansion are invited to join the Mindbender Society by gathering hidden clues and secret passwords scattered throughout the various thematic rooms of the house. The clues and passwords are revealed by solving select brainteasers and group challenges.

Mindbender Mansion 2 is incredibly engaging for all ages and generations as grandparents, parents, and children learn from each other to solve the 40 brainteasers and 5 group activities. The exhibit is also perfect for school groups as it provides teachers with an opportunity to engage their students in inventive, out-of-the-classroom problem solving and critical thinking that inspires teamwork and demands creativity.



Requirements: 2,500 sq. ft. gallery space
Minimum doorway dimensions for carted exhibit:
4'2"W x 8'H x 9'1"L
Minimum ceiling height 9', preferred ceiling height 12'
110 VAC 15 amp power
5 days estimated for installation and take-down

Components: Hands-on interactives & full-body group activities

Shipping: Shipped in (1) 53-ft. trailer

Supplemental: Instruction Manual; Marketing Kit; Teacher's Guide

Materials: Floor Staff Training Guide

EXHIBITION AREAS



Entry A video introduces Mr. C, who explains features of *Mindbender Mansion* and how to become a member of the Mindbender Society. Pick up a clue card to keep track of clues that lead to membership in the Mindbender Society.

Kitchen *Feeding Frenzy*, large scale group activity

Map Room *Amazing Maze*, large scale group activity

Disco Room *Spelling Fever*, large scale group activity

Brain Teasers 42 individual puzzles are featured throughout each thematic area.

Wall of Fame Now it's time to see if you're eligible to become a member of the Mindbender Society. Take home a personalized certificate with your picture and see your portrait go up on the Wall of Fame!

An Interactive Exhibit
Designed and Produced by
Oregon Museum of Science and Industry
1345 SE Water Ave
Portland, Oregon 97214
503.797.4359 • www.omsiedu

Exhibit Description

Enter the wonderfully puzzling world of *Mindbender Mansion*, an eclectic place full of brainteasers and interactive challenges guaranteed to test the brain power and problem solving skills of even the most experienced puzzlers. Visitors to this fun and quirky mansion are invited to join the Mindbender Society by gathering hidden clues and secret passwords scattered throughout the various thematic rooms of the house. The clues and passwords are revealed by solving select brainteasers and group challenges. Visitors are encouraged to think outside the box and collaborate with their fellow mansion guests to meet individual and group challenges, which include manipulating a tilt table, keeping up with a conveyer belt, and disco hopscotch spelling.

Math, science, and technology educational content are woven into the puzzles, videos, and group challenges found inside *Mindbender Mansion*. At the heart of the exhibit is the essential scientific task of problem solving and critical thinking. The puzzles are an excellent tool for explaining mathematical and physical science concepts. In order to solve these puzzles, visitors must identify patterns, think ahead, use logical reasoning, and look at the problems from different perspectives, setting aside preconceived ideas. The videos in each of the four Clue Vaults explain neuroscience-based principles, and tell the story of several inventors who have used problem solving skills to come up with new solutions to old problems. Additionally, the popular group challenges require communication, collaboration, leadership, and teamwork skills – skills that are critical in solving the challenges facing today’s businesses and communities.

***Mindbender Mansion* is:**

- So incredibly engaging and hands-on for everyone that it’s **fun for families of all ages and generations**. Grandparents, parents and children of all ages learn from each other as they work together to solve the various brainteasers and group challenges.
- A **perfect exhibit for school groups**, providing teachers with opportunities to engage their students in inventive, out-of-the classroom problem solving that requires mathematics, builds on prior knowledge, inspires teamwork and demands creativity. *Mindbender Mansion* is especially popular with middle and high school-aged groups.
- **Ideal for supplemental programming, promotions, and marketing activities** such as a Brainteaser Contest, Mensa Testing Day, and Game Days (Scrabble®, Crossword Puzzles, Sudoku, Rubik’s Cube, and Spelling Bee competitions).
- Just the **right thing for breaking the ice at evening events and corporate parties** as adults enjoy being kids again and getting to know each other by playing and collaborating in the team-building activities inherent in the exhibit.
- Helpful in **driving repeat attendance** and **increasing membership** as visitors get so caught up in solving the brainteasers and group challenges that they typically **spend an average of 2-3 hours** in the original, full-sized *Mindbender Mansion* (6,000 sq. ft.) and **frequently came back**.

Adults, families, children and school groups alike will enjoy exercising their minds as they try to master each of the 11 individual brainteasers and the three large-scale group activities in this fun and unconventional exhibit!

Thematic Areas and Exhibit Overview

ENTRY

Start at the Entry and watch a large media screen which introduces the wacky Mr. E., master brainteaser, puzzler extraordinaire, and current curator of the Mindbender Society. He will explain some key features of *Mindbender Mansion* and how to unlock the puzzle to become a member of the Mindbender Society. There are 11 individual brainteasers and three large-scale group activities. To become members, visitors must solve a minimum of nine select brainteasers and one large-scale group activity. Clue cards are available at the Entry to help keep track of clues and passwords from the puzzles that lead to membership in the Mindbender Society.

PARLOR

In the Parlor, there are three individual Brainteasers—all three of them provide clues toward the final challenge that determines eligibility into the Mindbender Society.

(3) Brainteasers:

- **Make a Yellow Square**

Arrange puzzle pieces to make a yellow square.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Parlor Vault*.

- **Tricky Triangles**

Start with 16 sticks arranged to form eight triangles. Remove four sticks to leave only four equal-sized triangles.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Parlor Vault*.

- **Every Line Adds to 18**

Insert the numbers 1-11 so that the sum of the three numbers in any straight line is 18.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Parlor Vault*.

Parlor Vault

Set the dials of the *Parlor Vault* to the three clues that were revealed after successfully solving the three Parlor Brainteasers: *Make a Yellow Square*, *Tricky Triangles*, and *Every Line Adds to 18*. If successful, a video plays of Mr. E., who discusses how teamwork helps in problem solving. Visitors are then entertained by a short, zany animation introducing real-life inventor, Mary Anderson, who invented the windshield wiper blade in 1903. At the end of the animation, Mr. E. reveals a password that is needed to unlock the *Wall of Fame Vault* that determines eligibility into the Mindbender Society.

LIBRARY

In the Library, there are three individual Brainteasers—all three of them provide clues toward the final challenge that determines eligibility into the Mindbender Society.

(3) Brainteasers:

- **Make a T**

Arrange four puzzle pieces to make a capital T.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Library Vault*.

- **Color Match**

Arrange six hexagons around a central hexagon so that all adjacent colors match.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Library Vault*.

- **Every Line Adds to 15**

Insert numbers 1-9 so that the sum of the three numbers in any straight line (vertical, horizontal and diagonal) is 15.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Library Vault*.

Library Vault

Set the dials of the *Library Vault* to the three clues that were revealed after successfully solving the three Library Brainteasers: *Make a T*, *Color Match*, and *Every Line Adds to 15*. If successful, a video plays of Mr. E., who discusses how problem solving involves approaching things from a new or different angle. Visitors are then entertained by a fun and lively animation introducing real-life inventor, Marion Donovan, who invented the leak-proof diaper cover, the “boater,” in 1946. At the end of the animation, Mr. E. reveals a password that is needed to unlock the *Wall of Fame Vault* that determines eligibility into the Mindbender Society.

KITCHEN

In the Kitchen, there is one large-scale group activity (*Feeding Frenzy*) and two individual Brainteasers. Visitors must be successful at the *Feeding Frenzy* activity and the two Kitchen Brainteasers to receive clues toward the final challenge that determines eligibility into the Mindbender Society.

Feeding Frenzy

In this large-scale activity, teamwork is necessary to successfully meet the challenge: to fill a minimum of 10 T.V. dinner trays (with five kinds of food) on a moving conveyer belt within the specified amount of time. Visitors can select a level of play (slow, medium, or fast) which determines the speed of the conveyer belt. Points are given for each TV dinner tray successfully filled but no points are given for trays partially filled.

Clue reveal: If a team scores enough points and the minimum number of trays has been filled, a clue is revealed onscreen—write down this clue on the clue card to be used to unlock the *Kitchen Vault*.

(2) Brainteasers:

- **Shifting Squares**

Start with 16 sticks arranged to form five squares. Move only two sticks to make four squares using all 16 sticks.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Kitchen Vault*.

- **Disorder**

Arrange the numbers 1-8 on the board so that no two consecutive numbers touch.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Kitchen Vault*.

Kitchen Vault

Set the dials of the *Kitchen Vault* to the three clues that were revealed after successfully solving the *Feeding Frenzy* activity and two Kitchen Brainteasers: *Shifting Squares* and *Disorder*. If successful, a video plays of Mr. E., who talks about healthy foods rich in nutrients for the brain. Visitors are then entertained by a brief, kooky animation introducing real-life inventor, Elisha Otis, who invented the elevator safety brake in 1854. At the end of the animation, Mr. E. reveals a password that is needed to unlock the *Wall of Fame Vault* that determines eligibility into the Mindbender Society.

MAP ROOM

In the Map Room, there is one large-scale group activity (*Amazing Maze*) and three individual Brainteasers—all three of the Map Room Brainteasers provide clues toward the final challenge that determines eligibility into the Mindbender Society.

Amazing Maze

In this large-scale activity, up to four visitors work together to tilt a table in different directions, guiding a ball into six holes as quickly as possible in the allotted time. A scoreboard keeps tally and counts down the remaining time left in the game.

(3) Brainteasers:

- **Six Blocks in a Box**

Fit six blocks together so they fit perfectly into a box and the lid can be closed.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Map Room Vault*.

- **10 Pegs in Each Line**

Place pegs in each of eight boxes so there are 10 pegs in each line.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Map Room Vault*.

- **One Shape Fits All**

From a group of differently-shaped blocks, find the one block that completely fills all three differently shaped holes as it passes through.

Clue reveal: When the puzzle is solved a clue is revealed—write down this clue on the clue card to be used to unlock the *Map Room Vault*.

Map Room Vault

Set the dials of the *Map Room Vault* to the three clues that were revealed after successfully solving the three Map Room Brainteasers: *Six Blocks in a Box*, *10 Pegs in Each Line*, and *One Shape Fits All*. If successful, a video plays of Mr. E., who discusses how neuroscientists can see what part of the brain is active when doing or thinking certain things. Visitors are then entertained by a quick, playful animation introducing real-life inventor, Elijah McCoy, who invented the steam engine lubricator in 1872. At the end of the animation, Mr. E. reveals a password that is needed to unlock the *Wall of Fame Vault* that determines eligibility into the Mindbender Society.

DISCO ROOM

Spelling Fever

In this large-scale, full-body activity, teamwork is necessary to successfully meet the challenge: to correctly spell answers to trivia questions within a limited amount of time by hopping on letter squares. Start the game by touching the small screen at one end of the dance floor. Instructions are given on a large screen above the floor and the game begins when a randomly generated question appears on the large screen. The challenge is to think of the answer to the question (with help from anyone nearby) and spell it out by plotting a course down the floor and hopping on the correct letters. Visitors must land at the far end of the floor to submit their answer. If the answer is correct, they score points and then hurry back to the starting point to spell another word, or a team member can start spelling the next answer to save time and increase total points.

WALL OF FAME

Now it's time for visitors to see if they are eligible to become a member of the Mindbender Society and possibly add their portrait to the "Mindbender Society Wall of Fame." Several framed portraits of esteemed members of the Mindbender Society decorate this area and there is room for new members too!

To join, visitors must enter at least three passwords they have gathered from the four rooms of the mansion (Parlor, Library, Map Room, and Kitchen) into the final vault at the *Wall of Fame*. If successful, they are officially an expert problem-solver and invited into the Society! If they are not successful, visitors are told to keep trying and check out the areas of the mansion that provide the clues and passwords.

If a visitor is invited to join the Mindbender Society, they can have their picture taken and personalize their portrait with a background, outfit, funky hat, funny hair etc. Once they've finished their portrait, they can print out their official Mindbender Society certificate with their personalized portrait and take it home. In addition, their portrait will go up on the Wall of Fame for all to see, in one of the two monitors available to highlight the newest members of the Mindbender Society!

Mindbender Mansion is produced and toured by the Oregon Museum of Science and Industry, Portland, Oregon. © 2015.

Press Materials

Short Press Release

UNLOCK THE PUZZLE AND PUT YOUR BRAINPOWER TO THE TEST IN *MINDBENDER MANSION!*

OPENING (Date) at (Museum Name)

(City) (Date) Mister E. and the Mindbender Society invite you to enter the wonderfully puzzling world of *Mindbender Mansion*, an eclectic place full of puzzles, brainteasers, and interactive challenges guaranteed to test the brain power and problem solving skills of even the most experienced puzzlers. Adults and children alike will enjoy exercising their minds as they try to master each of the 11 individual brain teasers and the three group activities in this fun and unconventional new exhibit opening **(DATE)** at **(MUSEUM NAME)**.

Visitors to *Mindbender Mansion* will be greeted by the wacky Mr. E., master brainteaser and puzzler extraordinaire, and current curator of the Mindbender Society. He will explain the mysteries of *Mindbender Mansion* and how to become a member of the eccentric Mindbender Society by gathering hidden clues and secret passwords. The clues can only be found by solving key puzzles found in select themed areas.

Upon completing each of the select brainteasers and group challenges, visitors will have gathered the necessary clues and secret passwords to become a member of the Mindbender Society and add their portrait to the “Wall of Fame.”

Mindbender Mansion was produced and is toured by the Oregon Museum of Science and Industry, Portland, Oregon
© 2015.

ABOUT

(Museum boilerplate here)

Long Press Release

UNLOCK THE PUZZLE AND PUT YOUR BRAINPOWER TO THE TEST IN *MINDBENDER MANSION!*

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Throughout the exhibit visitors will find a combination of tabletop brainteasers they can solve on their own and larger group challenges that require assistance from their fellow mansion guests.

The group challenges include:

- **Feeding Frenzy**-Kitchen mayhem is guaranteed in a race to beat the clock by filling T.V. dinner trays (with five kinds of food) on a fast moving conveyer belt.
- **Spelling Fever**-Hopscotch meets Scrabble® in this race to spell correct words within a limited amount of time by hopping on letter squares that light up.
- **Amazing Maze**-In this version of the classic steel ball labyrinth game visitors must work together to tilt a table in different directions, guiding a ball into six holes as quickly as possible.

Upon completing each of the select brainteasers and group challenges, visitors will have gathered the necessary clues and secret passwords to become a member of the Mindbender Society and add their portrait to the “Wall of Fame.”

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ABOUT
(Museum boilerplate here)

Media Alert

FOR IMMEDIATE RELEASE

(Date)

MEDIA ALERT:

(MUSEUM NAME) OPENS MINDBENDER MANSION EXHIBIT
Opening Event Lineup Includes (Insert Info About Event)

WHAT: ***Mindbender Mansion Exhibit Opening*** – Enter the *Mindbender Mansion*, a quirky place full of puzzles, brainteasers, and interactive challenges that will test the brain power of the most experienced puzzlers.

WHEN: ***Mindbender Mansion VIP and Media Sneak Preview***
(Date and Time)

- VIP event includes ...
- Photo ops with visitors, interviews with museum educators...

Mindbender Mansion Public Opening Day
(Date and Time)

The highly anticipated *Mindbender Mansion* exhibit opens to the public.
Photo op with visitors. Great visuals!

Mindbender Mansion Opening Weekend
Saturday and Sunday, (Date)
(Insert event information here)

WHERE: (Museum name and address)

ABOUT (MUSEUM)

(Insert museum information here)

Sample Descriptions

MINDBENDER MANSION SAMPLE DESCRIPTIONS

25 words

Enter *Mindbender Mansion*, a place full of puzzles, brainteasers, and interactive challenges that will test the brain power of the most experienced puzzlers.

50 words

Unlock the puzzles of *Mindbender Mansion*, an eclectic place full of brainteasers, puzzles and interactive challenges guaranteed to test the brain power and problem solving skills of even the most experienced puzzlers. Eleven individual brainteasers and three group activities make up this fun and quirky exhibit.

75 words

Enter the wonderfully puzzling world of *Mindbender Mansion*, an eclectic place full of puzzles, brainteasers and interactive challenges guaranteed to test the brain power and problem solving skills of even the most experienced puzzlers. Adults and children alike will enjoy challenging their minds as they try to master each of the 11 individual brainteasers and the three group activities in this fun and quirky new exhibit.

100 words

Enter the wonderfully puzzling world of *Mindbender Mansion*, a quirky place full of puzzles, brainteasers and interactive challenges guaranteed to test the brain power and problem solving skills of even the most experienced puzzlers. Adults and children alike will enjoy challenging their minds as they try to master each of the 11 individual brainteasers and the three group activities in this fun and quirky new exhibit. For a greater challenge, learn how to become a member of the eccentric Mindbender Society by gathering hidden clues and secret passwords from select puzzles and group activities.

Fun Facts About Puzzles and Brainteasers

- A person who loves or creates crosswords is known as a cruciverbalist.
- More than 50 million people in the USA play crosswords regularly.
- One of the earliest known brainteaser enthusiasts was the Greek mathematician [Archimedes](#). He devised [mathematical problems](#) for his peers to solve.
- Englishman, John Spilsbury invented the jigsaw puzzle in 1767.
- There is only 1 correct answer and 43 quintillion wrong ones to the most popular puzzle in history, the “Rubik’s Cube.”
- The difficulty of many brainteasers relies on a certain degree of fallacy in human intuitiveness. This is most common in brainteasers relating to [conditional probability](#), because the casual human mind tends to consider absolute probability instead.
- “Sudoku” was invented by an American architect, [Howard Garns](#), in 1979 and published by [Dell Magazines](#) under the name "Number Place." It became popular in [Japan](#) in 1986, after it was published by [Nikoli](#) and given the name Sudoku, meaning *single number*. It became an international hit in 2005.
- The game “Scrabble®” is sold in 121 countries in 29 different language versions. One hundred million sets have been sold worldwide, and sets are found in one out of every three American homes
- Cryptograms were originally created in the Spartan military in fifth century B.C. This code consisted of a staff around which a strip of paper was wrapped without overlapping. A message was written on the paper, which was then unwrapped and sent on its way. The message could only be correctly decoded with the right diameter of stick. [Julius Caesar](#) invented the first substitution cypher, one which still bears his name.

Sample Magazine Article

SAMPLE MAGAZINE ARTICLE

Designed to Exercise the Mind *Mindbender Mansion* Opening <Date>

Not long ago, the Oregon Museum of Science and Industry's (OMSI) production director Ben Fleskes and his creative team were pondering a very large idea: an internally conceived, designed, and built exhibit—one large (and cool) enough to become a traveling exhibit in its own right. But what would captivate visitors' imaginations and fully engage them?

It's entirely possible the team walked across the museum floor and had an "Aha!" moment when they saw the knot of people that consistently surround OMSI's brainteasers, because what they came up with is *Mindbender Mansion*, an exhibit that takes the concept of brainteasers to a dizzying new level.

"It's like the brainteasers on the floor are a little red wagon and *Mindbender Mansion* is a Ferrari," Ben says.

He's not kidding. *Mindbender Mansion* takes the concept of brain puzzles and stretches it into the framework of a major amusement-park attraction. As a visitor to the exhibit, you'll enter an actual "mansion" set, where you'll be given a "clue card" and greeted via video by the slightly mysterious and distinctly wacky Mr. E, your host and a senior member of the Mindbender Society. Then you'll navigate a series of rooms filled with a crazily creative array of 11 tabletop puzzlers and three full-body-and-brain activities.

The goal is to gather clues at individual puzzle stations and "secret vaults" in each room. When you've gathered enough clues, you'll go to a special Wall of Fame, where you'll receive a certificate of accomplishment you can customize in creative ways, plus a spot on the wall's photo display.

And oh, the challenges you'll face along the way. Ben's team has created some truly inspired activities that combine the best of childhood playfulness, mental acuity, and teamwork (yes, you'll want to bring friends). A few examples of full-body activities: In the kitchen, you'll fit shapes into trays on a gradually accelerating dishwasher conveyor belt (think *I Love Lucy* and chocolates). In the disco, you'll take on trivia questions by spelling out answers with your feet on alphabet floor tiles (blending hopscotch and the keyboard in the movie *Big*). Elsewhere, you'll play a giant-size game of "marble tilt maze." Those sounds you'll be hearing? A mix of blowing brain fuses and raucous laughter.

Perhaps the most impressive thing about *Mindbender Mansion* is that it's completely homegrown. The sets, puzzles and activities were all conceived and built in OMSI's shop. Even Mr. E is local; legendary former OMSI educator Stephen Anderson and his brother Jim scripted the role, and Stephen brought it to life.

Everything you encounter at OMSI has an educational element; that's our mission. But very few exhibits you'll see here offer this much pure fun.





"We designed this to be an enjoyable, participatory, problem-solving atmosphere," Ben says. "The process is the fun of it. And we've personalized the experience—you're being told a story and invited into someone's home, where you get to solve some puzzles that have been left out for you."

The hospitality has an end date, though—at least in <city>. After running from <date to date>, *Mindbender Mansion* will hit the road, where it's already been reserved by museums around the country.

So warm-up your brain and make plans to visit *Mindbender Mansion*. The real exercise begins once you're here.

Marketing Photos

Photo Captions

	Visitors try to stay calm as they fill trays with food as fast as they can in <i>Feeding Frenzy</i> .
	Hopscotch meets trivia as visitors hop on letters to answer questions in <i>Spelling Fever</i> .
	The newest members of the Mindbender Society smile for their photo to be posted on the <i>Wall of Fame</i>
	The newest members of the Mindbender Society check out their customized photo to be posted on the <i>Wall of Fame</i> .



Tricky Triangles gives visitors a brain treat when they create four equal-sized triangles by removing four of 16 sticks.



Young visitors move the tiles to *Make a T* and receive a secret clue in the Library.



Move the tiles to *Make a Yellow Square* and receive a secret clue in the Parlor.



Visitors start with five squares and must move two sticks to make four squares using all of the 16 sticks in *Shifting Squares*.

Advertising Materials

Logos





Radio Script

RADIO SPOT – FINAL VERSION

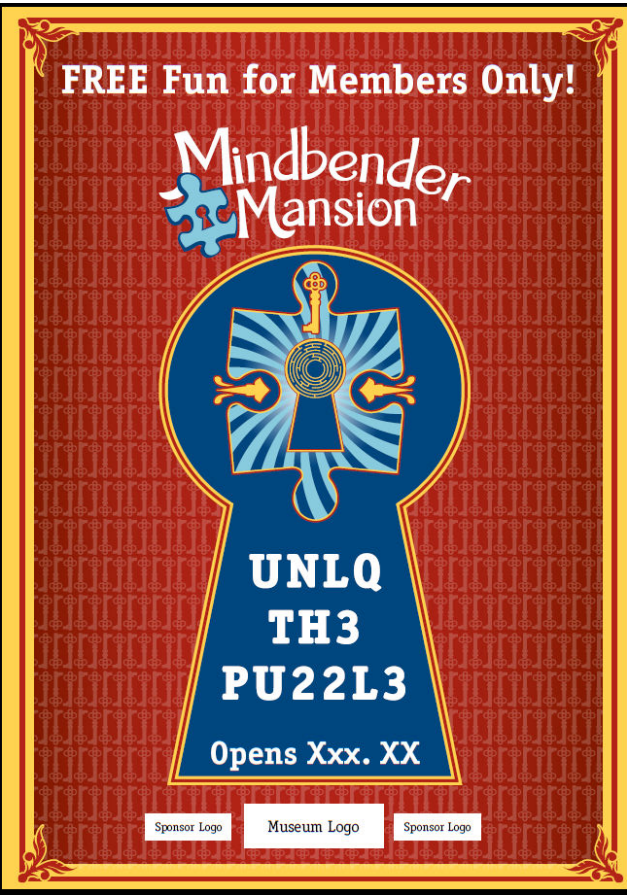
:60 NOW ON EXHIBIT

I'M MR. E. ON BEHALF OF THE MINDBENDER SOCIETY I INVITE YOU TO MINDBENDER MANSION. DO YOU HAVE WHAT IT TAKES TO BECOME A MASTER MINDBENDER? TEST YOUR BRAIN POWER WITH BRAINTEASERS AND LIFE SIZE CHALLENGES SUCH AS SPELLING FEVER AND FEEDING FRENZY! YOU CAN EVEN BRING MOM AND DAD, AND YOUR OLDER BROTHERS AND SISTERS IF YOU THINK THEIR BRAINS ARE UP TO IT. UNLOCK THE PUZZLES AT MINDBENDER MANSION RIGHT NOW AT (MUSEUM NAME), WHERE THERE'S MORE TO EXPLORE! (MUSEUM WEB ADDRESS)

:60 ENDS SOON

I'M MR. E. ON BEHALF OF THE MINDBENDER SOCIETY I INVITE YOU TO MINDBENDER MANSION. DO YOU HAVE WHAT IT TAKES TO BECOME A MASTER MINDBENDER? TEST YOUR BRAIN POWER WITH BRAINTEASERS AND LIFE SIZE CHALLENGES SUCH AS SPELLING FEVER AND FEEDING FRENZY! YOU CAN EVEN BRING MOM AND DAD, AND YOUR OLDER BROTHERS AND SISTERS IF YOU THINK THEIR BRAINS ARE UP TO IT. UNLOCK THE PUZZLES AT MINDBENDER MANSION THROUGH (EXHIBIT END DATE) AT (MUSEUM NAME), WHERE THERE'S MORE TO EXPLORE! (MUSEUM WEB ADDRESS)

Sample Member Invite



Front of member invite

Be the first to join the Mindbender Society at one of our special member-only nights!

Family Member Nights

Day, Month Date Time • Day, Month Date Time

An evening of brain-teasing puzzles and challenges for the whole family, special lab demonstrations, and planetarium shows.

No RSVP necessary • FREE to members

Other Event Information

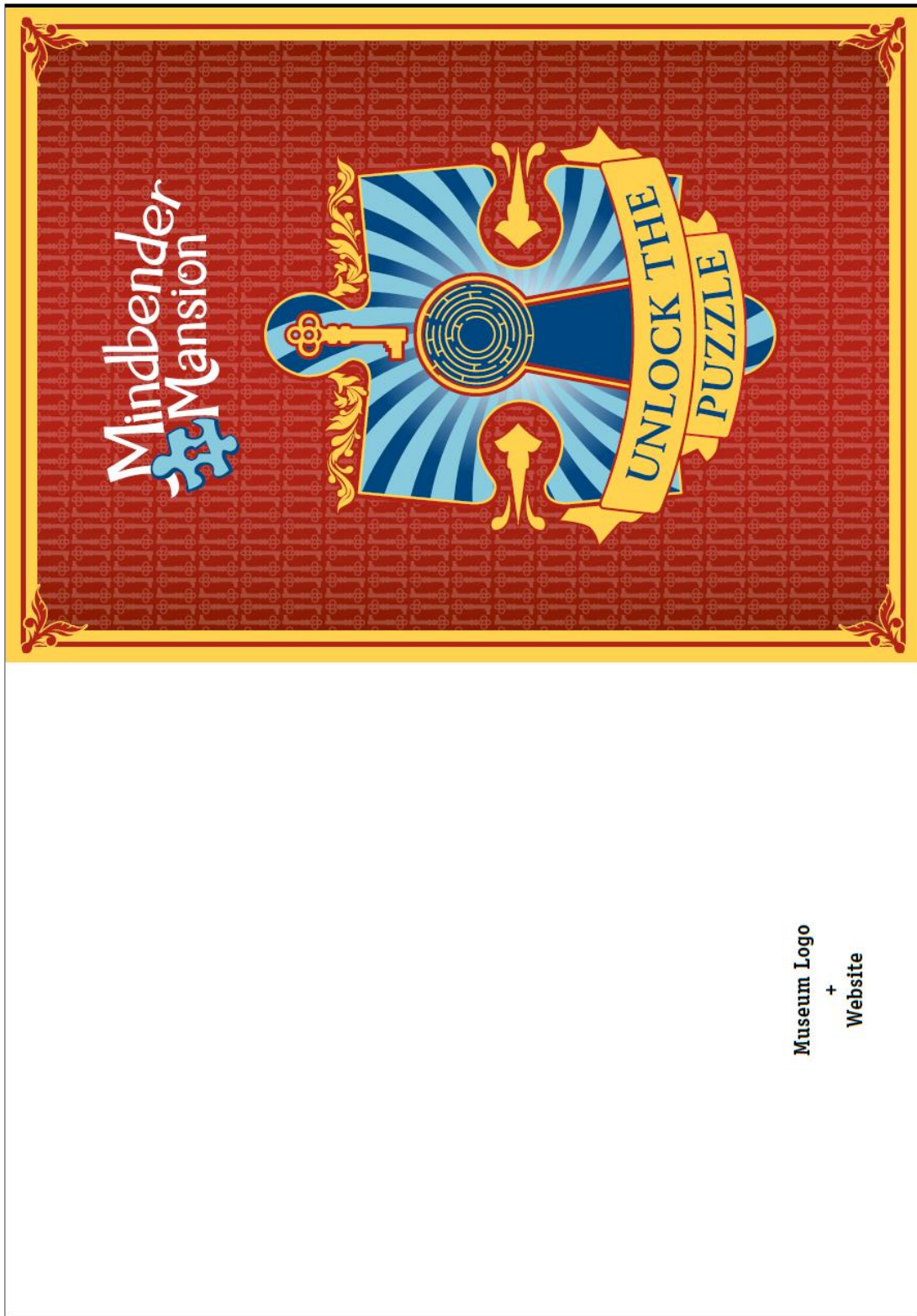
Day, Month Date Time

Event information specific to your museum, if applicable.

Museum Logo
+
Return Address

Back of member invite

Sample VIP Invite



Card style VIP invite

Sample Rack Card



UNLQ
TH3
PU22L3

Start Date–End Date

SPONSOR LOGO

MUSEUM LOGO

SPONSOR LOGO

[museum website]



Enter the wonderfully puzzling world of Mindbender Mansion, a place full of puzzles, brain teasers, and interactive challenges guaranteed to test the brain power and problem solving skills of even the most experienced puzzlers. Adults and children alike will enjoy challenging their minds as they try to master each of the 11 individual brain teasers and the three group activities in this fun and unconventional new exhibit opening XXXX at [Museum Name].

Visitors to Mindbender Mansion will be greeted by the wacky Mr. E, current curator of the Mindbender Society. He will explain the mysteries of Mindbender Mansion and how to become a member of the exclusive Mindbender Society by gathering hidden clues and secret passwords. The clues can only be found by solving key puzzles found in each of the exhibit's themed areas.

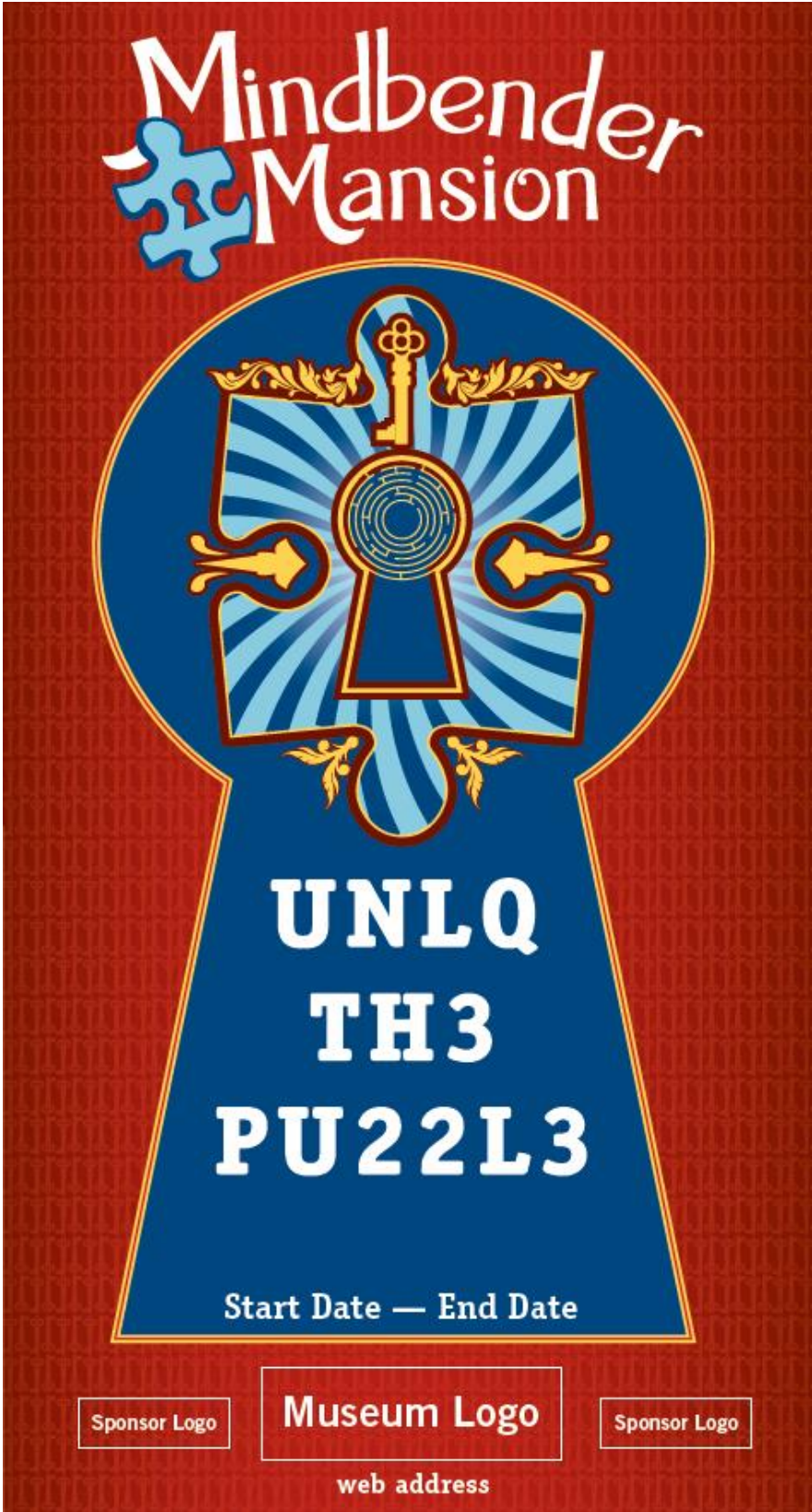


MUSEUM LOGO

[Museum Address]

Rack Card 4 x 9

Building Banner



Outdoor Media



20'x10' Billboard



20'x15' Billboard



36'x10.6' Billboard

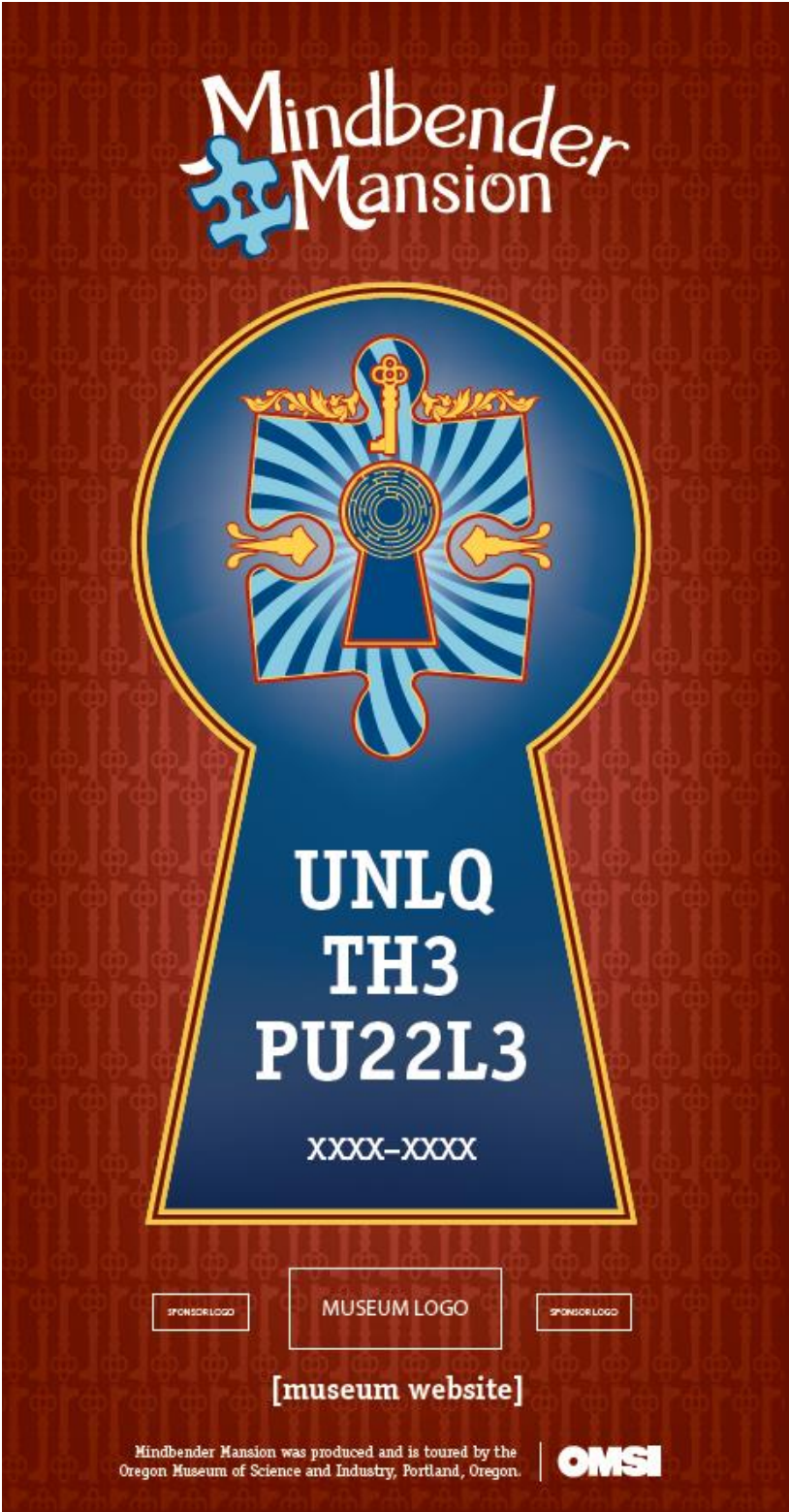


48'x14' Billboard

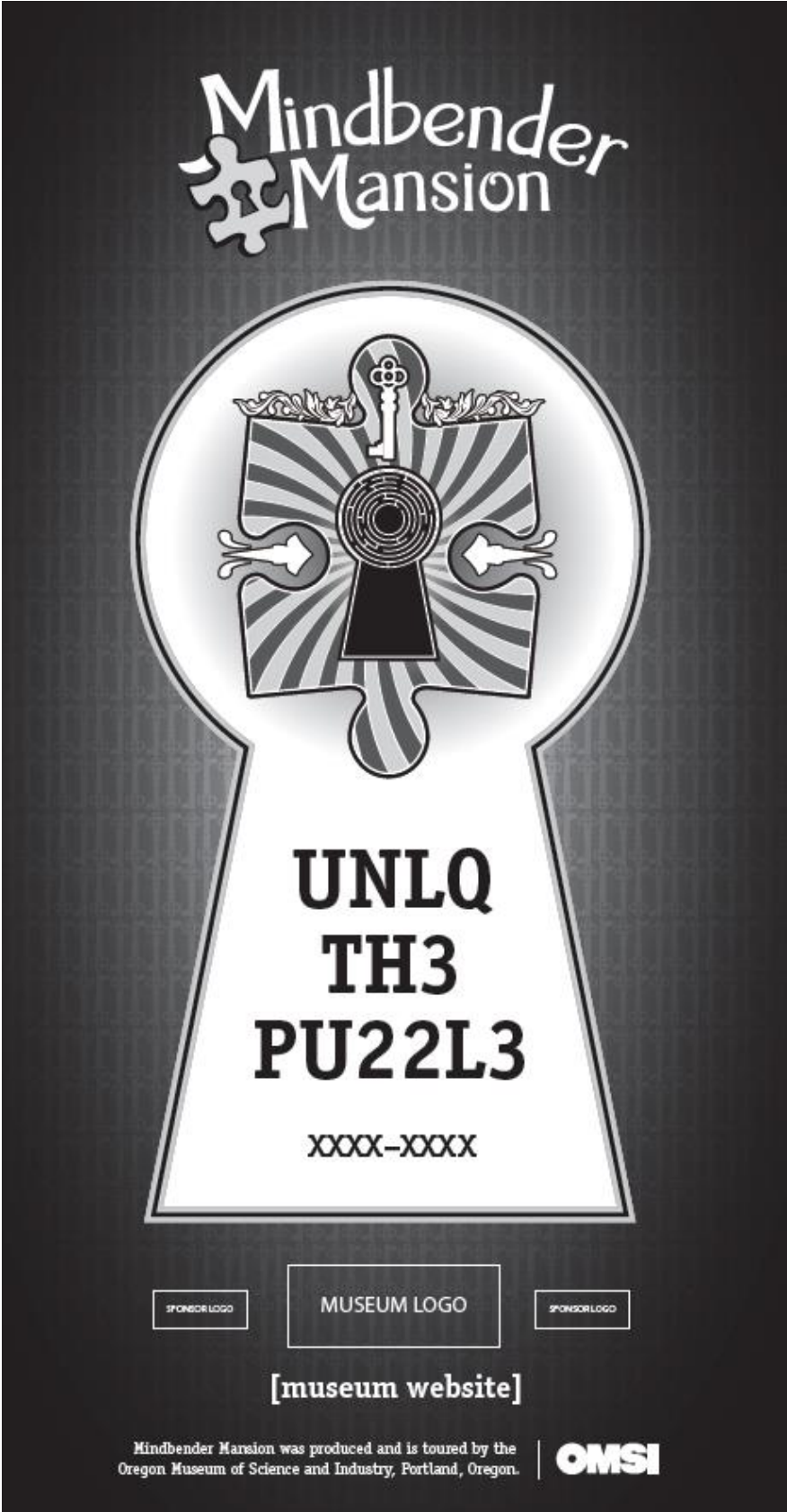


84'x24' Transit Advertisement

Print Ads



Color Ad



Black and White Ad

WHAT'S NEW THIS FALL?

MORE FUN THAN EVER
**OMSI SCIENCE
STORE**

NEW AND IMPROVED
**OMNIMAX DOME
THEATER**

ULTIMATE OMNIMAX EXPERIENCE
WILD OCEAN

**Mindbender
Mansion**

UNLOCK THE PUZZLE

Now through January 4, 2009

SUPPORTING SPONSORS:

PLANAR

IBM.

STARTING FRIDAY, OCTOBER 10TH **MINDBENDER CHALLENGE**

Next week begins a series of puzzles to exercise your mind and entertain your brain. Solve the puzzles, collect the clues, and you could **WIN A 42" PLASMA TV!**

Every Friday a new puzzle will be printed (puzzles will also be available online at oregonlive.com). One puzzle leads to the next with bonus clues along the way. Keep track of your answers—they will help you solve the final puzzle. All participants who answer the final puzzle correctly will be entered to **WIN A 42" PLASMA TV.**

Enter clues weekly at www.oregonlive.com/contests/omsi for a chance to win an **OMSI membership.**

For complete rules, visit www.oregonlive.com/contests/omsi




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FIND OUT MORE ABOUT WHAT'S
NEW AT **WWW.OMSI.EDU**

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OREGON MUSEUM OF SCIENCE AND INDUSTRY

Puzzle Contest Introduction Ad



Mindbender Mansion

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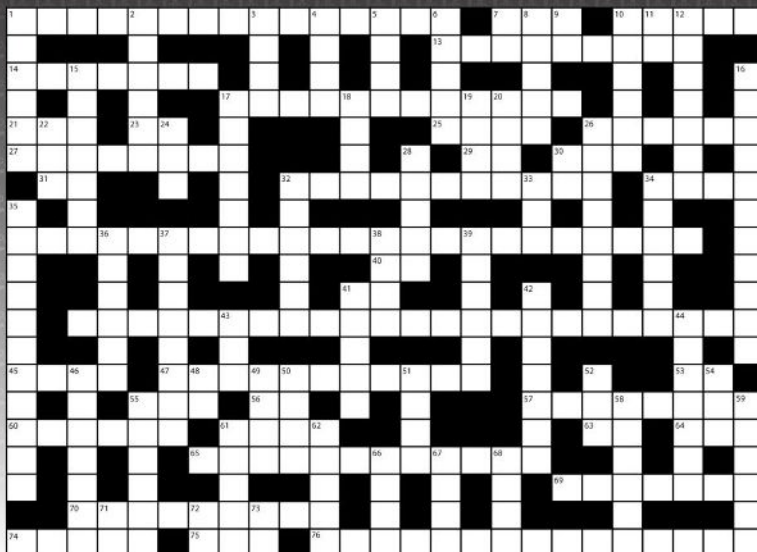
PROMOTIONAL SPONSOR:



Solve this OMSI- and Portland-themed crossword. Once solved, the two long across segments will include empty squares. When filled in, these two segments will give you directions on how to solve next week's Word Find puzzle.

If you need help filling in the empty squares, solve BONUS PUZZLE #1 (available at www.omsiedu 10/15) and follow the instructions.

For a chance to win an OMSI Family Membership (valued at \$90) visit www.oregonlive.com/contests/omsiedu and answer the questions related to this puzzle!



ACROSS

1. Popular attraction at OMSI's previous location: 2 wds.
7. Big name in PCs: Abbr.
10. Nullifies
13. Forgetful ones
14. Mars craft
17. X-Prize winner: 3 wds.
21. Sea eagle
23. English letter
25. Opposite of pros
26. Flashing luminosity and Oregon town
27. Sleigh propulsion system
29. "___ Confidential" Abbr.
30. "___'s the word!"
31. A mantra
32. John Glenn, for example: 2 wds.
34. ___ improvement plan
40. English letter
41. Two sport All-Star Jackson
45. Former 47-across coach Dunleavy
47. Roy is one: 2 wds.
53. It's between mi and so
55. Fish eggs
56. OMSI is in this quadrant: Abbr.
57. Launches of 17-across
60. 14-across is one
61. "___ Shot" (hockey movie)
63. British greeting
64. ___ Tech (trade school): Abbr.
65. OMSI calendar contest: 2 wds.
69. Henry and Georgiana
70. Where you will find the Tilt Table: 3 wds.
74. Sam, for one
75. "All you had to do was ___"

DOWN

1. Cu
2. Refused to acknowledge
3. ___ 'til you drop
4. The Few. The Proud.: Abbr.
5. The "zoics"
6. Former Laker Johnson
7. The doctor is ___
8. Lima and jelly
9. Not Mrs. or Miss
10. Hoover, or one of 10-across
11. Former FOX show, with "The"
12. Springfield baseballer
15. OMSI's five story movie theater
16. Pluto, Eris, or Ceres: 2 wds.
17. Kennedy pup space dog
18. Sicilian volcano
19. Equine or aquatic sport
20. "I'm ___ Island": 2 wds.
22. ___ Speedwagon
24. Homer's neighbor
26. A type of zither
28. Water vapor
30. Greek letter
32. "___ for your thoughts": 2 wds.
33. Broadcast
34. Puzzlemaster Will
35. Intact eggs, or a solved anagram
36. Portland crossings number
37. Stairs alternative
38. A light gas?
39. What you may need to use on this puzzle
41. Produces 28-down
42. World of books
43. Creative fund or teachers' organization: Abbr.
44. Weatherman Matt
46. Type of energy
48. It's between do and mi
49. Skye or Wight
50. Faithful
51. Leader of a pantheon
52. Frequently
54. Astern
55. Dub again
58. Tell
59. Wagers
61. They're seen in 65-across
62. Exactly vertical
66. Sitarist Shankar
67. King, Donkey, or Hong
68. Small Toyota
71. Baseball organization: Abbr.
72. Mr. Kettle
73. The Sooner State: Abbr.



www.omsiedu

Puzzle #1



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A	C	R	O	S	T	I	C	D
R	E	L	F	F	A	B	A	R
Y	O	V	E	R	N	M	L	O
R	M	A	Z	E	G	A	P	W
E	L	D	D	I	R	W	I	S
T	T	H	N	S	A	U	D	S
S	O	E	L	B	M	U	J	O
Y	K	R	E	X	E	V	U	R
M	U	R	D	N	U	N	O	C

Solve this Word Find puzzle by circling the words hinted at in the solution to Puzzle #1. The unused letters, read left-to-right, top-to-bottom, will give you instructions on what to do with next week's Sudoku puzzle.

If you need a little extra help solving PUZZLE #1, visit omsi.edu and follow the instructions for BONUS PUZZLE #1

If you need help with the word list for PUZZLE #2, solve BONUS PUZZLE #2 (available at omsi.edu 10/22) and follow the instructions.

For a chance to win an OMSI Family Membership (valued at \$90) visit www.oregonlive.com/contests/omsi and answer the questions related to this puzzle!



www.omsi.edu

Puzzle #2



Puzzle #2: Wordfind
BONUS CLUE

Print this page out at 100%. Use it with Puzzle #2 to find out how it relates to Puzzle #3, which will be printed in the Oregonian Friday, October 24th.





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	3		4					9
2	1					5		
		4	5					3
			9	3		1		
5		3						
1	2	9			6	8	3	4
					5	6	9	8
		8					2	5
		2	8	9	4		7	1

Solve this Sudoku puzzle by filling the empty squares with the numbers 1 through 9 according to the following guidelines: A number can only appear ONCE in each ROW, COLUMN and REGION. There are nine REGIONS in a sudoku puzzle, each is 3 squares wide x 3 squares tall (outlined with heavy lines in the grid above.) Once solved, use the directions from the Week #2 WORD FIND and then wait for the Week #4 puzzle to complete the Mindbender Challenge!

If you need a little extra help filling in the grid, it will be available at omsi.edu on 10/29.

For a chance to win an OMSI Family Membership (valued at \$90) visit www.oregonlive.com/contests/omsi and answer the questions related to this puzzle!



www.omsi.edu

Puzzle #3


8	3	5	4	6	7	2	1	9
2	1	7	3	8	9	5	4	6
9	6	4	5	2	1	7	8	3
4	8	6	9	3	2	1	5	7
5	7	3	1	4	8	9	6	2
1	2	9	7	5	6	8	3	4
3	4	1	2	7	5	6	9	8
7	9	8	6	1	3	4	2	5
6	5	2	8	9	4	3	7	1

Puzzle #3: Sudoku SOLUTION

Print this page out at 100%. Use it with
Puzzle #2 (WORD FIND) printed in the
Oregonian Friday, October 17th to solve
the Mindbender Challenge.



Puzzle #3 Solution



MINDBENDER
NO. 4


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1:3	2:5	1:2	5:3	8:7	4:5	8:2	3:8	7:5	4:8
2:8	4:7	7:1	8:1	3:3	9:2	2:6			
7:1	5:5	4:2	6:1	4:1	1:1				


MINDBENDER CHALLENGE FINAL PUZZLE

Enter for a chance to win a 42" Plasma TV!

Fill in the blanks above with specific letters from Week 2's WORD FIND. You will determine the correct letters by using the hidden directions from the WORD FIND, in conjunction with the completed grid from Week 3's SUDOKU puzzle. Unlock the code, decipher the secret phrase and submit it to www.oregonlive.com/contests/omsi by November 7th to be entered to win the grand prize!

If you need a hint to break the code, it will be available at www.omsi.edu on November 5th.

Please note: The puzzle gremlins were at work last week, and the SUDOKU puzzle had two possible answers. The correct answer is now posted on www.omsi.edu. You will need this answer in order to correctly solve the final Mindbender Challenge.



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www.omsi.edu

Puzzle #4

Web Tiles



140x160



160X600



300x250



300x250 with start and end dates

Events & Promotions

Sample Build a Brainteaser Contest

BUILD A BRAINTEASER CONTEST

September 17–November 21, 2008

Get involved in a real-world project that puts math, science, problem-solving, and creative skills to use! In concert with OMSI's exhibit *Mindbender Mansion*, we're inviting the public to invent their own brainteasers in a new **Build a Brainteaser Contest**.

Brainteasers are challenging, problem-solving puzzles. The answers may seem obvious to some yet elusive to others. To solve brainteasers, participants use creative-thinking and problem-solving strategies, such as identifying patterns, logical reasoning, thinking ahead, and looking at problems from different perspectives.

Submission Guidelines

1. Contest begins Sept. 19. All entries are due to OMSI no later than Nov. 21.
2. Submit entries in one of two categories
 - Category One: 13 years of age and younger or
 - Category Two: 14 years of age and older
3. All entries will be judged based on the following criteria:
 - A) The ability to be produced effectively
 - Limited moving parts
 - Easy to reset
 - No writing or drawing
 - B) Creativity
 - C) Originality
 - Must be an original puzzle
 - Must be appropriate for a museum audience
4. Submit a prototype of your puzzle.
 - Must fit on an 18"x 22" puzzle board
 - Must include clear instructions for solving the puzzle and a hint for players
5. Individual and group submissions accepted.
6. Multiple entries accepted, but may be limited at OMSI's discretion.
7. Entries will not be returned. OMSI will showcase all contest entries at a Brainteaser Fair, Dec. 5–6.
8. Entries should be sent Attn: Brainteaser Contest, OMSI, 1945 SE Water Ave, Portland, OR 97214

Grand Prize

OMSI will build the winning brainteasers from each category for placement at the museum in 2009. The winners will have the opportunity to work with exhibit producers in building the brainteasers and take a tour of the OMSI exhibit shop. The contest winners will also receive a \$50 OMSI gift card and be featured on the OMSI website.

Mensa Testing Day

MENSA TESTING DAY

(Insert Date and Time)

Do you think you've got what it takes to belong to a group of really smart people? (Museum name) will be a host site for the annual Mensa Testing Day. The Mensa Admission Test takes two hours to complete and includes two tests featuring questions involving logic and deductive reasoning. Participants must score at or above the 98th percentile on either of the two tests to qualify and be invited to join Mensa. The testing fee is \$40 and preregistration is not required.

About Mensa

Mensa was founded in England in 1946 by Roland Berrill, a barrister, and Dr. Lance Ware, a scientist and lawyer. They had the idea of forming a society for bright people, the only qualification for membership of which was a high IQ. The original aims were, as they are today, to create a society that is non-political and free from all racial or religious distinctions. The society welcomes people from every walk of life whose IQ is in the top 2% of the population, with the objective of enjoying each other's company and participating in a wide range of social and cultural activities.

Game Days

GAME DAYS EVENT SUMMARY

Scrabble® Tournament

Are you a word connoisseur? Join us for a competitive Scrabble tournament on Game Day at OMSI <date>. Participation is free and prizes will be awarded to top players. Scrabble boards and clocks will also be available for those to play just for fun. Beginner and advanced players are welcome.

Tournament overview:

The 7-game round robin Scrabble tournament will begin at 10:00 a.m. (Registration starts at 9:30 a.m.) All tournament players must plan to participate in all seven games. All games are one-on-one and players will be matched based on their National Scrabble Association (NSA) rating. New tournament players are welcome and will be matched accordingly.

The primary difference between a tournament and playing at home is the use of a “chess type” clock. Each player has 25 minutes to make all of their plays. There are no restrictions on individual plays. If a player exceeds 25 minutes they lose 10 points for every minute or fraction of a minute they go over.

Tournament rules:

1. Players draw a tile from the bag to determine which player goes first. Blank tiles take priority otherwise the letter closest to A in the alphabet goes first. Repeat if a tie occurs. Return the tiles to the bag.
2. The player going first then draws 7 tiles from the bag. When they begin to look at their tiles their opponent may start their clock and draw their 7 tiles.
3. The procedure for making your plays is:
 - a. Place your word on the board
 - b. Announce your score (Note: both players need to keep track of each other’s score)
 - c. Start your opponent’s clock
 - d. Record the score from that turn and calculate the cumulative score
 - e. Draw replacement tiles

4. If you are unsure whether a word played by your opponent is acceptable, you can immediately “challenge” or request a “hold” in order to take more time to determine whether to challenge the word. Both actions must be taken before your opponent has begun drawing their replacement tiles. If a challenge is issued, the clock is neutralized and the adjudication is performed. The losing player then loses their turn.
5. At the end of the game, the player who uses all of their tiles first adds twice the total value of the tiles remaining on their opponent’s rack to their final score.
6. If you are confused about a rule or procedure during a game, simply raise your hand and call for the director to resolve the situation.
7. Players are ranked according to their won/loss records; people with the same record are then ranked by the cumulative point spread of their seven games. (For example, if you were to win six games by 10, 20, 30, 20, 20, and 30 points, and lost one game by 50 points, your record would be 6-1 +80.)

Full tournament rules are based on *National Scrabble Association Official Tournament Rules*. For complete tournament rules, please visit www.scrabble-assoc.com

Event partner: Portland Scrabble Club

(Local Scrabble clubs are great resources and event partners. They may be willing to run the tournament and help with visitor interaction in the non-competitive area.)

Crossword Game Show

Are you a crazy about crosswords? Join us for a Game Day <date> when OMSI presents three live productions of *Puzzled in Portland*, a local crossword puzzle game show. Contestants will compete in a unique game show setting utilizing both internet and television technology. You can test your crossword puzzle-solving skills against the contestants using identical crossword puzzles provided to play along. Additional crossword puzzles will also be available throughout the room for visitors to enjoy.

During the show, a crossword puzzle is streamed live from uclick.com and contestants provide answers back and forth to the clues as read by the host, Rocco V. Giannetta. Contestants receive 1 point for each correct answer and -1 point for each incorrect answer. Contestants may pass on their turn without penalty. There are three stages in the game. In stage one, all ‘Across’ clues are given, in stage two, all ‘Down’ clues are given, and in stage three, players can make random choices anywhere on the puzzle. The player with the most points at the end of the game is the winner.

Produced through the studios of Portland Community Media TV, three shows will be filmed at OMSI and will air on the Comcast Cable Network on channels 11, 22, and 23 throughout November and December.

Filming will be held in OMSI’s Auditorium beginning at 11:00 a.m. on <date>. Admission to this event is free.

For more information about *Puzzled in Portland*, please visit www.puzzledinportland.com

Game Show Rules:

There are three timed stages of the game.

Stage One: All clues given will be 'Across' clues

Stage Two: All clues given will be 'Down' clues

Stage Three: Players will make random choices anywhere on the puzzle.

Scoring:

Each correct response is worth one point.

Each incorrect response is a negative point.

A player may pass on any clue with no penalty.

When a player passes, the next player can opt to answer the passed clue plus his own clue. If answered correctly, it is worth two points. However, if incorrect, a negative two points and loss of turn are incurred. That player may also pass on the passed clue and answer their clue and gain one point.

During the random round, there is no penalty for an incorrect response.

The player who answers the clue to solve the puzzle is awarded 5 bonus points. The puzzle does not need to be solved. The player with the most points at the end of the allotted time is the winner.

GAME DAYS ADDITIONAL GAMES

Crossword Tournament

A crossword tournament is another option for a crossword-themed event. There is an annual crossword tournament in Brooklyn, NY. Visit <http://www.crosswordtournament.com/> for more information.

Sudoku Tournament

Visitors pick their category (beginner, intermediate, advanced) and there are three rounds. In each round, players do puzzles for their ability category. Beginners do one easy puzzle, intermediate players do one easy and one intermediate puzzle, and advanced players do three puzzles, easy, intermediate, and advanced. All players have 30 minutes to complete their puzzles.

The winner of each category in each round gets a place in the final round and must solve a puzzle on the white board in front of everyone. The winner of the final round wins the tournament. A prize will be awarded to the winners (one in each category). There will be one tournament in the morning and one in the afternoon. Pre-registration is not required.

An annual Sudoku tournament is held in Philadelphia. For more information about their tournament, visit http://www.philly.com/philly/comics_games/sudoku/.

Speedcubing (aka Rubik's Cube) Tournament

Competition is based on speed. Each player is timed on their ability to solve one of the following five competitions:

3x3x3 Speedsolve

4x4x4 Speedsolve

5x5x5 Speedsolve

3x3x3 One-hand

3x3x3 Blindfold

Competitors must bring their own cubes and stack mat timers. Extras will be available on-site for visitors to try. Prizes will be awarded to the winner of each competition.

The Exploratorium in San Francisco holds an annual Rubik's Cube Tournament in partnership with the Rubik's Cube Club at Caltech University. Visit <http://www.exploratorium.edu/rubiks/> or <http://caltech.cubingusa.com/sanfrancisco2009/> for more information.

Spelling Bee

Rules for Local Spelling Bees will be used at this competition and the number of rounds will be based on number of participants. The event is done in conjunction with an administrator of a local Spelling Bee. No pre-registration required.

An OMSI prize will be awarded to the winners.

OMSI GAME DAYS



TOURNAMENT

JOIN US ALL DAY FOR SCRABBLE FUN!

Tournament begins at 10:00 a.m.
in the Auditorium.

Boards and timers set-up for non-competitive play.

Event partner: Portland Scrabble Club

BASIC RULES



MAKE YOUR PLAY

ANNOUNCE YOUR SCORE

HIT YOUR CLOCK

REPLENISH YOUR TILES

ADD UP YOUR SCORE

And, Remember:
DON'T OVERDRAW

SCRABBLE TOURNAMENT SIGNAGE

OMSI GAME DAYS



CROSSWORD GAME SHOW

CRAZY ABOUT CROSSWORDS?

Live filming of the local game show,
Puzzled In Portland, begins at 11:00 a.m.
in the auditorium.

Join us all day for Crossword fun!
Puzzles to play and take home.

Crossword Game Show Signage

Credit Lines

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