

Exhibit Description

A bright, irresistible entryway welcomes visitors into an animation studio with work tables, sketches, and inspiration everywhere! Visitors are invited to experiment at light tables by tracing and sketching *Animationland* characters and creating anything they can dream up.

They'll become oriented to the world of storytelling through animation while learning about how animation works, the basics of the animation process, and getting to know our playful, easy-to-draw *Animationland* mascots.




After spending time in the studio and gaining foundational knowledge about how animation works, visitors venture out into a fantastical land – a lot like our natural world, but more magical – where the funny, endearing characters they drew in the studio come to life through exhibit graphics and original animated shorts.




From electronic interfaces to a full-body opportunity to plan and star in a stop-motion production, *Animationland* includes a wide range of interactive experiences. Environmental elements provide an immersive setting to inspire all visitors to learn the art and science of animation.









#Animationland

Exhibit Component Descriptions

		Entry Area
19a	Title Graphic 	<p>The <i>Animationland</i> entry is highlighted by large, colorful tension fabric environmental structures.</p> <p>The title graphic features the stacked color logo.</p>
19b	Animationland Map 	<p>The <i>Animationland</i> map gives visitors an overview of the magical world they're stepping into. It features the names of the characters and the realms where they live.</p>
19c	Exhibit Welcome 	<p>The welcome panel features Tracey, the pencil-dog, and shares a short narrative about her life in <i>Animationland</i>.</p>

<p>01</p>	<p><i>Magic Doorway</i></p> 	<p>This portal with a kid-sized doorway welcomes visitors into Tracey's home on Turtleback Island.</p>
<p><i>Tracey's Studio</i></p>		
<p>04</p>	<p><i>Create a Storyboard</i></p> 	<p>Animators often use storyboards to develop their story, an important element in the animation process. In this interactive component, visitors place storyboard cards into cardholders on a large panel, marked by indicator lights. Visitors place between two and eight out of ten cards in any order they choose and press the PLAY button to see the animation they created with the storyboard cards. Rails behind the cardholder panel store unused cards.</p>
<p>05</p>	<p><i>Shape the Characters</i></p> 	<p>A drawing studio brings out the artist in everyone. Visitors can trace the <i>Animationland</i> cast of characters directly using transparencies and light tables, recreate them using simple shapes and the instructions on signage, or draw their own creations freehand. Basic geometric shapes form the foundation of many animated characters, and learning to combine these shapes into characters is a powerful creative tool.</p> <p>Visitors may also draw storyboards, supported by graphics on the unlit table and storyboard template worksheets. A pencil sharpener and bins for pencils sit atop a locked cabinet that stores replacement supplies.</p>

<p>06</p>	<p>Share Your Creations</p> 	<p>After spending some time in Tracey's Studio, visitors may want to share their artwork with others. This component provides cords and clothespins to display their creations.</p>
<p>19d</p>	<p>Tracey's Studio</p> 	<p>Each thematic area is highlighted by large tension fabric walls and character photo ops that add to the immersive quality of the exhibit.</p> <p>Mr. Turtle peers through the window of Tracey's Studio, where visitors see what Tracey chooses to surround herself with to aid in her creative process.</p>
<p>20a</p>	<p>Tracey</p> 	<p>Life-sized plywood figures provide opportunities for visitors to take memorable photos.</p> <p>Tracey, the pencil-dog, brought <i>Animationland</i> to life when she drew the worlds and the characters that live there.</p>

Prickle Desert		
03	<p>Picture after Picture</p> 	<p>This component includes two interactives exploring the fundamentals of animation.</p> <p>The Mutoscope replica is operated by a mechanical hand crank. A reel of images inside the Mutoscope flips around (a Rolodex-like version of a flip book), creating an animation.</p> <p>The video component invites guests to see an animation at different frame rates using a dial with a range of 1 to 24 fps (frames per second). The animation demonstrates the concept of squash and stretch so that visitors may isolate single frames and compare the shapes that simulate movement in an animation.</p>
19e	<p>Prickle Desert</p> 	<p>Each thematic area is highlighted by large tension fabric walls and character photo ops that add to the immersive quality of the exhibit.</p> <p>Prickle Desert, drawn in vivid reds and oranges, is home to snakes, reptiles, and many happy cactuses.</p>
20b	<p>Drop</p> 	<p>Life-sized plywood figures provide opportunities for visitors to take memorable photos.</p> <p>Here, Drop (the last drop of water in the Prickle Desert) hangs out with a friendly cactus.</p>

Comfort Peaks		
09	Make Stop-Motion Magic 	Visitors create their own animation at four (4) stop-motion activity stations supplied with a variety of fun props. Cameras capture images from above and play the animation back on a screen at eye-level. Another monitor above the visitor's head mirrors what is happening so that other visitors can see the animation as it's created and when it's done. Attractor videos displaying the stop-motion creations of students at OMSI's summer animation classes play while these stations are not in use.
19f	Comfort Peaks 	Each thematic area is highlighted by large tension fabric walls and character photo ops that add to the immersive quality of the exhibit. Smiling mountains and wacky space creatures inhabit the tourist destination of Comfort Peaks.
20c	Rooth 	Life-sized plywood figures provide opportunities for visitors to take memorable photos. Rooth is the lumbering mountain who brought visitors to the <i>Comfort Peaks</i> by making them cozy.

Blub-Glub Village

14 Plan and Pose



Set in the underwater world of Blub-Glub Village, this iconic full-body experience encourages visitors to use a gridded floor to plan the action in a 14-frame animation. By way of stop-motion, they can capture images of themselves moving around the floor and make it appear as if they are floating or teleporting. Finished animations play on a screen located on the outside of the exhibit.

Forgotten Forest

16 Be a Foley Artist



Foley artists record sounds from a wide variety of sources to add to animations. This Foley booth challenges visitors to add sounds to a short animated clip using ordinary objects and props. The objects lay along the tabletop in sequence so visitors can easily add sounds to the clip as it plays.

20d Uno



Life-sized plywood figures provide opportunities for visitors to take memorable photos.

Uno is the skeptical resident of the Forgotten Forest who loves to shake the trees and listen to the sound they make.

20e

Trees



Life-sized plywood figures provide opportunities for visitors to take memorable photos.

Simple stacked geometric shapes make up the trees of the Forgotten Forest, where brightly colored bugs make their homes.

General Site Requirements

The following are necessary for the host site to accommodate *Animationland*:

- Minimum exhibit space: 2,000 sq. ft.
- Exhibition area must be locked and secure during closed hours. Alarm and/or guard surveillance during closed hours is required.
- Minimum ceiling height: 10 ft.
- Minimum doorway/hallway/elevator dimensions: 48" W x 108" L x 94" H (4' W x 9' L x 7' 10" H)
- 110 Vac 15 amp power.
- Loading dock with dock plates or 4,000-lb capacity forklift with extension for unloading, assembling, dismantling, and loading the exhibit.
- Scissors lift (preferred) or Genie Lift is recommended for installing and dismantling the exhibit.
- *Animationland* travels in one (1) 53' trailer.
- Approximately five (5) working days and a minimum of four (4) strong, able-bodied workers are required for unloading the truck and installation of the exhibit.
- Approximately five (5) workings days and a minimum of four (4) strong, able-bodied workers are required for the dismantling of the exhibit and loading of the truck.
- A minimum of 200 sq. ft. of space in a safe and secure environment to store disassembled carts, or a minimum of 390 sq. ft. of space to store assembled carts.
- A minimum of one (1) guide during hours *Animationland* is open to the public.
- Daily maintenance and care, including possible daily start-up and shut-down procedures and daily cleaning.
- A minimum of one (1) staff person with expertise in maintaining exhibits and electronic equipment of the type included in *Animationland*.
- All-risk Property Insurance, for the amount of \$1,000,000, from the time *Animationland* arrives at the site, while on display, and in transit from the Participant site to the next display site. General Liability Insurance in the amount of combined single-limit coverage for \$5,000,000.