

ROBOTS

Museums Leverage Feature-Film Branding To Teach Science

Guests of all ages have been inspired, entertained, and educated while visiting *Robots: The Interactive Exhibition*, a 5,000-square-foot touring multimedia educational display that opened in December 2005 at the Chicago Children's Museum. Audiences worldwide were drawn in by the wit and humor of the animated film *Robots*. The film's entertaining characters were ideal subjects on which to found an interactive experience designed to expand visitors' knowledge of real-life robotics.

Robots: The Interactive Exhibition resulted when Twentieth Century Fox engaged the Becker Group, an experiential marketing firm, to develop a unique and innovative way to promote the film. The Becker Group responded with a traveling interactive exhibit concept targeted to the movie's core demographic audience: families. The Becker team, led by Eddie Newquist and Marc Mileto, worked to create an engaging environment that would increase consumer awareness for the *Robots* brand and drive traffic to host venues.

Once the concept and creative were finalized, Becker Group turned



to Chicago Scenic Studios to manage and complete the fabrication process of turning their designs and concepts into a physical, working reality, and handcrafting the highly detailed, licensed movie characters: Rodney Copperbottom™, Fender™, and Ratchet™, plus their unique display case.

Interactive elements of the exhibit include Robot Explorers, in which visitors use a touchscreen to configure a robotic probe for exploring extraterrestrial environments; Invent-A-Bot Artificial Intelligence, another custom touchscreen interactive that enables guests to design robots; Crosstown Express, a simulated ride in a Robot City taxi cab; Industrial Robots, in which guests try their hand at controlling and manipulating a factory-grade robotic arm; and Robot Round-up, in which guests get acquainted with a variety of modern-day household robots that one can actually own, from a Roomba to a Robosapien.

Other venues that have booked the exhibit include Arizona Science Center, Detroit Science Center, Imaginarium Hands-On Museum (Ft. Myers FL) and the Maryland Science Center.



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Chicago Scenic Studios (www.chicagoscenicstudios.com) provides museums, science centers, zoos, retail, restaurants, television networks, corporate venues, and theme parks some 28 years of multi-disciplinary experience in themed environment engineering, design, fabrication and installation for cutting-edge exhibits, displays and events.

Robots: The Interactive Exhibition uses licensed characters from the Twentieth Century Fox film *Robots* to carry its educational message to families.