



## Exhibit Specifications

**Size:** 2,000- 2,500 sq. ft. (232 square meters)

**Target Audience:** Families with children 6-12 years-old

## Goal

To create an extraordinary family learning experience that allows visitors to discover the world of castle-building.

## Objectives

- To show children and families how and why castles are built.
- To celebrate the power of plastic toy bricks to inspire unrestrained creative play.
- To provide an interactive experience which invites children and families to create their own imagined castle world with plastic toy bricks.

## Big Idea and Main Messages:

### Big Idea:

It takes creativity and skill to plan, build and run a castle.

### Main Messages:

- Planning helps builders construct successful castles.
- Each part of a castle is built for a purpose.
- Plastic toy bricks provide a creative outlet for modern-day castle builders of all ages.

### Secondary Messages:

- It takes all kinds of people to build and run a castle.
- Castles served a defensive purpose as well as being a living space.

## Exhibit Description

### *Summoning All Castle Builders!*

Builders of all ages are invited to explore, build and play in the traveling exhibition –*Castle Builder!* In this exhibit kids and their families are transported to a fanciful kingdom where they too can become castle builders, building their own toy castle brick by brick.

- ❖ **Build, Build, Build!** - Builders of all ages and skill levels can construct castles, learn about real-world castles and their building secrets, and plan their ideal castle's defenses. The Builders Guild is divided into three age-appropriate build areas; 7+, 3-6, and toddler.
- ❖ **Explore a Giant Castle** - Explore the inside of the royal castle full of decorations and the king and queen's thrones.
- ❖ **Aim a Catapult** – Build a fortress wall on screen and test its strength with a virtual catapult.
- ❖ **Defend the Castle Walls** - Climb into a lookout tower and slide back down to the ground.
- ❖ **See a dragon** - In the dragon's cave, children and adults can create and share their own fantastical stories that feature castles as the setting.

Castle Builder  
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## Exhibit Photos



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