

nickelodeon™



# Exhibit Overview

*Traveling exhibition produced by The Children's Museum of Indianapolis*

# Exhibit Overview

Families will enter a gallery designed to look like the world of Adventure Bay, the main location of the animated TV series, *PAW Patrol*. Visitors will learn through exhibit messaging that the PAW Patrol is overloaded with requests for help. They will be prompted to look for the pups near their adventure vehicles, the Sea Patroller and the PAW Patroller. When they arrive in each area, they will participate in activities that encourage teamwork, activities that encourage self-confidence, and activities that encourage visitors to play the role of the rescuing hero. The exhibit is a free-flow experience where children and families can enter the storyline and adventure through multiple entry points.



# Big Idea

The puppy heroes of *PAW Patrol* inspire us to team up to overcome challenges, take heroic action, and help others.

## Main Messages

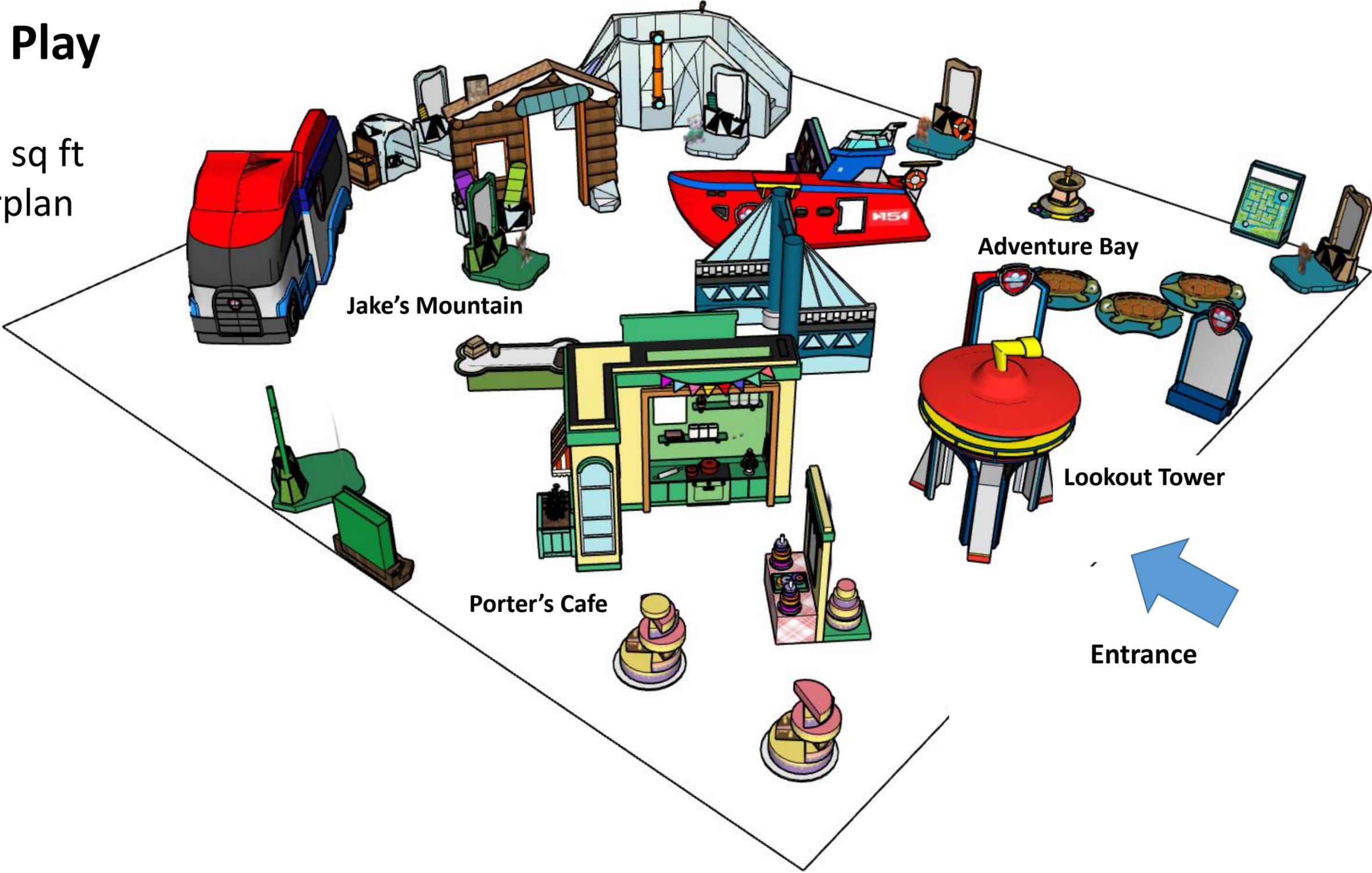
- Helping others in big and small ways strengthens our friendships, our community, and our world.
- Self-confidence and a can-do attitude empower us to take positive action.
- We can combine our unique skills and resources to make a plan and overcome challenges.





# PAW Patrol: Adventure Play

Generic 3,000 sq ft  
traveling floorplan







# Lookout Tower

## Narrative

In this entry experience, visitors will be introduced to the PAW Patrol pups and the world of Adventure Bay. In the PAW Patrol animated TV show, the main characters live in a tall tower called the Lookout. When visitors enter the space, they will first see a 3D sculpt of PAW Patrol pup leader, Chase. They will then see a replica of the Lookout Tower, which they will walk through. To signify that they have joined the PAW Patrol crew, they will pick up and put on a generic pup pack, which is a special backpack that all the PAW Patrol members wear. Before they venture off on ruff ruff rescues, visitors will see a 3D sculpt of PAW Patrol pup Tracker who is visiting Adventure Bay from his home, the Jungle.

## Environment

- **Environment:** The iconic Lookout tower is a key setting in the PAW Patrol animated series.
- **Built features:** Advanced organizer with Chase sculpt, Lookout Tower, costume bin, Tracker Sculpt, Jungle Playtable

## What will visitors do?

- Families will see Chase and read labels welcoming them to Adventure Bay.
- Families will see a scaled version of the Lookout Tower that they can walk through. They will read labels about joining the PAW Patrol and put on a Pup Pack before starting their rescue mission. Families will also help Tracker plan and practice rescues in the jungle.



# Lookout Tower Pretend Play

Pretend Play Interactive

## Description

In this pretend-play interactive, visitors will enter a child-scaled version of the Lookout Tower. The interior walls of the Lookout will have running lights and an elevator riding to the top of the tower. As they exit the walkthrough space, visitors can pick up a Pup Pack from a costume bin next to Chase and enter the exhibit.

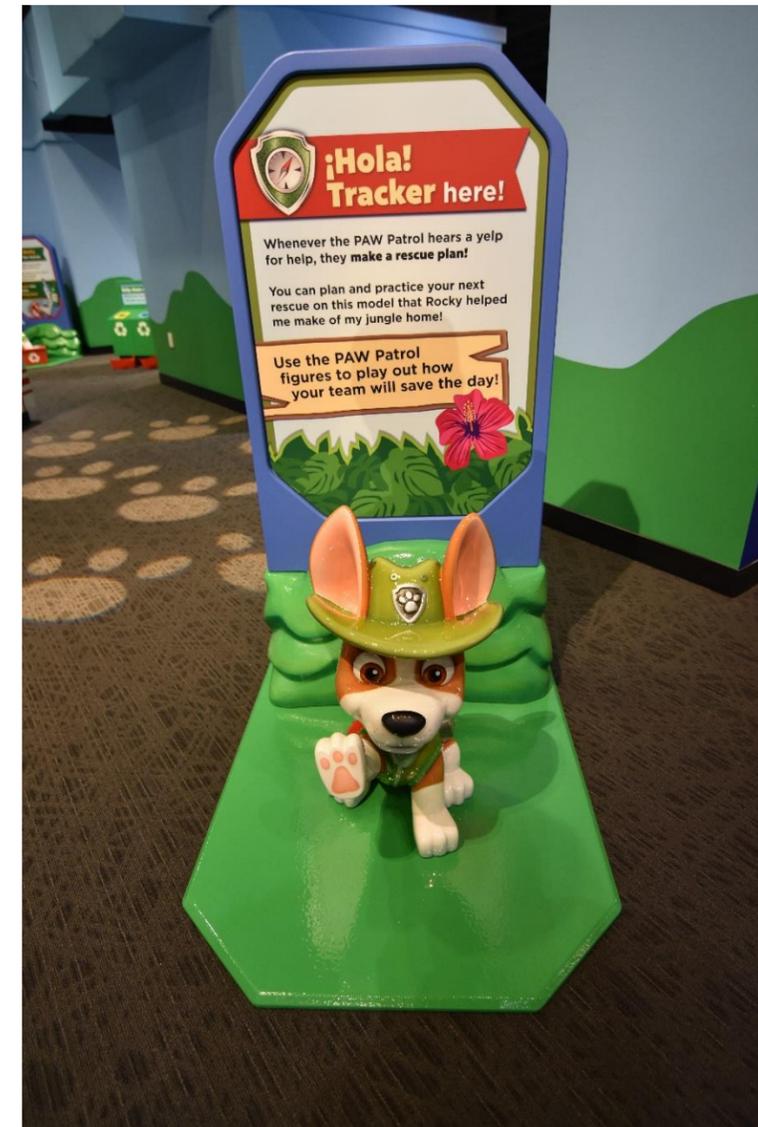


# Lookout Tower: Jungle Play Table

Pretend Play Interactive

## Description

In the Jungle rescue play table, participants will learn that helpful, positive actions are the result of a can-do attitude. Visitors will see a 3D sculpt of Tracker next to a play table that looks like the Jungle, including trees, a river, a temple, and a volcano. A label written in Tracker's voice will describe how he is visiting Adventure Bay. He will explain that when the PAW Patrol hears a yelp for help, they make a rescue plan! He will encourage visitors to plan and practice their next rescue on a model of his home, the Jungle! Visitors will use PAW Patrol action figures to plan adventurous rescues on the play table.



# Lookout Tower: Memory Maker

User Generated Content Interactive

## Description

Visitors will create an image that reminds them of their time assisting the PAW Patrol. Visitors will see a touchscreen kiosk themed like Ryder's large monitor in the Lookout. A label will encourage visitors to make a memory of their time in Adventure Bay by taking a team photo and sending the image home. Visitors will follow touchscreen directions to take a picture of themselves against an adventurous background and add in images of the PAW Patrol pups.





# Adventure Bay

## Narrative

After families explore the city of Adventure Bay, they will navigate the bay in the Sea Patroller. They'll work alongside the Pups to protect the townspeople, solve problems, and keep the city clean and friendly for everyone.

## Environment

- **Environment:** Adventure Bay is the main location featured in the *PAW Patrol* animated series. Featuring a town, a beach, and a bay, the city and its citizens face challenges big and small that keep the PAW Patrol busy saving the day.
- **Built features:** Sea Patroller, Porter's Cafe, Seagull Rescue, Dolphin Rescue

## What will visitors do?

- Families will see the pups Marshall, Zuma, Rocky, and Skye and the scaled Sea Patroller in a bay and town environment.
- Families will assist Marshall, Zuma, Rocky, and Skye as they help Mayor Goodway and keep the Bay safe for all the people and animals that live in Adventure Bay.



# Adventure Bay: Bridge Environment Entry

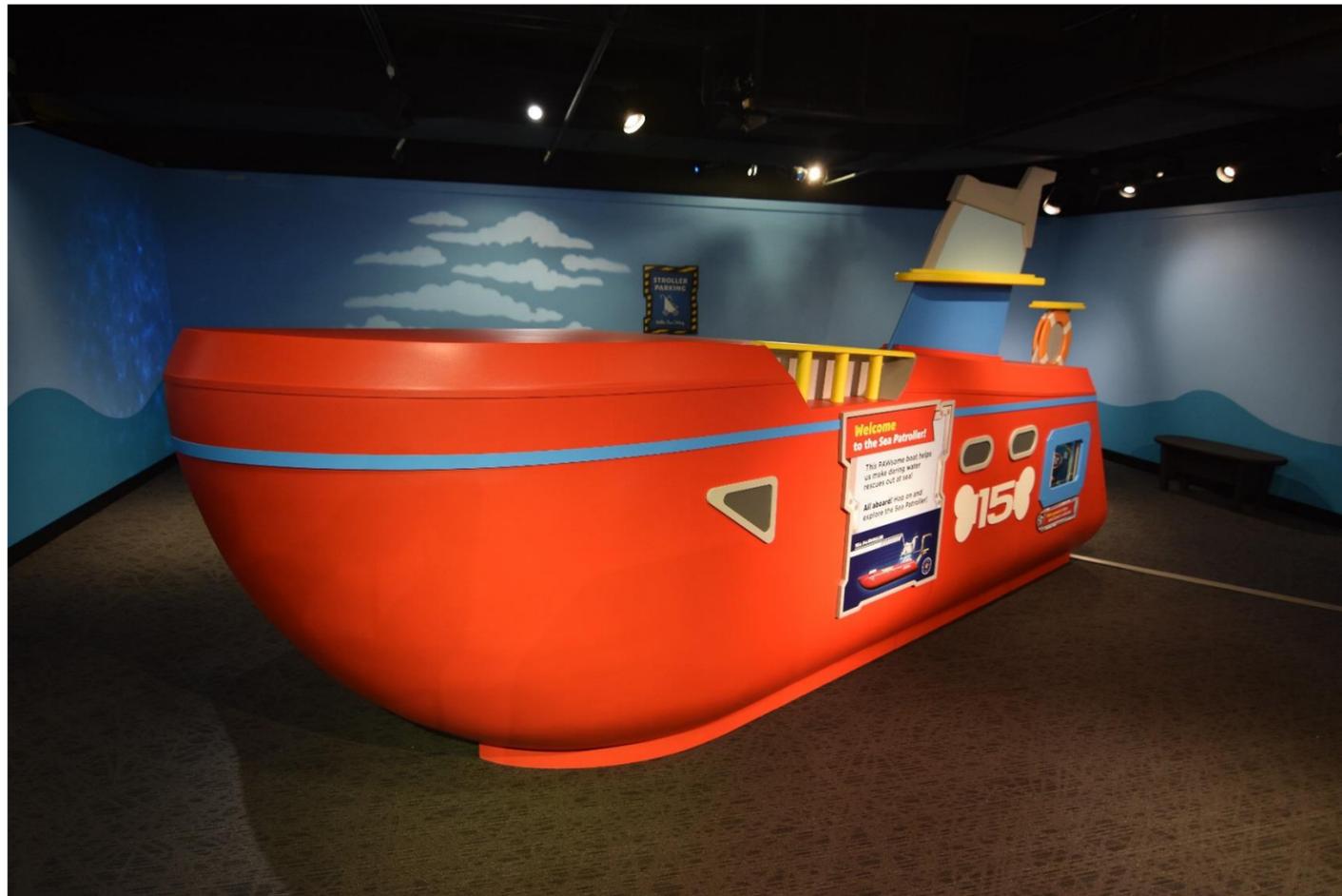


# Adventure Bay: Sea Patroller Pretend Play

Pretend Play Interactive

## Description

The PAW Patrol animated series shows pups loading their special tools and vehicles into the Sea Patroller and navigating it out into the water when they go on sea-based rescue missions. In this pretend play experience, visitors will have the opportunity to climb aboard and drive the Sea Patroller. Visitors will enter a replica Sea Patroller, and will see a driver's station. They will steer a wheel and press buttons on a dashboard to pretend they are piloting the Sea Patroller. During a puzzle interactive, visitors will learn more about the special tools used by PAW Patrol pups Zuma and Skye. Afterwards, visitors will explore the walls of the Sea Patroller, opening a reveal that shows the pup's special vehicles stored inside.



# Adventure Bay: Baby Seagull Rescue

Process Play Interactive

## Description

In this rescue experience, visitors will learn that helping others makes our world a better, safer place. Visitors will see a 3D sculpt of PAW Patrol pup Zuma. Nearby, visitors will see a buoy in a water environment. On the buoy, visitors will see a seagull nest and a baby seagull tangled in trash. A label in Zuma's voice will explain that the baby seagull needs help to free herself. Visitors will save the baby seagull by untangling her and returning her to the nest.

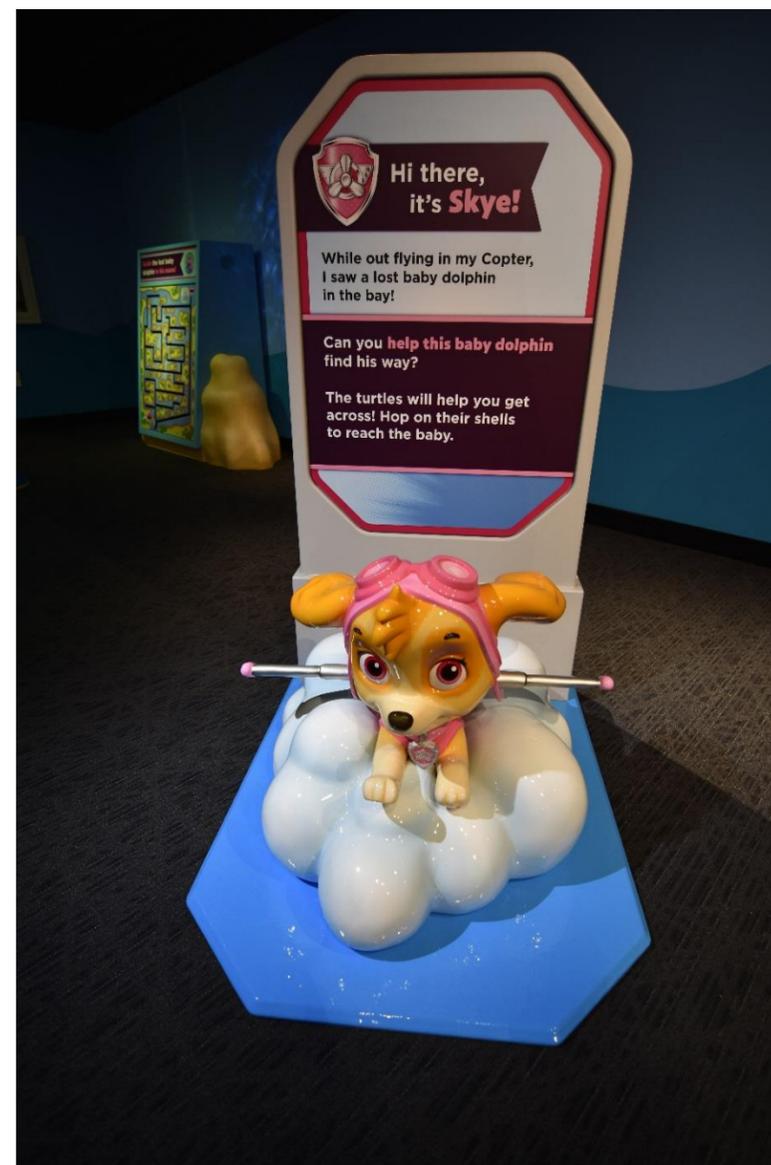


# Adventure Bay: Baby Dolphin Rescue

Process Play Interactive

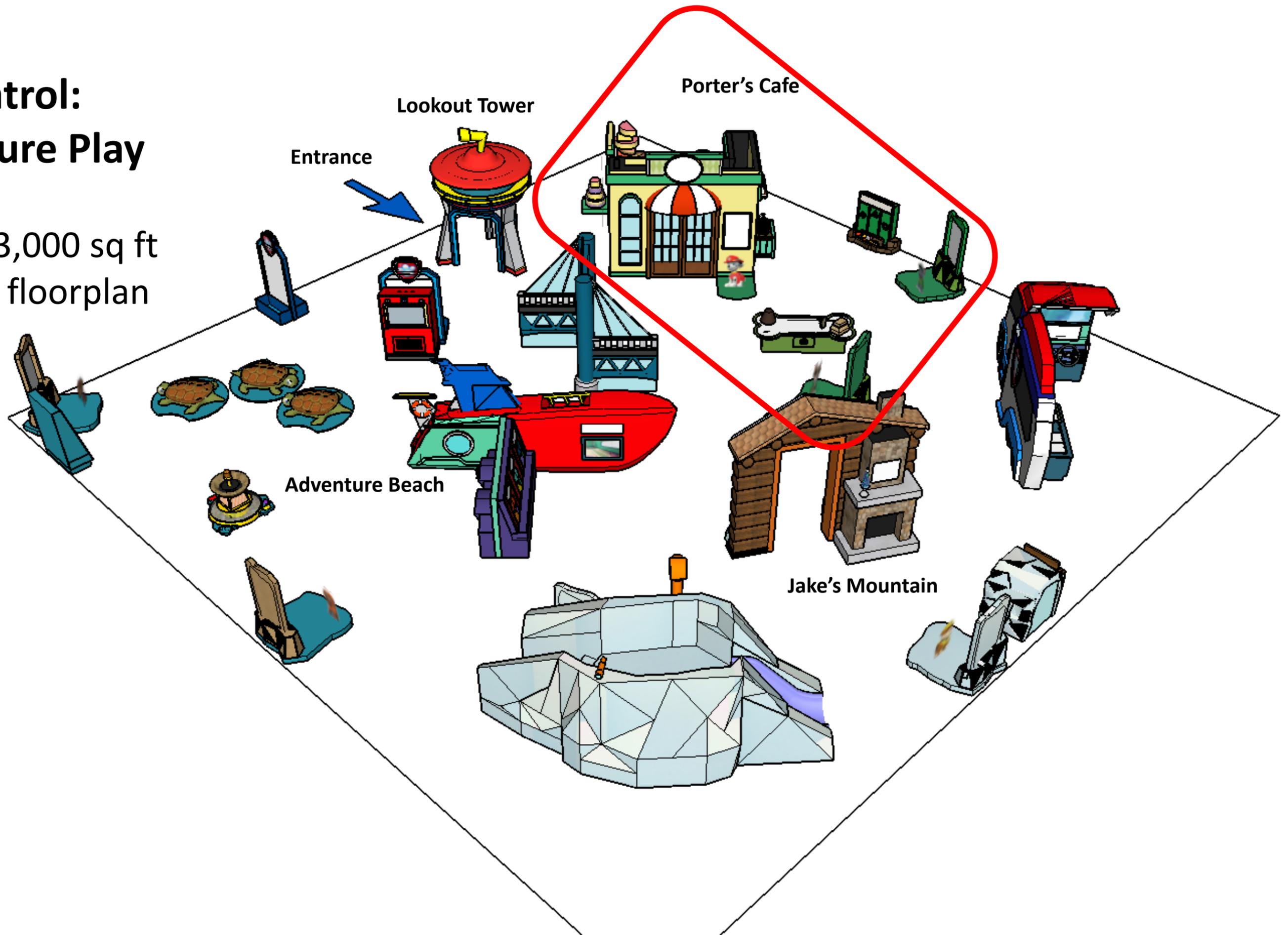
## Description

In this interactive, participants will learn that overcoming challenges to help others makes our world a better place. Visitors will see a 3D sculpt of PAW Patrol pup, Skye. A label written in Skye's voice will explain that a baby dolphin has been separated from his mother. Skye will prompt visitors to travel on the backs of sea turtles to reach the dolphin and guide him through a maze of turtles to his mother. Visitors will hop from one turtle to another until they reach a puzzle maze. Visitors will guide a miniature dolphin through the puzzle maze until he reaches his mother.



# PAW Patrol: Adventure Play

Generic 3,000 sq ft  
traveling floorplan



# Adventure Bay: Porter's Cafe

Process Play Interactive

## Description

Visitors will see a 3D sculpt of PAW Patrol pup Marshall sitting outside of Porter's Café in Downtown Adventure Bay. A label in Marshall's voice will explain that he accidentally knocked over a cake at Porter's Café. The cake was to be Adventure Bay's submission in the annual Tallest and Tastiest Cake competition. Marshall will ask visitors to go inside and help rebuild the cake so that it is taller than the competition's cake. Visitors will also learn that the naughty Kitten Catastrophe Crew has been pulling up all the flowers in Downtown Adventure Bay and are prompted to help replant the flowers.



# Adventure Bay: Tallest and Tastiest Cake

Process Play Interactive

## Description

In this stacking interactive, visitors will learn that self-confidence and a can-do attitude empower us to tackle tricky challenges. Marshall accidentally knocked over Adventure Bay's submission for the Tallest and Tastiest Cake competition. Visitors will role play baking and then help rebuild the cake so that it is taller than the competition's cake. Visitors will rebuild the cake by stacking cake layers as high as they can.

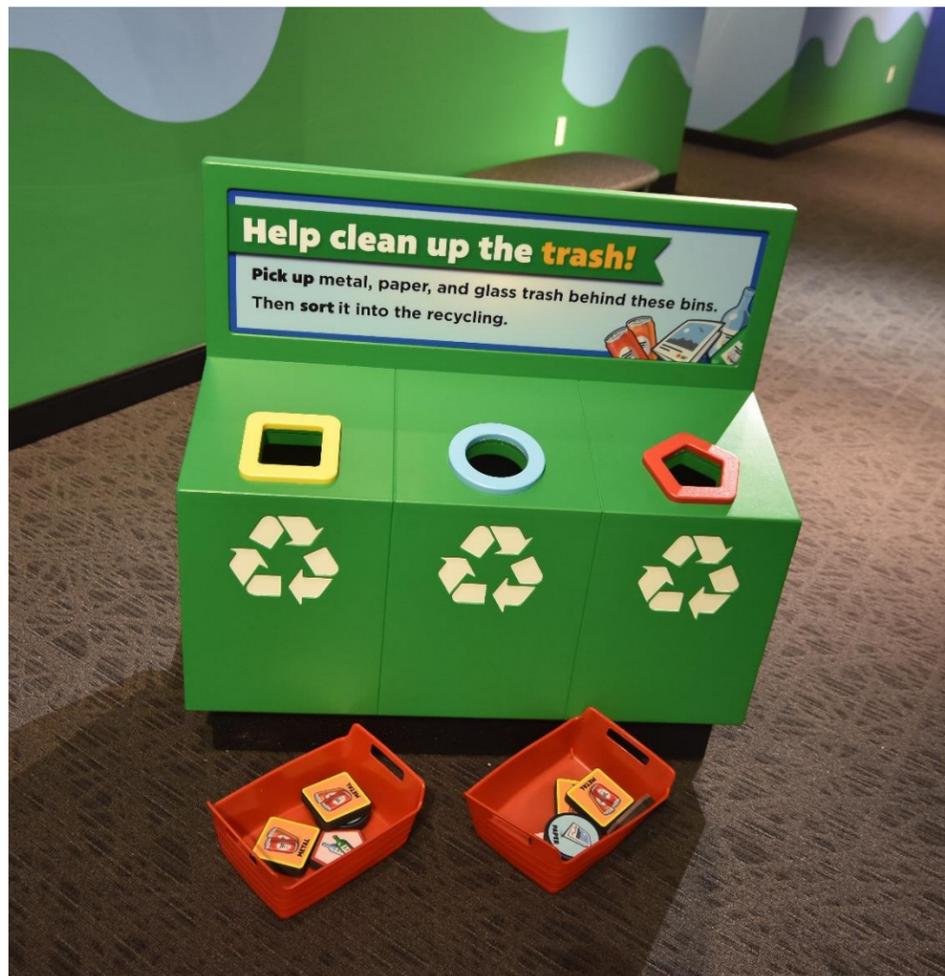


# Adventure Bay: Street Cleanup

Process Play Interactive

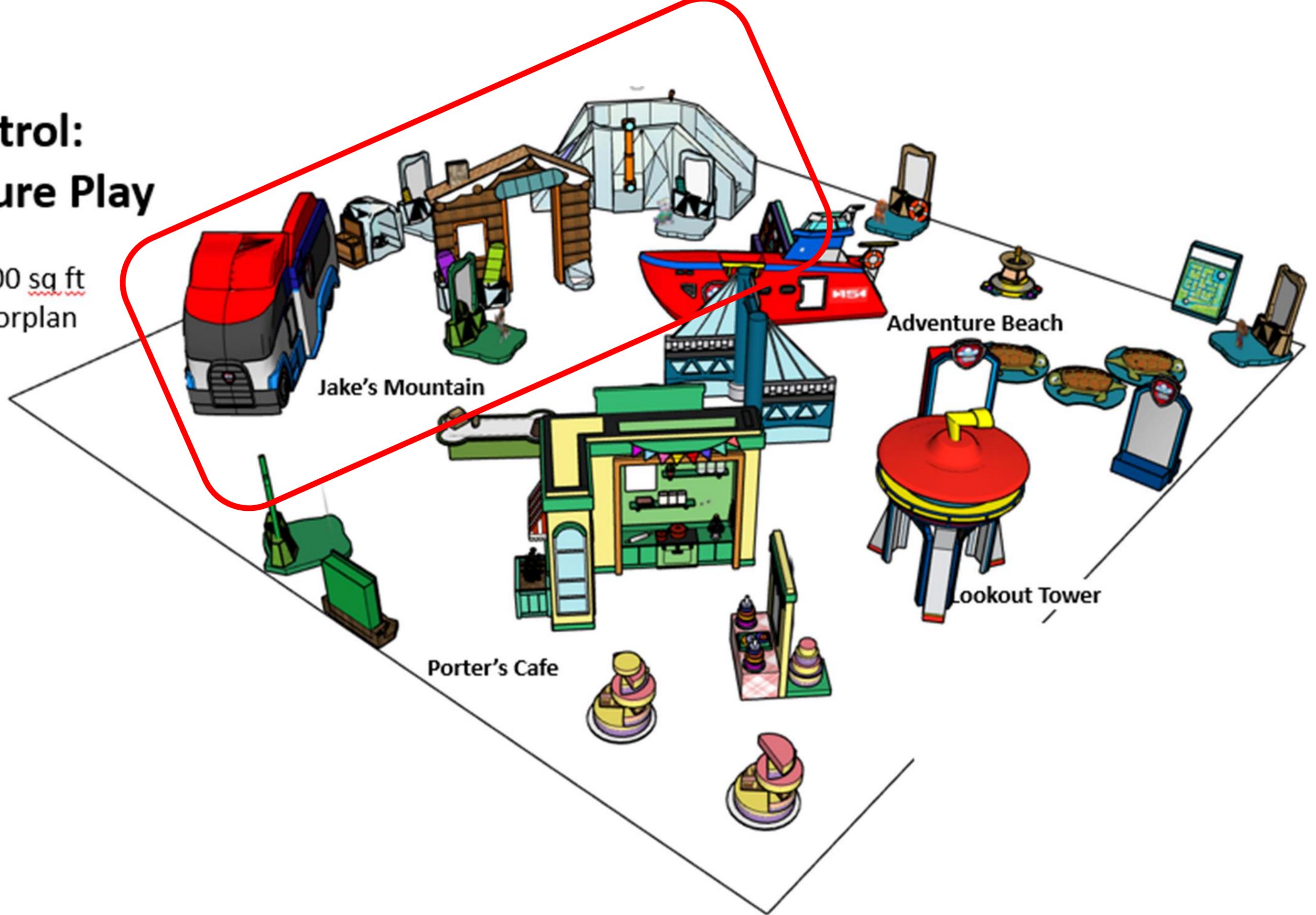
## Description

In this sorting interactive, visitors will learn that helping others makes our community a cleaner, safer place to live. Visitors will see a 3D sculpt of PAW Patrol pup, Rocky. Nearby, visitors will see recycling bins and trash. A label in Rocky's voice will ask visitors to pitch in and help keep the community clean by picking up the trash and sorting it into the matching recycling bins.



# PAW Patrol: Adventure Play

Generic 3,000 sq ft  
traveling floorplan



# Jake's Mountain

## Narrative

After solving puzzles and putting on Pup Packs in the PAW Patroller, families will step through a façade of Jake's cabin and onto Jake's Mountain. They'll pose with 3D sculpts of Everest and Rubble and then work together to perform a daring, snowy rescue.

## Environment

- **Environment:** Jake's Mountain is home to Everest, a husky pup who loves the cold and snow.
- **Built features:** Jake's Cabin, PAW Patroller, snow climber, cave rescue.

## What will visitors do?

- Families will see Everest, Rubble, and the scaled PAW Patroller in a snowy mountaintop environment.
- Families will explore Jake's Mountain and help Everest and Rubble save the day in this alpine adventure-scape.



# Jake's Mountain: Land Patroller Pretend Play

Pretend Play Interactive

## Description

The PAW Patrol animated series shows pups loading their special tools and vehicles into the PAW Patroller when they need to go on rescue missions in distant locations. In this pretend play experience, visitors will climb aboard and drive the PAW Patroller. Visitors will enter a replica PAW Patroller and will see a driver's station. They will steer a wheel and press buttons on a dashboard to pretend they are driving. During a puzzle interactive, visitors will learn more about the special tools pups Everest and Rubble use. Afterwards, visitors will examine the outside of the PAW Patroller, opening a reveal that shows the pups' special vehicles stored inside.



# Jake's Mountain: Cabin Thematic Entry



# Jake's Mountain: Snowboarder Rescue

Process Play Interactive

## Description

Participants in this rescue interactive will learn that confidence and a can-do attitude help people take positive action, like working hard and using repetitive large-motor skills to perform a rescue. Visitors will see a 3D sculpt of Rubble next to a shallow snow cave. Label prompts in Rubble's voice will tell visitors to search for and dig out a snowboarder stuck in a mound of snow at the back of the cave. In the cave, visitors will see a semi-dimensional snowboarder covered in faux snow. In an effort to dig out the snowboarder, visitors will scoop up the snow and put it in a bin outside the cave.



# Jake's Mountain: Mountain Climber Challenge

Process Play Interactive

## Description

Participants in the mountain climber challenge will learn that practicing self-confidence and a can-do attitude can help people accomplish great things, like climbing a mountain peak to help search for people in need of a rescue. Visitors will see a 3D sculpt of Everest next to a climber that resembles a snowy mountain peak. Visitors will also see telescopes at the top of the climber and a slide to one side. Label prompts in Everest's voice will tell visitors to explore the mountain, trying their best to climb to the peak so they can use telescopes to search for people in need of help. Another periscope on the side of the climber is accessible to children who cannot ascend the mountain. After visitors climb the peak and look through the telescopes, they will speed down the slide.

