



MEDIA CONTACT:

Stefanie Santo | [The Franklin Institute](#) | 215-448-1152 | ssanto@fi.edu

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Crayola Sparks Innovation and Imagination in the Blockbuster Museum Exhibition, *Crayola IDEAworks: The Creativity Exhibition*

Crayola, Agency808, and The Franklin Institute unveil the upcoming, immersive museum exhibition tour

PHILADELPHIA (September 24, 2020) – For over a century, Crayola has sparked imagination and ignited creativity all over the world. Best known for their iconic box of crayons, the spectrum of Crayola products is rooted in innovation and invention. Today marks the next step in the company's ongoing evolution with the announcement of a brand-new, state-of-the-art museum experience, *Crayola IDEAworks: The Creativity Exhibition*. The exhibition is produced by Agency808 in collaboration with The Franklin Institute, a renowned and dynamic science museum and leader in science and technology learning. The world-premiere of the U.S. tour launches at The Franklin Institute in Philadelphia on February 13, 2021, and [tickets](#) are now on sale to the public.

"Crayola *IDEAworks: The Creativity Exhibition* pushes the boundaries on every industry norm," says Clayton Ferguson, Agency808 Principal and Executive Producer. "We've pulled together a team of the brightest and most experienced minds in the business to design an exhibition that fosters creative problem-solving skills through interactive challenges in a way that has never been done before."

The exhibition's name, *IDEAworks*, derives from the acronym: **I** – Identify, **D** – Define, **E** – Explore, and **A** – Assess, outlining the design thinking process. This immersive and interactive experience will challenge visitors with activities that hone problem-solving skills and empower their own unique creativity.

"Crayola believes everyone has creativity innately inside of them, and we continue to look for new ways to ignite it. This exhibition highlights the spirit of innovation and invention that flows throughout the company with the omnipresence of 'What If?' that is at the heart of the brand's true north," said Crayola VP of Business Development and Global Licensing, Warren Schorr. "Everyone at Crayola could not be more excited to partner with Agency808, who has assembled the best in class creative and development team to bring this vision to life!"

Walking into *Crayola IDEAworks: The Creativity Exhibition*, visitors will immerse themselves in state-of-the-art digital interactives and exhibits that will provide a personalized adventure guided by RFID wristbands. During the exhibition, guests will encounter three distinct areas:

- **Workshop** – The exhibition's opening space is where visitors will have their creativity put to the test with challenges that hone their skills. The four sections in this area, I, D, E, and A, will feature questions and puzzles that will explore creative strengths.
- **Colorverse** – Once visitors enter the magical Crayola Colorverse, they will travel to the bustling City of Crayopolis, a thriving Mars Colony, and a curiosity-bending SeaBase to put their IDEA skills into action and test solutions to complex problems based on current scientific research and discovery. Guests will be inspired to use their creativity to innovate, invent, and influence their way to unique solutions.
- **The Grand Finale** – Bidding farewell to the Colorverse, guests will receive a customized summary that celebrates their creative strengths during their adventure, highlighting that individual's unique superpowers!

With Crayola's headquarters based in Easton, Pennsylvania, there is great synergy in launching this tour at one of the country's most esteemed science museums, The Franklin Institute in Philadelphia.

"The Franklin Institute is thrilled to host the world premiere of this state-of-the-art exhibition, *Crayola IDEAworks: The Creativity Exhibition*," said Larry Dubinski, President & CEO of The Franklin Institute. "Success in science requires a creative mind, and this Crayola experience brings the art of scientific thinking to the

forefront—sparking curiosity, asking the “what-if” questions, and continually evaluating and re-imagining problems to find innovative solutions.”

Crayola IDEAworks: The Creativity Exhibition is scheduled to open at The Franklin Institute on February 13, 2021, for a limited time, before embarking on a multi-city, U.S. tour.

The Franklin Institute is proud to present *Crayola IDEAworks: The Creativity Exhibition* in the Nicholas and Athena Karabots Pavilion and in the Mandell Center. PECO, the premier corporate partner of The Franklin Institute, is the presenting sponsor of the exhibition, and Liberty Coca-Cola is the associate sponsor.

For more information, and to purchase tickets for the world premiere of *Crayola IDEAworks: The Creativity Exhibition*, visit www.fi.edu/crayola-ideaworks.

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ABOUT AGENCY808

Operating out of Nashville, Agency808 is a creative agency that serves children, their families, and the brands they love via location-based entertainment, traveling exhibitions, pop-ups, and holiday experiences. Agency808 is home to storytellers and experimental architects that bring ideas to life by curating and developing immersive, compelling experiences that create meaningful, emotional connections that resonate with audiences. For more information about Agency808, visit www.agency808.com.

ABOUT CRAYOLA

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities, and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find a wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information, visit www.crayola.com or join the community at www.facebook.com/crayola.

ABOUT THE FRANKLIN INSTITUTE

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. Pennsylvania's most visited museum is dedicated to creating a passion for learning about science by offering access to hands-on science education. For more information, visit fi.edu and follow The Franklin Institute on Twitter @TheFranklin and Instagram @FranklinInstitute, hashtag #franklininstitute.

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