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PRESS KIT:

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THE WORLD'S LARGEST DRAWING BY AN INDIVIDUAL HAS JUST BEEN COMPLETED IN PHILADELPHIA

The Franklin Institute, Crayola IDEAWorks: The Creativity Exhibition, and a local Philadelphia Art Educator Collaborate to put Imagination on Full Display

PHILADELPHIA January 28, 2021— Philadelphia art teacher and artist Dyymond Whipper-Young used her creativity on a grand scale as she finalized the world's largest drawing by an individual at the Mandell Center within [The Franklin Institute](#) using key images from the upcoming world premiere exhibition, [Crayola IDEAWorks: The Creativity Exhibition](#), on Friday, January 15, 2021.

Whipper-Young expanded on the Crayola universe with her imagination, originality, and artistic vision using only black Crayola Project XL Markers. She sketched the entire drawing on Tyvek® material, which temporarily covered the floor of the Mandell Center, where the upcoming exhibition will be open to the public in February.

"We have creativity innately inside all of us... we just need to ignite it! My goal with this drawing was to highlight the importance of ingenuity and imagination for everyone," Whipper-Young expressed. "Being able to partner with Crayola and The Franklin Institute in Philadelphia while continuing to highlight the city's imaginative energy is quite an experience, and I'm very blessed for the opportunity to show off my artistic skills."

This unique drawing, professionally surveyed at 6,509.9 square feet by Control Point Associates, Inc. c/o Bohler, showcases three distinct areas of land, sea, and space that will be part of the exhibition. It also focuses on the guest's design-thinking skills and enables their unique abilities to explore solutions and overcome challenges.

The images used throughout the drawing give only a glimpse of the out-of-this-world experience visitors will enjoy when visiting the upcoming Crayola IDEAWorks: The Creativity Exhibition opening at The Franklin Institute in February.

"This initiative is an outstanding way to highlight the creativity of one Philadelphia-based artist while inspiring the entire region to come discover their own creative pulse through this incredible world premiere exhibition debuting at The Franklin Institute in February," said Larry Dubinski, President and CEO of The Franklin Institute.

Set to open on February 13, 2021, at The Franklin Institute, Crayola IDEAworks: The Creativity Exhibition is a brand-new, state-of-the-art museum experience produced by [Agency808](#) in collaboration with The Franklin Institute. Visitors will immerse themselves in state-of-the-art digital interactives and exhibits that will provide a personalized adventure challenging their critical thinking skills, imagination, and ingenuity.

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.

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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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