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INNOVATION AND IMAGINATION REACH NEW HEIGHTS
CRAYOLA IDEAWORKS: THE CREATIVITY EXHIBITION

WORLD PREMIERE AT THE FRANKLIN INSTITUTE

OPENS SATURDAY, FEBRUARY 13

State-of-the-art digital interactives and exhibits will enhance guests' creativity and problem-solving skills in a personalized adventure at The Franklin Institute.

Philadelphia, PA February 11, 2021—[Crayola IDEAworks®: The Creativity Exhibition](#), an immersive and interactive experience that will challenge guests with activities that hone problem-solving skills and empower their own unique creativity, makes its colorful world premiere at The Franklin Institute on Saturday, February 13, 2021.

"Crayola IDEAworks aims to inspire guests of all ages to expand their creative thinking skills and sharpen their unique talents through a multitude of exciting and imaginative activities," said **Larry Dubinski, President and CEO of The Franklin Institute**. "We are absolutely thrilled to debut this world premiere exhibition and provide our guests the opportunity to experience the next level of iconic Crayola ingenuity right here at The Franklin Institute."

Produced by [Agency808](#) in collaboration with [Crayola](#) and [The Franklin Institute](#), the 17,000 square-foot state-of-the-art experience takes innovation and imagination to new levels across the museum exhibition landscape.

Designed as a highly immersive and personalized adventure, guests practice design thinking skills in the IDEA Workshop and put them to the test in the dynamic Colorverse™. With more than 150 physical and digital inquiry-based experiences and challenges, guests track their progress on an RFID wristband and receive a customized summary of their creative strengths discovered on their journey.

"It's taken over two years from concept to creation, and throughout that time we've pushed the boundaries on every industry norm with *Crayola IDEAworks: The Creativity Exhibition*," exclaimed **Clayton Ferguson, Agency808 Principal and Executive Producer**. "The experiences at *Crayola IDEAworks* will challenge the imagination, ingenuity, and critical-thinking skills of each and every guest in a way that has never taken place in a museum exhibition before. This is a truly unique event that folks from across the region will not want to miss."

During the exhibition, guests will encounter three distinct areas:

- **IDEA Workshop** – Upon exhibition entry, guests will have their creativity put to the test with challenges, questions, and puzzles that sharpen their existing skills. The exhibition’s name, Crayola IDEAworks, is derived from the acronym: **I** – Identify, **D** – Define, **E** – Explore, **A** – Assess, which outlines the design thinking process and is reflected in the IDEA Workshop’s four different sections—I, D, E, and A.
- **Colorverse** – Once inside the Crayola Colorverse, guests will travel to the bustling City of Crayopolis, then to a thriving Mars Station, and finally, a curiosity-bending SeaBase to put their IDEA skills into action and test solutions to complex problems based on current scientific research and discovery. These include living on Mars, restoring a coral reef ecosystem, and building a sustainable neighborhood.
- **Grand Finale** – Bidding farewell to the Colorverse, guests will reveal their customized creative strength summary that celebrates their creative strengths highlighted during their adventure.

"Everyone at Crayola is very excited to see this vision come to life! With Crayola's headquarters in Easton, PA, there is great synergy in launching this exhibition at one of the country's most-esteemed science museums, The Franklin Institute," said **Crayola VP of Business Development and Global Licensing, Warren Schorr**. "We believe everyone is naturally creative, and we continue to look for new ways to ignite it. This exhibition awakens the spirit of innovation and invention that flows throughout the Crayola brand."

The health and safety of all guests visiting *Crayola IDEAworks* is an utmost priority. The standard COVID-19 protocols established by The Franklin Institute will be enforced during the exhibition run in Philadelphia. For more information about the health and safety precautions at The Franklin Institute, visit <https://www.fi.edu/health-safety-information-2021>.

The world premiere of *Crayola IDEAworks: The Creativity Exhibition* begins February 13, 2021, with a limited engagement at The Franklin Institute, before embarking on its inaugural multi-city tour. The Franklin Institute is proud to present *Crayola IDEAworks* in the Nicholas and Athena Karabots Pavilion and 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.

Crayola IDEAworks: The Creativity Exhibition at The Franklin Institute

February 13, 2021 through July 18, 2021

Wednesday-Friday: 10:00am – 5:00pm

Saturday-Sunday: 10:00am – 6:00pm

**Note: Special Hours Monday, February 15: 10:00am-5:00pm*

Includes General Admission to The Franklin Institute

Adults \$35.00; Children (ages 3-11) \$31.00

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

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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.