



water's EXTREME journey

**Cleaner Water
Through Education
and Action**



minotaur mazes



SCRIPPS



BIRCH AQUARIUM
AT SCRIPPS

WYLAND  FOUNDATION

Everything is fantastic!
People LOVE Water's
Extreme Journey, and it's
doing really well with
school groups!

Julia Pennington Cronin
Curator of Collections and Exhibits
Turtle Bay Exploration Park

"...one of the most powerful
learning experiences of its kind."

Wyland
Founder & President
Wyland Foundation

"My 7-year old wouldn't leave until he had
explored every optional route through the
maze."

Bruce Stewart
Program Director
Birch Aquarium at Scripps

"Water's Extreme Journey effectively
engages young people in the natural
resource decisions of today that will have
massive impacts on our communities
tomorrow."

Steve Creech
Executive Director
Wyland Foundation

"Many people had
no idea that what
we do really does
impact water, but
this exhibit changed
that."

Erin Anderson
Curator
Western Heritage
Museum Complex

Word on the Street



"The entire maze was
fantastic. I loved seeing
the kids' faces when they'd
finally made it to the clean
ocean. It really was a sense
of accomplishment and
understanding."

Erin Anderson
Curator
Western Heritage
Museum Complex

"A very good educational
experience for all. The students
and teachers had a great time. The
maze was excellent!"

Visiting Principal
Western Heritage Museum Complex

"...water pollution has been the top-ranking environmental issue of
concern to Americans in each Gallup reading since 1989."

Gallup.com



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Goals

EXPERIENCE the water cycle as a drop of water

LEARN to keep water clean through simple activities.

INSPIRE stewardship of natural resources

ACT to support clean water initiatives

“The entire maze was fantastic. I loved seeing the kids’ faces when they’d been to the unclean ocean and then finally made it to the clean ocean. It really was a sense of accomplishment and understanding. Many people who visited the exhibit had no idea that what we do really does impact water, but this exhibit changed that. Even a year later we are still getting comments.”

- Erin Anderson, Curator, Western Heritage Museum Complex

Become a Raindrop, Change Your World

***Water's Extreme Journey* is more than an exhibition.**

Developed with world-renowned marine life artist Wyland, *Water's Extreme Journey* takes visitors on an exciting and important quest for clean water. Visitors experience the watershed as a water drop, exploring first-hand the science behind the water cycle. But it's not all wet and wild – through powerful interactives and local messaging, visitors realize that daily decisions can immediately improve the watershed in their own backyard.

“ My 7-year old wouldn't leave until he had explored every optional route through the maze. ”

- Bruce Stewart, Program Director,
Birch Aquarium at Scripps



Overview

Water's Extreme Journey transforms the visitor into a drop of water entering a watershed, an area of land where water drains and collects into a shared reservoir. As visitors will discover, a watershed can be right in their own neighborhood, or as big as the Rocky Mountain region! To explore the exhibition watershed, visitors voyage through rivers, lakes, wetlands, and even their homes, eventually reaching the healthy ocean. Sound easy? Water drops face many hurdles as they interact with humans. Does the farm they encounter use pesticides? Did someone get messy changing their oil, or flush prescription drugs down the toilet? Clean choices keep our drops healthy and moving toward a clean ocean. Dirty choices send our drops down the urban storm drain to the unhealthy ocean, where they evaporate, condensate, and precipitate for another try.

“...water pollution has been the top-ranking environmental issue of concern to Americans in each Gallup reading since 1989.”

- Gallup.com

Why Water?

Water is among the hottest conservation topics in the news today, and Americans rank water pollution as the number one environmental concern facing the country. *Water's Extreme Journey* is a front line effort to empower millions of people with the knowledge to create a positive, immediate impact through action.



It's Local/Es Local

Clean water in your own backyard. *Water's Extreme Journey* presents opportunities for local messaging through programming. The exhibition is also translated into Spanish to help reach more visitors.

Local Watershed Experience

Shed some light on your watershed! An interactive model and bird's-eye view of a small town teaches visitors to explore the various ways that everyday actions impact communal waters. Identify streets and buildings as community landmarks, bring in regional water experts to talk about how local pollutants affect the watershed, and point to local actions to encourage change within the neighborhood.

Art In Action

Write a letter, draw a picture, make a difference! However you express yourself, you can experience the value of being an involved citizen as you commit to clean water. *Water's Extreme Journey* will deliver letters and paintings to regional political figures in support of clean water initiatives, creating an immediate impact that visitors enjoy and remember.

Giant Community Mosaic

Be a piece of the big picture! Using imagination, visitors create one of over 600 mosaic tiles that combine to make a large-scale, beautiful work of art. The Wyland-designed Watershed Mosaic reinforces the power of community coming together for a common goal.



Water's Core Curriculum

Water's Extreme Journey comes with a fully developed water curriculum that adheres to National Art and Science Education Standards. Each lesson includes an activity, and is designed to be flexible and adapted for grades K-8. Students will experiment with and study the different properties of water, conduct scientific experiments, explore ecosystems, and learn to become stewards of the environment. This curriculum is appropriate for schools, and formal and informal learning institutions.

“ We are always looking at Minotaur Mazes for the next new exhibit! Their flexibility and professionalism have been great—designing to fit our space and flow, working well with our staff, making shipping and installation work, and always looking for feedback on improvements to their product. ”

- Connie Mohrman,
Exhibits Department Manager,
The Wildlife Experience

Measurable Success

It's all in the numbers.

When visitors commit to change, they want to see results. And so do host institutions! In *Water's Extreme Journey*, a touch-screen media kiosk offers simple ways to change habits, and to pledge to keep community water clean. Visitor pledges are logged and recorded by the Commitment Kiosk to tally collective positive impact on the local watershed. The results are then delivered to government officials in support of clean water. Results also can be used to demonstrate the value of the exhibition and its message to local press, board members, and sponsors.



Interactives

Everyone likes to get in on the action, so we at Minotaur Mazes build each exhibition for visitors to interact with and impact their environment. Our interactives help visitors understand and retain complex information. Plus, they're just a lot of fun!

Water Cycle Puzzle

If you were a raindrop, where might you go? Complete the water cycle puzzle and send water on a journey into a whale, onto a leaf, or down a drain. It's up to you!

Zip Slide

You're a raindrop. Time to zip down a mountain stream and drop into the watershed!



Dodge Pollution

Get ready, raindrops...humans ahead! Five spinning impact wheels simulate interaction between humans and water in five categories: litter, toxins, agriculture, development, and seafood. Get through all impact points and stay clean to reach the healthy ocean. Don't worry if you get dirty – you can go through the maze again and make cleaner choices.

Mirror Mirror

Image isn't everything, but it sure can help you think about how you'd look like a water drop! Get into character for your journey through the maze.

Urban River/ Storm Drain

Oh no! Gross! You got dirty and are headed for the Un-Healthy Ocean. But don't despair – you're not alone, and there's a lot you can do together to clean up your act. Look around for other raindrops to help!

How Much Water?

Nearly 70% of the earth is covered by water and less than 1% is available for drinking. How can this be true? Investigate answers by comparing all the types of water on Earth.





Clean Water Commitment

Each of us has the power to make a significant difference – it just takes a few simple decisions. Visitors are offered a variety of lifestyle changes to help keep water clean. The cumulative impact of each pledge is recorded and shown, clearly demonstrating the positive impact a single individual can have on the environment.

Get Filtered!

Take a trip through the Slow Zone to get cleaned up! This wetland experience demonstrates how grass and other plants naturally filter water.

Home Sweet Home

Look closely at a snapshot of 'home' and see if you can identify where water is getting dirty or being wasted. There are 10 things that can be changed to save water and keep it clean. See if you can identify them all!



The Dirty Dozen

Learn about the top twelve pollutants that are invading our oceans and discover what you can do to make a difference. This flip door game reinforces lessons learned in the maze and gives visitors the power to act!



Wildlife Wheel

Think you've conquered the maze? A spin of the wheel sends you on another adventure in search of certain hidden animal information, and reveals how important clean water is for their survival.



Animal Identification

Visit animal habitats in the maze and see if you can identify each inhabitant. You may be surprised!

Peek-a-Boo

Snap a great take-home picture of you and your family 'swimming' with the dolphins!



Minotaur Mazes

Minotaur Mazes is a Seattle-based, worldwide traveling exhibitions company specializing in complete, interactive exhibition experiences within a maze setting. Mazes are engaging both mentally and physically, and a tactile experience helps visitors young and old retain ideas long after they have left the exhibit. Minotaur is committed to crafting quality, creative exhibitions that introduce ideas of sustainability and personal responsibility for the world and its people.

Contact:

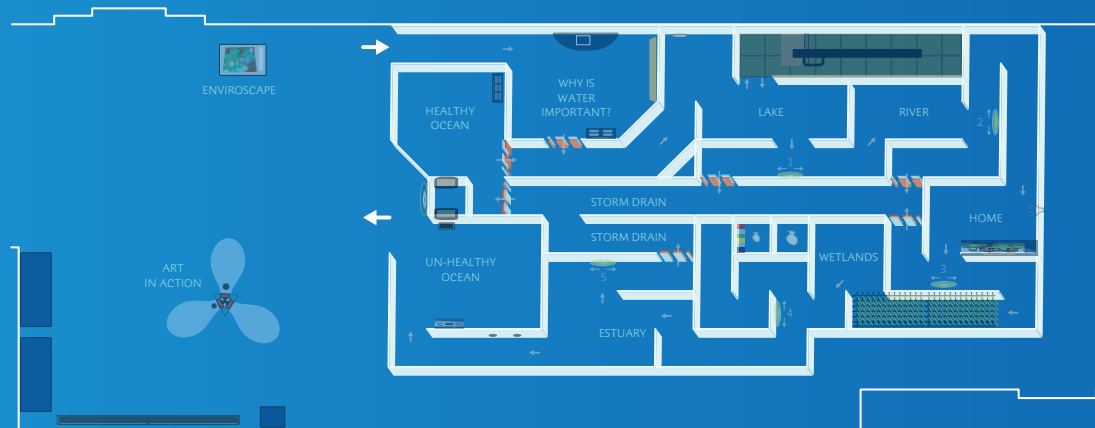
Minotaur Mazes

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Custom Layouts



Delaware Museum of Natural History
2650 sq ft gallery
1650 sq ft exhibit footprint

Saskatchewan Science Centre
4500 sq ft gallery
1800 sq ft exhibit footprint



Cleveland Metroparks
1800 sq ft gallery
1450 sq ft exhibit footprint



Custom layouts are created for each new host gallery. Fire exits, traffic flow, and access needs are all taken into account. Final approval is provided by the host.

