



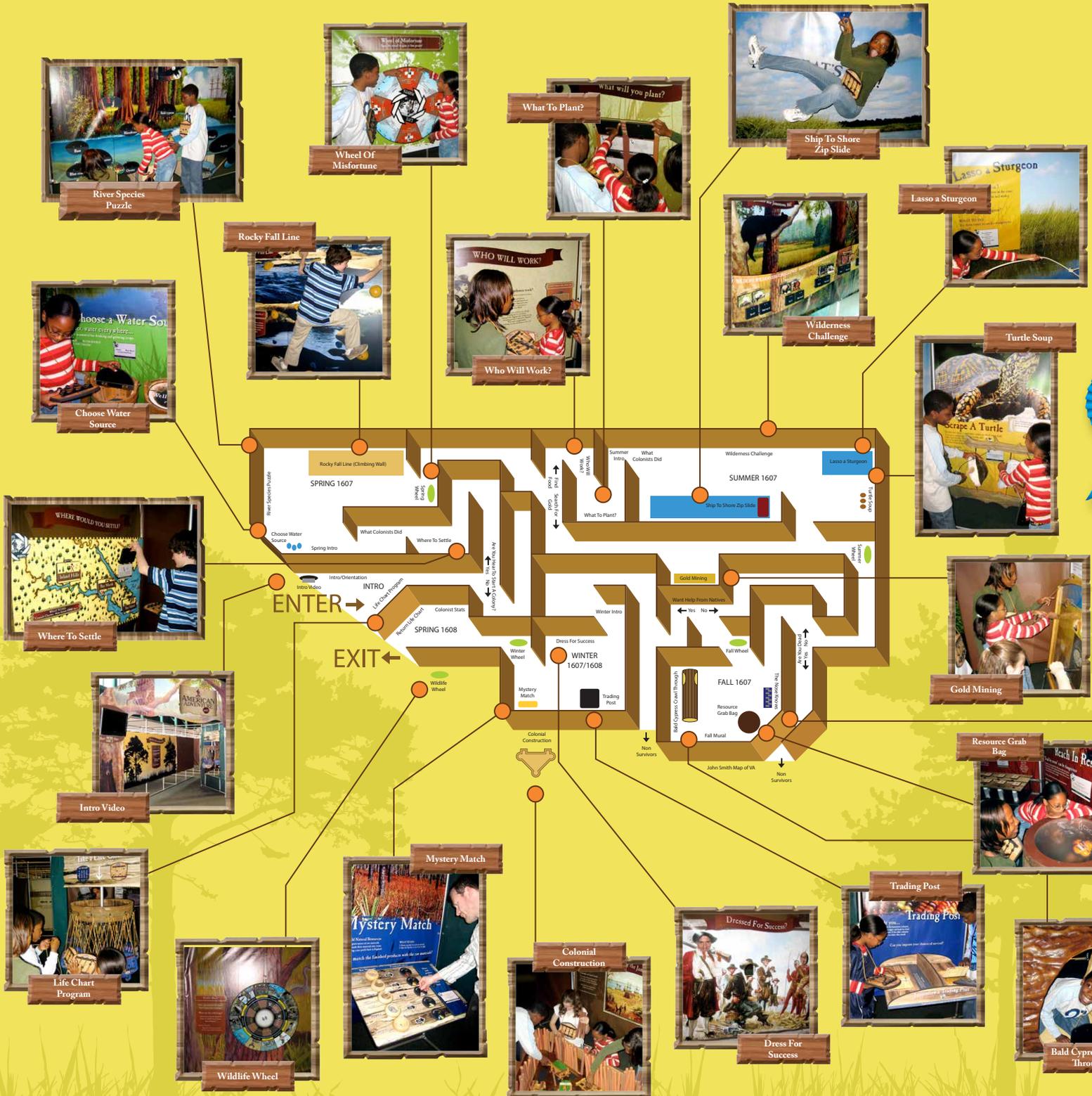
AMERICAN ADVENTURE 1607

Award Winning Traveling Exhibit



- Roy L. Shafer Leading Edge Award for Visitor Experience
- AASLH Award of Merit

"The first exhibit ever to truly engage all ages equally."
- Fred Farris, Deputy Director Virginia Living Museum



created by



minotaur mazes

in partnership with



*"American Adventure is packed today!
Our numbers are phenomenal this
year...up over 47%... just unheard of!"*

- Connie Mohrman
Exhibits Manager
The Wildlife Experience

*"The first exhibit ever
to truly engage all
ages equally."*

- Fred Farris
Deputy Director
Virginia Living Museum

*"Students are eager to brave the
maze again and again. With
every attempt they accumulate
more knowledge and develop
valuable decision making skills."*

- Chris Lewis
Education Director
Virginia Living Museum

*"The responses have been fantastic! We've
seen returning guests, our memberships
have gone up and our school tour
reservations have sky rocketed!"*

- Amanda Felix
Museum Manager
Union Station - Ogden, UT

*"This has definitely
been a boon for the
museum"*

- Jerri Bastian
Volunteer
Virginia Living Museum

*"...they hadn't had
enough after their
5th time through."*

- Fred Farris
Deputy Director
Virginia Living Museum



Word on the street



minotaur mazes

*"It has been a very popular
exhibit with our family and
school audiences! Every-
thing is going well."*

- Rebecca Gilliam
Vice President
Minnetrista

*"I love how
interactive it is. We're
playing a game and
we're learning."*

- mother of 5, 7, & 11 yr olds
Ogden, UT

*The feedback is very
positive. Everyone who
sees it loves it."*

- Warren Lehmkuhle
Exhibit Manager
Sloan Longway Museum

*"Parents are thrilled to watch their
children get involved -- the interactive
portions really hook the kids. Many
visitors said this is the best exhibit at
the Virginia Living Museum."*

- Tom Bastian
Volunteer
Virginia Living Museum



Can You Survive?

created by:



minotaur mazes

“ The first exhibit ever to truly engage all ages equally. ”

FRED FARRIS
DEPUTY DIRECTOR, VIRGINIA LIVING MUSEUM

in partnership with:



GOALS

Live American history through
role-play

Tackle real life decisions and see
their immediate impacts

Discover the connection
between nature and human survival

“...basic game theory, history, free will, and the complexities of life and death decisions are joined to create a memorable and effective learning experience for role-playing visitors of all ages.”

ASTC AWARDS COMMITTEE
DESCRIBING AMERICAN ADVENTURE

“Visitors learn effortlessly.”

FRED FARRIS
DEPUTY DIRECTOR
VIRGINIA LIVING MUSEUM



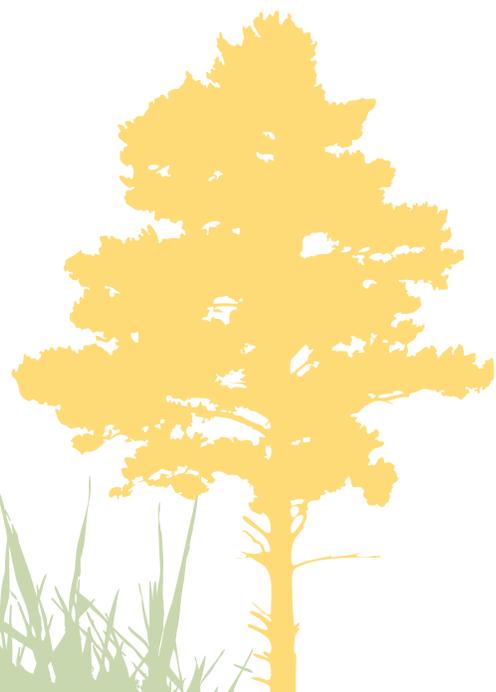
DO YOU HAVE WHAT IT TAKES TO SURVIVE?

Take a step back into history to find out.

In 1607, settlers landed on the shores of America and called it home, creating the first permanent European settlement. Little did the colonists know that less than half of them would survive the year in this new wilderness. Minotaur Mazes' American Adventure takes visitors on an immersive, educational role-play adventure that asks people to conquer one great challenge: survive the year as one of the original colonists. Sound easy? Think again. Only 38 of the 104 colonists survived. But don't worry – you're not tied to their destiny. You can beat the odds and determine your fate – it all depends on the choices you make...and a bit of luck.

“The exhibit is packed today! Our numbers are phenomenal this year...up over 47%...just unheard of.”

CONNIE MOHRMAN
EXHIBITS MANAGER
THE WILDLIFE EXPERIENCE



OVERVIEW

Blending historical accuracy and the complexities of real life and death decisions, American Adventure delivers a truly unique and effective learning experience.

Visitors choose a unique Life Chart based on one of the original Jamestown colonists. Each chart features an easy-to-use abacus with beads representing “life points.” These beads track results of the choices visitors make when encountering challenges. The goal of the exhibition is to maintain life points in all four categories to stay alive.

As visitors explore the maze with their charts, they encounter four content-rich Season Galleries. In each gallery, visitors engage in hands-on activities and make choices relevant to each climate. Survival is based not only on visitor knowledge and ingenuity as they encounter challenges, but also on the endowments and priorities of their chosen character. The American Adventure experience quickly reveals how everyday decisions and interactions with the environment can be a matter of life and death.

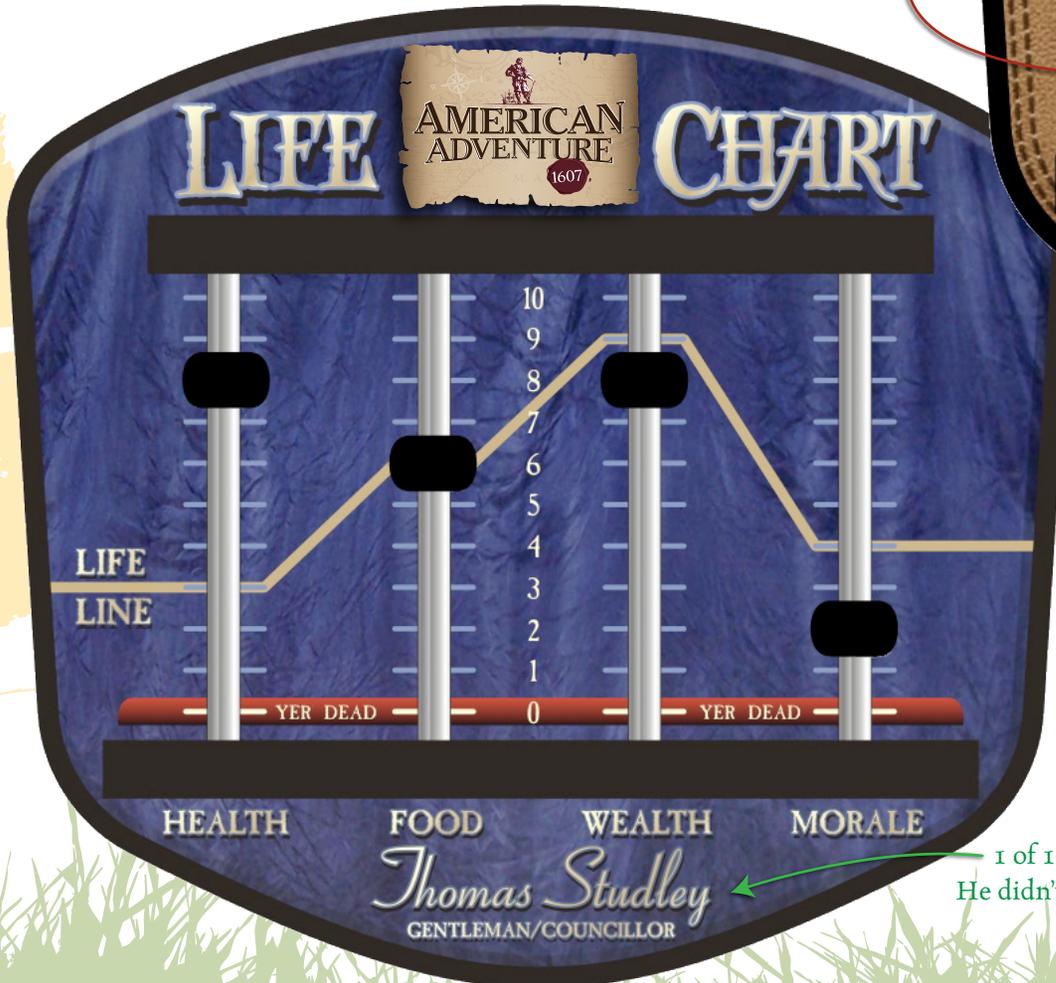
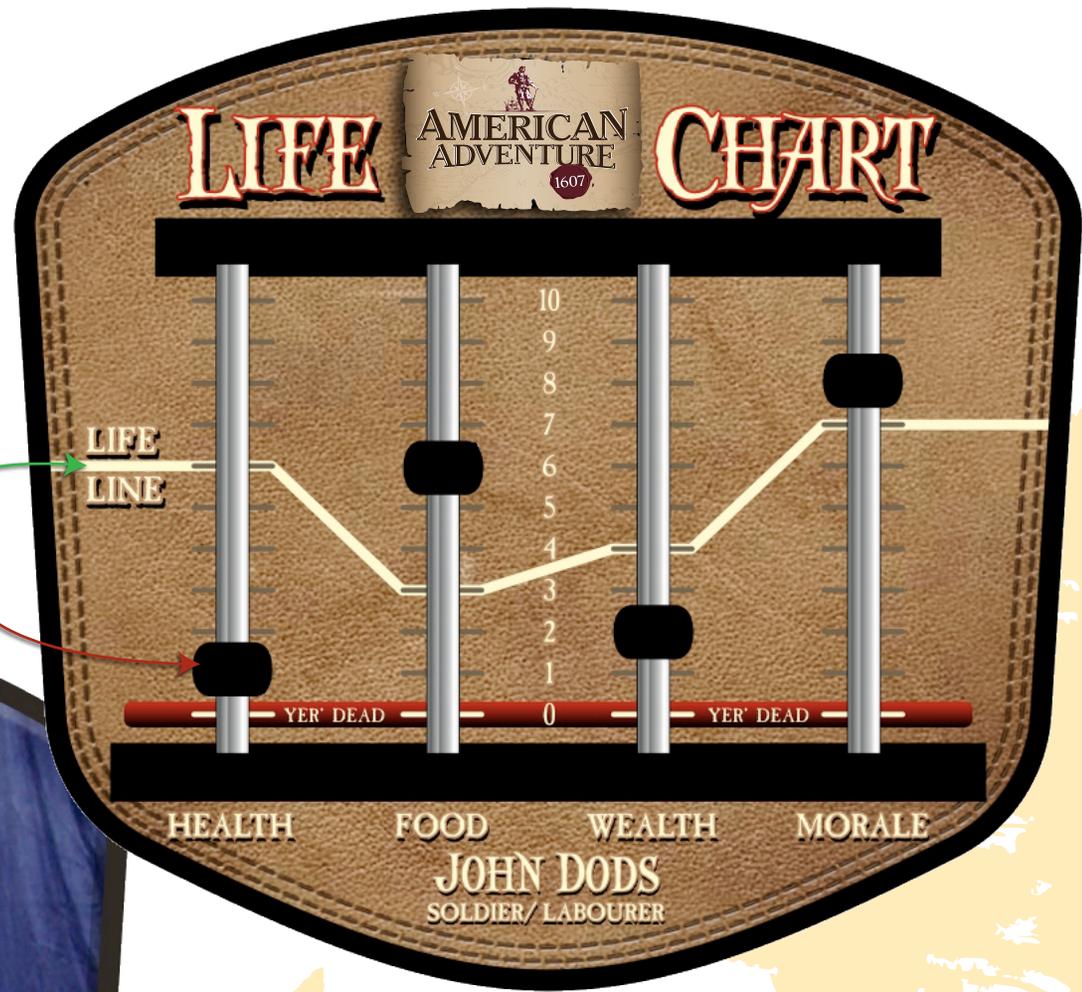
“You’ll learn a lot, even if it kills you. And chances are that it will.”

KELLY FERNANDI
PRESIDENT
MINOTAUR MAZES



The Life Charts

The Life Charts provide a unique and effective tool for unifying the exhibit activities around the goal of survival, charting each visitor's individual progress and driving a game-like experience that not only encourages visitors to complete the exhibit, but to repeat the experience multiple times.



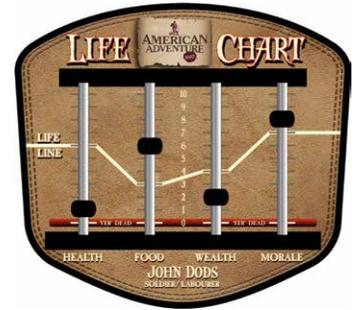
In the end it is the combination of the unifying, score-keeping aspects of the personal Life Charts, the individualized role playing, the social aspects, and the opportunities for rich physical and mental engagement that creates a notably distinctive experience that points the way to a rich new genre of family-friendly educational exhibits.

- excerpted from Summative Evaluation

1 of 104 actual colonists.
He didn't survive. Can you?

INTERACTIVES

Everyone likes to get in on the action, which is why we at Minotaur Mazes build each exhibition so that visitors can interact with and impact their environment. It helps visitors retain and remember information. Plus, it's a lot of fun! American Adventure takes you through the seasons of the year in the New World. Each season presents unique interactive challenges for your character as you attempt to survive.



Life Charts and Wheels of Misfortune

You begin by choosing a character-specific Life Chart that reflects unique skills, social position and personal history. As you explore the maze, you can earn or lose points in four areas: health, wealth, food, and morale. One decision might promote wealth, but drain health; raise morale, but sacrifice food. Visitors move their abacus beads with every decision, a direct and effect way to track complex decisions. At the end of each season is a Wheel of Misfortune, providing additional challenges or fortune to your adventure. Will you land more life points, or get bitten by a venomous snake? This is where a little bit of luck goes a long way...or not.



Spring 1607



Rocky Falls Climbing Wall

Can you cross the rocky falls of the James River? Challenge yourself on the 12-foot horizontal climbing wall while searching for gold in the New World.



River Species Puzzle

You've landed in a new world filled with plants and animals you've never seen before. Can you identify them without losing health points?

Choose Your Water.

Water, water everywhere!
But river, ocean or well - which one increases your chances of survival?



Summer 1607



Ship to Shore Zip Slide

Fly 10 feet over the largest sturgeon you'll ever see, and secure dinner and life points.



Wilderness Survival Challenge

What's cookin' in the forest? Discover native plants and animals you've never seen. Try to identify them and decide whether or not they are viable food sources.



Fooled You

Looking for gold instead of food? You may strike a mother lode, but the payoff could be fool's gold. Search for gold by using a magnetic wand to drag a mystery mineral through a maze of obstacles. Gain or lose points depending on what you uncover.



Lasso a Sturgeon

Them's good eatin'! Sturgeon were so plentiful that colonists were able to catch them with a lasso. Give it a try and gain food points.

Turtle Soup

Turtles sure are tasty, and even come in their own bowl! Simulate the food gathering process of this colonial staple by scraping a turtle shell.





Cypress Crawl

Trees in the New World were gigantic! Canoes that held 40 men could be made from a single tree. Crawl through a fallen Cypress log to earn points while learning about the many uses of timber.

Fall 1607



Resource Grab Bag

Trial and error is dangerous, but you have to learn what to eat somehow! Reach in and grab hold to see how you'd fare in the search for food and resources.



The Nose Knows

See if you can sniff out these New World products for old world markets. Bravely go where no nose has gone before!



Winter 1607



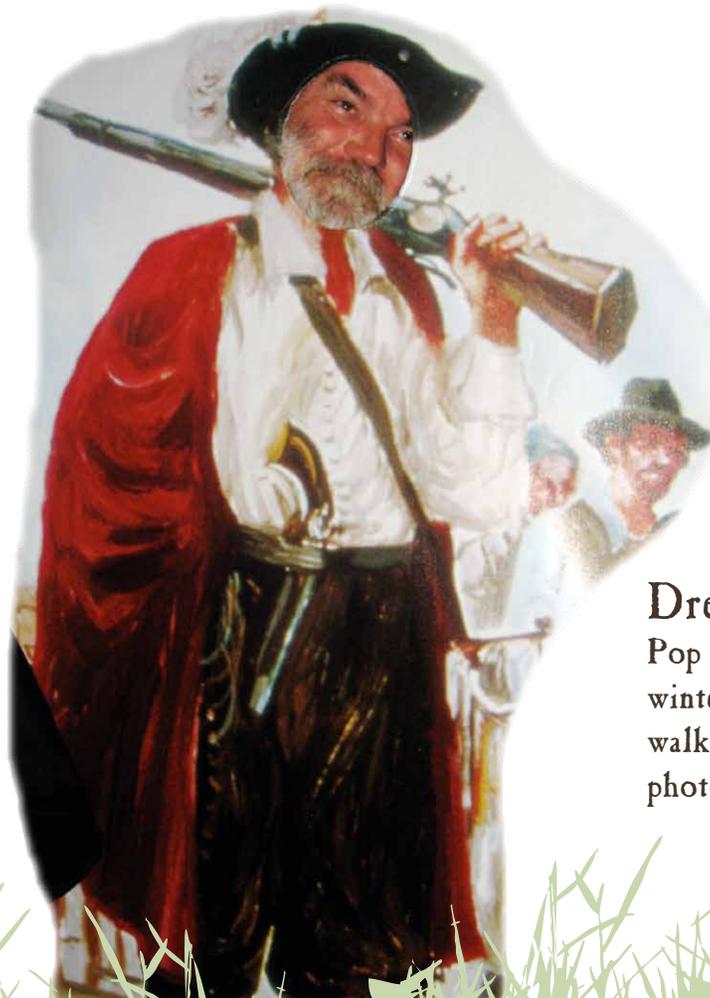
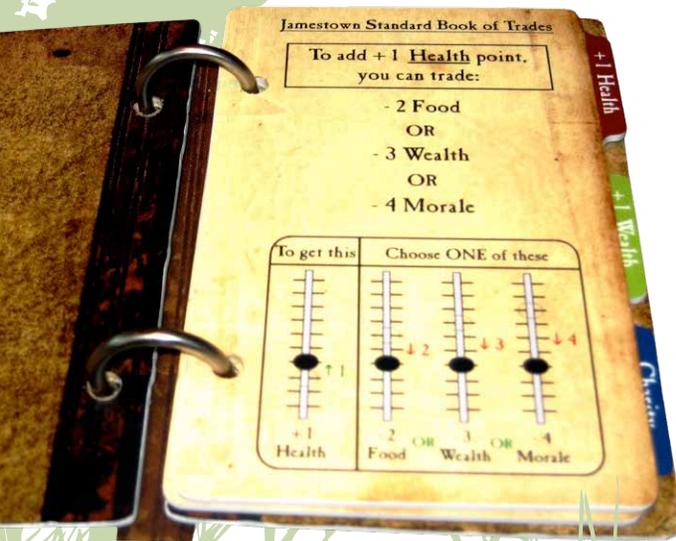
Mystery Match

The New World was a great source of raw materials. The colonists made these materials into items that fetched a nice profit back in England. Can you match the finished products with their raw materials?



Trading Post

Can you trade and improve your chances of survival? Are you low on food but high on wealth? Trade with other colonists to increase your chances of getting through the winter.



Dress for Success

Pop yourself into this winter settlement scene and walk away with a keepsake photo.

Spring 1608



Wildlife Wheel

Spin the giant wheel and venture back into the maze for a bonus wildlife search in each of the four seasons.



Survivor Stats

Did your character survive in real life? How about your friends' characters? See who made it through, and who wasn't so lucky.

Colonial Construction

Build your own Jamestown fort and everything on the inside. Enlist helpers so you can complete the challenge.

“The responses have been fantastic! We've seen returning guests, our memberships have gone up and our school tour reservations have sky rocketed!”

AMANDA FELIX
MUSEUM MANAGER
UNIONS STATION - OGDEN, UT





I died...twice.

Success is not measured only in terms of surviving the maze. Even if the visitor doesn't make it through 1607 alive, the learning accomplished through role-play and interactivity makes American Adventure an unforgettable educational experience. Visitors often reenter the maze to try their character again – you can revisit the maze and always encounter a different adventure, or try a completely new colonist character. There are endless choices and opportunities for learning and fun.



“...they hadn't had enough after their fifth time through.”

FRED FARRIS
DEPUTY DIRECTOR
VIRGINIA LIVING MUSEUM



AWARD WINNING



Leading Edge Award

The Roy L. Shafer Leading Edge Awards are presented annually to Association of Science-Technology Centers (ASTC) members in recognition of extraordinary accomplishments that significantly advance the mission of science-technology centers and museums.

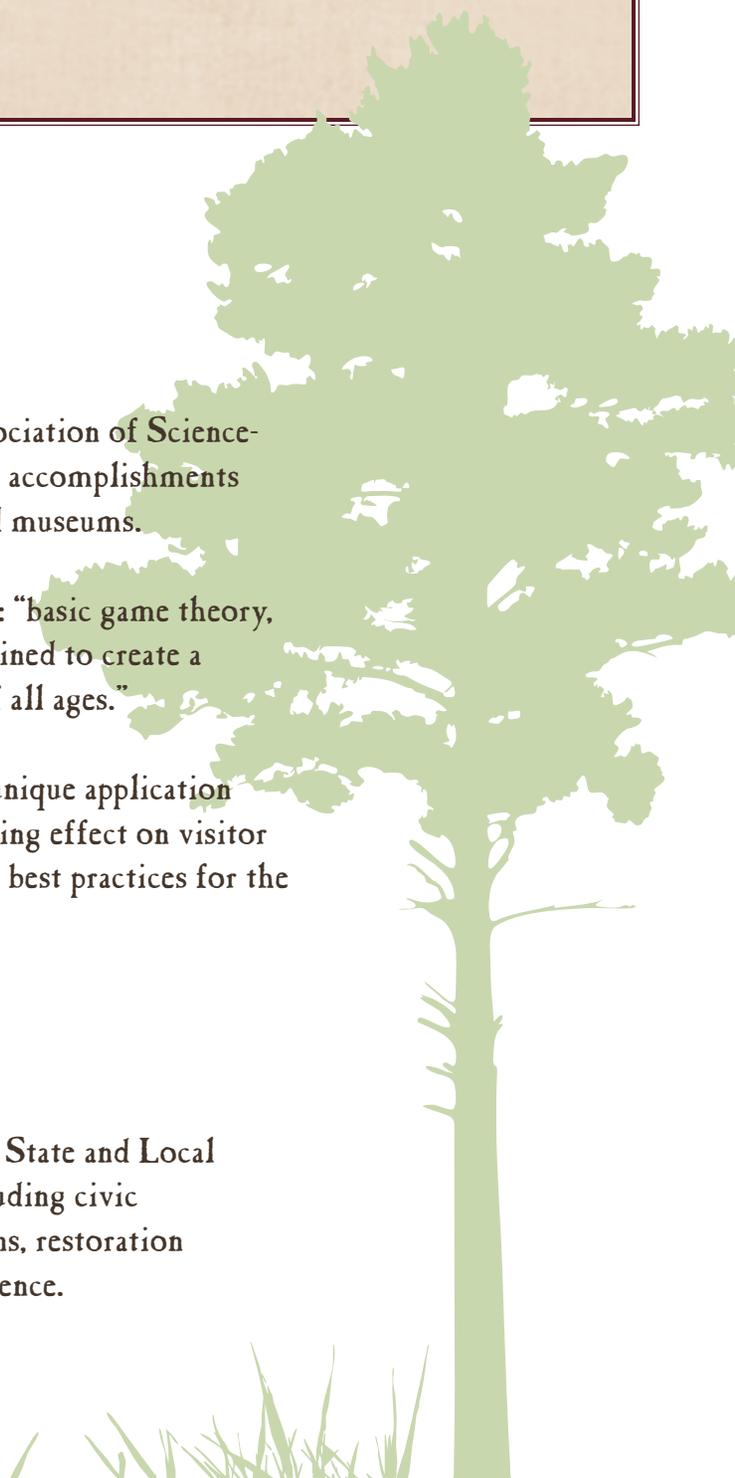
American Adventure was described by the awards committee as follows: “basic game theory, history, free will, and the complexities of life and death decisions are joined to create a memorable and effective learning experience for role-playing visitors of all ages.”

Each nomination is judged according to a variety of criteria, including unique application of new ideas and promising practices, achieving a tangible impact or lasting effect on visitor experience, and its potential to serve as a model of creative thinking and best practices for the field as a whole.



Award of Merit

The Award of Merit is presented annually to American Association for State and Local History (AASLH) members to recognize excellence for projects (including civic engagement, special projects, educational programs, exhibits, publications, restoration projects, etc.), individual achievement, and organizational general excellence.





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.

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FIND US ONLINE:

www.minotaurmazes.com





Exhibition Specs & Info



Exhibit Specs

- Gallery Size 1,500 to 4,000 sq ft
- Base Rental Fee \$40,000 + inbound shipping
- Installation Fee \$5,000
- Inbound Shipping One 53ft Trailer
- Payment Terms 25% w/contract,
50% 2 months prior to opening,
25% + shipping 2 weeks after opening
- Installation Staff 1 Minotaur Technician + 4 Host personnel
- Installation Time 32 hours (160 man hours)
- De-install Staff 1 Minotaur Technician + 4 Host personnel
- De-install Time 16 hours (80 man hours)
- Insurance Museum to insure for liability, loss or damage
- Security Minimal (venue security is sufficient)
- Staffing 0 - 2 staff members as per traffic
- Crates All on wheels, indoor storage required
- Electrical Standard 110v – 2 locations in the exhibit
- Ceiling height 8'-6" Maze Structure
up to 12' for full Entrance Façade

Crate sizes:

- 136" L x 39" W x 43" H
- 96" L x 45" W x 40" H
- 96" L x 32" W x 33" H
- 96" L x 32" W x 44" H
- 96" L x 48" W x 62" H

- 96" L x 48" W x 52" H
- 108" L x 51" W x 61" H
- 132" L x 46" W x 45" H
- 110" L x 48" W x 70" H

Info

It's 1607...will you live to see 1608?

Visitors attempt to navigate the abundant yet treacherous landscape of early America in a life and death role-play adventure.

Natural Science • Colliding Cultures • Individualized Experience

Historical accuracy meets free will in this groundbreaking game-based exhibition.

"Our numbers are phenomenal"

- The Wildlife Experience, Colorado

"The first exhibit ever to truly engage all ages."

- Virginia Living Museum

"...basic game theory, history, free will, and the complexities of life and death decisions are joined to create a memorable and effective learning experience for role-playing visitors of all ages."

- ASTC Awards Committee

"You'll learn a lot, even if it kills you.

And chances are that it will."

- Minotaur creators

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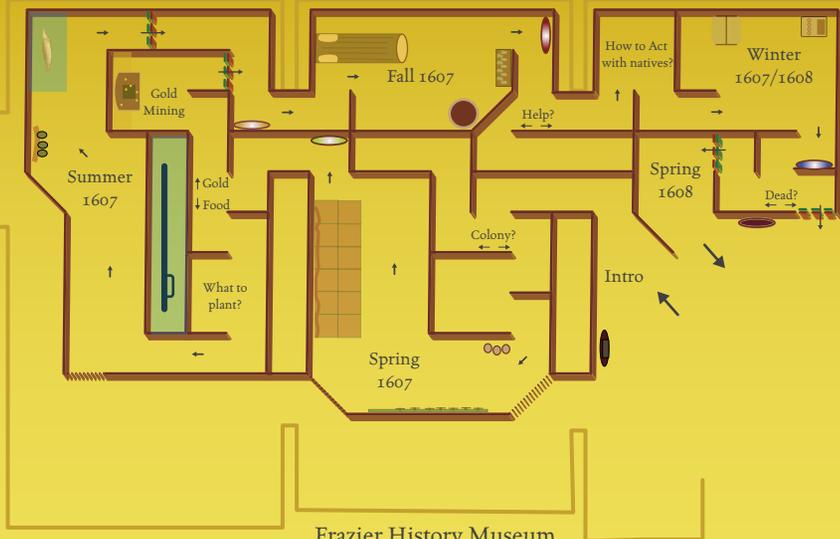
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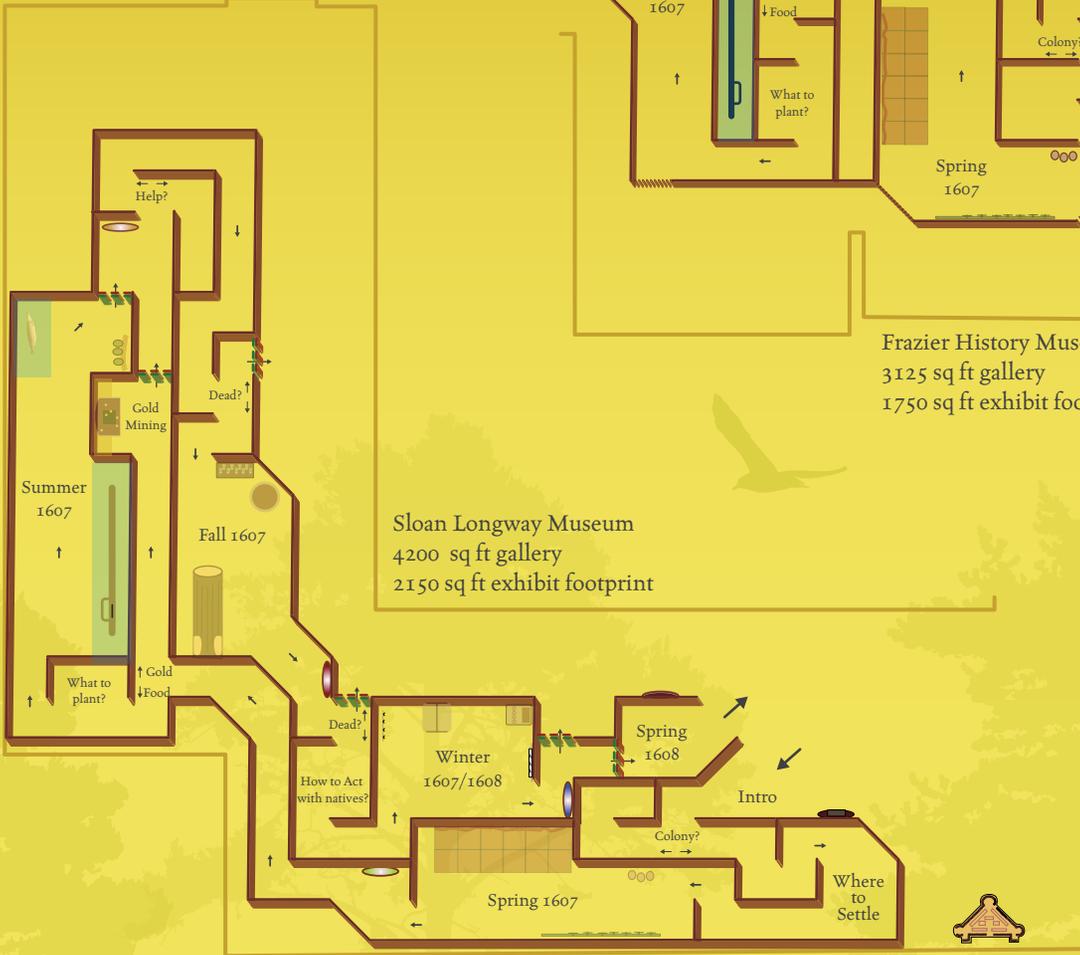
Minotaur Mazes



Custom Layouts



Frazier History Museum
3125 sq ft gallery
1750 sq ft exhibit footprint



Sloan Longway Museum
4200 sq ft gallery
2150 sq ft exhibit footprint



Charlotte Museum of History
1850 sq ft gallery
1550 sq ft exhibit footprint

AMERICAN
ADVENTURE
1607

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

created by



minotaur mazes

in partnership with

