



**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

**"A Huge Success!  
Our average daily  
attendance was the  
second highest in 10  
years and we attribute  
that to WEJ."**

Jonathan Hicken  
Executive Director  
Seymour Marine Discovery Center  
at UC Santa Cruz



## 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



minotaur mazes



water's  
**EXTREME**  
journey

**Cleaner Water  
Through Education  
and Action**



minotaur mazes

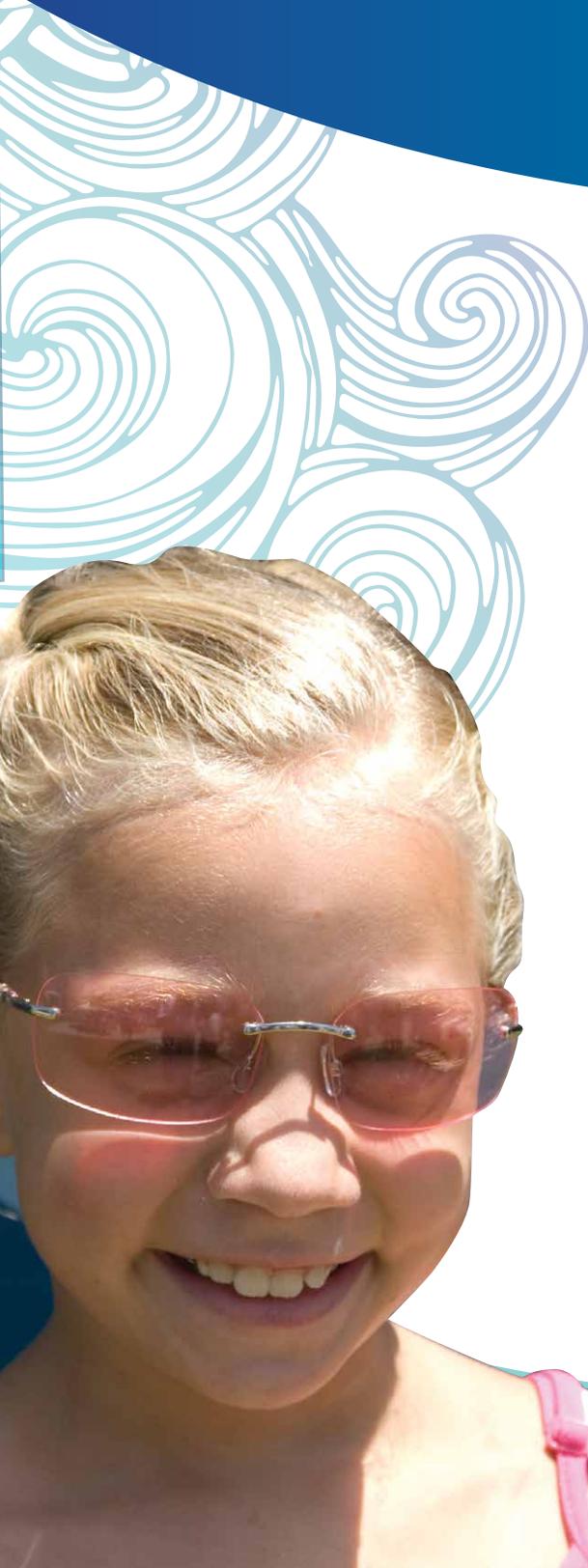


SCRIPPS



BIRCH AQUARIUM  
AT SCRIPPS

WYLAND  FOUNDATION



# 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.



## 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.

## 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.

## 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

## Customizable for Local Relevance

### **Feature Local Water Bodies, Animal Species and Scientists.**

Several of the interpretive graphics can be customized, including the 4 watershed panels (Lake, River, Wetland and Estuary) and the 12 animal species panels that appear in those habitats. Also, local scientists working with those local species or water bodies can be featured including QR code links to websites or research pages.



# 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:

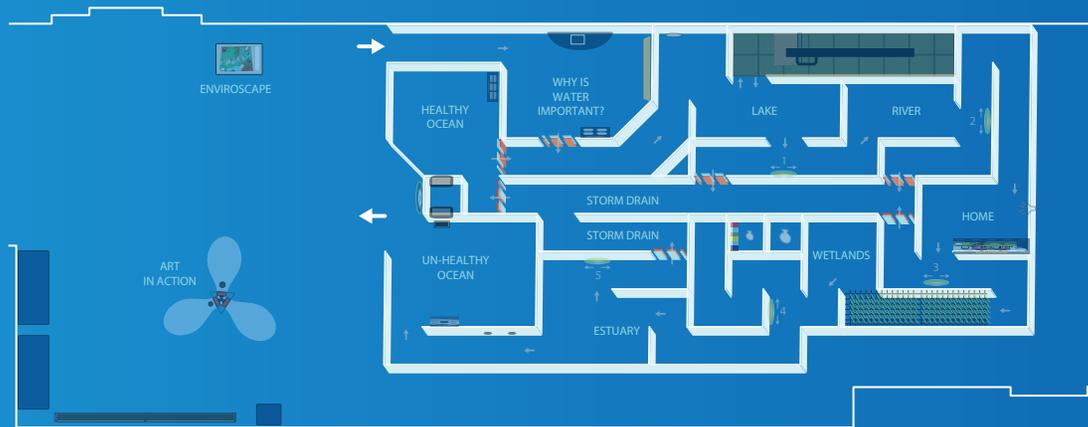
Minotaur Mazes

[info@minotaurmazes.com](mailto:info@minotaurmazes.com)

[www.minotaurmazes.com](http://www.minotaurmazes.com)

p. (206) 782-0667

# 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.





minotaur mazes

# Exhibition Specs & Info



## Exhibit Specs

Installation	-	Indoor or Outdoor
Gallery/Site Size	-	1500 to 3500 sq ft
Interactives	-	26
Curriculum	-	K-8, 23 activities
Base Rental Fee	-	\$40,000 + inbound shipping
Installation Fee	-	- Indoor \$4,000 - Outdoor \$7,500
Inbound Shipping	-	One 53ft Trailer
Payment Terms	-	25% w/contract, 50% 2 months prior to opening, 25% + inbound 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 – 3 features, 1 location in the exhibit
Ceiling height	-	8'-6" Maze structure

## Crate Dimensions (for indoor exhibit, outdoor crates are slightly different)

118"L x 32"W x 41"H	96"L x 32"W x 48"H	114"L x 48"W x 60"H
86"L x 32"W x 42"H	96"L x 32"W x 44"H	118"L x 44"W x 46"H
96"L x 32"W x 44"H	50"L x 48"W x 59"H	54"L x 42"W x 48"H

## Watersheds, wildlife, and wonder!

Developed with a focus on stewardship by renowned marine-life artist Wyland, Water's Extreme Journey joins the worlds of art and science to demonstrate the importance of clean water and how it connects us all.

*"... the exhibit couldn't have come at a better time as our region has experienced some very dry weather.*

*My only wish is that it could stay with us longer!!!"*

**- Hands On! Regional Museum, Tennessee**

*"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."*

**- Western Heritage Museum Complex, New Mexico**

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