



CADE
museum
for creativity & invention

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Breaking down the art and science of animation with *Animationland*

Tracey the pencil dog and her crew guide visitors through the basics of turning a story into an animation in the Cade Museum for Creativity and Invention's newest exhibit.

GAINESVILLE, FL, March 30, 2022 — The newest addition to the Cade Museum for Creativity and Invention's educational repertoire is an exhibit that seeks to educate visitors about the art and science of animation. Opening to the public on May 19, *Animationland* transports visitors of all ages to a fantastical land with a quirky cast of characters where inspiration is everywhere!

The exhibit focuses on the basics of the animation process using interactive features including a sketching studio, a sound effects booth and the opportunity to plan and star in a stop-motion production.

"*Animationland* is a vibrant, whimsical place where kids and adults can get lost in the creative process, even if they've never thought of themselves as artists," said Catherine Diaz, exhibit business development manager at OMSI. "The exhibit provides visitors with the opportunity to experiment with animation, then walk away with the knowledge and skills to do it at home. It's a DIY experience!"

Developed and produced by the Oregon Museum of Science and Industry (OMSI), *Animationland* offers a fully immersive, interactive exhibit where guests learn to incorporate animation skills into the creation process. This enables guests to understand the interplay that occurs between art and science and how they can apply those skills to tell their own stories in unique and dynamic ways.

"We want everyone to feel welcome and inspired to draw and animate their own creations," said Cecilia Nguyen, exhibit developer at OMSI. "Animation is an extremely effective way to engage people with math and science, especially those who don't see themselves as interested or motivated to learn in those areas."

In order to create a fully immersive environment, OMSI collaborated with expert creative studio Jolby & Friends to develop original characters, illustrations and animation.

"When we started to sketch our ideas for the cast of characters, we knew we wanted them to be simple enough for anyone to draw. Each character has a defining visual characteristic and an attitude that gives them meaning in *Animationland*," said Colby Nichols, creative director and partner at Jolby & Friends. "When we were kids, we wanted to become artists and animators, so we put ourselves in that mindset and created a world in which we knew kids would want to play."

Animationland opens to the public on May 19 and closes on January 1. A VIP sneak peek will be offered as a part of Inventivity Bash on May 14 and a members-only preview will be offered on May 15.

About OMSI

Founded in 1944, the Oregon Museum of Science and Industry (OMSI) is one of the nation's leading science museums, a world-class tourist attraction, and an award-winning educational resource for the kid in each of us. OMSI operates the largest museum-based outdoor science education program in

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the country and provides traveling and community outreach programs that bring science learning opportunities to schools and community organizations in nearly every county in Oregon. OMSI is located at 1945 SE Water Avenue, Portland, OR 97214. For general information, call 503.797.4000 or visit omsi.edu. Connect with the museum on Facebook, Twitter and Instagram.

About the Cade Museum for Creativity and Invention

The mission of the Cade Museum for Creativity and Invention in Gainesville, Florida, is to transform communities by inspiring and equipping future inventors, entrepreneurs, and visionaries. Named after Mary Cade and her husband, Dr. James Robert Cade, the lead inventor of Gatorade, the project has been spearheaded by their daughter, Phoebe Cade Miles, and her husband, Richard Miles, since 2006. They encourage the development of innovation ecosystems through the Cade Prize for Innovation, the Cade's proprietary Innovation Education learning framework, and the 2018 opening of a 21,000 sq. ft. hands-on learning museum designed to promote the development of an inventive mindset which the Cade calls Inventivity™. The Cade believes every person should have access to the right to invent and innovate inherent in the DNA of the United States and works diligently in outreach efforts to bring this understanding to all, with an emphasis on the underserved. To learn more about the Cade Museum visit cademuseum.org.

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