

Award for Outstanding Achievement **ROBOTS**

THE WIN-WIN COLLABORATION

by Jennifer Farrington

ROBOTS: *The Interactive Exhibition* combines the magic of film, the inspiration of art and an educational experience of hands-on interactives and unique displays.

On December 16, 2005 Chicago Children's Museum kicked-off the national tour of the greatly anticipated "ROBOTS: The Interactive Exhibition." At its US debut, children were invited to climb aboard the Crosstown Express for an amazing journey through Robot City. The immersive and interactive movie-based exhibit captures the wit and imagination of the film and translates it into an educational experience for the entire family. The adventurous at heart take a scientific excursion through the in-depth world of robotics and children are able to imagine a life as a Robotic Explorer in deep space or underwater. Visitors also get a glimpse of the Future of Robots that are re-shaping our world.

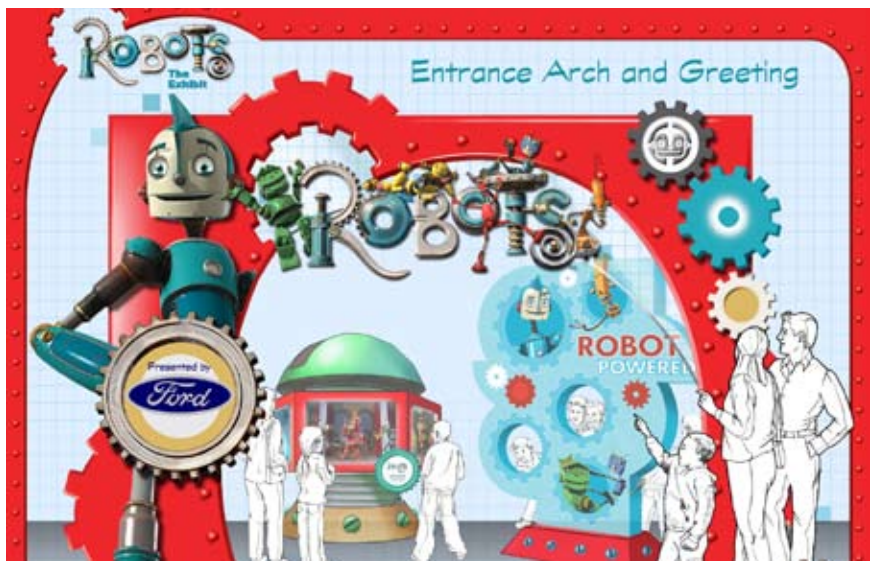
Chicago Children's Museum, in keeping with the mission to be a community where play and learning connect, added their creative ingenuity, along with Becker Group, under license by 20th Century Fox, to design an educational and entertaining experience for the whole family. From futuristic displays to real-life robotics, visitors walk away thinking about robots in a whole new way.

"As part of the Chicago Children's Museum's mission to create a community where play and learning connect, we are delighted to present an interactive experience that gets children excited about the art of invention and creative thinking," said CCM President and CEO Peter England.

The exhibition and its national tour are made possible by Ford Motor Company Fund, the philanthropic arm of Ford Motor Company. Ford Motor Company Fund supports programs that enhance and enrich the communities where Ford Motor Company does business. In 2004, Ford Motor Company Fund contributed more than \$50 million to educational pipeline initiatives and cultural programs, including national touring exhibitions and performing arts events.

"Ford Motor Company is pleased to support the national tour of Robots and its premiere at Chicago Children's Museum," said Sandra E. Ulsh, President, Ford Motor Company Fund. "Robots introduces the future scientists and engineers of tomorrow to the innovations of today and we are proud to continue the Ford tradition of enriching our communities through innovative exhibitions and science education opportunities, particularly in Chicago, an important hometown for Ford," Ulsh added.

"This museum tour enables fans of any age to interact with their favorite Robots characters and expand their knowledge of robotics in a way that is both educational and fun," said Amy Lorbat, VP of Worldwide Promotions, 20th Century Fox. "The tour gives families a wonderful opportunity to introduce children to the many cultural rewards of America's leading museums."



Top: Conceptual drawing for Robots: the Interactive Exhibition.
Bottom: All aboard for the Crosstown Express!



Jennifer Farrington is Vice President of Education and Chief Operating Officer at Chicago Children's Museum. As a leading educator in informal learning, Farrington is responsible for managing the day-to-day operations of the museum, including development and implementation of educational and community programs and exhibits.