

StudioNews



Photography: Charlie Simokaitis



MUSEUMS

The Crowd Goes Wild for Mascot Hall of Fame

New museum in Whiting Indiana draws rave reviews—and it’s just getting started.

The Indianapolis Star has called the Mascot Hall of Fame.... “a piece of Disney right in Indiana” and “...the furry version of Cooperstown.” That’s very impressive coverage for a museum that only opened for visitors in December 2018.

A hearty congratulations from Chicago Scenic to founder and museum visionary, David Raymond, mayor of Whiting, Joseph M. Stahura, and the excellent Hall of Fame team.

Why mascots—and why a hall of fame? The museum is Raymond’s brainchild and he’s pursued the vision for 14 years. Chicago Scenic is also giving a shout-out to our fellow collaborators on the museum—including the talented people at JRA, the Cincinnati attraction design firm that we partnered with on the 25,000 sq. ft. facility.

The Mascot Hall of Fame features state-of-the-art exhibits, activities, and events that celebrate the unique appeal and fun of mascots for sports teams.

The central idea behind the Mascot Hall of Fame is a fictional Mascot University to teach guests

about mascots and how to become a mascot. The university concept also helps educators meet STEAM requirements. It’s a win-win: The museum incorporates STEAM principles into as many exhibits as possible to teach kids important lessons through play and to support educators in meeting local curriculum requirements. Kids may think they’re just having fun in the moment, but they’re also learning and being exposed to important ideas.

Chicago Scenic’s team of fabricators spent six months building the seven exhibits that make for a highly interactive and fun family-oriented experience—each of which features a fun, playful name including Fuzzical Education, Freshman Orientation, Science of Silliness, Marvelous Mascot Maker, Mascot Studies, The Furry Arts, and Frankenfur’s Mascots.

Mascot Hall of Fame Credits: JRA (design); Chicago Scenic Studios, Inc. (project management, fabrication and installation); Trivium, Northern Light, & Electrosonic (AV/Media).

Chicago Brewseum Taps Chicago Scenic's Museum Expertise at the Field Museum



Photography: Angle Park

The Chicago Brewseum is an innovative educational organization focused on the dynamic culture and fascinating history of one of the world's oldest and most popular beverages: beer. Chicago Scenic was honored to manage and execute the fabrication and installation of the Brewseum's unique exhibition at Chicago's Field Museum, titled *Brewing Up Chicago: How Beer Transformed a City*.

The exhibition focuses on how beer played a central role in much of Chicago's 19th century history. "By presenting a beer narrative that has never been told before, this exhibit illustrates how beer in Chicago was a strong cultural force capable of building communities and driving change" said Liz Garibay, Brewseum founder and organizer of the Field Museum exhibition.

The exhibition is presented in four sections and each takes a stage of the brewing process and reflects on Chicago's 19th Century urban development through the lens of beer, and by extension, the immigrant community who built it.

"The planning and execution of this exhibition was a learning experience on many levels," said Chicago Scenic's Jim Mallerdino, a longtime veteran of the museum industry. "Transforming an existing gallery space at the Field Museum into a historical showcase of Chicago's beer

legacy was, while challenging, a very rewarding project due to the amazing team Liz assembled."

The exhibition features a fascinating range of great interactives, videos, and authentic artifacts—including the original Siebel brewing kettle and items recovered from the Chicago Fire. "Let's just say beer provides a 'taste' for everybody—the exhibit provides a unique historical flair to immerse the audience in a storied past and a powerful understanding of the impact of one of the world's most popular drinks," said Mallerdino.

Angle Park's Martin Baumgaertner developed the media for the exhibition. "There are three distinct media components to the exhibit—the '1855 Lager Beer Riot' video, a 'Brewing Vessels' projection-map wall, and a digital interactive titled 'Create Your Own Beer Label'.

"The Field Museum was thrilled that the exhibition's fabrication and installation were in

the hands of such consummate professionals" notes Janet Hong, Field Museum Project Manager for Exhibitions. "We are glad to continue our work with Chicago Scenic."

Brewing Up Chicago is a prelude to the Brewseum's launch of a 30,000 sq ft museum dedicated to beer, which is currently in funding stages and planned for a 2021 opening.

Brewing Up Chicago runs through January 5, 2020. To learn more about the Chicago Brewseum and how you can support the effort please go to www.ChicagoBrewseum.org.

Brewseum Credits: Brian Alberts (curatorial); Randy Mosher (curatorial & graphic design); Dan Oliver and Markus Dohner (Exhibit Design); Chicago Scenic Studios, Inc. (project management, fabrication, and installation); Angle Park (Media Development)

CMOO is—uh—Moooving!

The Children’s Museum of Oswego, New York surely has one of the most kid-friendly acronyms—CMOO—and the museum will soon have a new and larger location.

The new CMOO is coming in Summer 2019 and Chicago Scenic is helping to bring parts of it to life. Working with the design team at Cincinnati-based Kraemer Design + Production, we’re tasked with creating two new areas that will be known as the hanging Cloud Climber and the Novelis Aluminum Plant.

The Cloud Climber is a platform structure that children enter on the second floor and can climb up or down to be suspended above the first floor. The “cloud” hangs over a water table on the first floor as if it is providing the rain for the interactive below. A tube and blower system, representing wind, moves colorful scarves up and around the “cloud”.

The Novelis Aluminum Plant features several STEAM interactives, where children learn about the process of recycling and shaping aluminum. At the Pin Wall visitors can create detailed representations

from a selection of available stamps. CMOO guests walk and dance triggering a motion sensor to create moving bubbles at the Molten Aluminum exhibit, as the walls glow blue. The more guests move and dance, the more bubbles and light is created.

Kids can also visit the material testing section to learn the difference in weights of simulated materials and see how many large blocks of aluminum it takes to weigh the same as one small block of brass. CMOO kiddos can also learn how aluminum goes through a pressing process by dressing up as aluminum and walking through foam rollers at Smashing Ingots. At another interactive called the Aluminum Coil interactive, patrons learn how aluminum is processed through graphics and can crank a wheel to make the spinning coil move.

Because CMOO is so full of physical interactives, the project went through several phases of prototyping and testing. Client and designer visits were scheduled throughout the design/build process to ensure a smooth, cohesive, and successful project.

More about CMOO

The Children’s Museum of Oswego seeks to be a year-round place for fun, safe, and educational play. Incorporated in 2013, CMOO was founded by a group of Oswego residents who looked to expand the educational and recreational opportunities available to the children of Oswego County, New York and surrounding communities.

CMOO Credits: Kraemer Design + Production (design); Chicago Scenic Studios, Inc. (project management, fabrication, and installation)



40 Years: Insights and Ideas

This is a special time at Chicago Scenic: We're celebrating our 40th year in business. Turns out, we've learned a whole lot over four decades and serving hundreds of clients. We're packaging some of those ideas into a little book that will be ready soon—stay tuned! Meanwhile, here are just a few:



Great teams—not lone wolves.

It's a fact: more innovations come from teams and groups than from a lone genius. Excellent collaboration is essential—great teams are fueled by people working together effectively. Excellent project managers are key—and the best of them know how to help a team surface great ideas and balance competing interests, budgets, and client demands.

Build the best team: More heads are better than one.



Kids are tough customers.

Nothing beats kids when they're engaged and having fun. But the biggest challenge in creating for children is this: Kids explore everything and they don't hold back. They put things in their mouths, they put things in their ears. They smell, they taste—they push it, spin it, turn it, bang on it. Exhibits and installations for kids have to stand up to all that—and more.

Building it for kids? Take your worst fears about making things last and multiply them times 10.



Science, with a side of art.

When it comes to interactive children's exhibits, today's focus is all about STEM (science, technology, engineering, math) and STEAM (science, technology, engineering, art, math). Starting with those principles provides the meat of the interaction. Add the magic of theatre and ensure that the exhibits are intuitive and you create an engaging opportunity that children will enjoy and revisit.

Combine science, art, and theatre for powerful and engaging results.