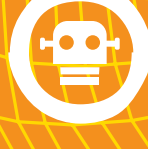
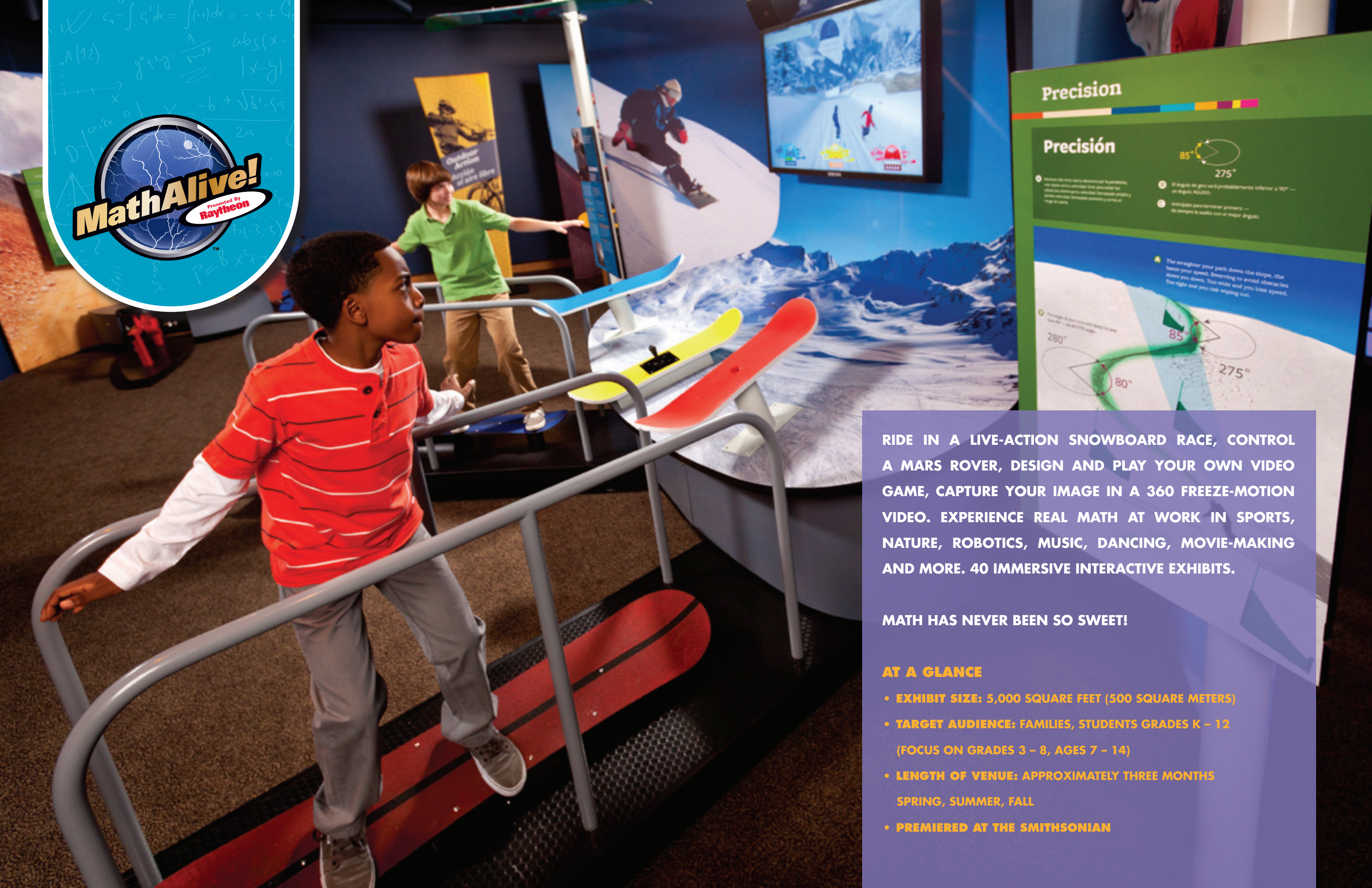
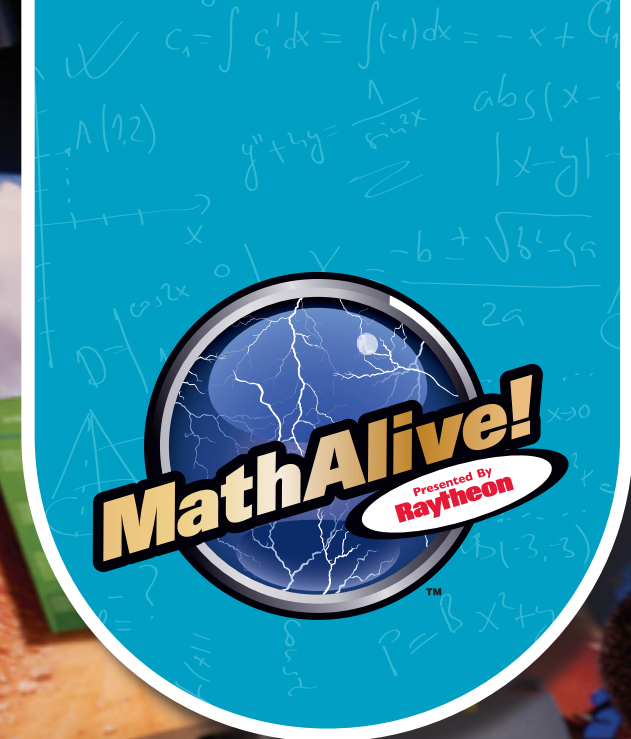




**A HIGHLY  
ENTERTAINING,  
HIGHLY INTERACTIVE  
EXPERIENCE**







RIDE IN A LIVE-ACTION SNOWBOARD RACE, CONTROL A MARS ROVER, DESIGN AND PLAY YOUR OWN VIDEO GAME, CAPTURE YOUR IMAGE IN A 360 FREEZE-MOTION VIDEO. EXPERIENCE REAL MATH AT WORK IN SPORTS, NATURE, ROBOTICS, MUSIC, DANCING, MOVIE-MAKING AND MORE. 40 IMMERSIVE INTERACTIVE EXHIBITS.

MATH HAS NEVER BEEN SO SWEET!

#### AT A GLANCE

- **EXHIBIT SIZE:** 5,000 SQUARE FEET (500 SQUARE METERS)
- **TARGET AUDIENCE:** FAMILIES, STUDENTS GRADES K – 12  
(FOCUS ON GRADES 3 – 8, AGES 7 – 14)
- **LENGTH OF VENUE:** APPROXIMATELY THREE MONTHS  
SPRING, SUMMER, FALL
- **PREMIERED AT THE SMITHSONIAN**



No exhibition ever has better answered the age-old question:  
**“Will I ever use all this math they’re teaching us?”**



## ONE OF THE MOST INTERACTIVE AND INSPIRING EXHIBITIONS EXPLORING THE WORLD OF MATHEMATICS

**MathAlive!** is designed to inspire, to spark the imagination, to reveal not only math at work, but the endless possibilities of math. Primarily designed for kids grades 3 and up, the exhibition brings to life the real math behind what kids love most – video games, sports, design, music, robotics and more – and creates interactive and immersive experiences that bring to life the math at work in each, whether in design, application or use.

In this 5,000 square foot exhibition, visitors will ride in a live-action snowboard race, control a Mars rover, design and play their own video games, capture their image in a 360 freeze-motion video, jump into a binary dance party, even design a custom skateboard for “pop” — the quick, snapping motion that allows a board to do the best tricks. Through approximately 40 unique, interactive experiences, the exhibit takes math from its native form into the applied worlds of design, engineering, technology and science. They’ll operate simulations of NASA robotics, while exploring the technology behind the Robonaut 2 and the Curiosity Rover. Around a large-scale futuristic bridge they learn how engineers work to make a city hum while taking on different engineering roles to design a more sustainable infrastructure.

Visitors are accompanied by fun and quirky virtual guides, and along the way they’ll meet and hear professionals, visionaries and inspiring personalities talk about math in their work across fields kids are most interested in exploring. The exhibit addresses all math strands and subjects for upper elementary and middle school, and neatly aligns with standards for educator planning.

**“Within the space of a few minutes, kids can program a robot, design a skateboard, control a satellite, shred down a mountain on a snowboard ... The exhibit doesn’t shy away from advanced concepts such as the physics of a skateboard ollie, iPad app programming, and the binary number system ...”**

The institutional partners will be available to support host museums, with varying types of events, competitions and activities throughout the live schedule, helping host museums turn entire cities into ‘math towns’ with rich calendars of activities throughout the run of the exhibition. From special live competitions to STEM career events, the supplemental resources, media, materials, events and programming will support museums in bringing math meaningfully and effectively into their larger experience.

This innovative exhibit responds to the national movement toward greater focus on STEM development and STEM career awareness, and inspiring kids to make math a priority, reaching them in that window of vulnerability when math gets more challenging and kids begin to lose interest.

**MathAlive!** is produced by Evergreen Exhibitions and developed in collaboration with National Aeronautics and Space Administration (NASA), National Council of Teachers of Mathematics, MATHCOUNTS, National Society of Professional Engineers, Society of Women Engineers and Math-MovesU.

Raytheon is the presenting sponsor for the tour.



– US News and World Report



## HIGHLIGHTS OF THE EXHIBIT BY SECTION



### RESOURCE CENTER

- Play ... Sum of All Thrills, MathMovesU.com
- Explore ... Math Programs, Competitions, etc.
- Connect ... Local Events, Activities Center



### KICKIN' IT ... ENTERTAINMENT

- Mix It Up ... Giant Musical Instrument
- Flicker Fusion ... Make a Movie
- Step Up ... Dance Motion
- Game Developer ... 3-D Mapping
  - Daniel Ferguson, IMAX film director and screenwriter
  - Ajay Kapur, musician and computer scientist

### FUTURE STYLE ... STYLE AND DESIGN

- Style Revolution ... 360-degree Photo Shoot
- Make It Fit ... Tessellations
- Nature's Numbers ... Nature's Patterns
- Shadow Play ... Shadows
- Featured Personalities:
  - Neri Oxman, architect and designer, MIT Media Lab
  - Theo Jansen, artist and designer



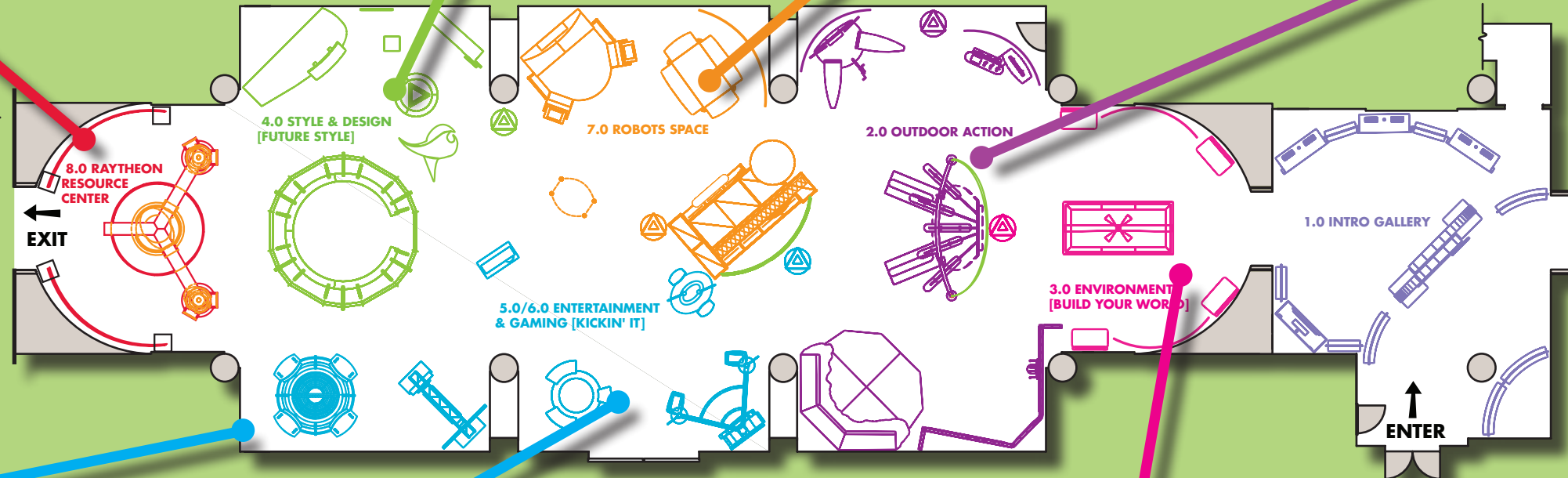
### ROBOTICS AND SPACE

- On Target ... NASA Robot Space Walk
- Curiosity Rover
- Robot Rally ... Robot Artifact Display
- Picture This ... Hubble Telescope
- Featured Personalities:
  - Dennis Hong, robotics engineer
  - Robin Murphy, robotics engineer
  - Kathryn Gray, student and supernova searcher
  - Robonaut 2



### OUTDOOR ACTION ... ADVENTURE SPORTS

- Boardercross ... Snowboard Experience
- Get a Grip ... Rock Climbing
- Measure Up ... Scatter Plot
- It's a Stretch ... Arm Span
- Ramp It Up ... Build a Skateboard with POP
- Pedal to the Peak ... Mountain Bike Challenge
- Featured Personalities:
  - Eric "Tuma" Britton, professional skater/instructor
  - Liza Brooks, vibrations engineer and co-owner "True Snowboards"
  - Skip Garibaldi, mathematician and rock climber



### BUILD YOUR WORLD ... ENVIRONMENT

- Bridge to the Future ... The Engineered City
- Power Play ... Energy
- Test the Waters ... Water
- Easy on the Gas ... Transportation
- Going Viral ... Communications
- Featured Personalities:
  - Rondi Davies, geologist and champion marathon swimmer
  - Tanya Martinez, energy engineer
  - Christine Outram, urban informatics, city strategist and mobilizer, MIT SENSEable City Lab
  - Yemarshe Yemane, engineer and business owner, Ethiopia
  - Francisca Rojas, communication/migration specialist

### GAME PLAN ... VIDEO GAMES AND OTHER GAMES

- Game Developer
- Crack the (Binary) Code
- Flip It ... Probability
- Game Box Kids
- Featured Personalities:
  - Robin Hunicke, game developer
  - Michael Mateas, game developer





## COLLABORATORS

National Council of Teachers of Mathematics  
NASA  
National Society of Professional Engineers  
MATHCOUNTS  
Society of Women Engineers  
MathMovesU

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[Developed theory and practice of material-based  
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**"This is going to be mobbed..."**

**– Eva Pell, Undersecretary of Science,  
Smithsonian Institution**

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Founder, CreateASkate.org

### Kumi Yamashita

Artist  
[Shadow art]

### Ed Tannenbaum

Independent Media Artist

MathAlive! is presented by

**Raytheon**

Supporting Math and Science Education through



## EDUCATION SUPPORT AND RESOURCES

- Comprehensive Educational Package:
  - In-classroom Resources
    - Teachers activity guide
    - Electronic activity guide
    - Educator planner and comprehensive exhibit guide
  - Field trip support
    - Educational materials, media
    - Field trip program
  - Online resources
    - Website educator's center
  - *Family Guide to Math*
- Programming and On-site Attachments
  - Planning toolbox with developed materials
  - Special events with exhibit collaborators
  - Access to engineers for career events
  - NASA educational math materials, support, involvement
  - Informal programming aligns with national standards
- Fully supported by the national MathMovesU program
  - MathMovesU.com
  - MathMovesU University
  - MathMovesU Scholarships and Grants
  - MathHeroes
  - Access to other partners tied to MathMovesU



**"It was a really cool exhibit and it had a lot of  
real-world math, and it makes math fun."**

**"I would come here for school, I wish it WAS  
school because MathAlive! is so amazing."**

**"This place is just so cool."**

**"I think I will remember this for the rest of my life!"**

**–Middle school students**



## Marketing/PR

- Comprehensive package of PR resources
  - Press kit, b-roll and quality photography
  - Additional media assets and resources
  - Experts
  - Managed tour social media sites
  - National media launch from Smithsonian
- Advertising and Marketing
  - Comprehensive campaign materials
  - Promotional templates
  - Interactive media materials
- Marketing resource center
- Media inclusions
  - Cross marketed by MathMovesU initiatives

## Event Support

- Opening event resources
- Experts for media
- Press materials
- Tour institutional collaborators event support



## MathAlive! Tweetup...

*"This is a game-changing new media exhibit."*

– Amanda Asmus

*"...All of the designs in the exhibition ...were incredibly interactive, instructive, and fun!"*

– Tommy Cornelis,  
STEM Connector blog

*"MathAlive blew my mind – finally someone really embracing the connection between entertainment and education."*

– Joe Feducci

*" 'That's so cool' is by far the number one quote today at mathalive..."*

– Jason



To learn more about **MathAlive!**, please contact:

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7979 Broadway, Suite 107  
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210.599.0045  
www.evergreenexhibitions.com

For updates on **MathAlive!**  
mathalive.com



## Online Support

- Media-rich interactive website (MathMovesU.com)
- Official tour site customized to host museum
- Social media sites customized to host museum

## Localized In-exhibit Display

A resource center in the exhibit includes an interactive area where visitors can learn about local activities and programming organized by the host, as well as local events supported by the math- and STEM-based institutions, and other area math-related activities.





*"...MathAlive is a great family/school trip. Shows the math behind sports, robotics, space, music & more. My kids loved it."*

Arne Duncan  
U.S. Secretary of Education  
(Tweeting about opening at Smithsonian)