



FORT WORTH MUSEUM
SCIENCE AND HISTORY

Learning through Innovation

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Fort Worth Museum of Science and History’s Museum Store – “Shop Too!” – More Than a Retail Shop

FORT WORTH, TEXAS – The Fort Worth Museum of Science and History’s (FWMSH) retail store, “Shop Too!,” is unlike any other store in the Fort Worth area. Guided by the museum’s vision statement, “transforming lives through extraordinary learning environments,” the Museum shop continues the educational experience and becomes an extension of the Museum itself.

The 3,000-square-foot store is located near the main entrance of the newly constructed building.

Merchandise sold in the Museum store relates directly to the institution’s science and history exhibitions.

Some items have a product identification system, either the “FWMSH Building Blocks” or the “FWMSH Learning Lantern” classification. These labeling systems will be reviewed by the Museum’s curators, educators, and exhibit programmers, as well as children and their families to ensure merchandise fits the criteria for education and learning.

Joan Doyle, principal of Doyle + Associates, a leading retail consultant to museums, said the idea for these labels was a result of the tremendous in-house resource the Museum has in its educators and curators. “The labels will represent items the curators and educators have reviewed and selected as products of exceptional learning value that will build upon and continue the Museum learning experience at home,” Doyle said.

The “Building Blocks” labels are tools that will help shoppers make informed decisions about what toys, activities and games will best help a child explore and learn more about specific topics. “Building Blocks” will be for children ages 8 and younger, focusing on early childhood development such as social and cognitive skills. “Learning Lantern” labels are age appropriate for individuals 8 and older, focusing on life-long learners

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that aren't in a formal educational setting. The Museum store offers a printed brochure about the product identification system to help consumers understand the educational value and rating of an item.

Shop Too! features a broad selection of merchandise including science kits, telescopes, dinosaur models, fossils, robotic and technology products, green precuts, and hand-made jewelry, as well as an extensive book department. There is an item for everyone and at every price point.

Doyle said the store has many one-of-a-kind articles. "We spent 18 months searching for merchandise that you can't find anywhere else," she said. "Shop Too! is truly unique to the Dallas/Fort Worth Metroplex."

The Museum store has a playground feature for younger guests, offering a slide modeled after a stegosaurus dinosaur, called "Bumpasaurus." The 12-foot dinosaur slide is made of recycled materials, including decorative Texas license plates, construction buckets for its feet, headlights for its eyes, rearview mirrors for its eyelashes, 400 moon hubcaps for the side scales, and half of a bumper car for its nose. The dinosaur slide also has plates made with 520 steel nuts on its back to resemble the stegosaurus.

The slide is painted in the signature Legorreta + Legorreta colors, Jacaranda (blue) and Rosa Mexicana (pink) to match the building. The slide measures six feet tall and includes sound and light features, both of which are triggered by the child going down the slide. Guests will climb up the dinosaur's tail and come out of the creature's mouth, landing on a soft pad made of recycled rubber products.

"The Museum came to us and wanted something signature, fresh and original," said Allen Boerger, principal for Roto Studios, who fabricated the slide. "This piece is idiosyncratic, and it truly is a custom unique creature."

Shop Too! has a ruby red CaesarStone countertop, made of 93 percent natural quartz and up to 35 percent post-consumer recycled glass. The face and sides of the counter are made of Lagos Azul limestone veneer that reflects the wavy pattern found in the carpet.

In addition to Shop Too!, the Museum offers a "Special Exhibition Store" in the second floor Special Exhibitions Gallery. The first special exhibition is *CSI: The Experience*, an exhibit on forensic science developed

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by the FWMSH in cooperation with CBS Television. “The space will be about 500-square-feet,” said Debra Norman, retail operations manager for the Museum of Science and History. “Upon opening, the satellite shop will feature merchandise related to the *CSI* exhibition. As the special exhibitions change, so will the merchandise in the store.”

About the Museum

The Fort Worth Museum of Science and History is open from 10 a.m. to 5 p.m., every day except Thanksgiving, Christmas Eve, and Christmas Days. For more information about the Museum visit www.fortworthmuseum.org or call 817-255-9300.

In 1939, the Fort Worth Council of Administrative Women in Education presented a successful proposal to the City Council for the creation of a children's museum in Fort Worth. Chartered with the State of Texas in 1941 as the “Fort Worth Children’s Museum,” the new \$80 million FWMSH campus marks the culmination of an extensive multi-year fund-raising campaign following a comprehensive planning effort. Dedicated to life-long learning and anchored by its rich collections, the Museum engages school children and adult visitors through creative, vibrant programs and exhibits interpreting science and the history of Texas and the Southwest. For more than six decades, the FWMSH has provided learning opportunities for tens of thousands of area children annually among its million visitors each year, making it one of the most popular cultural attractions in North Texas.

The new Museum building, created by internationally acclaimed architects Legorreta + Legorreta with Gideon Toal, is located in the heart of Fort Worth’s Cultural District. The world-class, 166,000 square-foot facility features a collection of new, interactive exhibits and programs developed by the Museum’s staff and a team of nationally recognized designers in support of the Museum’s dedication to informal, discovery-based learning for all.

The new Museum’s environment of learning comprises state-of-the-art interactive exhibitions and components including: Energy Blast; the Fort Worth Children’s Museum; the Cattle Raisers Museum; the Noble Planetarium; Omni IMAX® Theater; DinoLabs/DinoDig® – featuring the State Dinosaur of Texas, *Paluxysaurus jonesi*; Innovation Studios/Innovation Gallery; and the 60-year-old Museum School.