

# CHILDREN'S MUSEUM OF HOUSTON

presents



# AMAZINGLY IMMATURE



**Children's  
Museum  
of Houston**

TM



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# EXHIBIT SPECIFICATIONS



## SIZE:

1,500–2,500 sq ft

## FEE:

\$25,000 for 3 months  
(plus inbound shipping  
and consumables)

## TARGET AUDIENCE:

Great for families, caregivers  
and school groups! Designed for  
kids 5 and up.

## INCLUDES:

Programming  
Marketing Materials  
Public Relations Plans  
National Social Media Campaign







# HOW IMMATURE IS YOUR CITY?



Keep the forces of maturity at bay by bringing KLUTZ's Amazingly Immature exhibit to your city! With this exhibit, your museum will become part of a wacky nationwide social media challenge that ranks your city's immaturity.

Bring internationally-recognized KLUTZ brand to your museum!

- Strong STEAM-driven activities
- Great for kids and parents
  - content transcends generations.
- Designed for a broad range of ages
  - ideal for museums which focus on specific age groups or that welcome families with children of different ages.
- National competition plays on local pride
  - build community through competition with other cities.
- Easy-to-source merchandise generates incremental revenue.

## Call to Immaturity Social Media Challenge

Complete the Amazingly Immature Challenge and raise your city's National Immaturity Index (NII). Use social media to share wacky and quirky pictures and videos with **#AmazinglyImmature**. Each hashtag posted earns your city a point. The city with the most points will win the title of "Immaturity Capital of the U.S.!"

 **/AmazinglyImmature**

 **#AmazinglyImmature**

 **@AmazinglyImmature**



We will **AMAZINGLY ROCK**  
your Museum!

# AMAZiNGLY iMMATURE: COMPONENT DESCRIPTIONS

WE  
HAVE  
LOTS  
OF  
iMMATURE  
IDEAS!

## 1. immaturigami

What do you get when you cross Immaturity with Origami? Immaturigami? At this station, kids use Klutz-clear instructions to learn origami techniques that transform fake or REAL money into wearable rings!

## 2. immaturity Returns

A little fun from down under as families learn how to make and throw their own boomerangs! No worries about concussions, mate—these boomerangs are cardboard—and provide a great way to talk about aerodynamics!

## 3. Dinner Disruptors

Add a little immaturity to dinner by learning how to make spoons do somersaults and turn a spoon into catapult, all while learning about levers, friction, sound, and projectile motion.

## 4. Fly the immature Skies

Learn how to make a high-flying paper airplane while exploring the four forces that make flight possible!

## 5. Straw Shooter Jets

With a little immature engineering, a drinking straw, and some memo sheets, kids make these great little flyers and learn about Newton's Third Law of Motion.





# AMAZiNGLY iMMATURE: ACTiViTy DESCRiPTiONS

AND  
EVEN  
MORE  
IDEAS!

## 6. Photo Follies

Build your immature photography skills and learn how to manipulate perspective to create photo illusions.

## 7. Table Top Football

Time to bring immaturely important games, like Paper Football, back to the lunchroom while gaining understanding of friction, force, and Newton's Laws of Motion!

## 8. Noisy Annoyer

Learn how to fold and cut memo-sized sheets of paper to make super-loud ANNOYERS while learning about the science of sound.

## 9. Tablecloth Trickery

Ever wonder if you could yank out the tablecloth without breaking the dishes? Try it here with our "good china" while discovering the importance of inertia.

## 10. Snap Lids

Learn how to make the lid to your fountain drink cup fly with a snap of your fingers (and a little gyroscopic motion)!

## 11. Card Shark

Have you ever tried throwing a card? Air resistance and surface area make them a lot harder to throw than a ball, but you can still get pretty accurate using our technique (and some practice)!



# AMAZINGLY IMMATURE: COMPONENT DESCRIPTIONS



WE'RE  
NOT  
DONE  
YET

## 12. Reflex Ruler

Take this immature test to see just how alive your friends are by putting their reflexes and reaction time to the test. Are they a ninja master or one of the living dead?

## 13. Quarter Catch

How many coins can you catch off your elbow? Stack them up and let inertia help you grab them out of the air!

## 14. Juggling for the Complete KLUTZ

Learn to juggle scarves with step-by-step video instructions.

## 15. Immature Inventions

Inspired by the KLUTZ Book of Inventions, Kids can create their own invention mash-ups and share them.

## 16. Immature Makings

An immature mind needs to find things to do, to make and to create. Become inspired to make projects using stuff around the house.

## 17. Immature Mailings

KLUTZ's fan mail includes everything from flip flops to messages in bottles. Check out actual things sent to KLUTZ directly through the mail and learn about other things you can send to your friends or to KLUTZ. They'd love to hear from you!

## 18. Immature Inspiration

We had so many immature ideas, we couldn't fit them all in the exhibit! So, here's a "video bonus feature" to help keep the immaturity rolling.





# EXHIBIT COMPONENTS

## Immaturity To Go

Not satisfied with the amount of Immaturity? We included some additional activities on the back of a few of the stations to inspire kids to try some stuff after they leave the exhibit. Remember: pictures posted to social media featuring immature behaviors, even outside the exhibit, will continue to increase your city's "Immaturity Ranking."

- Learn to Hurl Insults Like Shakespeare
- Make Wild Creations with Your Food
- Catch Popcorn on Your Tongue
- Discover How to Pop a Straw
- Learn How to Blind a Mouse (of the computer sort)
- Hang a Spoon from Your Nose



**CAN YOUR CITY RISE  
(or STOOP) TO THE  
IMMATURITY CHALLENGE?  
BOOK TODAY AND FIND OUT!**

**Haniyyah Boxie**  
*Traveling Exhibit Manager*  
**Children's Museum of Houston**  
hboxie@cmhouston.org  
1500 Binz, Houston, TX 77004  
713-535-7236







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of Houston

