



FOR IMMEDIATE RELEASE
Aug. 28, 2012

Media Contact:
Chad Mertz
(312) 464-7676

Chicago Children's Museum opens brand new exhibit, *Unboxed: Adventures in Cardboard*

Newest experience seeks to inspire children's imagination and creativity

CHICAGO – How many parents have lived through this experience? You spend hours researching the latest in education-based toys. You compare costs, read reviews and find the absolute perfect gift for your child. Then the big day arrives, and just when you expect the magic to begin...they start playing with the box. Not to worry, parents. With its newest exhibit, [Chicago Children's Museum](#) (CCM) plans to show children and families that a simple cardboard box, combined with imagination and creativity, can be the best toy ever.



CCM worked with Chicago artist Megan Hovany to create a cardboard mural measuring more than 43-feet long for the exhibit's outer wall.

[Unboxed: Adventures in Cardboard](#) opens today, Aug. 28, and the exhibit is truly a playground for the mind, inviting visitors to take an ordinary material and turn it into something extraordinary.

"With this new exhibit, Chicago Children's Museum seeks to awaken and inspire the minds of children and families," said Jennifer Farrington, CCM president and CEO. "On the surface, a cardboard box may seem dull. But, in just seconds that box can become a rocket taking you to outer space, a castle protecting a centuries-old kingdom, or a new pet whale diving to the lowest ocean depths. While it's clear that cardboard is the dominant theme in *Unboxed*, creativity and ingenuity are the true stars of this experience."

To assist with visitor inspiration, CCM contracted with local artists to create several eye-catching components within the exhibit. It all begins with a massive mural covering the exhibit's outer wall. Stretching more than 43 feet long and 11 feet high, the mural, made entirely of cardboard in a 3-D design, offers an inviting entrance while depicting the medium's limitless possibilities.

Once inside, different exhibit elements encourage visitors to take a hands-on approach:

- **Box Giant** – Towering nearly 10-feet tall, the Box Giant will wow visitors with its enormity, but it also serves as a place to build, relax and imagine. Don't miss the miniature town housed near the sitting Giant's leg, and if you'd like, add your own creation.

- **The Maze** – This space, featuring a variety of box shapes, sizes and nooks, will transform into thousands of different amazing places. An undiscovered cave? A futuristic space station? A superhero training academy? Yes, yes and yes!
- **Cardboard Studio** – Design, engineer, craft, create, build, tear apart and make again. In this space, visitors have the opportunity to make their own cardboard creation. Take the creation home or add it to the exhibit for future visitors to see.

Additional exhibit areas will house various opportunities for artistic and dramatic play. CCM staff will rotate these opportunities, a strategy for keeping the *Unboxed* experience fresh during its time at the museum.

“One really fun, and unique aspect of *Unboxed* is that the exhibit will constantly evolve during its time at CCM,” said Farrington. “Visitors are encouraged to put their own touches on exhibit components, adding to the experience for future children and families.”

Unboxed: Adventures in Cardboard is free with the purchase of admission to Chicago Children’s Museum. The exhibit will run from Aug. 28 to May 5.

[Abt Electronics](#) and [International Paper](#) are in-kind supporters of *Unboxed: Adventures in Cardboard*.

###

About Chicago Children’s Museum

The mission of Chicago Children's Museum is to create a community where play and learning connect. CCM is the only cultural institution in the city dedicated to young children and the important adults in their lives. Playful experiences, including more than 15 interactive exhibits, tap into how kids learn, and engage them at an early age so they develop a lifelong love of learning. Located at Navy Pier, Chicago's number one attraction at 700 E. Grand Ave., CCM is the final stop for CTA buses #29, #65, #66 and #124. For more information, please visit www.ChicagoChildrensMuseum.org.