

**Amazing Butterflies** invites you to shrink down into the undergrowth to become one of the most extraordinary creatures on earth.

Embark on a challenging journey teeming with friends and foes revealing the unusual relationship between caterpillars, butterflies and their natural surroundings. Adventure through the leaves, move like a caterpillar, discover an ant that reaps the reward of an unusual friendship, then transform into a butterfly and take flight!





*"Whether you're 6 or 66,  
you'll leave this experience  
with a real knowledge of  
butterflies."*

- Douglas Noble  
Florida Museum of Natural History

*"A great run! Attendance was  
up 21% over projections!"*

- Tom Kyne  
Florida Museum of Natural History

*"We were thrilled to open a  
day early and to have such a  
solid product to share with  
our family audience."*

- Connie Mohrman  
The Wildlife Experience

*"We had a great summer and our  
visitors loved the exhibit! We enjoy  
hosting and sharing these fun  
educational mazes!"*

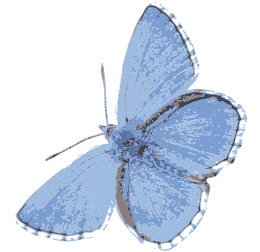
- Teresa Amour  
York County Museum, SC

*"Staff and Visitors  
LOVE Amazing  
Butterflies!"*

- Connie Mohrman  
Exhibits Manager  
The Wildlife Experience



# Word on the street



*"Amazing Butterflies was one of  
our most popular exhibitions -  
nearly doubling our projected  
attendance figures!"*

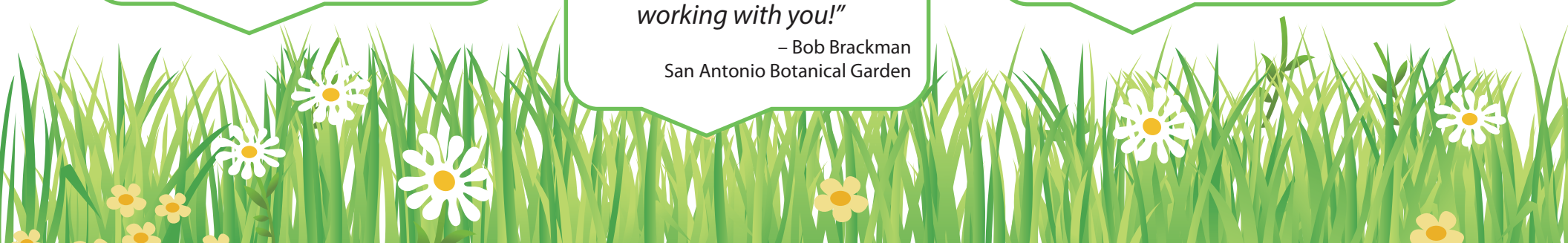
- Mike Sarna  
Natural History Museum London

*"Much of the learning happens through  
parents and children interacting with  
each other, not by reading long  
descriptions characteristic of  
traditional museum exhibits."*

- Douglas Noble  
Florida Museum of Natural History

*"We so have appreciated and  
enjoyed the exhibit and  
working with you!"*

- Bob Brackman  
San Antonio Botanical Garden



Become  
one of the most  
**extraordinary**  
creatures  
on earth



Amazing  
**Butterflies**

The logo graphic consists of a large orange butterfly silhouette on the right and a smaller purple butterfly silhouette on the left. A dotted line forms a partial circle around the purple butterfly, extending from the word 'Amazing' to the purple butterfly and then from the purple butterfly to the word 'Butterflies'.

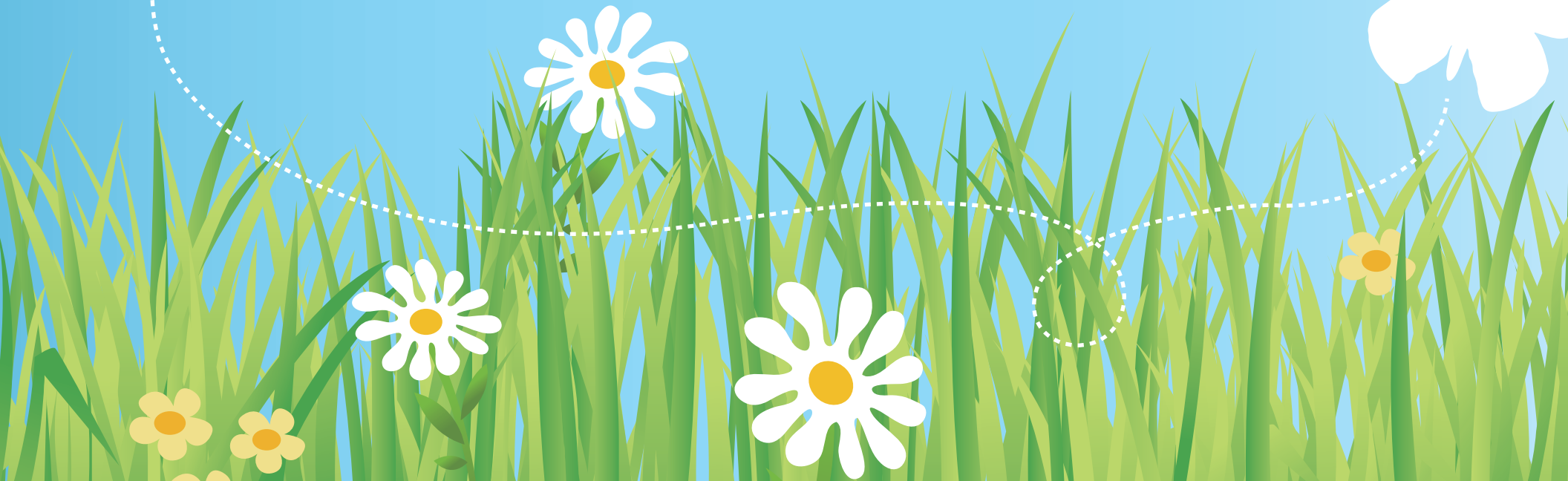
# Goals:

**Discover** the mysterious lifecycle from caterpillar to butterfly

**Identify** different butterfly species

**Learn** about their unique survival challenges

**Become** a caterpillar and **transform** into a butterfly



## Summary:

Amazing Butterflies invites you to shrink down into the undergrowth to **become** one of the most **extraordinary** creatures on earth.

**Embark on a challenging journey** teeming with friends and foes revealing the unusual relationship between caterpillars, butterflies and their natural surroundings. Adventure through the leaves, learn how to move like a caterpillar, **discover** an ant that reaps the reward of an unusual friendship, then transform into a butterfly and take flight!

Together, **families will explore** this interactive experience and learn the surprising challenges butterflies face every day.



“Amazing Butterflies was one of our most popular exhibitions - nearly *doubling* our projected attendance figures!”

*- Michael Sarna, Head of Interpretation, Natural History Museum London*



## Overview:

Enter the interactive maze through the huge monarch caterpillar tunnel. Become a caterpillar and find your way through a secret, wild world as grass and leaves tower above your head.

As you navigate the terrain filled with challenges around every twist and turn, take on puzzles, games and exciting interactives. The brave can even take to the air and soar down the butterfly zip slide.



You'll discover fascinating facts about one of our planets most amazing lifecycles. But beware. The maze includes dead-ends, down which lurk poisonous plants and predators waiting to pounce. Choose the right route, stamp your card along the way, and emerge as a beautiful butterfly.

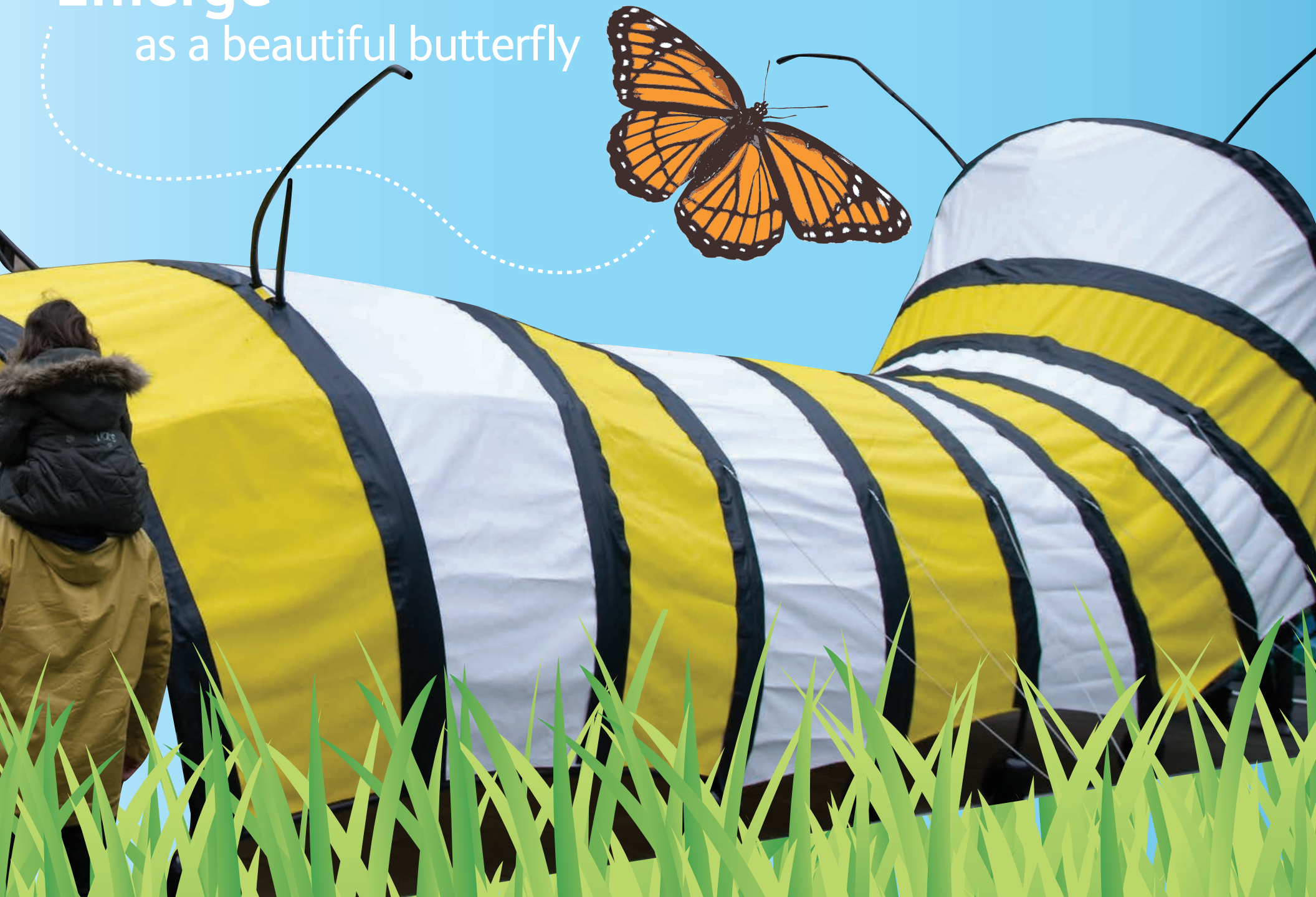


## Become a caterpillar

and find your way through a secret, wild world



**Emerge**  
as a beautiful butterfly





## Lifecycle Garden Card

Mark your progress as a butterfly by stamping your Garden Card at 8 Lifecycle Stations: egg, larva, food, friends & defenses, chrysalis, nectar, finding a mate, and lay eggs/host plant.

## Caterpillar Crawl

Grab some friends and learn to crawl like a caterpillar. Slip your feet into a set of prolegs or true legs and see if you can sprint for the finish line. Moving back to front simulates 'rectilinear locomotion' – no wonder it takes a caterpillar so long to get anywhere!

## Caterpillar Feed

Caterpillars are picky eaters! Toss their favorite 'lunch bags' into the mouths of different caterpillars.



Caterpillar Feed

Caterpillar Crawl





## Hairy Plant Attack

As a defense against hungry caterpillars, the 'velcro passionflower' developed tiny hooked hairs (trichomes) sharp enough to keep them safe from caterpillars. Walk through this tactile display and try not to get trapped!

## Creepy Friends

Carpenter ants in Panama defend metalmark caterpillars from parasitic wasps and other predators. Play out this unique relationship in a foosball match with a striker wasp aiming shots at the metalmark with the goal of ringing the bell. Try your turn as the attacking wasp or as the side of ant friends on defense.

## Climb-In Pupa Pods

Recreate one of the most magical transformations of the animal world, as your successful caterpillar journey comes to an end. Climb into a chrysalis, experience metamorphosis, and emerge as a butterfly. Capture the moment in the Pupa Pod photo opportunity.





## Metamorphosis Chamber

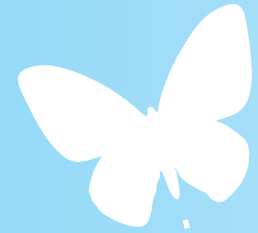
Delve through the stages of metamorphosis and realize all that takes place in this dramatic transformation from caterpillar to butterfly.

## Flap Those Wings

You've just emerged from your chrysalis, and it's time to fly. Grab a friend and together crank the wheels, get the blood flowing and flap your wide wonderful wings high in the sky.

## Spider Web Climb

Now that you can fly, new dangers hide around each turn. Get a spider's eye view of a wicked web you DON'T want to get tangled up in...or DO you?



## Finding Food Nectar Path Puzzle

The Postman butterfly can see how much nectar is in the Lantana camara flower by its color. Try your hand at gathering the most nectar you can find, but choose your path wisely.

## Nectar Squeeze & Sniff

Think you can smell like a butterfly? Take a sniff and see what all the fuss is about!



## The Mating Game

Do your own courtship dance, using iridescent wings that catch the attention of potential mates.



## Educated Egg-locator

Don't put all your eggs in one basket - or at least on one host-plant. Butterflies lay their eggs on specific plants. Match the species to their preferred host.

## Backyard Butterfly Party

Inviting butterflies into your backyard is as easy as one, two, three! Discover simple changes you can make to attract these beauties into your backyard.

## Butterfly Behavior Wheel

Butterflies lead busy lives. They hatch and crawl and fight and eat and change and fly and mate and sleep. Grab the wheel - spin to play, see how these insects spend their day. Then hunt through the maze and find where your chosen activity is taking place.



## Monarch Migration Monorails

You made it! Now that you've earned your wings, grab a hold and take flight. Experience the exhilarating migration of the Monarchs for yourself.

## An Egg's Perspective

Look through an egg to see all your caterpillar friends walking on leaves and beginning to feed.

## Leaf Climb

Crawl and climb on life-size leaves in the early stages of your larval journey.



# Minotaur Mazes

Minotaur Mazes is a Seattle-based, worldwide traveling exhibitions company specializing in complete, interactive exhibition experiences within a maze setting. Mazes are engaging both mentally and physically, and a tactile experience helps visitors young and old retain ideas long after they have left the exhibit. Minotaur is committed to crafting quality, creative exhibitions that introduce ideas of sustainability and personal responsibility for the world and its people.

## Contact:

**Minotaur Mazes**

p. 206.782.0667

[info@minotaurmazes.com](mailto:info@minotaurmazes.com)

[www.minotaurmazes.com](http://www.minotaurmazes.com)

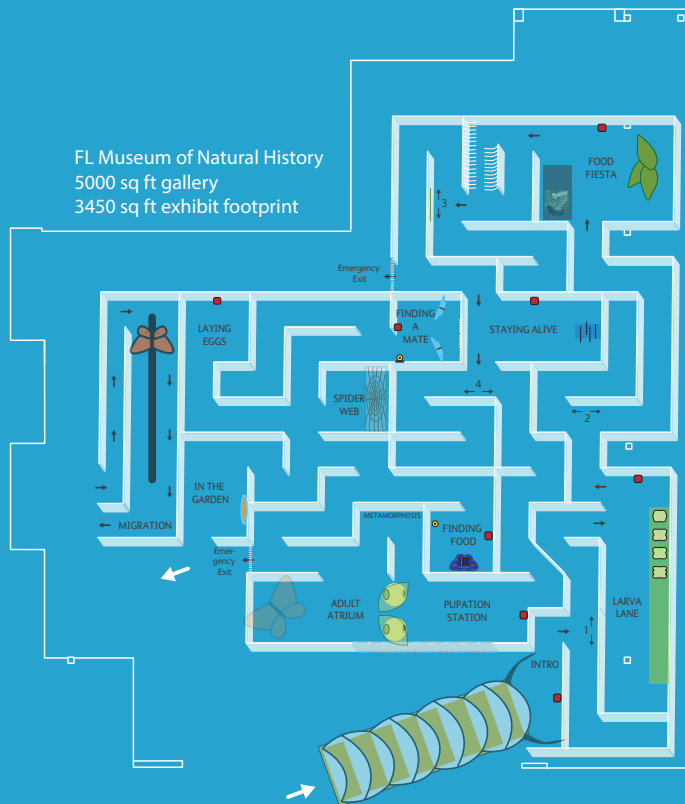




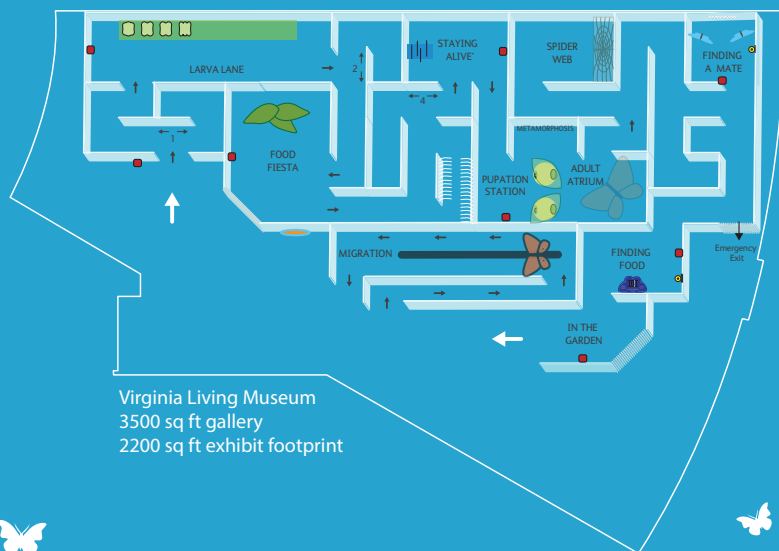
minotaur mazes

# Custom Layouts

FL Museum of Natural History  
5000 sq ft gallery  
3450 sq ft exhibit footprint



Pacific Science Center  
7200 sq ft gallery  
4500 sq ft exhibit footprint



Virginia Living Museum  
3500 sq ft gallery  
2200 sq ft exhibit footprint

## Amazing Butterflies

Custom layouts are created for each new host gallery. Fire exits, traffic flow, and access needs are all taken into account. Final approval is provided by the host.



# Exhibition Specs & Info



## Exhibit Specs

- Gallery Size - 2,000 to 6,000 sq ft
- Interactives - 40
- Curriculum - Pre-K - 6, 12 lessons, 4 activities
- Base Rental Fee - \$50,000 + inbound shipping
- Installation Fee - \$6,000
- Inbound Shipping - One 53ft Trailer
- Payment Terms - 25% w/contract, 50% 2 months prior to opening, 25% + inbound shipping 2 weeks after opening
- Installation Staff - 1 Minotaur Technician + 4 Host personnel
- Installation Time - 5 days
- De-install Staff - 1 Minotaur Technician + 4 Host personnel
- De-install Time - 2 days
- Insurance - Host to insure for liability, loss or damage
- Security - Minimal (venue security is sufficient)
- Staffing - 0 - 2 staff members as per traffic
- Crates - All on wheels, indoor storage required
- Electrical - Not required
- Ceiling height - 8'-6" Maze Structure and most interactives  
- 11' for "Flap Those Wings" interactive  
- Caterpillar Tunnel variable from 9' - 16'

### Crate Dimensions:

|                        |                        |                        |
|------------------------|------------------------|------------------------|
| 96" L x 24" W x 41" H  | 106" L x 32" W x 51" H | 54" L x 29" W x 88" H  |
| 96" L x 24" W x 41" H  | 106" L x 32" W x 51" H | 92" L x 48" W x 88" H  |
| 96" L x 42" W x 44" H  | 152" L x 42" W x 88" H | 118" L x 22" W x 28" H |
| 152" L x 29" W x 51" H | 120" L x 48" W x 86" H | 96" L x 48" W x 86" H  |
| 152" L x 29" W x 51" H | 104" L x 40" W x 60" H |                        |

**You are a caterpillar.  
Go earn your wings!**

- Become** one of the most extraordinary creatures on Earth.
- Experience** their fascinating life-cycle
- Learn** about their unique survival challenges
- Emerge** in winged flight!

*"Amazing Butterflies was one of our most popular exhibitions - nearly doubling our projected attendance figures!"*  
Natural History Museum London

*"Whether you're 6 or 66, you'll leave this experience with a real knowledge of butterflies."*  
Florida Museum of Natural History

*"Staff and Visitors LOVE Amazing Butterflies!"*  
The Wildlife Experience

Minotaur Mazes  
(206) 782-0667  
info@minotaurmazes.com  
minotaurmazes.com



minotaur mazes

