

# CitiScapes

NORTHWEST ARKANSAS

PEOPLE • PLACES • EVENTS • FOOD • FUN



- ▶ CUTE KIDS, COOL STYLES
- ▶ CREATIVE ROOMS FOR KIDS
- ▶ PETS & PESTS

*A Summer of Family Fun!*

**also:**

**PROFILE:** Helen Lampkin, Owner of My Brother's Salsa  
**DESTINATION DOWNTOWN:** Scenic Siloam Springs  
**EATS & DRINKS:** Pedaler's Pub in Bentonville

JULY 2015  
\$2.50 VALUE

# SCOTT FAMILY AMAZEUM

## BRINGING EXPLORATION AND FUN TO BENTONVILLE'S MUSEUM WAY

There's a new museum set to open on Bentonville's Museum Way this month, but unlike its cutting-edge neighbor, Crystal Bridges Museum of American Art, this exhibition and learning facility isn't all about art – at least not the kind of art you stare at anyway.

The Scott Family Amazeum, is a place where touching is encouraged, exploring is expected and imagination is required. The exhibits are designed to encourage creativity and bring art and science to life. Offering a fun environment where risk taking, problem solving, discovery and exploration bring children and adults together to learn and grow, the Amazeum is truly unlike any other place in Northwest Arkansas.

Offering 50,000 square feet of interior space and one acre of outdoor space, the Scott Family Amazeum is filled with exhibits and environments that are based on proven principles of child development and both formal and informal educational theories. Visitors to the museum will find an atmosphere that encourages families to play, question and explore through exhibits designed to promote imagination and

creative thinking. Serving a broad range of ages and abilities, the museum is designed to meet the interests of all children, and is sure to also teach adults a thing or two.

### THE EXHIBITS

The museum will host several exciting interactive areas such as the Nickelodeon Gallery, a spot for slime, group play and stop-motion animation fun; the Hershey's Chocolate Lab, an exhibit modeled after the Hershey Chocolate Lab in Hershey, Pa., that will teach the science behind chocolate; and a life-sized log cabin, a nod to Ozark heritage where artisans can demonstrate their craft. Other major museum exhibits include the Nature Valley Water Amazements, the 3M Tinkering Hub, the General Mills Lift, Load and Haul, and an expansive outdoor play area.

### NATURE VALLEY WATER AMAZEMENTS

An area to use the senses to explore, investigate and predict how water flows and

how liquids behave, the Nature Valley Water Amazements is a fun-soaked exhibit that encourages visitors to get wet.

"Water tables are common things in children's museums," says Amazeum Marketing Manager Dana Engelbert. "Although, in most other museums, the water stays on the table for the most part; ours doesn't!"

With features such as water wheels, sprinklers, dams and pipes, the water area provides visitors with an opportunity to pump, pour, channel and splash around. No matter the age, visitors will soak up the fun while exploring the nature of water through this splash of an exhibit.

### 3M TINKERING HUB

Featuring a place for active deep engagement with science, technology, engineering, art and math, this innovative space offers a creative zone where visitors are encouraged to explore personal ideas and create something uniquely their own. The 3M Tinkering Hub will contain a rich array of materials and an ample workspace



seeded with books, objects, images and projects that serve to guide and inspire the next generation of inventors and innovators.

## GENERAL MILLS LIFT, LOAD AND HAUL

This unique interactive area made possible by Walmart and General Mills is a great example of the community effort put into the museum. "The museum has really been a grassroots and community effort," says Engelbert. "Our exhibits wouldn't be possible without the wonderful support of our community."

This exhibit will allow guests to work a conveyor belt assembly line, observe the inner workings of wind tubes, test strength with pulley systems, and explore the inside of a Walmart transportation truck.

## OUTDOOR PLAY

To add to the wide variety of exciting exhibits offered inside of the museum, the Amazeum also offers a one-acre outdoor play space that provides children with open-ended play experiences to help encourage connections with nature. The outdoor area offers a park-like atmosphere where visitors can relax on artistic benches, picnic in the shade, or gather on the lawn during summer evenings to watch movies. This area is a place for engaging and for inspiring educational programs that encourage children to explore the richness of colors, textures, tastes, fragrances and movement found in the natural world.

In addition to these main highlights, the museum also offers various other interactive exhibits aimed at promoting curiosity and continued exploration in schools, the community and at home.

"One of the ways Northwest Arkansas will benefit from the Amazeum is that we don't intend to be confined to just our building," says Engelbert. "We want to be involved in tinkering and making decisions, and how tinkering and making are a part of economic development for the region. We want to support the great things that our schools are already doing, and we will continue to seek ways to be involved in our communities." ■

For membership information, prices and hours, visit [www.amazeum.org](http://www.amazeum.org). To jump in on the fun and to see what the excitement is all about, stop by for the Amazeum's grand opening July 15 at 1009 Museum Way, Bentonville.

Alzheimer's disease — the nation's sixth-leading cause of death — is destroying our families, our finances and our future. But you can do something to stop it. Register for the **Alzheimer's Association Walk to End Alzheimer's** and lead the way to a world without Alzheimer's.

**START A TEAM.**

09.12.15 | 9 AM [alz.org/walk](http://alz.org/walk)  
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