

THE WORLD OF
HILARIOUS
INVENTION!

EXHIBIT

children's
museum.
pittsburgh

WHO WAS RUBE GOLDBERG?

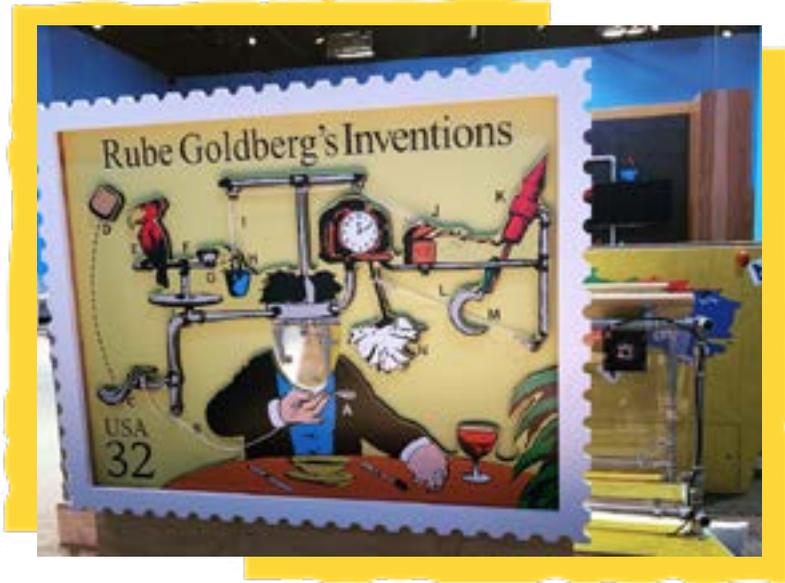
Rube Goldberg was a Pulitzer Prize winning cartoonist, an inventor, and the only person ever to be listed in Merriam-Webster's Dictionary as an adjective. Rube is best known for the zany contraptions, known as Rube Goldberg Machines. These inventions solved a simple task in the most overcomplicated, inefficient, and hilarious way possible. It is this sense of humor and inventive storytelling that separate a Rube Goldberg Machine from a chain-reaction machine.

RUBE GOLDBERG, adjective:
accomplishing by complex means
what seemingly could be done simply.



SELF-OPERATING NAPKIN PHOTO-OP

Step into one of Rube's wearables, "Self-Operating Napkin Machine", for a one-of-a-kind photo op experience that lets the visitor become Professor Butts in this iconic invention illustration.



"FACT IS, I WAS A VERY SERIOUS SORT OF KIDS. NO ONE EVER SUSPECTED THAT THERE WAS ANYTHING HUMOROUS ABOUT ME - EXCEPT, PERHAPS THAT I WAS SO SERIOUS I WAS FUNNY."

- RUBE GOLDBERG

WHAT'S IN THE EXHIBIT?

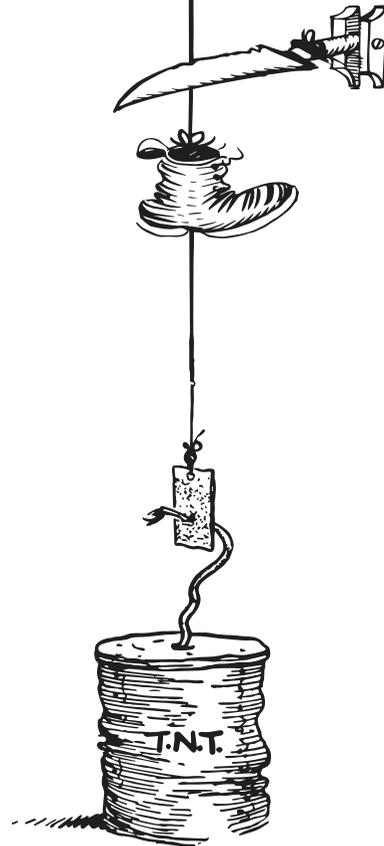
Inspired by Rube Goldberg's original illustrations and inventive storytelling, this exhibit contains a collection of new 3D, life-size machines and hands-on, interactive components that connect Rube's iconic cartoon contraptions to the way things work in the physical world. These experiences provide insight into the legacy of Rube and how classic engineering principles can be reimaged as entry points for deeper exploration of STEAM concepts for 21st century learning.

Rube Goldberg machines are many things, but they aren't perfect. Find the fun in failure as you step into this exhibit.

HUMOROUS

Comic strips were a primary form of entertainment before television, making Rube a rock star of his time. He approached his inventions as a tongue-in-cheek critique of the machine age and put forward the idea that technology intended to simplify people's lives could have the opposite effect.

By illustrating ordinary people and familiar objects in absurd situations, he helped people cope with serious topics and influenced how people joked around.

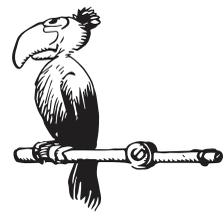


CHALLENGE TABLE

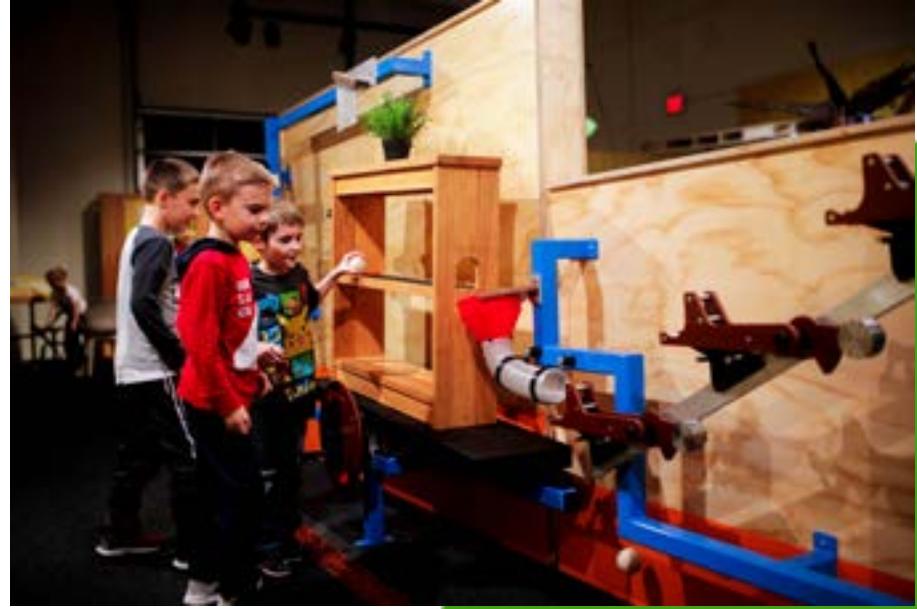
Jump in and explore open-ended chain reactions. Create your own challenge, or try to ring one of the bells, with recognizable components such as wheels, dominoes, tires and things that move! Use the terrain of the table to get from point A to point B.



MACHINE WALLS



These engaging contraptions provide visitors with a wonderful opportunity to embrace iteration and problem-solving.



MUSIC MACHINE

This machine contains no fewer than 3 musical instruments. Have a musical experience as you pull a string and unfold a chain reaction. Watch as some things move fast and others crawl at a snail's pace.

CLEANING MACHINE

This machine adopts a very playful approach to household chores. How does it inspire you to make cleaning more fun?



COOKING MACHINE

This machine makes the task of cooking even more challenging and complex than it already is.



MAGNET WALLS

On the reverse side of each machine wall, create your own paths with magnetic ramps and tunnels. What building strategies are helpful to get the balls from one side to the other? Try different configurations and placements of the parts and pieces.

Tortoise and the Hare

Mouse and the Cheese

Dog and the Bone



VISIONARY

Like today, Rube Goldberg lived during a time of tremendous technological change. He was part of a generation that came of age as cameras, telephones and automobiles changed modern life. These real-world experiences informed both his impractical inventions and his characters who trusted the machines to improve their lives. Inspired by Rube's prophetic problem-solving inventions, makers and inventors, musicians and artists of all ages have taken the internet by storm to show off their own Rube Goldberg Machines.

"A RUBE GOLDBERG MACHINE IS AN INTENTIONALLY DELIGHTFUL WASTE OF TIME AND ENERGY."

- RUBE GOLDBERG



RUBE IN THE 21ST CENTURY

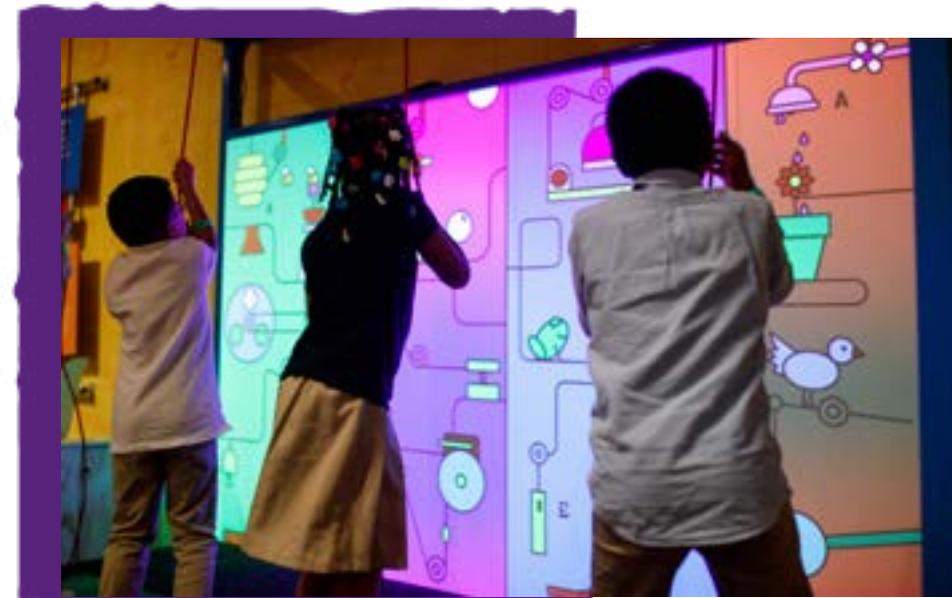


VIDEO WALL

View videos of some modern Rube Goldberg Machines created by makers and inventors of all ages.

MUSICAL MURAL

Pull the ropes to start the music. Starting at the top of each panel, track the progress of each task. Listen for the sounds at each step as chain reaction plays out.



ART STUDIO



DRAFTING TABLE

The drafting tables offer you a chance to inhabit the role of cartoonist. Have a seat at the angled drafting table and practice your cartooning skills. Learn some of Rube's drawing techniques then use what you have learned to create your own comic or wacky machine.



REVLVOMETER

This interactive contraption is based on Rube's cartoons, "How to Look at Modern Art" and "Revolvometer." Making art is not just about creating a picture, but also choosing how it is viewed. Take examples of modern art masterworks and view them from different angles on the revolving picture frame or experiment with your own artwork.

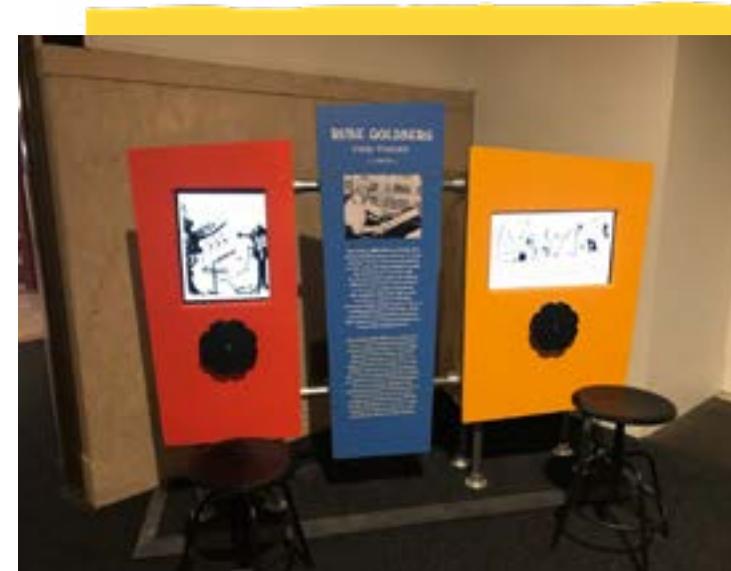


DIE CUTTER

Die cutting is a process in which a machine cuts the same shape over and over, like a cookie cutter. Turn the crank on the machine to cut the paper. Then turn the flat piece of paper into a box!

ART GALLERY

Want to learn more about how Ed Steckley created the illustrations for "Rube Goldberg's Simple Normal Humdrum School Day"? This special exhibition of 20 framed drawings and sketches illuminates the evolution of his character and his wacky world of invention.



VIEW FINDER

Can you believe Rube Goldberg drew nearly 50,000 cartoons in his lifetime? Turn the knobs of the View Finder to see examples of some of Rube's original cartoons, comic strips and articles.



PROGRAMMING



RUBE GOLDBERG MACHINE CONTEST®

Sign up to host a regional Rube Goldberg Machine Contest. Invite local schools to compete at your Museum with their handmade Rube Goldberg machines that complete the task assigned to that year. This is a great way to support the STEM/STEAM education happening in your community. These competitions encourage teamwork and problem solving in a fun out of school environment.



RUBE-A-THON CONTEST®

A reboot of the traditional Rube Goldberg Machine Contest, the Rube-A-Thon is a one-day, turn-key competition! Design, build and run your Rube Goldberg Machine at this fun, fast paced STEAM event. The Contest Host provides all the building materials, costumes, and task elements to create a working Rube Goldberg Machine that completes the national RGMC task for that year. This is an accessible way to engage all visitors - families, schools, anyone with a will to compete and a great imagination!



RUBE GOLDBERG CARTOON CONTEST®

This is where it all started for Rube. He was a cartoonist first and was the founding father of the National Cartoon Society. Draw your own Rube Goldberg invention cartoon and send it in to enter the competition. This can take place in the exhibit Art Studio or run at your venue in other ways.



COURAGEOUS

"YOU HAVE TO HAVE COURAGE
TO BE A CREATOR."

- RUBE GOLDBERG

Art was always Rube's passion. He began drawing at 4 years old by tracing illustrations before developing his own style. Although he went to college for engineering, he continued to draw for his school paper. He changed careers soon after graduation, but his training as an engineer informed every aspect of his work as a cartoonist. Rube's inventions were designed to work, but drawn for laughs.

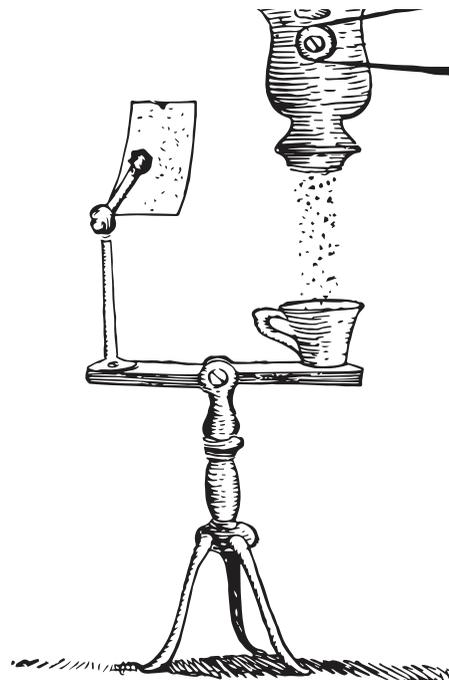


EXHIBIT SPECIFICATIONS

SIZE

2,000 - 3,000 square feet

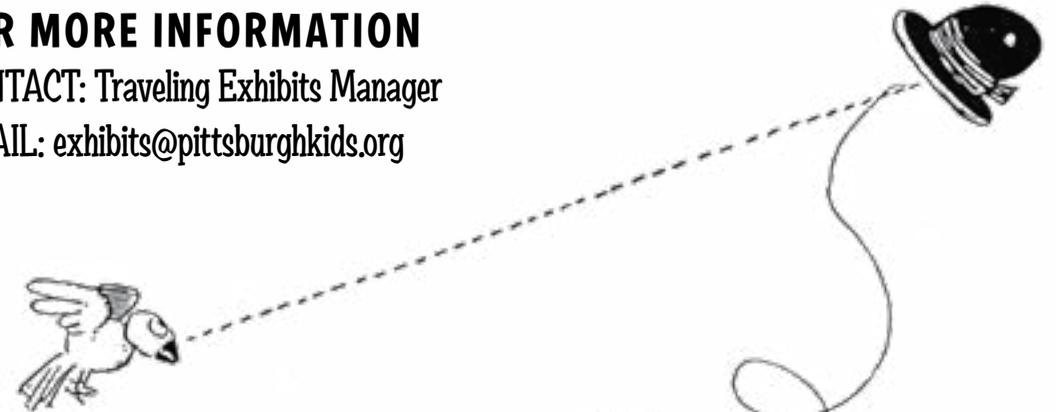
RENTAL FEE

\$80,000 plus inbound shipping
Crated on 2 trucks

FOR MORE INFORMATION

CONTACT: Traveling Exhibits Manager

EMAIL: exhibits@pittsburghkids.org



www.pittsburghkidsdesign.org/rube

