

MINECRAFT

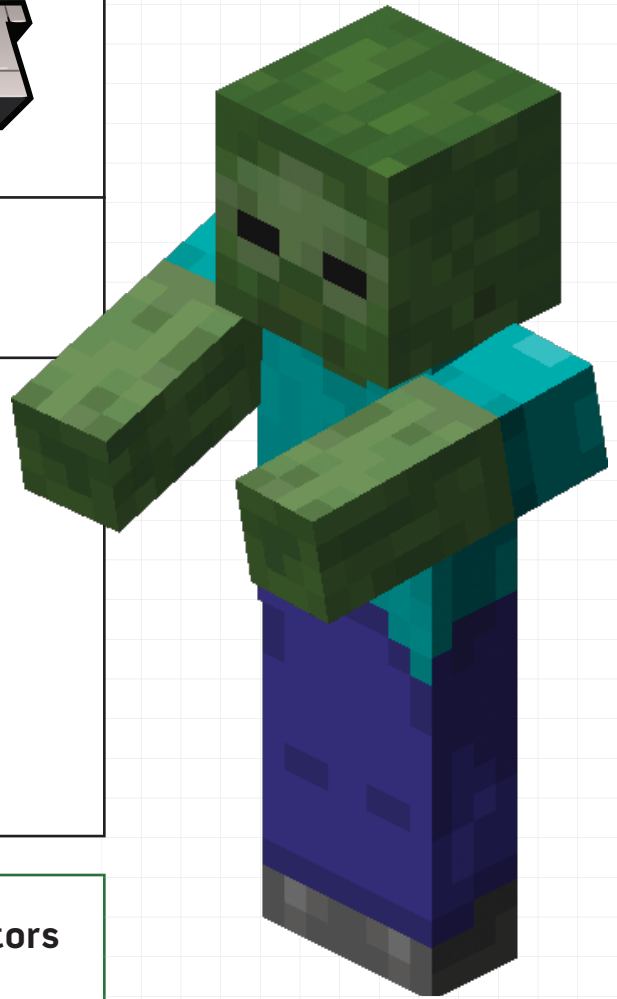
THE EXHIBITION

ORGANIZED BY
The Museum of Pop Culture

IN PARTNERSHIP WITH
Mojang and Microsoft

The Museum of Pop Culture (MoPOP) is creating a new, touring exhibition that celebrates the *Minecraft* phenomenon and looks at the game's impact on our culture and the world. The exhibition is geared toward players and non-players alike.

Minecraft is a platform for creative expression, community creation, and social change. This exhibition highlights the amazing creations and accomplishments achieved with *Minecraft*, and will inspire visitors to explore, build and create.



With this exhibition, we'd like visitors to come away with the following:

UNLIMITED CREATIVITY

Minecraft is far more than a game, it's a platform for creative expression and community building.

DIGITAL CITIZENSHIP

You live in the world you create. *Minecraft* is about building better worlds, better spaces, better societies.

EQUALITY / DIVERSITY / ACCESS

Minecraft is inclusive and welcomes all. Everyone can do/create something cool.

YOUR STORY

Minecraft is your story. From the development of the game to players' own experiences, adventures, and creations, *Minecraft* is fueled by personal narratives and inspiration.

COMMUNITY FOCUS

While *Minecraft* is created and developed by Mojang, the *Minecraft* experience is driven by the community.

MOJANG © 2009-2018

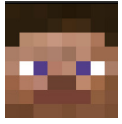
"Minecraft" is a trademark of Mojang Synergies

KEY MESSAGES



AUDIENCE

The exhibition is designed for *Minecraft* players of all ages. It will also attract the (currently) non-playing general audience:



CASUAL FANS



EXPERT PLAYERS



CREATIVES



FRIENDS / RELATIVES



CURIOUS NON-PLAYERS

REQUIREMENTS

SPACE: 5,000–7,000 square feet

CEILING HEIGHT: minimum of 14ft

RENTAL PERIOD: 13 weeks

COI: Hosting institution is responsible for providing a Certificate of Insurance prior to shipping.

SECURITY: Medium

AVAILABILITY: Fall 2020

CONTACT

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THE EXHIBITION WILL INCLUDE IMMERSIVE ENVIRONMENTS THAT TRANSPORT VISITORS INTO *MINECRAFT*'S UNIQUE AND COLORFUL WORLD.

Hands-on interactives will introduce key concepts as well as help players build their skills in the game. Films will feature interviews with the game's creators as well as players and people who use *Minecraft* as a medium for art and self expression. MoPOP will supply marketing templates as well as educational materials.

