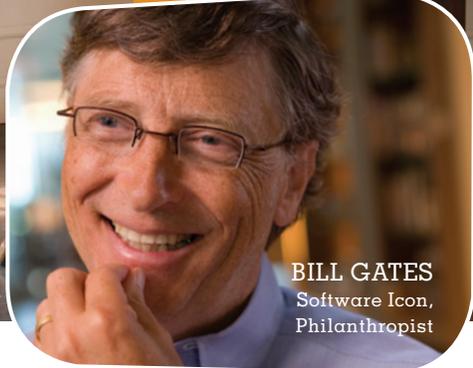
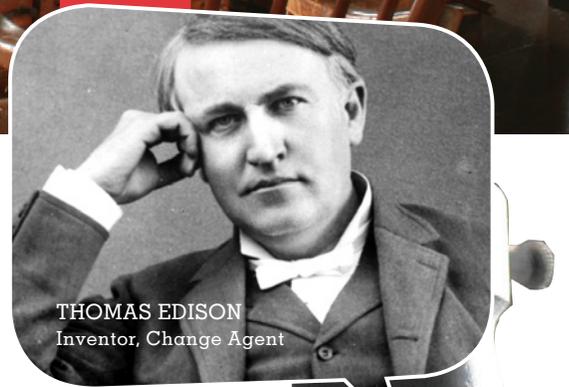


STAND WHERE THOMAS EDISON'S
GREATEST INNOVATIONS WERE MADE.
MENLO PARK LABORATORY—ONLY IN
GREENFIELD VILLAGE.



BILL GATES
Software Icon,
Philanthropist



THOMAS EDISON
Inventor, Change Agent

INSPIRE MORE CREATIVE THINKERS, CRITICAL THINKERS & PROBLEM SOLVERS

America is renowned for its innovative spirit. That isn't a new distinction. For more than two centuries, the United States has been regarded as a place that nurtures creativity and people who see the possibilities for radical advancements. Think about Thomas Edison's light bulb. Or Luther Burbank's hybrid plants. Or the Wright brothers' first flight. Or Buckminster Fuller's Dymaxion house and geodesic domes. Or, says Christian Øverland, The Henry Ford's executive vice president, "America's greatest innovation – the Declaration of Independence."

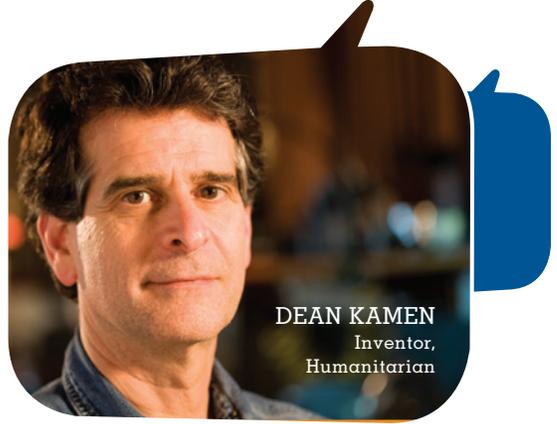
Those stories – and thousands of others like them – are central to what we do at The Henry Ford. We are a repository for the stories of men and women who saw the world in slightly different ways from everyone around them. And rather than give in to the status quo, they found ways to change the world.

see and hear

THESE VISIONARIES
AND OTHERS AS THEY
SHARE THEIR INSIGHTS
AT ONINNOVATION.COM.



LYN ST. JAMES
Barrier-Breaking
Race Car Driver



DEAN KAMEN
Inventor,
Humanitarian

Indeed, it was America's passion for innovation that inspired Henry Ford to found this institution more than 80 years ago. By starting his Museum and Village, he hoped to inspire others to follow in his path. Some people think America's innovative spirit has been dampened in recent decades. But at **The Henry Ford**, we think innovation is a state of mind, that it can be taught and that it can be nurtured as a culture.

We do our part to nurture innovation through an ambitious website, OnInnovation.com, filled with in-depth video interviews with some of the nation's finest thinkers, entrepreneurs and visionaries: people like Microsoft's Bill Gates, now a global philanthropist; Will Allen, champion of urban farming; and race car driver Lyn St. James, who pursued the chance to compete alongside men.

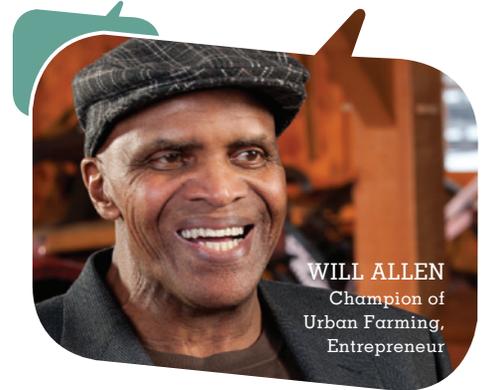
"History teaches us that our future will depend on how quickly, and how well, we innovate and adapt," says Patricia Mooradian, president of **The Henry Ford**. "Our OnInnovation initiative will help foster and advance cultural change by teaching all of us about innovation, by promoting the emergence of a new talent base of innovative thinkers and by encouraging creative problem solving."

These innovators address the tough questions about their lives. What gave you the courage to go where you did? Where do great ideas come from? How do you pursue them? What constitutes a great idea, and how does it make a difference in the world?

We believe that innovation is an integral part of American education. We have developed a 5-day online module called Innovation 101. The idea behind it is that so much of the modern world revolves around standardization – including educational testing – that some students aren't given the room to grow, to realize their creativity, to innovate. "The result is that we have developed one-size-fits-all educational expectations, but the reality is that we have students with different learning styles in our schools and in our communities," says Paula Gangopadhyay, **The Henry Ford's** director of education.

The goal of Innovation 101 – and of all of our educational opportunities – is to inspire students to broaden their points of view, to become more curious, to ask "why" and "how" instead of just "what." Indeed, we even let them know that failure is often an inseparable part of the process.

"There is nothing that we can teach our children that is more essential to their success in college, career and life than innovation," says Gangopadhyay. "Innovation may be not called out as a curriculum strand in core subject areas. Why is that? It's because innovation is everywhere. It is the common denominator that transcends the boundaries of all the core subjects. If you think critically, the traits of innovators are the 21st-century skills that are essential for every student." ■



WILL ALLEN
Champion of
Urban Farming,
Entrepreneur

WHAT PEOPLE ARE SAYING ABOUT INNOVATION 101:

"I think the curriculum is great. With all the emphasis being placed on STEM and the encouragement to educate students for the 21st century, keeping the U.S. at the forefront of innovation, we need all the help we can get in inspiring kids to pursue careers like these presented."

High School Teacher, *National Market Survey*

"Innovation 101 takes the mystery and fear out of the creative process, showing that it's attainable for everyone."

Keith Rosko, *2011 First Place Winner of the 2011 PBS Teachers Innovation Awards, Chenango Forks High School, Binghamton, NY*

"Innovation 101 is a great educational tool for introducing what it means and what it takes to innovate and create. The material encourages and impels the students to dig deep into understanding the background to innovative new products and services. Throughout the lessons, the students gain some wonderful insight from famous innovators, and important messages are revealed."

Andrew Gerhart, *Ph.D., Associate Professor of Mechanical Engineering, Lawrence Technological University*

on-site programs

Edison's Light Fantastic

DRAMATIC PRESENTATION

FREE with Village admission

Meet Thomas Alva Edison in this interactive play, and hear about one of his most "electrifying" inventions!

Location: Greenfield Village
Offered: May 7-June 15, 2012;
 May 6-June 14, 2013
Program Length: 15 minutes

Home from Kitty Hawk

DRAMATIC PRESENTATION

FREE with Village admission

Experience the thrill of the Wright brothers' first flight as they take you back to that amazing and inspiring day.

Location: Greenfield Village
Offered: May 7-June 15, 2012;
 May 6-June 14, 2013
Program Length: 20 minutes

Elijah: The Real McCoy

DRAMATIC PRESENTATION

FREE with Village admission

Meet inventor Elijah McCoy, and discover why his life and work remain an inspiration to this day.

Location: Greenfield Village
Offered: May 7-June 8, 2012;
 May 6-June 7, 2013
Program Length: 15 minutes

on-site programs

If I Had a Hammer

FACILITATED PROGRAM

Put core subjects such as math and language arts to work in "If I Had a Hammer." Students immerse themselves in this problem-solver's delight as they work together to construct an 8- by 11-foot house inside *Henry Ford Museum*.

Location: Henry Ford Museum
Offered: September 2011-June 2012;
 September 2012-June 2013
Program Length: 2 hours
Fee: \$14.50* (includes Museum admission)

*Price subject to change.

NEW! Maker Faire® Detroit

SPECIAL EVENT

A two-day, family-friendly event that celebrates arts, crafts, engineering, food, music, science and technology projects, and the do-it-yourself (DIY) mind-set. It's for creative, resourceful people who like to tinker and love to make things.

Location: Henry Ford Museum
Offered: July 28-29, 2012
Fee: Additional admission



Visit thehenryford.org/education/resourcebank.aspx for curriculum connections.

Help our youth understand the process of innovation @ OnInnovation.com



field trip enhancements

NEW! Life of an Inventor

FIELD TRIP HELPER FOR GREENFIELD VILLAGE

Grades 3-5

This self-guided exploration tool is designed to help students discover the contributions of Thomas Edison, Henry Ford and Orville and Wilbur Wright.

NEW! Innovation in 20th-Century Design

FIELD TRIP HELPER FOR HENRY FORD MUSEUM

Grades 4-12

This self-guided exploration tool is designed to help students think, observe and sketch innovations and inventions as they discover and analyze examples in the Museum.



History Hunters: American Innovation

SCAVENGER HUNT

Henry Ford Museum

- Investigating Inventions in Your Place in Time: 20th-Century America
- Investigating Early Inventions in Heroes of the Sky: Early Adventures in Flight

Greenfield Village

- Investigating the Making of Inventors: Henry Ford and the Wright Brothers
- Investigating George Washington Carver

Check thehenryford.org/education for the latest History Hunters.

classroom resources



NEW! Innovation 101

INTERACTIVE MODULE

Innovation 101 is a unique and dynamic online education module that uses oral history interviews and assets of The Henry Ford's OnInnovation website. It introduces participants to the basic tenets of innovation as they explore various traits and processes used by innovators past and present. At the conclusion of the unit, participants will be inspired to apply the core principles of innovation in their own lives. Learn more at oninnovation.com/education/innovation-101.aspx.

NEW! America Invents!

ONLINE RESOURCE

Join our community of makers - the creative, do-it-yourself, resourceful people who like to tinker and love to make things and be a source of inspiration to classrooms nationwide. Send us your videos and your work might be posted on America Invents! Learn more at oninnovation.com/america-invents.aspx.

Through the Lens of Innovation

SELF-GUIDED ITINERARY FOR GREENFIELD VILLAGE, HENRY FORD MUSEUM AND FORD ROUGE FACTORY TOUR

Adults

In the 1920s, Henry Ford began collecting examples of innovations used by everyday Americans. Use these itineraries to help you identify innovation as displayed here at The Henry Ford.



EDISON'S LIGHT FANTASTIC