

Self-Guided
Itinerary

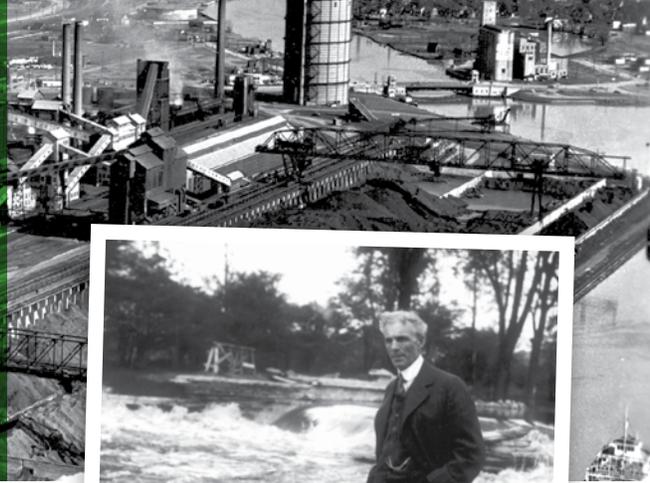


Through the Lens of Innovation

Ford Rouge Factory Tour

Henry Ford was one of America's great innovators. Join us on the Ford Rouge Factory Tour and see how Ford Motor Company continues to innovate today. Use this itinerary to help you identify the ways Ford continuously works to improve the work environment for its employees, the quality of the world in which we live and the cars we drive today.





LIFE ON THE ROUGE RIVER BEFORE THE FACTORY

As you watch the movie in the **Legacy Theater 1**, learn why Henry Ford chose this site to build his innovative, vertically integrated factory. Then, use the information on the reading rails on the **Observation Deck 3** to learn more about what the Rouge was like before the factory was built here. Notice the animals and plant life that have come back to the area as a result of the new innovations happening here.

REFLECT AND DISCUSS

- What was here before the factory?
- What made this location perfect for Henry Ford’s plan?
- What was the industrialists’ attitude toward the environment 100 years ago? What did the average person think about industrialization’s effect on the environment? How have these opinions changed?

DID YOU KNOW?
Henry Ford’s home, Fair Lane Estate, is upriver from the plant in Dearborn.

DAMAGE TO AN ECOSYSTEM

While on the **Observation Deck 3**, think about how the building of this factory impacted the ecosystem.

REFLECT AND DISCUSS

- How did the construction of the factory disrupt the land and river? Before building the factory, what did the builders need to do to stabilize the land?
- What impact has chemical, air and heat pollution from the factory had on the ecosystem here over the years?
- What happened to the plants and animals that lived here before the factory was built?

DID YOU KNOW?
In 1999, Bill Ford Jr., chairman and CEO of the Ford Motor Company, made the commitment that the Ford Rouge Plant would become an icon of “the next Industrial Revolution.” Through a partnership with William McDonough, the Ford Rouge Factory has made many innovative, “green” changes in the way it interacts with its environment. The plant has become a leader in green industrial sustainability.

“A GOOD COMPANY DELIVERS EXCELLENT PRODUCTS AND SERVICES. A GREAT COMPANY DOES ALL THAT AND STRIVES TO MAKE THE WORLD A BETTER PLACE.”

– BILL FORD JR.



MAKING “GREEN” CHOICES

While visiting the **Observation Deck 3**, pay particular attention to design choices that help lower the impact on the environment and the factory’s presence.

REFLECT AND DISCUSS

- What are some of the innovations in use here at the Rouge that help protect the environment?
- How do these innovations help the company actually save money while helping protect the environment?

Take a look through the windows overlooking the grounds. Notice the orchard, the swales and the other features at the factory. These features help not only to protect but to actually revitalize the local ecosystem. If you are able to take the Living Laboratory Tour **6** later in your visit, you will be able to get a better look at these aspects of environmental design at the Ford Rouge Factory.



DID YOU KNOW?

Steel production can actually contaminate the soil itself. It leaves behind polycyclic aromatic hydrocarbons, which can be very hazardous to human health.

SUSTAINABILITY

The idea that we should make responsible use of resources, both economic and social, to ensure that they remain available in the future.





IMPROVING THE HUMAN WORK ENVIRONMENT

Use our plant walkways to tour the Dearborn Truck Plant. This factory is unlike many others in its focus on sustainability. See how efforts to make the factory more environmentally friendly and economically sustainable have also helped to improve conditions for the workers.

REFLECT AND DISCUSS

- What are some of the innovations being implemented at the Dearborn Truck Plant to help the workers do their jobs more safely, more comfortably and with better regard for their health?
- What ergonomic innovations do you see being used on the factory floor?
- Why do you think skylights were incorporated into the new design of the factory?
- How do you think the factory can benefit economically from the decision to improve the work environment for the employees?



DID YOU KNOW?

Some exposure to UVB rays helps your body to be healthier!

- UVB rays trigger production of vitamin D in the human body.
- Vitamin D deficiency has been linked to many health problems, including poor bone health, multiple sclerosis, prostate cancer and even depression.

REBUILDING AN ECOSYSTEM

Use the interactive kiosk in the **Legacy Gallery 5** to learn about the goals that William McDonough set for his redesign of the Rouge site.

REFLECT AND DISCUSS

- Notice the large cistern in the entrance lobby. How does this cistern help achieve environmental and economic sustainability goals?

If time and weather permit, step outside and take the **Living Lab Tour 6**. Pay attention to the innovative ideas being used and the impact that each has on repairing the environment.

REFLECT AND DISCUSS

- How do plants actually help reverse the damage done to the soil from years of steel production?
- How do the wetlands and swales, the vines on the exterior factory walls, the permeable concrete of the parking lots and the living roof all work together to minimize the factory's impact on water flow and filtration at this site?

ERGONOMICS

The science of designing workers' equipment to maximize safety, comfort and efficiency.



SEE MORE

Watch a full-length interview with William McDonough at OnInnovation.com.

THANK YOU FOR VISITING!

Because this is a working manufacturing facility, there are a few things to keep in mind:

- We ask that there be no photography, eating or drinking in the theaters or on the plant walkways.
- Daily vehicle production is based on actual vehicle sales orders, so you may be touring when we are not building vehicles.
- Even when the factory is not in full operation, you'll get a behind-the-scenes view of the factory's remarkable internal framework: the complex web of overhead conveyors, vehicle elevators and just-in-time parts delivery systems that make this Ford's most flexible and technologically advanced plant.
- Buses depart for Henry Ford Museum® on a regular basis; last bus is at 5:15 p.m.
- Theater shows begin every 20 minutes, 9:20 a.m.–4 p.m., starting at Station 1.

If you have any questions during your visit, just ask any staff member. They're here to help.





- General Tickets & Membership
- Women's Restroom
- Men's Restroom
- Factory Store
- Viewing Platform
- Emergency Exit
- Vending Machine
- Create-a-Memory Rubbing Station
- Hands-on Activities

- 1** Legacy Theater
- 2** Art of Manufacturing Theater
- 3** Observation Deck
- 4** Assembly Plant
- 5** Legacy Gallery
- 6** Living Laboratory Tour



Floor 3 Observation Deck

