"American Adventure is packed today! Our numbers are phenomenal this year... up over 47%... just unheard of."
- Connie Mohrman
  Exhibits Manager
  The Wildlife Experience

"The first exhibit ever to truly engage all ages equally."
- Fred Farris
  Deputy Director
  Virginia Living Museum

"Students are eager to brave the maze again and again. With every attempt they accumulate more knowledge and develop valuable decision making skills."
- Chris Lewis
  Education Director
  Virginia Living Museum

"The responses have been fantastic! We've seen returning guests, our memberships have gone up and our school tour reservations have skyrocketed!"
- Amanda Felix
  Museum Manager
  Union Station - Ogden, UT

"This has definitely been a boon for the museum"
- Jerri Bastian
  Volunteer
  Virginia Living Museum

"...they hadn't had enough after their 5th time through."
- Fred Farris
  Deputy Director
  Virginia Living Museum

"It has been a very popular exhibit with our family and school audiences! Everything is going well."
- Rebecca Gilliam
  Vice President
  Minnetrista

The feedback is very positive. Everyone who sees it loves it."
- Warren Lehmkuhle
  Exhibit Manager
  Sloan Longway Museum

"Parents are thrilled to watch their children get involved -- the interactive portions really hook the kids. Many visitors said this is the best exhibit at the Virginia Living Museum."
- Tom Bastian
  Volunteer
  Virginia Living Museum

“I love how interactive it is. We’re playing a game and we’re learning.”
- mother of 5, 7, & 11 yr olds
  Ogden, UT
GOALS

Live American history through role-play

Tackle real life decisions and see their immediate impacts

Discover the connection between nature and human survival

“...basic game theory, history, free will, and the complexities of life and death decisions are joined to create a memorable and effective learning experience for role-playing visitors of all ages.”

ASTC AWARDS COMMITTEE
DESCRIPTING AMERICAN ADVENTURE

“Visitors learn effortlessly.”

FRED FARRIS
DEPUTY DIRECTOR
VIRGINIA LIVING MUSEUM
In 1607, settlers landed on the shores of America and called it home, creating the first permanent European settlement. Little did the colonists know that less than half of them would survive the year in this new wilderness. Minotaur Mazes’ American Adventure takes visitors on an immersive, educational role-play adventure that asks people to conquer one great challenge: survive the year as one of the original colonists. Sound easy? Think again. Only 38 of the 104 colonists survived. But don’t worry – you’re not tied to their destiny. You can beat the odds and determine your fate – it all depends on the choices you make...and a bit of luck.

“The exhibit is packed today! Our numbers are phenomenal this year...up over 47%...just unheard of.”

CONNIE MOHRMAN
EXHIBITS MANAGER
THE WILDLIFE EXPERIENCE
Blending historical accuracy and the complexities of real life and death decisions, American Adventure delivers a truly unique and effective learning experience.

Visitors choose a unique Life Chart based on one of the original Jamestown colonists. Each chart features an easy-to-use abacus with beads representing “life points.” These beads track results of the choices visitors make when encountering challenges. The goal of the exhibition is to maintain life points in all four categories to stay alive.

As visitors explore the maze with their charts, they encounter four content-rich Season Galleries. In each gallery, visitors engage in hands-on activities and make choices relevant to each climate. Survival is based not only on visitor knowledge and ingenuity as they encounter challenges, but also on the endowments and priorities of their chosen character. The American Adventure experience quickly reveals how everyday decisions and interactions with the environment can be a matter of life and death.

“You’ll learn a lot, even if it kills you. And chances are that it will.”

Kelly Fernandi
President
Minotaur Mazes
The Life Charts provide a unique and effective tool for unifying the exhibit activities around the goal of survival, charting each visitor's individual progress and driving a game-like experience that not only encourages visitors to complete the exhibit, but to repeat the experience multiple times.

In the end it is the combination of the unifying, score-keeping aspects of the personal Life Charts, the individualized role playing, the social aspects, and the opportunities for rich physical and mental engagement that creates a notably distinctive experience that points the way to a rich new genre of family-friendly educational exhibits.

- excerpted from Summative Evaluation
Everyone likes to get in on the action, which is why we at Minotaur Mazes build each exhibition so that visitors can interact with and impact their environment. It helps visitors retain and remember information. Plus, it’s a lot of fun! American Adventure takes you through the seasons of the year in the New World. Each season presents unique interactive challenges for your character as you attempt to survive.

Life Charts and Wheels of Misfortune

You begin by choosing a character-specific Life Chart that reflects unique skills, social position and personal history. As you explore the maze, you can earn or lose points in four areas: health, wealth, food, and morale. One decision might promote wealth, but drain health; raise morale, but sacrifice food. Visitors move their abacus beads with every decision, a direct and effect way to track complex decisions. At the end of each season is a Wheel of Misfortune, providing additional challenges or fortune to your adventure. Will you land more life points, or get bitten by a venomous snake? This is where a little bit of luck goes a long way...or not.
Rocky Falls Climbing Wall
Can you cross the rocky falls of the James River? Challenge yourself on the 12-foot horizontal climbing wall while searching for gold in the New World.

River Species Puzzle
You've landed in a new world filled with plants and animals you've never seen before. Can you identify them without losing health points?

Choose Your Water.
Water, water everywhere!
But river, ocean or well - which one increases your chances of survival?
Ship to Shore Zip Slide
Fly 10 feet over the largest sturgeon you’ll ever see, and secure dinner and life points.

Wilderness Survival Challenge
What’s cookin’ in the forest? Discover native plants and animals you’ve never seen. Try to identify them and decide whether or not they are viable food sources.

Fooled You
Looking for gold instead of food? You may strike a mother lode, but the payoff could be fool’s gold. Search for gold by using a magnetic wand to drag a mystery mineral through a maze of obstacles. Gain or lose points depending on what you uncover.

Lasso a Sturgeon
Them’s good eatin’! Sturgeon were so plentiful that colonists were able to catch them with a lasso. Give it a try and gain food points.

Turtle Soup
Turtles sure are tasty, and even come in their own bowl! Simulate the food gathering process of this colonial staple by scraping a turtle shell.
Cypress Crawl
Trees in the New World were gigantic! Canoes that held 40 men could be made from a single tree. Crawl through a fallen Cypress log to earn points while learning about the many uses of timber.

Resource Grab Bag
Trial and error is dangerous, but you have to learn what to eat somehow! Reach in and grab hold to see how you'd fare in the search for food and resources.

The Nose Knows
See if you can sniff out these New World products for old world markets. Bravely go where no nose has gone before!
**Winter 1607**

**Mystery Match**
The New World was a great source of raw materials. The colonists made these materials into items that fetched a nice profit back in England. Can you match the finished products with their raw materials?

**Trading Post**
Can you trade and improve your chances of survival? Are you low on food but high on wealth? Trade with other colonists to increase your chances of getting through the winter.

**Dress for Success**
Pop yourself into this winter settlement scene and walk away with a keepsake photo.
Spring 1608

Survivor Stats
Did your character survive in real life? How about your friends' characters? See who made it through, and who wasn't so lucky.

Wildlife Wheel
Spin the giant wheel and venture back into the maze for a bonus wildlife search in each of the four seasons.

Colonial Construction
Build your own Jamestown fort and everything on the inside. Enlist helpers so you can complete the challenge.

"The responses have been fantastic! We've seen returning guests, our memberships have gone up and our school tour reservations have sky rocketed!"

AMANDA FELIX
MUSEUM MANAGER
UNIONS STATION OGDEN, UT
I died....twice.

Success is not measured only in terms of surviving the maze. Even if the visitor doesn’t make it through 1607 alive, the learning accomplished through role-play and interactivity makes American Adventure an unforgettable educational experience. Visitors often reenter the maze to try their character again – you can revisit the maze and always encounter a different adventure, or try a completely new colonist character. There are endless choices and opportunities for learning and fun.

“...they hadn’t had enough after their fifth time through.”

FRED FARRIS
DEPUTY DIRECTOR
VIRGINIA LIVING MUSEUM
Leading Edge Award

The Roy L. Shafer Leading Edge Awards are presented annually to Association of Science-Technology Centers (ASTC) members in recognition of extraordinary accomplishments that significantly advance the mission of science-technology centers and museums.

*American Adventure* was described by the awards committee as follows: “basic game theory, history, free will, and the complexities of life and death decisions are joined to create a memorable and effective learning experience for role-playing visitors of all ages.”

Each nomination is judged according to a variety of criteria, including unique application of new ideas and promising practices, achieving a tangible impact or lasting effect on visitor experience, and its potential to serve as a model of creative thinking and best practices for the field as a whole.

Award of Merit

The Award of Merit is presented annually to American Association for State and Local History (AASLH) members to recognize excellence for projects (including civic engagement, special projects, educational programs, exhibits, publications, restoration projects, etc.), individual achievement, and organizational general excellence.