



Museum Exhibit On A Limited Budget

Health Royale

Avampato Discovery Museum, Charleston, West Virginia



The Avampato Discovery Museum took direct aim at communicating “really boring” health subjects by creating an “engaging experience” in a familiar format for its target audience – kids 10 to 15 years old. With a limited budget of \$630,000, the design team created an 80-person theater for the Museum that features a one or two person game, using a “television game show” format. Admitting “homage to *Hollywood Squares*,” they created an entertainment-driven show/exhibit employing humor and three-dimensional animated characters representing parts of the body to deliver serious educational content. They have achieved an apparent seamlessness between pre-recorded show cues and the unpredictable behavior of museum guests.

Designed and produced by ROTO Studio

Health Content Advisors

Jody Monk, I. Venkataraman

ROTO Studio

Doug Powhida, Project Manager & Writer

Ann Deffenbaugh, Client Representative & Project Mgr.

Lacey Schmitzer, Production Assistant

Lauren Holt, Production Assistant

Steve Whit, Researcher & Writer

Ty Augsburg, Designer

Todd Rowland, Designer

Tracy Sweeney, Graphic Designer

Neil Baker, Lead Designer

Allen Boerger, Producer, Art Dir. & Character Designer

Joe Wisne, Executive Producer

Lifeformations

Mike Blasko, Technical Designer

Travis Gillum, Interactivity Designer

Rodney Heiligmann, Production Designer

Lara McGlaughlin, Sculpting Supervisor

Doug Molsen, Mechanical Supervisor

Gene Poor, Original Technical Design

Blue Ink

John Trujillo, Writer, Audio Producer/Director

Bill Apablaza, Writer, Audio Producer/Director

Theta Studios

Randy Tobin, Sound Eng./Studio Recording

Tiffin Scenic

Steve Miller, Theatrical Rigging Manager

Kellogg Cabinets

Doug Kellogg, Theater Outfitting Supervisor

Gallegos Lighting Design

Pat Gallegos, Lighting Design

Voice Talent

Joshua Finkel as Skully Xray

Keith Anthony as Funny Bone

Mikie Romano as Mr. P, and Pelvis

Katie Wise as Queen Intestine, and Hot Lips

Linda Weinrib as Brain, and Mrs. Lung

Phil Snyder as Slim Pick-It, and Coach