

# Making The Future

## Building The Factory

Western North Carolina's exciting new learning center



The Factory is a division of KidSenses, Inc.



# A Dramatic New Landmark



THE FACTORY as viewed from Taylor Street behind KidSenses Museum



THE FACTORY and Discovery Garden as viewed from Toms Street

# What is the THE FACTORY?

**THE FACTORY** is the exciting new 8,400-square-foot addition to KidSenses Children's Interactive Museum. Now under development, THE FACTORY will be a special place where youth can meet friends, ask questions, share ideas, make things, and pursue their passions.

Increasingly, jobs in our region are reflecting a STEM (science, technology, engineering and math) based economy, and THE FACTORY will help our youth acquire the knowledge and develop the skills necessary to succeed in this future work environment. Youth will be encouraged to be creative, innovative, independent, and technologically literate.

The current audience for KidSenses is families with children from infancy to age 10. **THE FACTORY** will be designed to engage youth from age 11 and up.

**Our goal is to open THE FACTORY in 2020.**



Photos from FACTORY Preview Workshops

*“A century ago, psychologist and education reformer John Dewey extolled the virtues of learning by doing, and contemporary science of the brain confirms the importance of tactical engagement and of using our hands in the learning process. When you’re making something, the object you create is a demonstration of what you’ve learned to do, thus you are providing evidence of your learning. The opportunity to talk about that object, to communicate about it, to tell a story about it is another way we learn at the same time we teach others.”*

**Dale Dougherty**  
Founder of Make magazine and the creator of Maker Faire



# KidSenses & FACTORY Facts



**KidSenses Children’s Interactive Museum is an 11,000-square-foot learning center located on Main Street in historic downtown Rutherfordton. On average, 30,000 individuals visit the museum annually, and another 30,000 participate in our many STEM educational programs, all of which support and reflect the North Carolina core curricula.**

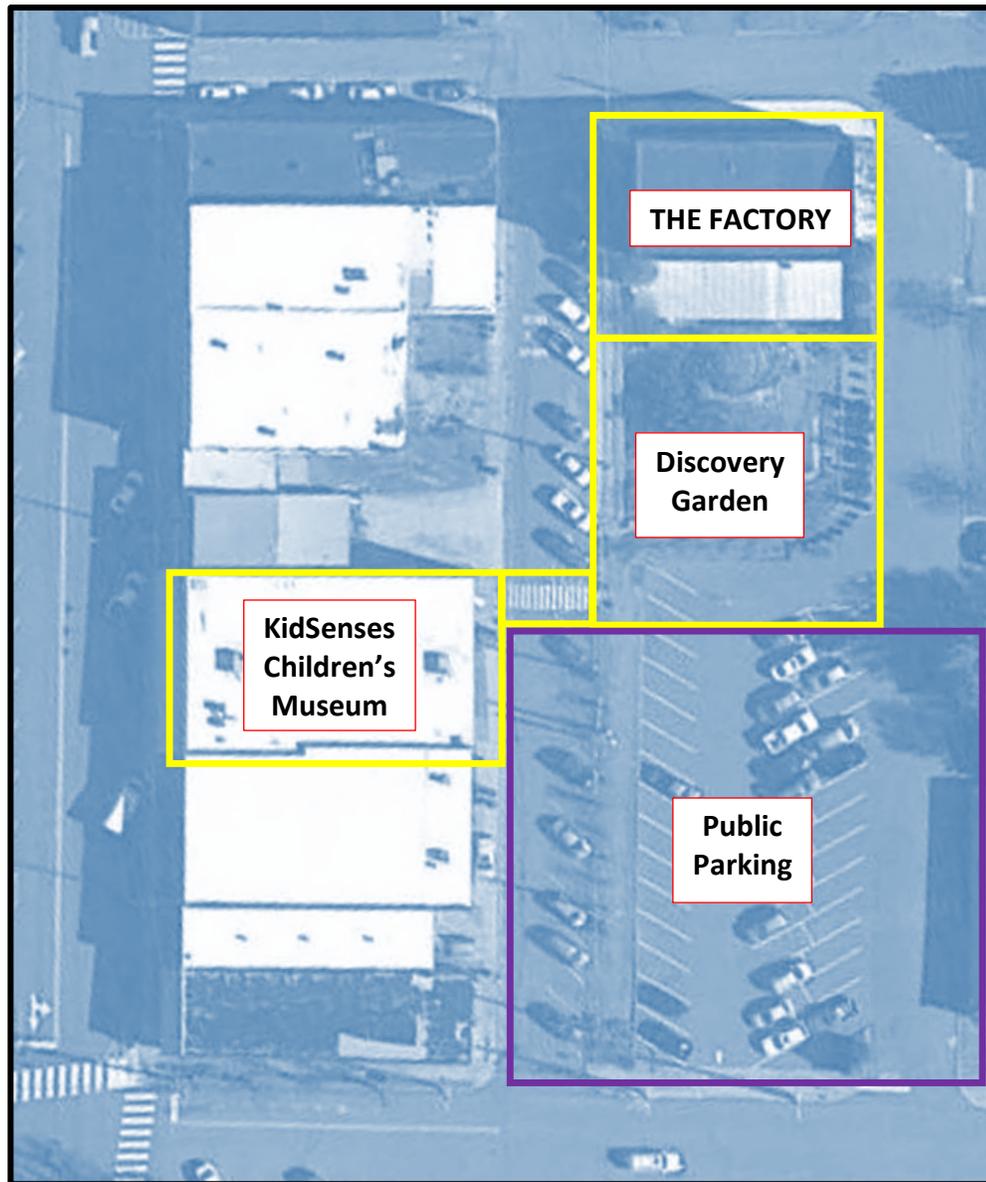
- **Over 56% of our visitors are from outside Rutherford County.**
- **Each visit generates on average about \$25 of income for area businesses, resulting in a \$7,000,000 economic impact since 2004.**
- **We present outreach programs in schools and libraries within a 14-county region.**
- **The museum is a vital asset in recruiting businesses and corporations to the region.**
- **KidSenses is a charter member in the largest statewide organization of informal STEM learning centers in the country.**
- **The addition of THE FACTORY, and the opening of the Discovery Garden as a year-round experience, should double attendance to 60,000 visitors a year.**
- **When completed, the Museum will comprise a 27,000-square-foot campus.**

*“Often, when I meet new people and tell them I’m from Rutherford County, their faces light up and they say, “Oh! That’s where KidSenses is!” or “Wow, there’s an amazing children’s museum there!” Our educational exhibits and programs rival those of much larger museums in major U.S. cities, and I am particularly proud to have been a steward of such a vital asset in the very community that shaped me as a student. The addition of THE FACTORY will undoubtedly serve as a wonderful environment for future generations to dream big, explore exciting career opportunities, and lead fulfilling lives.”*

**Jessica Moss Mallicote**  
KidSenses employee, 2008-2013, and Executive Director 2010-2013

# 27,000-square-foot campus

The new 27,000-square-foot complex will include KidSenses Children's Interactive Museum (11,000 square feet), year-round Discovery Garden (7,600 square feet), and THE FACTORY (8,400 square feet).



*"KidSenses Children's Museum is truly a community treasure for Rutherford County residents, and for those visiting our area. With the addition of THE FACTORY, tweens and teens will be able to develop their skills in a socially interactive environment where they can proudly display their accomplishments. The full potential of THE FACTORY will be measured for decades to come."*

**Jimmy Dancy**  
Mayor of Rutherfordton



# Whole Family Engagement

**THE FACTORY is a place where all members of the family will find stimulating activities and opportunities to learn and grow. At different times during the day different members of the family will be able to experience THE FACTORY.**

For example, mornings during the school year, our current visitors to KidSenses will have access to the FACTORY maker areas. They can engage in many of the same activities as their older siblings.



In the afternoons, evenings, and weekends during the school year, youth 11 and up will be able to invent and create in the different maker zones.



Adults will have opportunities to mentor and share their skills and knowledge.

Our young visitors can create interest groups and clubs using the technologies available in THE FACTORY to explore and share their personal passions.



**The possibilities and opportunities are limitless!**

*“KidSenses has meant so much to so many kids in our region. Now our leaders are attempting to expand the dream to build a building that will house the pathways of opportunity, discovery, creativity and acceptance for our older kids. The Chamber fully supports this effort and is thankful that you will help build our future in believing in and caring about our kids.”*

**Clark Poole, Director  
Rutherford County Chamber of Commerce**



# Whole Community Engagement

In addition to providing exciting new learning opportunities for our youth, THE FACTORY will also be a place where adults, businesses, and community groups can gather and play.

With its garden space and kitchen, THE FACTORY will be an ideal location for weddings, family reunions, and other social events.



Want to build team unity in your workplace? THE FACTORY will have many opportunities for fun, challenging activities.

Maybe you want to learn new culinary skills, try 3-D printing, or perhaps discover your inner inventor. THE FACTORY will be a place to explore your passions. It's never too late to learn!



*“Stimulating preteens’ sense of wonder and curiosity is absolutely critical to their development and THE FACTORY will play a vital role. The community is extremely excited about this project as KidSenses already has a proven record of creating inviting and fun environments to pique a child’s interest in science, technology, engineering and math – all critical components to build a solid foundation of future leaders and a modern workforce.”*

**Steve Garrison**  
Rutherford County Manager



# Learning in THE FACTORY

## THE FACTORY and the Maker philosophy

Programming in THE FACTORY embraces the Maker philosophy. Youth of all ages and adults will have opportunities to discover and nurture their passions.

Makerspaces support hands-on exploration and learning. They are interdisciplinary, promoting important educational principles such as inquiry, play, imagination, innovation, critical thinking, problem solving and passion-based learning.

Makerspaces allow children to take control of their learning as they take ownership of projects they have not just designed but defined. Maker environments nurture curiosity, and help students engage in the creative thinking and problem-solving skills which will further their futures.

### **Learnability is the path to career security**

In an environment where new skills emerge as fast as others become extinct, employability is less about what you already know and more about your capacity to learn.

### **Embrace disruption and take advantage of technology**

65% of children starting their first year of school this year will eventually do jobs that don't yet exist. So, without a doubt today's and tomorrow's workforce will need to keep reskilling to stay relevant through longer working lives.

### **Find out what you care about and try to align it with your work**

It might sound clichéd and it's not always possible, but it's important to be interested – even passionate – about what you do. In this respect, we can learn a lot from the millennial generation. They care – about communities, about giving back – and they look for that in their employers too.

### **People with balanced lives bring their best selves to work**

Some of the most inspiring people we meet in our jobs are often those with balanced and interesting lives outside of work. Diversity of personal experience brings better perspective and judgement in professional circumstances. Young people should embrace this, seek out diverse opportunities, meet those who do different jobs from their parents and explore different cultures – whether that's outside of their school, neighborhood or country.

### **Stick or twist? Just have a go and keep your options wide open**

College is important educationally and culturally, but what young people learn at university alone doesn't equip them for today's job market and too many leave grad-ready, not job ready.

**Jonas Prising, CEO, Manpower Group**

*"The moment I realized I was too old for KidSenses, I was devastated. Then I heard about THE FACTORY program they were starting. I was so happy and excited. I can't wait to be a part of it!"*

**Addison Lane**

*"Addison always loved going to KidSenses. I'm so thankful that they are creating a program like THE FACTORY that gives kids a chance to keep learning and exploring. The STEM based activities, cooking programs and collective youth environment where they can talk and learn from each other is amazing. It is a fantastic addition to our community that will help prepare our youth for the future"*

**Leniece Lane**

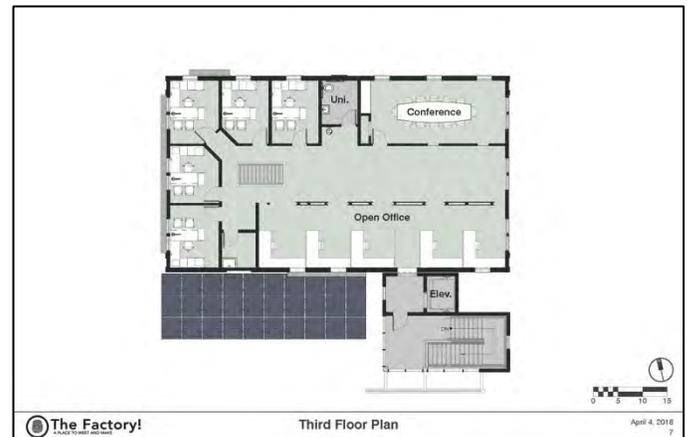
**Leniece and Addison are a mother and daughter who participated in one of our stakeholder meetings.**

# FACTORY PLANS

Each floor of THE FACTORY is 2,800 square feet, and will have its own distinct architectural character and purpose. The overall aesthetic will celebrate the building's industrial heritage while providing an efficient and contemporary work and play environment.



FACTORY Site plan with Garden



Third Floor offices and meeting space



Lobby, Make it Place and Idea Lab



Food Studio and Tech Lab

*“Intelligence is, at its foundational level, about curiosity. A place that allows that curiosity to be explored, tested and pushed is a necessary part of our educational infrastructure.”*

**Scott F. Dadson**  
Executive Director, Isothermal Regional Commission



# Idea Zone

***“Hey, I’ve got an idea. Let’s kick it around and see if it’s any good!”***

**In the Idea Zone, youth will have monitors, projectors, white boards and other media to facilitate conversation and share ideas and projects. There will be comfortable modular furniture which can be configured as needed. Youth can share and discuss concepts and projects, seek partners, develop friendships, and have fun!**



*“As we look towards a brighter future, the investment made in THE FACTORY will bring forth a way for our youth to explore how they can make an impact on the world around them. This project is bigger than the walls that confine it; it’s the place that allows the minds of our youth to find purpose, explore possibility, and seek to make our future better than our past.”*

**Doug Barrick  
Rutherfordton Town Manager**



# Tech Lab

**Think it. Design it. Build it. Test it. Make it better. Learning in THE FACTORY is about process. How do I achieve the results I want? What are the resources I need to achieve success? How do I evaluate the results?**

**The Tech Lab will be equipped with computers, laser cutters, 3-D printers, and a wide variety of other technology, all of which will enable young visionaries to become conversant with 21<sup>st</sup> century tools. Whether learning to write computer code, building a robot, or creating some not yet imagined device, our young visitors will find the means to fabricate what they imagine in the Tech Lab.**



*“Young people learn in different ways. Look no further than Thomas Edison, Henry Ford, Steve Jobs and Bill Gates to see that for some the lab or factory is mightier than the classroom. THE FACTORY gives our community this valuable learning tool.”*

**James Cowan  
Stonecutter Foundation**



# Food Studio

**Creativity and social interaction are nourished in the Food Studio, a fully equipped kitchen in which budding culinary maestros can create and share inventive cuisine in a convivial atmosphere. Youth can bring the same maker mindset of invention and exploration to the kitchen where they can learn about the science of nutrition while they exchange culinary and intellectual “recipes.”**



*“KidSenses is an important part of the puzzle in teaching young people (and their parents) that they can make personal choices that affect their health and their futures. Our county ranks in the bottom quartile of overall health factors in our state. Every activity and opportunity to influence the health and opportunity for the next generation is of ultimate and urgent focus for our Foundation. We view KidSenses as a key partner in meeting our goals.”*

**Jill Miracle**  
Director, RHI Legacy Foundation



# Make It Place

The Make It Place will have familiar tools – both power and manual – “tools of the trades”. Our goal for THE FACTORY is to ensure that the resources are available to help our young visitors create what they imagine. We want them to be entrepreneurial in spirit, collaborative and congenial in nature, and tolerant of themselves and others as they create and grow. Success will be achieved with every experiment, whether or not the results are what they expect or wish for.



*“At Isothermal Community College, where I serve as President, we are all about “lifelong learning,” and KidSenses Museum shares that vision. With KidSenses, children start early in life through interactive exhibits learning about STEM, but KidSenses also makes it fun. The new Factory project to serve teens is a natural progression and will benefit this community immensely. We know the future will happen, and this is our opportunity to direct that future and define it in a positive way.”*

**Walter Dalton**  
President, Isothermal Community College



# The Designers

**haizlipstudio**  
planning · architecture · exhibits



Mary Haizlip  
Principal

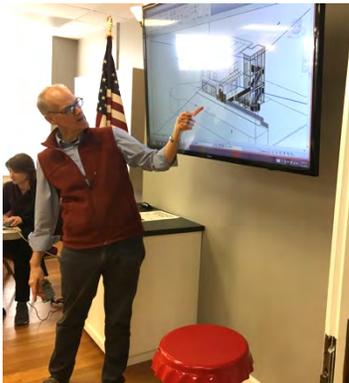
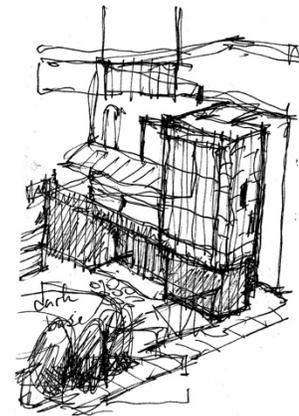
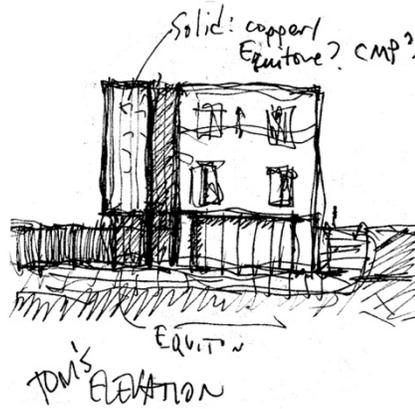
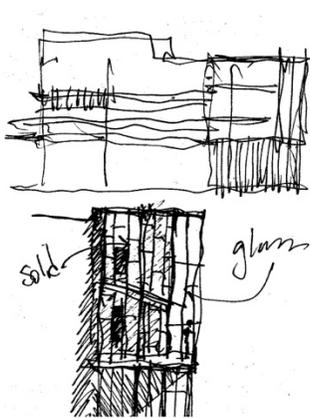


Reb Haizlip  
Founder & Principal



Stephens Farrell  
Director of  
Sustainable Architecture

**Planners, architects, designers and tinkerers who create distinctive places of learning, imagination, enrichment, and play. Since 1997, we have helped clients worldwide inspire audiences, tell memorable stories, and achieve lasting success.**



Reb Haizlip conducts youth focus group meeting



Stephens Farrell conferring with Rutherfordton Town Manager Doug Barrick at building site

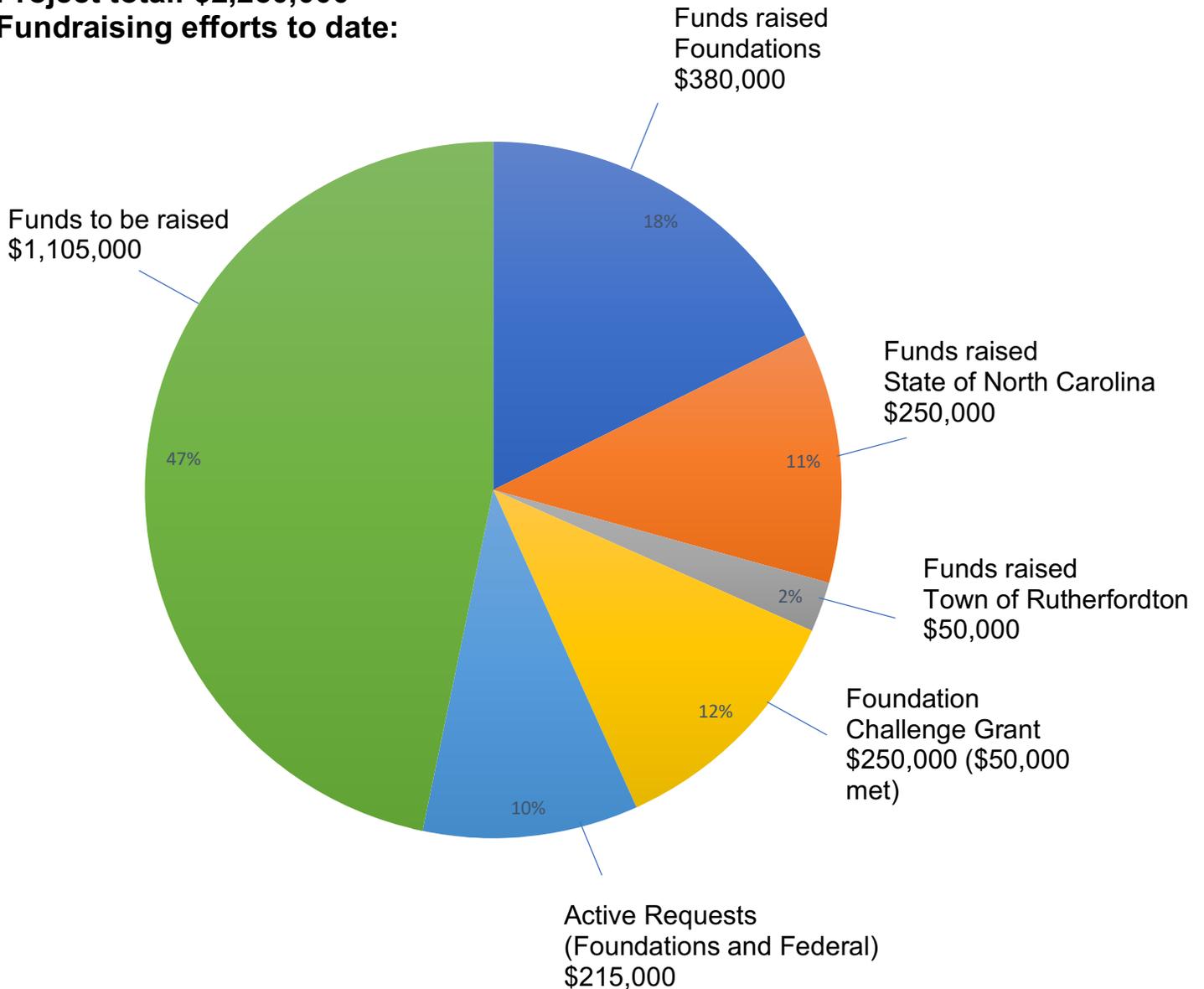
*“Haizlip Studio is delighted to be working alongside KidSenses to expand their educational impact on the community by bringing to life THE FACTORY! Having been involved with KidSenses since 1997, we feel like members of the community and are devoted to the success of THE FACTORY.”*

**Mary Haizlip**  
Principal – Haizlip Studio



# FACTORY Campaign

**Project total: \$2,250,000**  
**Fundraising efforts to date:**



*“The proposed building of THE FACTORY, and its potential to serve the community, not only fills the need to meaningfully engage teenagers in areas of STEM, entrepreneurialism, and practical problem solving, it also stands to become a beacon of innovation and community engagement. Having had the pleasure of knowing the Executive Director and Education Director of KidSenses, I am confident in their ability to raise support for this project and to see it through to its full potential.”*

**Christa Flores**  
**STEMlab Manager, Asheville Museum of Science, and author of**  
**“Making Science; Reimagining STEM in Middle School and Beyond”**



# It Takes a Community

**We thank the many individuals, foundations, and businesses who have contributed to the museum, and who continue to provide support through memberships, donations, partnerships and sponsorships. Among them are:**

BB&T Bank  
Belk Foundation  
Cannon Foundation  
Community Foundation of Western North Carolina  
The Glenn and Lucile Daniel Foundation  
Dover Foundation  
Duke Energy Foundation  
Duke Endowment  
Eaton Corporation  
Paul and Pamela Deck  
Family Dollar  
Facebook  
First National Bank  
General Electric Foundation  
Google Foundation  
Isothermal Community College  
Janirve Foundation  
Kathryn Hunt  
Mi Pueblito Restaurants  
NC GlaxoSmithKline Foundation  
Laura Pocock  
Provident Benevolent Foundation  
Ronald McDonald House Charities of the Carolinas  
RHI Legacy Foundation  
Rutherford County Endowment Fund  
Stonecutter Mills Foundation  
Tanner Foundation  
Timken Foundation  
Town of Rutherfordton  
Tryon Equestrian Foundation  
Ultimate Textiles Inc.  
Wachovia Bank  
Wells Fargo Bank  
Dick Wilkins  
Z. Smith Reynolds Foundation

*“The transfer of knowledge is only one facet of education. Fostering curiosity, creative exploration, the capacity for critical thinking and belief in one's own potential is the passport to a limitless future.”*

**Sallie Cowan  
KidSenses Board Member**



# How Can I Help?

For more information,  
and to learn how you can help us  
build THE FACTORY, please call or email:

Phone: 828-286-2120

Email: [willard@kidsenses.org](mailto:willard@kidsenses.org)  
(Willard Whitson, Executive Director)

You can always find the latest information about  
KidSenses and THE FACTORY by visiting  
our two websites:

[www.factorymuseum.org](http://www.factorymuseum.org)

[www.kidsenses.org](http://www.kidsenses.org)

And please follow us on Facebook and Instagram  
[@factorymuseum](#) [@kidsenses](#)

*“STEM learning also means ‘strategies that engage minds.’ I once read that if you merely cram kids full of a lot of **what**, we leave them utterly unready for the **what if**. Creativity is teachable if you frequently put kids in an unknown and uncomfortable situation and challenge them to confront the condition seeking a solution for the unknown. Learning by doing is the playground of invention.”*

**Dr. Samuel H. Houston**

President and CEO, North Carolina Science, Mathematics, and Technology Education Center

*“THE FACTORY will allow KidSenses to expand its range to a hugely significant but frequently neglected age-group that will readily respond to the informal learning environment it offers. It represents an imaginative approach to inspiring children at a crucial stage in their development that will directly impact their future careers. THE FACTORY will clearly be a key resource for Rutherfordton and the region, especially as demand grows for engaged and informed young adults in the workforce.”*

**Ian Tattersall**

Curator Emeritus, Division of Anthropology,  
American Museum of Natural History





**Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn.**

Benjamin Franklin

