



The Power of Play

LONG LIVE PLAYFULNESS AND CURIOSITY!

Heureka
Joy of Discovery!

The exhibition

Welcome to Heureka's Pavilion of Play!

Play is natural and necessary for people's welfare. Through play, we get to know our world, ourselves, and each other. Play is the seed of our culture and the foundation of a happy life.

We learn to play by playing, and we should maintain this skill throughout our lives.

In the Pavilion of Play, we have planted different kinds of play that sprout and thrive from studying the science of play. There are five varieties of play in the Pavilion:

- SILLINESS
- CREATIVITY
- ADVENTURE AND EXPLORATION
- DARING
- CARING

These make the diversity and variety of play tangible.

You can explore your own attitude towards play in the Pavilion of Play. What games excite me? At what kind of play do I shine? When we play together, we allow our imagination to create new things and nourish us. Failing is also allowed in the Pavilion of Play – no need to take yourself seriously. Enjoy yourselves playing!

The main message and aim

The main message of the Power of Play exhibition is the importance of play and playfulness for all of us, regardless of age: play is the basis of a happy life. Play is universal, natural and necessary for a person's comprehensive development and well-being. The aim of the Power of Play exhibition is to increase understanding of the meaning of play and to encourage everyone – both children and adults – to throw themselves into the world of play.

The exhibition is an ode to childhood, play, playfulness and children's curiosity.

The Power of Play

Technical features

Exhibits	A total of 24 exhibits, divided into five areas of play (Silliness, Creativity, Adventure and exploration, Daring, and Caring)
Size	500-600 m ² (The number of trees can be reduced by a quarter.)
Ceiling height	Exhibits are 2.8 m high + 1 m operating space for installation is needed.
Other requirements	240 V electricity supply
Rental period	Negotiable
Other costs	Shipping, insurance, text translations, and production of exhibition texts and multimedia, installation, de-installation, consumables
Languages	Designed for three to four languages
Shipping volume	Four (4) trailers estimate
Availability	FEBRUARY 2025



Silliness

The Flying Cow
Silly Balltrack
Twist and Bend
Apple Harvest
Bell Bouncers

Adventure and Exploration

Connect the Bugs
Rainbow Bridge
Big or Small?
Labyrinth Adventure
Catch the Shadows

Caring

Circle Dance
Hut Making
Hugs!
Fancy Dress Party
The Fountain of Games

Creativity

Soundstones
Story Dice
Collective Drawing
A Thousand and One Blocks
Shadow Play

Daring

Monster Escape
Electric Roulette
Tail Skipping
Don't Touch the Floor



LL01 The Flying Cow

If you let yourself be silly, even the cows will fly.

Use the parts to build a funny creature. Place your head in the hole to turn into that creature.

A magnetic wall with holes for faces and magnets featuring various parts of animals: bodies, ears, faces, wings, tails, antennae, horns. Visitors can put together a variety of funny animal combinations and take photos with their own faces in them.

Our daily chores will feel lighter when we can fool around every now and then.



LL02 Silly Balltrack

In play, things can become their opposite, and you must be able to deal with it.

Use the knobs to tilt the board and move the ball through the gates.

A large ball-in-a-maze game for two players. The game features a reverse turning mechanism: you tilt the game board to the left by turning the knob to the right. The maze itself is simple and has only a few holes and several dead ends. The player's task is to guide the ball from start to finish.

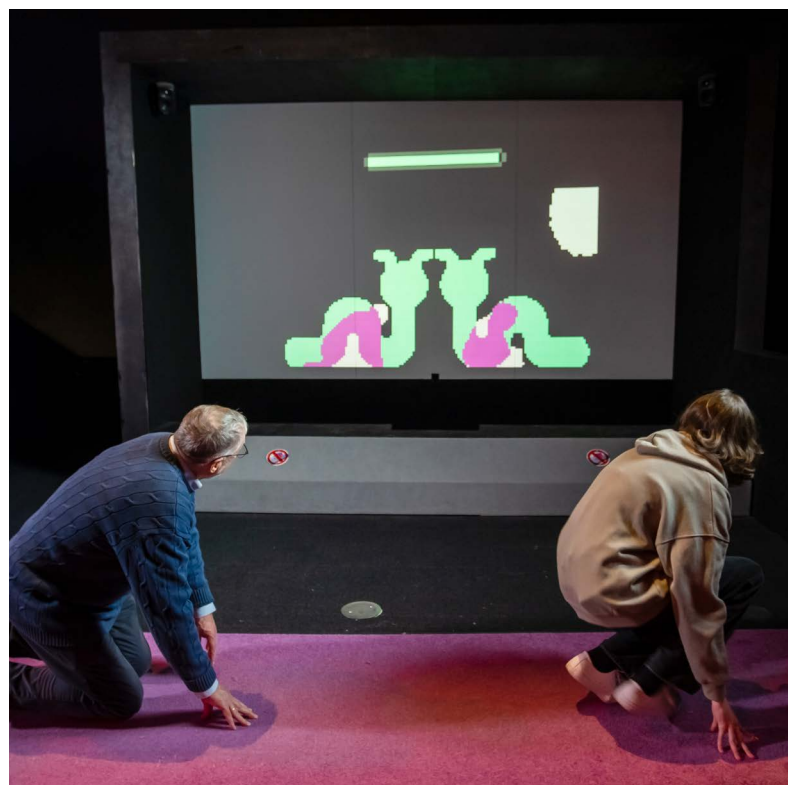
Playing helps to build tolerance to failure and difficulties and to find their silver lining.

● LL03 Twist and Bend

Playing is about being silly and working things out together.

Stand on the purple game area. Twist and bend your body to match the holes in the wall.

In this game, visitors try to twist themselves into given positions together. The foreground of the game area features a projection in which visitors see a hole in the wall and themselves in front of it in pixelated form as Tetris-like piles of blocks. Visitors must move themselves to control the shape of their piles of blocks and fill the hole in the wall. The goal is to get as high a score as possible.



● LL04 Apple Harvest

You get to go crazy in an apple orchard.

Use the balls to knock down the apples in the tree.

Visitors pick balls from the ball pool and aim at the illuminated images of apples on the wall. When the light goes out, the apple has fallen. If the players manage to drop all the apples within the given time, the lights will start flashing.

Picking these apples will take plenty of playfulness and enough imagination to come up with a new approach.





● LL05 Bell Bouncers

Playing together brings a lot of joy.

Sit on the stools. Bounce up and down to move the balls. Can you make the bells ring continuously?

Bounce on the stool to produce an air jet that controls the balls in the game area. The centre of the area features hanging bells that you must try to hit. The aim is to make the bells tinkle as much as possible.

The old saying 'a joy shared is a joy doubled' holds true – fooling around with your friends creates shared memories through play.



● LL06 Soundstones

Make music in a playful and creative way.

Make music by moving on the stones.

Visitors can create music by jumping from stone to stone. The stones are placed in a circle, and when you go around the circle, you create an 'infinite piano'. You can also play melodies on the stones if you wish. The pentatonic scale (infinite piano) helps avoid cacophony.

Creativity can be found in unexpected places.



● LL07 Story Dice

Wordplay, imagination, storytelling.

Cast the dice on the floor between the benches. Make up a story by using the characters and things indicated by the dice.

Seven large, fabric-covered foam dices whose faces feature images of the elements of a story. The visitors arrive in an area surrounded by benches resembling a campfire. They collect the dice, throw them on the floor and then line them up to tell a story from the images.

Language-based play brings together people of all ages.





● LL08 Collective Drawing

A collective work of art in which you can be inspired by what has already been created and make your own mark for others to see.

What lurks in the Pavilion of Play? Continue the drawings of others.

A wall on which visitors can draw whatever they want. The goal is for visitors to continue the pictures drawn by others so that a creative collective pattern is gradually produced on the wall.

Creativity grows in collaboration. Creativity may also flourish from surprises: having permission to draw on a wall, for example.



● LL09 A Thousand and One Blocks

Free-form building makes room for creativity and imagination.

Use the blocks to build whatever you want. You can try different chain reactions, for example.

Rectangular and cubic wooden blocks, which you can use to build things as you wish. The exhibit also includes a 60-cm-high structure of stairs which you can use as a platform for your building.

Building without rules develops our creativity and imagination. Whatever the result, it is unique to you, the creation of your creativity.

● LL10 Shadow Play

Coloured shadows and music that make you want to move inspire visitors to play, explore, experiment and wonder.

Move around in the space and make shadows.

A room with music and coloured shadows of the visitors on the front wall. The shadows are also visible outside the exhibit.

Free exploration and experiments and playful wonder are important for a creative mind. In the shadows of the Pavilion of Play, you will see yourself in a new light.





LL11 Connect the Bugs

Observe the environment through play.

Find at least two similar bugs on the screen and draw a circle around them with your finger.

Players pair similar bugs by circling them on the touch screen.

Wonders of the nature feed our curiosity, and curiosity helps us learn by doing: we copy and imitate or learn by trial and error.



LL12 Rainbow Bridge

Building together, building a stable bridge using the bricks.

Use the blocks to build a rainbow bridge.

Bricks that make up an arch bridge painted in the colours of the rainbow.

In fairy tales, there is often treasure at the end of the rainbow. What sort of an adventure awaits you and your group beyond the rainbow bridge in the Pavilion of Play?

● LL13 Big or Small?

Large furniture gives a new perspective on mundane things. Take a seat at the table and study the proportions.

A place for playing house. A fruit bowl on the table and a cat lying on the floor. The dining table and chairs are of a scale of 1.85 to 1. The ratio between an adult who is 1.85 metres tall and the table and chairs is therefore the same as the ratio between a one-metre tall child and a standard-sized table and chairs. The adult is thus "shrunk" to a child.

It is a good idea to see the world from a new perspective every now and again. Adults can try seeing the world through eyes of a small child, for example.



● LL14 Labyrinth Adventure

Climbing requires courage and develops motor skills. In this labyrinth, you study and observe the environment.

Crawl into the labyrinth. Can you find the end of the rainbow?

A layered labyrinth consisting of modules, in which visitors of all ages can climb. The labyrinth includes windows, places to hide and observe, and three floors. One floor is about one metre high.

Physical activity improves our well-being, and bodily play is important for all ages.





● LL15 Catch the Shadows

Exploration is often about solving problems together.

Identify the animals and find their shadows.

A speed game for a group of players in which you try to find given images on the walls as quickly as possible. One player checks the display for the image to be found and shares it with the other players, who try to find its shadow image.

When we examine things, we learn to find their connections and shared and distinctive features. Play, thus, results in the joy of discovery.



LL16 Monster Escape

Play is also about daring to do things and testing your limits.

Walk the tightrope to pass over the monsters.

You must balance on a wire rope to get to the other side of a gorge full of scary monsters.

Daring always goes hand in hand with deliberation. Balancing between daring and knowing our limits is part of play.



LL17 Electric Roulette

Test your courage and limits by playing the electric roulette. The game has special appeal to teenagers.

Put your hand on the blue handprint.

Start the roulette and wait for the electric shock.

An electric roulette, in which the players place their hands on the picture of a hand on the surface of the table, and one of them receives a safe but slightly unpleasant electric shock.

Our knowledge of our limits and the courage to defend and respect them develop safely as we play.





● LL18 Tail Skipping

The feeling of excitement motivates play. Classic games continue to interest children. Step into the round play area and press the button in the middle. Jump over the ray of light.

The dim space features a circular gaming floor, which is crossed by light streaks. When the game starts, the light streaks begin to rotate around the gaming floor, and visitors must jump over them.

Thrilling play gives us pleasure. At first, we wonder what is going to happen, and later we wonder how the game will end. Even though the game played is the same every time, the thrill remains.



● LL19 Don't Touch the Floor

Playing exciting games, active play and testing your limits are all important.

Avoid touching the floor. Invent your own rules for the game.

You must jump from stone to stone and avoid touching the ground. Suitable for several players at the same time. Visitors can challenge themselves and invent their own games.

Physical games are very important for human development and well-being. Physical play improves our coordination and builds confidence in our abilities.

● LL21 Circle Dance

Communication and collaboration help us go further and make sure everyone is having a good time.

Stand in a circle. Move in a circle to steer the hot air balloon.

A game in which the players stand in a circle and control the hot air balloon projected onto the wall. The ball rises when the circle goes around and falls when the circle slows down. The people in the circle must collaborate and communicate to make progress – no one succeeds alone.

It is vital to share information with others and let them know what is happening around you. Sharing helps you survive the journey together. What we achieve together also feels more meaningful because it is a shared experience.





● LL22 Hut Making

Playing and building together is fun.

Use the pieces and instructions to build a hut. You build a hut together using the pieces available. When the hut is ready, you can crawl inside to play.

Playing together reinforces our sense of belonging.



● LL23 Hugs!

Empathy and showing your feelings is an important part of play.

Curl up with the fox or give it a hug.

A big, padded fox that you can climb on and curl up with. A place for relaxing with your friends.

All sorts of emotions are part of play. Play is how we can learn to express and process our emotions.

● LL24 Fancy Dress Party

Playing imaginative games develops empathy and the ability to put yourself in someone else's shoes.

Dress up as a resident of the Pavilion of Play.

A corner with various costumes: animal and fairy-tale characters, wings, capes and tails. Costumes help us slip into a fantasy world and imagine things.

Games and play that allow us to be someone else develop our sense of empathy and understanding of others. In roleplay, we put ourselves in someone else's shoes and improve our ability to relate to them.



● LL25 The Fountain of Games

Visitors are invited to share their favourite games. They can explore the games described by other visitors and describe their own for others.

Write or draw your favourite game on a piece of paper. Put the paper up on the wall for others to see.

Visitors can write or draw their favourite game on post-it notes and attach them to the fountain.

Putting our emotions and wishes into words and sharing them with others creates a foundation for interaction. Your favourite game can inspire others to invent new games or remind them of games they used to play.





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