



Media contact:

Kelly Wood

KWPR Group

480-239-0109

kelly@kwprgroup.com

FOR IMMEDIATE RELEASE

Children's Museum of Phoenix Unveils Interactive Transportation-Themed Exhibit

Local design and fabrication studio brings kid-friendly workshop to life with countless moving pieces

Tempe, Ariz. (June 25, 2008) – Detail Design and Fabrication (DD&F), a local creative fabrication studio teamed up with the Children's Museum of Phoenix to mastermind and install a highly interactive transportation-themed exhibit to capture the imagination and provide a variety of hands-on activities for curious youngsters. Located in the historic Monroe schoolhouse in downtown Phoenix, the museum opened to the public this month and caters to children up to age 10.

"After scoring great feedback on the children's themed environment we designed and installed at Chase Field last month, we wanted to 'one up' ourselves," said Shad Bruce, president of DD&F. "This project has stretched the imagination of an already clever and creative team. It absolutely makes you want to be a kid again."

Ideas began flowing 14 months ago when DD&F was challenged to design, fabricate and implement the transportation-themed workshop for young children. The workshop features a three-level mezzanine with race tracks stemming from each level, a sprint car with moving engine parts that kids can touch and adjust, a vintage motorcycle with a removable tire, as well as various musical instruments made from real reclaimed car and shop parts. Kids will also be able to ride through the trike wash, which emulates an actual car wash with rotating and moving parts that resemble water hoses, brushes and air-dryers. Parents can kick back and relax on a full-size Chevy truck bed cut down, re-framed and repainted.

"I remember, as a kid hanging out with my dad, being absolutely mesmerized by everything from sprockets, gaskets to engines. I think it's safe to say most kids love cars. This is more than 1,200 square feet of kid-friendly interactive bliss," said Bruce.

About DD&F

DD&F specialties include innovative signage, interactive exhibits, kiosks, trade show booths, and all aspects of 3D components for interior or exterior environments, such as retail centers, sales offices and sports facilities. For more information, please visit their newly renovated website at www.ddandf.com.