



Spark Wonder

Bringing the Cade Museum's
Vision to Life

CADE
museum



Invent Possible



**Bringing the
Cade Museum's
Vision to Life**



DR. CADE was a professor of renal (kidney) medicine at the University of Florida and led the team that invented Gatorade.

OUR BEGINNING

A Legacy of Innovation

The Cade Museum for Creativity & Invention was founded by the late Dr. James Robert Cade. He envisioned a place that would delight and inspire the next generation of innovators, problem solvers, and visionaries.

Gatorade was a game changer in both the world of sports and in the way we think about invention. It helped transform the state of Florida from an exporter of produce to an exporter of brilliant ideas and technologies.

One creative breakthrough is all it takes to spark change in a community, an industry, the wide world. It begins with the wonder of childhood. The Cade Museum is a place where that wonder is free to roam and grow.

Did you know?

The universities in Florida's High Tech Corridor (UCF, USF, and UF) now produce *three times the number of patents* as North Carolina's Research Triangle and more than MIT. Gainesville boasts more publicly traded bio-med companies per capita than anywhere in the world.

A Catalyst for Creativity

“There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns.” – Edward de Bono, author of *Six Thinking Hats*

Due to the rapid advance of technology, the game is changing again. We must prepare tomorrow’s leaders to solve problems we cannot yet comprehend.

Our nation needs creative leadership more than ever. Since 1990, scores on the standardized Torrance® Tests of Creative Thinking have been steadily declining.

One size does not fit all

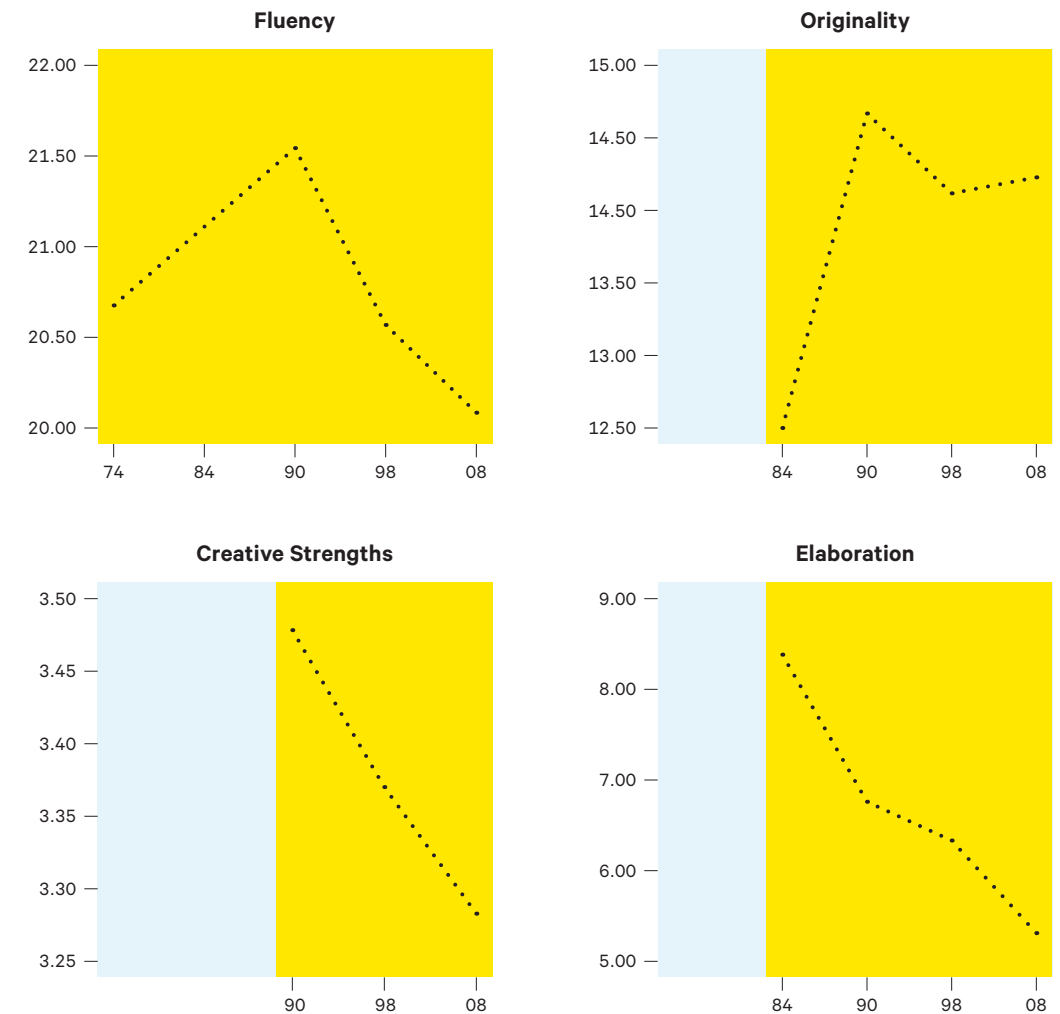
A rigid approach to education has led to an overemphasis on convergent thinking, i.e. only one solution for every problem. Students are rarely encouraged to “fail up,” to embrace the process of problem-solving through trial and error. And yet this is *precisely* how inventors and entrepreneurs think.

How might we raise the levels of creativity and innovation across entire communities? How can we empower kinesthetic learners of all ages? How could we inspire a generation that redefines the very definition of what is possible?

Keep reading to find out how.

Torrance Tests of Creative Thinking

The Torrance Tests are a nationally recognized standard for measuring creative capability. Scores are shown for the years 1974, 1984, 1990, and 2008. Tested years are highlighted in yellow.





PARACOSM, a Cade Prize finalist, demonstrates 3D modeling to a group of future inventors in the Fab Lab.

OUR MISSION & METHODS

Build Connections. Transform Minds

Our Mission: transforming communities by inspiring and equipping future inventors, entrepreneurs and visionaries.

The Cade Museum believes education is far more than the mere accumulation of knowledge; it is about learning how to bring concepts and facts to bear in developing novel solutions to real-life problems.

“Creativity is just connecting things.” – Steve Jobs

We connect the head to the heart and the hands, because research has shown true learning happens when the entire body is engaged.

We connect people and ideas, because teaching the next generation to think like inventors enables them to apply the creative process to every aspect of their own lives.

We connect the arts to the sciences, because neither is enough on its own for true creativity to flourish.

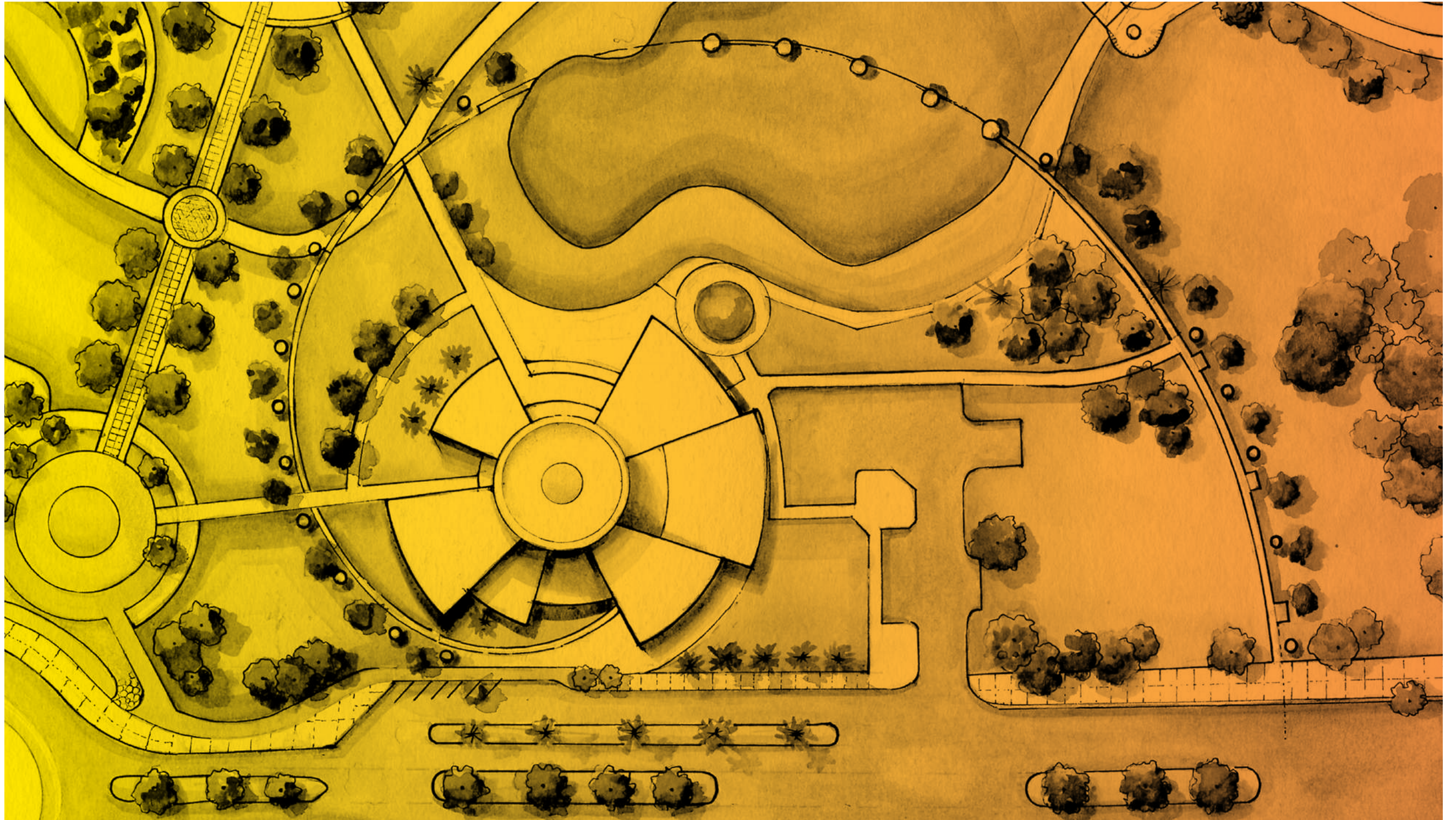
Above all, we connect living inventors and entrepreneurs to students and the general public. What better way to learn science and design thinking than from those who practice what we preach?

Early impact

We are building an educational pipeline that gives students direct access to groundbreaking research and technologies. **Over 6,000 students have already participated in our Creativity labs, almost a third of whom are from at-risk populations.** Over 40 inventors from across the state have led science classes at the Cade Museum in our Living Inventor Series.

The Passive

Museum



This is a different kind of museum experience – one that can transcend physical walls and create a hub of intersections where all ages and demographics connect.

Is Over

Please *Do* Touch the Exhibits



Think. Meet. Be

The Cade Museum's exhibits, educational programs, and Creativity Labs encourage learners of all ages to *think* like an inventor, *meet* an inventor, and *be* an inventor. And we celebrate the entrepreneurs who turn these ideas into practical realities.

The Approach

The Cade Museum is an iconic landmark and a distinctive addition to Florida's landscape. A modern interpretation of classical architecture, our building is inspired by the expanding spirals of Fibonacci's "Golden Mean," a proportion found throughout the natural world and long considered an aesthetically ideal ratio.



The Lobby

In a living museum that exhibits objects *and* ideas, there should always be more than meets the eye. The Cade Museum app, designed in partnership with the University of Central Florida, will enhance your visit with augmented reality, challenges, and scavenger hunts designed for kids.

The Rotunda

The Fibonacci spiral begins here, and so does the visitor's experience of exhibits at the Cade. The lofty space leading up to the oculus invites dreaming minds to soar. A collage of colorful, captivating banners display historical inventions, patents, and American inventors.

Our proprietary "Building Blocks of Invention" are organized into categories that provide the scientific underpinnings of virtually every invention.



Mobile Kiosks

Here is the place to **meet** an inventor! Experience pioneering inventions and technologies from across Florida. Learn about the Florida Inventors Hall of Fame and meet guest inventors in person. Ask questions and learn from their stories of trial, failure, and perseverance.

Mobile science stations are attached to each kiosk, with changing hands-on explorations that bring to life the scientific concepts behind the inventions on display.

Creativity and Fab Labs

This is your chance to **be** an inventor! Gain knowledge and experience in scientific explorations by experimenting in the Cade's well-equipped Creativity Lab.

Use a mixture of old-fashioned tools and cutting edge technologies in the Fab Lab. Demonstrate mastery over the “Cade Building Blocks of Invention” and earn over 50 “Inventor Merit Badges” from coding to electrical circuitry.



Gatorade Gallery

Live the legend that started it all! See the original Gatorade Lab and learn firsthand about the science of electrolytes and the secret behind Gatorade's success. Celebrate victory with a simulated Gatorade Bath. Historic images, interviews and film clips add texture and content.

Discover Gatorade's unexpected impact on the wider world.

The birth of Sports Science

Test yourself on a reaction and agility monitor that Gatorade has used to monitor top athletes like Michael Jordan, Mia Hamm, and Serena Williams.

The change in U.S. patent law that led to the development of the High Tech Corridor

Learn about the medical research that Gatorade royalties have funded at the University of Florida.



The Cantilevered Space

Encased in glass and seemingly free floating, this gallery has no permanent displays. Instead, depending on the hour this space hums with parents and children in the midst of exploration, or groups of individuals gathered for socializing and networking at the same time. This space is designed for social interaction and serendipity.



The Great Experiment

This audio tour, with a built-in scavenger hunt challenge, brings to life the amazing stories behind many American inventors, highlighting the importance of failure and key values like curiosity, resilience and persistence.



Gallery West

Here is our space for traveling exhibits. For example, we will host Strange Matter, which introduces visitors to the basics of materials science, encouraging them to play around with substances like magnetic liquids and amorphous metals.



See Possibility. Create Reality

“Talent is equally distributed ... opportunity is not.”
– Tim Ritchie, CEO San Jose Tech Museum

While the innovation economy has brought tremendous wealth to North Central Florida, Gainesville is the 4th worst city *in the nation* in terms of economic disparity. In fact, the poverty rate in Alachua County (22.8%) is *twice* that of the rest of the state of Florida (12.5%). In 2016 Alachua County third-graders were near the bottom quarter of Florida students in statewide measures of math and science.

Our city will struggle to reach its preeminence goal if the pipeline to the innovation economy is not broadened to reach into *all* our community. Only the Cade Museum bridges this gap, giving access to the best of Florida’s innovation economy to populations and neighborhoods who have been underserved.

The Cade Museum project has stimulated enormous public and private investment into the downtown Depot Park area. With the city’s investment and the Cade’s commitment to the area, the business sector has responded. Companies such as First Magnitude Brewing Company, The Warehouse, Tech Toybox, and Pop-a-Top are putting down roots in the revitalized district. The Cade Museum is located next to some of the poorest neighborhoods in Alachua county. Children within a one mile radius of the Museum live in households with a median income at 100% of the federal poverty level. The Cade will provide these children and families easy access to knowledge, experiences, and people that have the very real possibility of making a positive impact on the trajectory of their lives.



Exploring electromagnetism
in the Creativity Lab

Occupational Earnings Impact

Career Path	Median Annual Earnings		Median Lifetime Earnings	
	DIRECT	TOTAL IMPACT	DIRECT	TOTAL IMPACT
Hourly Worker	\$34,159	\$ 49,843	\$1,537,137	\$2,242,939
Software Developer	\$97,930	\$131,011	\$4,113,060	\$5,502,452
Mechanical Engineer	\$88,190	\$124,180	\$3,703,980	\$5,215,574
Biomed Lab Technician	\$51,810	\$ 71,285	\$2,716,020	\$2,993,996

As shown in the table above, sparking a desire and interest in science opens a new world with robust options for a child’s future as measured by economic success. Total impact refers to the multiplier effect which takes place when an injection of new income into a community results in increased spending. This increased spending creates new income for other individual or business members of the community.

If the Cade Museum prepares even a few children to choose a tech career – with an average employee salary of over \$55,000 in the county – the cumulative effect on our community would be noticeable and lasting.

Dream Big. Join the Story



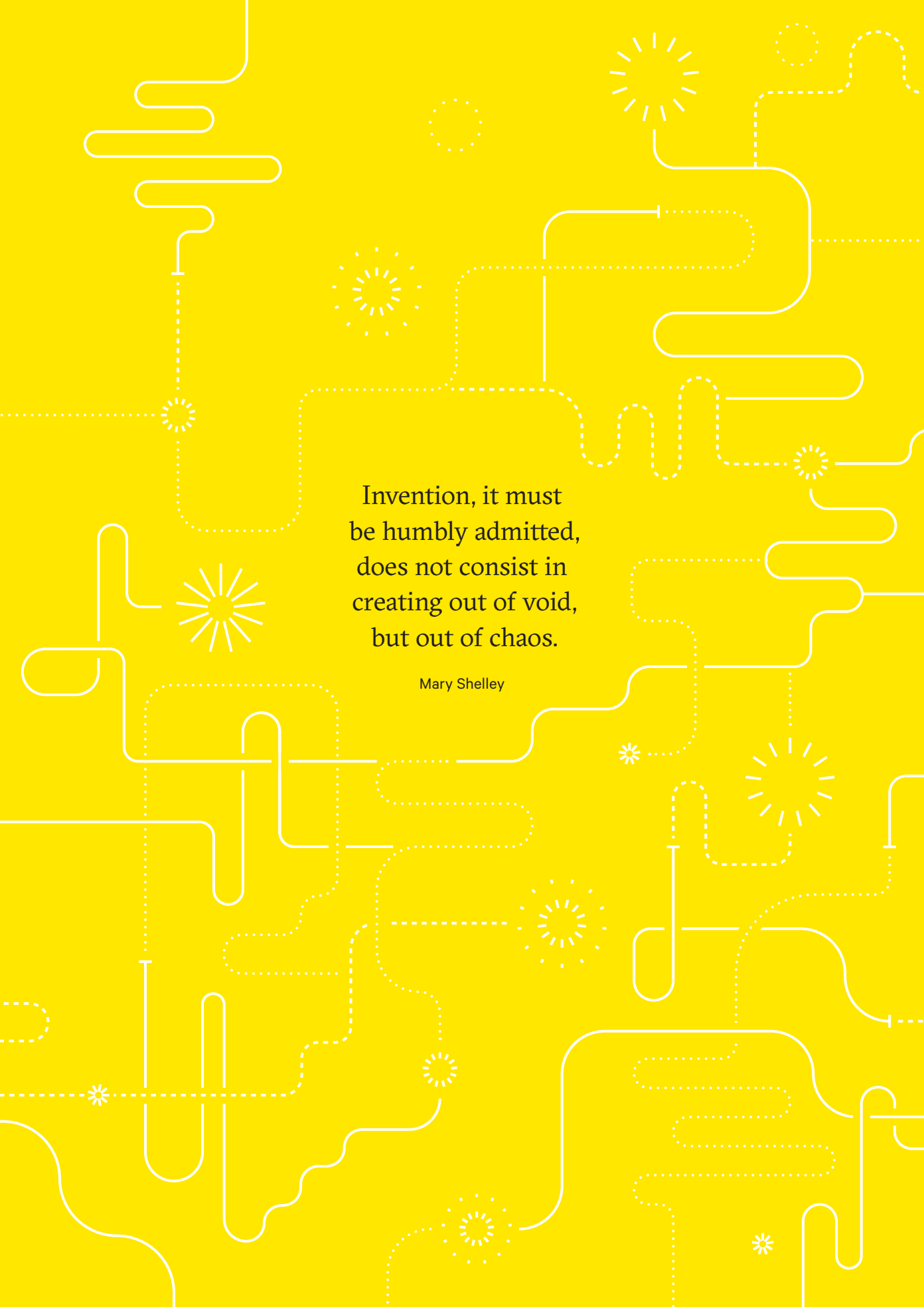
The original
Gatorade Lab

Just as Gatorade changed Gainesville, so will the Cade Museum. It is the missing piece that connects the city's incredible talent with citizens who have been left behind. The Museum is not about one man or one invention. **We invite you to join that story and help us bring Dr. Cade's vision to life.**

**The Cade Museum
for Creativity & Invention**
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cademuseum.org

The background is a solid yellow color. It is decorated with a complex pattern of white lines. Some lines are solid, while others are dotted. These lines meander across the page, often forming loops or paths that lead to small, stylized starburst or sun-like symbols. These symbols consist of a central circle with several short, radiating lines. The overall effect is one of organic, chaotic movement, which visually represents the concept of 'chaos' mentioned in the text.

Invention, it must
be humbly admitted,
does not consist in
creating out of void,
but out of chaos.

Mary Shelley