



UNIQUELY US: UNDERSTANDING RACE & BUILDING UNITY

PROSPECTUS





UNIQUELY US

**UNDERSTANDING
RACE & BUILDING
UNITY**

THE BIG IDEA

I see differences, celebrate racial diversity, and will bravely build unity.

EDUCATIONAL GOALS

Foster Understanding

Engage in conversations with your children to explore the concepts of race, racism, and unity

Examine Social Systems Critically

Uncover how racism and prejudice can be woven into societal systems and everyday interactions

Build Empathy

Build empathy through storytelling and reflection activities reflecting experiences of racism in U.S. history and today

Discover the Science of Diversity

Celebrate individuality and learn about the variations that make us unique

Take Action for a Better Future

Identify practical steps caregivers can take to contribute to a more inclusive and equitable world. Empower caregivers with actionable steps to contribute to a more equitable world



INTRODUCTION

It's never too early to begin conversations about who we are, how we experience the world, and how those experiences can differ from person to person.

Uniquely Us is designed to engage children, families, and communities in these critical discussions.

Through interactive, play-based learning, children can safely and empathetically explore new ideas, perspectives, and social roles while fostering a deeper understanding of race and unity.



Created in response to families seeking resources on race and racism for young children, *Uniquely Us* offers a space for caregivers to guide the experience based on their comfort level.

Tools and resources to continue these meaningful conversations are provided throughout the exhibition.

This dynamic experience makes tough topics accessible, supporting families as they navigate the complexities of race, identity, and empathy.

A young boy with short brown hair, wearing a denim jacket over a grey shirt and a necklace, is reaching up with his right hand to touch a large, blue, wavy sculpture. The sculpture is made of several interconnected, wavy, ribbon-like pieces. The background is a red, textured wall. Another child is partially visible in the lower right, looking up at the sculpture.

EXHIBITION HIGHLIGHTS & EXPERIENCES



STEP INTO THE STORY:

A Playful Path to Connection

In this dynamic, interactive projection experience, visitors leave their mark. Glowing footprints appear as visitors enter the projection, guiding them toward thought-provoking questions designed to spark reflection and conversation:

Have you ever been treated unfairly?

Do you love your hair?

Do you love your skin color?



In the 1940s and 50s psychologists Mamie and Kenneth Clark wondered if children preferred one color of doll over another. During their tests, a majority of black children showed a preference for dolls with white skin instead of black—a possible consequence of the terrible effects of racism for black children.

This research influenced the landmark 1954 case that overturned “separate-but-equal” segregation in the United States.

In 2020 researchers Toni Sturdivant and Iliana Alanis conducted a similar study, finding that the same anti-Black bias still exists today.

En las décadas de 1940 y 1950, los psicólogos Mamie y Kenneth Clark se preguntaban si los niños preferían un color de muñeca por encima de otro. Durante sus pruebas, la mayoría de los niños negros mostraron preferencia por las muñecas de piel blanca en lugar de negras, una posible consecuencia de los terribles efectos del racismo para los niños negros.

Esta investigación influyó en el caso histórico de 1954 que anuló la segregación “separados pero iguales” en los Estados Unidos.

En 2020, los investigadores Toni Sturdivant e Iliana Alanis llevaron a cabo un estudio similar y encontraron que el mismo sesgo anti-negro todavía existe en la actualidad.



DOLL TESTS

Exploring Bias

Inspired by psychologists Mamie and Kenneth Clark’s pivotal research, which influenced the landmark 1954 Brown v. Board of Education case, this interactive invites families to explore perceptions of diversity.

- Observe your child’s play with a diverse set of dolls—do they show a preference?
- Encourage play with all the dolls and spark conversations about equality and acceptance.



SCIENCE OF HAIR

A Hands-On Exploration

Navigate through oversized "hair follicles" designed to represent straight, curly, and kinky hair textures.

Explore vibrant visuals that reveal how follicle shapes create these unique textures.

This fun, hands-on experience celebrates the science behind what makes us wonderfully diverse.



UNITY CITY

Play your way through ‘Unity City’! In this interactive game, you’ll decide how to share resources to build a more equitable community.

WALKING

in Their Steps

In this immersive experience, you'll walk alongside historical figures like Ruby Bridges and Emma Tenayuca, learning how their courage and actions shaped history and moved society toward equality.





GENE SCANNER

Step into the 'Gene Scanner' to discover that, despite our differences, we are 99.9% alike.

It's a fun, engaging way to understand the common bonds we share at the genetic level.



EMPATHY & STORYTELLING

Visit our library full of books on race, culture, and diversity aimed towards children. This is a great space to follow up on the questions posed at the intro animation. A conversation guide will be included in the library offering parents a way to discuss these questions with their children.

WHADDYA DO?

Face scenarios that challenge you to consider how your choices affect others. This interactive invites reflection on empathy, fairness, and the power of standing up for what's right.



ABOUT FLYING FISH

At Flying Fish, we believe exhibitions can do more. As a leading producer of traveling exhibitions for over a decade, we partner with world-class museums and science centers to create extraordinary, impactful experiences. Our exhibitions have welcomed more than ten million visitors worldwide, showcasing the wonders of science, history, culture, and more. We are dedicated to making exceptional, authentic content accessible to all while driving sustainable revenue growth for our clients. By empowering institutions to share their stories globally, we amplify their missions and expand their influence.

Whether developing a new exhibition or adapting existing content for international tours, Flying Fish is more than just a service provider—we are a trusted partner in elevating our clients' reach and impact.

For Museums. By Museums.

ABOUT THE DOSEUM

The DoSeum is one of the leading children's museums in the nation; a place where your mind is always at play. The DoSeum offers innovative exhibits and experiences to get children excited about concepts in science, math, art, and literacy and encourages them to take the excitement into the world. Through joyful learning and discovery, The DoSeum Experience grows curious minds, connects families, and transforms communities.

To learn more, visit TheDoSeum.org



SPECS

SPACE REQUIRED:

1,500 - 3,500 sq. ft.

140 - 325 m2

PRODUCTION TIME:

Seven (7) working days for installation;
ten (10) for deinstallation

FREIGHT:

One (1) 53 ft. trailer by land

One (1) hi-cube container by sea

CEILING HEIGHT:

10 ft. / 3 m. throughout

TOUR AVAILABILITY:

May 2025 and beyond

Inquire for availability

LANGUAGES:

American English & Latin American
Spanish

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