Museum Village Factory Tour Research Center Academy

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BETH PARETTA, Owner Grace Autosport

the Henry Ford

DRIVING

PENNZOIL

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Fall 2018

FORD

On the Cover

At The Henry Ford, millions of people are inspired by the collections, stories and experiences that helped shape America. Like Beth Paretta, who connects with Driving America in Henry Ford Museum of American Innovation. Beth started Grace AutoSport to teach young girls about STEM education.

"When I see those cars on the floor, I think about all the people who pushed them to get there. This entire museum is a monument to people who didn't give up," Beth said.

Find your own inspiration at The Henry Ford. Use #THFInspired to share what sparked your innovation journey.

Stay Curious. Stay Connected.

Find out about new exhibits, ticket sale dates and exclusive member perks at thehenryford.org.



Email Subscribe at thehenryford.org/enews

Text Messages Text JOINTHF to 36698. Standard message and data rates apply.

Follow Us @thehenryford





Turn your visit into unlimited access.

Free visits to Henry Ford Museum of American Innovation and Greenfield Village, exclusive discounts and a clearer path to your next big idea await. See a Guest Services Associate for more information.

LETTER FROM THE PRESIDENT

What ignites your inner spark and awakens the dreamer, doer, mover and maker in you?

At The Henry Ford, we ask ourselves this question every day as we bring together the stories, innovations and artifacts of America's past to help inspire the millions of visitors who come here to imagine what's next.

Our unparalleled collection includes Thomas Edison's Menlo Park Lab, the home and bicycle shop where the Wright brothers first flirted with flight and the Rosa Parks Bus where the civil rights movement was set in motion. The Henry Ford also has expanding online/digital content, a charter public high school that is helping to shape the minds of our next generation of innovators and entrepreneurs, and an Emmy[®] Awardwinning television show, *The Henry Ford's Innovation Nation*, every Saturday on CBS, that provides a national platform for today's most promising innovators and inventions.

These are just some of the ways by which we strive to fuel the spirit of American innovation and inspire an optimistic, entrepreneurial, can-do culture.

Welcome to your world of possibility and potential. Welcome to The Henry Ford.



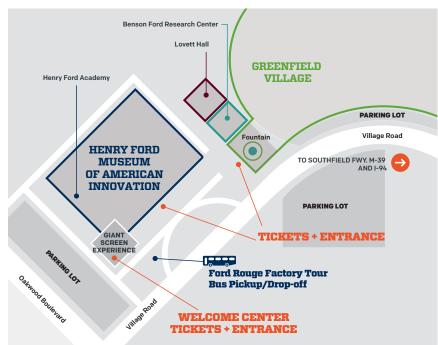
PATRICIA E. MOORADIAN, PRESIDENT and CEO

Welcome to The Henry Ford America's Greatest History Attraction®

3 must-see attractions. 250 acres of unexpected. 1 awe-inspiring experience.

At The Henry Ford, you'll discover America — its culture, inventions, people and can-do spirit — and hundreds of hands-on ways to explore it, enjoy it and be inspired by it. Prepare to be astounded by our attractions and resources: Henry Ford Museum of American Innovation, Greenfield Village, Ford Rouge Factory Tour and Benson Ford Research Center.

Campus Map



Design your day, access our digital collection and explore related stories on your mobile at **thehenryford.org**.

Content

Henry Ford Museum of American Innovation + Map

PAGE 4

Greenfield Village + Map

PAGE 8

Ford Rouge Factory Tour + Map

PAGE 12

Must-See Events

PAGE 14

Giant Screen Experience

The big screen gets even bigger. Our all-digital, 2D/3D, giant 4K screen breathes new life into cinema's most legendary films. And they let you see the big picture clearer than ever.

Benson Ford Research Center

The world's most comprehensive resource for researching stories of innovation, ingenuity and resourcefulness. Access to nearly limitless information and inspiration is at your fingertips.

OUR MISSION

The Henry Ford provides unique educational experiences based on authentic objects, stories and lives from America's traditions of ingenuity, resourcefulness and innovation. Our purpose is to inspire people to learn from these traditions to help shape a better future.

Hours

Henry Ford Museum of American Innovation™

Open 7 days a week, 9:30 a.m.-5 p.m.

Greenfield Village®

April 14-October 28, open 7 days a week, 9:30 a.m.-5 p.m.

October 29-November 25, open Friday-Sunday, 9:30 a.m.-5 p.m.

November 26, closed; open select evenings in December for Holiday Nights.

Ford Rouge Factory Tour

Open Monday-Saturday, 9:30 a.m.-5 p.m.; closed Sundays. Buses depart 9:20 a.m.-3 p.m.

Giant Screen Experience

Open daily with extended hours.

Benson Ford Research Center®

Open Monday-Friday, 9:30 a.m.-5 p.m. Behind-the-scenes tours and collections access available by appointment. Closed some holidays.

All attractions closed Thanksgiving and Christmas days.

For more information and tickets, call 313.982.6001 or visit thehenryford.org.

NOTE:

Photography is permitted for personal use unless otherwise posted. Photography is not allowed on the Ford Rouge Factory Tour in the Dearborn Truck Plant. Visitors may be filmed, photographed or recorded by The Henry Ford® for educational and promotional uses. **Please. no selfie sticks.**

The Henry Ford is a nonsmoking facility.

Discover Inspiration in Innovation

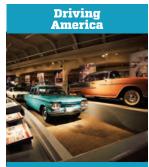
▼ Bubbles that seem impossible, ball bearings that mimic orbiting planets and a machine that activates probability theory awaken the relationship between math and the everyday world. Count on full-STEAM-ahead learning in *Mathematica*, all with the legendary elegance and levity of designers Charles and Ray Eames.

Henry Ford Museum of American Innovation

FIND YOUR BREAKTHROUGH MOMENT

Step into a world where past innovations fuel the imagination of generations to come. A vibrant exploration of genius in all its forms, Henry Ford Museum of American Innovation allows you to experience the strides of America's greatest minds while fully immersing yourself in their stories. Step inside the bus where Rosa Parks took a stand by taking a seat; play pilot as you explore flight innovations, starting with the Wright brothers' achievements; make yourself at home inside Buckminster Fuller's circular Dymaxion House. Put yourself in the place of the movers and shakers who blazed the trail to where we stand today. And in doing so, discover your own path.

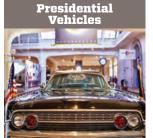
Must-Sees



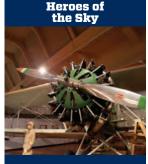
Explore how the automobile has transformed society over the past 100+ years.



Marvel at the sheer size and power of locomotives that moved people and products across this vast country.



Admire the evolution of presidential travel through five significant vehicles.



Look up and around at the creativity that led man and machine to reach new heights.

With Liberty and Justice for All



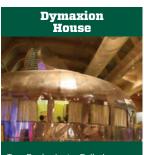
Learn about America's ongoing struggle for freedom, from the revolution through the civil rights movement.

Made in America

Study the legacy of innovative makers who sculpted America into a manufacturing superpower.



Play with math in this NEW permanent exhibit. Designed in the early 1960s by Charles and Ray Eames as a hands-on tool for learning about math through interactivity.



Tour Buckminster Fuller's environmentally efficient, circular aluminum dwelling. A fascinating design ahead of its time.



Marvel at a stunning collection of American furniture from 1670 to the present.

Agriculture



Climb aboard a real combine and explore what's considered the nation's finest collection of agricultural equipment.

INSIDER'S TOUR 10 a.m.-3:30 p.m. daily

Experience the stories behind some of our most iconic artifacts in this one-hour tour. See a Guest Services Associate for more information. Additional ticket required.

Dining

Members save 10%. 26 Lamy's Diner

Lamy's Diner Driving America, 9:30 a.m.-5 p.m. Classic 1946 New England diner experience.

27 M

Michigan Café°

11 a.m.-4 p.m. Museum admission not required. Uniquely Michigan dishes, locally sourced. Casual dining.

25 /

American Dog House 11 a.m.-4 p.m.

Iconic regional hot dogs, like the Detroit and Chicago dogs, in a casual, upbeat setting.



Giant Screen Experience Concession Stand

Open daily with extended hours. All of the snacks and beverages moviegoers expect.

Dining menus and hours vary seasonally.

SHOPPING

All purchases help support The Henry Ford, an independent nonprofit organization celebrating the American experience of innovation, ingenuity and resourcefulness. Members save 10%.



Museum Store

9:30 a.m.-5:30 p.m. Museum admission not required. A carefully curated selection inspired by people and ideas that fire our imaginations.



Genius at Play Store

10 a.m.-5 p.m. Spark creativity and problemsolving with toys and kits designed for learning.

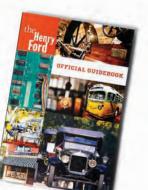
ONLINE

For unique handcrafted gifts and more, visit **thehenryford.org/shop**



DID YOU KNOW? /

Built by the Worcester Lunch Car Company in 1946 and acquired by The Henry Ford in 1984, Lamy's Diner has been restored and reopened. Hop on a stool or grab a booth, and enjoy this unique dining experience.



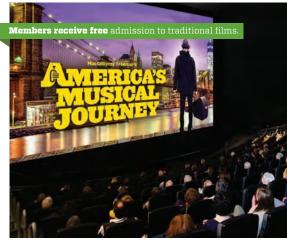
Giant Screen Experience

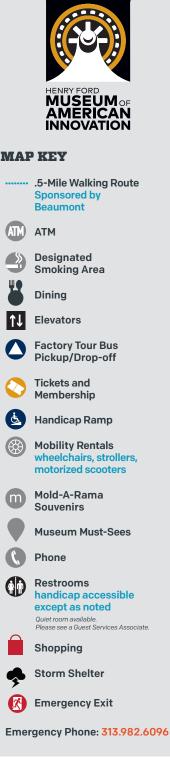
America's Musical Journey Aircraft Carrier: Guardians of the Sea Throwback Thursday Nights (Select Thursday Nights)

Pick up The Henry Ford Official Guidebook at

one of our stores.

For tickets and showtimes, visit thehenryford.org/giantscreen





Design your day, access our digital collection and explore related stories on your mobile at thehenryford.org Free public Wi-Fi available throughout Henry Ford Museum of American Innovation



v Must-See Locations Highlighted Below

DRIVING AMERICA

- 1 Quadricycle
- 2 Drive-In Theater
- Mustang I 3
- 4 Goldenrod
- 5 Chrysler Turbine

RAILROADS

- Fairlane Railcar 6
- 7 Allegheny Locomotive

PRESIDENTIAL VEHICLES

- 8 FDR Sunshine Special
- 0 Kennedy Limousine

HEROES OF THE SKY

- 10 1939 Douglas DC-3
- 11 Ford Tri-Motor Airplane
- 12 Sikorsky Helicopter

JUSTICE FOR ALL 13 Lincoln Chair

WITH LIBERTY AND

14 Rosa Parks Bus

MADE IN AMERICA

- 15 Build a Model T 16 Corliss Stationary Steam Engine
- 17 Miller Hardware

YOUR PLACE IN TIME

18 1917 Overland Car 19 MTV Green Screen

DYMAXION HOUSE

20 Dymaxion House

FULLY FURNISHED

- 21 Eames Chair Prototype

AGRICULTURE

- 23 Sperry-New
- Holland Combine
- 24 First Fordson Tractor

MODERN GLASS

25 Davidson-Gerson Modern Glass Gallery

MATHEMATICA

26 Probability Machine

22 Aeron Chair

Make Your Move

Whether you're riding the rails on one of America's oldest steam engines or cruising along in a Model T, get ready to be transported through American life to see just how far we've come and consider where we might go next.

Greenfield Village

TAP INTO YOUR CAN-DO SPIRIT

Experience firsthand the sights, sounds and sensations of America's fascinating formation, where over 80 acres brim with resourcefulness and ingenuity. Here, 300 years of American perseverance serve as a living reminder that anything is possible. Step foot in the lab where Thomas Edison had his lightbulb moment or the workshop where the Wright brothers taught us to reach for the sky. Take a ride in a real Model T or a walk through a working farm. Rub shoulders with world-class artisans, and explore the place where America's can-do spirit inspires you to go out and get it done.

Historic Districts

Working Farms



Discover why agriculture is the backbone of America as you immerse yourself in the practices of century-old farms.

Liberty Craftworks



Get inspired by early American handcrafting in our maker community of skilled artisans who employ authentic techniques.

Henry Ford's Model T



Trace the life of Henry Ford from childhood to the creation of the Model T then take a ride in one. Railroad Junction



Climb aboard one of the most amazing forms of public transportation invented. Then get an insider's look at a roundhouse equipped to maintain a mighty steam locomotive.





Experience a bustling thoroughfare where entrepreneurship, community and commerce — and America's earliest startups — thrived.

Edison at Work



Explore an original R&D lab and learn how Thomas Edison's tireless experimentation led to a viable way to illuminate the world.





Vitness the diversity of daily ome life in America and how it hapes who we are.

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DID YOU KNOW?

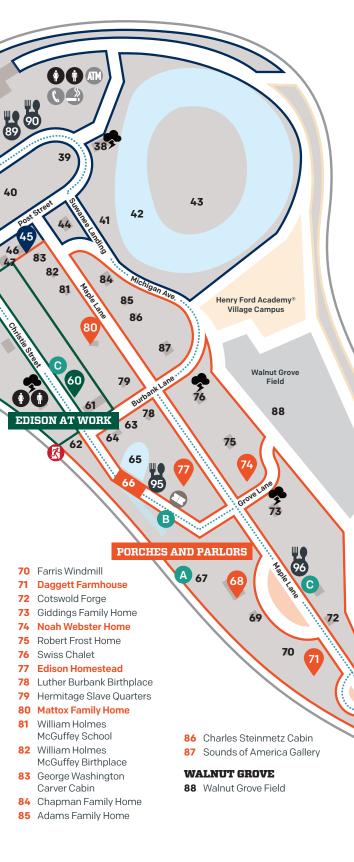
Built in Clinton, Michigan, as a stagecoach stop for weary travelers, Eagle Tavern still exudes the warmth and camaraderie of an 1850 tavern experience. This local favorite is rated as the No. 1 TripAdvisor dining experience in Dearborn.





Take home your awe-inspiring experiences with The Henry Ford Digital Photo Pass, or get unlimited access to our historic rides in Greenfield Village by adding a Ride Pass to your ticket.





Dining

Members save 10%

Eagle Tavern Dining 89 Main Street, 11 a.m.-4 p.m. Costumed servers usher you right into this mid-1800s tavern, still serving seasonal meals with produce and meat from local farms.

95 Mrs. Fisher's Southern Cooking Porches and Parlors, 11 a.m.-4 p.m., May 25-September 10

Savor the 1800s Southern cooking of Abby Fisher, a former enslaved worker with a culinary gift.

A Taste of History® ΨO Main Street, 9:30 a.m.-5 p.m.

Seasonal locally sourced foods. inspired by historic recipes from three of our most popular homes, are as fresh and delightful now as they were years ago.

Frozen Custard Main Street, 11 a.m.-5 p.m.; closes September 10 for the season

Sir John Bennett Sweet Shop Main Street, 9:30 a.m.-4 p.m. 91

State Street Lunch Stand ₩ 92 Main Street, 11 a.m.-4 p.m. Mon.-Fri., 11 a.m.-5 p.m. Sat.-Sun.; closes September 10 for the season

All-American favorites. Hamburgers, hot dogs, french fries and beverages.

Carousel Confections Main Street, 11 a.m.-4 p.m., May 25-September 10

Tea at Cotswold Cottage 96 Porches and Parlors, Thurs.-Sun., 11 a.m.-4 p.m., May 24-Labor Dav

Celebrate Clara Ford's love of gardens with a pot of tea, pastries and dainty sandwiches in Cotswold's glorious garden.

Owl Night Lunch Wagon Liberty Craftworks, 97 11 a.m.-4 p.m.; closes September 10 for the season

The forerunner to the food truck serves up hand-held goods, like hot dogs, house-made cookies and beer and wine.

Dining menus and hours vary seasonally.

Historic Rides

WEISER RAILROAD (3 stops) A Located in Working Farms, Railroad Junction and Porches and Parlors Districts \$5 per person (unlimited rides)

B HORSE-DRAWN CARRIAGE (3 stops) Located in Working Farms, Main Street and Porches and Parlors Districts Available with the Ride Pass only

C 1931 FORD MODEL AA BUS (5 stops) Located in Working Farms, Railroad Junction, Main Street, Edison at Work and Porches and **Parlors Districts** \$.50 per ride

MODEL T RIDES

Located in Henry Ford's Model T District \$7.50 per person Presented by AAA

B HERSCHELL-SPILLMAN CAROUSEL Located in the Main Street District \$3 per person

Shopping

All purchases help support The Henry Ford, an independent nonprofit organization celebrating the American experience of innovation. ingenuity and resourcefulness. Members save 10%.

Greenfield Village Store 98 Josephine Ford Plaza, 9:30 a.m.-5:30 p.m. Village admission not required.

Carefully curated gifts, books, food, toys and more.



Liberty Craftworks Store Liberty Craftworks, 10 a.m.-5 p.m.

American handcrafts featuring those made by our own artisans.

100 Main Street Emporium Main Street, 9:30 a.m.-5 p.m.

Historic souvenirs, games, sweets and gifts.

NEW! Souvenir Photos 101 Josephine Ford Plaza, 9:30 a.m.-5 p.m.

Take home photos of your aweinspiring experiences.

ONLINE For unique handcrafted gifts and more. visit thehenryford.org/shop >



Rivers Collection Vase, handcrafted in Greenfield Village

Ford Rouge Factory Tour

DISCOVER YOUR DRIVE

Pop open the hood on game-changing technology, sustainable design and sheer American grit at America's greatest manufacturing experience. Get an inside look at the making of America's most iconic truck, the Ford F-150, and immerse yourself in modern manufacturing's most progressive concepts. Experience the aweinspiring scale of the real factory floor as you rev up your inner engineer. This is where big ideas gain momentum.

Legacy Theater*



Discover the Rouge Complex's long history of triumphs, tragedies and innovations, from Henry Ford's pioneering vision of vertical integration to today's sustainable manufacturing.

APPROXIMATE TIME: 13 minutes

Manufactoring Innovation Theater*



exploration of the vehicle with jaw-dropping special effects.

APPROXIMATE TIME: 10 minutes

Observation Deck



Get a bird's-eye view of arrays and energy-saving

VARIABLE TIME: 5-15 minutes



Ford Rouge Factory Tour Bus Pickup/ Drop-off

Buses depart from the circle drive in front of Henry Ford Museum of **American Innovation** regularly from 9:20 a.m. to 3 p.m. Last bus returns from the factory tour at 5 p.m.

*Theater shows begin every 20 minutes, 9:20 a.m.-4 p.m.

There are no dining facilities at the Ford Rouge Factory Tour, but there are facilities at Henry Ford Museum of American Innovation. For dining information and hours, see Page 6.

We ask that there be no photography, cellphone use, eating or drinking in the theaters or on the plant walkways. Daily vehicle production is based on actual vehicle sales orders, so you may be touring when we are not building vehicles.

Even when the factory is not in full operation, you'll get a behindthe-scenes view of the complex web of overhead conveyors, vehicle elevators and just-in-time parts delivery systems that make this Ford's most technologically advanced plant.

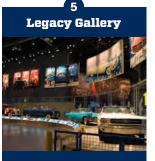
Named one of the 10 great places to be inspired by innovation bv USA Todav





Plant's lean and flexible

VARIABLE TIME: 30-45 minutes



The groundbreaking V-8, the classic Thunderbird and the Mustang. Explore the vehicles made at the Rouge.

Living Laboratory Tour



OUTDOOR TOUR RUNS May 1-September 30, weather permitting



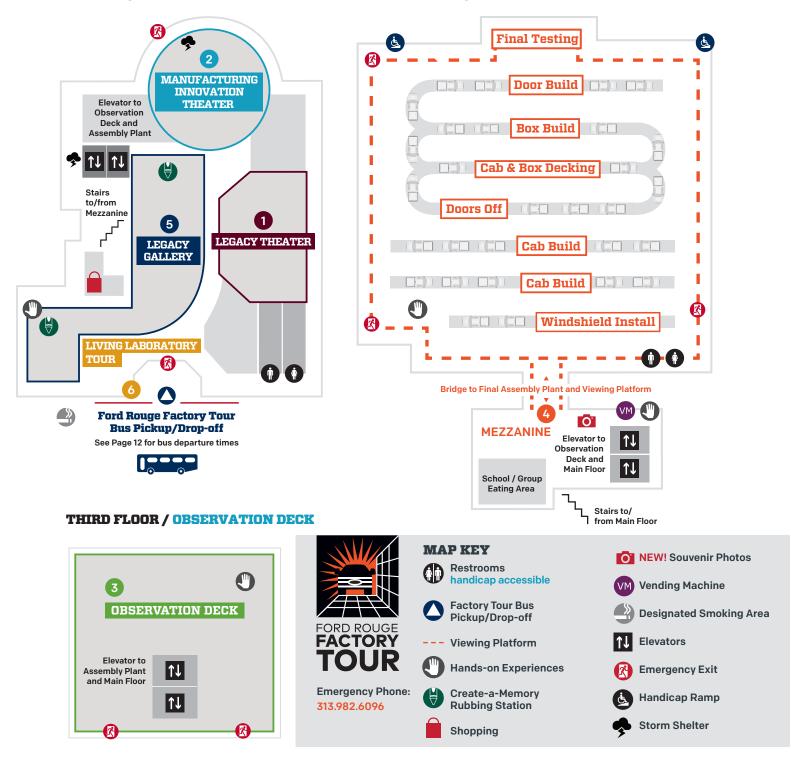
Hands-On

- ► Flexing for the Future
- Explore Green Design
- ► Collections
- Explorer Kiosk



FIRST FLOOR / MAIN FLOOR

SECOND FLOOR / FINAL ASSEMBLY PLANT



MUST-SEE EVENTS 2018

SEPTEMBER

68th Annual Old Car Festival (

September 8-9 (Open Saturday 'til 9 p.m.) Village

Artist in Residence

September 11-15 Village

Fall Flavor Weekends September 29-30,

October 6-7 Village Presented by Beaumont

OCTOBER

Rockwell, Roosevelt & the Four Freedoms Exhibition

October 13, 2018-January 13, 2019 Museum

Hallowe'en in Greenfield Village* ((

October 12-14, 18-21 and 25-28 Village Presented by Meijer

ONLINE

For a complete list of events and new exhibitions, visit **thf.org v**



DECEMBER Holiday Nights in Greenfield Village^{*} (

November 30, December 1-2, 7-9, 13-16, 18-23 and 26-27 Village

Presented by Citizens Bank

YEAR-ROUND

PNC Tinkering for Tots Preschool Program Second Monday of each

month, 10 a.m.-noon November-April: Museum May-October: VIIIage

Throwback Thursday Nights* ((

Select Thursdays, 7 p.m. Giant Screen Experience thf.org/TBT

Make Something: Saturdays

September-May 10 a.m.-3 p.m. Museum Presented by Macy's

- * Additional fee and/or advance reservation required.
- C Special evening hours during these events.

All programs and dates are subject to change.





Rockwell, Roosevelt & the Four Freedoms

ENDURING IDEALS

the Norman Rockwell Museum, Stockbridge, MA. Leadership support for Roc Rocaevelt & the Four Freedoms is provided by Jay Alix, The Alix Foundation George Lucae Family Foundation.

OCTOBER 13, 2018-JANUARY 13, 2019 HENRY FORD MUSEUM OF AMERICAN INNOVATION[™] thf.org/fourfreedoms

TRAVELERS

pert Provided by Media Sponsors Destination of the second second



Take it forward with America's most inspiring gift

Every day, members help preserve the past and shape the future by fueling the imaginations of next-generation innovators, inventors and entrepreneurs. By giving the gift of membership, you'll expand support of a national treasure.

Add a gift membership to your holiday shopping list.

REDEEM TODAY'S ADMISSION

Toward an Annual Member Pass

Turn your visit into unlimited access. Free visits to Henry Ford Museum of American Innovation and Greenfield Village, exclusive discounts and a clearer path to your next big idea await. See a Guest Services Associate for more information.

the Henry Ford ANARD-WINNING INNING I

WEEKENDS ON OCBS Dream Team

Soak up some Emmy[®] Award-winning inspiration. The Henry Ford's Innovation Nation, hosted by Mo Rocca, builds a bridge from the great innovators of our past to today's most game-changing minds as it guides you to a breakthrough of your own. Check your local listings or watch online anytime at **thehenryford.org/innovationnation.**

INNOVATION NATION ON DVD

Seasons one and two now available exclusively at The Henry Ford's on-site stores or online at giftshop.thehenryford.org



INSPIRE THE NEXT GENERATION OF INNOVATORS AND ENTREPRENEURS

Generous supporters like you help us provide unique educational experiences based on authentic objects, stories and lives from America's traditions of ingenuity, resourcefulness and innovation.

To learn how your generosity can help take it forward, visit thehenryford.org/support or text NEXTGEN to 41444.

The Henry Ford is an independent nonprofit organization. We depend on ticket purchases, income from our stores and restaurants, and tax-deductible contributions and memberships for support. **Just \$10** gives a student the field trip of a lifetime