

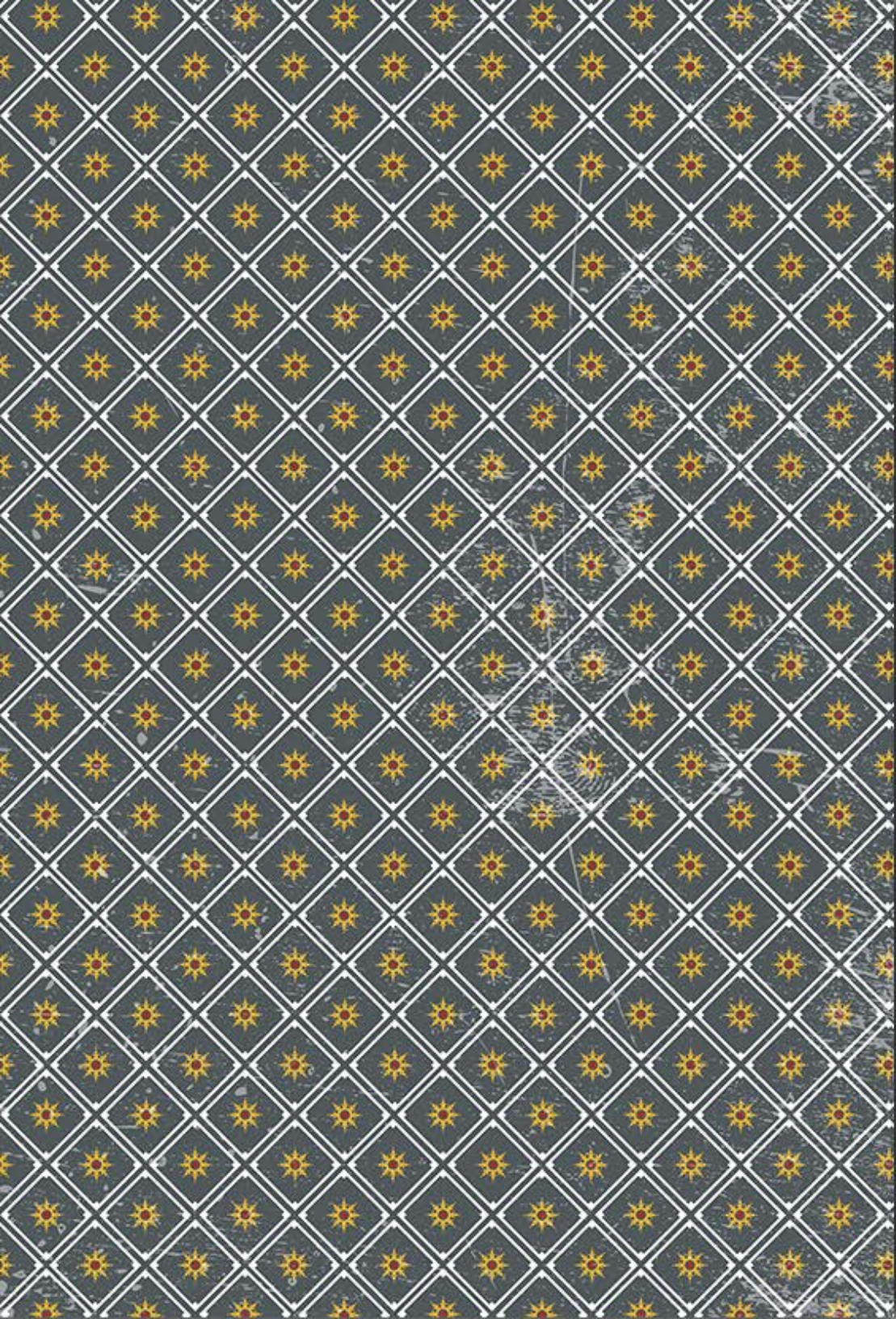


DISCOVER THE MAGIC OF

HOUDINI UNLOCKED

AN INTERACTIVE TRAVELING EXHIBITION

Booking now for mid-2023



HOUDINI UNLOCKED

SHOWCASES THE

**LEGENDARY CAREER
& MYSTIFYING FEATS
OF WORLD-FAMOUS
MAGICIAN
HARRY
HOUDINI**



Discover the reality and myths that made Houdini a superstar, learn the secrets to his escapes, and trace his legendary performances as he traveled throughout the United States and around the world.

What made Houdini synonymous with magic, escapes, and illusion?

Houdini seemed to transcend reality. Yet hard work, practice, and his audiences' willingness to believe made him the icon he remains today.

Developed in six distinct and flexible exhibit areas, *Houdini Unlocked* will delight visitors and fans with rarely seen photos, artifacts, and stories about the life and legacy of Harry Houdini.

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CENTER STAGE

INTRODUCING THE ONE, THE ONLY . . . HOUDINI

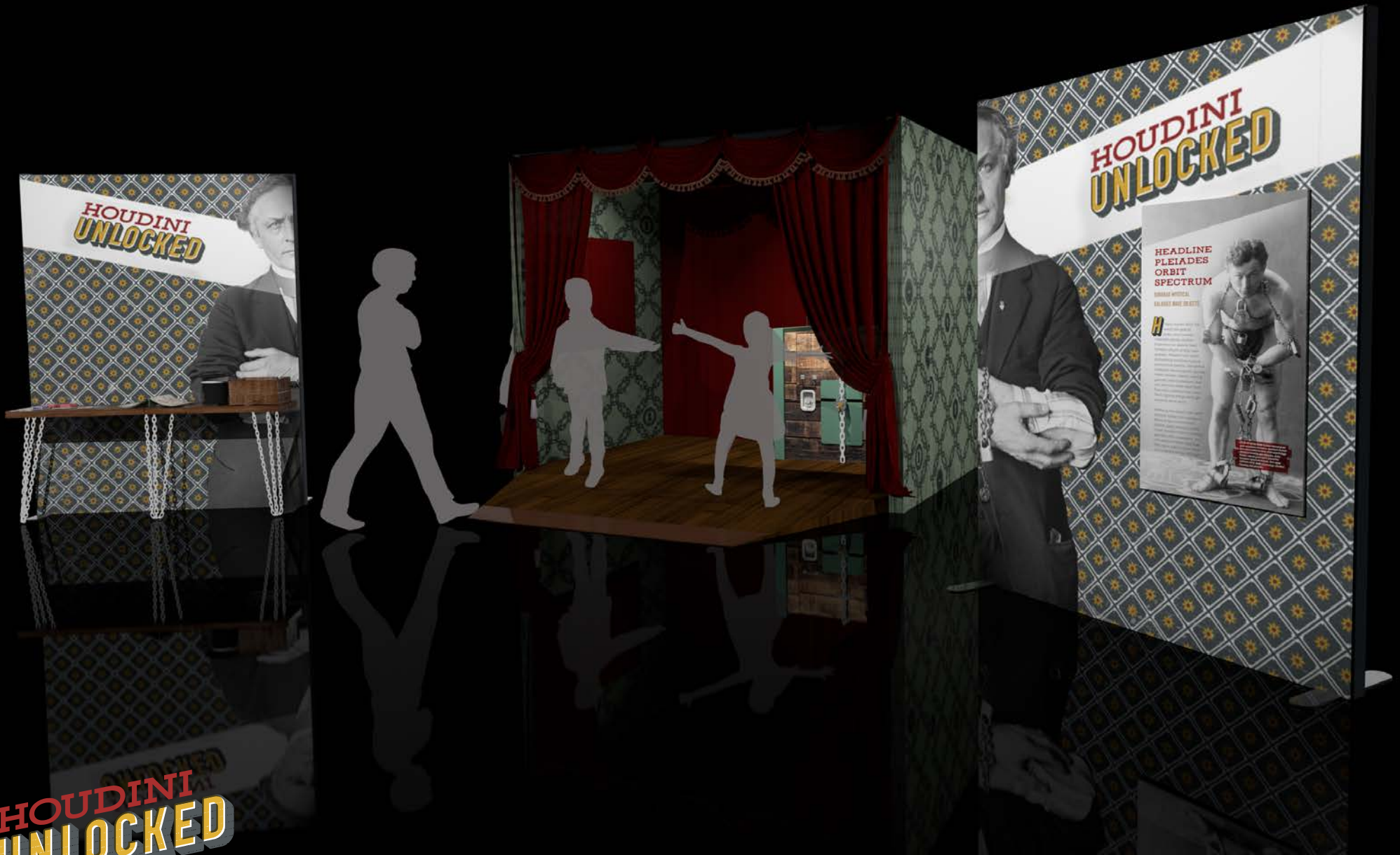
Card tricks, illusions, and improbable escapes. These became synonymous with Harry Houdini in the early 20th century. As a stage performer in traveling vaudeville shows, Houdini wowed audiences across the country.

Stepping into Houdini's shoes, visitors can take center stage and perform his iconic "Metamorphosis" trick—trading places with someone inside a locked trunk and wowing their own audience.

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THE MAN

EHRICH WEISS BECOMES HOUDINI

Houdini's personality was larger than life, but he came from humble beginnings. Born in Hungary, Ehrich Weiss immigrated to Appleton, Wisconsin, as a young child with his family. His father's failed career as a rabbi there impoverished the family and forced their move to New York. These early experiences fueled Houdini's drive for fame and fortune, as well as his devotion to family.

Through personal mementos on display, visitors can discover these human elements that energized Houdini's legendary career.



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THE MYTH

A MEDIA STAR

Before TV, social media, or YouTube, Houdini still made himself a household name. He relied on the power of the press to market himself to a global audience. His public stunts drew thousands of onlookers and generated publicity for his ticketed performances.

Houdini constantly found new ways to stay relevant, all without the internet. Houdini's marketing genius is on display here through original performance posters, press clippings, and visuals of iconic publicity stunts.

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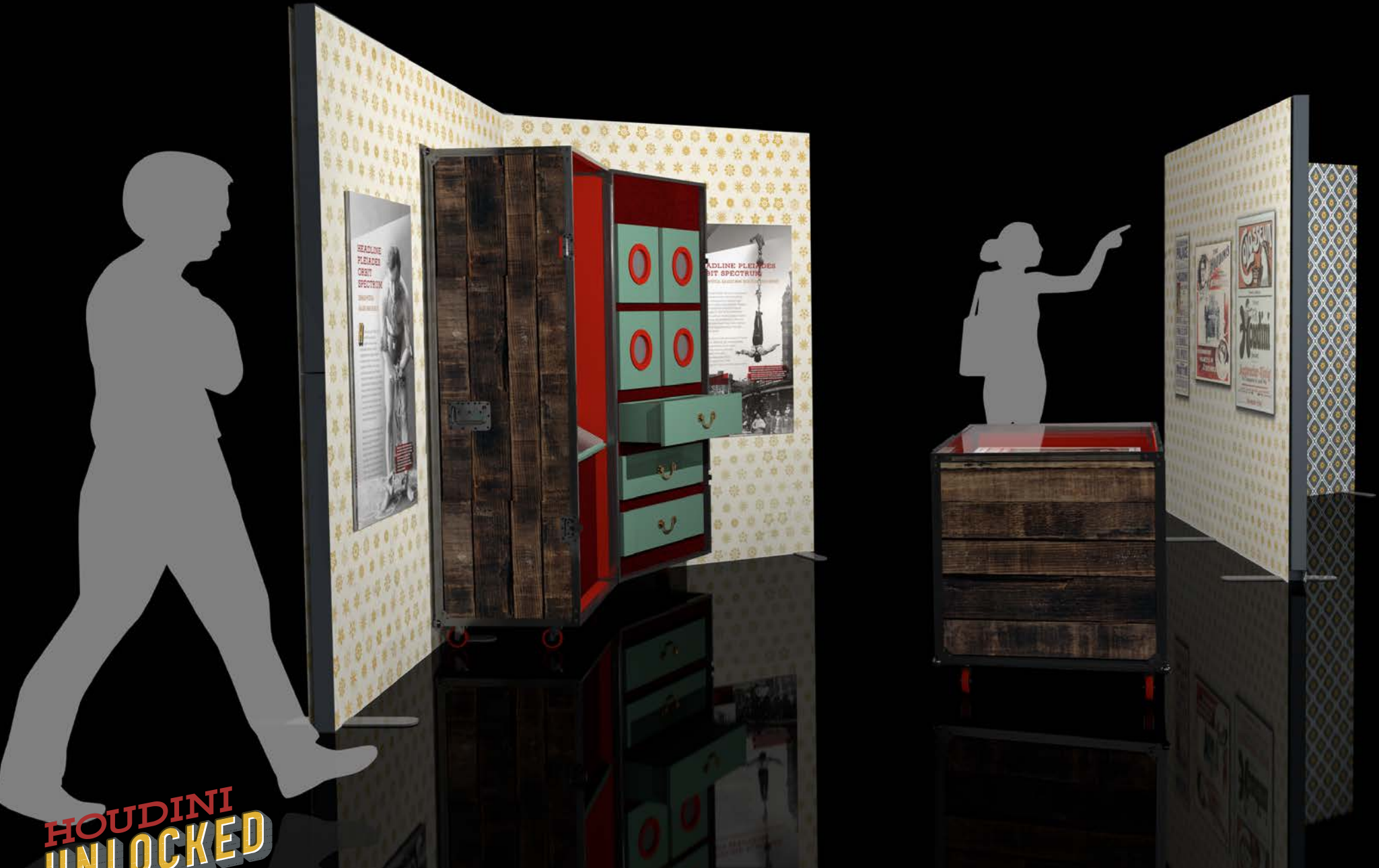
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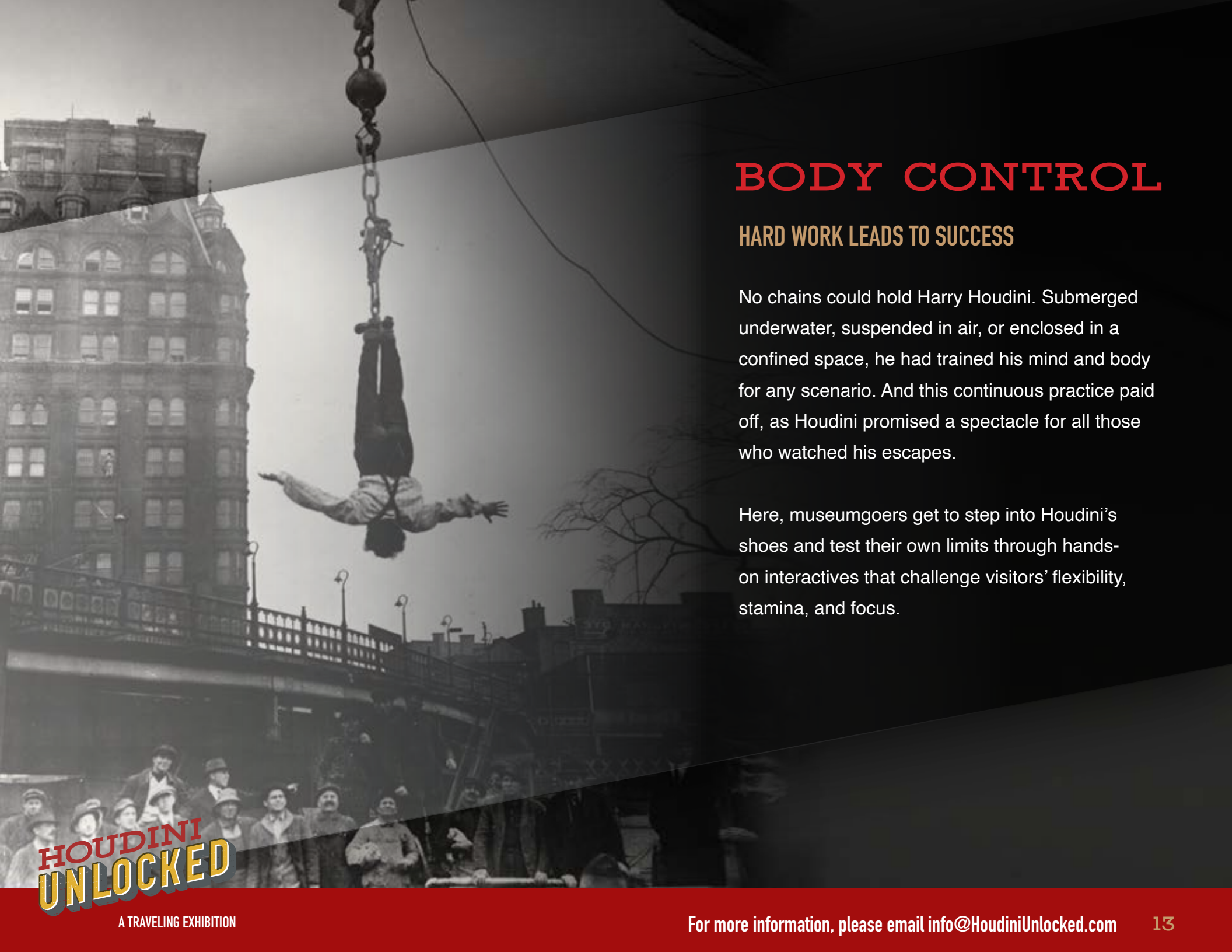
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BODY CONTROL

HARD WORK LEADS TO SUCCESS

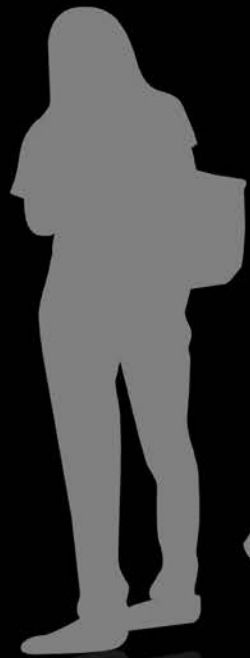
No chains could hold Harry Houdini. Submerged underwater, suspended in air, or enclosed in a confined space, he had trained his mind and body for any scenario. And this continuous practice paid off, as Houdini promised a spectacle for all those who watched his escapes.

Here, museumgoers get to step into Houdini's shoes and test their own limits through hands-on interactives that challenge visitors' flexibility, stamina, and focus.

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ESCAPING REALITY

SLEIGHT OF HAND AND DECEPTION

Houdini defied reality, but his “magic” was really sleight of hand and deception. He hid keys and lockpicks to aid in his escapes and practiced breaking free from restraints.

Here, Houdini’s personal tools of the trade are on display, everything from handcuffs and shackles to keys and lockpicks.

Through hands-on interactives, visitors can channel their inner Houdini and discover hidden keys, pick locks, wiggle out of a straight jacket, and escape a jail cell.

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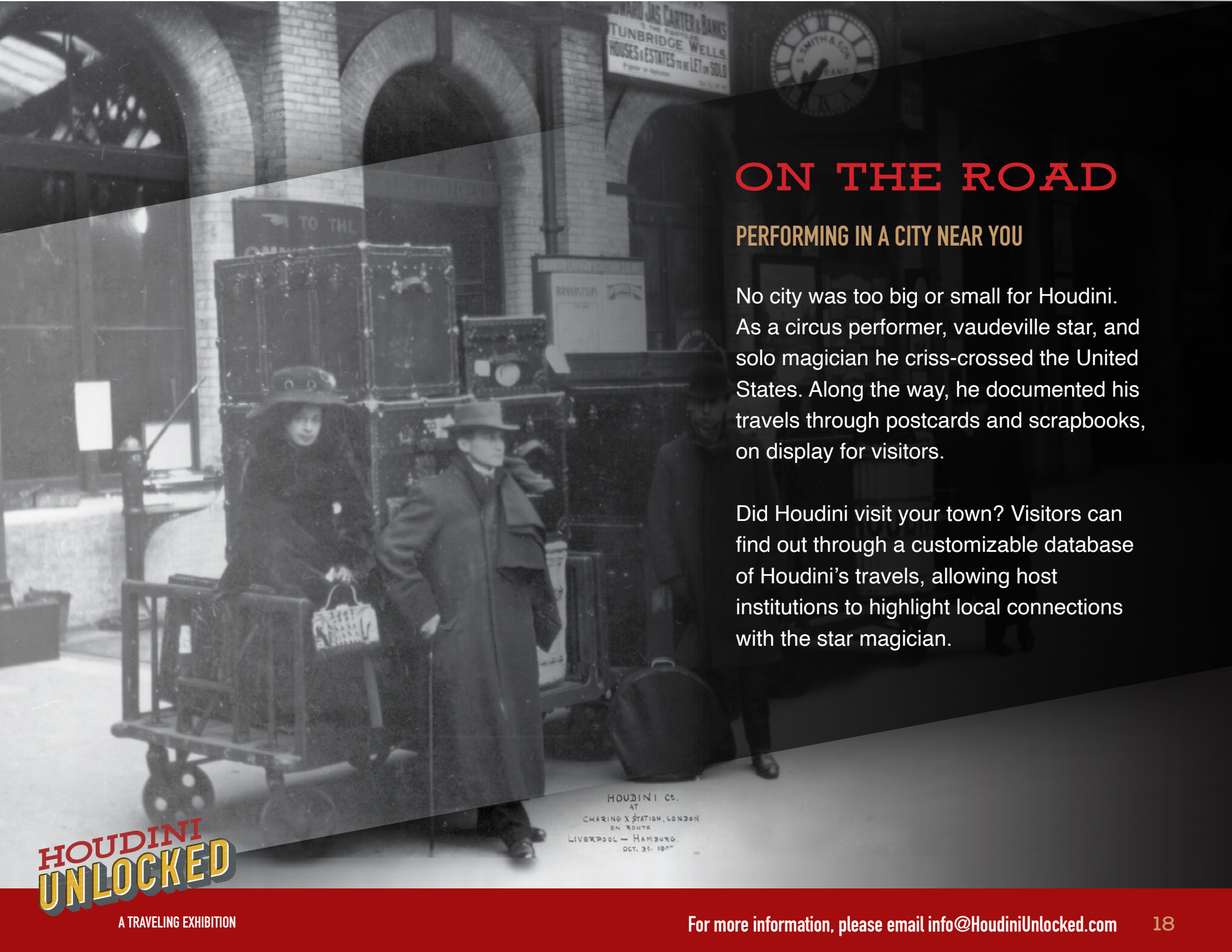
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ON THE ROAD

PERFORMING IN A CITY NEAR YOU

No city was too big or small for Houdini. As a circus performer, vaudeville star, and solo magician he criss-crossed the United States. Along the way, he documented his travels through postcards and scrapbooks, on display for visitors.

Did Houdini visit your town? Visitors can find out through a customizable database of Houdini's travels, allowing host institutions to highlight local connections with the star magician.

HOUDINI CO.
AT
CHARING X STATION, LONDON
BY ROUTE
LIVERPOOL - HAMBURG.
OCT. 24, 1907

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FEATURES & BENEFITS

- Flexible exhibition design templates fit gallery spaces of all shapes and sizes, from 750-3,000 square feet. See floorplan specifications starting on page 22.
- Designed for 8 foot ceilings
- Pre-mounted artifacts ship and display in custom-built cases, simplifying load-in, exhibition, and load-out.
- Exhibition contents ship in a standard 53-foot semi-trailer.
- Customizable interactives allow host venues to tailor content for local interests.
- Bilingual version available upon request.
- Minimum 12-week rental period



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EXHIBITION INCLUDES

- Immersive exhibition environments
- 10+ hands-on interactives
- 25+ original Houdini artifacts, pre-mounted in cases
- AV and media exhibit components
- Step-by-step installation instructions
- Digital files for the customizable Education & Facilitation Guide
- Digital files for the customizable Family Activity Guide
- Digital assets for marketing materials

TARGET AUDIENCE

- School-age children to adults
- Exhibit text is written at a 6th grade reading level

CURRICULUM TOPICS

- Social Studies:
History, Behavioral Science, Geography
- Reading Comprehension:
Analysis of Text, Speaking Skills
- Physical Education:
Motor Skills, Movement Patterns

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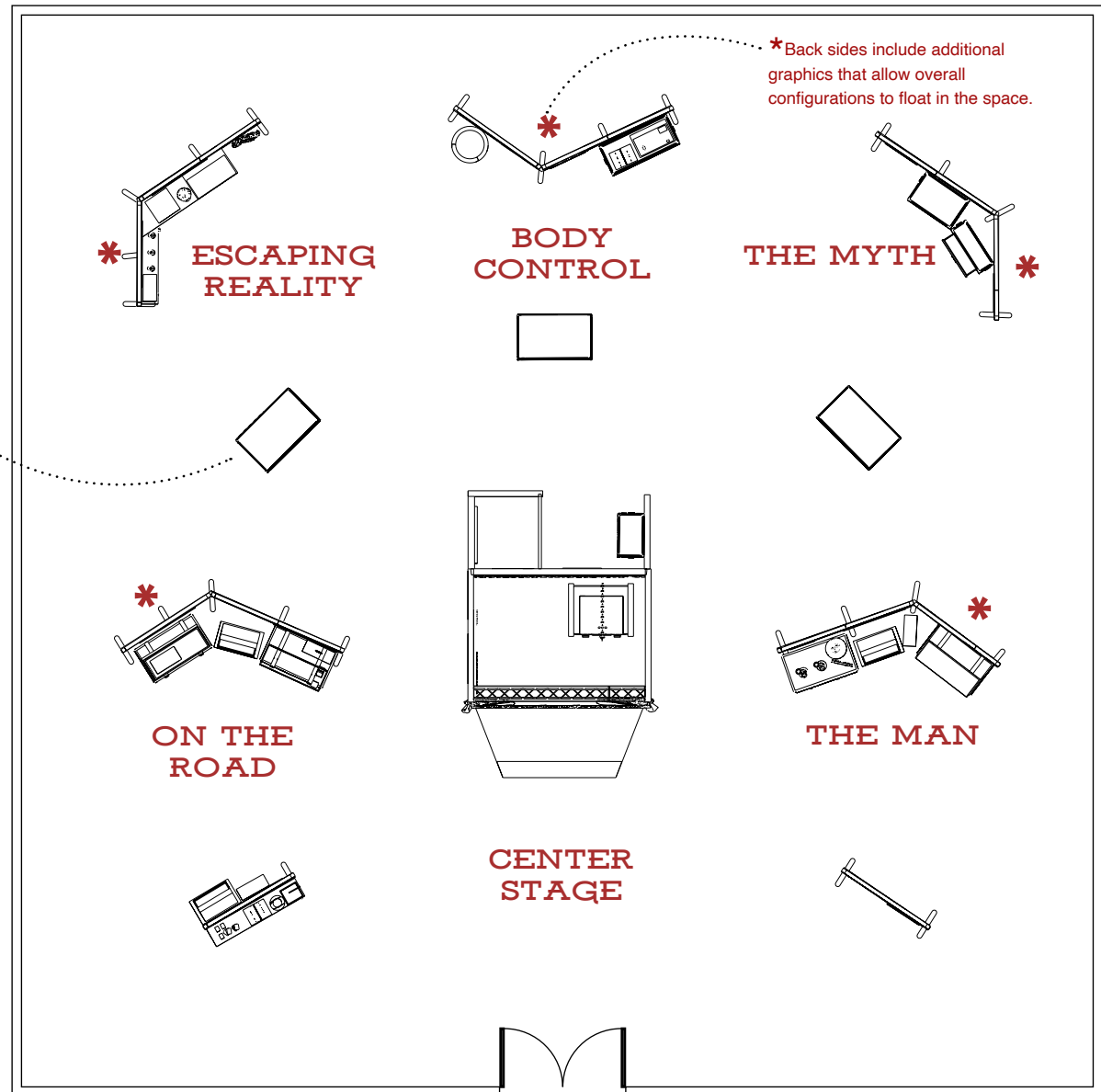
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FEATURES & BENEFITS

Flexible floorplans

3,000SF

3,000sf includes base exhibit plus additional artifact cases and artifacts.



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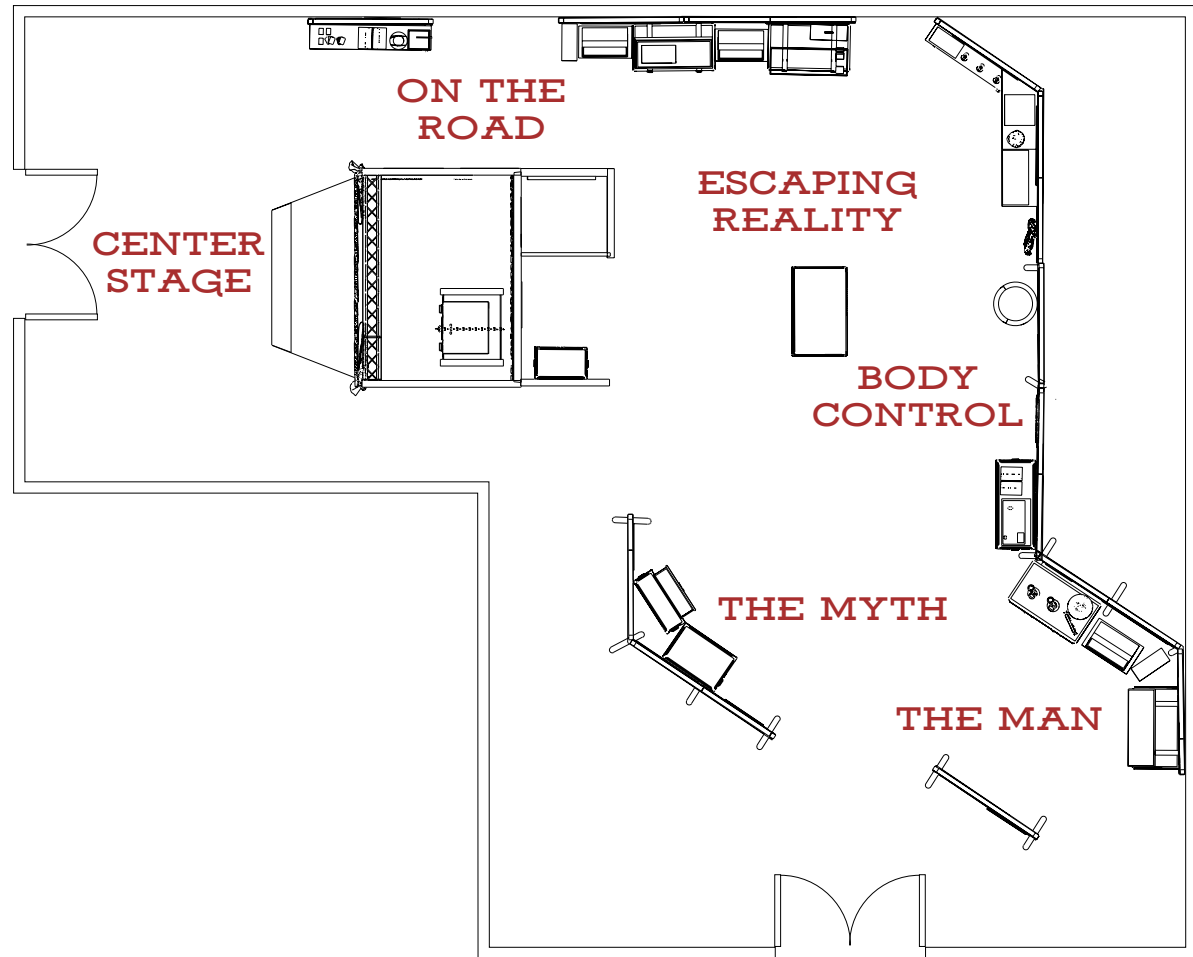
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For more information, and additional floorplan configurations, please email info@HoudiniUnlocked.com

FEATURES & BENEFITS

Flexible floorplans

1,600SF



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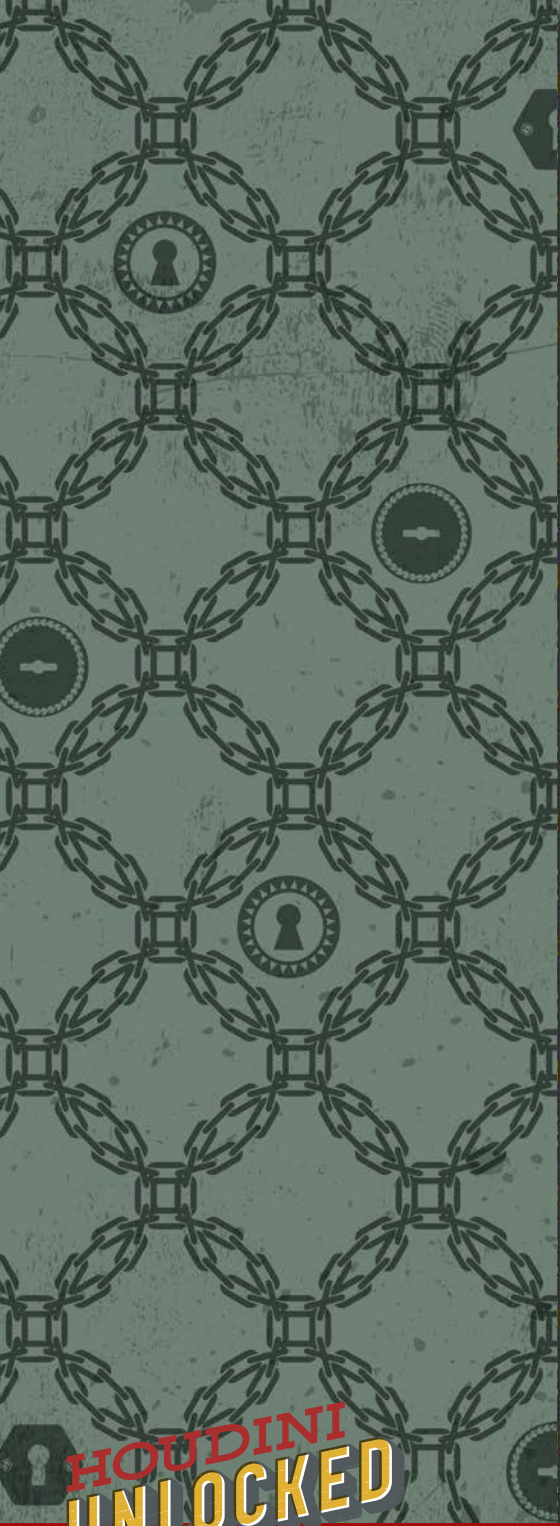
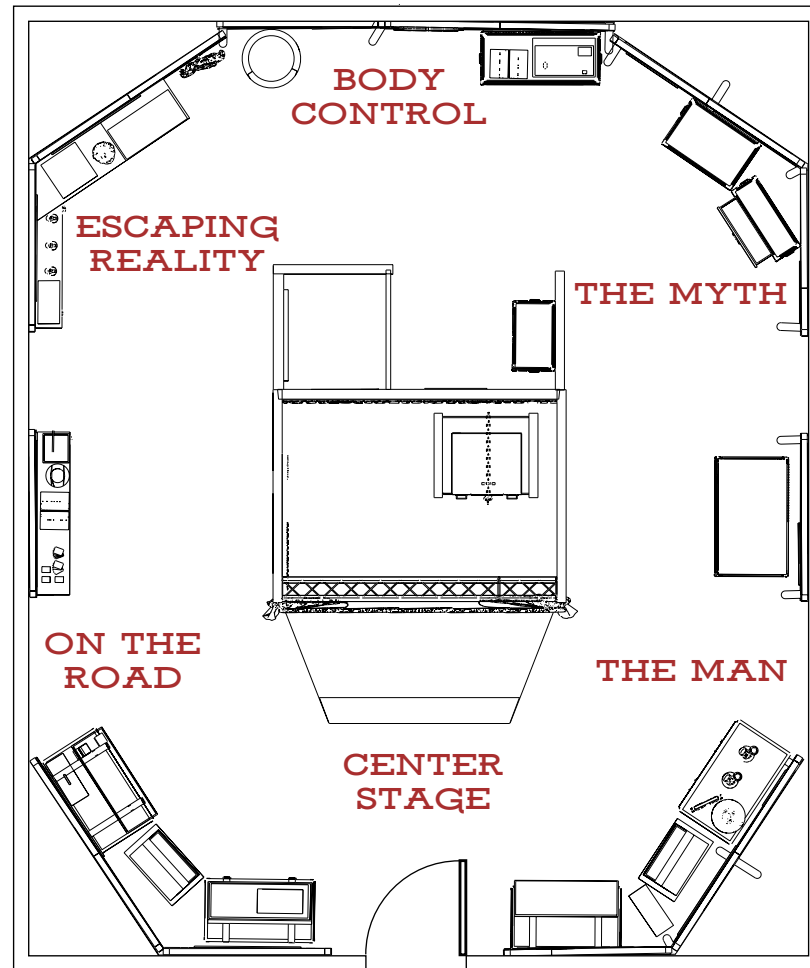
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FEATURES & BENEFITS

Flexible floorplans

750SF



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Houdini Unlocked is booking now for mid-2023 and beyond. If you'd like more information about how to bring this exhibit to your area, please reach out!

Dustin Mack, PhD
Chief Curator/Tour Manager

info@houdiniunlocked.com

920.735.9370 x112

WWW.HOUDINIUNLOCKED.COM

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Final graphics are still in development.