

**2017 WFA ACHIEVEMENT AWARDS PROGRAM**  
**Innovations & Management Excellence**  
*FORM FOR DIVISIONS 13 – 27*



**FAIR NAME:** Marin County Fair (New Children's Program)

**CLASS:** **2**

**DIVISION:** **15**

**a) What was the goal?**

➤ The Marin County Fair's theme Let the Funshine In! celebrated the 50th anniversary of the Summer of Love – emphasizing Marin's dedication to the things we value most in our community, Family, Art, Agriculture and the Environment.

➤ **Turn On, Tune In, Drop Out**

The Summer of Love was noted for groundbreaking developments in art, fashion and music. It was a time of self-expression, exploration and creativity where the imagination knew no boundaries. Peace Love and happiness was the mantra for a generation and the catalyst for the technology and ways our lives are led today.

➤ The Marin County Fair staff decided to create a special children's activity center in conjunction with the Fantasy Fair in the Exhibit Hall.

**b) How did you achieve the goal?**

➤ **A series of special activities geared for children were chosen to reflect not only popular crafts from the 60's but the latest current technologies.**

➤ **VIRTUAL REALITY EXPRESSIONS**

Virtual Reality is the new computing medium where you can create, experience, and discover distant and fantasy worlds in immersive experiences. Children of all ages were able to create art and music in virtual 3D worlds. Examples: Visiting the Taj Mahal, Swimming with Dolphins, and stepping back into time by visiting the Summer of Love.

➤ **MELLOW YELLOW KALEIDOSCOPES**

Fair guests were able to make a hand-made kaleidoscope filled with beads, colored paper and 60's inspired trinkets.

➤ **MANDALA SPIN ART**

A 2017 "spin" on a 60's craft. Miniature spin art machines were developed by Fair staff. Post-it® note papers were used on the machines. The centrifugal force generated by the battery operated machines spun out mandalas with all the colors of the rainbow.

➤ **MOSAIC AND MAZE COLORING STATIONS**

Children colored paper and then affixed their work of art onto a larger work of art reminiscent of a complex maze. (examples follow.) The mosaic drawings were created by a 95-year-old cartoon artist.

➤ **BE A HIPPIE!**

Children were able to step back in time, dress up as a hippie for one moment, and capture the fun via a photo in the time machine (A handmade replica of a 60's VW bus.)

**c) What were the results?**

➤ Marin County Fair guests experienced state-of-the-art Virtual Reality technology as we "transported" children (and fairgoers of all ages) to far-away places, exotic landscapes, surreal and psychedelic worlds, and more.

➤ Over 6,000 Fair guests enjoyed the activities in the Fantasy Fair Children's Activity Center.

➤ The new 2017 Marin County Fair programming exemplified our *Let The Funshine In!* theme was a tremendous success.

# The One Tam Roving ing into the ounty Fair



Page from Marin Center Magazine – Fair Issue – Circulation 105,000

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## VIRTUAL REALITY

### Turn on, Tune in, drop out

The Summer of Love was noted for groundbreaking developments in art, fashion and music. It was a time of self-expression, exploration and creativity where the imagination knew no boundaries. Peace Love and happiness was the mantra for a generation and the catalyst for the technology and ways our lives are led today.

Come experience state-of-the-art technology as we "transport" fairgoers to far-away places, exotic landscapes, surreal and psychedelic worlds, and more.

### VRExpressions

Virtual Reality is the new computing medium where you can create, experience, and discover distant and fantasy worlds in immersive experiences. Come create art and music in virtual 3D worlds. Visit the Taj Mahal, swim with dolphins, and step back into time as you visit the Summer of Love.

### Mellow Yellow Kaleidoscopes

Stop by and make a hand-made kaleidoscope filled with beads, colored paper and trinkets from the 60s.

### Mandala Spin Art

Let centrifugal force spin-out your spiritual mandala with the all the colors of the rainbow.

### Be a Hippie!

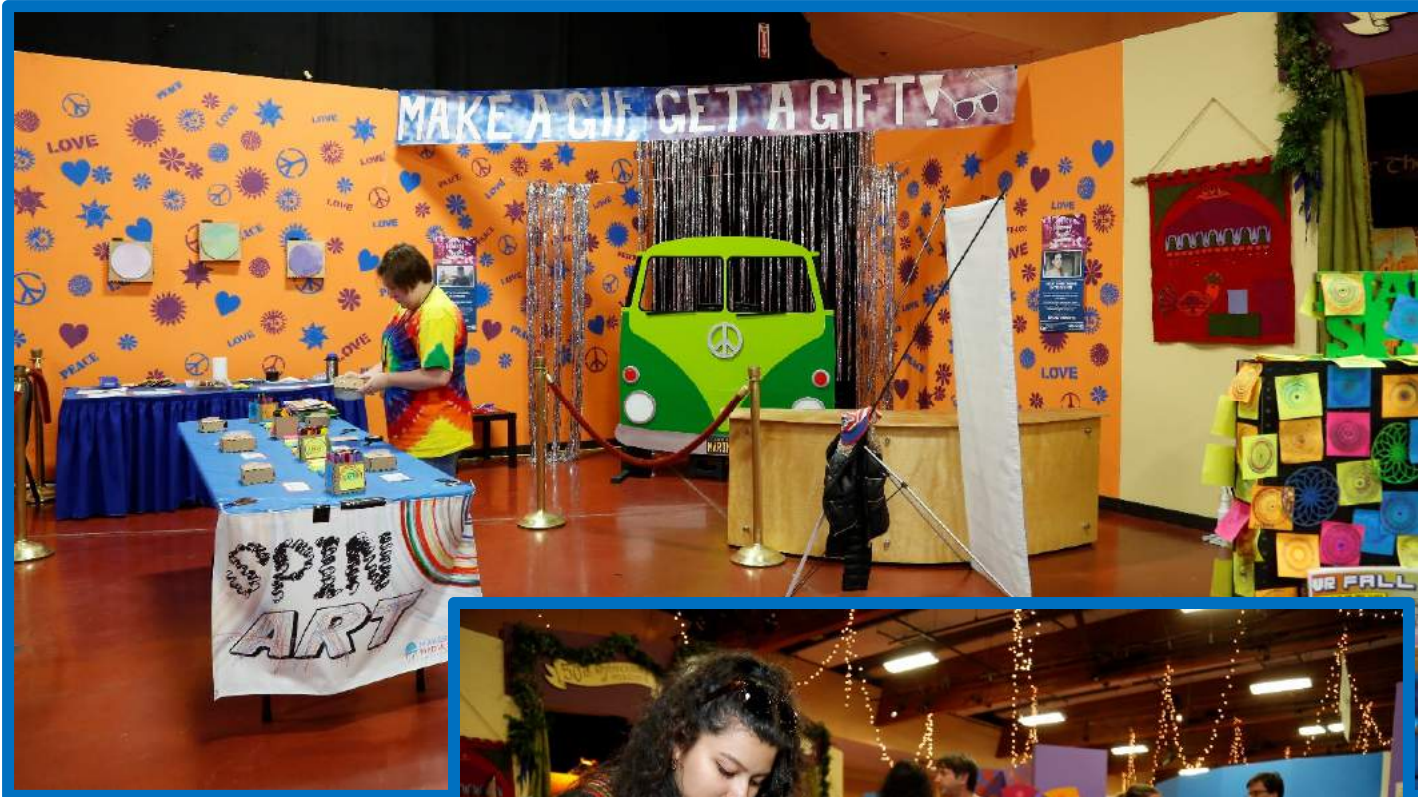
Step back in time and dress up to be a hippie for one moment captured in the photo time machine.



**\$5 COVER / KIDS FREE**  
Admission proceeds to Nick Fitch Music Fund

No dogs allowed (service dogs ok)  
Lawn seating - bring blanket or beach chair

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**Spin Art  
Activity**



# Activity



**Miniature Spin  
Art Machines  
were developed  
by Fair Staff**





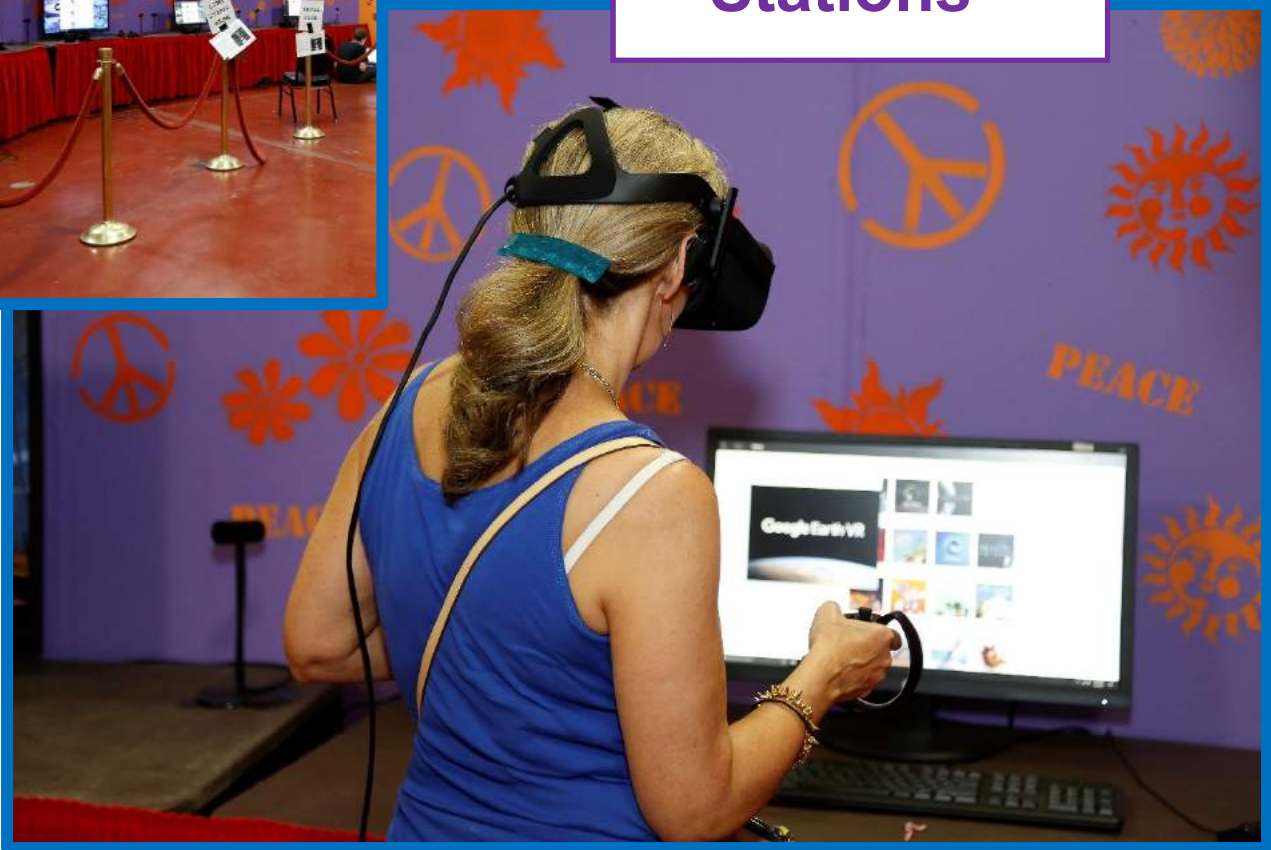
**Mosaics  
& Mazes**

**The Mosaics  
& Mazes were  
developed by  
a 95-year old  
Cartoon  
Artist.**





# Virtual Reality Stations







**Make One  
– Take one**





**PDF Entry Information**

**Exhibitor Name:** Elisa Seppa

**WEN:** 0779F4

**Division:** Section 2 - Innovation & Management

**Class:** 15 New Children's Program

**Title:** Marin County Fair

**Description:**

**Notes:**

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