

Children's MUSEUM

STAY CURIOUS





“Play is a child’s right and a critical component to child and youth health and wellbeing.”

– Canadian Public Health Association



Learning Happens When Children Play

Play is essential to every child’s healthy growth and development.

We take play seriously at the London Children’s Museum. With expertise in childhood development, we design play-based learning opportunities that support children’s social, emotional, physical, and cognitive development. In a world where play is greatly diminished, these experiences light a spark for creative discovery and lifelong learning.

Why a new Children's Museum?

After 40 years in the same location and with over 2.6 million visitors, our beloved building on Wharncliffe Road has seen a lot of play. We have experienced a 26% increase in attendance over the last 5 years. A new location is key to our future success and ability to meet this growing demand.

The new Children's Museum will ensure more interactive play, innovative exhibits, and shared spaces where all children can learn and grow through play.

“The new London Children's Museum is a museum designed by children, for children. This plan lays the foundation for us to make their dreams a reality.”

– Amanda Conlon, Executive Director, London Children's Museum



Parents and caregivers want the best for their children. In today's culture, childhood is compressed and families have less time to spend together. Resources are stretched thin by demands to do more with less, leaving parents and caregivers trying to navigate the best course for their children.

The London Children's Museum responds directly to these challenges by:

Celebrating Childhood

The London Children's Museum understands children are competent and curious learners who need opportunities to explore their unique ideas, thoughts, and feelings. Through interactions with people, spaces, and materials, we encourage children to exercise their minds, muscles, and imaginations.

Creating Opportunities for Quality Family Time

The Children's Museum provides a space where families can slow down, spend time together, and connect in meaningful ways. It is a place away from distractions, where parents and caregivers build memories and strengthen relationships with their children.

Building Community

The London Children's Museum attracts a diverse audience and is seen as a space that is open and welcoming to everyone. Through hands-on exhibits, programs, and partnerships, we create a sense of community and belonging between visitors of different abilities, interests, and backgrounds.

Providing a Museum for All

Every child, regardless of socioeconomic circumstance, deserves access to hands-on learning experiences. For this reason, the Children's Museum provides children and families with subsidized memberships, admission, education programs, and day camp experiences.



A New Home

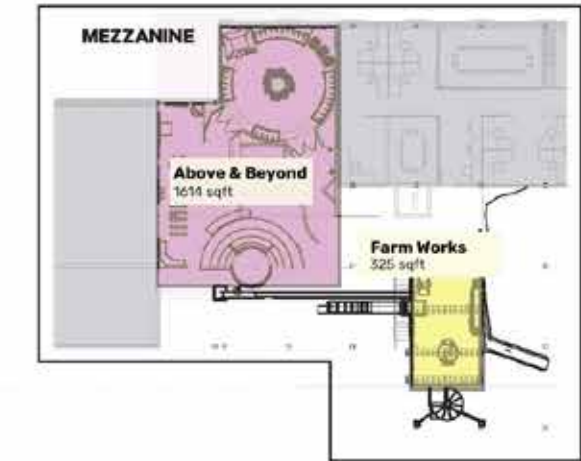
Following community consultations, an extensive search, and careful consideration, the London Children's Museum has found the perfect location for our future home. The new space at 100 Kellogg Lane, in London's Old East Village, is a multi-use redevelopment of the historic Kellogg's cereal factory.

- 35,000 sq. ft. on the fourth floor
- 21 ft. ceilings
- Additional rooftop outdoor space
- Fully accessible floor plan
- Ample parking
- Historic façade



A State-of-the-Art Educational and Cultural Destination

The new London Children's Museum will allow children to explore science, art, technology, nature, history, culture, and much more in a space designed to support their wonder and curiosity. It will feature eight immersive and interactive zones, including:



Branching Out:

Explore a treehouse village in a forest full of dancing light and wildlife habitats



Community Roots:

Navigate a main street and town circle inspired by our local community



Discovery Lab:

Unleash STEAM-based creativity through building, tinkering, and making



Farm Works:

Plant, dig, harvest, and discover how London connects to local agriculture and industry



STREAM:

Experience the wonder of water as this winding river travels from forest to city and back again



Unearthed:

Uncover ancient dinosaurs, fossils, and minerals found underground and inside caves



Above & Beyond:

Journey to outer space and experience the wonder of an infinite night sky



Auxiliary Spaces:

Includes flexible multi-purpose space for temporary exhibitions, pop-up programs, and special events

Branching Out



Discovery Lab



Unearthed

Above & Beyond



Farm Works



*“Children who visit
develop theories about
how the world works,
learn about who they are,
and discover who they
might become.”*

– Highlight from London Children’s Museum’s
Statement of Pedagogy



Impact

The London Children’s Museum is a key part of the London region’s culture, community, and economic framework. With new spaces for children to imagine, play, and learn, the new London Children’s Museum promises a lasting and meaningful impact on children and our community.

The new London Children’s Museum will provide:

- **\$6.4 million** to the local economy annually
- **145,000 annual visitors** with engaging educational experiences
- **59% more families** with access to subsidy programs, memberships and free admissions
- **64% increase in tourists** visiting the London Children’s Museum
- **More family experiences** in the City of London, contributing to the attraction and retention of residents
- **Increased** employment, volunteer, and cooperative education **opportunities**
- Support for the **revitalization of Old East Village**

Igniting Imagination, Investing in the Future

The London Children's Museum is embarking on a \$19 million fundraising campaign to create an educational and cultural destination.

This campaign supports the renovation and transformation of the heritage building at 100 Kellogg Lane into an expanded, modern space. Through the creation of new exhibits and programs, the London Children's Museum will serve children and families, and continue to inspire wonder and curiosity.



“By investing in new opportunities for children to fall in love with learning, we nurture their inquisitiveness. We allow them to exercise creativity, take risks, and work through challenges. Charitable donations to the London Children’s Museum are a lasting and meaningful investment.”

– Bill Tucker, Campaign Chair

The London Children's Museum

The London Children's Museum curates powerful play experiences through immersive environments, authentic materials, and meaningful relationships. As a champion for children, we advocate for their unique perspectives, contributions, and ways of learning.

Exhibits and engaging learning experiences allow children to explore history and heritage, investigate the complexities of science and social relationships, and celebrate the beauty in art and culture. The London Children's Museum helps children ignite their curiosity and play their way to a life of innovation and creative discovery.



"It's time to re-imagine a new space, a new dream, and a new future."

– Carol Johnston, Founder, London Children's Museum





London Regional Children's Museum

21 Wharncliffe Rd S

London, ON N6J 4G5

519.434.5726

londonchildrensmuseum.ca

Charitable Registration No 10808 7263 RR0001