



SENSORY GUIDE

A Resource for guests with cognitive disorders
including Autism Spectrum Disorder (ASD)



INTRODUCTION



WELCOME TO THE CRAYOLA EXPERIENCE SENSORY AND ACCESSIBILITY GUIDE.

This guide is designed for neurodivergent guests, individuals who experience sensory processing differences, and anyone who may find the Crayola Experience environment overwhelming — as well as their families — to help plan a safe and comfortable visit. This guide offers practical tools and tips to help every visitor fully enjoy the experience.



Crayola Experience developed this guide in partnership with Fraser, a Minnesota nonprofit organization that provides programs, supports, and resources for individuals with autism, neurodiverse conditions, mental and behavioral health needs, and disabilities. Fraser's Sensory Supports and Training Program develops inclusive practices and guidance to help individuals and organizations throughout Minnesota create environments that are welcoming, safe, and accessible for all. Learn more at www.fraser.org.

HOW TO USE THIS GUIDE



PREPARE FOR YOUR VISIT

Planning ahead can help you feel comfortable and confident throughout your visit. The following tips can make your experience smoother and more enjoyable:

- **TIME YOUR VISIT:** Weekday mornings and early afternoons are generally quieter. Arriving when the attraction opens will allow you to adjust to the environment and gradually adapt as it becomes busier.
- **TICKETS AND ENTRY:** Purchase your tickets online before arrival to reduce wait times.
- **PREVIEW THE EXPERIENCE:** Review the facility map and Station Overview Chart before you arrive to help your group anticipate bright colors, sounds, smells, and tactile experiences.
- **PLAN YOUR BREAKS:** Identify where the Nursing Mothers' Room/Quiet Room and low-stimulation areas are located before your visit, so you know where to go when a break is needed.
- **DESIGNATE A MEETING PLACE:** Designate a meeting spot before your visit, such as the facility entrance, store, or Nursing Mothers' Room/Quiet Room, to go to if anyone from your group becomes separated.
- **TAKE A PHOTO OF YOUR GROUP:** Take a photo of your group before arriving at the attraction to help staff locate members of your group, if they become separated.
- **REQUEST INFORMATION BEFORE YOUR VISIT:** Guests with questions about accessibility, sensory supports, or specific accommodations are encouraged to reach out before their visit. Staff can help plan for individual needs and answer questions about activities, amenities, or quiet spaces.
 - o **PHONE:** 952-883-8800
 - o **EMAIL:** crayola.experience@moa.net
- **CLOTHING CONSIDERATIONS:** Guests may want to wear play-friendly clothing, as some activities involve tactile or messy materials.

QUICK TIPS

- Start with the map to locate the Nursing Mothers' Room/Quiet Room, calmer areas, restrooms, and entrances/exits.
- Use the Station Overview Chart to understand each activity's approximate duration, sensory highlights (sound, smell, touch, visual stimulation), and accessibility notes.
- Check non-activity areas for break spaces and staff assistance.
- Plan ahead by using scheduling information to identify quieter times in the attraction.

HOW TO USE THIS GUIDE



WHAT TO BRING

A few familiar items can make your visit more comfortable:

- Noise-reducing headphones or earplugs can help you manage sound levels.
- Small items, such as a fidget, weighted item, or favorite stuffed animal can offer comfort.
- Snacks or beverages can help you satisfy dietary needs and preferences.
- A change of clothes, paint shirt or other clothing protective item, or wipes can help guests who are sensitive to mess or tactile materials regulate faster.
- Identification cards or bracelets with contact information can help staff reunite members of your group, should you become separated.

LOST GUEST

Crayola Experience staff are trained to assist guests who become separated from their group and to help reunite families quickly.

- If a guest becomes lost, notify the nearest employee immediately. Staff will contact security and help reunite your group.
- If you took a photo of your group before entering Crayola Experience, share the image with staff to help identify the missing member(s) of your group.
- Share your designated meeting spot with members of the Crayola Experience team, so they can keep an eye out for your lost member in that area.
- Let staff know whether your missing group member(s) have identification cards or bracelets with them.

overview & sensory environment

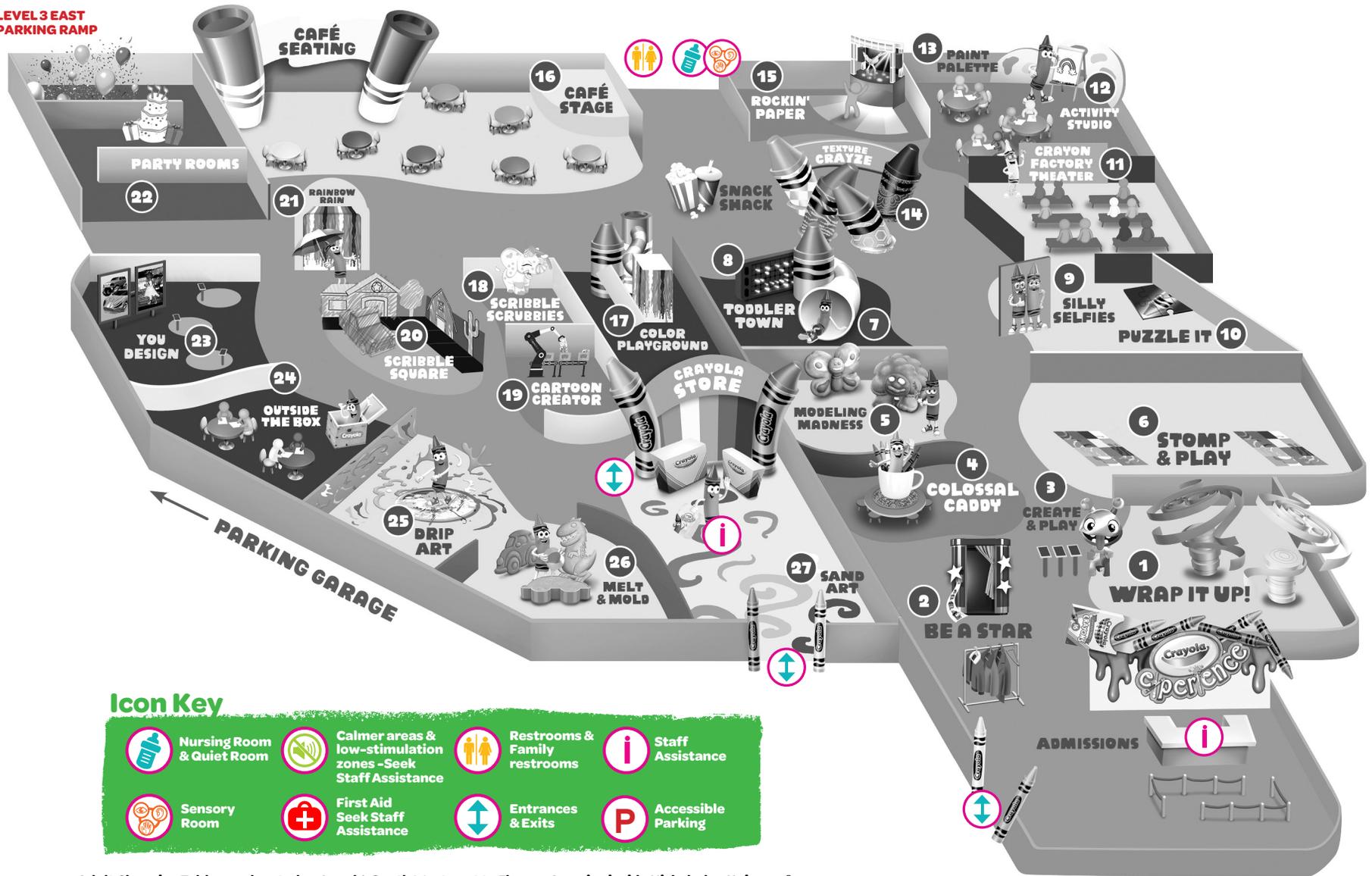


Adult Changing Tables are located on Level 1, South West next to Flyover America inside Nickelodeo Universe®

overview & sensory environment



P LEVEL 3 EAST PARKING RAMP



Icon Key

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OVERVIEW & SENSORY ENVIRONMENT



Crayola Experience is a hands-on, interactive creative environment for guests of all ages. While the stations and exhibits are designed to entertain and inspire creativity, they also include bright colors, varied textures, sounds, smells, and crowds that may be overwhelming for some guests.

GENERAL SENSORY CONSIDERATIONS

- **SOUNDS:** The environment includes music, machine sounds, guest conversations, and interactive audio effects, creating areas of moderate auditory stimulation.
- **SIGHTS:** Bright colors, color-changing lights, moving visual elements, and themed décor provide visual stimulation throughout the venue.
- **SMELLS:** Guests might notice scents from wax and other materials in certain areas.
- **TOUCH:** Stations involve varied tactile experiences, including wax, clay, sand, and paint.
- **TEMPERATURE & COMFORT:** Indoor areas are climate-controlled to maintain comfort, though high-activity zones may feel warmer and more energetic.

NON-ACTIVITY SUPPORTS

- **NURSING MOTHERS' ROOM / QUIET ROOM:** Located near the restrooms, this room serves a dual purpose for nursing mothers and those who need a quiet atmosphere to take a break from the stimulation. The room includes comfortable seating and dimmed lighting.
- **CALM AREAS:** Select areas throughout the venue provide temporary low-stimulation retreats for guests who need a short break.
- **SNACK SHACK:** There is a café with food and drinks available for purchase within the attraction. There is a seating area within the café. Contact Guest Services for hours of operation.
- **RESTROOMS / FAMILY FACILITIES:** Accessible and single-stall restrooms are available.
- **STAFF ASSISTANCE:** Team members are trained to help guests locate sensory supports, calm spaces, and other accessibility accommodations.
- **GIFT SHOP / CRAYOLA STORE:** The store is accessible without an admission ticket. It tends to have lower overall activity and noise than main attraction areas, making it a good option for a short break.

STATION OVERVIEW CHART



NO.	ACTIVITY NAME	APPROX. DURATION	VISUAL EFFECTS LEVEL	SOUND LEVEL	TACTILE INTENSITY LEVEL	ADDITIONAL ACCESSIBILITY CONSIDERATIONS
1	WRAP IT UP	5-10 min	Moderate	Moderate – Mechanical sounds	Moderate	Fine motor activity.
2	BE A STAR	5-10 min	Moderate – Some screens and camera flashes	Low to Moderate	Low	Photo activity may be visually stimulating.
3	CREATE & PLAY	15-20 min	Low to Moderate	Low	Low	Play arcade-style games via an app.
4	COLOSSAL CADDY	10 min	Low	Low	Low	A calm, crayon-coloring experience.
5	MODELING MADNESS	15 min	Low	Low to Moderate	Moderate to High – Clay and modeling materials	Some smells from nearby materials.
6	STOMP & PLAY	10-15 min	Moderate	Moderate – Music and stomping noise	Moderate	Active movement; may be intense for vestibular-sensitive guests. Dimmer area.
7	TODDLER TOWN	10-15 min	Moderate	Moderate	Moderate	Recommended for young guests; can remove shoes while playing.
8	GIANT LIGHT BOARD	5-10 min	Low to Moderate – Light up board with colorful pegs	Moderate	Low	Nearby noise from Pip-squeak Playground may get loud during peak times.
9	SILLY SELFIES	5-10 min	Moderate	Low to Moderate	Low	Photo activity.
10	PUZZLE IT	10-15 min	Low	Low	Moderate	Fine motor activity.

STATION OVERVIEW CHART



NO.	ACTIVITY NAME	APPROX. DURATION	VISUAL EFFECTS LEVEL	SOUND LEVEL	TACTILE INTENSITY LEVEL	ADDITIONAL ACCESSIBILITY CONSIDERATIONS
11	CRAYON FACTORY THEATER	20-25 min	Moderate	Moderate – Presenter uses a microphone	Low	Strong smells from wax; could be challenging for guests who have a hard time sitting still for shows.
12	ACTIVITY STUDIO	10-15 min	Low to Moderate	Moderate – Music and drying machine	Low to Moderate	Hands-on materials including paint; surfaces may be messy; slight wax smell.
13	PAINT PALETTE	10-15 min	Moderate	Moderate to High – Drying machine	High – Painting and color mixing	Messy activity; gloves recommended for tactile-sensitive guests.
14	TEXTURE CRAYZE	5-10 min	Low	Low	Moderate	Crayon-rubbing activity.
15	ROCKIN' PAPER	10 min	Moderate – Some flashing and neon lights	Moderate to High – Music and drawing machine	Moderate	Supervision required for scissor use.
16	CAFE STAGE	15-20 min	Moderate	Moderate to High – Music and performance audio with microphone	Low	Sitting or standing is available.
17	COLOR PLAYGROUND	15 min	Moderate	Moderate to High – Loud when busy	Moderate	Soft surfaces; active climbing may be intense for vestibular-sensitive guests. Guests will remove shoes while playing.
18	SCRIBBLE SCRUBBIES	10 min	Low	Moderate to High – Hand dryer	Moderate	Wet surfaces possible.
19	CARTOON CREATOR	10-15 min	Low to Moderate – Some screen-based animation	Low to Moderate	Low	Guests may need to wait their turn for CrayolaBot to create their cartoon portrait during peak times.
20	SCRIBBLE SQUARE	10-15 min	Low	Low	Moderate – Use of chalk	Chalk-drawing activity.

STATION OVERVIEW CHART



NO.	ACTIVITY NAME	APPROX. DURATION	VISUAL EFFECTS LEVEL	SOUND LEVEL	TACTILE INTENSITY LEVEL	ADDITIONAL ACCESSIBILITY CONSIDERATIONS
21	RAINBOW RAIN	10-15 min	Moderate	Low	Low	Movement activity with large-screen wall display.
22	PARTY ROOMS	60 min	Low	Low	Low	Rooms must be reserved a minimum of one week in advance of an event or party. Reservation and pricing information available on Mall of America website.
23	YOU DESIGN	10-15 min	Moderate	Low	Moderate	Hands-on design activity; dimmer area.
24	OUTSIDE THE BOX	10 min	Low	Low	Low	Some dim lighting in this area.
25	DRIP ART	10 min	Moderate	Moderate	Low	Strong smells from wax.
26	MELT & MOLD	10-15 min	Low to Moderate	Moderate to High – Mechanical sounds	Moderate	Strong smells from wax. Metal mold is cold when removing creation.
27	SAND ART	10 min	Low	Moderate to High – Hand dryer	Moderate to High – Sand manipulation	Sink is available for hand-washing after activity.