

Bring Live Butterflies to Your Institution!

Butterfly Exhibition Experiences are flexible, temporary structures, indoors or outdoors, that provide an up close and personal experience with live butterflies. Proven attendance drivers, they bring a living piece of the natural world to visitors for an unforgettable, educational exhibition experience. Butterfly Exhibition Experiences are open-air and hands-free, giving visitors a welcoming and safe, immersive experience.



Butterfly Exhibition Installations by Type

Regulated Versus Non-Regulated Species and Corresponding Structures

Regulated. Butterflies and moths are considered agricultural pests and as such are regulated by the USDA. This means that our exhibition structures and the overall management of this type of exhibit requires permitting and oversight at the federal and local level for regulated species. Outhouse works with each institution to provide administrative support every step of the way. This process can take six to nine months and an on-site inspection is required prior to the public opening. While this may seem to be an onerous process, most institutions find it worth their while to pursue this level of commitment as it allows for a more robust and varied species list.



Non-regulated. There are some species of butterflies that are considered non-regulated due to their prevalence in a certain region or state. This varies by state and is determined by the USDA, but no permitting or administrative process is required. This can provide a cost and time savings for an institution that is looking for ways to stick to a budget and immediate timetable.

Indoor Versus Outdoor

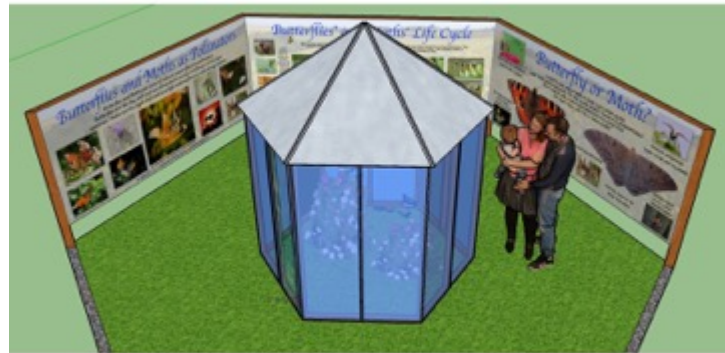
Each exhibition as described can be placed indoors or outdoors and remain at the same price point. While there are several differences in terms of coverings, lighting versus natural light, etc. these differences are largely functional in nature and do not detract or change the visitor experience.

Butterfly Replenishment

Adult butterflies and moths have an average life span of about two weeks. This means that there is the need to replenish the livestock on an ongoing basis throughout the run of the exhibit. This additional cost is at the expense of the hosting institution.

Tier One/Two: Butterfly Lepidarium of Varying Dimensions

This is a *walk around* exhibit experience that features an elegant, small to medium-sized greenhouse structure that is landscaped and set up for several dozen live butterflies. The addition of graphics placed on three flanking facets creates traffic flow and a dedicated area for observing the butterflies. Double surfaced, the outside of these panels are photo montages of butterflies and moths. The interior surfaces present interpretive panels that highlight important butterfly information. Highly flexible, these greenhouses can also become an element of a larger landscape installation.



Top: Tier One

Left: Tier Two Examples



Walk-through, Immersive Live Butterfly Encounters

Our flight houses are free standing metal frame structures, allowing visitors an up close and personal encounter with live butterflies. Plant groupings provide color, foliage, and roosting for the butterflies flying amongst your visitors, and are an essential part of the exhibit experience. Garden pathways are strategically designed for safe distancing and traffic flow. Timed ticketing is frequently employed for our Butterfly Exhibition Experiences and may be a consideration as we move into a post-COVID world.

Tier 4/5: 36 x 36 foot Flight House, *Indoor or Outdoor*
(Non-regulated or Regulated; please see details below)

Tier 6/7: 36 x 60 foot Flight House, *Indoor or Outdoor*

NON-REGULATED (Tier 6)

- Installation of a custom-built, freestanding Butterfly Flight House measuring 36 feet by 60 feet;
- Consultation and design services for the interior of the flight area (style of garden beds; layout and traffic flow considerations);
- Landscaping package to include garden bed plants, landscape design including border materials, one water feature and supplemental nectar feeding stations for the butterflies;
- Assistance in setting up initial stocking and weekly deliveries of butterflies throughout the run of the exhibit;
- A butterfly pupa emergence cabinet included as a part of the live butterfly experience, so that your visitors may get an up- close view of butterflies emerging;
- Plant list development;
- Interpretive graphics in the form of digital files: a series of six graphic panels with information related to the life cycle of the butterfly, conservation efforts, local ecology, the butterfly/plant connection, and monarch migration (printed by venue);
- Full installation and removal by Outhouse Exhibit Services staff and all travel-related expenses;
- One site visit prior to installation of the exhibit;
- Staff and volunteer training; ongoing virtual support.

REGULATED (Tier 7)

All of the above; additionally:

- USDA permitting consultation and assistance beginning at least six months prior to the opening.

Our Butterfly Exhibition Experiences are highly customizable. Please contact us if you have something specific in mind, and we will be more than happy to provide you with an exhibit that exceeds your expectations.

Contact Us

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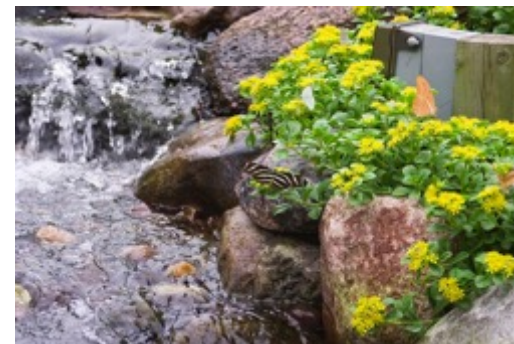
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OUTDOOR BUTTERFLY EXHIBITION IMAGE GALLERY



INDOOR BUTTERFLY EXHIBITION IMAGE GALLERY



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