

Naming Results

New Education Center

Prepared for Shari Werb

Smithsonian National Museum of Natural History

Mar 26, 2012

Naming Objectives

The National Museum of Natural History, part of the Smithsonian, is building a new Learning Center — “part lab, part town square, part collections vault, part do-it-yourself garage, part field site, part online community.”

The Audience

8-17-year-olds. Their families and teachers. Citizen science enthusiasts.

Key Communication Objectives

- **Participating** in an **experience**, a shared experience created by teens, docents, teachers, scientists, and enthusiasts **coming together**. People can participate in science, talk to scientists, work on scientific projects.
- The **immersive, sensory, interactive** nature of this experience. You get to **plunge in** with all 5 senses, **touching** and working with scientific specimens.
- The **personal** nature of this experience — connecting science to things in my life, my community, my world right now — things **relevant to me**.
- Making those **connections** for **myself**. Forging my own path, following my own passions and interests, choosing my own adventure.
- It’s a place to **BE** and to **DO**, more a verb than a noun. Convey **doing**, not just “looking at.” It’s not an exhibit. It’s self-directed, different for each person.

Other Objectives

- The **dynamic**, open, fluid, ever-changing nature of the space — the **multiplicity** of uses of the space, the multiplicity of paths to follow.
- **Extending** the experience of science into the home, online, into the larger world — via advanced technology, personalization, etc. It’s **not just a space**.
- An innovative new approach to the traditional museum. **Breaking down boundaries** between disciplines, between scientists and the public, between the museum and fieldwork, between the museum and the natural world.

Personality

- The name should be engaging and exciting, with a sense of fun, but not too kid-like. It's for passionate teens, not 5-year-olds.
- Forward-thinking, 21st century — it's a sophisticated space with expensive equipment — but not too “Blade Runner.” Cutting-edge but still inviting.
- Speaks to the multimedia, multitasking culture that today's teens swim in — the Web, texting, Twitter, YouTube, **remix / mashup** culture, etc.
- In this way, it's more of a docking station than a destination. Kids will be uploading photos of their work, putting stuff on the Web, etc.
- It's messy and exploratory and fluid, organic — grown out of collective imagination and creativity and interest — not perfect and buttoned-up.

25 Directions

LABITAT

Lab + Habitat. No boundaries between lab and field. The smarts of a lab, with the sense of wonder, play, visceral immersion of the wild, messy. The kids said: "Sounds like a place I want to hang out." "I see monkey scientists." They envisioned various mascots, like a lab rat.

Q?RIUS

Curiosity. Questions. Quests. Never giving up the desire to know more, to ask questions, to hunt for answers. Has U + I + US. Its Roman-esque ending makes it feel like a distant planet or star. The Q? could be spun off as a badge/logo of its own. Docents could be called "Q?RATORS."

AMAZIUM

A place of amazement. Playing off Smithsonian's *Seriously Amazing*. Has MZIUM (museum), but breaks out of that box. A new, wondrous element.

DOology

Science you can DO. It's about DOing, not about looking at things behind glass. Also about learning at how science is really DOne, what really goes on in the field, in the lab, etc. "Ooh, I like that one!"

MIXEUM

MIXIUM

A museum that lets you mix and match. Make your own museum. Remix your world. "It sounds like a place where I can try different things."

XONIA

Short for Smithsonian! A wondrous new world hidden inside the Smithsonian. Like an alien world in a universe parallel to our own. Evokes "zone," with "-onia" denoting a country or foreign land.

WHY?OLOGY

The practice of asking questions, questioning the world. Kids are always asking “why?” This is about embracing the questions, never being satisfied with the answer, always digging deeper.

CRASH LAB

Things smashing together — the various disciplines and topics, scientists and kids and enthusiasts. Fun, visceral, messy, mashing things up. The center as part lab, part do-it-yourself garage. “Mad science.” “It makes me want to go inside.” “Kinda like your brain is the crash dummy.”

X•OLOGY

Biology, zoology, anthropology, any ology. All knowledges and studies of the world under one roof, intersecting. All the benefits of the X language (experience, explore, experiment, etc.) The study of the unknown, the experience of science. “It sounds like the study of everything.”

ENVOLVE

Involve combined with *evolve* and *revolve*. Diving into science with both feet, immersing yourself.

HYPERPLEX

Branding the space as a “plex,” like a multiplex, a complex, etc. Plexus: an intricate network or weblike formation — an interweaving, a braid. Hyper: Hyperlinks, Hypercube, next dimension. Making intricate connections. Has “Perplex.”

The X

Explore, expand, express, experience, remix, what’s next, X factor, solve for X, X marks the spot, treasure, X as unknown, intersect, connect, join, meet, cross. Great logo possibilities.

The WRLD

Bringing you the world, bringing the world to you. Studying the world, but looking at in a fresh new way. Remixing the world. Swirl and whirl. Good for acronyms (e.g., World Research + Learning Dock).

The SWIRL

Different people, disciplines, etc. all swirling together. Fluid, ever changing, like the space itself. Feels like the natural world — messy and fractal — molecules, whirlpools, spiral galaxies. Something you *dive into*, immerse yourself. Good acronyms.

The SWRL

XILLION

A place with a zillion things in it — the huge scope of the collections available. A multitude under one roof. Conveys infinite wonder and knowledge in an informal, kid-friendly way. A bit of exhilaration.

MUZE

Looking at museums in a whole new fresh way. The Muses represented the various learned and creative disciplines. Communing with the Muse is about *inspiration*. A bit of *amusement*.

RE:MUZE

Speaking to remix culture. Rethinking the museum experience. Rethinking / remixing your world.

IOLOGY

MEOLOGY

MYSEUM

Different ways of expressing the *personalization* of the experience. Science that *I* can do, that *I* can relate to, that's relevant to *me* and *my* life. I can choose my own adventure, forge my own path, following my own passions and interests. Make your own museum.

Conundrum

Embracing the mystery, embrace the questions, embracing the puzzles of the natural world. Glorifying, celebrating them. Plunging headfirst into unsolved problems, unanswered questions.

Confoundry

A foundry is where metal is forged; a confoundry is where come to get confused, to embrace the mysteries of science. Con = together, foundry = forging. Forging together, co-creating.

COLLIDE

Different people, disciplines, specimens, techniques all meeting and getting mashed up. Very physical, visceral. Has a scientific base (supercollider). Evokes kaleidoscope. Acronyms: COLLaborative IDEAs, etc.

XENOME

“-ome” = a collection of different parts that form a totality, like *biome* or *genome*. “Xeno” = strange, different, foreign. So “xenome” = a collection or ecosystem of strange new things. Has ME at the end. Gets all of the benefits of the X. Fun to say.

XOME

Distilled even further, we get the XOME. Somewhere between an enclosed space and an ecosystem — evokes *Zone*, *Dome*, *Home*, *Biome*. Abstract, but very fresh and evocative. Very ownable. Gets all the benefits of the X language above (experiment, explore).

Potential Conflicts

LABITAT

Labitat.com, Labitat.dk.
But no trademarks found in the USPTO database.

Q?RIUS

See qurius.com. Also, Sony's old Qriocity.

AMAZIUM

Amazium.com, .co.uk. Trademarked for beverages.

DOology

See fciirochester.org. Also, AMNH's "OLOGY."

**MIXEUM
MIXIUM**

Mixium: A few blogs (mixeum.com, mixeum.net)
Mixium: nothing.

XONIA

xonia.com.au. Also, an Australian pop star.
"Newzonia" is dead trademark.

WHY?OLOGY

See whyville.net. Also, AMNH's "OLOGY."

CRASH LAB

Trademarked for auto crash testing.

X•OLOGY

xologymagazine.com, xology.co.uk

**ENVOLVE
NVOLVE**

A bunch of trademarks in the tech / IT worlds.

HYPERPLEX

Trademarks: protein bars (live), Hewlett-Packard (dead). A recent Kickstarter project.

The X

Lots of radio stations.

The WRLD

**The SWIRL
The SWRL**

See w3.org/Submission/SWRL

XILLION

Trademark: Swarovski Crystal has “xilion” for a certain bead. A few IT consultancies. Lots of trademarks with “zillion”.

MUZE

A bunch of trademarks in digital music / media.

RE:MUZE

IOLOGY

An iPhone app.

MEOLOGY

2 dead trademarks from the 70's / 80's. A bunch of blog uses.

MYSEUM

Conundrum conundrumadventures.com. A few registered trademarks.

Confoundry confoundry.com

COLLIDE

XENOME Xenome.com: A biotech company in Australia. Also, a video game. Zenome.com: An online directory.

XOME "Zome" is a series of educational toys. "Xomedx" is a registered trademark.

Also of Interest

ACTIV8

AHA!

AMAZIA

AQTIV

ASTOUND!

CONEXUS

CONTAQT

COZMOS

CUMULUS

CURIUS

DELVE

DIVE

EXPERION

HEADROOM

HEADSPACE

IGNITE

IMAGIN8

IMMERSIUM

INSPIRAL

INSPIREON

IOME

IZOME

LUMIN8

MYOLOGY

NEXEON

NEXUS

NUQLEUS

OSMOS

Q?ACTIV

Q?LAB

Q?PLEX

Q?SPACE

QBASE

QOSMOS

QUESTEON

QUESTIA

QUESTIUM

QUIZIT

QURIA

QURVE

RE:LAB

RE:MIX

RE:THINK

SENS8

SMASHLAB

SPLOR

TRANSFORUM

The CELL

The HIVE

The PLEX

The PORTAL

The QUEST

The SEARCH

The VERGE

WHY?SPACE

XBASE

XCITE

XPORT

XSPACE

ZAP LAB

Interesting, but Taken

**CONEXIUM
CONEXUS**

Museum of the American Indian has CONEXUS

CURIOCITY

explorecuriosity.org

EUREQA

eureka.org.uk (National Children's Museum in UK)

FUSEUM

An art space in Italy

USEUM

In use by Buffalo's Burchfield Penney Art Center

XPERIA

In use by Sony

XPLEX

A chain of skate parks

All Names Generated

3D U	Amazatory	BAZILION
5ium	Amazeon	BeeThrive
8EON	Amazeum	BeMUSE
8IUM	AMAZIA	BEMUSE
8LAB	AMAZIUM	Bemuze
ACT8	AQTIV	BHIVE
ACTION8	ARQADIA	BioBranch
ActionSpace	ASK U	Biome
Actium	AskLab	biotica
ACTIV8	askology	BioWorks
ACTIVATE	Astound!	BiteScience
ActiveSpace	AstoundTown	BiteScize
Activium	Atmosphere	BLINK
Activize	axess	BMUSE
ACTU8	AXXESS	BMUZE
Aerium	axxS	brainium
AHA!	AZILION	BreakThis
Aha! Plaza	Bam!	BTHRIVE
Allacule	Bamarama	BUZZ
Allia	BangLab	BuzzLab
AMAZ8	BaseStation	Buzzworks

C-LAB	Collaboratory	CONEXIUM
Calyx	Collabradabra	Conexpo
Careenium	Collectium	CONEXT
catalyst	Collectory	CONEXUS
Catapult	Collectric	CONFOUNDRY
Cell8	Collex	Confusium
CELLspace	collexeum	CONFUZE
CellX	collexia	CONMUSE
ChemiSpace	Collexicon	Connect
ChompLab	Collexium	ConnecTank
Chooseum	COLLIDE	Connecteum
Choozeum	Collideoscope	Connectium
ciclyd	Colony	Connectory
Citrus	colX	Connectric
CNEX	COMBIN8	CONNQQT
co-crea	Combine	Connexeum
CO-DO	COMP-L	Connexium
CoGrow	CONEC	CONNEXT
CoKnow	Conectium	CONTAQT
COLABOR8	Conectric	Conundrome
CoLex	CONEK	Conundrum
Colxeon	CONEQT	CONVERGE
Colexicon	CONEX	Conversation
Colexium	Conexa	Cortex

CortexVortex	DAZZLE	DOzeum
COSM	Delve	DROME
COSMEUM	Deplace	DUseum
COSMIUM	DEVI8	DUzeum
COZM	Dig In	duzeum
Cozmos	diginia	DUZZ
CrashLab	DigiSphere	Duzzit
CRE:8	Displace	DUZZITZ
CRE8	Disrupt	dynamalia
creality	Disrupture	dynamica
creamundo	DIY	DYNAMU
CREATIA	Do Lab	Eco
creomundi	DO-seum	ecommunity
CrowdSource	DODAZZLE	ecotone
CUMULUS	DOIT	ecotown
CURIOCITY	DOIUM	eduterra
Curious	DOODADZ	edux
CURIUM	DOODAZZ	Elementica
CURIUS	DOODAZZLE	Elementics
cyclid	DOOIT	ELEV8
Cyclone	DOology	Enact
d:construct	DoOlogy	Enteractiv
D:Location	DOOZEUM	ENVOLVE
DAZZL	DOseum	EPOCH

Euphoric	Filament	HeadRoom
Eureka	FireWorks	HeadSpace
EurekaSphere	Flow	HeadTrip
EUREQA	Fluxbase	HeadVenture
Eutopia	fluxspace	helix
Evolunity	Follow U.	HiveMind
EvoTown	FreeCell	HoloDeck
examine	Funlimited	HYPERPLEX
Expereon	FUSEUM	i-cosm
experi	Geekatorium	I-Hive
EXPERI8	Geeknics	ICOSM
experia	GeekZone	ID8
Experion	GeniusLanding	IDE8
ExperiSphere	GeniusSpace	IDEA8
Experium	GoDo	ideagate
explore	GoDoo	Ideality
Explorium	GoDU	ideamaze
Exponent	GoWild	IdeaShip
Extraordinarium	Grabatory	IDEATE
FAQLab	gro	Ignite
FAQplex	Gyre	illumiplex
FASCIN8	HabiLab	IMAGIN8
FasciNation	Happen	Imaginarium
Fascinatium	HeadBump	Imagination

Immersion	INTER8	iWonder
Immersium	Interac	IZE
imporium	interask	IZOME
Impossible	interchange	Jabratory
Incredibal	Intercurious	Jamazing
Incredimal	Interfinity	jigsaw
Infinea	InterMuse	Juice
Infinia	interplay	Jumbaree
InfiniLab	InterPlex	Kablam!
Infinitology	Interquisitive	Kablooey!
infinitorium	Interra	Knolecule
Infinitum	interville	Knology
Infinitz	INVESTIG8	Knome
Ingeneering	InvestiGate	Knorizon
INMUSION	Invex	know space
InQ	INVO	knowdo
Inquisit	invology	KONEC
InsideOut	IOCOSM	kwire
InSite	IOLOGY	L.I.Y.
Inspiractive	IOME	Lab
Inspiral	IOV8	Lab 360
inspirator	iQ	Lab 4D
Inspire	iquest	Labacadabra
Inspireon	iSci	Labacus

Labadabra	Labound	Linneaum
Labandon	Labricate	LUMIN8
Labaret	Labrosia	Maginarium
Labarinth	Labscape	MEOLOGY
Labbage	Labsorb	MESEUM
Labberwocky	LabSpring	metaspace
Labbit	Labtastic	MindLaunch
Labble	Labubble	MindMine
Labboon	Labulous	MindPool
Labby	Labundance	Mindsite
Labdriver	Labundant	MIOLOGY
LabFab	Labuzz	MIX8
Lability	Labventure	MixBase
Labinet	Labverb	MIXEON
Labisabi	LabWire	MIXION
LABITAT	Labyrinth	MIXIUM
Labland	LaunchLab	MixSpace
Lableau	launchpad	mo'seum
Lablet	LearnTown	mobius
Labob	Lexeon	ModulAr
Laboo	Lexion	Module
Laboon	Life Zone	mondo mundi
Laboree	LifeTree	Moov
Labotage	Link Tank	Morph

Morpheum	Neureka	nuclei
MPLEX	NewMuse	NuMuse
mundi	NEX	NUQLEUS
MUSE	Nexamination	Nureka
Museon	NEXEON	Nuseum
Musion	Nexeum	nuzeum
MUTANT	nexi	NVOLV
MUZ8	Nexicon	NXS
MUZE	NEXIS	observatorium
MUZION	NEXOME	Odditorium
MYology	NEXPACE	oepia
Myporium	Nexpert	ologi
MySci	NEXPLEX	ology
MYSEUM	Nexpress	OmniHub
MYSEUM	NEXS	omnilabs
MYX	NEXSPACE	Openize
MYXEUM	next	OpenSpace
NatLab	NextSpace	OPER8
NatureNauts	NEXUS	OPLEX
Naturize	Nexxion	osmo
NCELL	No Doors	OSMOS
NEODROME	NoGlass	osmosis
NEOME	Now U.	OtherShip
NerdPlex	Nteractiv	Out-stitute

outcomes	pothesis	QINECT
ozmo	Puls8	QIZIA
OZMOS	pulse	Qlab
PARTICIP8	PulseLab	QLABOR8
PAZILION	Q	QLECT
Percepticon	Q Core	QNA
Perplex	Q Factory	QNAUT
Perplexium	Q Pool	QNECT
Phenomena	Q Space	QNEX
Phenomium	Q-OLOGY	QOLAB
Piknic	Q?ACTIV	QOLLIDE
Place Space	Q?LAB	QONEQT
PlanetWorks	Q?LAND	QORE
Play	Q?NA	QORTEX
Playground	Q?OLOGY	QOSMOS
PLEX	Q?RIUS	QPLEX
PLEXUS	Q?RIUS	QRIO
plover	Q?SPACE	QRIOS
Podules	Q?VILLE	Qriosity
polysphere	Q.Works	Qrious
ponder	QandA	Qrium
Possibleum	QANECT	QRIUS
Possibilitorium	QBASE	QUAKE
PossibleWorx	QICULUM	QUBE

QUE	QUIZZIT	Qwyre
QUERY	QUME	Raction
QUESTA	QUMULUS	Ractive
Questeon	QUNNING	RadPool
QUESTIA	QUO	Re:context
Questium	QUOLAB	RE:LAB
QUESTON	QUPLEX	RE:MIX
QUICULUM	QURATORY	RE:MUZE
QUIRA	QUREON	re:place
Quire	QUREUM	Re:Station
QuirkShop	QURIA	Re:Think
QuirkStation	QURIAS	reach
QUISIA	QURIATE	React
Quisit	QURICULUM	realitorium
QUISITA	QURIOCITY	Reassemble
Quisitiv	QURIOS	Receptacle
QUISITZ	qurious	redox
Quisiv	QURIUM	REMUSE
QUIZA	QURIUS	Renome
QUIZIA	QURVE	ReSource
QUIZICLE	QUSP	Reveal
QUIZIT	qwandry	Reveality
QUIZZA	Qwire	Revolution
QUIZZICLE	QWRKS	Ripple

Safari	Site	Sploosh!
scenaria	Slingshot	SPLOR
Scene 5	SmashBox	Splore
SCICOSM	SmashLab	SPRK
ScienScape	Smashology	Squish
ScienTouch	Smorgas	STATION8
Scifari	SNAPSE	Storm Room
SciFy	SnerdWorks	StormLab
SciLand	SOLV	Studio S
SciNauts	SONIA	Studio Yes
SciPool	sonium	Superplex
SciQuest	Source	Surprise
SciWi	Source U.	Swarm
SciWorld	sourcepoint	Swarmory
Scout	SpanScape	Swirlium
scoveri	spanspace	Swirlpool
Scramble	SparkWorks	SWRLD
Search U.	Species	SymbioSys
SEEQ	Specimental	synapse
SEE-Q	Speriment	SyncTank
SENS8	Sphere	Synergee
Sensate	Spiractiv	SynerSite
Sensori	Spiral	System
shift	Splat	Tactal

Tactile	The Dig	The O
TapTank	The Do Plex	The Open
Tendrill	The Do Zone	The Opportunity
Tentacle	The Dock	The Plunge
terrasys	The Edge	The pod
TerraTown	The Exhibitat	The Ponderly
THE ?	The Feed	The Portal
The 5	The flow	The process
The Accidentry	The Grid	The Q
The Amaze	The Guild	THE Q?
The Arium	The Habitat	The Qrium
The Base	The Hive	The Quest
The Bump	The Hub	The QUEST
The Buzz	The i	The QuirkShop
The Cell	The InFactory	The Roots
The Cells	The interaction	the SCITE
The Collab	The L	The Search
The ComPlex	The Landing	The Secret
The Confoundry	The Mix	The Source
The Continuum	The Muze	The Space
The Convergency	The Nex	The Spiral
The Cortex	The Next	The Spot
The Cue	The Node	The SWIRL
The dialogue	The Nodes	The Switch

The Upwell	Throb	Usit
The Verge	TICIP8	Usium
The Vortex	tickled	Usonian
The WIRLD	TINKER8	Utmosphere
The Wondery	Together	utmostsphere
The WRLD	TOPIX	uverium
The WURLD	Topocosm	Uze
The X	Touch	Uzit
The XELL	Transect	Uzium
The XILLION	Transforum	vareum
The XOME	Twirl	vareus
The XP	U Do	varius
The XPO	U Hive	Vessel
The ZOME	umagine	VIBRIUM
THINK8	Umm	VIRB
Thinker	unexpected	viron
ThinkLink	Unravel	Virtuostix
thinkmi	uporium	Virtuum
ThinkPool	UQ	visionlink
ThinkScape	Ureka	viveum
ThinkStation	Usability	VIVIUM
thinku	Use U.	volu
Thinkwire	USEUM	VOLV
tHrIVE	Usible	VOLVE

Vortex	WhySci	World Pool
We Hive	WHYZOME	worldpool
Web	Wings	worldscape
WeirdScience	WireLab	worldscope
WeMix	Wisdome	Wow Factory
WeQ	Wizdome	WowNow
WeSource	Wizitiv	Wundra
Wham!	WizPlex	X-Factory
Whamboree	Wonder	X-OLOGY
Whamorama	WonderBolt	X-oscope
WhamScape	WonderGo	X.Scene
what box?	Wondering	XAB
WhatLab	Wonderlust	Xanadu
Whire	WonderSea	XBASE
Why?Dive	WonderShip	XCEL
Why?ence	WonderStand	xcell
WHY?LAND	WonderStanding	XcentriCity
Why?Nauts	WonderStation	XCENTRX
Why?ology	WonderWorld	XCITE
Why?Pod	Wondrous	Xearch
Why?Scape	Wondrus	XEEQ
Why?space	WorkStation	XEME
Why?ville	World Class	XENOME
WhyLab	World Place	XERCH

Xereon	XPERIUM	ZENOME
Xeum	XPERT	ZERCH
XFORM	XPLEX	ZHIVE
Xhibitat	XPLO	ZICKLE
Xibitat	XPLOR	ZILION
xience	xporium	ZILLION
Xilion	XPORT	Zillions
Xium	XPORTAL	Zingerpaint
XLAB	Xpri	ZLab
xology	XSCITE	ZNOME
XOLV	XSEED	ZOLV
Xonadu	XSITE	Zonadu
XONE	XSPACE	zoneum
XONIA	Xstitute	ZONIA
xonian	YesLab	Zonian
XOSCOPE	Youcleus	Zonium
Xosmos	Youniverse	ZPLEX
xpace	YOUology	
XPER	Youreka	
xpera	Youseum	
XPERI8	Z-MIX	
XPERIA	ZapLab	
XPERIAN	Zearch	
XPERIENCE	Zendulum	