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## InventionLand Fact Sheet

In an effort to foster creativity among its design staff, known as Inventionmen, Davison Design and Development built **InventionLand™**. Tearing down the white walls of a traditional workspace and opening it up to the imagination, Davison Design built this innovative workspace to unlock creative minds. A “shipwrecked pirate ship,” a faux cave and a life-size castle are only a few of the unique settings in InventionLand.

### What’s in InventionLand?

Davison Design broke down its operation into 15 key departments inside InventionLand. These include:

#### Animation Attic

Set in prime seats above the Brainpower Ballpark, Animation Attic is where Davison’s talented team of artists works on various video and animation projects, including the upcoming Inventsons™. Visit [Inventsons.com](http://Inventsons.com) for more information.

#### Brainpower Ballpark

This is where sports-oriented projects are developed, in a stadium with a gated entrance that’s actually from a real stadium.

#### Concept Kitchen

Concept Kitchen is where ideas are served up fresh daily. Cooking and kitchen oriented products are brainstormed and designed in this kitchen with a more than six foot tall cupcake for an entrance.



#### Crafty Cottage

Lined with 316.5 square feet of a Velcro responsive fabric, to hold tools, sewing supplies and picture frames, this is where our Inventionmen work to create craft products, sewn products and ultrasonically-welded products.

#### Creation Cavern

Nestled within a faux cave behind one of InventionLand’s three running waterfalls, Creation Cavern is where outdoors and sportsmen products are developed.

### **Creativity Cabin**

Every inventor wants a package sample. In *Creativity Cabin* our Inventionmen engineer and build packaging for all of the products developed in InventionLand.

### **Discovery**

The Inventionmen working on the deck of *Discovery* create toys and games. On this pirate ship, complete with smoking cannons and a Jolly Roger, staff regain their childhood imaginations and combine them with their education, experience and talent to produce the toys of tomorrow.



### **Health and Beauty Boutique**

Tucked into InventionLand is a small version of a luxurious cosmopolitan home. This is where health, beauty and bath items take shape.

### **Home Sweet Home**

The all-American, anywhere USA home, Home Sweet Home, is where house ware products are developed. With a real house exterior and a porch to brain storm at, designers bring home oriented projects to life in this cozy two-floor environment.

### **InventionLand Motor Speedway**

Surrounded by a nearly 150 foot 1:24 scale slot car track suspended 14 feet from the ground is InventionLand Motor Speedway. Where better to design garage and automotive products than in an actual garage. This is where the Industrial Design Excellence Award-winning Hover Creeper was designed and built. The Hover Creeper, a wheel-less innovation of the traditional automotive creeper, is a corporate project that won recognition in 2006 in the yearly design contest cosponsored by *BusinessWeek* magazine and the Industrial Designers Society of America.

### **Inventalot Castle**

At the heart of InventionLand is Inventalot Castle. Here Davison Design's senior directors of Inventegration meet everyday at a roundtable to discuss the projects their teams are working on. The castle is also where projects that don't fit into any specific department are worked on.

### **Inventron 54**

Within the head of a giant robot, Inventron 54, consumer electronics are engineered and built. It is here where projects that require electronic components find themselves.

### **Nursery Nook**

Designed after *The Old Woman Who Lived in a Shoe*, Nursery Nook is where juvenile products are designed. In fact, it is a 26 foot by 16 foot crib with a nearly 20-foot-tall baby mobile floating above it.

### **Pet Shack**

With a 9-foot-tall cat scratching post resting against the Pet Shack, this is where animals are top priority. From building a better dog bowl to inventing new cat toys, this is the place to go.



### **Thinktank Treehouse**

Suspended in a nearly 30-foot-tall tree is the Thinktank Treehouse. From this lofty vantage point, Inventionmen focus on creating tools and hardware products. Interestingly, a Davison designer essential in building the tree house, used to live in one before joining the Inventionmen team. This is also where CEO and Founder George M. Davison III spends much of his time.

### **What Are People Saying About InventionLand:**

“If I’m going to ask these people to put their hearts, bodies and souls into a project then I’m going to recognize that, because that is a heck of a sacrifice,” explained *George M. Davison* founder and CEO of Davison Design and Development. “InventionLand recognizes that. It’s here to inspire these creative people.”

“Honestly, I felt a little like Alice shortly after she fell down the rabbit hole,” said *Geoff Tolsdorf of Schroeder & Tremayne*. “I was positively blown away. Having been responsible for managing ideation for years, I cannot think of a better venue to get the creative team ‘in the mood’ and get creative juices flowing.”

“My first desk was a washing machine and a drill press,” said *Pete Meier* vice president of Inventionmen for Davison Design and Development, referring to his early years working in a basement with George M. Davison. “Now my office is in a castle. It’s a lot of fun and it gives our team the environment and inspiration they need.”

“I felt like Charlie Bucket, the lucky guy who got the golden ticket in his chocolate bar,” said Southern California’s *John Iavarone*, creator of the BikeBoard. Iavarone’s BikeBoard recently earned international recognition with a bronze 2006 Industrial Design Excellence Award (IDEA). The IDEA is an annual design competition cosponsored by *BusinessWeek* magazine and the Industrial Designers Society of America.

“Amazing,” said *James M. Smith* of the Jokari Corporation. “I was going to say simply amazing, but there is nothing simple about it. The imagination and creativity are evident at every exciting turn.”

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