



The Next Big Idea

A Festival of Discovery, Invention, & Innovation

The inaugural event will take place on July 19, 2008 in downtown Los Alamos. The event is being organized with volunteer effort from many organizations coordinated by the Los Alamos MainStreet program. Central Avenue will be closed to provide the venue. The goal is to develop this festival into a signature event for the Los Alamos area that will grow in activities and attendance each year. There are four areas of activity that will make up the 2008 event.

Showcase of Ideas

We are inviting artisans, craftspeople, researchers, inventors, and entrepreneurs to display or demonstrate information and exhibits to showcase their discoveries, ideas, inventions, and/or innovations. Each participant will be provided with booth space, electricity if needed, and will have their information published in an attractive directory.

Zephyr Competition

Bradbury Science Museum will facilitate “Zephyr” workshops and competitions leading up to the event. The competition will welcome participants’ young, old, and everything in between. On Saturday, July 19th the competition will culminate in a family competition that will be fun for the families participating as well as those watching.

Youth Activities

There will be a discovery zone where the youth can touch, see, squish, and experience innovations and discoveries. Groups are invited to display, demonstrate, or provide interactive activities that will spark innovative interests in youth of all ages.

Shows

Gordons’ Concerts and the Los Alamos Arts Council have teamed up with the event to provide entertainment during the festivities. The alternative rock group **Something for Rockets** will perform their innovative music during the day on the outdoor stage downtown. LA Arts Council will present a performance by **Mass Ensemble**, a nationally prominent innovative musical group that draws on everything from science to classical music to Cirque du Soleil for their inspiration. This performance will celebrate the re-opening of the Duane Smith Auditorium following early summer renovations.

Be a Part of the Promotion

We invite all businesses and organizations to be a part of the promotion of The Next Big Idea. Restaurants have the opportunity to compete for people’s choice awards that will be announced on the day of the event. All restaurants have to do is create and feature a new, inventive/innovative menu item that is available during the weeks leading up to the event. Merchants and other businesses will be encouraged to feature innovative product and service offerings as well. Participating businesses will be featured in ads and promotion of the event.