

John Deere Pavilion

Fact Sheet



Background

The **John Deere Commons** was developed as the centerpiece of Moline's Riverfront Civic Renewal Project, which started in 1993 and is credited for revitalizing downtown Moline, Illinois. The **John Deere Pavilion** is the anchor and cornerstone of the John Deere Commons and since it opened in 1997, has consistently been a top tourist attraction in the Quad Cities and the state of Illinois, welcoming more than 2.7 million visitors from all corners of the globe.

The Pavilion recently underwent a near total transformation of the visitor experience. The renovation coincides with the 15th anniversary of the Pavilion and the year-long celebration of the founding of John Deere's company 175 years ago. The new experience offers an up-close look at the company's global businesses and products, rich history and heritage, and solutions for the challenges of providing food and infrastructure to the world's growing population. Interactive displays, original artifacts, and a variety of media engage visitors in a fun and exciting learning environment for the whole family.

The **John Deere Store**, located adjacent to the Pavilion, stocks a large selection of the latest officially-licensed John Deere products including clothing, toys, books and collectibles.

Architectural Information

- The John Deere Pavilion is a 14,000-square foot, glass- and steel-enclosed structure with an additional 12,000-square foot exterior equipment display area.
- Architectural design by HOK, St. Louis, MO.
- The new exhibits were designed by Gallagher & Associates, San Francisco, CA and Deere & Company. They were fabricated and installed by Design & Production, Inc., Lorton, VA.

John Deere Pavilion Exhibits

- *Product Displays* - Several machines are displayed in their working environments so visitors unfamiliar with the products can see what they do on farmsites and worksites around the world. Through videos, guests will hear owners and operators of these machines describe a typical workday and how John Deere equipment helps them work and shape the land.

Current equipment on display includes: 6430 Tractor, 568 Baler, 5075E Tractor, S670 Combine with a 635FD HydraFlex™ Draper Platform, 744K Loader, 850K Crawler Dozer, Gator XUV 825i, Z445 Zero-Turn Mower, 8000 E-Cut Hybrid Fairway Mower, 440 Crawler Dozer, X748 Select Series Heavy-Duty Garden Tractor, and a 643K Feller Buncher.

Visitors will also see previous concept machines explored by the company, now on display for the first time at the Pavilion. These machines were produced to test and evaluate new technologies and designs, elements of which are now used in current products. Currently on display are a Walking Forestry Machine and an Autonomous Tractor.

- *Machine Simulators* - Machine simulators give visitors a chance to try their skills at operating an excavator or crawler dozer in a fun learning environment that looks, sounds, and feels very much like the actual machines when they are in operation. The simulators are the same ones used to train professional operators.

- *The Legacy of John Deere* - Always a favorite subject with enthusiasts, this exhibit profiles company decision makers from the past 175-years, examines the company's corporate culture, and tracks Deere & Company highlights in relation to significant events in American history. This area also features a variety of historical tractors including a 4010 Tractor, Waterloo Boy and a Model A as well as several original artifacts. Enthusiasts can also research our database for early John Deere tractor serial numbers and advertisements through designated kiosks.
- *Our Growing Planet* - This exhibit examines big challenges facing a growing global population and showcases ways John Deere is working to help address these challenges.
- *Innovative Solutions* - Through this exhibit, we highlight break-through designs and innovative technologies that John Deere has introduced to help customers make their businesses more productive, efficient, and profitable.
- *John Deere Discovery Zone* - For our youngest fans, we provide interactive and hands-on educational opportunities to explore where food comes from, the need for roads and bridges, and taking care of the environment. Monthly Kid's Craft Days will resume in March featuring fun projects and themes tied to the calendar.
- *Cotton to Blue Jeans* - To make sure we can provide new experience for repeat visitors, we've designed a rotating exhibit. The first in our series weaves the story of cotton from seed to shelf where the end product is the ever-popular blue jean.
- *Films and Videos* - One carry-over from the previous Pavilion line-up is the film, "*Anthem: A Song of the Land.*" This awe-inspiring film, presented in high-definition, salutes the dedicated work of farm families worldwide. In addition, a huge video wall will feature a variety of videos about John Deere.

Visitor Information

The John Deere Pavilion offers free admission, is open to the public year-round and welcomes group tours.

Hours of Operation

Mon. – Fri.	9 am – 5 pm
Sat.	10 am – 5 pm
Sun.	Noon – 4 pm

For more information about the John Deere Pavilion, Store and other John Deere Attractions, visit www.JohnDeereAttractions.com or visit us on [Facebook](https://www.facebook.com/JohnDeereAttractions). Photography of the John Deere Pavilion is available upon request. Members of the media should contact Wendy Artman, at (920) 819-8968 or by email at ArtmanWendy@JohnDeere.com.