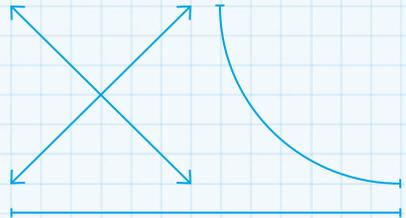
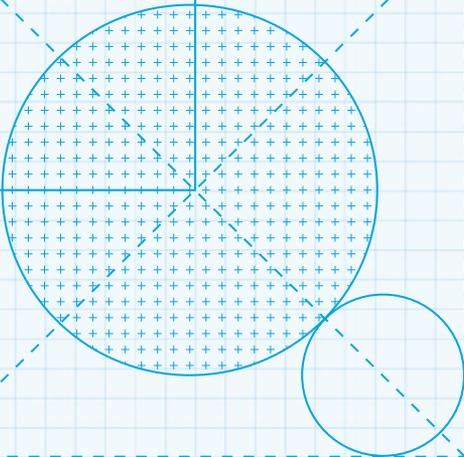


# Design Your American Dream

DREAM BUILDERS POCKET GUIDE

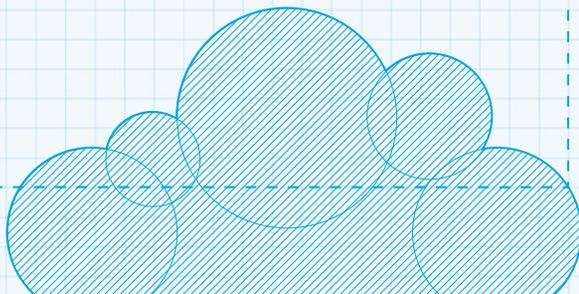


**American  
Dream  
Experience**

## Welcome!

This pocket guide is your sidekick for the *American Dream Experience*—part map, part journal, part launchpad. We'll throw out some big questions. You'll come up with your own answers. By the end, you'll be sketching a dream that looks like you—and charting how to chase it.

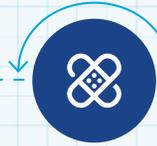
Pause for a sec. Picture your future. What does it look like? Jot a few words or doodles. No wrong answers.



Here, we believe the American Dream—and any dream—rests on four big ideas:



**Education** – When you keep learning—in and out of the classroom—you keep growing.



**Health** – When you invest in your health, you're setting yourself up for success.



**Financial know-how** – When you understand money and credit, you can make smarter choices.



**Entrepreneurial mindset** – When you stay curious, bold, and resilient, you can turn ideas into action.

As you explore stories in the *American Dream Experience*, notice when these “pillars” show up. How do these four pillars show up in your life right now?

**Write a quick note or sketch an example under each one. At the end of your visit, you'll check back—maybe you'll notice something new!**



# Hall of Generations

Everyone has a story. In the Hall of Generations, you'll meet everyday Americans and their families as they reach for their version of the American Dream. Look at the **Tree of Generations**—all those faces belong to ambitious dreamers, just like you.

## Stop at the Family Keepsake Cabinet.

Learn about six families who share their journeys. How do the four pillars (education, health, financial know-how, entrepreneurial mindset) show up in their stories?



Ambassador George L. Argyros

## Tree of Generations

The Tree of Generations is a soaring, interactive centerpiece inspired by the white oak. It's 24 feet tall, with hundreds of digital screens and 5,000 shimmering leaves. Each digital leaf holds a visitor's photo or story— together creating a living mosaic of the American Dream.



**Add your photo to the tree!** Use the kiosks in the gallery or scan this QR code to add your own photo.

## Next Steps:



### American Dream Timeline

Where did the phrase "American Dream" even come from? Who said it first—and why? Explore the timeline for some surprising answers!



### The American Dream Video Project

Listen to voices from across the country as they share what the Dream means to them: past, present, and future. Did anyone's story spark your curiosity? Jot their name here so you can look them up later.

**Think about your "roots"—the people who came before you, like parents, grandparents, siblings, chosen family, or mentors. How is your American Dream like theirs? How is it different? Do you notice any of the four pillars in their stories?**



# Basil Kincaid, Flower Song: Through Dappled Shade, Dancing on Our Faces, 2025

Basil Kincaid stitches stories of ancestry, creativity, and heart through quilt-making. An eighth-generation quilter, he gives a nod to artists who paved the path while stitching his own bold flair into this triptych tailor-made for this space.

Each quilt, a whopping 200 square feet, was lovingly hand-stitched in Basil's Ghana studio, using recycled fabrics, embroidery, and collage. Together, they explore family, memory, and the rollercoaster ride of chasing the American Dream.



What doodles, snapshots, or icons would you patch into a quilt narrating your epic quest for your Dream? Scribble some wild ideas below.



Scan to unlock the symbols in the quilts.

# Geffen Hall of Dreams

What is the American Dream, anyway? Well, that's up to you! We have the power to shape what the American Dream looks like. Take a look around this room and see how others are thinking about the Dream.



★ Don't miss:



**A Collective Horizon** (2025) by Suchitra Mattai — Crafted from the vibrant threads of silk saris, this artwork pays tribute to the artist's family journey and the magic of shared aspirations.

What tales from your family or community light up your creative spark?

**Dream Machines** (2024) by Jonathan Rosen — Do these mirrored artworks hold your destiny? Take a selfie to capture your dream manifestation! Do your dream messages feel true to you?

Write down a message you'd like to come back to for inspo.



# The Word Cloud

## Berndnaut Smilde, **Nimbus MCAAD**, 2024



Look up! Floating above is a sculpture inspired by you! Enter **The Esrailian Family Word Cloud**: a dynamic display of words like freedom, hope, family, and success, all contributed by visitors to capture the essence of the American Dream.

With new words added constantly, this artwork is always unique to this moment.

Are there any words up there now that catch your attention?



Scan to see a video of the artist conjuring clouds.

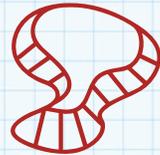
Dutch artist **Berndnaut Smilde** conjures up genuine indoor clouds, crafting them with a blend of fog, light, and air. His photo series, *Nimbus MCAAD*, features clouds magically floating in spaces tied to the pillars of the American Dream. Can you guess which cloud hovers over health, education, entrepreneurship, or finance?



**I think a cloud is like a dream. It is something that changes. It morphs.**

—Berndnaut Smilde

How would you sum up your vision of the Dream in one word (or a few)? Pop your thoughts into the Word Cloud at the kiosks nearby or jot them down here for yourself:



How have your dreams changed in the last year, month, or since you've walked in the door?



**Continue your journey in the Lower Level galleries.** As you head downstairs, keep an eye out for two colorful murals by contemporary artists.

Each one offers a personal take on the American Dream.

**What stands out to you?**

**Jessica Gonzales,  
*Synthesis of Dreams (2025)***

Jessica Gonzales, an artist from Tucson, illustrates how people thrive with support from loved ones and community. Her mural features a vibrant garden of flowers growing from building blocks, symbolizing the foundation for dreams. Oh, and don't miss the hidden gem tucked under the stairs!



**MISS CHELOVE,**

***Waves of Change: A Journey of Dreams (2025)***

DC artist MISS CHELOVE (Cita Sadeli) created a vibrant mural honoring her mother's journey from Indonesia to the United States as a Fulbright Scholar. The artwork blends her family's roots with iconic DC sights, celebrating her mother's career and legacy in a new land.



**Like MISS CHELOVE and Jessica Gonzales, you can use art to tell your story. If you designed a mural for the American Dream Experience, whose stories—and which pillars—would you honor?**

# America: Built on Dreams

Head to the **Stand Together Theater** to watch *America: Built on Dreams*, a short film that follows five people building their own versions of the American Dream. Screenings begin on the hour and half-hour.



**Building Community:**

*Virginia Ali*—co-founder of Ben's Chili Bowl in Washington, DC, who has been bringing people together over food and conversation for more than 65 years.



**Building Opportunity:**

*Edgar Lamadrid*—whose journey at Mister Car Wash reflects the doors that open when hard work meets a chance to grow.



**Building Change:**

*Michele Kang*—owner of the Washington Spirit, transforming professional women's soccer and advocating for equality in sports.



**Building a Business:**

*Alan Hassenfeld*—former CEO of Hasbro, leading with purpose and using business to give back.



**Building the Future:**

*Jayda Pugliese*—an educator inspiring the next generation at St. Mary Interparochial School.

**What kind of builder are you?**



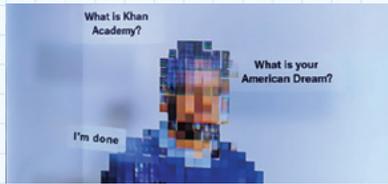
# Foundations of the Dream Gallery

What makes the American Dream possible? Let's take a quick tour through the four powerhouse pillars that supercharge people and communities: **Education, Health, Finance, and Entrepreneurship.**



How do these pillars link up with your dreams?  
How can you wield them to craft your future?

## ★ Don't miss:



**Hologram Ambassadors** — Step into a conversation with four inspiring leaders—**Sal Khan, Dr. Sanjay Gupta, Serena Williams, and Sara Blakely**—brought to life through hologram technology. What questions do you have for them?



**Tapestry of Dreams** — Meet 100 real people who are using their dreams to help others. Which advice sparks ideas for your own path?



# Education

Education helps you discover your purpose and unlock opportunity. Whether it happens inside a classroom or out in the world, learning builds the confidence, skills, and support you need to pursue your dreams.

## Explore the Pillar: Your purpose empowers you!

**How does having a sense of purpose benefit a person?**

A: Helps you make decisions more quickly, improves memory and learning, and can lead to higher income and wealth.

**What impact does participating in extracurricular activities have on high school students?**

A: Have higher indicators of school success.

**Studies show the impact of people who guide and encourage us! What percent of students say teachers have boosted their confidence?**

A: 83%

You've thought about your own goals. Now, explore how education helps people gain the knowledge and skills to reach them. How can learning open doors for your future?





# Health

Taking care of your body and mind helps you live fully and chase your dreams. When communities work together to improve access to care, nutrition, and support, everyone has a better chance to thrive.

## Explore the Pillar: Your health is a community effort!

<p><b>How does having a strong social network impact health?</b></p> <p><b>A:</b> People with strong social networks tend to live longer than those who are socially isolated.</p>	<p><b>What benefits are linked to regular access to a primary care physician?</b></p> <p><b>A:</b> Higher immunization rates, lower overall health costs, and longer life expectancy.</p>	<p><b>How is health linked to happiness?</b></p> <p><b>A:</b> Health is more important to happiness than income, marital status, age, or any other factor.</p>
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You've imagined what success could look like. Now, think about how health—both physical and mental—gives people the strength and energy to chase their dreams. What habits could help you stay strong along the way?



# Finance

Understanding how money works—and how to access it—can help you reach your goals. Whether you're saving, spending, or planning for the future, financial knowledge gives you the power to take control of your path.

## Explore the Pillar: Your money can do more!

<p><b>Where might you see compound interest at work?</b></p> <p><b>A:</b> Retirement accounts, credit card debt, and student loans.</p>	<p><b>How does having a savings account impact college prospects?</b></p> <p><b>A:</b> Makes children in lower-income families 3x more likely to attend college.</p>	<p><b>What percentage of people say their American Dream is financial security for themselves and their family?</b></p> <p><b>A:</b> More than 80%</p>
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You've considered opportunities. Now, see how finance—from saving and budgeting to investing—creates stability and choices for individuals and families. What money skills might support your dreams?





# Entrepreneurship

Entrepreneurship is about recognizing opportunities and solving problems in creative ways. The entrepreneurial mindset isn't only about starting a business but taking bold steps to serve unmet needs.

## Explore the Pillar: Your mindset fuels your dreams!

**What are some characteristics of an entrepreneurial mindset?**

A: Curiosity, positivity, boldness, and self-awareness.

**What are some benefits of regularly stepping outside your comfort zone?**

A: Cope better with stressful situations and are less likely to be anxious or depressed.

**How many entrepreneurs in the U.S. are under 35?**

A: Over 5.9 million



Got strengths? Step right up to a glowing archway and take a quick quiz to discover yours! Each unique talent is your secret tool to make waves, tackle challenges, and chase down your dreams!

## Put Your Strengths to Work:

**Spot it**—Was your top strength *Relationship Building, Creative Thinking, Influencing Others, or Taking Action*—and did the result surprise you?

**What comes naturally**—Write down one real-life example of when you've used this strength.



**Harness it**—Choose one concrete step you can take to build on your strength. Name one new skill you'll practice to grow further.

**Watch out for**—Identify one habit or blind spot to watch for so you can keep broadening your perspective.



You've reflected on talents and what matters most to you. Now, discover how entrepreneurship turns ideas into action and creates opportunities for others, too. If you started something of your own, what would it be?



# What's one big dream you have?

It's time to chart your own adventure. Grab the prompts below—and the cloud graphic organizer—to craft a dream that's bold, uniquely you, and totally achievable!

Think about something epic you want to do, become, build, or transform in the world. It could be a future career, a personal goal, a dream destination, or community magic.

What's one skill you want to master?  
Could you join a club, take a course, or shadow someone who's great at it?

Choose a habit to keep your mind sharp and health sound—like crafting a sleep routine, working out with a buddy, or scheduling magical recharge time.

# What tiny steps can help you get there?

Scribble or doodle your dream in the heart of the cloud.  
This is your launchpad!

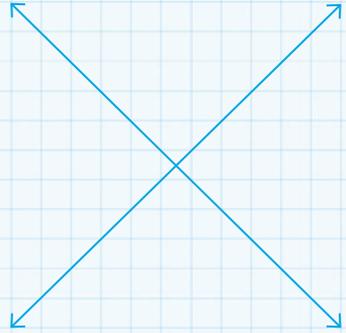
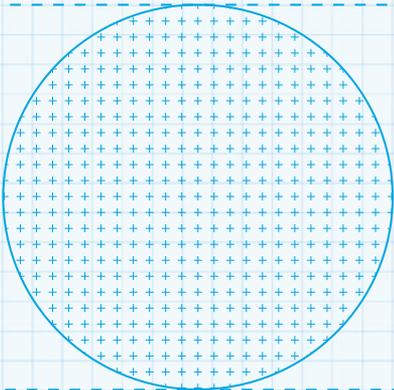
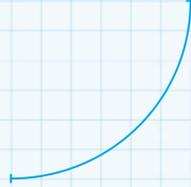
Which of your superpowers will help you rock it, and how can you unleash them?

What money move—like saving, budgeting, or investing—could give you more stability?

How could an entrepreneurial spirit—curiosity, positivity, courage, and self-awareness—give you an edge?

What are you waiting for?  
Get started on your American Dream!

The Dream Builders Pocket Guide is your companion for diving into your dreams, uncovering your superpowers, and mapping out your future adventures at the *American Dream Experience*. Use this guide to transform inspiration into action and make those dreams come alive!



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