



Science Fan Journey

This is Golf, 3M Style.

Where excellence, innovation, and community converge to redefine the very essence of the sport and the world around us.

What exactly IS “Golf, 3M Style”? Well, for starters it’s 7,400 yards of 3M Science – the seamless integration of cutting-edge material science and technology into the fabric of the 3M Open itself. From advanced materials found in the development and manufacturing of golf clubs, to 3M print films found on each hole helping to bring our brand to life on-course, and to innovative solutions optimizing the spectator experience, 3M Science permeates every aspect of the 3M Open, ensuring a truly unparalleled and unforgettable tournament. Truly unique across the PGA TOUR.

3M’s primary activation space this year is The Lab, located in Fan Village. Here, fans will get to experience hands-on (and in air conditioned comfort) the blending of 3M Science and golf. From the science hall to the gaming zone, guests will see how 3M Science is driving innovation on and off the course. Be sure to grab a bracelet and register before heading into the gaming zone, as you’ll want to track your scores AND compete against the best.

1. **3M Science Hall:** The Lab journey begins here where 6 unique 3M technologies are highlighted in visually stunning ways. Fans will learn how these technologies are driving innovation on and off the course.
2. **Gaming Zone:** Once you’ve registered your bracelet, you can begin the competition. From a long drive simulator – using Callaway’s industry-leading Paradym driver – to a chipping experience, selfie station with the 3M Open trophy, and even a 3-hole putting course where each hole-on-one means more money to the First Tee – Minnesota. So, play some games and do some good.
3. **FANUC + 3M Robotics demo:** In partnership with FANUC robotics, 3M is highlighting how 3M Abrasives are used to power tomorrow’s innovations, including in golf club manufacturing. Watch as this robot uses its vision to make some impressive marble art.
4. **ARHT Hologram Station:** In partnership with ARHT and their amazing Capsule, 3M is showing you how the “digital you” can powerfully reach audiences, build relationships, and motivate teams, without leaving town. But there’s more... experience how 3M Science is never more than 10 feet away from you by completing the amazing virtual journey (home, garage, golf course).

DO

Get a selfie with the 3M Consumer Group art sculpture located near the main entrance.

DON'T

Forget to spend some time playing on the Primrose Playground powered by 3M Science.