



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Ann Moore Innovative
Lives Presentation, 1999

by Kimberly Kennedy (intern); supervised by Alison Oswald, archivist.

August, 2010

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Collection Overview

Repository:	Archives Center, National Museum of American History
Creators:	Berger, Sondra Jerome and Dorothy Lemelson Center for the Study of Invention and Innovation. Moore, Ann Moore, Mike
Title:	Ann Moore Innovative Lives Presentation
Dates:	1999
Quantity:	2 cubic feet, 5 boxes including videotapes and a floppy disk ; BetaCamSP, 1/2 inch VHS videotapes
Abstract:	Ann Moore is the inventor of the Snugli baby carrier and Air Lift oxygen carrier. The collection contains original, master, and reference videos, audiocassette recordings, and transcripts documenting Moore's inventive career.
Language:	English

Administrative Information

Acquisition Information

This collection was recorded by the Innovative Lives Program of the Jerome and Dorothy Lemelson Center for the Study of Invention and Innovation on October 15, 1999.

Provenance Information

Collection transferred from the Lemelson Center to the Archives Center on November 15, 1999.

Available Formats

Original videos digitized in 2014. See repository for details.

Processing Information

Processed by Kimberly Kennedy (intern), August, 2010; supervised by Alison Oswald, archivist.

Preferred Citation

Ann Moore Innovative Lives Presentation and Interview, Archives Center, National Museum of American History, Smithsonian Institution

Restrictions on Access

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Biographical Note

Ann Moore was born in 1940 in a small Ohio farming community and studied pediatric nursing at the University of Cincinnati. She joined the Peace Corps in 1962 as part of a medical team and was sent to Togo. She met her husband Mike Moore during training. While in Togo, Ann Moore noticed that most women tied their babies onto their backs with a long piece of fabric, which made the babies more content. Back in Colorado, Moore wanted to carry her newborn daughter Mandela in the same way. With the assistance of her mother, Lucy Aukerman, Moore designed the first Snuggly baby carrier in 1969 (US Patent 3,481,517). She patented the Snuggly in 1984 (US Patent 4,434,920). Snuggly, Inc. grew from a small company where each Snuggly was handmade by Aukerman and her neighbors to a large company with an international presence and a factory in Colorado. In 1985 Ann and Mike Moore sold Snuggly, Inc. to Gerico, a Huffy Company. In 1986 Ann invented Air Lift, a soft mesh backpack oxygen carrier so people on oxygen could be more mobile (US Patent 4,739,913).

Ann and Mike Moore became disappointed in how Gerico had simplified the Snuggly design so it could be manufactured less expensively so in 1999 the Moores launched Weego, a soft baby carrier similar to the original Snuggly. The Weego has some modern improvements, including an adjustable buckle around the top of the carrier instead of pin tucks. The Jerome and Dorothy Lemelson Center for the Study of Invention and Innovation was founded in 1995 at the Smithsonian Institution's National Museum of American History through a generous gift from the Lemelson Foundation. The Center's mission is to document, interpret, and disseminate information about invention and innovation; to encourage inventive creativity in young people; and to foster an appreciation for the central role invention and innovation plays in the history of the United States. The Innovative Lives series brings together Museum visitors and especially school age children, and American inventors to discuss inventions and the creative process and to experiment and play with hands-on activities related to each inventor's product. This collection was recorded by the Innovative Lives Program of the Jerome and Dorothy Lemelson Center for the Study of Invention and Innovation.

Scope and Content Note

This collection contains 5.5 hours of original BetaCam SP recordings, 5.5 hours of master video copies, 5.5 hours of reference copies, 5.5 hours of audiocassette recordings, transcripts, and articles documenting the life and work of Ann Moore, inventor of the Snuggly baby carrier and Air Lift oxygen carrier. The recordings include a presentation by Ann and Mike Moore for the Lemelson Center's Innovative Lives Program. Audience participants include students from Seven Locks Elementary School in Bethesda, Maryland; Burrville Elementary School in Washington, D.C.; Barrett Elementary School in Arlington, Virginia; and Jefferson Junior High School in Washington, D.C. Ann Moore's interview includes footage of her home in Colorado and discussions with users of the Air Lift oxygen carrier and Weego baby carrier.

Arrangement

The collection is arranged into five series.

Series 1: Original videos, 1999

Series 2: Master videos, 1999

Series 3: Audiocassettes, 1999

Series 4: Reference videos, 1999

Series 5: Supplemental documentation, 1999

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Infants--Care
- Inventions--1950-2000
- Inventors--1950-2000
- Women inventors--20th century

Types of Materials:

- Audio cassettes--1990-2000
- BetaCam SP (videotape format)
- Floppy disks
- Interviews--1980-2000
- Oral history--1990-2000
- Videotapes--1990-2000

Names:

- Auckerman, Lucy,

Geographic Names:

- Africa, French-speaking West

Preferred Titles:

- Innovative Lives Program (NMAH public program series)
- Snguli baby carrier
- Weego Baby Carrier

Container Listing

Series 1: Original videos, 1999

Box 1, item OV
706.1-11

Ann Moore Innovative Lives Presentation and Interview, 1999 October 15
11 videocassettes (betacamsp) ; Total Running Time: approximately 5.5 hours
Original BetaCam SP cassettes

Series 2: Master videos, 1999

Box 2, item MV
706.1-11

Ann Moore Innovative Lives Presentation and Interview, 1999 October 15
11 videocassettes (betacamsp) ; Total Running Time: approximately 5.5 hours
VHS master videos

Series 3: Audiocassettes, 1999

11 cassette tapes

Box 3, item OTC
706.1-11

Ann Moore Innovative Lives Presentation and Interview, 1999 October 15
Audiocassettes

Series 4: Reference videos (viewing copies), 1999

11 videocassettes (vhs)

- Box 4, item RV 706.1 Ann Moore Interview, 1999
1 video recording ; Total Running Time: 33:04
 An interview with Ann Moore at her home in Colorado. She discusses her childhood in Ohio and how her experiences in nurse camps in Germany and Morocco inspired her to join the Peace Corps. Recounts her experience in Togo and how impressed she was by the calm babies. The way the mothers carried their babies on their backs inspired her to do the same thing when she gave birth to her daughter, Mandela. Elaborates on how she developed the Snugli with her mother, Lucy Aukerman. Outlines how the Snugli business grew throughout the 60s, 70s, and 80s, thanks to good press reviews and word of mouth advertising among mothers. Invention of the Snugli coincided with growing popularity of breast feeding and natural childbirth.
- Box 4, item RV 706.2 Ann Moore Interview
1 video recording ; Total Running Time: 27:59
 A continuation of the interview on 706.1. Moore discusses how the Snugli fits into one of the goals of the Peace Corps, to bring back something from the developing country to the United States. Mentions that The Wall Street Journal listed the Snugli as one of the important developments of the millennium. Mentions importance of maintaining balance between work and family. In 1985, Moore sold the Snugli company and began work on an oxygen carrier backpack, called Air Lift, which she patented. She also made cases for scientific instruments. Discusses the launch of Weego, a baby carrier similar to the original Snugli but with modern improvements. Thinks of herself as a problem solver more than an inventor. At the end of the tape, she discusses her home, garden, and her family's love of music.
- Box 4, item RV 706.3 Ann Moore Interview, 1999 October 15
1 video recording ; Total Running Time: 32:42
 Footage of the Moore home, including decorations, sheet music, harpsichord, and African photographs, drums, statues and masks. (10 minutes)
- Ann Moore and a man hiking while he is wearing an Air Lift oxygen carrier. Discuss how the Air Lift allows him to be more active and how his lungs have improved with exercise. (12 minutes)
- Ann and Mike Moore walking in and out of their house. (3 minutes)
- Ann Moore talking to Robert Fittje, who needed 12 liters of oxygen when exercising. Designed a larger Air Lift backpack for him. (7 minutes)
- Box 4, item RV 706.4 Ann Moore Interview, 1999 October 15
1 video recording ; Total Running Time: 30:29
 Continuation of Ann Moore's interview from 706.3. (6 minutes)
- Ann Moore demonstrates how Togolese women tied fabric to carry their babies, then demonstrates how the original Snugli worked. (5 minutes)
- Mike and Ann Moore sing songs they learned in Togo. The Moores discuss how they met in the Peace Corps, their love of music, and their work

partnership. Mike Moore runs the business aspects of the company and Ann Moore is responsible for the product development. (13 minutes)

Ann Moore in her sewing area, taking the measurements of an instrument and beginning to sew a carrier on the sewing machine. (5 minutes)

- Box 4, item RV 706.5 Ann Moore Interview, 1999 October 15
1 video recording ; Total Running Time: 30:34
 Continuation of the sewing scene from 706.4, including Ann Moore pantomiming sewing. (2 minutes)
- A mother demonstrates the Weego and Ann Moore discusses its improvements. (6 minutes)
- Footage of photographs of the Moore family and their travels. (5 minutes)
- Ann and Mike Moore in their office looking at the Air Life website and discussing the Weego logo. (9 minutes)
- Ann Moore's voiceovers against a blank screen. Discusses her work for Hewlett Packard designing cases for delicate instruments and her trial and error design process. (6 minutes)
- Box 4, item RV 706.6 Ann Moore Interview, 1999 October 15
1 video recording ; Total Running Time: 13:48
 Continuation of Ann Moore's voiceovers from 706.5. Discusses photographs of Africa and of Mike Moore carrying Mandela Moore in the first Snugli. (4 minutes)
- Footage of color photographs from Africa, photographs of Snuglis and people all over the world carrying babies on their backs, and a framed Wall Street Journal article about the Snugli. (3 minutes)
- Ann Moore visits Patrick and discusses the production of an Air Lift. (4 minutes)
- Box 4, item RV 706.7 Ann Moore Innovative Lives Presentation, 1999 October 15
1 video recording ; Total Running Time: 33:03
 Ann and Mike Moore's Innovative Lives Presentation at the National Museum of African Art to children from Burrville Elementary School in Washington, D.C., and Barrett Elementary School in Arlington, Virginia. Sondra Berger introduces the program. Ann Moore discusses her childhood, how she improvised to make toys, and why she joined the Peace Corps. Mike and Ann Moore show slides from their time in Togo, including a map of Africa, photographs of children in school, markets, Ann teaching a nutrition class, mothers carrying and nursing their babies, the Snugli, Ann Moore's mother Lucy Aukerman, and the Weego. They demonstrate a Togolese greeting and teach it to the kids. Sing African songs with the children accompanying on tambourines and rattles.
- Box 4, item RV 706.8 Ann Moore Innovative Lives Presentation, 1999 October 15
1 video recording ; Total Running Time: 32:00
 Continuation from 706.7. Ann and Mike Moore sing African songs, and teach the children a song they learned while camping with the Boy Scouts in Togo. Discusses inspiration for Snugli, and how she had to continuously make changes to the Snugli design, for example adding adjustable straps so she could wear it over a winter coat. Mentions Weego and demonstrates Air Life

backpack and fanny pack. Emphasizes how finding a solution to a problem can lead to an invention. The children ask questions about how Ann Moore got the idea for the Air Lift, why the African mothers didn't wear their babies on the front of their bodies, what kind of fabric was used for the Snugli, and how many inventions Moore created.

- Box 4, item RV 706.9 Ann Moore Innovative Lives Presentation, 1999 October 15
1 video recording ; Total Running Time: 33:02
Ann and Mike Moore's second Innovative Lives presentation, given to students from Seven Locks Elementary School in Bethesda, Maryland, and Jefferson Junior High School in Washington, D.C. Sondra Berger introduces the program. Presentation was shot with a handheld camera and shows more audience reaction. The presentation is almost exactly the same as 706.7-.8, although editing has been done.
- Box 4, item RV 706.10 Ann Moore Innovative Lives Presentation, 1999 October 15
1 video recording ; Total Running Time: 29:00
Continuation of 706.9. After the presentation, the children ask questions about how the Weego will be advertised, whether malaria was a problem in Togo, and what people ate and drank in Africa. The kids file out of the museum (16 minutes)
- Close up shots of the slides that were shown during the Innovative Lives presentation. (13 minutes)
- Box 4, item RV 706.11 Ann Moore Innovative Lives Presentation, 1999 October 15
1 video recording ; Total Running Time: 13:57
Continuation of 706.10.

Series 5: Supplemental documentation, 1999

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| Box 5, Folder 1-2 | Transcripts of videos, except 706.3. A floppy disk also contains copies of the transcripts of videos. |
| Box 5, Folder 3 | Articles about Ann Moore and the Snugli and copies of the Innovative Lives Presentation flyers, undated |