Rube Goldberg (roob gold’berg), a comically involved, complicated invention, laboriously contrived to perform a simple operation – Webster’s New World Dictionary
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Introduction to RGI

Rube Goldberg, Inc. is a 501(c)3 not-for-profit dedicated to promoting STEM & STEAM education for students of all ages. Registration fees and all contributions are tax deductible.

Rube Goldberg Machine Contest®, Rube Goldberg Challenge® and Rube Goldberg Machine™ are all trademarks of RGI.

Our goal, with all levels of competition, is to encourage critical thinking and problem solving in a non-traditional learning environment. And to have fun in the process.

The company also licenses the usage of the art work of Rube Goldberg, Pulitzer Prize winning cartoonist, sculptor, and author.

Our web site, rubegoldberg.com, offers information on:
- All the Contests, Challenges and Licensing.
- Our Education initiative also Teaching Resources and Rube Bags (purchase in the STORE).
- In our Gallery, you can see Rube Goldberg illustrations that we license.
- Visit our Rube Store, where clothing, books and other Rube items may be purchased.
- Sign up for our e-newsletter, and get auto-updates on what’s going on at Rube Goldberg.
Rube Goldberg Biography

Rube Goldberg (1883-1970) was a Pulitzer Prize winning cartoonist, sculptor and author.

Reuben Lucius Goldberg (Rube Goldberg) was born in San Francisco on July 4, 1883. After graduating from the University of California Berkeley with a degree in engineering, Rube went on to work as an engineer for the City of San Francisco Water and Sewers Department.

After six months Rube shifted gears and left the Sewers Department to become an office boy in the sports department of a San Francisco newspaper. While there he began to submit drawings and cartoons to the editor until he was finally published. Rube soon moved from San Francisco to New York to work for the Evening Mail drawing daily cartoons. This led to syndication and a national presence – and the rest is history.

A founding member of the National Cartoonist Society, a political cartoonist and a Pulitzer Prize winner, Rube was a beloved national figure as well as an often-quoted radio and television personality during his sixty year professional career.

Best known for his “inventions”, Rube’s early years as an engineer informed his most acclaimed work. A Rube Goldberg contraption – an elaborate set of arms, wheels, gears, handles, cups and rods, put in motion by balls, canary cages, pails, boots, bathtubs, paddles and live animals – takes a simple task and makes it extraordinarily complicated. He had solutions for How To Get The Cotton Out Of An Aspirin Bottle, imagined a Self-Operating Napkin, and created a Simple Alarm Clock – to name just a few of his hilariously depicted drawings.

The promise and pitfalls of modern technology make Rube Goldberg’s inventions even more relevant now than when they were originally created. From think-tanks in Silicon Valley, to the New York Times, to Sunday morning’s Meet the Press, hardly a day goes by without the name “Rube Goldberg” being invoked. In fact, Rube Goldberg is an adjective in Webster’s Dictionary.

Rube did not build the machines he drew, but his cartoons have become an inspiration to aspiring engineers and scientists across the world.

At a time when the U.S. is looking to inspire young minds, Rube Goldberg’s legacy represents the best in American innovation, humor and unconventional thinking; an inspiring model for us all.

Jennifer George
July 2015
Rube Goldberg Biography
Introducing the Rube Goldberg Challenge

RGI endeavors to increase awareness of the creative thinking and inspiring artwork of the late cartoonist, Reuben Lucius Goldberg.

Growing interest in our Rube Goldberg Machine Contests has encouraged RGI to create additional official, RGI authorized, competitions – open to all ages and created by each licensee. Based on those requests, we have developed the Rube Goldberg CHALLENGE.

We hope the CHALLENGE will inspire children and adults to create.

A good venue for fairs, libraries, or corporate events, the Rube Goldberg CHALLENGE allows licensing of the logo and use of images for promotional and marketing purposes.

The CHALLENGE can be based on one of the following:

- use of a specific product (like Legos) to create a Rube-like machine.
- any Rube Goldberg Machine Contest task from previous years, with adjustments as you see fit, to make the task suitable for all ages. (A list of Past Tasks can be found on page 9).
- a concept originated by the host, and approved by RGI.

Self-Watering Palm Tree
Licensing and Fees

License the Rube Goldberg CHALLENGE for one group use.

The license is for one-time, non-exclusive use and a one-year time frame.

Licensees may use our logo and up to 2 high resolution illustrations for promotion and marketing of the CHALLENGE.

Our copyright line: Artwork Copyright © Rube Goldberg Inc. All Rights Reserved. RUBE GOLDBERG ® is a registered trademark of Rube Goldberg Inc. All materials used with permission.” must be included with use of any illustrations.

Please email the Rube Goldberg CHALLENGE registration to rube@rubegoldberg.com. (The registration Form is on page 8).

Once approved, we will email you an invoice. Once payment is received, we will email you a high resolution image of our logo and the images you have requested for use in marketing your CHALLENGE.
Registration Form 2017

Host (Licensee) Name: ________________________________
Address: _________________________________________
_________________________________________________
Contact name: ________________________________
Telephone Nubmer: ________________________________
Fax Number: ________________________________
Email: ________________________________

Number of participants: ________________
Proposed Date you will hold your Rube Goldberg CHALLENGE: ________________________________

Brief Description of the CHALLENGE you are proposing:
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

Include description of participants you anticipate (i.e.: children and adults, General public attending event)
_________________________________________________________________________
_________________________________________________________________________

Include the titles of 1 or 2 Rube Goldberg images you would like to use in marketing and promoting your CHALLENGE: ________________________________________________

_________________________________________________________________________

Our copyright line: “Artwork Copyright © Rube Goldberg Inc. All Rights Reserved. RUBE GOLDBERG ® is a registered trademark of Rube Goldberg Inc. All materials used with permission.” must be included near the illustrations.

Please email the form to rube@rubegoldberg.com. Once approved, we will invoice you.
Past Contest Tasks

2017  Apply A BAND-AID®
2016  Open An Umbrella
2015  Erase A Chalkboard
2014  Zip A Zipper
2013  Hammer A Nail
2012  Inflate A Balloon and Pop It!
2011  Watering A Plant
2010  Dispense an Appropriate Amount of Hand Sanitizer into a Hand
2009  Replace an Incandescent Light Bulb with a More Energy Efficient Light Emitting Design
2008  Assemble a Hamburger
2007  Squeeze the Juice from an Orange
2006  Shred 5 Sheets of Paper
2005  Change Batteries and Turn on a 2-battery Flashlight
2004  Select, Mark and Cast an Election Ballot
2003  Select, Crush and Recycle and Empty Soft Drink Can
2002  Select, Raise and Wave a U.S. Flag
2001  Select, Clean and Peel an Apple
2000  Fill and Seal a Time Capsule with 20th Century Inventions
1999  Set a Golf Tee and Tee Up a Golf Ball
1998  Shut Off An Alarm Clock
1997  Insert and Then Play a CD Disc
1996  Put Coins in a Bank
1995  Turn on a Radio
1994  Make Cup of Coffee
1993  Screw a Light Bulb into a Socket
1992  Unlock a Combination Padlock
1991  Toast a Slice of Bread
1990  Put the Lid on a Ball Jar
1989  Sharpen a Pencil
1988  Adhere a Stamp to a Letter
Contact Information

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