

**Contacts:**

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## MUSEUM FACT SHEET

**Mission**

- The Museum of Science and Industry's mission is to inspire the inventive genius in everyone by presenting captivating and compelling experiences that are real and educational.

**Vision**

- To inspire and motivate children to achieve their full potential in science, technology, medicine and engineering.

**Audience**

- In 2008, 1.41 million guests visited the Museum.
- 50 percent of visitors were female; 50 percent were male.
- 51.4 percent came from the Chicagoland area; 48.6 percent came from out of town.
- The Museum hosted more than 260,877 children in school groups.
- The Museum hosted more than 257,990 guests during our 2008 free days.

**Exhibits and Programs**

- The Museum is home to more than 35,000 artifacts.
- Public programming includes costumed program interpretation, daily science demonstrations, learning labs, lectures, performances, book signings and live videoconferences and special overnight events.
- Major exhibits include: *U-505 Submarine*, the *Coal Mine*, *The Great Train Story*, *ToyMaker 3000*, *Genetics: Decoding Life*, *Fast Forward ... Inventing the Future*, *The Baby Chick Hatchery*, *Earth Revealed*, *Colleen Moore's Fairy Castle*, the *Pioneer Zephyr*, *Farm Tech* and *Take Flight*.

**Education**

- Within a school year, the Museum delivers Learning Lab educational sessions to more than 12,000 students.
- Approximately 1,000 teachers each year are served through professional development activities.
- Approximately 400 teenagers have been trained in the Museum's Science Minors program, which teaches high-schoolers about science and then allows them to share their knowledge with Museum guests.
- After-school Science Minors Clubs provide hands-on after-school learning to 5,000 children a year through partnerships with 57 schools and organizations.
- The ground-breaking *Live From the Heart* program, which allows students to view an open-heart surgery in real-time, has reached more than 10,000 students since its inception in 2003.

**Facilities**

The Museum is housed in the only remaining building from the 1893 World's Columbian Exposition. It was built as the fair's Palace of Fine Arts by Burnham & Root architect Charles Atwood and is now the largest science center in the Western Hemisphere. Facilities include:

- 14-plus acres of hands-on exhibits
- Almost 400,000 square feet of exhibit space
- Chicago's only five-story, domed Omnimax<sup>®</sup> theater
- Restaurants - the Brain Food Court, Brain Food Café and Finnegan's Ice Cream Parlor
- Gift Shops - The Big Idea, Shop Earth, The Kid's Stop and the The U-505 Store
- An e-learning center with videoconferencing capability



- An 800-seat auditorium and two smaller theater spaces
- Nine learning lab areas for special educational programming
- Convenient indoor parking connected to the Museum's Great Hall ticketing area
- Wheelchair and stroller rental and coat check facilities

### Web Resources

- The Museum Web site, [www.msichicago.org](http://www.msichicago.org), receives more than 3.1 million visitors a year and contains more than 1,000 pages of original content on museum resources, information and exhibits.

### Hours

- Regular Museum hours are Monday-Saturday 9:30 a.m. – 4 p.m. and Sunday 11 a.m. – 4 p.m.
- Extended hours (until 5:30 p.m. each day) are offered during peak periods throughout the year.
- The Museum is open every day of the year but December 25.

### 2009 Extended Hours

On the remaining dates in 2009, the Museum will offer extended hours from 9:30 a.m. – 5:30 p.m. Monday-Saturday and from 11 a.m. to 5:30 p.m. on Sundays:

- March 21 - 29
- April 4 - 19th
- May 22 - September 7
- November 20-22
- November 27-29
- December 5, 6
- December 12, 13
- December 19-31 with the exception of Christmas Day.

### Admission

General admission pricing:

- \$13 for adults, \$12 for seniors and \$9 for children ages 3-11.
- City of Chicago residents receive a discount: \$12 for adults, \$11 for seniors and \$8 for children ages 3-11.
- Additional charges for Omnimax films, the *U-505 Submarine* optional on-board tour and certain special exhibits.
- Each year, the Museum offers free general admission on a select group of days (see below).

### 2009 Free Day Schedule

On the following dates in 2009, general admission is free:

- January 5-31
- April 22 - Earth Day
- June 1 - 5
- June 19
- Weekdays October 8 - 30
- November 11 - Veteran's Day

### Press Images/B-Roll

- High-resolution images are available for download at [www.msichicago.org/press](http://www.msichicago.org/press)
- B-Roll is available by calling Beth Boston in the media relations department at 773-947-6003.

### Parking

Chicago's only Museum with attached, underground parking. Indoor parking is available to the general public at \$16 for the entire day.

### Location/Phone/Web site

Museum of Science and Industry  
 57<sup>th</sup> and Lakeshore Drive, Chicago, IL 60637  
 773-684-1414 or (800) GO-TO-MSI  
[www.msichicago.org](http://www.msichicago.org)

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