



Contact:

Lisa Miner, Museum of Science and Industry, (773) 947-6005
Beth Boston, Museum of Science and Industry, (773) 947-6003
Brian Packer, Museum of Science and Industry, (773) 947-3133

MUSEUM OF SCIENCE AND INDUSTRY IGNITES SPARK IN TOMORROW'S SCIENTISTS
Inspiring "Inventive Genius" with 14 acres of interactive exhibits

CHICAGO—Where can you climb aboard a World War II submarine, plunge into a working coal mine, work alongside robots in a toy factory, explore cutting-edge prototype inventions, become a CSI sleuth and dissect an eyeball—all in one day? The Museum of Science and Industry—the largest science museum in the Western Hemisphere—which is home to more than 35,000 artifacts and 14-plus acres of hands-on exhibits, experiences and programs designed to spark scientific inquiry and creativity.

More than 250,000 students are among the more than 1.4 million guests that visit the Museum each year. The institution takes its role as a catalyst for exploration in science seriously. In fact, the Museum's mission is to inspire the inventive genius in everyone.

"The Museum has touched the lives of more than 175 million guests since it opened in 1933," said David Mosena, president and CEO of the Museum of Science and Industry. "We can only guess how many children, after visiting this Museum, decided to become biologists or doctors, geneticists or chemists. We strive to develop compelling and captivating exhibits that not only engage our guests, but inspire them as well."

Among the Museum's most popular exhibits are the *U-505 Submarine*, the only German U-boat captured during World War II; the *Coal Mine*, a reproduction of an Illinois coal mine that takes visitors 50 feet in a real hoist to the bottom of a mineshaft; *ToyMaker 3000*, a real toy factory staffed by 12 robots; *The Great Train Story*, a dynamic model train display that illustrates modern rail operation; *Take Flight*, which uses a real United 727-jet plane to explain commercial flight; *Genetics: Decoding Life*, which helps guests understand the basics of DNA; and the Omnimax® Theater, Chicago's only five-story, domed, wrap-around movie screen that takes viewers to the depths of the world's oceans, the Serengeti and even the moon.

In some new additions, Museum guests also get a look at what the brightest scientific and entrepreneurial minds have in store for us in *Fast Forward... Inventing the Future*, a permanent yet ever-changing gallery that showcases prototype inventions and new ideas from around the world. Here, guests can talk to a robot or learn how to play a cutting-edge electronic instrument in just minutes. Another new permanent exhibit experience, *Earth Revealed*, showcases the dynamic forces that are at work on our planet using a giant globe, suspended among projectors that provide images and data from the National Oceanic and Atmospheric Association.

The Museum's unique and cutting-edge exhibits have earned the institution several accolades:

- Voted **one of the Best Museums in the U.S.** by the 2005 *World Almanac for Kids*
- Voted **one of the Seven Wonders of Chicago** by the *Chicago Tribune* in 2005
- Named **one of the Country's 50 Top Family Attractions** by the 2004 *Zagat Survey*
- One of the **Top Rated Museum** in the 2004 *U.S. Family Travel Guide*
- Named one of the **Top 15 Museums in the World** in *Life* magazine's millennium edition

Every visit a unique experience

The Museum works to enhance the guest experience using demonstrations, costumed exhibit interpreters, groundbreaking temporary exhibits and special programming. Live demonstrations, held daily, encourage deeper exploration into the concepts introduced by various Museum exhibits. Demonstrations include the opportunity to dissect a real cow's eye to learn about sight, explore the digestive system in *Poop Happens*, learn the science of combustion in *Bangs, Flashes & Fire*—and more.

The Museum also hosts unique temporary exhibitions that connect guests to a world of new experiences. In 2008, the Museum debuted *Smart Home: Green + Wired*, a fully-functioning, modular eco-friendly exhibit home built in its own backyard—the only exhibit home of its kind. In 2009, the Museum will host the world premiere of *Harry Potter: The Exhibition*, which showcases the amazing craftsmanship that goes into the props and costumes from the popular film series.

Other spectacular temporary exhibits hosted here include the 2007 world premiere of the interactive forensic science exhibit, *CSI: The Experience*, based on the hit CBS television show. In 2006, the Museum developed and hosted the most comprehensive exhibit on Leonardo da Vinci ever to be presented in the United States, *Leonardo da Vinci: Man, Inventor, Genius*. And in 2005, the Museum hosted the Midwest debut of *Gunther von Hagens' BODY WORLDS: The Anatomical Exhibition of Real Human Bodies*.

Guests also learned that “science always tastes good” with a 2008 lecture from Alton Brown, explored the mysteries and architecture of the “White City” with a virtual simulation of the 1893 World's Fair, got a sneak peek at what may be next for our American cities in *City of the Future*; and even cheered on the take-off of a replica of the Wright Brothers' legendary plane on the Museum's front lawn. These events are part of the Museum's ongoing effort to offer new concepts and thought-provoking events through special programming.

In the beginning

During a family visit in 1916, Museum founder Julius Rosenwald was inspired by Munich's Deutsches Museum, where exhibits moved and visitors were encouraged to push buttons and work levers. The experience sparked his determination to bring such an institution to his hometown of Chicago.

The philanthropist and chairman of Sears, Roebuck and Company pledged \$3 million toward the creation of an industrial museum and galvanized Chicago's industrial elite in support of the project. The Palace of Fine Arts, built for the 1893 World's Columbian Exposition, was identified as the home for the new Museum. The years had reduced the Palace to crumbling plaster, but Rosenwald vowed to return the building to its former glory.

When the Museum of Science and Industry opened its doors on June 19, 1933, the new institution was unique. No dusty spaces, no forbidding glass cases, no exhibitions frozen in time—the Museum was the first interactive museum in North America. In 2008, the Museum celebrated its 75th anniversary with a year-long celebration that included world-premiere temporary exhibits, special events, lectures, free days and a six-day party in June.

A worry-free destination

The Museum is open every day except December 25. Regular Museum hours are 9:30 a.m. to 4 p.m. on Monday through Saturday, and 11 a.m. to 4 p.m. on Sundays. Amenities include:

- **Tickets** – For quick entry into the Museum, all tickets can be purchased online at www.msichicago.org.
- **Parking** – Convenient indoor parking is available for \$16 per day. The garage is directly connected to the Museum's Great Hall ticketing area and is easy to navigate with a wheelchair or stroller.
- **Restaurants** – The Museum's restaurants—The Brain Food Court, The Brain Food Café and Finnegan's Ice Cream Parlor—serve something for every taste.
- **Gift Shops and Photo Studios** – The Big Idea, The Galaxy Shop, The Kid's Stop and the U-505 Store offer unique toys, models, books and more. Guests can have a souvenir picture taken at one of the Museum photo studios.
- Stroller and wheelchair rental and coat-check facilities are available.

For detailed information about Museum amenities, free days, special extended hours, membership and more, visit our Web site at www.msichicago.org

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. Located at 57th Street and Lake Shore Drive, the Museum is open every day of the year except December 25. Regular Museum hours are 9:30 a.m. until 4 p.m. Monday through Saturday and 11 a.m. until 4 p.m. on Sunday. General admission pricing is \$11 for adults, \$9.50 for seniors and \$7 for children ages 3-11. City of Chicago residents receive a discount on general admission. The Museum is supported in part through the generosity of the people of Chicago through the Chicago Park District. For more information, visit the Museum's Web site at www.msichicago.org or call (773) 684-1414 or (800) GO-TO-MSI outside of the Chicago area.

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