

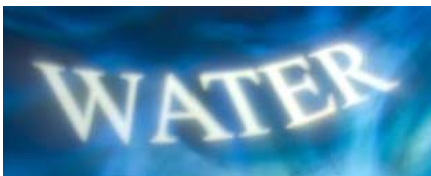
Forces of Nature

Forces of Nature Gallery Grand Opening - The Future Face of Science Has Arrived!

PHOENIX, AZ: As Arizona's leading resource for public understanding of science, Arizona Science Center is revitalizing its galleries so that it may continue to bring science and technology to the very forefront for families and school groups. The first "new" gallery opening to the public is **Forces of Nature**, located in the Sybil B. Harrington Galleries, which has its public grand opening on **April 23**.

Media previews will be available on April 22 @ 10am. Please call ahead to RSVP.

The **Forces of Nature Gallery** is devoted to understanding and respecting Earth as a dynamic planet, allowing guests to experience the earth as never before, where colossal amounts of energy are captured and matter is recycled again and again between land, air and water. Some of the natural phenomena guests will explore and learn about within Forces of Nature are...



- **Immersion Theater:** *Supported by a grant from the Freeport-McMoRan Copper & Gold Foundation* this theater includes multiple overhead video screens, immersive sound, realistic physical effect and a motion-floor system. At regular intervals, this show space will come to life, complete with dramatic special effects that put guests at the center of the mightiest, most powerful natural events.
- **Magic Planet®:** This 5 foot digital interactive globe explores the elements of space, its planets and its properties. With a 360° image, *Magic Planet* will tell planetary stories in such a compelling way that you will return time and time again to learn more!
- **Meet the Scientists:** Case displays introduce young scientists whose laboratories are our planet's very active bodies of land, air and water. Actual research tools, notebooks and the scientists' personal stories are on display.
- **Carbon Exchange:** Carbon is a prime building block on Earth. *The Carbon Exchange* will follow carbon as it moves throughout the planet and discover how it connects everything everywhere.
- **Plates on the Move:** *Plates on the Move* will introduce you to the major tectonic plates that exist throughout the world and reveal how they have moved over millions of years.
- **Rock Cycle:** While rocks are indeed solid, they are changing all the time. This interactive animation exhibit lets visitor turn metamorphic rock into sediments, sedimentary rock into igneous forms and each in the other, illustration the forces at work.
- **Motion in the Ocean:** explore deep ocean currents and learn not only what causes them but also what keeps them circling the planet.

Many other displays and interactive exhibits will help visitors see the relation between the geosphere, atmosphere, hydrosphere and biosphere.

The idea for the gallery was developed by Science Center Guest Experience staff and Dr. Art Sussman, a national expert in science education and author of *Dr. Art's Guide to Planet Earth*. The staff researched the

latest trends in the science literature, the latest findings about how the public learns about natural phenomena and what science concepts students need to master.

“By combining terrific storytelling and impeccable scholarship with a variety of technologically advanced communication tools, Forces of Nature is intended to awe and inspire visitors with the non-stop action of the natural world,” said Carmel Lewis, vice president, BRC Educational Experiences. “We’re very excited to be working with Arizona Science Center to deliver a completely transformed gallery that will meet the high expectations of today’s audiences, as well as engage and immerse guests for years to come.”

Forces of Nature was created by **BRC Imagination Arts**, a world leader in the design, creation and production of innovative and immersive educational, brand and entertainment experiences. For more than 25 years, BRC has been successfully pushing the boundaries of traditional experience design--using a variety of experiential, environmental, film and theatrical techniques – to create remarkable experiences that offer emotional, physical and intellectual interactions. The company immerses visitors into vastly diverse content including historical figures and events, arts and sciences, cultural heritage and corporate culture and branding. In each of these scenarios, BRC has transformed the subject matter into experiences that amaze, entertain and educate guests at the same time. The company is currently engaged in major projects in the United States, Europe, Asia and the Middle East. For more information, visit www.brcweb.com.

The mission of Arizona Science is to inspire, educate and entertain people of all ages about science. Arizona Science Center is located at 600 E. Washington Street in Downtown Phoenix (between 5th and 7th Streets). The Center is open daily 10 a.m. – 5 p.m. For additional information, visit azscience.org.