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**THE NEXT GENERATION OF INNOVATORS CAN DREAM, CREATE AND BUILD
AT ARIZONA SCIENCE CENTER**

Imagine exhibition to run from Sept. 29 to Jan. 5, 2014

PHOENIX – On Sunday, Sept. 29, Arizona Science Center invites visitors to dream, create and build from their imagination at the organization's newest featured exhibition - *Imagine*. This 6,000-square-foot multi-activity exhibition centers around innovation, creativity, conceptualization and design. Experimentation and creativity is a vital part of each activity and the exhibition creates an inviting environment for each guest to test ideas and create experiences where materials are seen as both a product of innovation as well as an important component. This innovative travelling exhibition is a place where collaboration is encouraged, outcomes are many and visitors are encouraged to take a hands-on approach to challenges.

Imagine is made up of five main themes, each representing a possible route along the pathway to innovation:

1. Dream Big

Innovation often occurs when a big dream or passion grips you and must be pursued. The history of aerodynamics is filled with those who dreamed big and often relentlessly followed those dreams. Exhibits with this theme highlight how ideas grow and how intense motivation can be a driving force for innovation. Explore Paper Airplanes, Tumbling Dice and So You Think You Can Fly.

2. Expect the Unexpected

Science is a process of questioning. Unexpected answers are not always recognized for their value. Keen observation and fresh eyes can often allow people to see beyond the obvious. Explore Ferrofluid Experiences, Interactive Projections and Materials Playground.

3. Collaborate or Compete

Colleagues or competitors can spur us to achieve more than we could on our own. Peer interaction and pressure can influence us to go in directions that we might otherwise ignore. This can have an impact on our ability to be innovative. Explore Sound Panels, Telltale Heart and Making Faces.

4. Try, Try and Try Again

Innovation is neither quick nor easy. Nothing beats experience and perseverance when it comes to creating something. To be innovative, you need opportunities to create, test, tweak, re-test and even start over. In this series of experiences, patience and observation are key in

investigating materials and their properties. Explore Gear Tree/Kinetic Sculptures, Create Something New and Stop-Motion Animation.

5. **Look to the World**

Whether we dwell in the frigid Arctic or the dense rain forest, we rely on innovative processes and the making of innovative products to survive in our various environments. Our common drive for food, shelter and water throughout the world demonstrate the diversity in innovation. Explore Innovation Around the World and Question of the Day.

Exploring each theme through hands-on interactive activities, visitors will be encouraged to problem-solve while igniting their creativity and increasing the desire to be innovative.

“Imagine is a fun, highly interactive exhibition that focuses on skills that are essential for the next generation of innovators,” said Chevy Humphrey President and CEO of Arizona Science Center. *“It’s especially interesting to educators because the activities encourage students to consider questions they had never before asked. Where else can you have your students engaged in inquiry-based learning, combining creativity with sciences?”*

Imagine is sponsored locally by JPMorgan Chase and is located in the Sybil B. Harrington Gallery on Level 3 of Arizona Science Center. The exhibition will be open between Sept. 29 and Jan. 5, 2014, with a VIP and Members debut on Saturday, Sept. 28. From Sept. 29 till Nov. 22, tickets are \$7 plus general admission for the general public. Arizona Science Center members are able to enter for free with exclusive access to Arizona Science Center’s Imagination Playground for only \$5 per person. Arizona Science Center’s Imagination Playground’s oversized blue blocks encourage children to exercise problem-solving skills and complex thinking. Ticket prices will increase to \$9 beginning Nov. 23 and will include access to Imagination Playground.

About Arizona Science Center

The mission of Arizona Science Center is to inspire, educate and entertain people of all ages about science. The Center, located at 600 E. Washington Street in downtown Phoenix, features more than 300 hands-on exhibits, live demonstrations, the state-of-the-art Dorrance Planetarium and a five-story IMAX® theater. For more information, visit www.azscience.org or call 602-716-2000.

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