

theExhibitionsagency



BRAIN

THE WORLD INSIDE YOUR HEAD

Mind is something your brain does
Perception, learning and memory, consciousness
and self-awareness - all these are part of your
mind. Dreams are part of your mind.
But how your mind works is a mystery.
Exploring the mind is a frontier of brain research.



BRAIN: THE WORLD INSIDE YOUR HEAD

Designed to appeal to audiences of all ages, Brain employs innovative special effects, hands-on learning activities, and interactive technology to delve into the inner workings of the brain, including its processes, potentials, and mysteries. Brain literally takes you inside the brain. We walk into a shimmering tunnel; the midst of a functioning human brain. Brain cells, neurons, engulf us. Flashing fibre-optics illuminate networks of neurons firing and communicating. Brain Bytes along neuronal tendrils provide surprising messages about the size, speed, and complexity of the brain.

From this dynamic beginning, "Brain:The World Inside your Head" invites visitors deeper into the brain to discover its basic workings—the fact that all brain function, everything we are and do, begins with neurons and synapses, electricity and chemistry. Here is an exploration of the revitalizing nature of sleep and the process of individual brain development. Then a look back through history at how we've learned about the brain, with an emphasis on brain evolution, the bizarre story of Phineas Gage, and today's amazing brain imaging.

Visitors then experience the reality of the brain differences—disorders, accidents, and irregularities. They will encounter the future of brain treatments in our new era of genome mapping and molecular medicine. And, finally, visitors will explore the most mysterious aspect of brain investigations, the mind and the nature of consciousness

THEMES:	Children, Family, Science, Health, Medical, Anatomy, Interactives, Hands-on
EXHIBIT SIZE:	available in two versions: 250m2 and 500m2
CEILING HEIGHT:	3.6 metres (12 ft)
DURATION:	Typically 3 months minimum
TARGET AUDIENCE:	6 year-olds and above, families, schools
INSURANCE:	Museum must provide a certificate of insurance for USD 5 million (general liability) and USD 2 million (property damage insurance)
TRANSPORT/ SHIPPING:	Museum pays incoming transport expenses. The 500m2 exhibition n travels in 5 x 40ft HC ocean containers. The 250m2 exhibition travels in 2 x 40ft HC ocean containers
INSTALL / DISMANTLE:	For the 500m2 exhibition, 2 technicians from Evergreen Exhibitions are provided to assist in the set-up (2 weeks) and take- down (1 week). The 250m2 exhibition requires 7 days set up and 5 days take down. Venues to cover return flights from USA, plus local hotel accommodation and per diems for the technicians. Venues are also asked to supply six support staff to help with the set up and breakdown.
EDUCATIONAL MATERIALS:	Teacher guide information provided
OTHER REQUIREMENTS:	Museum must provide HVAC system and standard electrical supply
LANGUAGES:	English, Spanish and Italian are currently available. Exhibition can be translated into a venue's choice of language.
CREATED BY:	Exhibition created by Evergreen Exhibits USA in collaboration with the National Institutes of Health.
SPONSORED BY:	In the USA, Pfizer Inc. was the sponsor of this exhibition. The venue may source any kind of sponsor they wish for this exhibition.

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SELECTED PAST VENUES & VISITOR NUMBERS:

Smithsonian (Double Venue)	Washington, USA	571,000
OMSI	Portland, USA	217,000
Great Lakes Science Center	Cleveland, USA	167,320
New York Hall of Sciences	New York, USA	84,281
Museo Tecnologico	Mexico City, Mexico	687,523
Science Museum of Boston	Boston, USA	345,258
Science Place	Dallas, USA	149,083
NC Museum of Natural Sciences	Raleigh, USA	151,056
Strategic Air & Space Museum	Ashland, USA	80,000

