

theExhibitionsagency

g genome

The Secret of How Life Works



GENOME: THE SECRET OF HOW LIFE WORKS

Through engrossing environments, interactives, artifacts, multi-media, and innovative graphics, Genome: the Secret of how Life Works explores the nature, history of discovery, and impact of our genes. The exhibit brings understanding of what the genome is, why it's being "mapped," what the amazing potential benefits of this research are, preventing and curing disease, living longer lives, etc. and takes an intriguing look into the history of this science and the people who have shaped it - even some of the controversial issues such as cloning and origin of life.

The exhibit will showcase a number of unique learning tools specifically designed to help school children and their parents understand the genome's function and its role in daily life. They include the following:

- Giant Double Helix: a 2.4m tall, 7m long display of DNA's double helix structure
- Hereditary Slot Machines: a working slot machine that demonstrates the odds that children will inherit genes for certain characteristics
- The Cookie Factory: a visualization of protein production in terms that children and adults alike can grasp, with DNA, genes and proteins as the ingredients and recipes for "making" human beings
- Discovery Theater: an opportunity to meet the minds that were instrumental in the discoveries leading up to the sequencing of the human genome.

THEMES:	Science, Biology, History, Ethics
EXHIBIT SIZE:	c. 450-500 sq metres (5000 sq ft)
CEILING HEIGHT:	3.6 metres (12 ft)
DURATION:	Typically 3 months minimum
TARGET AUDIENCE:	7 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 shipping expenses. The exhibition travels in either 5 x 53 ft trailers or 6 x 40 ft HC ocean containers.
INSTALL / DISMANTLE:	2 technicians from Evergreen Exhibitions are provided to assist in the set-up (2 weeks) and take-down (1 week). Venues to cover return flights from USA, plus local hotel accommodation and per diems for the technicians. Venues are also asked to supply 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 and Spanish 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 Human Genome Research Institute (NHGRI), the National Institutes of Health (NIH) and the Whitehead Institute/MIT Center for Genome Research.
SPONSORED BY:	In the USA Pfizer Inc. is 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:

Smithsonian Institution
Academy of Natural Science
Museum of Science and Industry
The New Detroit Science Center
Indiana State Museum
HealthSpace Cleveland
San Diego Natural History Museum
Museo Tecnológico
New York Hall of Science
Rochester Museum & Science Center
St. Louis Science Center
McGovern Museum of Health & Sciences
Florida Museum of Natural History
Witte Museum
Kalamazoo Valley Museum
International Museum of Art and Science
Lynx Exhibits

Washington DC
Philadelphia, Pennsylvania
Tampa, Florida
Detroit, Michigan
Indianapolis, Indiana
Cleveland, Ohio
San Diego, CA
Mexico City, Mexico
New York, New York
Rochester, New York
St. Louis, Missouri
Houston, Texas
Gainesville, Florida
San Antonio, Texas
Kalamazoo, Michigan
McAllen, Texas
El Paso, Texas

