

THE SCIENCE OF

Ripley's

Believe It or Not!®

Traveling Exhibit

Opening March 2013, tour begins Fall 2013



The Science of Ripley's Believe It or Not!® is a 6,000 sq ft (600 sq m) traveling exhibit. Join Mr. Ripley, the world's greatest collector of amazing artifacts and information, on a rollicking adventure to reveal the science behind a world of superlatives: biggest and smallest, fastest and slowest, the astonishing, the inspiring, and the simply unbelievable.



The goals of the exhibit are:

To demonstrate that science can explain the unexplainable, and to reveal the science behind the weird and wonderful.

To engage visitors in real science experiences by appealing to their natural sense of curiosity, investigation and exploration.

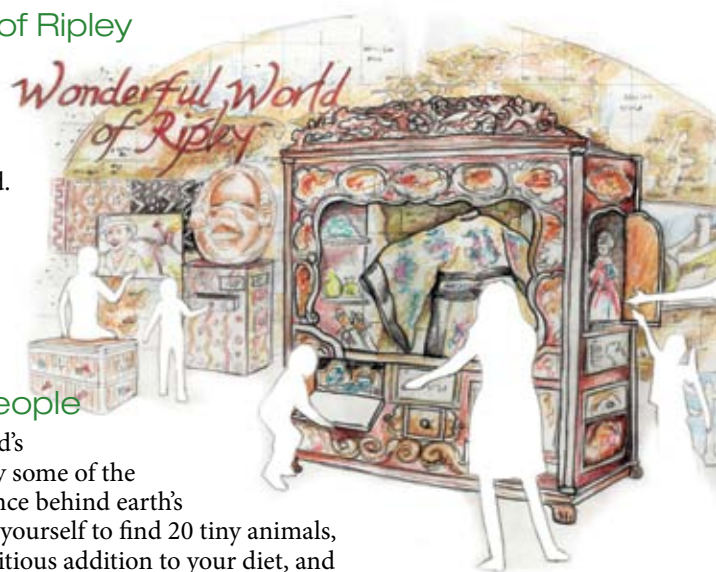
Filled with Ripley's artifacts, stories, feats, and challenges, this exhibit will take advantage of visitors' natural interest and curiosity in the unusual. Visitors will be involved in real science through experiments and challenges, touchable specimens, computer interactives, and a multimedia theater experience. *The Science of Ripley's Believe It or Not!*® will be highly interactive and will involve visitors with facts and scenarios with a scientific twist!

The exhibit

is organized into the following main theme areas:

The Wonderful World of Ripley

Mr. Ripley was an explorer extraordinaire who traveled the world, collecting artifacts and stories from the remarkable people and places he encountered. Browse through decades of cartoons by, letters for, and video of the man behind the Ripley Entertainment franchise.



Extreme Biology – Animals, Plants and People

Feel dwarfed by some of the world's largest organisms, and invaded by some of the smallest, as you discover the science behind earth's most extreme biology. Challenge yourself to find 20 tiny animals, learn how insects could be a nutritious addition to your diet, and get a glimpse into your future at the Age Yourself exhibit.

Weird World

We live on an amazing planet, and the natural world is full of incredible phenomena that may appear unbelievable at a first glance. From geologic formations such as gigantic mineral crystals to exploding killer lakes, there is a scientific explanation behind every wonder of the natural world.

Ancient Life

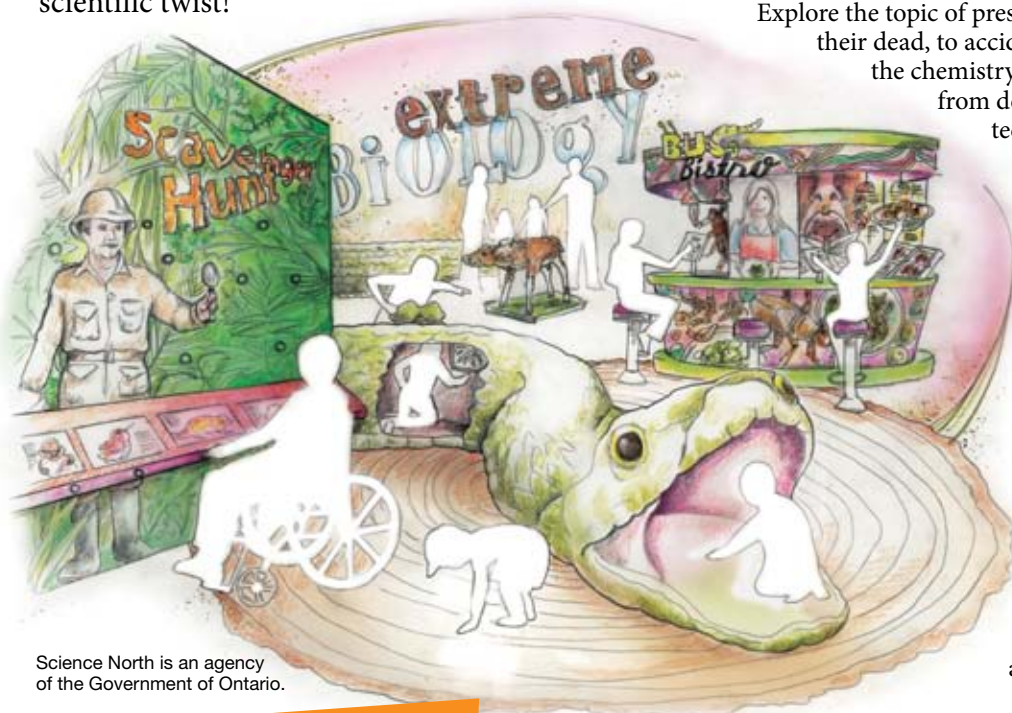
Explore the topic of preservation – from ancient cultures mummifying their dead, to accidental preservation and fossilization. Learn the chemistry behind how biological material is prevented from decomposing, and try your hand at the scientific techniques that archeologists use to solve ancient mysteries.

Visual Phenomena and Illusions

How do illusions work? Illusions exploit the way our brains process sensory information to turn it into an image, smell, or sound we can comprehend. These amazing illusions will keep you fooled even after you learn how they work!

Curiosity Multimedia Theater

A Science North multimedia theater is an immersive experience that tells a story and involves the audience. It may combine film and video, multiple screens, real artifacts and objects, automated lighting, animatronics, and other multi-sensory effects.



Science North is an agency of the Government of Ontario.

SIZE

6,000 sq ft (600 sq m)
Minimum ceiling height of 9 ft (2.75 m)

COST

\$185,000 USD
plus in-bound shipping.
Three-month rental period.

CONTACT

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