



FOR ADDITIONAL INFORMATION

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EXHIBITION FACT SHEET – Phase I

Beginning of Life, Childhood, Adolescence

The Amazing You

The Amazing You is a state-of-the-art, 13,000-square-foot exhibition that will provide guests with an in-depth view about the health and wellness of the human body. This permanent exhibit that will be located on the entire 3rd floor is divided into three phases, with the first phase focusing on the younger years.

The Amazing You is for you, meaning that it's more than just an exhibit; it's a community resource. Within each developmental life stage, you'll explore what's amazing about that stage, identify developmental milestones, and learn what it means to be healthy at each stage and how to return to wellness after illness, surgery or disability. You'll learn about medical conditions and diseases including which are most prevalent during each developmental stage of life. We learn about appropriate interventions -- from conservative to invasive; from traditional and alternative to complementary.

What Can Guests Do and Learn In The Amazing You Exhibit?

- Understand the wonders of the body from prebirth through end of life.
- Learn how many factors influence health (ex. nutrition, attitude, the environment, exercise, and the mental, emotional, physical and spiritual well being influence health).
- Explore key diseases, medical conditions, dysfunction and therapeutic management.
- Understand the human body through cutting-edge technologies
- Explore the connection between emotional, physical, mental health and wellness, and how medical science can help.
- Learn to ask questions; be informed consumers and advocates for health.
- Experience their own amazing bodies in ways they haven't before.

The first phase of *The Amazing You* will consist of 3 developmental life stages: beginning of life, childhood, and adolescence. Each life stage will contain roughly 12-15 exhibits.

Beginning of Life

In The Womb Theater – Gorgeous footage from among the world’s best medical videography showcasing the sperm’s journey, the egg and sperm union, the fetal physical and cognitive development, advanced 4D ultrasound imagery, and multiple fetal imagery is segmented into short clips and presented in High Definition in a private mini-theater.

Fetal Ultrasound - View a “live fetus” using a simulated ultrasound machine. “Freeze” an image for a more detailed view and see fetal measurements and other data. As you move the ultrasound wand over the simulated pregnant belly, a simulated ultrasound image appears on the view screen. As the wand is moved to various positions on the belly, the images on the view screen change in real-time to simulate the effect of a real ultrasound experience.

Fetal Specimens -- A series of fetal developmental specimens in dramatically lit acrylic cylinders. The specimens are displayed in a secluded area to prevent unintended viewing. The specimens are on temporary loan to MOSI from the National Museum of Health & Medicine (NMHM) and were part of a teaching collection contributed to the NMHM years ago. The origins of the individual specimens are not known.

Pregnant Mother Sculpture -- This exhibit is located at the entrance of Beginning of Life and serves as an icon for the Life Stage. Visitors encounter a three-dimensional sculpture of a pregnant female form. The form is covered with clothing except for her belly where the shirt is pulled up to expose an obviously pregnant belly.

Healthy Pregnancy Choices -- This “risk machine” allows visitors to turn a dial to reveal the effects of various decisions such as healthy nutrition, or taking drugs. With each behavior shown, an image of the baby’s physical appearance reflects the likely defects or positive outcomes.

Pregnancy Suit - - An exhibit where visitors can try on an “Empathy Belly” to simulate the physical effects of pregnancy.

Birth Video Station -- For the uninitiated, a newborn is a strange and fantastic sight. Here visitors can watch a real human birth in all its raw drama and beauty. Visitors select from a variety of videos showing different types of births and related surgical procedures. Videos are narrated by health professionals to provide a detailed description of each procedure. A secluded video station provides a private viewing experience for families to watch together.

Preterm Infant -- Visitors watch an incredibly small, life-like infant move and stir in an enclosed incubator. Graphics detail the medical complications and life-saving science of preterm births. The animatronics is a life-size, realistic looking infant, which features natural movements. The infant is located inside a simulated incubation chamber. The space under the chamber is used to house the animatronics mechanisms.

Childhood Vaccines -- Graphic chart showing common childhood diseases and recommended vaccination schedule. Graphics feature images of children who have contracted diseases that are preventable with vaccines. The pros and cons of vaccinations are also discussed including the potential risks to the individual and the society at large.

Bioethics -- Quiz station where visitors are presented with a series of ethical dilemmas. Visitors are encouraged to discuss their opinion of any of the issues with their family or friends.

Genetics -- Visitors use various loose parts to create their own “Potato Head” organism. The goal is to create a likely “offspring” potato head by selecting parts that match traits of the potato head “parents,” on display. Graphics explain the basic principles of genetics and trait heredity. A video monitor shows deeper content including structure of the DNA molecule and the science of genetics on a molecular level. The exhibit has 3 potato head stations and 1 video station.

Childhood

Motion Anatomy – The guest walks into a video chamber and sees themselves on the screen. Beside their image is an image of a skeleton or of a musculature system dancing or moving about. The guest is encouraged to follow along and notice their movements on the screen while they realize how their bones and muscles are moving inside them.

Body Microscope -- A special high-resolution digital camera and lighting system allows visitors to capture close-up images of their body (i.e. teeth, eye, fingernail, nose, hair, tongue, skin, etc.) Images are displayed on a large plasma screen. A connected graphic display features numerous, exotic parasites and pathogens that reside in our hair, fingernails, skin, and gut.

Body Organ -- Play an orchestra of heart beats, burps, farts, sneezes, stomach growls, and knuckle cracks on this interactive keyboard. Visitors can select from different sets of sounds such as all burps, screams, or farts, or a mixed set. Keyboard will feature a number of different body sounds in each set.

Advanced Hearing Test -- This experience consists of a small sound isolating room where visitors can participate in a hearing acuity test. Visitors can also listen to what it sounds like to have lost the ability to hear different frequencies by playing with an equalizer to remove certain frequencies. Graphics show audiograms depicting different types of hearing loss and detail the risk factors of damaging sounds such as loud music, lawn mowers, and gun shots.

Vision Test -- A series of vision tests and vision disability simulations that allow visitors to test their vision and learn about the brain, vision, and perception systems. There is a peripheral vision test and a computer simulation of various vision disabilities.

Childhood Development -- Up to 3 visitors can play this fast-paced media game. A series of developmental milestone related questions (illustrated with video and photography) are posed to visitors. Questions are a mix of items visitors are likely to know (e.g., At what age do children generally learn to read?) and items that are new and surprising. Content includes key developmental milestones for children of various ages as well as developmental red flags. After each question, the results are displayed with detailed content about the featured developmental milestone. Some answer screens will feature related milestone activities that visitors can try. Example: standing on one leg for 10 seconds.

Cognition Mind Map -- Visitors use a software program to explore language acquisition of children at different ages. Visitors first select a child of a specific age and then one of several objects such as a ball or house. The software displays the words and ideas a child of the specified age would associate with the selected object. As visitors select different words, the software moves, rotates, expands, and displays associations around the newly selected word.

Eye Tracker -- This exhibit demonstrates the complexity of the eye/brain system and how humans comprehend visual information. Visitors sit in front of a special eye tracking system integrated into a single computer monitor and push a start button to begin. The system calibrates to the visitor's eyes and then various pictures appear on the monitor. The eye tracker technology records eye movements while each image is viewed. After viewing several images, the device displays exactly where the visitor's eyes focused on each image. The system will use 3 sets of 5 images each. The sets are cycled on each successive use so that the next visitor in line is likely to see a new set of images.

200 Calories -- A dramatic visual display that demonstrates that different foods contain vastly different amounts of calories and nutrients. When this game starts out, each plate contains a food item with exactly 200 calories, but because the caloric density of the foods varies, the volumes are

shockingly different. Then the software allows visitors to “guess” which food item has the highest amounts of each variable on typical nutrition labels before they see the results.

Surgery 101 -- Visitors participate in a large-scale version of the classic “Operation” board game.

Surgery On Demand -- Visitors use a touch screen to select and view various surgery videos. Videos feature common childhood surgical procedures --broken bone, healing information, tonsillectomy, sinus surgery, appendectomy, etc.

Adolescence

Know How You Grow -- Being overweight is the #1 worst thing you can do for long-term health. Visitors step onto a measuring platform, and the automatic system electronically measures their height and weight. Three readouts display height, weight, and BMI. They learn about implications to the rest of their body.

Puberty Station -- Visitors use custom software to explore the changes that occur during puberty. The software features questions and answers and detailed graphics and timeline animations allowing visitors to “scroll through” visualizations of bodily changes.

STD Game -- STDs are common, largely preventable, and often curable. This exhibit will provide visitors with a graphic appreciation for risk factors related to sexually transmitted diseases.

Healthywood Squares -- Visitors compete in an amusing tic-tac-toe themed game show complete with animated “characters.” Test your knowledge of teen issues by agreeing or disagreeing with the plausible/not plausible answers given by the animatronic characters.

Age Yourself -- Visitors take a picture of their face and then see it magically “aged” by special software. Visitors can change various behaviors known to affect the aging process (smoking, sun exposure, weight gain) and see the results on their own image. They can also compare different versions of their future selves, for instance what they would look like in 20 years if they smoke vs if they do not.

Teen Identity -- The exhibit features 3 large, vertically stacked video screens, which display a full-scale image of a teenager. Each screen shows a different section of the body (head, torso, legs). The figure in the video cuts between numerous different teens (males and females) while they speak the same continuous script. Each screen will feature a different teen body part during each edit. The video is edited so that the spoken lines remain constant while the teen images continuously change. The overall impression is that teens are both very diverse and very similar. Outward looks don’t always reveal the inner person.

The Living Room -- This exhibit area is themed like a comfortable living room and provides a venue for guests to talk about teen-related issues with their peers, and families. An interactive choice of topics prompts discussion of various issues by participants.

Amazing Teen Stories -- Visitors use a touch screen to select from a menu of amazing teen stories. Stories spotlight individual examples of athletic, academic, and artistic achievers.

Mind Games -- Visitors listen to a personal description of various mental health issues. The intention is to familiarize oneself with the various symptoms so one can make informed decisions about any need to seek medical advice.

Impaired Driving Simulation – An area where visitors wear special goggles to demonstrate the effects of attempting to operate a vehicle while under the influence of an impaired substance.

Career Animatronic -- A traditional carnival fortune teller (Zoltar) helps you to see your future in a medical health profession. As it pushes a card through a slot for the visitor, they learn about the skills needed for various medical careers.

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About MOSI (Museum of Science & Industry)

MOSI is a not-for-profit, community-based institution and educational resource dedicated to advancing public interest, knowledge, and understanding of science, industry, and technology. With a total size of over 300,000 square feet, MOSI is the largest science center in the southeastern United States, and home of the only IMAX[®] *Dome* Theatre in the state of Florida. Kids In Charge! The Children's Science Center at MOSI is the *largest* children's science center in the nation. *Disasterville*, featuring *WeatherQuest*, MOSI's newest permanent exhibition combines education and 10,000 square feet of interactive exhibits on the science behind natural disasters. For more information on MOSI, visit www.mosi.org.