

## Fifteen reasons you'll want to cover the Exploratorium in the coming year

*\*Note: 2019 Exhibition names and details are subject to change. Please reach out to [media@exploratorium.edu](mailto:media@exploratorium.edu) before covering or otherwise distributing information about any of these stories*

- 1. We invented Pi Day.** Every year, scores of math-nerds make the “pi pilgrimage” to visit the Exploratorium on March 14 for our Pi Parade. Who doesn't love Pi Day? [Exploratorium.edu/pi](http://Exploratorium.edu/pi)
- 2. We're celebrating our 50<sup>th</sup> Anniversary in 2019.** In 1969, Dr. Frank Oppenheimer founded the Exploratorium to engage the public with science through direct experience of scientific phenomena. Fifty years later, we're leaders of the field we helped create. [Exploratorium.edu/50](http://Exploratorium.edu/50)
- 3. Our new executive director, Chris Flink** was previously the youngest-ever partner at IDEO and co-founder of Stanford's d.school. He'd love to talk with you about his strategic vision for the Exploratorium's future, which focuses on inspiring visitors, empowering educators, and fueling the global movement. Email us at [media@exploratorium.edu](mailto:media@exploratorium.edu)
- 4. We're developing 3 game-changing exhibitions for our 50<sup>th</sup> year.** Press kits and information will be made available at our press office at [Exploratorium.edu/press-office](http://Exploratorium.edu/press-office)
  - 5. Cells to Self** – Working with UCSF's Center for Cellular Construction, we're developing exhibits to translate concepts and samples relevant to engineering cells for purposes such as bioreactors, drugs, and biofuels. Visitors will be able to synch their own heartbeats to a living human heart cell, explore the microbiome, and make scientific observations using research-grade microscopes. [Exploratorium.edu/cells](http://Exploratorium.edu/cells)
  - 6. Self • ish** – The Exploratorium's 2019 summer show will take a deep look at the concept of identity, and encourage visitors to engage with one another to understand and discuss identity markers such as race, ethnicity, language, gender, age, and even place of birth. Exhibits will be hands-on, interactive, and social explorations of what it means to have and be a self.
  - 7. Middle Ground** – In recent years, the Exploratorium has been working with the city of San Francisco and a number of other partner organizations to shape public spaces in a way that develops civic agency and encourages social engagement. Middle Ground, a project in the complex social environment of San Francisco's Civic Center, will open in June of 2019.

8. **Exploratorium PhD scientists'** expertise ranges from the smallest cell to the largest star. They're also experienced science communicators and great on camera—and can be made available on short notice. Also, we're very responsive to email for tight deadlines: [media@exploratorium.edu](mailto:media@exploratorium.edu)
9. **We partner with science agencies like NOAA and NASA.** Whether to communicate complex information related to the climate and environment, to share our love for total solar eclipses, or to provide a space where the public can meet scientists and board research vessels, we're a go-to partner for communicating science to the public. [Exploratorium.edu/collaborations](https://exploratorium.edu/collaborations)
10. **Our new After Dark Membership** is an affordable, adult-only membership that offers 52 evenings of provocative, mind-expanding programming a year—for less than the cost of two daytime tickets. With nearly 1,500 new members in the first year, we're getting adults excited about museum membership again. *7x7* called it “The sexiest museum membership ever.” Move over, bar scene. Hello Exploratorium After Dark. [Exploratorium.edu/after-dark](https://exploratorium.edu/after-dark)
11. **We are experts on NGSS** (Next Generation Science Standards) and partner with the state of California to provide teacher-approved professional development for teachers and teacher leaders. Because NGSS aligns so well with the inquiry-based, open-ended science experiences we've been creating for decades, we're a perfect fit for NGSS. [Exploratorium.edu/NGSS](https://exploratorium.edu/NGSS)
12. **We have a team of social scientists who publish research** on adult engagement with science, exhibit design, and gender parity in early science experiences for children. And we've just been awarded a grant to study Science Self Efficacy (confidence in one's ability to do or understand science) by the NSF. [Exploratorium.edu/VRE](https://exploratorium.edu/VRE)
13. **Mutual Air** is artist Rosten Woo's sound installation distributed throughout Downtown and West Oakland that uses sensors and bells to measure hyperlocal particulate matter (2.5 PM) and “chime in” on local and global pollution levels. It engages the public with health-equity, climate change, and other issues of environmental justice, and is part of the Exploratorium's prestigious Artist in Residence program. [MutualAir.org](https://MutualAir.org) | [Exploratorium.edu/AIR](https://Exploratorium.edu/AIR)
14. **The Bathroom Experiment** was a project started by staff at the Exploratorium to foster empathy for non-gender-conforming individuals by placing arbitrary binary signs over traditional bathroom signs and then facilitating conversations about reactions. It has since been performed in multiple cities and two countries. Have we given you our email yet? [media@exploratorium.edu](mailto:media@exploratorium.edu)
15. **AND we're a world-class museum of science, art, and human perception** that the *New York Times Magazine* recently included in a list of the “Ten Coolest Science Museums in the World.”