

NEWS RELEASE
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For More Information:
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**New Exhibit Areas – KidScience and Discovery 3D Theatre –
Unveiled at Discovery Place in Second Reveal of Museum Renovation
Features Brand-New Exhibits: Scientific Inquiry Through Play for Young Children,
‘Unreel’ Movie Experience
New Exhibitions Open Saturday, February 13**

CHARLOTTE, N.C. -- Interact and learn at Discovery Place through scientific play and 3D glasses when the Museum reveals the second in a series of exhibition openings. Two original exhibitions – *KidScience*, an area for young visitors to touch, test and tinker with math and science, and *Discovery 3D Theatre*, the Museum’s new digital movie experience – are slated to open on Saturday, February 13.

KidScience and *Discovery 3D Theatre* follow the November debut of *Cool Stuff*, which began the largest renovation to Discovery Place in the Museum’s 28-year history.

“We are excited to unveil new exhibitions as we continue to create innovative experiences for our guests,” said John Mackay, president and CEO of Discovery Place. “At the completion of the Museum’s renovation this June, we will showcase a full Museum of fresh activities that present science and technology in a contemporary way.”

Presented by Presbyterian Hospital, *KidScience*, is an early childhood exhibition where young children, ages 0-7, and their caregivers learn about science and math as they experiment, create and play together. Comprised of 3,300 square feet of exhibits, young visitors explore fundamental objectives in science via six main topic areas.

Kids collaborate at the **Tinkertron**, the centerpiece of the exhibition, with 12 different types of building sets and building tools while learning about gravity, making predictions and problem solving. Splashing is encouraged at the **Water Table** while young minds explore the basics of hydrodynamics. The elements of aerodynamics are introduced and understood as little ones put on a

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cape, pick up streamers or grab a pinwheel and then step in front of the **Wind Wall**. And, children younger than 3 have a specially-designated area for tactile exploration, motor skills development and socialization.

“*KidScience* offers limitless ways for a caregiver and child to interact and learn about science,” said Mackay. “Through the collection of hands-on, minds-on activities, children explore the building blocks of scientific inquiry.”

To enhance the learning experience, Discovery Place’s renovations also included new lighting, colorful wall murals and building a large exterior window to allow natural light into the *KidScience* area.

Following a stop in *KidScience*, grab a pair of 3D glasses and prepare for an “unreel” experience at *Discovery 3D Theatre*. Located beside *KidScience*, the 200-seat *Discovery 3D Theatre* features a state-of-the-art projection system, lighting and digital surround sound that will deliver an eye-popping movie-going opportunity.

The *3D Theatre* will show short-form 3D films from some of the industry’s top producers. Films will be appropriate for visitors of all ages and will include live action and animated features. Movies will be free with Museum admission, allowing them to be enjoyed over and over again in one visit. Premiering first in *Discovery 3D Theatre* are *TurtleVision 3D* and *Dinosaurs 3D: Giants of Patagonia*, both approximately 20 minutes in length. *Discovery 3D Theatre* is presented by The Wachovia Wells Fargo Foundation.

“The new *Discovery 3D Theatre* will allow guests to watch a variety of educational movies in 3D and become more engaged than ever before,” said Mackay. “These newest experiences, along with others we will unveil in the coming months, are designed to bring children and adults together in the exploration of science and to fill them with wonder at what they discover in the process.”

Discovery Place renovations will be completed in June 2010.

About Discovery Place

Discovery Place is located in uptown Charlotte at 301 N. Tryon Street. Convenient parking is available in the Museum’s parking garage - the Carol Grotnes Belk Complex - at the corner of Sixth and Church Streets. For more information about Discovery Place, call 704-372-6261 or visit discoveryplace.org.

One of the top hands-on science museums in the nation, Discovery Place provides ever-changing, entertaining facilities that engage the public in the active exploration of science and nature. More than a half-million people from all over the United States visit Discovery Place, its IMAX Dome Theatre and Charlotte Nature Museum each year. Discovery Place is supported, in part, with a Basic Operating Grant from the Arts & Science Council.

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