



FOR IMMEDIATE RELEASE

Clowns, Coffins and Claustrophobia

Rationalise and conquer your fears at Phobia²: The Science of Fear 13th April onwards

SINGAPORE; 11 April 2018 – From the fear of public speaking to the fear of missing out (FOMO) – different people may have different fears. What we are afraid of may be a result of nature and nurture. For example, we are naturally aware of bright colours, such as red, and interpret these as warning colours indicating danger. Other fears are picked up over the course of time.

Science Centre Singapore's stimulating new exhibition explores the science behind fear. Set to officially launch on 13 April, *Phobia²: The Science of Fear*, will allow guests to experience fear in a safe and interactive environment, understand the broader subject of fear which has a strong and relevant cultural significance, as well as the psychology and physiology of fear, and the effect it has on our daily lives. This also happens to be Asia's first phobia themed exhibition which encourages guests to engage in conversations on various fears, allowing them to take the first step in overcoming them.

"*Phobia²: The Science of Fear* fits perfectly into the Centre's active learning pedagogy as it explores the psychology, physiology and culture of fear. Guests will embark on a journey about common fears and phobias as well as self-discovery. The attraction explains "Why" fear affects us and showcases some of the phobias prevalent in society that can take control of us during an exam, on-board an airplane during turbulence and even during public speaking. Fear is something we all can relate to as it is a psychological challenge which can result in a lack of confidence, a barrier to studying or socializing. *Phobia²* offers us a unique platform to bring out the wonders of science in the most unexpected places," said Associate Professor Lim Tit Meng, Chief Executive, Science Centre Singapore.

Designed by Newman Entertainment International (NEI), the exhibition features interesting content and a variety of displays for guests to gain a better understanding about fear. It puts a positive spin on phobias by addressing how fear has a common thread in entertainment, extreme sports and is a means of protecting us from risk. Whilst we might perceive our phobias to be unique to ourselves, you might be surprised to learn that there are common phobias across cultures with a statistical high occurrence.

"Our passion lies in delivering cutting-edge, bespoke exhibits and attractions, using new technology, artistic design and collaboration with educators to create a "WOW" experience. We are delighted to present *Phobia²* and admire the Science Centre for their bold leadership in enabling and working closely with NEI in presenting an exhibit that is so relevant to today's youth. It also allows us to build our legacy with the people of Singapore following the tremendous success of the Human Body Experience exhibition earlier, also a wonderful collaboration with the Science Centre." said Marc Newman, Creative Director, Newman Entertainment International, Australia.

To commemorate the official launch, Science Centre Singapore will be hosting the *Phobia Party* on Friday 13 and Saturday 14 April 2018 as part of its new After-Hours series, where fun and engaging activities will be held at the Science Centre after its official operating hours. From 6.30pm onwards, guests will be treated to a different experience. There will be carnival game stations, "hipster" food and drinks, movie screenings, open-mic sessions and stargazing of the Orion Constellation for all to enjoy. Event tickets are priced at S\$20 which includes



admission to the Centre and coupons for other activities. There are even early-bird bonuses for pre-event ticket purchases. For more information, visit www.science.edu.sg/events/Pages/phobiaparty.aspx.

This may be your opportunity to conquer your fears! Admission to *Phobia²: The Science of Fear* exhibition is free, but standard admission charges to the Science Centre apply. More details available here: <http://www.science.edu.sg/exhibitions/Pages/Phobia2.aspx>, www.science.edu.sg or <https://www.facebook.com/ScienceCentreSG/>

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About Science Centre Singapore

Science Centre Singapore, a non-formal educational institution and leading regional Science Centre, along with its group of attractions, brings out the wonders of science, technology, engineering and mathematics through its unique blend of exhibitions, educational programmes and events. A custodian of creativity and innovation, Science Centre Singapore has captured the evolution of scientific developments for nearly four decades.

The Centre and its partners have played a pivotal role in transforming the way students and the public interact with and learn about science, technology, engineering and mathematics. Since 1997, the Centre has welcomed over 30 million visitors and inspired them with more than 1,000 exhibits spread across 14 exhibition galleries and outdoor exhibition spaces.

The Centre's group of attractions include Omni-Theatre, Snow City and KidsSTOP™. The Omni-Theatre is an immersive dual-technology edutainment destination fitted with Southeast Asia's largest seamless dome screen and featuring the latest and brightest 8k digital fulldome system in the world. Snow City is Singapore's only permanent indoor snow centre offering an Arctic inspired experience at Singapore's first ice gallery and snow chamber. KidsSTOP™ - Where every child gets to Imagine, Experience, Discover and Dream - is Singapore's first children's science centre offering an enriching experience through purposeful play for children aged 18 months to 8 years old.

For more information, please visit www.science.edu.sg

About Newman Entertainment International

Australian based company Newman Entertainment International have had successful theatres running throughout Australia since the 1960's, and have had shows running every week since then. Currently, Newman Entertainment's cabaret theatre venues Dracula's, entertain millions of local and international guests. In addition, The Haunted House, a walkthrough scare attraction on the Gold Coast has been terrifying guests since 2006.

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