

For Immediate Release

NEW BRAIN EXHIBITION UNCOVERS INNER WORKINGS OF THE HUMAN BRAIN AND ITS CONNECTION WITH THE BODY

Local brain research will feature alongside this prominent exhibition from the American Museum of Natural History

Singapore, 12 December 2014 – Science Centre Singapore (SCS) and BRAND'S® jointly unveiled a new brain exhibition titled “*Tuning in: Brain and Body*” today. The exhibition, originally from the American Museum of Natural History, has been enriched with locally developed content to show the connection between brain and body, allowing visitors to discover how their brains work, develop and evolve over time, and its impact on one’s focus and well-being.

The exhibition showcases the inside story of the human brain with a mix of artistic representation and science over seven zones, encouraging a new perspective into our own minds. Through imaginative art, vivid brain-scan imaging and dynamic interactive exhibits for all ages, visitors will be brought up to date on the latest in neuroscience, learn about the brain’s surprising ability to rewire itself in response to external stimulation and discover new technologies used to study the brain and treat conditions such as dementia.

Associate Professor Lim Tit Meng, Chief Executive, Science Centre Singapore said: “The human brain is a complex yet compelling biological structure, where neurologists and researchers have, for many years, tried to better understand how it functions and what we can do to tap a higher percentage of our brain. Our brain changes with every new bit of information, and the interactive exhibits and artistic representations will stimulate and engage the brain of every visitor as they learn more about the most complex organ in their body.”

To highlight the strong link between brain and body, SCS and BRAND'S® have also developed five exhibits with local content. These include interactive games such as the Circadian Rhythm Game, which simulates a student ‘cramming’ for examinations and trying to balance the need to sleep and eat as regulated by one’s natural body rhythm – a familiar sight in academically driven Singapore. Visitors will also get to learn about the importance of a healthy lifestyle for the body to be at an optimum state of wellness so that we can perform at our peak.

Additional exhibits developed by local brain scientists also feature in *“Tuning in: Brain and Body”*, one being an ASCII¹ photo exhibit that converts photos of visitors into ASCII characters, and a 21st century brain zone focusing on neural science developments.

Ms Isabella Tan, Vice President & General Manager, Cerebos Singapore, Brunei & Philippines said: “Health is at the heart of BRAND’S[®], which has a 180 years heritage in the advocacy of overall wellness and positive living. Steadfastly committed to scientific research that establishes the evidence-based efficacies for all our products, working with the Science Centre Singapore was a natural partnership. As such, we have drawn on the wealth of knowledge and expertise of our in-house team of scientists as content co-curators of a subject that we are passionate about, that of empowering the public with the knowledge of achieving optimal health and overall well-being.”

As part of the exhibition, SCS is also planning a series of workshops, educational programmes and talks by distinguished speakers to coincide with its annual Brain Awareness Week in March next year.

The exhibition *“Tuning in: Brain and Body”* officially opens tomorrow, 13 December 2014, at Science Centre Singapore, Hall F and will end in 2019 (exact date to be confirmed). Science Centre Singapore admission charges apply. For more information, please visit <http://www.science.edu.sg/>

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About Science Centre Singapore

Science Centre Singapore is a non-formal educational institution and a leading regional Science Centre. A custodian of creativity and innovation, the Centre has captured the evolution of scientific developments through unique and relevant exhibitions and shows.

The Centre houses 14 exhibition galleries with more than 1,000 exhibits, another 30,000 sq metres of outdoor exhibition space showcasing the Waterworks exhibition, Ecogarden and Kinetic Garden as well as the Omni-Theatre — Singapore’s only dome-shaped, 5-storey high IMAX theatre.

¹ ASCII stands for American Standard Code for Information Interchange, which is a character-encoding scheme. Computers can only understand numbers, so an ASCII code is the numerical representation of a character such as 'a' or '@' or an action of some sort.

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. Together with the Omni-Theatre and Snow City, it has engaged and enriched more than 29.5 million students and visitors since 1977.

This year, the Centre launched an “I Love SCS” campaign to share our love for science with everyone and demonstrate the many things to love about the Science Centre. The Science Centre, Omni-Theatre and Snow City received 1.09 million visitors for FY2013/2014. For more information, please visit www.science.edu.sg

About BRAND’S®

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