

For Immediate Release

MEDIA RELEASE

SCS unveils larger-than-life exhibition of the human body

Visitors will learn more about the human body through a multi-sensory experience

Singapore, 27 May 2014 – Science Centre Singapore (SCS) is bringing a unique larger-than-life 3D interactive journey of the human anatomy to offer visitors an endoscopic view of how the body functions. Called the *Human Body Experience* (HBX), the exhibition shows the inner workings of the brain, lungs, digestive system and circulatory system. Visitors enter through the mouth of a giant face and pass through a twisting maze of tunnels through the throat and stomach.

The exhibits are sculpted representations of body parts and the exhibition is replete with special effects including strobe lighting, mist spray, confined spaces, unsteady surfaces, tactile sculptures, optical illusions, holograms, audio, 3D video and touch pads to provide a unique sensory experience that closely resembles the inside of a human body. Audio-visual narration engages visitors as they go through the exhibition, helping to educate and interact as they learn about the human body.

Associate Professor Lim Tit Meng, Chief Executive, Science Centre Singapore, said, “We are all curious about our body and how we function, but other than X-rays and graphical illustrations, many will not have the chance to really see and understand what goes on inside the body. The Human Body Experience is a unique concept that we have forayed into for the first time to offer an exhibition that combines education and entertainment with a multi-sensory encounter with science. The 1,000 square metre exhibit allows people to climb through every part of a giant body.”

A joint collaboration between SCS and Newman Entertainment International Pte Ltd, the exhibition is the first international project for Newman and is specially created for SCS with the aim of encouraging families to bond and inspire children to develop an interest in science and biology through a fun-filled experience.

Marc Newman, Creative Director, Newman Entertainment International, added, “The exhibition is unique as it has been conceptualised like a theme park, where you have to climb in through

the mouth to enter, slide down the throat, crawl through the veins and arteries, and squelch as you bounce inside the stomach. It is like someone swallowed a fun park and you are in it and amazed at what you see. The display is very realistic and children will be thrilled with the adventure it offers.”

In conjunction with this exhibition, SCS will roll out a series of educational programmes from July onwards. A hands-on workshop, *DCBA (From Digestion, Chyme, Bile to Absorption)*, is a series of test-tube digestion experiments to let students learn about the role of enzymes and other chemicals involved in the digestive system. Students will also get to watch a demonstration of getting “food to poop” in a fun and dramatic way. Also in the pipeline is a musical called *Sex Cells* and other lab programmes.

The exhibition is located at Hall B of SCS and will run for two years starting 31 May 2014. A gated attraction, tickets are priced at SGD20 for adults and SGD15 for children, including admission to Science Centre Singapore.

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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.

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 1.26 million visitors for FY2012/2013. For more information, please visit www.science.edu.sg

About Newman Entertainment International Pte Ltd

Australian based company Newman Entertainment have gone international!

Newman Entertainment 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.

Newman Entertainment International is pleased to announce its first international venture: “The Human Body Experience”, an interactive, fun adventure experience for all ages that will thrill and amaze you! The

attraction is designed to stimulate a number of senses including: touch, sound, sight and the sensation of actually being processed by the organs. The “Human Body Experience” will be appearing at the Science Centre Singapore from June 2014.

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