

ILLUMINATIONS

THE
FRANKLIN
INSTITUTE

A NEWSLETTER FOR SPECIAL FRIENDS AND DONORS OF THE FRANKLIN INSTITUTE

FALL 2011



CSI: The Experience

Get Ready to Crack the Case!

With the success of the *CSI* television shows, many young people now dream of being crime scene investigators. If you've always wanted to solve a crime or are curious about what the job really involves, The Franklin Institute's upcoming exhibit, *CSI: The Experience*, is for you!

Imagine the pressure of entering a crime scene and knowing the task of collecting and analyzing evidence is on your shoulders. This important and exhilarating work means that you must notice every trace of evidence, use forensic science to determine what you think happened, and then prove that your conclusions are correct.

CSI: The Experience is a hands-on forensic science exhibit based on the hit television series. It invites visitors to use real science to solve one of three hypothetical crimes in an exhibit filled with equipment and multimedia. Crimesolvers use microscopes, touchscreen computers, UV lights and chemistry equipment to carefully investigate a case. After being briefed with a video, you first enter a "crime scene" where you must identify and record evidence. Then, you move to a "laboratory," where you employ cutting-edge scientific testing, and to an "autopsy room," where you gather medical evidence. Finally, you return to your "office" to compile your findings and present your conclusions. After you submit your report, you learn whether or not you correctly solved the case.

The exhibit brings real scientific principles to life and introduces visitors to the most advanced techniques used today by crime scene investigators and forensic scientists. It is fully hands-on and includes captivating multimedia presentations and real equipment. After making your way through the exhibit, you will have a better understanding of the challenges that investigators face when working with crime scene evidence . . . and the amazing science and technology that helps them!

CSI: The Experience is fascinating for anyone interested in forensic science, though it is best suited for those 12 years and up. It also carries a great benefit for Franklin Institute members: tickets will be free! The Institute is excited to welcome *CSI* and looks forward to giving many budding investigators a crack at their first case. For additional information, contact the Development Office at (215) 448-1130.

Gather your lab coats and gloves – *CSI: The Experience* will open at The Franklin Institute on October 1. An exclusive VIP party will be held on Thursday, October 6. Make sure to check out this enthralling exhibit before it flees the scene!

Presented by



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A LETTER FROM DENNIS WINT



Dear Friends:

I am proud to be a part of The Franklin Institute for many reasons. At the forefront is its commitment to innovation. As an organization looking to inspire a passion for learning about science and technology each day, the Institute is continually changing, updating, and improving its offerings for visitors, ensuring that it lives up to its cutting-edge reputation.

This starts with physical renovations of the Institute's core exhibits – all of which have been upgraded or replaced since 2000, some more than once. Renovations were recently completed on both *The Sports Challenge* and *KidScience* to ensure that they remain engaging, safe and fun educational settings. This fall, staff will tackle *The Train Factory* and *Space Command*, completing necessary updates and repairs and installing new computers.

There have also been efforts to continuously strengthen programs throughout the building. The free live science shows and *Night Skies in the Observatory* program have experienced a renaissance. Presentations like the longstanding *Liquid Air Show* and the new *Science of Fireworks* are delighting visitors of all ages, and *Night Skies* evenings are consistently drawing 300 or more visitors to gaze through the Institute's telescopes.

The Institute also serves as a voice to the community on scientific issues of great immediacy, such as the Deepwater Horizon oil spill in 2010 and the recent nuclear reactor crisis in Japan. Currently, a demo station on hydraulic fracturing, or "fracking," is educating visitors about drilling for oil and natural gas. In July, Chief Astronomer Derrick Pitts spoke to Museum visitors about NASA's final space shuttle flight, which carried a small piece of The Franklin Institute on its mission at the request of Commander Chris Ferguson. Additional hands-on demonstrations complement our traveling exhibits, and visitors can currently stop by a Mummification Station to learn, through touchable frogs, about the different ways a mummy can be created. When *CSI: The Experience* arrives, it will be accompanied by live chemistry shows and a crime scene cart, where visitors can experiment with fingerprinting.

Indeed, we have been busy, and there are no plans to slow down. Things continue to progress with our *Inspire Science* campaign, which will finance a major addition to our building and provide more space for stunning new exhibits, including the much anticipated *Your Brain*. All of this activity makes The Franklin Institute a very exciting place to work and visit, and I hope you will stay tuned for more updates this fall.

Inside this issue of *Illuminations*, you will find information on some of these many happenings. We owe a tremendous amount of thanks to the Institute's many dedicated friends, without whom we would accomplish little. I am so grateful to have your support and I extend my sincere thanks for all that you do.

Dennis M. Wint, Ph.D.
President and CEO

MUMMIES NEARS END OF STAY AT TFI

If you haven't had a chance to check out *Mummies of the World*, it's not too late! The exhibit is making its only East Coast stop at The Franklin Institute. Visitors have truly enjoyed this world-class collection, coming from all 50 U.S. states and more than 20 other countries to experience it! It gained exposure following a strong review in *The New York Times* on June 16, with the author referring to it as "engrossing," "haunting," and of "startling" variety. *Mummies* will be at the Institute through October 23.

FIRST EVER PHILADELPHIA SCIENCE FESTIVAL A RESOUNDING SUCCESS

In April, as temperatures warmed and Philadelphians longed for the days of street fairs and community events, the inaugural Philadelphia Science Festival burst onto the scene. Rousing residents from their mid-spring haze, the Festival excited those of all ages with a Science Carnival, lectures and panel discussions, stargazing, pub and food science events, and more.

Though Philadelphia has long been a leader in science and technology industries and the site of countless breakthroughs, many residents are unaware of the science that is happening all around them. The Philadelphia Science Festival was created to remedy that by putting local science in the spotlight. In all, more than 120 events took place throughout the community over two weeks. Held in museums, universities, libraries, restaurants and parks all over the city, these events reached more than 100,000 people!

The Festival was made possible by funding from the National Science Foundation. Lead support came from The Dow Chemical Company with additional backing from other generous corporate funders. The Greater Philadelphia region's college and university community also stepped up in a big way, as eight academic institutions provided funding and programming. One hundred twenty-five total partners joined with the Institute in an effort to promote science in the city.

The two-week celebration kicked off with a Science Carnival on April 16 along the Benjamin Franklin Parkway. Activities included robotics demonstrations, family workshops, and challenge games. Carnival goers could meet the Philadelphia Zoo's Doctor Lion, learn about science and medicine in the Civil War from staff of the National Constitution Center, and explore the chemistry of JELLO with the Chemical Heritage Foundation. The Carnival, which had to end three hours early due to heavy rain, still drew more than 10,000 people to Logan Circle!

The remainder of the Philadelphia Science Festival included a diverse lineup of hands-on activities and programming for those as young as preschoolers. To keep track of so many different happenings, an interactive website – www.philasciencefestival.org – was created to ensure easy, up-to-date access to information. The Festival went out with a bang, as its last day coincided with the annual Awards Ceremony and Dinner, which brought some of the world's greatest science minds to The Franklin Institute.

Science Festival 2012 is already in the works, with the goal of bringing the excitement of science to even more children, adults and families next April. The Institute hopes to increase its work with schools and engage new community centers in hosting events. The Philadelphia Science Festival is fast becoming an indispensable annual event, infusing the City of Brotherly Love with a love of all things science.



Mark your calendars: the second annual Philadelphia Science Festival will take place April 20 — April 29, 2012, with the Science Carnival on April 21! The Institute and its partners look forward to two action-packed weekends and a full week of city-wide programming. For more information, visit www.philasciencefestival.org.



ADDITIONAL WAYS TO SUPPORT THE FRANKLIN INSTITUTE

Individuals: Take Advantage of a Charitable IRA Rollover by December 31, 2011

The Tax Relief Act, passed in December 2010 and applicable until the end of 2011, provides a special provision for individuals ages 70 ½ and greater: they can make a charitable distribution from their IRA without incurring income tax on the withdrawal! Those taking advantage of the Tax Relief Act may donate a maximum of \$100,000 to qualifying organizations, including The Franklin Institute. In order to benefit from this favorable rollover, an IRA withdrawal must be directly transferred to the Institute. This incentive expires at the end of 2011, so don't hesitate to contact Julie Appolloni at (215) 448-1157 or jappolloni@fi.edu if you are interested or have questions about this unique giving opportunity.

Corporations: A Generous Tax Credit Opportunity Through the EITC

The Franklin Institute is pleased to report that it is once again listed as an Educational Improvement Organization through the Educational Improvement Tax Credit (EITC) program for 2011-2012. Every year, the EITC program of the Commonwealth of Pennsylvania provides generous tax credits to Pennsylvania-based corporations that fund innovative education programs. In order to take advantage of this wonderful opportunity and support The Franklin Institute's endeavors, please contact Casey Anne Drummond at (215) 448-2378 or cdrummond@fi.edu. Visit the Department of Community and Economic Development website at www.newpa.com (search term EITC) to determine if your company is eligible.



2012 LAUREATES

Though their names have not yet been released, next year's Laureates have been chosen. These extraordinary scientists have...

- Developed a theory for the evolution of density fluctuations in the early universe, furthering our understanding of black holes, and directed the construction and operation of an X-ray observatory attached to the Mir space station
- Worked to reveal and study Earth's past climate through the field of paleoclimatology, conducting research on ice cores from around the world
- Pioneered the design of segmented-mirror telescopes, which allow telescope optics to be built on a scale that was previously considered impossible
- Completed extensive research on gene regulation in animals and how it affects the diversity of animal life, contributing some of the most important findings to the field of evolutionary developmental biology, now known as "evo-devo"

Remember to check the Institute's Awards website – www.fi.edu/franklinawards – to learn more about the 2012 Laureates as soon as they are announced in October!



Tom Woodward, Pennsylvania President and Philadelphia Market President of Bank of America, speaks at Awards 2011

THANK YOU

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Awards 2012 is sure to be another memorable celebration. Awards Week events and symposia will be held from April 23-April 27, with the Ceremony and Dinner on the evening of April 26. It's never too early to reserve your place! To secure your sponsorship or add your name to the Awards mailing list, please contact Marci Generose at (215) 448-1352 or mgenerose@fi.edu.

2011 FRANKLIN INSTITUTE AWARDS

One of the world's oldest and most prestigious science awards programs brings the best and brightest to Philadelphia!

For the 187th consecutive year, The Franklin Institute was proud to celebrate the world's most brilliant and innovative scientific minds by honoring them with Franklin Institute Awards. The 2011 Awards – which included a week of special programming, culminating in the Awards Ceremony and Dinner on April 28 – brought recognition to those at the pinnacle of achievement across diverse science and technology fields. Each year, the Awards Program presents a special opportunity to unite them in Philadelphia.

The Institute was honored to name eight outstanding scientists and engineers as its 2011 honorees. They included K. C. Nicolaou (Benjamin Franklin Medal in Chemistry); John Anderson (Benjamin Franklin Medal in Computer and Cognitive Science); Jillian Banfield (Benjamin Franklin Medal in Earth and Environmental Science); Ingrid Daubechies (Benjamin Franklin Medal in Electrical Engineering); Dean Kamen (Benjamin Franklin Medal in Mechanical Engineering); Nicola Cabibbo (Benjamin Franklin Medal in Physics, posthumously); George Church (Bower Award and Prize for Achievement in Science); and Fred Kavli (Bower Award for Business Leadership).

Award recipients had opportunities to interact with students in the days leading up to the Ceremony. *Laureates' Laboratory* and *Meet the Scientists*, where Laureates present aspects of their research to children and participate in a lively Q&A session, were clear highlights for students from both the Science Leadership Academy and the Institute's PACTS program, as well as youth from throughout the region. Dean Kamen also traveled to the Institute the week before Awards to take part in the Philadelphia Science Festival. He participated in several events, specifically working with school robotics groups from Greater Philadelphia, including the PACTS robotics program.

Thanks go out to Andrea Freundlich, Chair of the Friends Committee, and her husband Bruce for serving as gracious hosts of the Awards Preview Party, which generated a great deal of excitement for the week's events. Bob Hall, Chair of the Awards Corporate Committee, was also instrumental to the 2011 Awards' success. Guests were able to mingle with friends and past and present Laureates before the Ceremony, which began with the award-winning Franklin Hall multimedia show and featured the inspiring presentation of gold medals to the Laureates.

This celebration of scientific achievement could not have happened without the Awards sponsors, members of the Committee on Science and the Arts, Friends Committee, Corporate Committee, Friends Advisory Committee, and many others. The Franklin Institute extends its gratitude to them and congratulates the exceptional 2011 Laureates.



Esther Schwartz and Mary Gregg with K. C. Nicolaou



Ira Lubert (center) with John Donahue and Linda Berman



Bob Hall, Dennis Wint, Marsha Perelman, and Andrea Freundlich

SPOTLIGHT ON THE SELECTION PROCESS

The awarding of the prestigious Benjamin Franklin Medals is in the hands of the Institute's own Committee on Science and the Arts, which was established in 1824 as the Committee on Inventions. The all-volunteer Committee is composed of 60 scientists and engineers from the academic, public, and business sectors who meet once per month to discuss nominations. Other groups are involved in the selection process for the two Bower Awards, which recognize Achievement in Science and Business Leadership. The process is very long for all Awards, beginning two years before the ceremony in which the winners are formally honored!

Take the Bower Award and Prize for Achievement in Science. It is given in a different field each year, and its selection process demonstrates the careful consideration given to all nominees. Two years out, the Bower Theme Selection Committee chooses a specific focus for the science award, which rotates through the seven subject clusters of the Committee on Science and the Arts. The following January, The Franklin Institute publishes and distributes an international Call for Nominations; all nominations must come from people outside the Institute. Over the summer, a committee of experts begins to narrow down the nominations to a small group of finalists. At last, in September, the International Selection Committee meets to select the winner. The following April, he or she is honored with the Bower Award. This comes with a \$250,000 cash prize: one of the largest given for science in America.

Just a few of the many winners of Franklin Institute Awards over the years are Alexander Graham Bell, Pierre and Marie Curie, Thomas Edison, Albert Einstein, Stephen Hawking, and Bill Gates. In recognition of their achievements, 113 past Award Winners have also been awarded 115 Nobel Prizes. It is clear that the selection process for each honor involves a great deal of time and debate. The expert opinions of the men and women on the selection committees, in addition to the patience and dedication they show in selecting each winner, ensure that those honored onstage at the Ceremony are the absolute best in their fields.

Did You Know?

Once a nomination has been approved and resulted in the naming of a Laureate, the file of supporting documents, including letters of recommendation, is sealed for 50 years! After that long wait, it is reopened, often revealing extraordinary details about one of the most important scientific minds in recent history. The opened files are now being digitized and added to the Institute's archives both in print and online, making these invaluable resources available to all.

EXECUTIVE CORPORATE COMMITTEE PROFILE



The Franklin Institute is privileged to have Daniel Abramowicz, Ph.D., as Chair of its Executive Corporate Committee. As the Chief Technology Officer for Crown Holdings, Inc., Dr. Abramowicz has global responsibility for innovation and technology development. Additionally, Dan heads Crown's Environment, Health and Safety Organization and Crown's Sustainability Initiative.

Dan clearly remembers teachers and professors from his youth who took a personal interest in his scientific talent, opening doors that allowed him to earn a Ph.D. in Chemistry from Princeton University. Inspired by their encouragement, he is deeply committed to ensuring that children have the opportunity to benefit from an education in science and technology. That motivation has led to national leadership roles. Dan currently serves as Vice-Chair of the Board of Trustees at Salus University, on the Board of Directors of the Industrial Research Institute, and on the Executive Advisory Board of Clemson University's Department of Food, Nutrition, and Packaging Science.

A true advocate of The Franklin Institute, Dan believes strongly in its significance to the region and its contributions to Philadelphia's success. Dan's dedication led him to join the Executive Corporate Committee in 2005 and become its Chair in 2010. His leadership has already been of tremendous value in securing new corporate gifts. With Dan at its helm, the Executive Corporate Committee is well positioned to identify new opportunities to engage the corporate community and create lasting philanthropic partnerships.

STATUS UPDATE: TFI ON FACEBOOK



Become a fan of The Franklin Institute and stay up to date on everything TFI! The Franklin Institute's Facebook page is updated daily with fun science facts, event announcements, and exciting contests!

Facebook fans have access to behind-the-scenes photos of happenings all around the museum and are among the first to know about programs taking place here at The Franklin Institute. Become a fan at www.facebook.com/TheFranklinInstitute.

NEWS FROM THE BENEFACTOR SOCIETY BOARD



The Franklin Institute is thrilled to introduce the new Chair of The Benefactor Society Board, Kevin Roller, who began a three-year term in January 2011. The Benefactor Society Board is a hardworking group of volunteers who serve as museum advocates in the community, encouraging broad support of the programs and activities that promote the mission of The Franklin Institute.

Kevin is excited to be volunteering his time for this important role, and his strong leadership, creative ideas, and incredible fundraising skills are already energizing the Board and positively impacting the greater Society. In this position, he also sits as an Ex-Officio member on the Institute's Board of Trustees and is eager to meet each and every supporter and friend of the Museum. Please introduce yourself at an upcoming event!

Kevin is the President and Founder of Roller Consulting Co., Inc., an employee benefit advisory firm. He lives in Haverford, PA, with his wife and their two children.

In addition, the Board is pleased to welcome new members Howard Cyr, Douglas M. Lurio, Joseph P. McAtee, and A. Hobart Porter to its ranks.

Special thanks are due to 2010 Co-Chairs Chris Berrettini and Randy Ronning for their service and dedication to The Benefactor Society, as well as the entire general membership of the Board, listed below:

William J. Avery	Molly Lawrence	Joseph W. Rogers, Jr.
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Elizabeth H. Gemmill	Marsha R. Perelman, Ex-Officio	Dennis M. Wint, Ex-Officio
Grete Greenacre	A. Hobart Porter	
Anne F. Hamilton	J. Barton Riley	

SPANNING GENERATIONS

A Family and The Franklin Institute

"I can't keep my kids away from The Franklin Institute. They play. They learn. They love it." – Kim, mother of two

Parents across the Philadelphia region echo this sentiment every day while watching their children explore the Museum. And for Kim, it's truly a family affair. A self-described "science and math kid," she spent many of her own childhood weekends at The Franklin Institute. Now, she visits often with her husband, Ed, their two sons, Edmund and Peter, and the boys' grandparents, Ed and Patsy.

Peter, age 10, says that the Museum is "a neat place to be with my family – it's different all the time," and while his favorite exhibit is *The Giant Heart*, he also likes *The Train Factory*, *Franklin Air Show*, and "the electricity ball that makes my hair stand up." His brother, 12-year-old Edmund, prefers *Space Command* and the *Air Show* flight simulators, and says that he enjoys visiting the Institute because "it's fun, I learn a lot of new things, and I want to be an astronaut."

Patsy eloquently sums up her family's love for the Museum. "As our children were growing, we always enjoyed sharing the Institute with them. Now, so many years later, we really enjoy having the same wonderful experiences with our grandchildren."

As the Museum continues to offer new and exciting programming in exhibits such as the classic *Giant Heart* and the upcoming, cutting-edge *Your Brain*, generations of budding scientists like Peter and Edmund will be able to nurture their passion for biology, physics, astronomy, technology, and so much more at The Franklin Institute.

THANK YOU, CORPORATE SUPPORTERS!

The Franklin Institute thanks the following generous companies for their annual support of its mission in 2010 and 2011. Those at the \$10,000 giving level and above are:

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Kevin Roller and Ernest and Roberta Scheller at the Curatorial Breakfast

THE FRANKLIN INSTITUTE COLLECTIONS

They don't call it a science museum for nothing!

When people think of The Franklin Institute, most think of state-of-the-art exhibits, exciting live shows, and interactive features geared toward students. What many do not know is that it also houses an extraordinary historic collection. The Institute is, after all, a science museum, and it's been around long enough to gather an impressive assortment of all things science and technology!

The core of the Institute's collections represents the 19th and early 20th centuries with a focus on Philadelphia. Items are divided into two types: 2D, for papers, and 3D, for objects. These pieces are stored throughout the Institute's building, with a few – like a collection of historic bicycles – kept securely off-site. Books and papers reside in climate-controlled rooms in an effort to preserve their fragile pages.

The Institute has acquired the pieces through a variety of means: some were given by families of their original owners, some passed down through science organizations, and some offered by people who found them in forgotten places, like basements or attics. While several of the Institute's objects are on display around the Museum – the Wright Brothers' plane in *Franklin Air Show*, or the artistic 1810 Maillardet Automaton in *Amazing Machine*, for example – most are out of public view.

The diversity of the collection is staggering. It includes an assortment of Benjamin Franklin-themed art, from a waxy bust created during one of the Institute's soap-carving contests to a Thomas Sully portrait; from flawless pre-WWII model airplanes to the Wright Brothers' Aeronautical Collection; and from antique electrical appliances to a prototype Lunar Module from the Apollo program. There are documents and letters relating to Franklin and many of the world's most famous scientists – a handwritten letter to the Institute from famed engineer Nikola Tesla, for instance. On special occasions, some of these amazing historic artifacts can be viewed as part of a "white glove tour" led by Senior Curator John Alviti.

Aside from the value that these objects hold individually, the extensive history they represent makes The Franklin Institute unique among science centers. These many objects are a wonderful part of the Institute and add great value to its place as a renowned center of science learning.

THANK YOU!

The Franklin Institute salutes its Proud Corporate Partner, PECO.



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Philadelphia Science Festival



International Year of Chemistry

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SAVE THE DATE

<i>Coral Reef Adventure</i> opens in IMAX	September 6, 2011
<i>CSI: The Experience</i> opens	October 1, 2011
VIP Party for <i>CSI: The Experience</i>	October 6, 2011
<i>Mummies of the World</i> closes	October 23, 2011
Science of Wine	TBD: November 2011
Philadelphia Science Festival	April 20-29, 2012
Franklin Institute Awards Ceremony	April 26, 2012



Fred Simeone, Gordon Wilder and Bill Avery at the opening of Leonardo da Vinci's Workshop



Renee Booth, Dennis Wint and Tammy Echols-Howell at Science of Wine



Maureen Fries, Ramona and Jack Vosbikian, Robert Garrison and John Fries at the opening of Mummies of the World



Rocco and Cheryl Blancaniello with Hope Cohen, Richard Green and children at the opening of Leonardo da Vinci's Workshop



Chris Gali, Lina Stasytyte and Carol Allwardt at the opening of Leonardo da Vinci's Workshop



CBS 3's Dave Huddleston and Kathy Orr at the opening of Leonardo da Vinci's Workshop



Peter Benoliel and Willo Carey at Science of Wine



Joyce Sando and Molly Lawrence at the opening of Leonardo da Vinci's Workshop



Jayne and Walter Garrison and Eliana Papadakis at the opening of Leonardo da Vinci's Workshop