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Star Wars: Where Science Meets Imagination
Fantasy and reality join forces at The Franklin

PHILADELPHIA, February 6, 2008 — Could the technologies of the fantasy worlds of *Star Wars* someday become a reality? On Saturday February 9, The Franklin Institute launches an innovative exhibition designed to use the futuristic imaginings of one of the world's most successful film franchises as a lens into the future of robotics and travel. The "*Star Wars: Where Science Meets Imagination*" exhibit was developed by Boston's Museum of Science, in collaboration with Lucasfilm Ltd., and features 10,000 square feet filled with over 100 *Star Wars* and real world artifacts, as well as 21 innovative interactive exhibits that explore the fantasy technologies depicted in the *Star Wars* films. Highlights include Luke's original landspeeder from *Episode IV* alongside scale models of X- and Y-wing starfighters and TIE fighters. Visitors will also see an original Yoda puppet from the classic trilogy and Darth Vader's actual helmet from Episode III.

"*Star Wars: Where Science Meets Imagination*" invites visitors into a unique, immersive exhibit environment. Hands-on experiences allow visitors to explore the robots and landspeeders of *Star Wars* and learn about the important roles that imagination and science play in the creation of our increasingly sophisticated real-world machines. With support from the National Science Foundation (NSF), presented by Bose Corporation and locally sponsored by PECO, "*Star Wars: Where Science Meets Imagination*" is the first exhibition to showcase costumes and props from all six *Star Wars* films while exploring cutting-edge research and modern technologies that could someday make the fantasy world of *Star Wars* a reality. The exhibit includes extensive video interviews with filmmakers, scientists and engineers; and hands-on components, including two large Engineering Design Labs, where visitors can build and test their own speeders and robots.

"The *Star Wars* saga has created a sense of awe and wonder for generations of moviegoers," said President and CEO of The Franklin, Dennis M. Wint, "We are thrilled to have this opportunity to bring its iconic elements, and the important lessons of science and technology that they represent, to visitors of The Franklin."

Award-winning filmmaker and *Star Wars* creator George Lucas reflects on the exhibit, “I’m happy that *Star Wars* can help to educate people about technology in an entertaining way. Technological innovation and filmmaking have a lot in common; they both begin with imagination and creativity.”

ABOUT THE EXHIBITION

“*Star Wars: Where Science Meets Imagination*” is organized around solving human needs with two technology themes: "Getting Around" and "Robots & People." *Getting Around* focuses on transportation in the films as well as new and future modes of travel. The *Robots and People* portion explores the relationship between robots and humans both on screen and in the real world. The exhibit culminates in two multi-station Engineering Design Labs where visitors design, build and test solutions to challenges.

Graphics, artifacts, and interactive video components will bring visitors up to date on the latest research efforts related to specific technological challenges outlined in each EDL. For each challenge, the components will be designed and grouped to engage visitors to inquire *what*, *how*, and *why*—essential questions to build technological literacy.

“Bose Corporation is proud to support this exhibit and the Museum's commitment to science and technology education,” said Bob Maresca, president of Bose Corporation. “Because of our company's dedication to research and innovation, participation in an exhibit that highlights scientific research and engineering design is a natural fit.”

"PECO is proud to partner with The Franklin Institute to bring the excitement of *Star Wars* to our valued customers and employees in Philadelphia region,” said Denis O'Brien, PECO's president and CEO, and member of The Franklin Institute board of directors. "The exhibit will undoubtedly educate generations of fans in our community about the important lessons of science and technology displayed in the films.”

Tatooine, Kashyyyk, Coruscant, Hoth – The Worlds of *Star Wars*

From harsh deserts to underwater cities and the forest world, visitors can explore some of the unique environments seen in the *Star Wars* films at freestanding displays integrated throughout the exhibit. Costumes from each of the *Star Wars* worlds will demonstrate how the environment shaped the look of the *Star Wars* characters. It will also show visitors how people on Earth, similar to that on screen, adapt according to their surroundings. Some of the colorful costumes on display include Wookiees from Kashyyyk, Obi-Wan Kenobi, Anakin and Yoda from Coruscant, a snowtrooper from Hoth, and a Jawa, from Tatooine. May the Force be with you!

Experience Hyperspace

Experience a full-size cockpit replica of Episode IV's *Millennium Falcon*! Visitors watch a multimedia presentation featuring imagery from the Hubble space telescope that explores what we know about our own galaxy in a breathtaking journey to the edge of the Universe. Featuring a proprietary sound system from Bose Corporation, the recreated cockpit debuts the technologies of 3Space™ audio systems, providing visitors with a realistic three-dimensional audio experience. The Falcon experience is an additional \$5.

TICKET INFORMATION

Admission to *Star Wars: Where Science Meets Imagination* is \$20.50 for adults, \$16.50 for seniors, and \$15.50 for children (4-11). Advance ticket reservations are recommended. For more information on the exhibition or to reserve tickets, visit www.fi.edu or call 215.448.1200. Members of The Franklin Institute can purchase tickets for the exhibition at a special rate of \$3 for adults, seniors and children. **The exhibition will be on display at The Franklin through May 4, 2008.** For updates on *Star Wars: Where Science Meets Imagination*, visit www.fi.edu.

National Geographic companion book

To complement “*Star Wars: Where Science Meets Imagination*,” National Geographic has produced a companion book of the same name. Featuring an introduction by Anthony Daniels, the actor who portrayed famed robot C-3PO and a foreword by Museum of Science Exhibit Planner, Ed Rodley; the book covers technologies that turn fiction into reality through colorful images from the *Star Wars* films and photos of real-world technology. *Star Wars: Where Science Meets Imagination* (National Geographic Books, October 2005, \$30 for hardback, \$16.95 for paperback) is available at the Sci-Store.

About Lucasfilm Ltd.

Lucasfilm is one of the leading film and entertainment companies in the world. Lucasfilm’s businesses include George Lucas’ film and television production and distribution. Lucasfilm’s feature films have won 19 Oscars and received 52 Academy Award nominations, and its television projects have won 12 Emmy Awards. For more information, visit www.lucasfilm.com.

About The Franklin Institute

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. Pennsylvania’s most visited museum, it is dedicated to creating a passion for science by offering new and exciting access to science and technology. One of only four cities in the U.S. chosen to host “*Tutankhamun and The Golden Age of Pharaohs*,” The Franklin Institute has experienced tremendous growth over the past few years, welcoming over 1.75 million visitors in 2007. For tickets and more information: www.fi.edu or call 215-448-1200.

