



**The Franklin Institute
Science Museum**

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**LOCAL STUDENTS JOIN POP ARTIST ROMERO BRITTO FOR
HISTORIC INTERNATIONAL ART PROJECT IN CONJUNCTION WITH
*“TUTANKHAMUN & THE GOLDEN AGE OF PHARAOHS”***

Philadelphia, PA — June 4, 2007 — The Franklin Institute Science Museum, in partnership with international pop artist **Romero Britto**, will host an educational arts event in celebration of the “Tutankhamun and the Golden Age of the Pharaohs” Pyramid Project, an international arts project that will feature art from children in the U.S. and U.K. As part of activities planned over the summer at The Franklin Institute, 60 middle school students from the Science Leadership Academy (SLA) and PACTS program (Partnership for Achieving Careers in Technology and Science) will put brush to canvas alongside Britto on **Saturday, June 9th from 10:30 a.m. – 1:00 p.m.**

Britto, who has been appointed to lead the Pyramid Project, will oversee students as they paint replica panels of the 25-foot pyramid that will be installed in London later this year, commemorating the opening of the exhibition in November. Students from Fort Lauderdale, (one of the previous host cities of the current North American King Tut tour) will participate in a similar event, as will children in London in early July.

The specifications of the pyramid sides and angles will match those of the Pyramids of Giza, the artist’s tribute to the original Ancient Wonder of the World. Once the Tutankhamun exhibition closes in London, the pyramid is planned to be on permanent display in Egypt.

The activities on June 9th also will include a lesson on Modern Egypt, complimentary lunch, gift bags and photos. When all the activities are completed, a random drawing will award one lucky student with a trip to London to participate in the London arts project on July 5, 2007.

“I am extremely honored to be a part of this incredible project,” said Britto. “Children from around the world will now have the opportunity to not only learn about the history of a remarkably sophisticated civilization, but to also leave their own artistic impression on our world’s history.”

The Pyramid Project is part of the King Tut historic exhibition which opens in London. It is the first time treasures from Tutankhamun's tomb have been on display in the U.K. since 1972. “Tutankhamun and the Golden Age of the Pharaohs” opened at The Franklin Institute in Philadelphia in February 2007, and will be on view there through September 30. To date, more than 830,000 tickets have been sold for the exhibition in Philadelphia, breaking all previous exhibit attendance records for the city, as well as for the state of Pennsylvania.

About Romero Britto

Famed for his highly energetic paintings and recent work on the U.S. Super Bowl pre-game show featuring Cirque Du Soleil, Britto is a modern day pop culture icon who has been embraced by the international

community. His paintings and sculptures are currently featured on five continents in more than 100 hundred galleries worldwide and are part of some of the world's most impressive private art collections. His work has appeared in numerous publications in the United States and internationally, including *Art in America*, *People Magazine*, *The New York Times Magazine* and *Arts & Antiques*, and he has worked on commissions for such companies as Movado, Microsoft X-Box, Evian, Disney, Audi and Pepsi-Cola. In 2007, the Britto Foundation was established to provide support to individuals and organizations that create, encourage, promote and preserve education and humanitarian-based initiatives benefiting children around the world.

About The Franklin Institute

Founded in honor of America's first scientist, Benjamin Franklin, and 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. New and renovated exhibits include The Franklin Air Show, Sports Challenge, Space Command, The Train Factory, the Fels Planetarium, and The Giant Heart, as well as the newly refurbished Joel N. Bloom Observatory. Pennsylvania's most visited museum, The Franklin Institute's dedication to public education and creating a passion for science is evidenced by the many new and exciting ways science and technology is presented to children and adults alike. For more information please visit www.fi.edu.

About the Exhibition

The exhibition, organized by National Geographic, AEG Live Exhibitions and Arts and Exhibitions International, with cooperation from the Egyptian Supreme Council of Antiquities, includes 50 major objects excavated from Tutankhamun's tomb, including his royal diadem — the gold crown discovered encircling the head of the king's mummified body that he likely wore while living — and one of the gold and precious stone inlaid canopic coffinettes that contained his mummified internal organs. Mellon Financial Corporation is the presenting sponsor and PECO is the associate sponsor in Philadelphia. The exhibition is supported by the Great Philadelphia Tourism and Marketing Corporation (GPTMC).

More than 70 objects from other royal graves of the 18th Dynasty (1555 B.C.-1305 B.C.) are showcased as well, including those of pharaohs Amenhotep II and Thutmose IV and the rich, intact tomb of Yuya and Tuya, parents-in-law of Amenhotep III and great-grandparents of Tutankhamun. Yuya and Tuya's tomb was the most celebrated historical find in the Valley of the Kings until British archaeologist Howard Carter discovered Tutankhamun's undisturbed burial chamber in 1922. All of the treasures in the exhibit are between 3,300 and 3,500 years old.

Unique to the London-based exhibition will be a dedicated gallery to Carter. The Howard Carter gallery will highlight the finding and excavation of the tomb and will provide insights into the life of Carter whose tenacity led to the discovery of the best preserved and most intact pharaonic tomb ever found in the Valley of the Kings.

The exhibition opens in London on November 15, 2007, where it will remain until August 30, 2008. More than 140,000 tickets have been sold or reserved to-date. Tickets and information is available at www.visitlondon.com/tut or kingtut.org