



PUBLIC RELATIONS

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***Gunther von Hagens' BODY WORLDS 2 & The Brain—  
An All-New Exhibition Explores the Brain and its Mysteries***  
***Opening October 17 at The Franklin Institute***

**Philadelphia, PA - August 13, 2009** — The Franklin Institute announces a special ticketing offer today for its newest special exhibition, ***Gunther von Hagens' BODY WORLDS 2 & The Brain***, which opens to the public on Saturday, October 17 for a limited 18-week engagement. Starting today, the museum begins a special one-week pre-sale – allowing visitors to call a special number to reserve tickets now without having to pay the additional ticket surcharge by calling 215.448.1254!

*BODY WORLDS* is the original and acclaimed exhibition of real human bodies that have been preserved through a process called Plastination. This chapter, *The Brain*, features over 200 all-new authentic human specimens, including whole body plastinates, organs and body slices, never seen in Philadelphia. *BODY WORLDS 2 & The Brain* focuses on the latest neuroscience findings on brain development and function; brain disease and disorders; and brain performance and improvement. Among the real human body specimens are more than 20 full-body specimens in life-like, dramatic poses; healthy and unhealthy organs; and body slices—all preserved through a remarkable process called Plastination. Additional highlights include an exploration of how the brain develops through time-lapsed MRI's of the brain from childhood through adolescence; how a brain with Alzheimer's looks physically – and a copy of a letter issued to the American public by Ronald Reagan, revealing his Alzheimer's diagnosis; a deep dissection of the nervous system, and much more.

The Franklin Institute hosted the East Coast premiere of the original *BODY WORLDS* in 2005. The exhibit made history at The Franklin Institute with a total of more than 600,000 visitors during its 6-month run.

The Franklin Institute President Dennis Wint notes that, *"We are thrilled to host a new installment of the BODY WORLDS experience, which features an exploration of the brain, as well as the iconic and awe-inspiring BODY WORLDS whole body specimens. It is another opportunity to expand the scope of our educational mission and present the science of anatomy and important health messages in a way that we know will encourage further science learning and positively impact the lifestyle choices of many who see the exhibit."*

In keeping with his mission of educating lay people, Dr. Gunther von Hagens, inventor of the Plastination process and creator of *BODY WORLDS* and his wife, Dr. Angelina Whalley, conceptual planner and creative designer of the exhibitions, have created a holistic meditation on the brain that merges anatomy, neuroscience, and philosophy that resonates with everyone.

*"The brain is an incredible marvel of engineering. I wanted people to recognize what is known about this amazing gem inside our heads, and be awed by its possibilities and capacities,"* said Dr. von Hagens.

*"We wanted to present this most complex organ in a way that was accessible to the general public, and in the most elegant way,"* said Dr. Whalley, the physician who planned the *BODY WORLDS* exhibitions that have been seen so far by more than 28 million people worldwide.

**THE PROCESS OF PLASTINATION**

During Plastination, all bodily fluids and soluble fats are replaced with reactive resins and elastomers such as silicon rubber and epoxy, through vacuum-forced impregnation. After gas, heat, or light curing, the specimens

assume rigidity and permanence. “The purpose of Plastination from its very inception was a scientific one, to educate medical students. But the interest that laypeople had in the plastinated specimens inspired me to think of creating public exhibitions, which was followed by the realization that I had to offer a heightened sense of aesthetics, to avoid shocking the public and to capture their imagination,” said von Hagens.

The striking whole-body plastinates in *BODY WORLDS*—people who in their lifetime donated their bodies for Plastination for the express purpose of educating future generations about health—allow viewers to see inside the staggeringly complex and completely interconnected network of muscles, tendons and blood vessels that make up our bodies. To date, more than 10,000 people have agreed to donate their bodies to the Institute for Plastination and use in the exhibits.

#### **TICKET INFORMATION**

*BODY WORLDS 2 & The Brain* single ticket pricing at The Franklin Institute follows:

Adults:	\$27.00; \$18.00 (After 5pm – exhibit only)
Seniors:	\$24.75; \$16.75 (After 5pm – exhibit only)
Children ages 4-11:	\$19.80; \$13.75 (After 5pm – exhibit only)

Tickets are timed and dated, and admission before 4:30pm includes museum general admission and a Fels Planetarium show. Exhibition hours are 9:30 am to 9:00pm daily, with the last entrance at 7:30 pm. The evening ticket price begins with the 5:00pm exhibition admission. Advance ticket purchase is recommended. From Thursday, August 13 through Wednesday, August 19, surcharge free ticket purchases can be made by calling 215.448.1254. Beginning Thursday, August 20, please call 1.877.TFI.TIXS or visit [www.fi.edu](http://www.fi.edu) to purchase tickets. Information on tickets for groups of 15 or more is available at 1.800.285.0684.

For more information on *BODY WORLDS* visit [www.bodyworlds.com](http://www.bodyworlds.com)

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