



PUBLIC RELATIONS

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**EXPLORE YOUR CREATIVITY IN
THE FRANKLIN INSTITUTE'S NEWEST EXHIBITION
*DESIGN ZONE***

Philadelphia, PA – January 25, 2012 What does it take to create the next great videogame? What science goes into creating a roller coaster or a skate park that produces the biggest thrills? How many beats per second does a DJ need to get bodies moving on the dance floor? Discover the science behind how videogame developers, music producers, roller coaster designers, and other creative problem solvers do what they do in The Franklin Institute's new exhibition, *Design Zone*, opening Saturday, January 28. Funded by the National Science Foundation, *Design Zone* is a highly interactive, hands-on exhibition where visitors can explore a variety of creative concepts to learn the processes and tools needed to create a successful design. The exhibit is included with general museum admission and runs through April 1, 2012.

Design Zone is organized into three thematic zones -- art, music and engineering -- all highlighting the importance of science and mathematical thinking in areas critical to building creativity and innovation.

ART

Creative inspiration may come from anywhere, but whether it's digital design, architecture, or video games, visual designers use mathematical thinking to turn ideas into reality.

Digital Design

Visitors take their photo, adjust the values of pixels to transform the image, then e-mail it to themselves. They can work with a partner to move a digital pen to create their own designs on a large coordinate grid.

Architecture Studio

Visitors can test their ability to continue a pattern in three dimensions by building skyscrapers, pyramids, and other structures.

Video Game Design Lab

What formulas are needed to create on-screen action in a virtual world? Visitors will experiment with different variables to see how video game designers create game challenges like landing on targets and avoiding obstacles. They can adjust variables on a

marble maze game, play it on a giant tilt table, and see what combination of variables produces the highest score.

MUSIC

The basic elements of music are rich in math, including ratios in rhythmic patterns, relationships between length and pitch in musical instruments, and visual representations of sound.

DJ Recording Studio

How many beats per second does it take to get people onto the dance floor? Visitors will discover the underlying patterns and relationships between rhythms that make a dance track irresistible. They can put together music samples, pick the best song, and e-mail it to friends. They can learn to cross fade from one song to the next on a pair of turntables—just like a pro would do.

On Stage

Visitors make their own music on unique instruments like digital strings and the whack-a-phone.

Dance Party

Learn how the right ratios and timing can create a mesmerizing laser light show of swirling patterns that gets everyone out on the dance floor.

ENGINEERING

It's the math behind movement and speed that designers and engineers use as they build roller coasters, design skate parks, and test race-winning bikes.

Theme Park

What does it take to engineer the heart-pumping ride you expect from a great roller coaster? Visitors will discover the relationships between hill height and speed. They can assemble a track on a giant magnet wall and see how fast their "coaster" can go and even design a virtual roller coaster track that gets the coaster safely through a series of hills at specified speeds—with maximum thrills.

Action Sports Arena

Visitors can test bike gear combinations and wheel designs and compete in a full-body virtual bike race. They can also design a virtual skate park by manipulating slope to create ramps and other essential skate park features, and then test their design with a virtual skater.

Design Zone was designed and developed for the Science Museum Exhibit Collaborative (SMEC) by the Oregon Museum of Science and Industry. The Franklin Institute is a fellow partner of SMEC. For more information about the exhibit, visit www.fi.edu/design-zone

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 learning about science by offering access to hands-on science education. For more information, visit www.fi.edu.