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First Philadelphia Science Festival “Experiments” with Broad Range of Events this April

The chemistry of collaboration evident in unique programs that reach the scientist in everyone

PHILADELPHIA (March 9, 2011) – The Philadelphia Science Festival today unveiled its latest program offerings for April 15-28 – dozens of mostly-free events spread out across the city. In answer to President Obama’s call for action to “out-innovate, out-educate, and out-build the rest of the world,” the Festival brings together more than 100 organizations of varying sizes and missions for an unprecedented collaboration – resulting in a truly Philadelphia-wide event fueled by the best scientific and educational resources the region has to offer.

For two weeks, the Festival will showcase how vital science and technology are to everyday life with an ambitious range of programs designed to engage and intrigue. Presented by The Dow Chemical Company and organized by The Franklin Institute with a grant from The National Science Foundation, the Festival is part of a national movement to make science hands-on and accessible. It builds on the city’s rich history of originality and invention with dozens of free events at museums, schools, libraries and even street corners and concert halls.

The complete calendar of events is now available on the Festival website, philasciencefest.org. Highlights from the Science Conversations series include:

— **It’s Personal: The Fight Against Cancer in a Carcinogenic World with Siddhartha Mukherjee**

Wednesday, April 20, 2011, Time TBD | The Wistar Institute

Best-selling author Siddhartha Mukherjee (“The Emperor of All Maladies: A Biography of Cancer”) and a panel of the city’s top cancer researchers dive into a discussion on this long-feared illness and explore the question of how close we really are to understanding and curing cancer. (Registration required.)

COLLABORATORS: THE WISTAR INSTITUTE, UNIVERSITY OF THE SCIENCES

— **Dean Kamen & Hacker’s Field Day: The Future Belongs to Innovators**

Wednesday, April 20, 2011, 6pm/4pm | The Franklin Institute

Discuss the importance of innovation, science, engineering and technology to the future of our society with acclaimed inventor, entrepreneur and engineer Dean Kamen. The 6pm discussion is part of an afternoon Hacker’s Field Day where hackers, craftsmen and engineers – hobbyists and professionals – join forces in a competition to solder/hammer/drill/invent their way to the

top! (\$)

COLLABORATORS: THE FRANKLIN INSTITUTE, NEXTFAB STUDIO, HIVE76

— **Raft Rally**

Saturday, April 23, 1-4pm | Independence Seaport Museum

Don't miss this opportunity for your family to learn about the physics behind buoyancy as you receive a lesson in your building your own floating rafts! Prizes will be awarded to the best craftsmen.

COLLABORATORS: INDEPENDENCE SEAPORT MUSEUM, TEMPLE UNIVERSITY

— **Critical Decision Making: Science, Religion and the Law**

Saturday, April 23, 2pm | Community College of Philadelphia

Join Judge John E. Jones, who presided over the 2005 Dover, Del., School District "intelligent design" case, as he shares his perspective on teaching evolution in the classroom and talks about the critical issues that led to his final decision.

COLLABORATORS: THE COMMUNITY COLLEGE OF PHILADELPHIA, PHILADELPHIA ASSOCIATION FOR CRITICAL THINKING

— **A Whole New World: Augmented Reality and Redesigning the Familiar**

Tuesday, April 26, 2011, 6-8pm | Philadelphia Museum of Art's Van Pelt Auditorium

What is Augmented Reality and what will an augmented future look like? Learn more from panel of experts that includes cutting-edge artists, software developers, gaming specialists, sociologists and social historians. Following the panel discussion, attendees will reassemble outdoors for an interactive demonstration and virtual art tour that blurs the line between the real and the virtual. Augmented Reality, or AR, uses free smart phone apps that overlay 3-D images and information on top of real-time screen visuals as seen through the smart phone camera lens. The walking tour and demonstration will include site-specific AR content developed by artists to interact with locations and landmarks along the Benjamin Franklin Parkway.

COLLABORATORS: BREADBOARD AT THE UNIVERSITY CITY SCIENCE CENTER, PHILADELPHIA INTERNATIONAL FESTIVAL OF THE ARTS, PHILLY TECH WEEK, AND THE PHILADELPHIA MUSEUM OF ART.

— **Seemed Right at the Time?! Scenes from Science Past**

Thursday, April 28, Time TBD | Wagner Institute

What makes for science or quackery? How were astrology, divination, diagnosis of witches and the evolution of human character at one time rooted in hard core scientific fact? Hear enlightening encounters from our past as science historians and performers from Philly Improv Theater team up to explain why today's hokum was yesterday's fact.

COLLABORATORS: WAGNER FREE INSTITUTE OF SCIENCE, PHILLY IMPROV THEATER, PHILADELPHIA AREA CENTER FOR HISTORY OF SCIENCE

In addition, The Festival will include a series of Science Cafés, food-science events with partners like Yards Brewery, Philadelphia City Food Tours and the Kite & Key. A "sampling" of those events includes:

— **"Flavor Tripping:" The Magical Miracle Berry**

Monday, April 18, 6pm | Continental Restaurant

One little red berry can change everything. Pop one of these miracle fruits into your mouth and lemons become sweet and chocolate, well, doesn't taste anything like chocolate.

Before you experiment, you'll learn about how we taste and what is behind these unexpected sensations. Reservation required. (\$)

COLLABORATORS: MONELL CENTER, LA SALLE UNIVERSITY, STARR RESTAURANTS

— **Melting Moments of Delight: The Science of Chocolate**

Friday, April 22, 6pm | Location TBD

What makes the seed of the tropical Theobroma cacao tree so darn good? Learn how it's converted into chocolate while you savor free samples with cocoa scientists from Mars, Incorporated and taste experts from the Monell Center.

COLLABORATORS: MONELL CENTER, MARS, INCORPORATED

— **From Hops to Stein: The Science of Beer**

Saturday, April 23, 7pm | Yards Brewery

Discover the magic behind brewing and the ways in which our taste buds and noses (yes, noses!) process these sudsy delights. While you're here, quaff a pint of the specially-brewed, limited-edition Philadelphia Science Festival Beer. (\$)

COLLABORATORS: THE FRANKLIN INSTITUTE, YARDS, MONELL CENTER, TWO GUYS ON BEER

There will also be a series of Neighborhood Science events offered at more than 50 community centers, parks, gardens and Free Library branches across the region; and joint programming with the Philadelphia International Festival of the Arts (PIFA), such as the Philadelphia debut of a modern dance piece called "The Perfect Flower" on April 25. The "jumping off" point for the Festival is a stunt called The Big Jump, where students across Philadelphia will simultaneously jump at 11am on Friday, April 15 to see if their combined effort can generate a seismic event. It is followed the next day by a free Science Carnival on the Benjamin Franklin Parkway in conjunction with the Philadelphia Book Festival's Street Fair.

The Festival is presented by The Dow Chemical Company with additional sponsorship by Drexel University, University of the Sciences, GlaxoSmithKline, La Salle University, Philadelphia University, The University of Pennsylvania, PNC Bank, Wasabi 3D, Day & Zimmermann, Temple University, K12, Quaker Chemical Corporation, The NASA Pennsylvania Space Grant Consortium, NextFab Studio, Villanova University, Geosyntec, Fox Chase Cancer Center, and the University of Pennsylvania Center for Bioethics. It is organized by The Franklin Institute, which received a 3-year grant from the National Science Foundation.

ABOUT THE PHILADELPHIA SCIENCE FESTIVAL

The Philadelphia Science Festival is a citywide collaboration April 15-28 showcasing the impact of science and technology past, present and future. Part of a national movement to inspire the next generation of scientists and engineers, the Festival builds on Philadelphia's own rich history of innovation with dozens of free lectures, debates, hands-on activities, special exhibits and other informal learning experiences at museums, libraries and even street corners and concert halls. More than 105 institutions are collaborating to produce the inaugural Festival, which is funded in part by the National Science Foundation, presented by The Dow Chemical Company and organized by The Franklin Institute. To learn more, visit PhilaScienceFestival.org or call 215-448-1128.

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NOTES TO EDITORS: Artwork is available for download and publication at <http://www.philasciencefestival.org/communicate/press-room>.