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We're All Made Up Of A Thousand Different Stories – Come Discover Yours!

***Identity: An Exhibition of You*, presented by Travelers**

On View January 18 -April 21

Hartford, CT – January 17, 2013 – The Connecticut Science Center, known for its dynamic traveling exhibits, today launched its newest series, ***Identity: An Exhibition of You***. Officials from The Travelers Companies, Inc. were on hand to kick off the opening with a ceremonial cutting of the “DNA ribbon” and a special performance from Hartford’s Cultural Dance Troupe of the West Indies. The event offered a chance for Science Center Members and supporters to get a sneak peek of the first traveling exhibit of 2013.

“Education is a key component of Travelers’ commitment to opportunity and we are proud to support the Connecticut Science Center and its new exhibit,” said Bill Malugen, President of National Accounts for Travelers and a member of the Science Center’s Board of Trustees. “‘An Exhibition of You’ educates our young people about science and provides them with an appreciation for the cultural differences among us.”

Designed and developed by The Franklin Institute, ***Identity*** focuses on how science can shed light on three areas of our identity – physical, psychological and social. It enlists, among other things, the work of ground-breaking science, personal art and stories and even the work of an Emmy Award-winning musician to create an engaging journey through the science of human identity. The exhibit is presented locally by Travelers and media sponsor CPTV.



Nancy Bauer, CPTV’s VP of Partnerships; Bill Malugen, President of Travelers National Accounts and Science Center Trustee; and Matt Fleury, Connecticut Science Center President and CEO cut the “DNA Ribbon.”

“We are very thankful for Travelers’ continued support of science education and the Connecticut Science Center. This exhibit demonstrates the science behind various concepts of the ‘self’ in a very entertaining and enlightening way,” said Matt Fleury, Connecticut Science Center President and CEO. “The Franklin Institute has gathered together some of the best scientific experts and research on the topic of identity, and have transformed it into an experience the whole family can enjoy.”

The Exhibition

What makes you, YOU? ***IDENTITY: An Exhibition of You*** explores the physical, psychological and social elements in your life that make you tick. Each area of the exhibition will feature vignettes along with a variety of interactive activities. Visitors can compare fingerprints, determine if they are an introvert or extrovert, and view the differences between male and female brains.

Physical – “Why Do I Look Like I Do?” – Visitors start their journey by taking a new look at the most familiar aspect of identity: their physical selves. Physical traits and genetic inheritance are explored – from combining genes in a computer interactive exhibit, playing the game “Family Match-Up” to find out who belongs in which family, or stepping into a booth to look at your future self – and seeing how the choices you make today can impact your identity tomorrow.



Psychological – “Why Do I Think Like I Do?” – Differences in our brain chemistry, brain structure, brain activity and even gender can affect how you think. Visitors are challenged to make choices about their personalities and explore exhibits that transform their personal qualities into interactive experiences. Explore how smells tell you something about yourself, or “hear” your personality in an open-ended musical art piece designed by an Emmy Award-winning musician. “Touch” the brain and activate a video that explains what that part of the brain does – and what happens to your identity when something goes wrong. Learn about the differences gender brings to your brain, beginning in the womb.



Social Identity – “How Do Others Affect Who I Am?” – Visitors can step onto a “dance floor” and enter a playful, group experience about their personal space. Further in, discover what kind of groups you identify with and challenge your assumptions about what people are really like. Take a spin on the “Who Shares Your Skin” wheel, and see who else in the world shares your skin color, and then take a digital photo of yourself and change your gender/ethnicity on a computer. Finally, take a “rapid implicit association test” designed to probe for biases or find out if you are a science or humanity person. The answers may surprise you!

Programs and Special Events

The Science Center has partnered with the Connecticut Historical Society to offer special events and programs to the public that will explore topics such as genealogy, genomics, and the exploration and celebration of diversity and culture.

Identity: An Exhibition of You is included with General Admission or Connecticut Science Center Membership and will be on display in the Saint Francis Hospital and Medical Center Traveling Exhibit Gallery on the Science Center’s fourth floor through April 21, 2013. For more information including admission, special programs and hours of operation, please visit www.CTScienceCenter.org.

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About the Connecticut Science Center The LEED-Gold certified Connecticut Science Center, located in downtown Hartford, sparks creative imagination and an appreciation for science by immersing visitors in fun and educational hands-on, minds-on interactive experiences while maintaining an environmentally conscious presence. With more than 1,000,000 people served since opening in 2009, visitors experience more than 150 exhibits in ten galleries and a range of topics, including space and earth sciences, physical sciences, biology, the Connecticut River watershed, alternative energy sources, Connecticut inventors and innovations, a children's gallery, and much more. Other features include four educational labs, a 200-seat 3D digital theater, function room, gift store and café, and ongoing events and lectures for all ages. The Science Center is a non-profit organization dedicated to enhancing science education throughout the state of Connecticut and New England, providing learning opportunities for students and adults of all ages, and engaging the community in scientific exploration. More information: **www.CTScienceCenter.org** or 860.SCIENCE.