



museum of
science+industry
chicago

Contacts:

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THE BASICS

What MSI is About

- The Museum of Science and Industry's mission: to inspire the inventive genius in everyone by presenting captivating and compelling experiences that are real and educational.
- The Vision: to inspire and motivate children to achieve their full potential in science, technology, medicine and engineering.

Who's Coming Through the Doors

- In 2010, 1.4 million guests visited the Museum.
- 54 percent of guests were male; 45 percent were female.
- The Museum hosted more than 322,000 school children on field trips, more than any other Chicago cultural institution.
- The Museum hosted more than 167,741 guests during our 52 free days.

What's Here

- MSI is home to more than 35,000 artifacts and hundreds of exhibits.
- Public programming includes costumed program interpretation, daily science demonstrations, learning labs, lectures, performances, live video conferences and special overnight events.
- Major permanent exhibits include: *Science Storms*, *YOU! The Experience*, *Fast Forward ... Inventing the Future*, *U-505 Submarine*, the *Coal Mine*, the *Baby Chick Hatchery*, *The Great Train Story*, *ToyMaker 3000*, *Genetics: Decoding Life*, *Earth Revealed*, *Colleen Moore's Fairy Castle*, the *Pioneer Zephyr*, and *Farm Tech*.
- Each year, the Museum hosts several temporary exhibitions as well as Omnimax® films.

A Student and Teacher Resource

- The Museum has taken a leadership role in science education by creating and expanding the Center for the Advancement of Science Education (CASE), with innovative programs that empower teachers, engage the community, and excite students and Museum guests.
- The Museum hosted more than 322,000 school children on field trips in 2010, more than any other cultural institution.
- About 1,000 middle-school teachers participate in teacher education courses each year.
- MSI has inspired more than 600 teens to consider science careers through our Science Minors and Science Achievers youth-development programs.
- Our growing network of over 65 after-school Science Minors Clubs have the capacity to reach 5,000 children a year with fun, hands-on science.
- More than 20,000 students each year participate in hands-on programs called Learning Labs while visiting the Museum.
- Our daily live science experiences invite all 1.4 million Museum guests to participate in science like never before.
- MSI is the first museum in the nation to offer a Master of Science Education degree or a Middle-School Science Endorsement by attending classes at both the Museum and the Illinois Institute of Technology (IIT), also known as the MSI/IIT Quality Science Teaching Partnership.

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The Building and Facilities

The Museum is housed in the only remaining building from the 1893 World's Columbian Exposition. It was built as the fair's Palace of Fine Arts by Burnham & Root architect, Charles Atwood, and is now the largest science center in the Western Hemisphere. Facilities include:

- 14 acres of hands-on exhibits.
- Almost 400,000 square feet of exhibit space.
- Chicago's only five-story, domed Omnimax theater.
- Restaurants: The Brain Food Court, Jazzman's Café and Finnigan's Ice Cream Parlor.
- Gift Shops: The Big Idea, Shop Earth, The Kid's Stop and the The U-505 Store.
- The e-Suite: An e-learning center with videoconferencing capability.
- An 800-seat auditorium and two smaller theater spaces.
- Nine learning lab areas for special educational programming.
- Convenient indoor parking connected to the Museum's Entry Hall ticketing area.
- Wheelchair and stroller rental and coat check facilities.

Find MSI Online

- MSI's website, msichicago.org, receives more than 4.5 million visitors a year and contains more than 4,000 pages of original content on Museum information, exhibits, at-home science activities and teacher and student resources.
- More than 200,000 e-mail subscribers and growing.
- More than 20,000 Facebook "likes" and growing.
- More than 4,900 Twitter "followers" and growing.
- The Museum is on Facebook, Twitter and YouTube. "Like" the Museum on Facebook by visiting facebook.com/msichicago, "follow" the Museum on Twitter at twitter.com/msichicago or find us on YouTube at youtube.com/msichicago to receive daily updates on the Museum's events, activities, fun science facts and new videos or commercials.
- Visit the website to download unique podcasts from experts behind exhibits like *Science Storms*, *YOU! The Experience*, *Smart Home: Green + Wired* and *Fast Forward ... Inventing the Future* as well as special Museum guests like astronauts John Grunsfeld and Michael Foreman.

When to Come for a Visit

- Regular hours are 9:30 – 4 p.m. every day.
- Extended hours (until 5:30 p.m. each day) are offered during peak periods throughout 2011:
 - Jan. 1 and 2
 - March 19 – 31
 - April 1 - 24
 - May 27 - Sept. 5
 - Nov. 18 – 20 and 25 – 27
 - Dec. 3, 4, 10, 11, 17 – 24 and 26 – 31
- The Museum is open every day of the year but December 25.

Admission Pricing

- General admission pricing is \$15 for adults, \$14 for seniors and \$10 for children ages 3-11.
- City of Chicago residents receive a discount: \$13 for adults, \$12 for seniors and \$9 for children ages 3-11.
- There are additional charges for Omnimax films, the *U-505 Submarine* optional on-board tour and certain special exhibits.
- The Museum is part of the Chicago CityPASS program, in which you can receive admission to five of the city's most famous attractions for one low price. Buy CityPASS at the Museum or online at citypass.com.
- Each year, MSI offers free general admission on a select group of days (52 of them! See below).
- Illinois teachers (pre-K -12 grade), active military personnel, Chicago police and firefighters can receive free general admission for themselves if they show a valid ID when purchasing tickets.

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52 Free Days

On the following dates in 2011, general admission is free:

- Jan. 3 – 7, 10 – 14, 17 – 21, 24 – 28 and 31
- Feb. 1, 8, 14, 15 and 22
- June 1, 2, 6, 7, 8 and 9
- Sept. 6 – 9, 12 – 16, 19 – 23 and 26 – 30
- Oct. 31

Press Images/B-Roll

- High-resolution images are available for download at msichicago.org/press.
- B-roll is available by calling the public relations department at 773-947-3133.

Parking

- MSI is Chicago's only museum with attached, underground parking. No need to brave the elements.
- Indoor parking is available to the general public at \$18 for the entire day.

Contact Information

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