



museum of  
**science+industry**  
chicago

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**MUSEUM OF SCIENCE AND INDUSTRY, CHICAGO MAKES SCIENCE COME ALIVE**  
*Thousand of exhibits and experiences inspire inventive genius in everyone*

**CHICAGO**—See your heart beat 13-feet tall. Climb aboard a World War II German submarine. Work alongside robots in a toy factory. Take a tour of your digestive system. Plunge into a working coal mine. Control a 40-foot tornado. Dissect an eyeball. Step into the future.

Those experiences and more await you at the Museum of Science and Industry, Chicago (MSI)—the largest science museum in the Western Hemisphere and home to thousands of exhibits, artifacts and “wow” moments that last a lifetime. For more than 75 years, MSI has been a premier destination in Chicago for unique and engaging family fun.

The Museum’s mission is to inspire the inventive genius in everyone, and even bigger than its mission is its vision: to inspire and motivate children to achieve their full potential in science, technology, medicine and engineering. Almost 300,000 students are among the more than 1.5 million guests that visit each year, and the Museum’s takes its role as a catalyst for exploration in science seriously. Through its Center for the Advancement of Science Education (CASE), MSI reaches thousands of students and teachers through special programs, learning labs, educator workshops and more.

“MSI has touched the lives of more than 175 million guests since it opened in 1933,” said David Mosena, president and CEO of MSI. “We can only imagine how many children, after visiting this Museum, decided to become biologists or doctors, geneticists or chemists. We strive to develop compelling and captivating exhibits and experiences that not only engage our guests, but inspire them as well.”

**Accolades and Exhibits**

MSI’s unique and cutting-edge experiences and exhibits have earned some bragging rights. MSI was voted one of the “Best Museums in the U.S.” by the *World Almanac for Kids*, one of the “Seven Wonders of Chicago” by the *Chicago Tribune*, and named one of the “Top 15 Museums in the World” in *Life* magazine.

Among the most popular offerings are the *U-505 Submarine*, the only German U-boat captured during World War II, surrounded by more than 30,000 square-feet of artifacts and interactive activities; *YOU! The Experience*, a new 15,000-square-foot exhibit that explores the human mind, body and spirit; the *Coal Mine*, a reproduction of an Illinois coal mine that takes guests down 50 feet in a real hoist to the bottom of a mineshaft; *Fast Forward ... Inventing the Future*, a rotating gallery that lets you experiment with cutting-edge innovations; *ToyMaker 3000*, a real toy factory staffed by 12 robots; *Earth Revealed*, where guests can experience the dynamic forces that are at work on a planet; *The Great Train Story*, a dynamic model train display that illustrates modern rail operation; *Genetics: Decoding Life*, which explores the basics of DNA; and the Omnimax® Theater, Chicago’s only five-story, domed, wrap-around movie screen.

A new iconic exhibit experience, *Science Storms*, opened in March 2010. This 26,000-square-foot exhibit—one of the Museum’s largest—reveals the extraordinary science behind some of nature’s most powerful and compelling phenomena—tornadoes, lightning, fire, tsunamis, sunlight, avalanches and atoms in motion—and lets guests interact with the phenomena by controlling a 40-foot tornado, triggering an avalanche, creating a tsunami, and much more.

**Always Something New ...**

MSI is an industry leader guest experience with live science experiences, costumed exhibit interpreters, groundbreaking

temporary exhibits and special programming. Live experiences, held daily, encourage deeper exploration into the concepts introduced by various Museum exhibits and include the opportunity to dissect a real cow's eye to learn about sight, explore the digestive system in *Poop Happens*, learn the science of combustion in *Bangs, Flashes & Fire*—and more.

MSI also hosts unique temporary exhibitions that connect guests to a world of new experiences. In 2008, the Museum debuted *Smart Home: Green + Wired*, a fully-functioning, modular eco-friendly exhibit home built in its own backyard—the only exhibit home of its kind in the nation. In 2009, MSI hosted the world premiere of *Harry Potter: The Exhibition*, which showcased the creativity and imagination behind the popular film series.

Other spectacular temporary exhibits include the 2007 world premiere of the interactive forensic science exhibit, *CSI: The Experience*, based on the hit CBS television show. In 2006, the Museum developed and hosted the most comprehensive exhibit on Leonardo da Vinci ever to be presented in the United States, *Leonardo da Vinci: Man, Inventor, Genius*. And in 2005, the Museum hosted the Midwest debut of *Gunther von Hagens' BODY WORLDS: The Anatomical Exhibition of Real Human Bodies*.

### How it All Began

During a visit to Munich's Deutsches Museum in 1916, Museum founder Julius Rosenwald was inspired by all the exhibits that featured buttons, levers and pulleys that guests were encouraged to manipulate to truly learn how things worked. The experience sparked his determination to bring a similar hands-on institution to his hometown of Chicago.

Rosenwald—the philanthropist and chairman of Sears, Roebuck and Company—pledged \$3 million toward the creation of an industrial museum and galvanized Chicago's industrial elite in support of the project. The Palace of Fine Arts, built for the 1893 World's Columbian Exposition, was identified as the home for the new Museum. The years had reduced the Palace to crumbling plaster, but Rosenwald vowed to return the building to its former glory.

When the Museum of Science and Industry opened its doors on June 19, 1933, the new institution was unique: The Museum was the first interactive museum in North America.

### Come on Down!

MSI is open every day except December 25. Regular Museum hours are 9:30 a.m. to 4 p.m. every day. 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. Ways to make your visit easy include:

- **Tickets** – For quick entry into the Museum, all tickets can be purchased online at [msichicago.org](http://msichicago.org).
- **Parking** – Convenient indoor parking is available for \$18 per day, and the garage is directly connected to the Museum's Entry Hall.
- **Restaurants** – The Museum's restaurants—The Brain Food Court, Jazzman's Café and Finnigan's Ice Cream Parlor—serve something for every taste.
- **Gift Shops and Photo Studios** – Museum Store, Shop Earth, The Kid's Stop Shop and the U-505 Store offer unique toys, models, books and more.
- Stroller and wheelchair rental and coat-check facilities are available.

For detailed information about MSI's amenities, admission, 52 free days a year, special extended hours, membership and more, find us online at [msichicago.org](http://msichicago.org). 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](http://citypass.com).

**The Museum of Science and Industry, Chicago (MSI)** offers thousands of fun and interactive exhibits and one-of-a-kind, world-class experiences to inspire the inventive genius in everyone. Through its Center for the Advancement of Science Education, MSI also aspires to a larger vision: to inspire and motivate children to achieve their full potential in science, technology, medicine and engineering. Come visit and find *your* inspiration! MSI is open 9:30 - 4 p.m. every day except December 25. The Museum is supported in part through the generosity of the people of Chicago through the Chicago Park District. For more information, find MSI online at [msichicago.org](http://msichicago.org) or call (773) 684-1414 or (800) GO-TO-MSI outside of the Chicago area.