

MEDIA ALERT

SEE THE FUTURE IN NEW MUSEUM OF SCIENCE AND INDUSTRY EXHIBIT

WHAT: Experience the Museum of Science and Industry's newest permanent exhibit *Fast Forward ... Inventing the Future* on Wednesday, September 3, 2008.

Fast Forward is an inspiring, curated gallery that showcases cutting-edge technology and innovation from 12 groundbreaking inventors and scientists from around the world, working in the areas of agriculture, transportation, entertainment, energy and more. Through video presentations, models and prototypes of actual new inventions, guests will discover what motivates these visionaries, understand their challenges, and experience and interact with their successes. *Fast Forward* demonstrates that with a spark of inspiration, and hard work, the future of our world can be invented, and the seemingly impossible can become possible. The exhibit is included in general admission.

WHEN: Media are invited to an open house on **Wednesday, September 3, 2008 from 9:30 a.m. to 2 p.m.**

WHO: The following will be available for in-person interviews, but please call to schedule an interview time, as they may not be available for the duration of the open house.

- **Kathleen McCarthy**, director of exhibits and collections at the Museum and curator of *Fast Forward*
- **Ryan Genz and Francesca Rosella**, founders of CuteCircuit and *Fast Forward* innovators working on clothing that responds to the environment. On display will be their "Galaxy Dress," the world's largest, wearable LED display, which uses a camera to capture the image in front of it and illuminates that image across the gown's flowing skirt.
- **Homaro Cantu**, executive chef of Moto restaurant, inventor and *Fast Forward* innovator. He is working with NASA on food replication.

(Additional featured innovators will be available for phone interviews for print publications.)

OTHER SAMPLE

VISUALS:

Zeno: a miniature robot that reacts to his audience and environment, speaks to guests, and has a lifelike face that can show emotions.

The Reactable: an amazing, cutting-edge electronic instrument that can be "played" by multiple people at one time. It features a luminous, multi-touch tabletop.

Vertical Farm Model: a towering concept model that demonstrates the idea of urban farming in skyscraper-type buildings. The model is activated by a multi-player game designed to teach guests more about this new urban agriculture.

WHERE: Museum of Science and Industry
57th and Lake Shore Drive

CONTACT: To schedule an appointment to view the exhibit and speak with spokespeople, **please contact Wendi Koziol at 312-558-1770.**

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