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## **Museum of Science and Industry FACT SHEET**

### **Mission**

- The Museum of Science and Industry's mission is to inspire the inventive genius in everyone by presenting captivating and compelling experiences that are real and educational.

### **Audience**

- In 2006, nearly 1.38 million people visited the Museum.
- 51.8 percent of visitors were female; 48.2 percent were male.
- 48.6 percent came from the Chicagoland area; 51.4 percent came from out of town.
- The Museum hosted more than 268,000 children in school groups.
- The Museum hosted more than 584,000 guests for free.

### **Exhibits and Programs**

- The Museum is home to more than 35,000 artifacts.
- Public programming includes costumed program interpretation, daily science demonstrations, learning labs, lectures, performances, book signings and live videoconferences and special overnight events.
- Major exhibits include: *U-505 Submarine*, *The Coal Mine*, *Baby Chick Hatchery*, *The Great Train Story*, *ToyMaker 3000*, *Genetics: Decoding Life*, *Colleen Moore's Fairy Castle*, the *Pioneer Zephyr*, *The Farm* and *Take Flight*.

### **Education**

- Within a school year, the Museum delivers more than 300 Learning Lab educational sessions to more than 8,000 students.
- Approximately 1,000 teachers each year are served through professional development activities.
- Approximately 200 teenagers have been trained in the Museum's Science Minors program, which teaches high-schoolers about science and then allows them to share their knowledge with Museum guests.
- The ground-breaking *Live From the Heart* program, which allows students to view an open-heart surgery in real-time, has reached more than 6,000 students since its inception in 2003.

### **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-plus acres of hands-on exhibits
- Almost 400,000 square feet of exhibit space
- Chicago's only five-story, domed Omnimax<sup>®</sup> theater
- Restaurants - the Brain Food Court, Brain Food Café and Finnegan's Ice Cream Parlor
- Gift Shops - The Big Idea, The Galaxy Shop, The Kid's Stop and the The U-505 Store
- An e-learning center with videoconferencing capability
- An 800-seat auditorium and two smaller theater spaces
- Four learning lab areas for special educational programming
- Convenient indoor parking connected to the Museum's Great Hall ticketing area
- Wheelchair and stroller rental and coat check facilities

## Web Resources

- The Museum Web site, [www.msichicago.org](http://www.msichicago.org), receives more than 3.6 million visitors a year and contains more than 1,000 pages of original content on museum resources, information and exhibits.
- More than 4,600 e-postcards per month are sent from guests using the Museum's postcard kiosks.
- Museum e-newsletters are distributed to more than 84,000 people monthly.

## Hours

- Regular Museum hours are Monday-Saturday 9:30 a.m. – 4 p.m. and Sunday 11 a.m. – 4 p.m.
- Extended hours (until 5:30 p.m. each day) are offered during peak periods throughout the year.
- The Museum is open every day of the year but December 25.

## 2007 Extended Hours

On the following dates in 2007, the Museum will offer extended hours from 9:30 a.m. – 5:30 p.m. Monday-Saturday and from 11:00 a.m. to 5:30 p.m. on Sundays:

- Spring Break (3/24/07- 4/7/07)
- Summer (5/26/07 – 9/3/07)
- *Christmas Around the World* and *Holidays of Light* Opening Weekend (11/16/07 – 11/18/07)
- Thanksgiving Weekend (11/23/07 – 11/25/07)
- Saturdays and Sundays in December
- Winter Holiday (everyday 12/17/07 – 12/23/07 and 12/26/07 – 12/31/07)

## Admission

General admission pricing:

- \$11 for adults, \$9.50 for seniors and \$7 for children ages 3-11.
- City of Chicago residents receive a discount: \$10 for adults, \$8.75 for seniors and \$6.25 for children ages 3-11.
- Additional charges for Omnimax films, the *U-505 Submarine* optional on-board tour and certain special exhibits.
- Each year, the Museum offers free general admission on a select group of days.

## 2006 Free Day Schedule

On the following dates in 2007, general admission is free:

- Mondays and Tuesdays in January and February
- Feb. 1 – 7
- June 3 – 8
- Mondays and Tuesdays from September 10 – Nov. 22 (Thanksgiving Day); December 24

## Press Images/B-Roll

- High-resolution images are available for download at [www.msichicago.org/press](http://www.msichicago.org/press)
- B-Roll is available by calling Beth Boston in the media relations department at 773-947-6003.

## Parking

Convenient indoor parking is available to the general public at \$12 for the entire day.

## Location/Phone/Web site

Museum of Science and Industry  
57<sup>th</sup> and Lakeshore Drive, Chicago, IL 60637  
773-684-1414 or (800) GO-TO-MSI  
[www.msichicago.org](http://www.msichicago.org)

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