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MUSEUM OF SCIENCE AND INDUSTRY WELCOMES DAVID WOODY AS VICE PRESIDENT AND CHIEF CREATIVE OFFICER

CHICAGO (October 27, 2021) – The Museum of Science and Industry, Chicago (MSI) is pleased to announce that David Woody has joined MSI as Vice President and Chief Creative Officer.

Woody has spent over 30 years as a creative leader, designer and producer in the themed attraction, entertainment and museum fields. He has led teams of designers, architects, writers and media developers in creating immersive guest experiences for companies such as NBCUniversal, Warner Bros. and DreamWorks Animation.

MSI is a homecoming for Woody, who previously spent 10 years at the Museum directing exhibit design and development. During his prior tenure, the Museum completed now-iconic exhibits such as the *U-505 Submarine*, *Science Storms* and *YOU! The Experience* and created popular temporary exhibits including *Smart Home: Green and Wired*. He helped lead capital renewal projects and Museum-wide initiatives that improved the guest experience, such as digital ticketing, wayfinding and a Show Quality Standards Program across all public areas of the building.

“David Woody has over three decades of experience in creating one-of-a-kind moments in the entertainment field,” said MSI President and CEO Chevy Humphrey. “I’m thrilled to welcome David back to our team, and look forward to his leadership in continuing to present cutting-edge exhibitions and experiences at MSI.”

Most recently, Woody was Senior Creative Director at NBCUniversal, where he provided creative direction and planning for theme park and resort projects including Universal Beijing Resort and the new Epic Universe currently under construction in Orlando. He previously worked at DreamWorks Animation as the Creative Director for Global Location Based Entertainment, where he supported a company-wide rebranding campaign in addition to providing creative direction for theme parks, resorts, live shows and retail experiences. Woody has also held roles as an art director and show set designer.

At MSI, he will oversee the design and development of the next generation of awe-inspiring exhibitions as well as innovative new experiences that speak to our future.

“It’s exciting to return to MSI as the Museum is taking a fresh look at its role in the community and the critical importance science plays in our world,” Woody said. “I’m looking forward to bringing my passion for experiential storytelling to Chicago’s diverse audiences.”

About MSI

The Museum of Science and Industry, Chicago (MSI), one of the largest science museums in the world, offers world-class and uniquely interactive experiences that

inspire inventive genius and foster curiosity. From groundbreaking and award-winning exhibits that can't be found anywhere else, to hands-on opportunities that make you the scientist—a visit to MSI is where fun and learning mix. Through its Welcome to Science Initiative, the Museum offers a variety of student, teacher and family educational programs that make a difference in communities and contribute to MSI's larger vision: to inspire and motivate children to achieve their full potential in science, technology, medicine and engineering. The Museum is exceptionally grateful for the support of its donors and guests, who make its work possible. MSI is also supported in part by the people of Chicago through the Chicago Park District. For more information, visit msichicago.org or call (773) 684-1414.

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