MARKETING KIT

Sciencenter

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EXHIBITION SUMMARY

Discover the AWESOME power of sound!

This multi-sensory exhibition introduces children and adults to the science of sound waves and frequencies. Make noise! Conduct an orchestra with your whole body, scream at the top of your lungs, make a movie soundtrack, and more!

Learning Goals

- Sound waves are all around us
- Scientists measure sound in decibels and pitches
- Sound waves hit our eardrums which then send signals to our brain

BRANDING GUIDELINES

LOGO

Option 1 - Primary Logo

Option 2 - Black & White Logo

COLOR PALETTE

C 95, M 64, Y 16, K 2
Hex # 006098

C 82, M 28, Y 21, K 0
Hex # 0091b3

C 100, M 89, Y 36, K 35
Hex # 002856

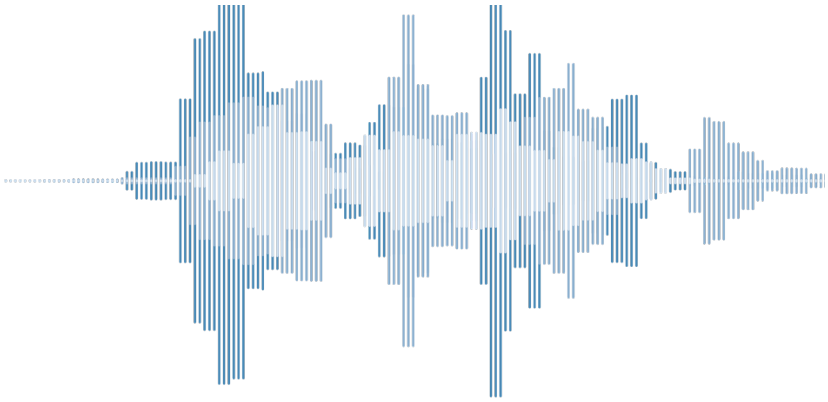
C 3, M 26, Y 100, K 0
Hex # f7be00

TYPE

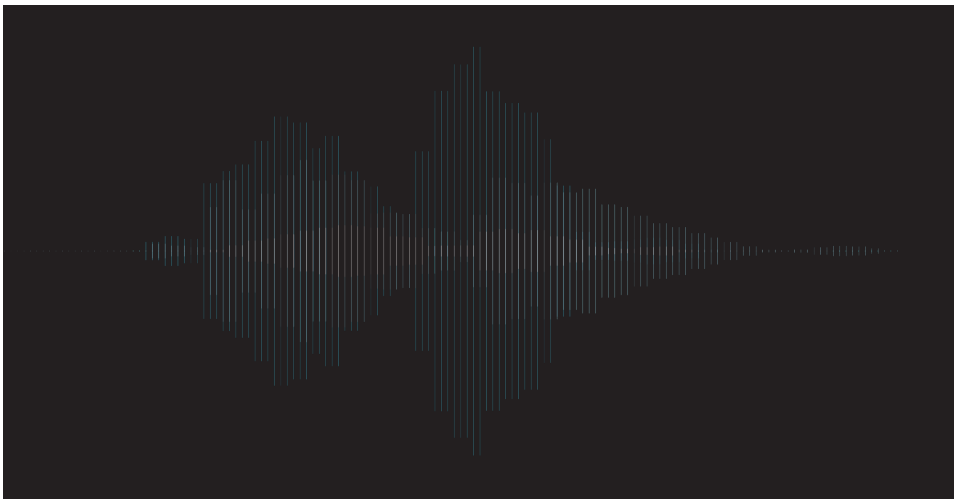
BREVIA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890

DESIGN ELEMENTS



Use on dark background



PRESS MATERIALS

EXHIBITION OVERVIEW

100 WORDS (102)

Sonic Sensation presents a fun and lively opportunity to explore the science of sound. Learn about how we perceive sound and the physics of how we hear. See sound through tinkering with decibels, amplitude, frequency, pitch, and sound waves.

Experience our sonic world and the sensation of being surrounded by everyday sounds in this interactive exhibition. Make a movie soundtrack, match sounds, shriek louder than a howler monkey in the *Scream Chamber*!

Try to distinguish between high and low pitches, make music through dance moves, and launch a billiard ball to show how sound hitting our eardrums sends signals to our brains.

75 WORDS (73)

Discover the awesome power of sound at *Sonic Sensation*!

Control visible sound waves. Match mystery sounds. Make music with your dance moves. Try to distinguish between high and low pitches. Locate a cat and a cricket in a kitchen just by listening. Discover how movie soundtracks affect emotions. Launch a sound wave toward an eardrum. Find out how many decibels you can produce with your loudest scream. Have fun and make some noise!

50 WORDS (53)

Sonic Sensation presents a fun and lively opportunity to explore the science of sound.

Learn about how we perceive sound and the physics of how we hear. See sound through tinkering with decibels, amplitude, frequency, pitch, and sound waves. Experience our sonic world and discover the awesome power of sound at *Sonic Sensation*!

25 WORDS (27)

Experience our sonic world and the sensation of being surrounded by everyday sounds. *Sonic Sensation* presents a fun and lively opportunity to explore the science of sound.

EXHIBIT DESCRIPTIONS

INTRO

This towering entry piece invites visitors to explore our sonic world and experiment with sound by striking bars on a wooden xylophone or tuning forks. The tactile panels introduce the waveform graphics used throughout the exhibition: these are visual representations for the titles of each exhibit.

SCREAM CHAMBER

Visitors step into a semi-soundproof chamber, close the door, and let out a scream! A partner reads the decibel meter mounted on the outside of the chamber. Compare that to other sounds on a chart. Can a visitor scream as loud as a howler monkey? The competition gets fierce and funny!

SEE SOUND

Watch foam pieces dance in all kinds of interesting patterns in a long, clear tube. A speaker at one end of the tube drives the air rapidly back and forth; although the air is invisible, it makes the foam pieces move in unexpected patterns. Below the tube is an oscilloscope illustrating the motion of the vibrating cones on the speaker. What happens to the pattern as the amplitude or frequency knobs for the speaker are turned?

MUSIC IN MOTION

Be a musician through movement! Dance and move while a camera overhead displays the maestro of this giant “keyboard” on a large screen. Visitors move through the motion-sensing zones shown on the monitor to play different sounds.

MEASURE SOUNDS

Play different keys on a keyboard or strings on a guitar to hear—and see—sounds! An oscilloscope illustrates the sound waves created by the instruments and allows visitors to compare the frequencies between high and low keys or strings.

HERE’S AN EAR

Launch a billiard ball to set off a chain reaction that demonstrates how sound waves hit our eardrum send signals to our brain. A large, detailed model of the human ear allows visitors to further investigate how our ear works.

EXHIBIT DESCRIPTIONS

EAR THIS!

Visitors of all ages stand behind these fun panels to put their best face forward. How does one look with the ears of an elephant? How about a bat? This exhibit makes a fun family photo op!

MATCH THE SOUND

This engaging exhibit demonstrates how our brain actively stores sounds that are constantly being generated around us. Visitors shake a maracas and listen; then try to find the other maraca with a matching sound. A flip panel in front of each maraca reveals the answer.

CREATE A SOUNDTRACK

Ready for Hollywood? This exhibit allows visitors to step into the shoes of a movie sound engineer. Select one of three movies and pair it with one of three different soundtracks. How does each soundtrack change the way you feel about the movie? Special effect sounds can be added randomly, adding layers to your soundtrack.

SOUND WORDS

Sit, read, relax and pick up more fun facts about sound and hearing through books geared toward a range of ages. Seating and a music-themed floor provide an area to observe all the activities going on around you.

HIGH PITCH, LOW PITCH

Colored bells of the same note are mounted in pairs on a rotating turntable. Visitors ring the bells and try to determine if they generate a high or low pitch. A flip panel in front of each pair of bells reveals the answer.

FABRIC TENSION WALLS

Some of the freestanding exhibits have 8’ wide x 7’ tall curved colorful freestanding graphic displays on fabric to go behind the cabinets. The front of each wall has information about the science for the exhibit and a large waveform graphic; the back sides have various large graphics that are entirely optional. The exhibits with walls can be arranged in clusters or individually.

PRESS RELEASE

<MUSEUM LOGO>

<Museum Name>
Media Contact:
Issued: <Date>
FOR IMMEDIATE RELEASE

EXPLORE SOUND IN *SONIC SENSATION*

<CITY> Explore the science of sound and hearing at <Museum Name>'s new featured exhibition, *Sonic Sensation*, opening on <date>.

Experience our sonic world and the sensation of being surrounded by everyday sounds in this interactive exhibition. Experiment with pitch, be a sound engineer and learn how soundtracks change the way you feel about a movie, step into the *Scream Chamber*, and let out a roar to find out how many decibels you can produce with your own voice!

Sonic Sensation presents a fun and lively opportunity to explore the science of sound. Learn about how we perceive sound and the physics of how we hear. See sound through tinkering with decibels, amplitude, frequency, pitch, and sound waves.

Try to distinguish high and low pitches by ringing colored bells, make music with your dance moves, and launch a billiard ball to show how sound hitting our eardrums sends signals to our brains. Control visible sound waves, measure the frequency of sounds, match mystery sounds, and try to find hidden "animals" in kitchen cupboards just by listening (no peeking!). Young visitors will want to try out Ear This!, a fun family photo op where they can see how they look with the ears of an elephant, rabbit, bat, and more.

Discover the awesome power of sound at *Sonic Sensation*! This exhibition will be on display through <date>.

Sonic Sensation was developed by Sciencenter of Ithaca, New York.

<museum boilerplate>

# # #

PHOTOGRAPHY & CAPTIONS

The entry piece at *Sonic Sensation* invites visitors to explore our sonic world and not only see waveforms, but feel them on the tactile graphics.

At *Sonic Sensation*, control visible soundwaves and watch the vibration of the sounds illustrated on an oscilloscope.

At *Sonic Sensation*, shake maracas to learn how our brain actively stores sounds that are constantly being generated around us.

At *Sonic Sensation*, launch a billiard ball to set off a chain reaction that demonstrates how sound waves hitting our eardrum send signals to our brain.

At *Sonic Sensation*, visitors ring pairs of coloredbells and try to determine if they generate a high or low pitch.

At *Sonic Sensation*, visitors step into a semi-soundproof chamber, close the door, and let out a scream! Can a visitor scream as loud as a howler monkey?

PHOTOGRAPHY & CAPTIONS

At *Sonic Sensation*, play different keys on a keyboard to hear—and see—sounds! An oscilloscope illustrates the sound waves created by the instrument and allows visitors to compare the frequencies between keys.

At *Sonic Sensation*, be a musician through movement! Visitors move through the motion-sensing zones shown on the monitor to play different sounds.

At *Sonic Sensation*, visitors of all ages stand behind these fun panels to put their best face forward. How does one look with the ears of an elephant? How about a bat? This exhibit makes a fun family photo op!

At *Sonic Sensation*, visitors get to step into the shoes of a movie sound engineer. Select one of three movies and pair it with one of three different soundtracks. How does each soundtrack change the way you feel about the movie?

At *Sonic Sensation*, sit, read, relax and pick up more fun facts about sound and hearing through books geared toward a range of ages.

ADVERTISING CREDITS

CREDIT LINES:

Sonic Sensation was developed by the Sciencenter.

GUIDELINES:

Credit should be given to the Sciencenter as the creator of the exhibition where appropriate.

SCIENCENTER LOGO

Primary logo

Sciencenter

Stacked logo

Sciencenter
Ithaca, New York