



Never stop wondering.  
Never stop imagining.™

## PRESS RELEASE

**Media Contact:** Heather Zielinski, Public Relations and Social Media Manager, Arizona Science Center, [zielinskih@azscience.org](mailto:zielinskih@azscience.org), 602.716.2066 (office), 480.329.5621 (cell)

**NOTE TO EDITORS:** Hi-res images from the exhibition are available for download and publication at <https://bit.ly/2x00Kz9>

### **ARIZONA SCIENCE CENTER AMAZES COMMUNITY WITH AN IMMERSIVE ARCHAEOLOGICAL JOURNEY REVEALING A STORIES-TALL MUMMY**

**PHOENIX (March 21, 2019)** – Last night neighbors, families, and friends gathered in Heritage and Science Square as Arizona Science Center was transformed into a mysterious seven-story, antique vault using 3D image mapping along with high-powered, state-of-the-art lighting effects and a custom soundtrack – all in a giant community-wide celebration of the Center’s incredible *Mummies of the World: The Exhibition*. Guests participated in this immersive storytelling production, created in partnership with Valley tech company Walter Productions, known for producing special effect experiences at Bonnaroo, Kalliope, Lost Lake Festival, and other national events.

In two separate shows at 7:30 and 8:30 p.m., led by Sari Custer, host of Sari on Science and Chief Scientist for Arizona Science Center, the crowd was invited to shout out guesses that ultimately helped solve a puzzle sequence projected on the tower of the Dorrance Planetarium. Guests witnessed as stone gears, levers, and panels slowly opened to reveal the stories-high archeological site, and ultimately, a giant mummy face.

“It’s a pretty special thing to be able to involve a crowd of this size in a show of this magnitude,” says Custer. “Crowd interaction was an essential part of what made this year’s spectacle so impactful. Together, we solved a sequence of puzzles, unlocked a larger-than-life vault, and unleashed a mummy dwelling within the walls of the Center. Hats off to our partners at Walter who used the science of 3D imagery, world-class audio, and some serious creativity to bring it all to life.”

Guests enjoyed snacks and dinner from five on-site food trucks, grooved to the musical stylings of Joseph “DJ Dimension” Mercado, maneuvered a laser maze, lit their night with glowing bubbles, and launched rockets in front of CREATE at Arizona Science Center® makerspace. Following the shows, the Science Center was open until 10 p.m., for guests to explore all four levels where members of the Blue Crew – the Center’s team of science interpreters – were on hand to engage guests in hands-on mummies-themed activities. And, of course, *Mummies of the World: The Exhibition* remained open, to the delight of guests who spent the extra time coming face-to-face with 40 real human and animal mummies from around the world.

For those who missed the fun, there is still time to see *Mummies of the World: The Exhibition* at Arizona Science Center, as the exhibition is open through Sept. 2. *Mummies of the World* requires a timed-entry ticket and purchase of a general admission ticket, and advance purchase is highly recommended. Tickets for the special exhibition are \$9.95 for Member adults and \$7.95 for Member children (3-17). For Non-Member adults tickets are \$11.95 and \$9.95 for Non-member children.

### **ABOUT MUMMIES OF THE WORLD: THE EXHIBITION**

*Mummies of the World: The Exhibition*, having been viewed by over 1.8 million visitors across the world, reveals how the scientific study of mummies provides a window into the lives of ancient people, offering unprecedented insights into past cultures and civilizations. The exhibition showcases galleries that explore the study of mummies linked to discoveries in modern medicine.

*Mummies of the World: The Exhibition* is generously supported by presenting sponsors Ellie and Michael Ziegler, and APS, BlueCross® BlueShield® of Arizona and U.S. Bank. *Mummies of the World: The Exhibition* is produced by IMG. Note that content in the exhibition may vary by market.

### **ABOUT IMG**

IMG is a global leader in sports, fashion, events and media, operating in more than 30 countries. The company manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in sports training and league development, as well as marketing, media and licensing for brands, sports organizations and collegiate institutions. IMG is part of the Endeavor (formerly WME | IMG) network.

### **ABOUT ARIZONA SCIENCE CENTER**

The mission of Arizona Science Center is to inspire, educate and engage curious minds through science. The Center, located at 600 E. Washington Street in downtown Phoenix, features more than 300 hands-on exhibits, live demonstrations, the state-of-the-art Dorrance Planetarium and the five-story Irene P. Flinn Giant Screen Theater. CREATE at Arizona Science Center®, adjacent to the main building, is the newest addition. This 6,500 square-foot community makerspace provides workshops, including 3D printing, laser cutting, woodworking and sewing. The Center offers programs for all ages, including Camp Innovation, Teen Science Scene, Professional Development and Learning for Educators, and adults' night out: Science With A Twist. For further details, please visit [azscience.org](http://azscience.org)

# # #