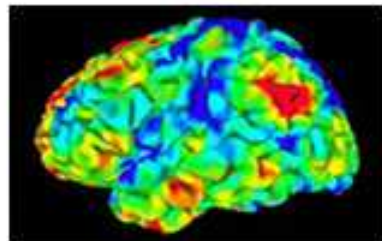


# The Brain Exhibition



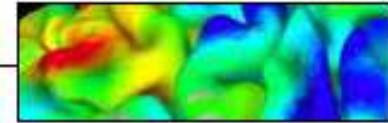
*"Use it or lose it"*

Gène Bertrand

Head of Program and Development, Continium



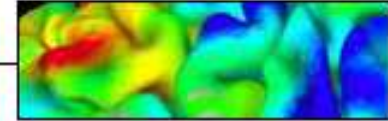
Ecsite 2009 – Friday 5th of June - Travelling exhibitions available



This exhibition is about;

- The dynamic brain
- How to improve its strength, condition and flexibility by training
- Learn to think faster and better,
- Think in new ways, find different solutions.
- A healthier brain, less vulnerable to disease.

And even more important:  
it feels good and is fun to keep in shape!

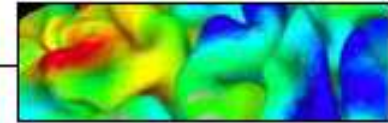


The **Brain**, *"use it or lose it"* is based on;  
**Rolf Ekman's (Göteborg) "Seven Rules for Life":**

1. Have fun! Do what amuses you (= your brain).
2. Surprise! The brain likes surprises. Give daily doses of something new and change your routines
3. Challenge. Do something that is on the limit of what you can do
4. Set goals and dream
5. Eat well. Omega 3 is fine, but variation is a keyword also here
6. Sport. Body training enhances brain development
7. Rest. The brain needs it.

## The **Brain** Exhibition

*"Use it or lose it"*

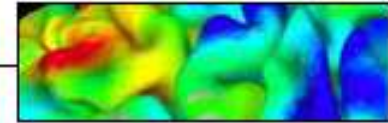


This exhibition is developed with scientific support from universities of:

- Denmark
- Sweden
- The Netherlands

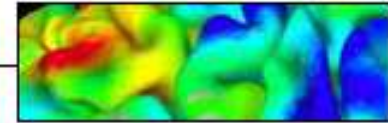
Text is written and edited by scientific journalist and book writer

Mark Mieras



In this exhibition;

- 31 interactive exhibits
- Scenographic components and objects.
- Guide-system and a representation on the web
- RFID system with Personal Digital Environment (PDE)
- Designed and produced as an attractive travelling exhibition
- Multiple languages.
- Seven info points with personal and scientific stories

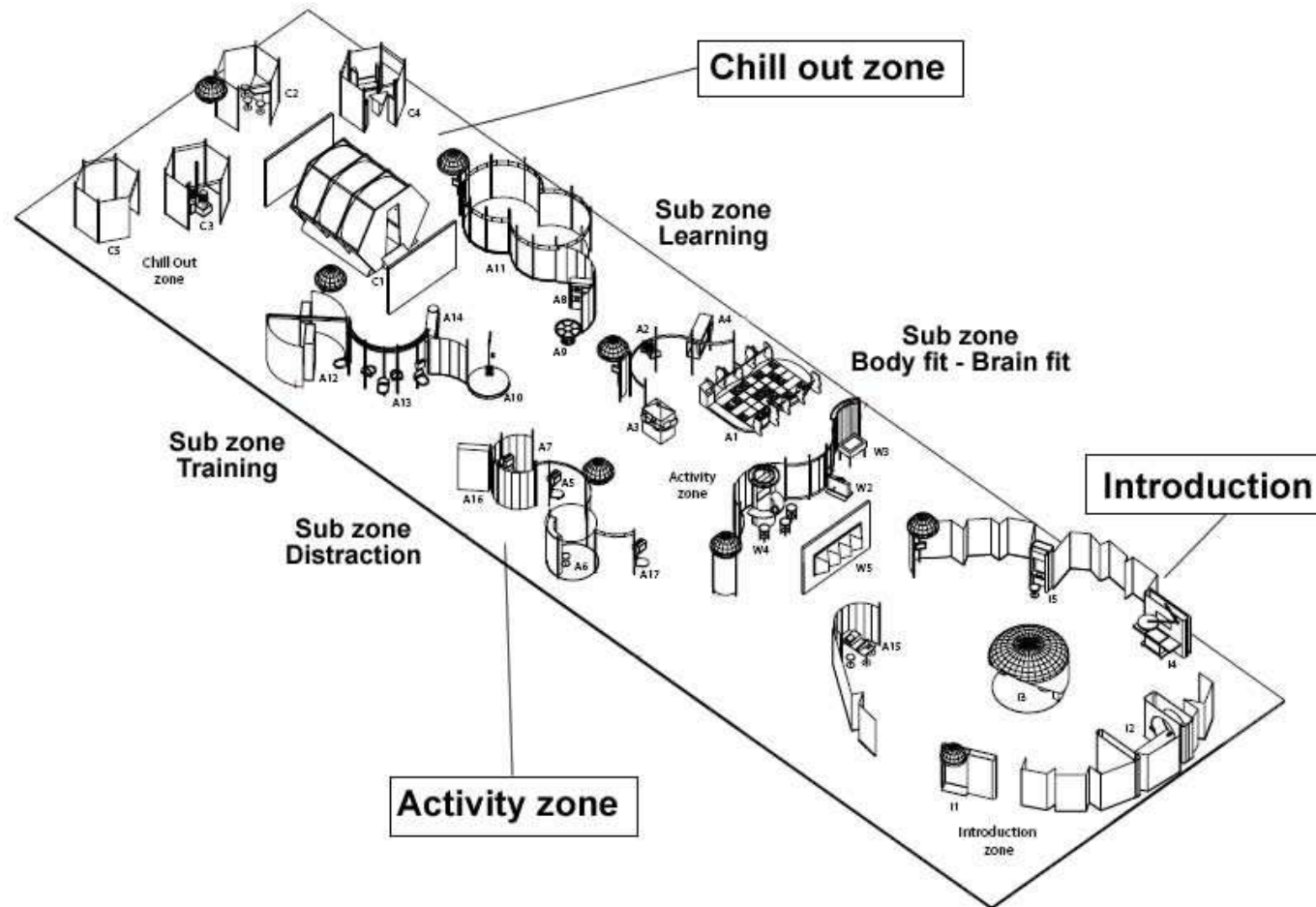
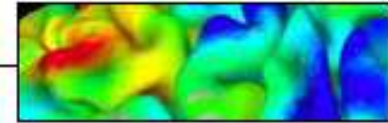


## Exhibition flow

- Buy a ticket and get a RFID ring**
- Check-in and create your personal profile**
- Answer questions**
- Get a suggestion about with which exhibit to start**

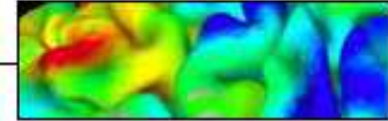
# The Brain Exhibition

"Use it or lose it"



# The **Brain** Exhibition

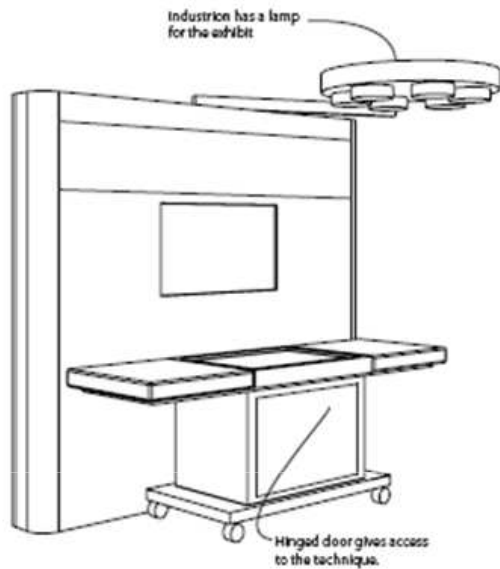
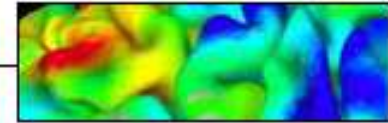
*"Use it or lose it"*



By answering a few simple questions the visitor will get more information about the left and right brain half and its tasks and functionalities.

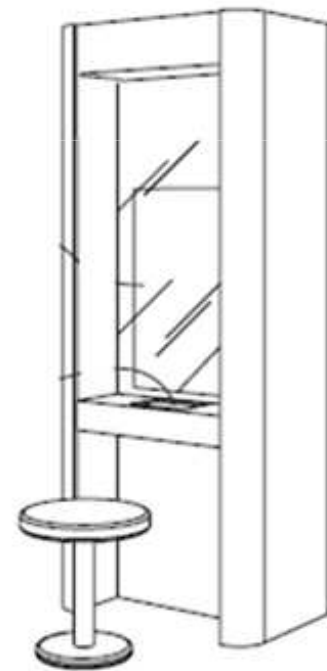
# The Brain Exhibition

*"Use it or lose it"*



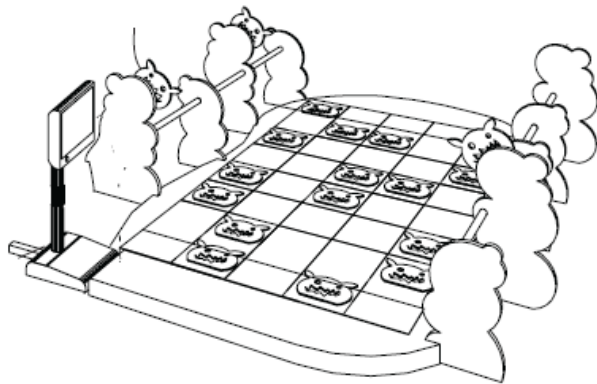
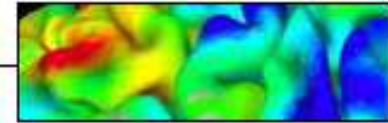
An exhibit about the anatomy of the brain and the tasks and functionalities of the different parts

Mirror neurons are responsible for our social behaviour. We feel when we see something happening to fellow human beings



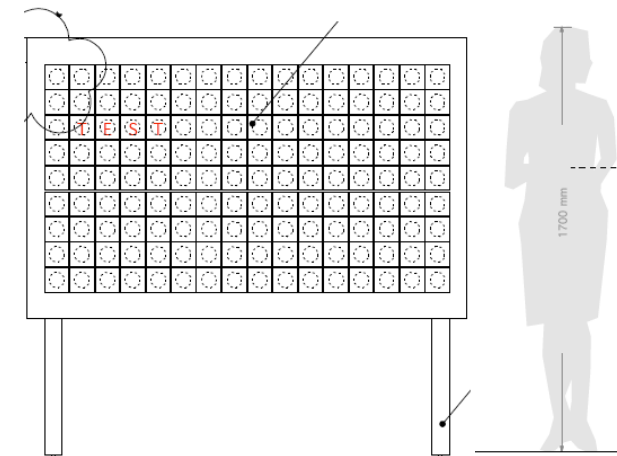
# The Brain Exhibition

"Use it or lose it"



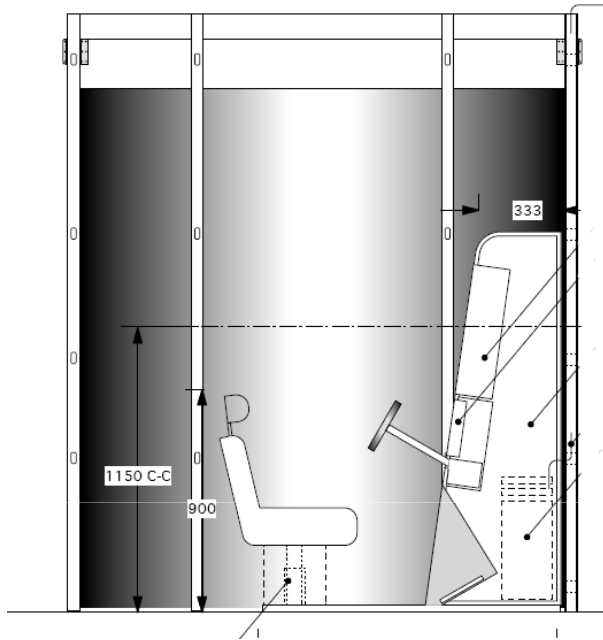
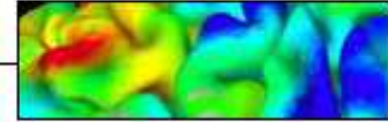
Train your spatial memory. When starting the game a monster is shown on a number of squares. Remember the location of the monsters and avoid stepping on these on your way to the end

A physical version of a well known puzzle: find as much words as possible. A combination of cells (vertically, horizontal or diagonal) makes a word. Find as much words as possible within 2 minutes.



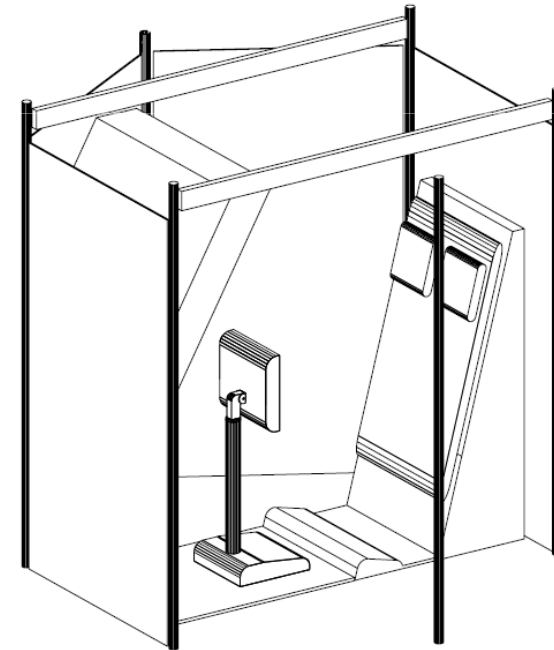
# The Brain Exhibition

*"Use it or lose it"*



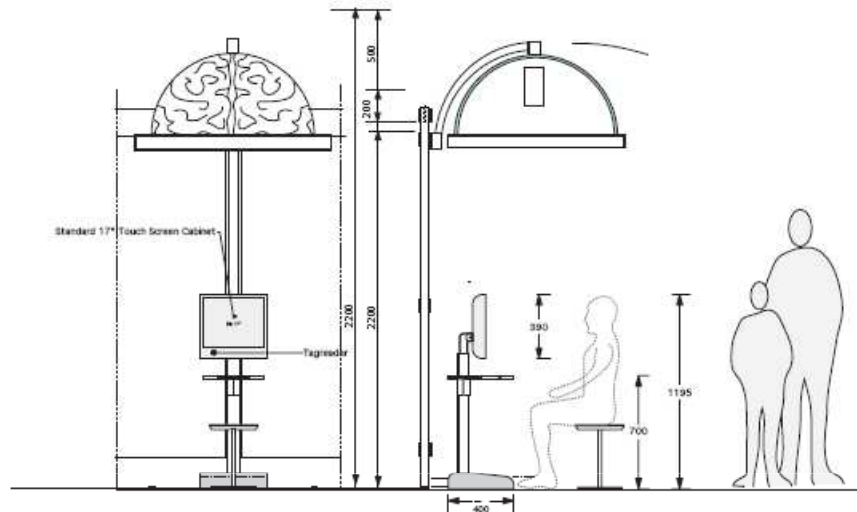
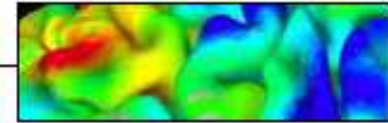
Experience how an unexpected event stimulates your alertness and influences the results of a task.

Lean back in bedlike furniture and experience film about the power of sleep and its influence on the brain. An experience enhanced by sounds. Test your knowledge and do the sleepquiz.



# The **Brain** Exhibition

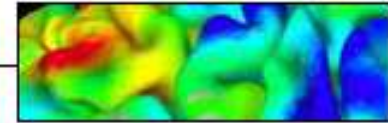
*"Use it or lose it"*



- Find more information about the different topics
- Hear the stories of ordinary people and how they improved their brain
- Learn about the latest developments on brain research
- Browse your DPE

## The **Brain** Exhibition

*"Use it or lose it"*



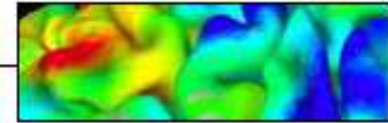
Approximate time plan:

Experimentarium, Copenhagen; from October 2009

Universeum, Göteborg; from July 2010

Continium, Kerkrade; from April 2011

From February 2012 available for renting



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