

# MEDIA KIT



## **OUR MISSION**

Science World British Columbia is a charitable non-profit organization that engages British Columbians in science and inspires future science and technology leadership throughout our province.

## **OUR VISION**

A province that creates and employs scientific knowledge and technological innovation to enable a healthy, prosperous and sustainable society.

## ABOUT SCIENCE WORLD BRITISH COLUMBIA

Science World British Columbia is a charitable non-profit organization that engages British Columbians in science and inspires future science and technology leadership throughout our province.

Science World at TELUS World of Science in Vancouver provides children and families with access to cutting edge, curriculum-linked galleries, films and hands-on educational programs. Our facility also houses the OMNIMAX® Theatre, featuring one of the largest dome screens in the world. These activities inspire the development of inquisitive minds and positive curiosities toward science and technology that lay the groundwork for a thriving, knowledge-based economy for British Columbia.

We aim to touch the lives of more British Columbian families and students each year and have connected with nearly nine million visitors since opening in 1989.

Our vision of providing science-based educational opportunities across BC has always been a key part of our mandate. Every year, Science World reaches over 150,000 students in their own communities through our provincial outreach programs. We use interactive science demonstrations, hands-on classroom workshops and electronic delivery to stimulate excitement and curiosity about science and technology.

Science World is currently undergoing a multi-year, multi-million dollar physical renewal called ReGeneration. Since 2001, Science World has opened Kidspace (a gallery for 2- to 6-year-olds), the Science Theatre (a state-of-the-art decision-theatre), Our World Gallery (about sustainable communities), Mitchell Odyssey Foundation Gallery: Eureka! (focusing on physical sciences), and BodyWorks (a transportable gallery exploring human life sciences).

In 2004, Science World entered into a groundbreaking, multi-year, \$9 million naming-rights agreement for our False Creek facility, now known as TELUS World of Science. In 2006, Science World took the next step in the ReGeneration plan—the Champions of the Future Campaign. This campaign secured funds for major repairs to our building, the creation of a unique outdoor science experience, and the revitalization of Search: The Sara Stern Gallery. Extensive renovations to the building are now underway and expected to be completed by spring 2011.

Positively influencing children's attitudes about science and technology takes time and persistence. Through community collaboration, government partnerships and private sector support, Science World will continue to help British Columbia's youth gain the skills they need to be successful in our growing knowledge-based economy.

## AUDIENCE PROFILE

### Age

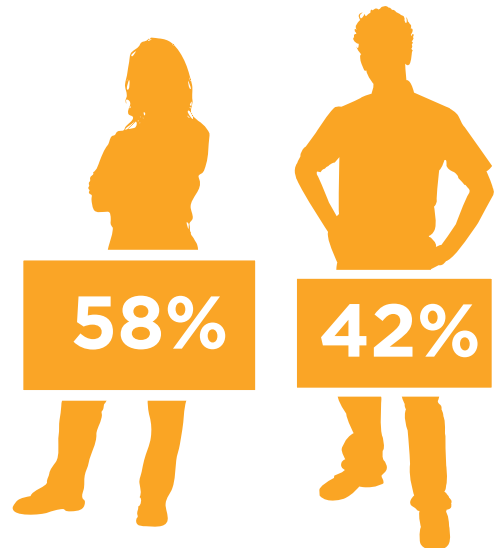
9.4%	8 years or younger
28.9%	9–13 years
14%	14–18 years
7.2%	19–24 years
10.8%	25–34 years
16.7%	35–44 years
6.9%	45–54 years
2.4%	55–64 years
3.6%	65 years or older



**28.9%**  
of our visitors are  
aged 9–13 years

### Gender

58%	Female
42%	Male



### Residence

84%	Lower Mainland residents
10%	Vancouver Island
9%	Other BC communities
7%	Other Canadian provinces
4%	United States
7%	Outside Canada and United States

### Annual Income

Average household income of visitors: \$100,000 per year

### Other Facts

34%	First-time visitors
34%	Repeat visitors (within the past six months)

**Average stay: 2.9 hours**



## GENERAL OVERVIEW

### Staff and Volunteers

Science World employs approximately 75 full-time staff and 90 part-time employees who work on weekends and holidays in this complex, seven-days-a-week, operation. The additional efforts of more than 100 volunteers provide Science World with thousands of hours of time and energy and ensure an exceptional visitor experience.

Science World's staff is one of its greatest assets. "Passionate" and "committed" are two terms often used to describe the enthusiasm and attitude staff members bring to their jobs. Many employees have been with the organization since its opening in 1989 and provide a strong sense of continuity to the operations. All share a sense of pride in their work and know that they contribute to a community-based educational and recreational resource that benefits many people.

### Facility

Science World at TELUS World of Science is located in a landmark geodesic dome, originally built for Expo '86. An extensive renovation took place after the World's Fair, doubling the floor area from its original 55,000 sq. ft. to over 100,000 sq. ft. Although it is an expensive building to operate and maintain, the unique appearance of the structure offers valuable awareness benefits. The facility's close proximity to the SkyTrain and other transit systems is also a tremendous advantage in ongoing marketing efforts.

Science World at TELUS World of Science is currently undergoing a \$35 million renovation that will add 14,000 sq. ft. of gallery space, a new lobby, add environmentally sustainable building elements, and more!

### The building contains a number of public exhibit areas and galleries:

- » The Mitchell Odyssey Foundation Gallery: Eureka!
- » Feature Gallery
- » Kidspace
- » Our World
- » Search: The Sara Stern Gallery
- » Level 1 circulation area, featuring the Peter Brown Family Centre Stage
- » Level 2 circulation area, featuring BodyWorks
- » OMNIMAX® Theatre
- » Science Theatre
- » Four teaching labs/classrooms

In addition to these exhibit spaces, we offer the public a unique gift shop (Kaleidoscope), a convenient concession stand (Snack Lab) and a Triple O's restaurant.

## **Scope of Operations**

TELUS World of Science is open daily except Christmas Day and special events, such as a staff development day on the first Wednesday of every September. Hours vary seasonally to accommodate increased attendance and tourism business during summer months and winter/spring breaks.

## **Feature Exhibits**

The Feature Gallery at TELUS World of Science showcases temporary exhibitions created, designed and built by Science World or rented from a variety of sources. These visiting projects can be relatively expensive to bring in and market to our audiences. Science World develops exhibitions—like *Grossology: The (Impolite) Science of the Human Body*—to leave a residual value with Science World through an exhibit rental network with other science centres across North America.

Feature exhibitions and accompanying programs change three to four times a year. Special events and seasonal programs are scheduled throughout the year with an emphasis on key attendance periods, like winter and spring breaks.

## **OMNIMAX® Theatre**

The OMNIMAX Theatre seats 410 people. Its screen is 27 metres in diameter and five stories high, making it one of the largest dome screens in the world. The theatre features twenty-eight speakers in six clusters behind the screen and uses 12,000 watts of power through a high fidelity, six-channel, digital sound system. A massive sub-bass driver at the front of the theatre contributes to an unparalleled surround sound experience. A 45-minute film requires about four kilometres of OMNIMAX film stock.

Science World hosts OMNIMAX films on a regularly scheduled basis and usually leases the films from a number of specialized distributors. Science World has also been involved in successful co-production collaborations on three of the most popular large format films ever produced, including *Super Speedway*, *Everest*, and the Academy Award™ nominated film *The Living Sea*.

## **Science Theatre**

In 2001, Science World opened its renewed, high-definition Science Theatre. Using state-of-the-art visual technology, its premier show, *Over Canada: An Aerial Adventure* engaged visitors with awe-inspiring visuals of Canada's geography, topography, and people. The theatre is also a venue for innovative and experimental live stage performances which educate and complement exhibit themes.

## **Customer Services**

One of Science World's priorities is to demystify science and make it more approachable to a broad range of ages and interest levels. An engaging, well-trained and service-oriented staff is critical. Many of our Science Facilitators hold (or are working toward) a post-secondary degree and all show a unique blend of science familiarity and theatrical presentation. Regular surveys of customer satisfaction are conducted as Science World actively seeks visitor feedback on how it can improve its product.

## **Community Outreach Programs**

Science World is more than a Vancouver-based attraction. Our goal of providing science-based educational opportunities across BC has always been a key part of our mandate. Thanks to funding from the Provincial Government through the Ministry of Advanced Education, Science World will be hosting 10 Community Science Celebration events around BC in the 2010/11 school year. All Community Science Celebrations will include one week of our On the Road program, plus an Opening the Door high school career networking event. In addition to these, we'll be making an additional eight On the Road trips. Each of these trips will include a special and brand-new "Evening of Family Science" at a middle or high school in the community being visited.

## HISTORY

1977

The Junior League of Greater Vancouver and the Vancouver Social Planning Department join forces to found a non-profit society dedicated to creating a hands-on, informal learning centre for science and technology serving all of British Columbia.

1982

The demonstration Arts, Sciences and Technology Centre (ASTC) opens at 600 Granville Street in a building donated by Arthur Block.

1982-87

The ASTC Science World Society works with the City of Vancouver, the Province of British Columbia and the Government of Canada in the search for a permanent, larger home.

1987

The three levels of government announce that the Expo Centre will become Science World British Columbia and Queen Elizabeth II dedicates the building “for the people of British Columbia.”

1987-89

The Provincial and Federal Governments announce their support of \$5 million each, the City of Vancouver and the Greater Vancouver Regional District join with a further \$1 million apiece and a capital campaign raises \$7.1 million from the private sector for a total of \$19.1 million to build an addition to the Expo Centre, redesign the interior and develop and build exhibits.

1988

Construction for a new addition gets underway.

1989

On May 6, the fully refurbished 10,200 square metre Science World, featuring dozens of hands-on exhibits in five new galleries and the largest OMNIMAX® dome screen in the world, opens to the public.

1990

Science World welcomes 705,000 visitors in its first year and visits 96 BC communities with its outreach program.

1991-92

The Exhibits Capital Campaign receives funds from the government and private sector for the remainder of the Main Gallery.

1992-98

Science World continues to provide world-class exhibits and learning experiences.

1999

Science World begins pre-planning for significant rejuvenation of its exhibits and facilities — Science World: The ReGeneration.

2000

The Quality Council of BC recognizes Science World with the Award of Distinction in the area of Customer Focus. Science World helps develop the blockbuster exhibition *Grossology: The (Impolite) Science of the Human Body*.



2001

Science World co-produces the world-class exhibition *China! 7000 Years of Innovation* and opens three new areas in the ReGeneration program: Kidspace, Our World Gallery and the Science Theatre.

2002

Fundraising, design and fabrication begins for the main permanent gallery, Mitchell Odyssey Foundation Gallery: Eureka!

2003

The final exhibits for Eureka! are installed, signifying completion of Phase 2 of this high-energy gallery that explores the themes of water, light and motion.

2004

Science World enters into a groundbreaking \$9 million, naming-rights agreement with TELUS.

2005

Our iconic False Creek facility is renamed TELUS World of Science.

2005

Science World receives \$5 million in funding from the BC Government to support the BC Program for the Awareness and Learning of Science (BC PALS), which entitles every K–7 student in the province to a free Science World experience.

2006

Science World enters into the next phase of ReGeneration, the Champions of the Future Campaign, to renew its infrastructure and pursue the construction of an outdoor science experience.

2006/07

Science World presents Gunther von Hagens' BODY WORLDS 3: The Anatomical Exhibition of Real Human Bodies, a one-of-a-kind opportunity to experience the incredible structure of the human body in plastinated form. A record 830,372 people visited TELUS World of Science in this fiscal year.

2007

Science World opens BodyWorks, a transportable gallery answering the questions of What Can I Do?, How Do I Look? and What's Inside Me?.

2008

BodyWorks wins the CASCade award for Best Exhibit or Show at the Canadian Association of Science Centres' annual conference. Major renovations to the lobby and Search are underway.

2009

Renovations to Search: The Sara Stern Gallery complete. Science World celebrates 20 years under the dome with a week-long series of events, including Free Family Day, presented by BC Hydro which welcomed over 10,000 people.

2010

Science World begins extensive renovations to the building to repair the failed building envelope, expand the lobby, create additional gallery space, and 'green' the building. It also undergoes extensive community consultation for the creation of an outdoor science gallery and exhibition space to be known as SWITCH: The Outdoor Science Experience, and hosts *Dr. Gunther von Hagens' world-famous BODY WORLDS & The Brain*.

## OMNIMAX FACTS

OMNIMAX® and IMAX® are the finest motion picture systems in the world. Images of unsurpassed size, clarity and impact, enhanced by a superb specially-designed six-track sound system, are projected onto giant screens. OMNIMAX theatres feature dome screens; IMAX theatres feature rectangular screens.

The OMNIMAX Theatre at TELUS World of Science is one of the largest dome theatres in the world. Its screen is 27 metres in diameter and five storeys high. The theatre seats 410 people. Only two other OMNIMAX screens are as large as the one at Science World. These are at the Liberty Science Center in New Jersey and one at La Défense in Paris, France.

The OMNIMAX image is ten times larger than a conventional 35mm frame and three times larger than a standard 70mm film. The film runs through the projector at 24 frames per second, the same as conventional films. A 45-minute film requires about four kilometres of OMNIMAX film stock. The sheer size of an OMNIMAX film frame, combined with the unique projection technology, is the key to the extraordinary sharpness and clarity of OMNIMAX films.

OMNIMAX projectors are the most advanced, highest precision and most powerful projectors ever built. The key to their superior performance and reliability is the unique Rolling Loop film movement, used in no other projector. The Rolling Loop, invented by Australian Ron Jones, advances the film horizontally in a smooth, wave-like motion. During projection, each frame is positioned on fixed registration pins and the film is held firmly against the rear element of the lens by a vacuum. As a result, the picture and focus steadiness are far above normal standards.

Sound is critical to the OMNIMAX experience. The six-channel, two-way sound system with sub-bass, is manufactured by Sonics Associates Inc., a world leader in sound system design. In the OMNIMAX Theatre, 28 speakers are in clusters behind the theatre's screen.

The OMNIMAX system has its roots in Expo '67 where multi-screen films were the hit of the Montreal fair. A small group of Canadian filmmakers and entrepreneurs who had made some of those popular films decided to design a new system using a single, powerful projector, rather than the cumbersome multiple projectors used at that time. The result: the IMAX motion picture projection system which would revolutionize giant-screen cinema.

IMAX premiered at the Fuji Pavilion during Expo '70 in Osaka, Japan. The first permanent IMAX projection system was installed at Ontario Place's Cinesphere in Toronto in 1971. OMNIMAX, the sister system of IMAX, debuted at the Reuben H. Fleet Space Theater in San Diego in 1973.

The OMNIMAX Theatre at TELUS World of Science was constructed for Expo '86 when the building served as the Expo Centre. During the World's Fair, the pavilion housed the Futures Theatre, while the film *A Freedom to Move* was featured in the OMNIMAX Theatre.

Science World has participated in the production of a number of OMNIMAX films including *The Living Sea* (1995) which was nominated for an Academy Award for Best Documentary (short feature), *Super Speedway* (1997), *Everest* (1998) and *Extra-Large Shorts* (2005, 2008).

## SCIENCE WORLD FRIENDS & PATRONS

Over the years, Science World has benefited from the dedication and energy of key individuals who have played a significant role in ensuring our success. These individuals have been honoured by being named a Friend or Patron of Science World.

### Friends of Science World

Being named a Friend of Science World is an honour bestowed by the members of the A.S.T.C. Science World Society on individuals who personify the goals and aspirations of the Society. Recipients love science, are dedicated to community service and are committed to the evolution of British Columbia as an international centre of science and technology. Either through their activities on behalf of the Society and/or by the examples they provide by their achievements, Friends have contributed significantly to the development of a science culture in our province. Our Friends are:

Dr. Cecil H. Green

Mrs. Barbara Brink

Mr. Haig de B. Farris

Dr. Michael Smith

Dr. John Pitts

Dr. Ken Spencer

## Patrons of Science World

Being named a Patron of Science World is an honour bestowed by the members of the Society on volunteers who have contributed in a significant way to the development of the Society. It recognizes that a community facility like Science World can only thrive with the contributions of energy, wisdom, time, financial resources and goodwill from the leaders in its community. The Patrons of Science World are examples of this leadership. The Patrons are:

Alex Klopfer	1993	Garry Rasmussen	2010
Anne Sutherland	2005	George Battye	1998
Anthony Barke	1997	Hon. David C. Lam	1988
Bill Bullis	2006	Hon. Robert G. Rogers	1987
Bob Wiens	2008	Jane Hungerford	1993
Brian Canfield	1997	Jeff Devins	2008
Caroline Jellinck	2009	John Fraser	1993
Chris Kelly	2005	John Murphy	2009
Danny Gaw	1997	John Pitts	1992
David Ingram	1995	(deceased)	
Don Graham	1992	Ken Spencer	2009
Don Risk	1993	Kevin O'Neill	1998
Don Young	2006	Larry Bell	1993
Dr. Alan Pelman	2001	Lucille Pacey	1995
Dr. Colin Jones	1997	Lynn Patterson	1993
Dr. Elmer Froese	1996	Michael Francis	1995
Dr. Erich Vogt	1991	Michael Lee	2009
Dr. Gerhard Herzberg	1987	Milton Wong	1993
Dr. Harold Copp	1992	Munro MacKenzie	2009
(deceased)		Nairn (Buz) Knott	1996
Dr. John Polanyi	1987	Nurjehan Mawani	1993
Dr. John Wormsbecker	1993	Peter Lige	1999
(deceased)		Robert A. Dickinson	1997
Dr. Lorne Whitehead	2003	Robert Carlisle	1997
Dr. Maria Klawe	1997	Ron Stern	1993
Dr. Ron Marteniuk	2005	Ron Woznow	1996
Dr. Sid Katz	1998	Ross Mitchell	2010
Drinda Scott	2000	Rudolph North	1993
Eileen Stewart	2007	Stuart Culbertson	2005
Eric Kong	2004	Trudi Coblenz	2009
Fei Wong	1999	Victoria Withers	2004

## PRE-RENOVATION BUILDING FACTS

### Building

Total building area	10,220 square metres / 110,000 square feet
Total exhibit area	5,060 square metres / 54,230 square feet

### Circulation Areas

Level 1 circulation area	1,675 square metres / 18,020 square feet
Level 2 circulation area	760 square metres / 8,180 square feet

### Galleries

Illusions	1,675 square metres / 18,020 square feet
The Mitchell Odyssey Foundation Gallery: Eureka!	1,130 square metres / 12,160 square feet
BodyWorks	760 square metres / 8,180 square feet
Feature Gallery	560 square metres / 6,000 square feet
Kidspace	390 square metres / 4,220 square feet
Our World	250 square metres / 2,500 square feet
Sara Stern Gallery: Search	295 square metres / 3,150 square feet

### Teaching Labs/Classrooms

Eureka! Lab	135 square metres / 1450 square feet
Lab A	65 square metres / 700 square feet
Lab B	65 square metres / 700 square feet
Lab C	65 square metres / 700 square feet

## **Theatres**

<b>Science Theatre</b>	215 square meters / 2,300 square feet
Seating	207-seat capacity, 4 wheelchair locations
Screen Size	6.7 meters by 4 meters / 22 feet by 13 feet
Sound System	3000 watts
Projector	Sony LCD 3500 lumen brightness RGB, S-Video, RCA video and SVGA inputs Interactive Electronic Survey capabilities
<b>OMNIMAX® Theatre</b>	930 square meters / 10,000 square feet
Seating	400 seat capacity (31 degree angle)
Screen size	27 meter / 88 foot diameter dome
Film Type	OMNIMAX 70mm rolling loop
Projector	15,000 watt water cooled Xenon lamp
Sound System	12,000 watts, 2 way, 6 channels 28 speakers in 6 full range clusters and one subwoofer

## MORE INTERESTING FACTS:

- » The real term for the ‘golf ball’ that houses TELUS World of Science is actually “geodesic dome”, the design of which was created by American inventor R. Buckminster Fuller (1895–1983). Fuller patented 28 inventions in his lifetime; perhaps the most famous is the geodesic dome which was patented on June 29, 1954. One of the most famous geodesic domes in the world was the American pavilion at Expo ‘67 in Montreal.
- » The building was constructed for Expo ‘86 and served as the Expo Centre. During the World’s Fair the pavilion housed the Futures Theatre. The film *A Freedom to Move* was featured in the OMNIMAX® Theatre.
- » The original architect was Bruno Freschi; the architect for the additions made to transform the Expo Centre into Science World was Boak Alexander.
- » The building contains seven galleries, two theatres, four teaching labs/classrooms, a gift shop, a White Spot Triple O’s restaurant and administration offices.
- » The building is 155 feet tall and has a volume of 36,790 cubic metres.
- » The building is supported by 182 piles and a foundation of reinforced steel in a cement slab.
- » The clearance of the deck at high tide is one foot.
- » There are 185 parking spaces in the guest lots, including four spaces for guests with disabilities.
- » There are 391 lights and 766 triangles on the TELUS World of Science dome.
- » There are 15,000 pounds of extruded steel and steel panels on the dome. The panels are 1/40,000ths of an inch thick and are covered with a vinyl surface.
- » Science World’s air-conditioning system uses chilled water for cooling and gas-fired boilers for heating.
- » The length of the ramp leading to the OMNIMAX Theatre is equal to the length of two football fields.
- » A 45-minute OMNIMAX film requires about four kilometres of OMNIMAX film stock.
- » The OMNIMAX Theatre screen is 5 stories high.
- » The 15,000 watt xenon lamp that lights the OMNIMAX screen is so bright that if you placed it on the surface of the moon and focused it at a spot on Earth, you could actually see its light.
- » Over 550,000 people visit TELUS World of Science each year.