

Gunther von Hagens'

BODY WORLDS

The Anatomical Exhibition of Real Human Bodies

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**More than 665,000 visitors to *BODY WORLDS*
Comprise Largest Special Exhibit Attendance in the History of
the California Science Center
Inspires the Debut of *BODY WORLDS 2* Featuring All New Specimens!
January 29– March 27, 2005**

Los Angeles— In response to the tremendous popularity of *BODY WORLDS: The Anatomical Exhibition of Real Human Bodies*, the California Science Center's President Jeffrey N. Rudolph is pleased to announce the debut of *BODY WORLDS 2* scheduled to open January 29 and run through March 27, 2005.

Since July, 665,019 guests visited *BODY WORLDS*, distinguishing it as the most well attended special exhibit in California Science Center history. Visitor surveys revealed that numerous guests visited the exhibit three and four times. To accommodate the crowds, the Science Center opened for 41 hours round-the-clock on the closing weekend. *BODY WORLDS* travels to the Museum of Science and Industry, Chicago where it will open in February.

BODY WORLDS 2 equals its predecessor in size and proportion, comprising 20,000 sq. feet, and more than 200 all-new plastinated real human body specimens including more than 20 whole bodies, healthy and unhealthy organs, body parts and slices. Dr. Gunther von Hagens, creator of *BODY WORLDS* and inventor of the plastination technique, has designed *BODY WORLDS 2* to reveal significant insights about human anatomy, physiology and health not available in the previous exhibit, presenting an unprecedented view of the structure and function of the human body and offering an unforgettable lesson on the importance of leading a healthy lifestyle.

Highlights include, the “*Suicide by Fat, Obesity Revealed*” specimen, which shows fat tissue and its relentless, unremitting ability to shorten life by damaging vital organs like the heart.

“*Orthopedic Man*,” which demonstrates a variety of surgically implanted orthopedic devices and “*Death Spiral: Elegance on Ice*,” an ice skating couple demonstrating each individual’s muscular system and juxtaposing the female and male form. These and other real preserved human specimens reveal new views of the body in mesmerizing detail.

California Science Center President Jeffrey Rudolph comments, “*BODY WORLDS* has exceeded our expectations in terms of both strong, overwhelming attendance and the new appreciation of human anatomy and physiology gained by the public. I am thrilled that Dr. Gunther Von Hagens has agreed to present the American premiere of *BODY WORLDS 2* at the California Science Center, offering our guests an extended opportunity to learn about the human body and marvel at its elegance and complexity.”

Reflecting on his latest exhibit, Dr. Gunther von Hagens notes, “*BODY WORLDS 2* reveals our inner face, our individual anatomy from new angles. I have brought this exhibit to the US as an unparalleled teaching tool - to change the perception of what we are and how we can achieve a healthier, more capable and longer life.”

THE PROCESS OF PLASTINATION

Plastination is a unique process invented by Dr. Gunther von Hagens to preserve specimens for medical education. The process replaces the body’s water tissue with fluid plastics that harden after vacuum-forced impregnation. Hardening the plastic in the specimens allows the bodies to be fixed into life-like poses, which illustrate how our bodies respond, internally, to movements in everyday athletic activities.

According to Dr. von Hagens, “It’s the mission of *BODY WORLDS* to inform visitors, and to open up the opportunity, particularly to medical laymen, to better understand the body and its functions.”

ABOUT THE EXHIBIT

BODY WORLDS 2: The Anatomical Exhibition of Real Human Bodies, is an extraordinary exhibit in which visitors learn about anatomy, physiology and health by viewing real human bodies, preserved through an extraordinary new method called “plastination.” Although *BODY WORLDS* has toured Europe and Asia to great acclaim, *BODY WORLDS 2* has never been seen in Europe or America. The California Science Center proudly hosts the American debut of this highly successful exhibit.

BODY WORLDS and BODY WORLDS 2, were developed by the Institute for Plastination in Heidelberg, Germany and have drawn over 16 million visitors worldwide.

Science Center President Jeffrey N. Rudolph notes, "*BODY WORLDS and BODY WORLDS 2* support the educational mission of the Science Center. These are the most powerful exhibits I have ever seen. The unique use of authentic specimens teaches lessons about health, disease, physiology and anatomy that could not be possible with constructed models, photos or textbooks. Ultimately, the use of real human bodies inspires new respect for the body and its incredible complexity."

To augment the guest experience during the run of *BODY WORLDS 2*, the Science Center IMAX Theatre features *The Human Body*, a film that examines a day in the life of the body as it diligently goes about its complex set of everyday chores. Using innovative filmmaking techniques, combined with the latest medical and scientific imaging, the film shows us the amazing systems that keep our bodies running at full steam and the extraordinary marvels of life.

The *BODY WORLDS 2* exhibition is open seven days a week from 10 a.m. to 9 p.m. (last admission at 8 p.m.) On February 12, hours will be 10 a.m. to 5 p.m. (last admission at 3:00pm) Guests are encouraged to check the web site at www.californiasciencecenter.org

BODY WORLDS 2 admission prices are: \$12 for adults; \$9.50 for seniors 60+ and students age 13+ with I.D; and \$5.75 for children 4 - 12. Member rates are \$9.50 for adults and \$5.50 for children. Special rates for schools and other groups of 15 and over apply. Combination ticket prices for *BODY WORLDS 2* and the IMAX film *The Human Body* are: \$17.50 for adults; \$13.00 for seniors and students; and \$8.25 for children. Audio guides in English are also available at \$4.00 for adults, and \$2.00 for students and seniors. Admission to all other Science Center exhibits is free. Children under the age of 13 must be accompanied by a responsible adult. Tickets are available for purchase at the Science Center box office or online via our website.

The California Science Center is located at 700 State Drive – Exposition Park, Los Angeles. Enter visitor parking at 39th & Figueroa Street. Parking is \$6 per car. Due to the possibility of lines, please arrive early. For general information, call 323.SCIENCE (323.724-3623) or visit our website at www.californiasciencecenter.org. Both the Science Center and IMAX Theater are wheelchair accessible.

A Note to Editors and Reporters – Body Worlds 2 News Conference

All members of the media are invited to attend a Body Worlds 2 news conference scheduled for 8:30 a.m. on January 28th. The Science Center will open at 7 a.m. on the 28th to allow time for previewing *BODY WORLDS 2*. If you have covered the first exhibit, the requirement for filling out exhibit access forms will be waived. Simply RSVP to this email and we will have your name at the door. This second *BODY WORLDS* exhibit has toured Asia, but has never been seen in Europe or America before now. *BODY WORLDS 2* equals its predecessor in size with more than 20 new whole body plastinates, and reveals new insights not available in the previous exhibit. Hope to see you there.

COMPLETE ELECTRONIC PRESS KIT AVAILABLE AT:

<http://www.californiasciencecenter.org/GenInfo/MediaRoom/MediaRoom.php>

The Institute for Plastination, which developed this exhibit, requires members of the print and broadcast media to fill out special permission agreements before on-site coverage of *BODY WORLDS 2* is allowed. For your convenience, these forms may be found on the Science Center website media page at: <http://www.californiasciencecenter.org/GenInfo/MediaRoom/MediaRoom.php>

Please fill out the form and fax it to (213) 744-2026 in advance of your visit. Thank you.