

BODY WORLDS 2

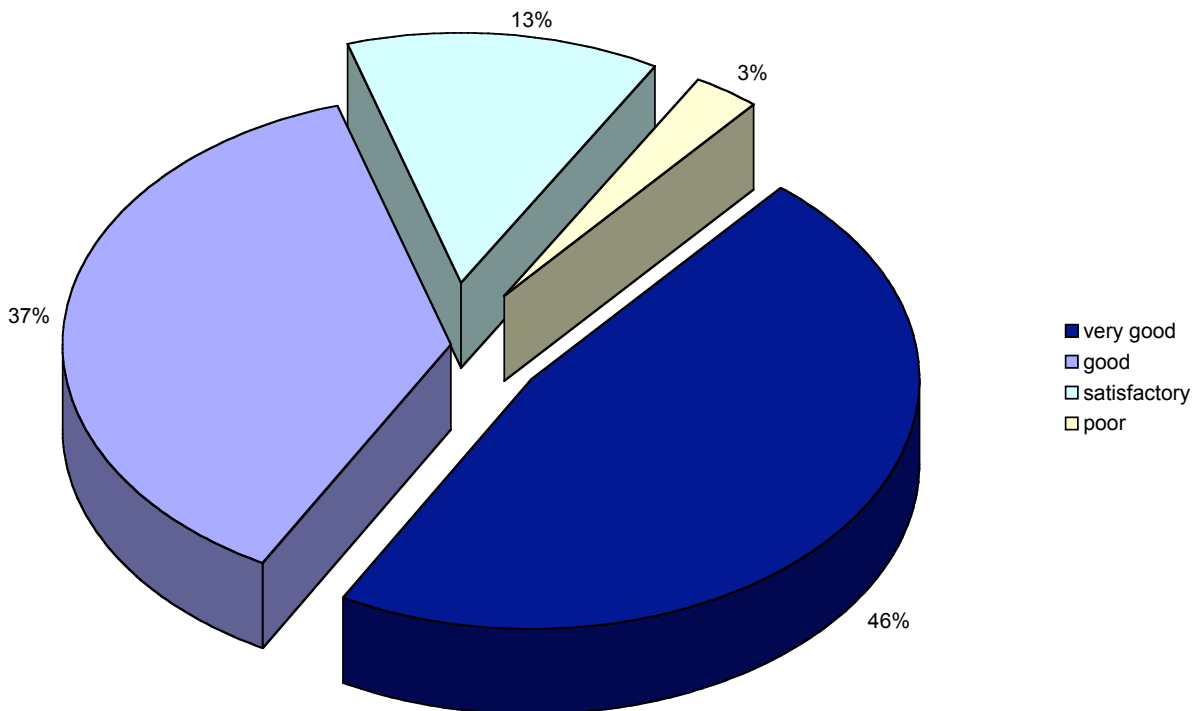
The Anatomical Exhibition of Real Human Bodies

Press Information

Visitors' Reactions to BODY WORLDS

Independent visitor polls were carried out at several exhibition sites (Osaka in Japan, Mannheim in Germany, Vienna in Austria, Basle in Switzerland, Cologne in Germany, Brussels in Belgium and London in UK, Munich, Hamburg and Frankfurt/M. in Germany and Los Angeles in the US) in an attempt to find out what the BODY WORLDS visitors really think. The purpose of the interviews was to gather the best possible objective insight into the visitors' opinions, expectations, motives, fears, experience, resolutions and changes of behaviour. Professor Ernst-D. Lantermann of the University of Kassel, Germany, developed this survey and conducted it in most of the cities.

The overall opinion on the exhibition:



The overall visitor poll demonstrates that BODY WORLDS has met with an overwhelming amount of approval amongst its visitors. On average, 83% of the visitors said that the exhibition was either very good or good. Only 2% said that the exhibition was poor.

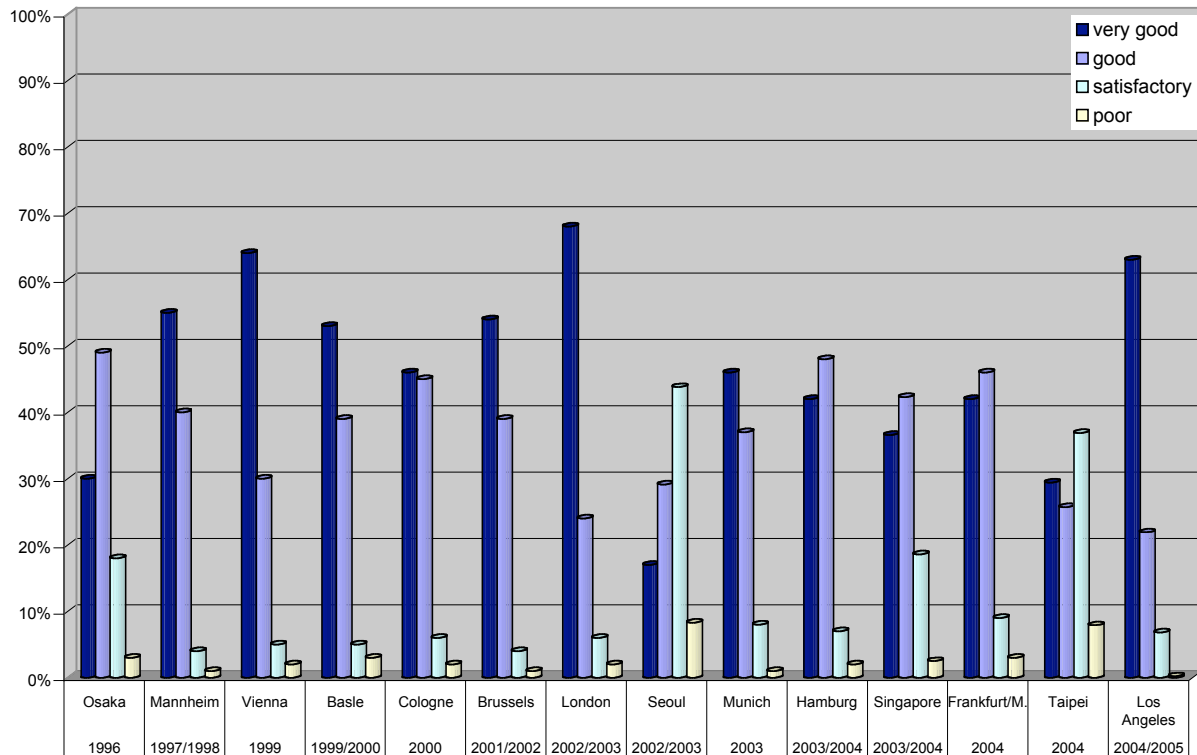
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Visitor polls were carried out at the following exhibition sites:

Osaka, Japan	1996
Mannheim, Germany	October 1997 – March 1998
Vienna, Austria	April – August 1999
Basle, Switzerland	September 1999 – January 2000
Cologne, Germany	February – July 2000
Brussels, Belgium	September 2001 – March 2002
London, United Kingdom	March 2002 – February 2003
Munich, Germany	February - August 2003
Seoul, Korea	April 2002 - March 2003
Hamburg, Germany	August 2003 – January 2004
Singapore	November 2003 - March 2004
Frankfurt/M., Germany	January 2004 - June 2004
Taipei, Taiwan	April 2004 - October 2004
Los Angeles, USA	July 2004 - January 2005

Opinions on the individual exhibitions:

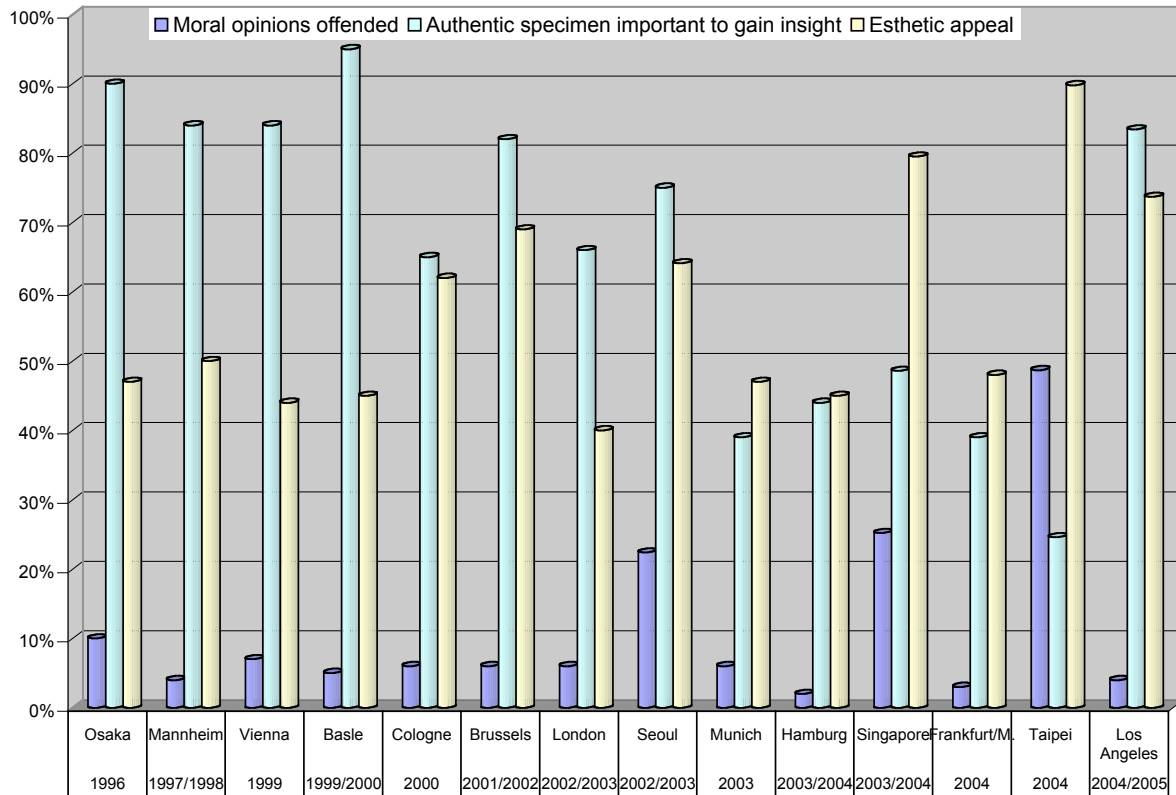


In all of the exhibition locations, the overall evaluation was very positive. Furthermore, the exhibition was rated even more positively in London than in any of the previous exhibition locations, with 68% rating it as very good. This creates a sharp contrast to the problems faced by the exhibition, both in being granted permission to open in this country and in the extreme reactions of various protestors.

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Fascination beneath the Surface?

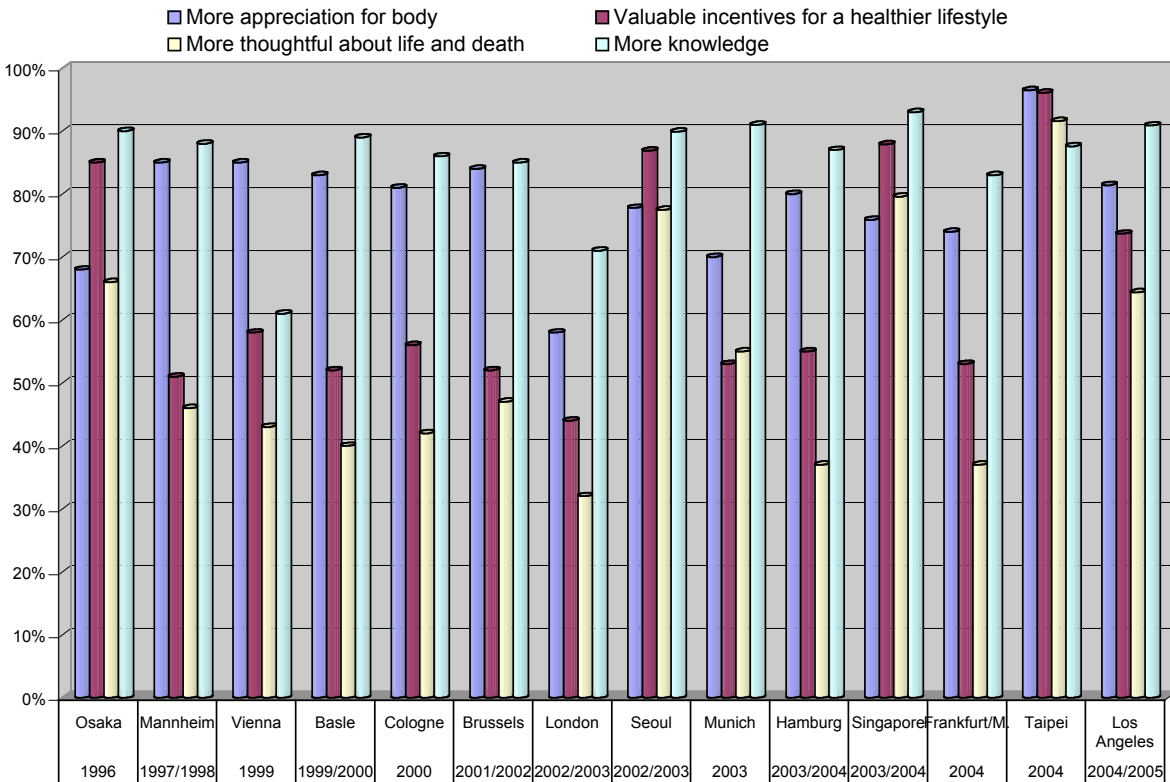


66% of the visitors stated that the authenticity of the exhibits on display had exerted considerable influence on the insights they gained, and 57% felt that the specimens had esthetic appeal for them. 6% of the visitors felt that the display of human specimen offended their views on human dignity.

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How do visitors evaluate individual aspects of the exhibition?



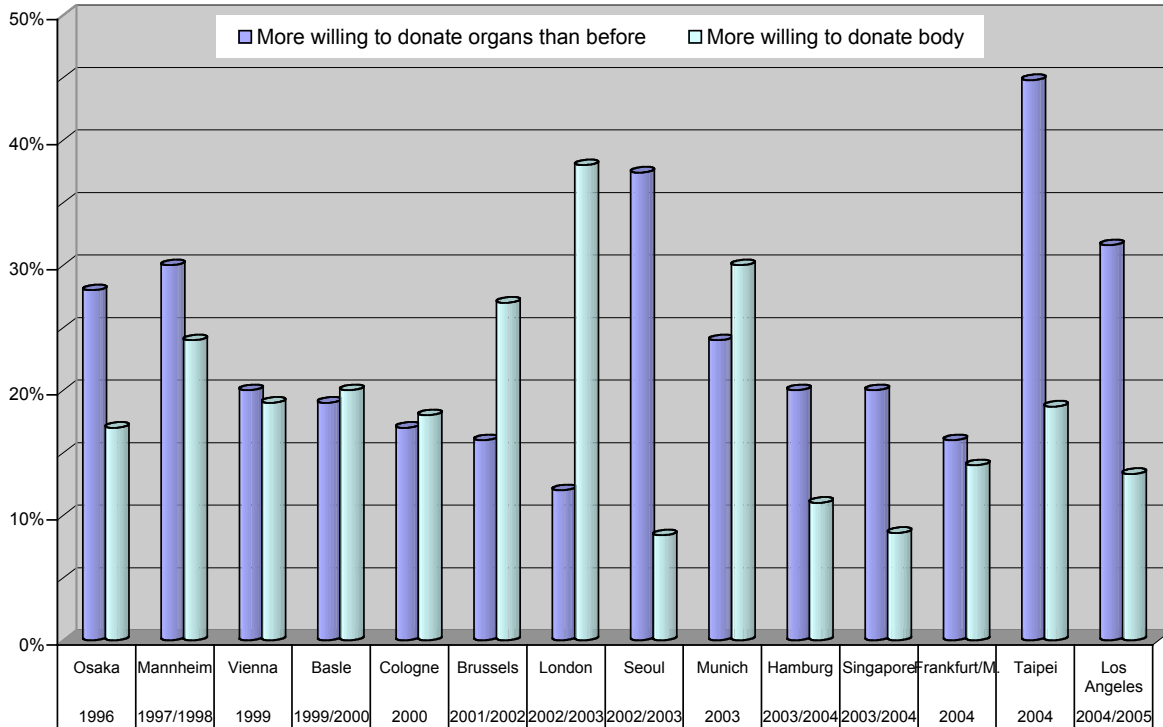
85% of the visitors stated that they knew more about the human body **after their tour through the exhibition**, and 54% said that it “made them think more about life and death”. 79% felt "deep reverence for the marvel of the human body", and 65% left the exhibition with valuable incentives for a healthier life-style. In addition, 45% of the visitors reported that they appreciated their body more after having seen the exhibition.

In summary, the study showed that the exhibition met the visitors' positive expectation without exception, whereas negative expectations and fears proved to be true only for a small minority during the exhibition.

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Personal consequences resulting from the exhibition tour:



As demonstrated on the previous graph, 65% of the respondents resolved to **pay more attention to their physical health** in future. In addition, there is a further noteworthy effect of the BODY WORLDS experience in that **many visitors' attitude towards organ donation was altered by their visit**. Overall, 24% of the respondents were more willing to **donate organs** after they had seen the exhibition. 19% of the visitors could well imagine **donating their body for plastination purposes** after death and 20% stated that after having seen the exhibition they would agree more readily "that their dead body should be opened to determine the cause of death."

The fact, that visitors resolved to lead a healthier lifestyle demonstrates a lasting, and in our view, extraordinarily positive effect of the BODY WORLDS exhibition on the visitors. 75% will continue to deal with the experience and insights they gained in the exhibition for quite some time.

Normally it is not possible to verify to what extent the visitors will act according to their resolution. However, a follow-up survey among the visitors of the BODY WORLDS exhibition in Vienna conducted six months after the end of the exhibition clearly indicated that a considerable share of visitors actually changed behavioral patterns according to their resolutions to lead a healthier life.

As many as 9% of the visitors to the Vienna exhibition who had participated in the follow-up survey (more than 30%) stated that they had smoked less and consumed less alcohol since their visit to the exhibition, 33% have followed a healthier diet since then, 25% have engaged in more sports activities, and 14% have become more aware of their body.