

Press Release



FOR IMMEDIATE RELEASE



ArtScience Museum unveils *The Nobel Prize: Ideas Changing the World*

*Free exhibition inspires curious minds with engaging
and accessible workshops at 'The Collision Space'*

Singapore (6 November 2015) – Starting tomorrow at ArtScience Museum at Marina Bay Sands, *The Nobel Prize: Ideas Changing the World* exhibition will take visitors on a journey through time, with rare artefacts from different eras highlighting renowned achievements of Nobel Prize Laureates.

Using unique objects, documents and original artistic interpretations, the free exhibition will explore the history of this world-famous award, and the impact it has on our everyday life. Visitors will start their journey with an interactive experience revolving around the iconic will of Alfred Nobel. They will be able to explore his personal life, career and his inventions through six interactive tours embedded within the audio-visual installation, made possible by TAG (Touch Art Gallery) technology.

Sydney Brenner Showcase

Presented for the first time as part of the exhibition, this special showcase will shine a spotlight on Sydney Brenner – Nobel Laureate and a founding father in the field of molecular biology. Working in association with A*STAR and Cold Spring Harbor Lab, ArtScience

Museum is presenting a special section highlighting Brenner's key contributions in conceiving and developing Singapore as a biomedical sciences R&D hub in the region.

The section will focus on telling the story of Brenner's growing up years and the significant research milestones in his course of studying the human nervous system through a series of photographs and historical documents that include his childhood photos, notable awards, letters to friends in the scientific community and newspaper prints.

'The Nobel Prize in our Daily Lives' Showcase

Also for the first time in this international touring exhibition, *The Nobel Prize: Ideas Changing the World* will include a showcase of close to 20 unique items related to Nobel Prize-awarded discoveries. Examples of these everyday objects range from the dye used for a pair of blue jeans to the hard drives in our computers. The showcase will also highlight discoveries from recent 2015 Nobel Laureates, such as Professor Youyou Tu from China, who was awarded in the Medicine category this year for developing a new medication that kills the malaria parasite.

Beyond scientific discoveries and inventions, the gallery also highlights the works of poets and writers such as Aleksandr Solzhenitsyn, who have been awarded the Nobel Prize for literary works that continue to impact millions of people every day.

'The Collision Space'

Visitors will end their journey of discovery in '*The Collision Space*' – a specially curated gallery at the end of the exhibition that invites visitors to express creative solutions to the challenges that the world may face in the future. Through a series of hands-on activities such as contributing to a 'wall' of ideas for innovation, making your own Nobel medal, or colouring artistic drawings illustrating the life of Nobel Laureates, this space aims to engage visitors of all ages.

"The Nobel Prize is unique in that it awards ground-breaking achievements not only in science, but also in peace and literature. In the same way, *The Nobel Prize: Ideas Changing the World* exhibition celebrates creativity in finding multi-disciplinary solutions to the world's challenges. By hosting the exhibition and curating '*The Collision Space*', we hope to encourage the same spirit of creativity and innovation among our visitors," said Ms Honor Harger, Executive Director of ArtScience Museum.

'*The Collision Space*' is an interactive space which will be shared with *Collider* – another award-winning exhibition showing alongside from next weekend onwards. *Collider* is an all-immersive exhibition that aims to take visitors into the heart of CERN (the European Organisation for Nuclear Research), one of the world's largest scientific research institutes. Through various engaging programmes and activities, '*The Collision Space*' aims to highlight Nobel Prize-awarded discoveries at CERN, as well as scientific principles that bridge both exhibitions together. In particular, a mini particle accelerator has been re-created in model

size for visitors to have a hands-on exploration of how the Large Hadron Collider works at CERN.

In addition to a timeline feature presenting Nobel Laureates who have been awarded for their scientific inventions or discoveries from their CERN experiments, the space also invites visitors to explore these key inventions through hands-on activities. For example, visitors can use the 'Magnetic Horn' model on display, to explore the movement of pions in a real Magnetic Horn. The Magnetic Horn was invented by physicist Simon van der Meer, who later on discovered the W and Z particles, two of the most fundamental constituents of matter. The renowned physicist shared the Nobel Prize in Physics in 1984 with Carlo Rubbia for contributions to the CERN project.

Another highlight is the 'Build your own LEGO Universe' workshop developed by award-winning science educator and art science specialist, Dr. Ben Still. The workshop uses LEGO as a fun and imaginative way to explain fundamentals of particle physics and the early history of the Universe, allowing visitors to construct simple building blocks of life as if protons and neutrons were LEGO structures.

For more information on *The Nobel Prize: Ideas Changing the World*, please visit www.marinabaysands.com/ArtScienceMuseum

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APPENDIX: PROGRAMME HIGHLIGHTS

Event	Date and timings	Venue	Description	Remarks
Insights Guided Tour by Dr. Olov Amelin, Director of the Nobel Museum	7 Nov 11.30am	Exhibition entrance, B2	Join a free guided tour by Olov Amelin Ph.D, Director of the Nobel Museum in Stockholm, Sweden, exclusively during the opening weekend only.	Complimentary to ticket-holders of the exhibition. Up to 25 visitors on a first-come, first-served basis. Stickers will be given out five minutes before tour begins.
Insights Guided Tour by Andreas Lundin, Nobel Museum	7 Nov 4pm		Join Andreas Lundin, Educator's Guide of the Nobel Museum in Stockholm, Sweden on a guided tour to gain insights into the world's most famous prize and how Nobel Prize-awarded efforts have shaped and continue to change our world.	
English Guided Tours	13 & 27 Nov 3.30pm - 4.30pm (Family Fridays)		Join us on a tour about Alfred Nobel, the Nobel Prize, the Laureates, and how Nobel Prize-awarded efforts have shaped and continue to change our world.	
	21 Nov 11.30am			
	28 Nov 5pm 22 Nov 5pm			
Mandarin Guided Tours	14, 21 & 28 Nov 2pm			
	15, 22 & 29 Nov 2pm			
Crafting the Future	13 & 27 Nov 4.30pm - 5.30pm (Family Fridays)	Workshop space	In this workshop, visitors are given the opportunity to visually express their ideas, centered on the question: "How do we overcome the challenges of tomorrow?"	Suitable for children aged 6 and above. Up to 20 visitors on a first come first served basis. Registration begins 15 minutes before workshop begins at workshop space.
	7, 8, 15 & 29 Nov 3.30pm - 4.30pm		Use a range of materials to construct your very own invention.	
	21 Nov 4.30pm - 5.30pm			

Interactive Lab	14 & 28 Nov 2pm - 3pm	The Collision Space	In this demonstration, participants will understand how the particles are accelerated through the electrical field or simple science concepts behind particle theory of how particles can move quickly in a linear direction using magnets and metallic balls.	Suitable for children aged 6 and up. Up to 40 visitors on a first come first served basis. No registration required.
Wacky Science	21 Nov 2pm - 3.30pm	The Collision Space	Join scientists in this 90 minutes wacky science show and learn more about collision of atoms, molecules and light. You will see subatomic particles in a cloud chamber and hear them through a Geiger counter and measure how collisions are affecting chemical reactions.	Suitable for children aged 6 and up. Up to 40 visitors on a first come first served basis. No registration required.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands, which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

About ArtScience Museum

ArtScience Museum at Marina Bay Sands is Southeast Asia's leading cultural institution that explores the inter-relationship between art, science, technology and culture. Featuring 21 galleries totaling 50,000 square feet, the iconic lotus-inspired building has staged major exhibitions by some of the 20th century's key artists, including Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as major exhibitions which explore aspects of scientific history.

About the Nobel Museum

The Nobel Museum is a museum devoted to circulate information on the Nobel Prize, Nobel laureates from 1901 to present, and the life of the founder of the prize, Alfred Nobel (1833-1896). The Nobel Museum's aim is to spread knowledge as well as to create interest and discussion around the natural sciences and culture through creative learning and exhibition techniques, modern technology and elegant design. Please visit: www.nobelmuseum.se

About Nobel Prize Series

Nobel Prize Series aims to stimulate innovation and creative thinking, bringing together Nobel Laureates, other experts and lifelong learners. This unique programme combines conference, lectures, roundtables, an exhibition and other meeting spaces. By sharing achievements and stories of Nobel Laureates with a global audience, this official Nobel programme inspires engagement in science, literature and peace in line with Alfred Nobel's vision.

For Media Enquiries

Dawn Wang (+65) 6688 0042/dawn.wang@marinabaysands.com
Sarah Tang (+65) 6688 0206/sarah.tang@marinabaysands.com