



more than a museum—a learning laboratory

[www.exploratorium.edu](http://www.exploratorium.edu)

**expl**  **ratorium**<sup>®</sup>  
the museum of science,  
art and human perception

*(About the cover)* The wash of colors on the cover may seem no more than the splash of an artist's brush, but in fact there's some very specific information here—if you know how to see it. Reflected onto a mirrored column, this “anamorphic” image transforms into a spray of flowers. The Exploratorium's *Geometry Playground* exhibition, which opens in June 2010, explores distorted images like these, and other intriguing geometry-based experiences.

Photography ©Exploratorium  
Cover Art ©Amy Snyder



**T**he Exploratorium is typically perceived as a science museum. In reality, it is a place that experiments with new practices for discovering the world—a museum filled with interactive science and art exhibits; a national center for teacher development; an award-winning Web site of new teaching resources; and a growing global network of partner museums. Fundamentally, it is a laboratory for the research and development of innovations in exhibits, publishing, and programming, linked to a worldwide dissemination network.

The Exploratorium's mission is to nurture curiosity in the world around us. Its audience is broad and eclectic. Located in San Francisco and headed by Dr. Dennis M. Bartels, a nationally known science education and policy expert, the Exploratorium has extended its philosophy of learning beyond the museum's doors, sharing its resources nationally and internationally with any who wish to take advantage of, or replicate, its innovative approach to exploring science, art, and human perception.

The *Encyclopedia Britannica* has described the Exploratorium as “the archetype of the experiential, ‘hands-on’ science center.” *Scientific American* calls it “the best science museum in the world,” and at an international meeting of museum leaders in 2005, it was voted as such. In 2007, the Exploratorium was named one of America's 12 most effective nonprofits in the recently released book *Forces for Good: The Six Practices of High-Impact Nonprofits*. More than half a million visitors, including 130,000 students and teachers on school field trips, come to the Exploratorium each year. The Web site, at [www.exploratorium.edu](http://www.exploratorium.edu), receives more than 28 million distinct visits annually, and more than 20 million people see Exploratorium-designed exhibits displayed at science centers around the world.

**the  
exploratorium  
is many  
things**

**Exhibits and Collections** Guided by extensive research and evaluation, more than 700 hands-on exhibits have been designed and built by Exploratorium staff. Regardless of a visitor's age or familiarity with science, these exhibits spark excitement and curiosity. Recent exhibitions in areas including human perception, life sciences, and physical phenomena have been part of a ten-year effort to strengthen core collections. Exhibits such as *Traits of Life* examine fundamental elements common to all living things. The *Microscope Imaging Station* invites museum visitors to use research-grade microscopes to view biomedically relevant organisms and tissues. Here, visitors can examine live images of the embryonic development of zebra fish and watch the tiny worms used to study Alzheimer's disease. *Seeing* exhibits let visitors play with light, color, and the way we see our surroundings, and the Seeing Gallery presents temporary art exhibitions exploring different approaches to visual information. The *Matter World* collection focuses on the physical sciences, including heat and temperature, electricity and magnetism, motion, feedback, and weather. *Listening* offers a new understanding of sound and how we perceive it. *Mind*, newly opened in 2007, helps visitors investigate the way we think, feel, and make decisions. *Outdoor Exploratorium*, due to be completed in the spring of 2008, is a collection of outdoor exhibits dispersed at partner sites around the San Francisco waterfront. Core collections also feature live demonstrations and artist-in-residence projects.

**Public Programs** The museum is animated with innovative events and activities that offer exposure to fresh ideas and divergent perspectives. Programs include original plays, films, crafts demonstrations, artist's projects, and lecture discussions. Every fall, in partnership with the Magic Theater, several new plays are presented on timely science topics. (This year, six short plays were written on nanotechnology.) Family programs include the California state yo-yo and the international Rubik's Cube championships, a Physics of Toy event, and summertime's Make/Break Fest. Recent public lectures include conversations with William Fry (on humor), Paul Eckman (on human emotion), Temple Grandin (on autism), and Michio Kaku (on the frontiers of science). In spring 2008, we will host *Second Skin*, a celebration of wearable art and soft computing created in collaboration with 27 artists, and hands-on activities that investigate the connections between science and fashion.

**exhibits  
and artworks  
designed,  
prototyped,  
and built  
on-site**



*Using hands-on exhibits, visitors explore science, art, and natural phenomena in surprising and unexpected ways.*

**Arts** Artists are essential partners in shaping the Exploratorium's distinctive approach to creative learning. When the museum was founded in 1969, the inclusion of art in a science museum was a pioneering concept. Today, the Exploratorium's commitment to new ideas, new technologies, and new ways of looking at the world continues to benefit from the close collaborations of artists, scientists, and educators. Staff artists work as teachers, program directors, and exhibit designers. The Artist-in-Residence program, established in 1973, has hosted hundreds of sculptors, composers, dancers, poets, media artists, and filmmakers. Artists in residence work alongside physicists, biologists, ecologists, and teachers to create new exhibits, develop education programs, and design Web projects. In addition, a lively program of temporary exhibitions, performances, and film screenings brings playful and often challenging contemporary art to diverse audiences while helping the Exploratorium connect with communities locally, internationally, and online.



*Exploratorium Explainers, ranging in age from 14 to 19 years old, answer questions, give directions, and perform hands-on demonstrations such as this cow's eye dissection.*

**Traveling Exhibitions** The Exploratorium creates exhibitions that are enjoyed by visitors in museums worldwide. *Memory*, which explores how humans process, store, retrieve, and forget memories, is scheduled to travel to 21 sites through 2009. *Navigation*, which explores methods of wayfinding, has gone to 23 venues since 1993.

**Partner Museums** A collaboration of the Exploratorium and eight museums from Sarasota to San Diego, ExNET (*Exploratorium Network for Exhibit-Based Teaching*) makes it possible for partner museums to lease popular Exploratorium exhibits at a reasonable cost. Each partner receives 30 to 35 thematically linked exhibits annually, plus educational expertise and support from the Exploratorium. The network forges alliances among partners and creates funding, research, and collaborative opportunities for them. ExNET has even spawned a sub-network of four small, rural museums in Texas, called TexNET, which share exhibits and resources.

**Teacher Institute (TI)** For more than 20 years, TI has been a professional-development center for middle and high school science and math teachers. In response to skyrocketing numbers of new teachers in local school districts, TI created the first science-specific teacher-induction program in the country, currently the subject of national research studies. Each year, 30 new teachers join the TI community of more than 2,700 experienced

**partner  
museums:  
where in the  
world are  
our exhibits?**

science teachers who are committed to inquiry-based science in the classroom and their own continuing professional development. Because each middle and high school teacher interacts daily with an average of 150 students, TI has the potential to impact more than 400,000 students annually.

Through workshops, mentoring by experienced TI alumni, Internet-based resources, and classroom coaching, TI programs improve the effectiveness and retention rates for teachers around the country. In response to requests to help teachers pass the California Subject Examinations for Teachers (CSET) in order to meet federal “No Child Left Behind” (NCLB) requirements, the Exploratorium launched its pioneering NCLB Teacher Quality Program in September 2005. During the 2007 and 2008 school year, TI began providing teacher professional development to science teachers in New Orleans as part of Chevron’s Energy for Learning initiative. Today, TI is building the foundation for a new audience of distance learners through the creation of online tools that can be used to create and maintain an extended TI community.

**Institute for Inquiry (IFI)** The Exploratorium’s Institute for Inquiry is a national center that supports educators from school districts, museums, and universities that are dedicated to innovation and leadership in elementary

**teaching  
science:  
professional  
development  
and research**



*Through the Teacher Institute and Institute for Inquiry, educators rediscover the pure joy of learning while developing new classroom activities and teaching tools.*

science education. The Institute provides workshops, forums, and online professional-development curricula designed to increase an understanding of the true nature of the scientific process and how that process leads to developing a deep and personal understanding of important science content. Recently, the Institute expanded its work by adding new audiences, including teachers in Latin America; out-of-school leaders; education and science faculty at universities; and post-doctoral fellows and graduate students engaged in educational outreach. The Institute is also engaged in several new projects that explore the integration of inquiry with English Language Learning (ELL), the use of school gardens as laboratories for science investigations, and collaboration with other science institutions and Bay Area elementary school districts developing approaches to advance science education. Over the past ten years, the Institute has worked with more than 5,000 elementary science educators from 850 school districts in 39 states, potentially reaching more than two million students annually.

**Center for Informal Learning and Schools (CILS)** CILS is a partnership between the Exploratorium, King's College London, and the University of California Santa Cruz. This unique research center focuses on the nature of learning in informal settings and the role of informal science institutions in expanding science literacy. It prepares future researchers through graduate and post-graduate fellowships, leads professional development programs for informal educators, conducts numerous studies, and hosts an annual conference called the Bay Area Institute. To date, CILS has prepared more than a dozen post-doctoral researchers (now primarily in academic positions) and about two dozen graduate students in education, developmental psychology, and the natural sciences. CILS has conducted more than 25 research projects ranging from large-scale national studies of program designs to in-depth observational studies of learning in informal settings. It is currently serving as the research and evaluation center for the National Science Foundation's Academies for Young Scientists.

**Explainers** Since the Exploratorium opened its doors in 1969, more than 3,500 Bay Area 14- to 19-year-olds have worked as orange-vested Explainers, the Exploratorium's principal floor staff. Explainers answer visitor questions and

**youth  
programs**



*Outreach workshops in schools and neighborhood centers give young people the chance to make their own experiments and mini-exhibits.*

are responsible for presenting public demonstrations throughout the day. In this challenging first-job experience, Explainers gain an enthusiasm for learning, as well as knowledge and communication skills that serve them throughout their personal and professional lives. After their tenure is complete, Explainers often have opportunities to work in other areas of the museum. This program has become a model for museums around the world.

**Educational Outreach** Created in 1985, Outreach collaborates with local community groups and social-service organizations to provide science activities to inner-city youth and their families. Programs include science and art projects at neighborhood sites; regular visits to hospital schoolrooms; family science nights during the school year; and XTech, an intensive, multi-year science, technology, and engineering program for middle school students. More than 5,000 people are served annually, and all programs and activities are free. Over the past few years, Outreach has entered a new phase of capacity-building, working with Exploratorium staff to research and create models for afterschool professional development and provide professional-development workshops for educators and leaders in the afterschool field at the local, state, and national levels.

**Web Site** Online since 1993 at [www.exploratorium.edu](http://www.exploratorium.edu), the Exploratorium was one of the first museums to build a site on the World Wide Web. Now offering

**media and  
communications**

more than 25,000 Web pages exploring hundreds of different topics, the site receives 28 million distinct visits a year, making it one of the most visited museum Web sites in the world.

The museum's Web site offers a wide variety of resources for public and professional audiences. Topics range from skateboarding and earthquakes to remembrances about the bombing of Nagasaki. The site also offers a wealth of activities, such as online interactive exhibits, activities for teachers to use in the classroom, and ideas for do-at-home experiments. Projects range from everyday activities—such as the cooking, music, and gardening resources in the *Accidental Scientist* site—to the specialized offerings of the *Microscope Imaging Station*, the most ambitious microscope facility ever created for use by the general public.

**Webcasts** The Live@Exploratorium Webcast crew travels the world, bringing science in action to an international audience. Recent projects include *Ice Stories*, which features live connections with researchers in Antarctica and Alaska as they investigate science at the Poles. Web visitors can see under-ice lakes, watch video of penguins, view the new South Pole telescope, and find out about climate change. In August 2008, the Exploratorium will partner



*From solar eclipses to Antarctic research, Webcasts from the Wattis Studio bring real-time coverage of the latest research to millions worldwide.*



*Interactive exhibits, displays, and artworks engage visitors no matter what their age or familiarity with science.*

with NASA to feature *Total Solar Eclipse*, live Webcast coverage of a total solar eclipse from northern China. Other recent Webcast projects range from presentations of lectures from the *Mind* project to presentations of the popular *Iron Science Teacher* series, a science competition for educators. The museum produces 30 to 50 Webcasts each year, all archived at [www.explo.tv](http://www.explo.tv).

**Publications** The museum produces books, posters, kits, and other learning tools for families, educators, and the public. Currently, the Exploratorium has 36 titles in print. *Exploratoria*, a 373-page children's reference book, was published in 2006 by Little, Brown and Company. This compendium of Exploratorium hands-on content and inquiry-based investigation inspires young people and their families. Woven throughout the 21 chapters are "Tools for Exploration" that help young people develop the creative problem-solving skills used by scientists. In 2008, *Exploratoria* was awarded an American Association for the Advancement in Science/Subaru Science Books & Film Prize for Excellence in Science Books. Other releases include the *Math Explorer*, a book of entertaining math activities for afterschool programs; *Square Wheels*, an activity book for teachers featuring classroom versions of Exploratorium exhibits; and *Math and Science Across Cultures*, a book delving into everyday activities of cultures around the world.



*In a mesmerizing exhibit, Icy Bodies, by Shawn Lani, dry ice twirls in water like comets move through space.*

**Scholars, Scientists, Educators, and Artists** Listed here is a sampling of distinguished people in art, science, and education who have contributed to making the Exploratorium vibrant. The Osher Fellows program supports Exploratorium residencies for outstanding scholars and practitioners from many fields. Fellows are shown in italics.

**scholars,  
scientists,  
educators,  
and artists**

**Distinguished Collaborators**

*Osher Fellows shown in italics.*

**Authors/Educators**

*Paul Black*  
*K. C. Cole*  
*Hubert Dyasi*  
 Howard Gardner  
*Louis Gomez*  
*Wynne Harlen*  
*Jan Hawkins*  
*Lewis Hyde*  
*Eric Jolly*  
 Evelyn Fox Keller  
 Sara Lawrence-Lightfoot  
*Jim Minstrell*  
 Chris Mooney  
*Matthew Nisbet*  
*Jon Ogborn*  
*Jonathan Osborne*  
*Richard Rhodes*  
*Joanne Rizzi*  
*Barbara Rogoff*  
 Keith Sawyer  
*Michael Spock*  
*Bob Tinker*  
*Peter Zander*

**Artists**

*Dennis Adams*  
 Laurie Anderson  
 Ruth Asawa  
 Mowry Baden  
 Michael Brown  
 John Cage  
 Jim Campbell  
 Wendy Clarke  
*Joe Cusumano*  
 Paul DeMarinis  
 Brian Eno  
 Ward Fleming  
*Arthur Ganson*

*Guillermo Gómez-Peña*  
 Joanna Haigood  
 Douglas Hollis  
*Tim Hunkin*  
 Toshio Iwai  
 Rhodessa Jones  
 Eduardo Kac  
 Ned Kahn  
*Paul Kaiser*  
 Walter Kitundu  
 Golan Levin  
*Rick Lowe*  
 Gerald Marks  
 Bob Miller  
 Morgan O'Hara  
 Bob Ostertag  
 Jim Pomeroy  
*Rosamond Wolff Purcell*  
 Seth and Noah Riskin  
 Gustavo Rivera  
 Muriel Ruckeyser  
 John Sanborn  
 Bruce Shapiro  
 Scott Snibbe  
 Christa Sommerer

& Laurent Mignonneau  
 Trimpin  
*Mierle Laderman Ukeles*  
 Camille Utterbach  
 Bill Viola  
 Diane Willow  
*Fred Wilson*

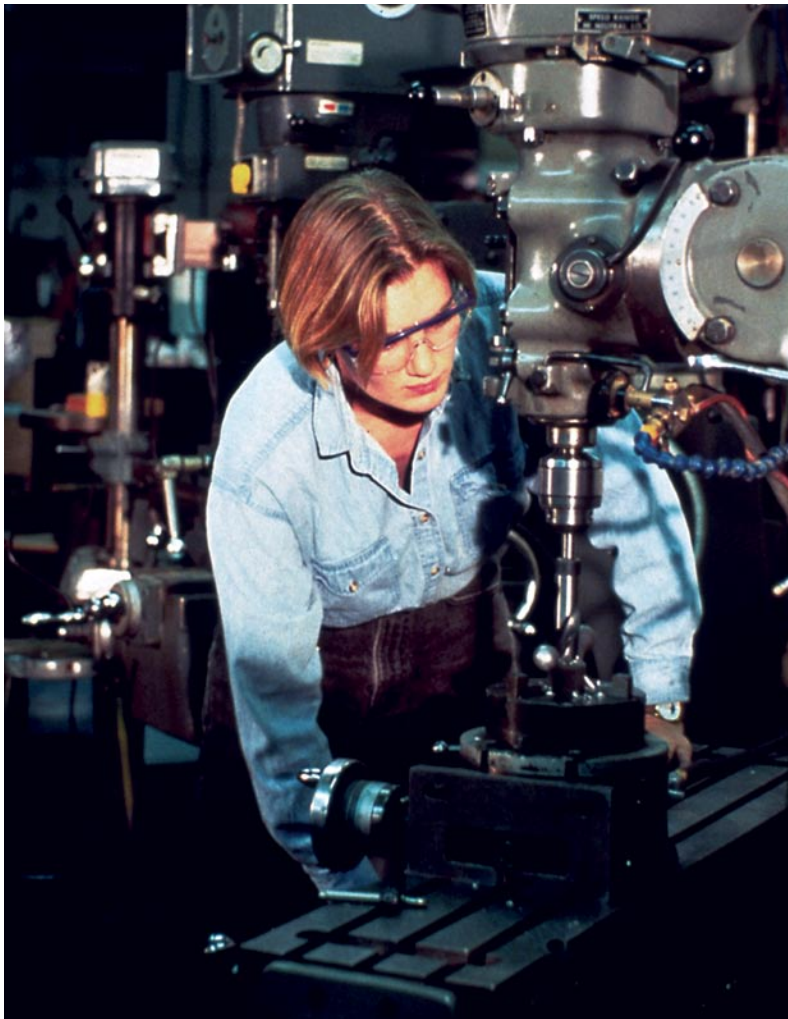
**Scientists**

David Ainley  
*Joont Allen*  
*Jeanne Bamberger*  
*Anders Barany*  
 Elizabeth Blackburn  
*Ken Brecher*

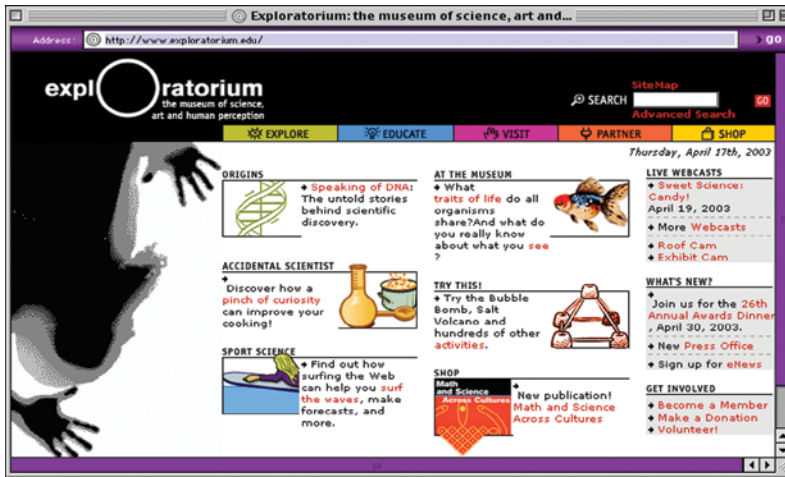
John Carlstrom  
 Bruce Conklin  
*James Crutchfield*  
*Christian deDuve*  
 Paul Ekman  
*Michael Glantz*  
*Ursula Goodenough*  
*Allison Gopnik*  
*Richard Gregory*  
*Edward T. Hall*  
 David Harwood  
*George Hein*  
 Daniel Kahneman  
 Cnythia Kenyon  
*Christof Koch*  
 Edward Rocky Kolb  
 Leon Lederman  
*Elizabeth Loftus*  
*Roger Malina*  
*Benoit Mandelbrot*  
*Jonathan Miller*  
*Philip & Phylis Morrison*  
*Sidney Nagel*  
 Douglass Osheroff  
 Svante Paabo  
*Dennis Purcel*  
 Frank Rack  
*V. S. Ramachandran*  
 Mitchel Resnick  
*Hillary Rose*  
*Steven Rose*  
*Oliver Sacks*  
*Jonathan Schooler*  
*Judah Schwartz*  
*Arthur Shimamura*  
 Steven Vogel  
 James Watson  
 E. O. Wilson  
 Terry Wilson  
*Kristina Hooper Woolsey*

**Exploratorium Honors** Exploratorium exhibitions have been recognized with Awards for Excellence from the American Association of Museums (AAM). *Revealing Bodies* (2000 winner) traced imaging of the body through history and revealed it to be a fusion of science, art, nature, and culture, rather than a straightforward depiction of anatomy. *Memory* (Honorable Mention, 1998) guided visitors through the labyrinth of memory from personal, social, cultural, psychological, and neurological perspectives. These awards represent the highest recognition in the museum field, selected by experts from the national museum community.

## exploratorium honors



*The vibrant, sprawling landscape of sights, sounds, and curiosities is designed, prototyped, and built on site at the Exploratorium.*



The award-winning Web site offers more than 25,000 pages of information and activities.

In 2005, results of a poll were announced at the 4th Science Center World Congress in Rio, where science centers from five continents met. Respondents ranked the Exploratorium as the number one science center in the world. Last year, 2007, was also an exceptional year as the Exploratorium was listed as one of America's 12 highest impact nonprofits—the only museum, and the only West Coast organization—in the book *Forces for Good: The Six Practices of High-Impact Nonprofits*.

The Exploratorium Web site has received Webby Awards for Best Science Site in 2004, 1999, 1998, and 1997. In 2002, the site received the Webby Award for Best Education Site and, in 2000, the Award for Innovation from the Association of Science-Technology Centers for worldwide leadership in Internet-based education. In 2005, the Exploratorium Web project *Saturn: Jewel of the Solar System* received the Scientific American Science and Technology Award in astronomy, and the *Science of Gardening* Web site was selected for a 2006 MUSE Award from the American Association of Museums (AAM). Homeschool.com named the Exploratorium's Web site one of the "Top 100 Educational Web Sites for 2008."



*Today, visitors to museums and science centers in 29 countries enjoy Exploratorium exhibits.*

For more than a decade, the Exploratorium has led the museum world in support from the National Science Foundation (NSF). Currently, the Exploratorium receives funding from 18 NSF grants that support a broad range of exhibit development, education, and research.

**Support** The Exploratorium is a not-for-profit organization that supports its work through donations, sponsorships, partnerships, fees for service, and the participation of 11,500 members and an international team of 250 volunteers. Founded in 1969 by physicist Frank Oppenheimer with a \$50,000 grant from a local foundation, the museum currently has an annual operating budget of \$31 million and 345 employees. Your participation is welcomed!

Exploratorium  
3601 Lyon Street  
San Francisco, CA 94123  
[www.exploratorium.edu](http://www.exploratorium.edu)  
(415) 561-0385  
[develop@exploratorium.edu](mailto:develop@exploratorium.edu)

**join us**

**contact us**

**Major Institutional Funders****1969 to 2008**

Amgen  
 Stephen D. Bechtel, Jr.  
 S.D. Bechtel, Jr. Foundation  
 The Bengier Foundation  
 William K. Bowes, Jr. Foundation  
 Mr. and Mrs. G. Steven Burrill  
 California Arts Council  
 California Department of Education  
 Carnegie Corporation of New York  
 Jim Clark  
 Coulter/Weeks Charitable Foundation  
 Donald and Doris F. Fisher Foundation  
 Sakurako and William Fisher  
 Richard & Rhoda Goldman Fund  
 Grants for the Arts/San Francisco  
 Hotel Tax Fund  
 Mr. and Mrs. William R. Hewlett  
 The William and Flora Hewlett Foundation  
 Hewlett-Packard Company Foundation  
 The Barrett and Margaret Hinds Foundation  
 Institute of Museum and Library Services  
 The James Irvine Foundation  
 The Kanbar Charitable Trust  
 Koret Foundation  
 The Koshland Foundation  
 The Kramlich Family  
 The John D. and Catherine T. MacArthur  
 Foundation  
 Marin Community Foundation  
 McBean Family Foundation  
 Joan Diehl McCauley  
 The Andrew W. Mellon Foundation  
 Montgomery Street Foundation  
 Moore Family Foundation  
 Gordon and Betty Moore Foundation  
 The Nasdaq Stock Market, Inc.  
 National Endowment for the Arts  
 National Institutes of Health  
 National Science Foundation  
 The Noyce Foundation  
 The Bernard Osher Foundation  
 The David and Lucile Packard Foundation  
 The San Francisco Foundation  
 Barclay and Sharon Simpson  
 Sony Corporation  
 Sutro & Co. Inc.  
 Phyllis C. Wattis  
 Wells Fargo Foundation  
 Anonymous  
 Anonymous

**Strategic Alliances and Partnerships**

Aim High  
 American Association for the Advancement of  
 Science  
 Arkansas Discovery Network  
 Association of Science Technology Centers (ASTC)  
 Bay Area Science Education Consortium  
 Boston Museum of Science  
 Boys and Girls Clubs  
 California Institute of Technology (CalTech)  
 California School Age Consortium (CalSAC)  
 Children's Hospital Oakland  
 Children's Aid Society  
 Coalition for Science After School  
 Discovery Center of Springfield  
 Don Harrington Discovery Center (DHDC)  
 European Network of Science Centers and Museums  
 (ECSITE)  
 Fort Worth Museum of Science and History  
 G.WIZ, the Hands-On Science Museum  
 Girl Scouts of San Francisco Bay Area  
 Home Instructional Program for Preschool  
 Youngsters (HIPPY)  
 King's College London  
 Lawrence Hall of Science  
 Louisiana Tech University - Idea Place  
 Mathematics Engineering Science Achievement (MESA)  
 Massachusetts Institute of Technology (MIT) Media Lab  
 Montana Network for Exhibit-Based Teaching  
 (MontNET)  
 NASA - Sun Earth Connection Education Forum  
 NASA/JPL - Museum Alliance  
 National AfterSchool Association  
 National Institute of Health (NIH)  
 National Science Foundation (NSF)  
 Oklahoma Museum Network  
 Project Read San Francisco  
 Rainbow Seventh Day Adventist Church  
 Reuben H. Fleet Science Center  
 San Francisco Unified School District (SFUSD)  
 Science Center Oklahoma  
 Science Museum of Minnesota  
 Society for Hispanic Professional Engineers  
 Sonoma Valley School District  
 Stanford Linear Accelerator (SLAC)  
 Stanford University  
 Technical Education Research Centers (TERC)  
 Texas Network for Exhibit-Based Teaching (TexNET)  
 The After-School Corporation (TASC)  
 University of California, Berkeley  
 University of California, Berkeley, Space Sciences  
 Laboratory  
 University of California, Los Angeles  
 University of California, Santa Cruz  
 University of California, San Francisco (UCSF)  
 Pediatrics Schoolroom  
 University of Chicago  
 University of Montana - spectrUM  
 YMCA

**Board of Directors****2008**

George W. Cogan, Chairman  
 Ann S. Bowers, Vice-Chair  
 G. Steven Burrill, Treasurer  
 Lynn C. Fritz, Vice-Chair  
 Vincent L. Ricci, Secretary

Ravin Agrawal  
 Gary Bengier  
 Barbara A. Carbone  
 Kevin P. Connors  
 Elizabeth Asip Evans  
 Sakurako Fisher  
 William S. Fisher  
 Adele Goldberg  
 Scott Hindes  
 Richard Laiderman  
 Jude P. Laspa  
 David Lockwood  
 Divesh Makan  
 Kenneth G. Moore

Akshata N. Murty  
 Ruedieger Naumann-Etienne  
 Sandra L. Otellini  
 James Y. Richardson  
 Philip Rosedale  
 E. Payson Smith, Jr.  
 H. Marcia Smolens  
 Jay S. Welker

**Directors Emeriti**

William K. Bowes, Jr., Chairman Emeritus  
 F. Van Kasper, Chairman Emeritus  
 William K. Coblentz  
 Paul M. Cook  
 Keith G. Eickman\*\*  
 C. Richard Kramlich  
 Wolfgang Panofsky\*\*  
 Peter C. Wendell

Dennis M. Bartels, *Ex Officio*

**Advisory Council****2008**

Bruce M. Alberts  
 Natalie Angier  
 Paul Berg  
 J. Michael Bishop  
 Goéry Delacôte  
 Ann Druyan  
 Kamran Elahian  
 James F. Gibbons

Daniel E. Koshland, Jr.\*\*  
 Gordon E. Moore  
 Arno Penzias  
 William J. Rutter  
 Larry W. Sonsini  
 Les Vadasz  
 Bill Viola

\*\* *In Memoriam*



**You can support the Exploratorium by**

**Buying Educational Products**

[www.exploratorium.edu/store](http://www.exploratorium.edu/store)

**Becoming a Member**

[www.exploratorium.edu/membership](http://www.exploratorium.edu/membership)

**Making a Secure Online Donation**

[www.exploratorium.edu/support](http://www.exploratorium.edu/support)

"Best science museum in the world."

—Dennis Flanagan  
Editor Emeritus, *Scientific American*

"The reason Silicon Valley has spawned so much creativity is because all these creative folks went to the Exploratorium when they were young."

--Brian Eno, renowned artist,  
musician, cultural thinker

"Thank you so very much for your insightful presentation on the induction of mathematics and science teachers. Now, it is an integral part of [the Commission's] vocabulary in thinking about a new professionalism for math and science teachers."

—The National Commission on Mathematics  
and Science Teaching for the 21st Century

"The exhibits in the Exploratorium are the result of the creative collaboration between scientists and artists, and they reveal the essential connection between the principles of nature and beauty. The Exploratorium is the best confluence of science, technology, and art, and the coolest place to be since the Italian Renaissance in fifteenth-century Florence!"

—Bill Viola, Artist

"Ten Great Science Museums: In San Francisco, the Exploratorium."

—*Discover* magazine

"There are two models for great American amusement centers and both can be found in California. Rising from the plains of Anaheim is the original Magic Kingdom, Disneyland. To the north, in a hangar-size building at the foot of the Golden Gate Bridge, is the Exploratorium."

—*Newsweek*

"Exploratorium influences science museums new and old."

—*Physics Today* magazine

"Best science museum Web site."

—Yahoo! Internet Life

"No one in recent years has had a greater impact upon museums."

—American Association of Museums Award

"Among my favorites on this year's undiscovered list is the Exploratorium, a great museum both in person and online."

—*PC Magazine*

We thank KPMG for its generous support of this publication.



KPMG LLP, the audit, tax and advisory firm ([www.us.kpmg.com](http://www.us.kpmg.com)), is the U.S. member firm of KPMG International. KPMG International's member firms have 103,000 professionals, including 6,700 partners, in 144 countries.

exploratorium®

© 2008 Exploratorium  
3601 Lyon Street  
San Francisco, CA 94123-1099

415-563-7337 telephone  
415-561-0307 facsimile  
[www.exploratorium.edu](http://www.exploratorium.edu)

Federal ID# 94-1696494