OverView

In *Brain: The Inside Story*, visitors discover the workings of our most amazing organ. Drawing on 21st-century research and technology, the exhibition brings visitors up to date on the latest in neuroscience, highlighting the brain’s surprising ability to rewire itself in response to experience, disability, or trauma, and showcases new technologies that researchers use to study the brain. Interactives, puzzles, brain-scan imaging, and spectacular models explore senses, emotions, thoughts, brain development, and even brains in the future. From a real plastinated brain to dazzling art installations revealing our own perceptions, *Brain: The Inside Story* comes alive with fascinating discussions on how our minds work.

Highlights

- Gorgeous works of art that help illustrate the workings of the brain
- An interactive gesture table that lets visitors use their hands to understand how neurons communicate with each other
- Beautiful neuron models in oxblood resin, with computer-controlled lighting that simulates the exchange of neurotransmitter messages
- A giant projection of a human face expressing emotions, linked to fMRIs of brains processing those specific feelings
- Computer interactives such as a language acquisition game and games designed to boost your grey matter
- Physical interactives such as star tracing, number chunking, color concentration, and stacking games
Centered around a glowing subcortex, a room-sized brain invites visitors to explore how different areas of the brain are used for different purposes.

Visitors discover how the blind “see” Braille.

PRESS QUOTES

“An interactive sensory feast that both surprises and stimulates”
– Live Science

“Includes plenty of interactive displays where adults and kids can take their brains for a kind of test run”
– Star-Ledger

“Exhilarating”
– The Examiner

“Super cool”
– FoxNY

“A really immersive exhibit and there’s a lot for kids”
– CBS

“Utilizing plenty of 21st century techno-wizardry”
– MetroMix

“There is no better way to see the organ as many a brain scientist does”
– Science
1. INTRODUCTION
Visitors view a real preserved human brain before being plunged into a dramatic and dazzling art installation by Spanish artist Daniel Canogar. Light races across wires in a darkened room, capturing the frenetic energy of firing neurons.

2. INTRODUCTORY THEATER
To learn some basics about the brain and how it functions, visitors follow a Julliard dance student during an audition. A video projection shows how her activities simultaneously correlate with activity in her brain through the illumination of a large three-dimensional brain model in the theater.

3. SENSING BRAIN
Our senses help us process the outside world. Here, visitors explore their own senses such as sight through an installation by artist Devorah Sperber, sound through a surprising aural illusion, and touch through a six-foot-tall homunculus representing how the brain allocates space to touch.

4. YOUR EMOTIONAL BRAIN

5. YOUR THINKING BRAIN
Visitors walk through a room-sized “brain” centered around a sculpture of the subcortical brain, 35 times larger than life. Different areas of the brain control abilities such as language acquisition, memory, and decision-making. Each area features imaginative interactives revealing how the brain works. Begin to learn a new language, discover the differences between short-term, long-term, and procedural memory, plan your moves in a strategy game, and find out why London cabbies have bigger hippocampuses.

6. YOUR CHANGING BRAIN
This part of the exhibition examines the brain’s development over a lifetime and its amazing ability to rewire itself. A touchable Braille interactive allows visitors to try using their sense of touch to read. A preserved brain reveals the damage done by Alzheimer’s, while brain games help maintain visitors’ sharpness.

7. YOUR 21ST-CENTURY BRAIN
Astonishing new technologies can integrate with the brain itself.
4. YOUR EMOTIONAL BRAIN
This section explores how emotions are processed in the brain and links it to the evolution of the human brain. An interactive kiosk shows how neurotransmitters relay messages as a visitor decides whether or not to eat a cookie, while the build-a-brain interactive allows visitors to take apart the various sections of the brain.

7. YOUR 21ST-CENTURY BRAIN
The future is already here. Visitors see electrodes that can be implanted in brains to control seizures, implants to help the blind see, and brain-computer interfaces that are being developed to help paralyzed people control computerized devices and possibly even move again. Finally, visitors can relax on biomorphic benches in the immersive Brain Lounge to experience the exhibition’s stunning finale: floating projections of fMRIs taken while superstars, including a translator, a musician, and an athlete, listen to sounds related to their craft.
FOR MORE INFORMATION

To learn more about this and other exhibitions available from the American Museum of Natural History, please contact:

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Brain: The Inside Story is organized by the American Museum of Natural History, New York, (www.amnh.org) in collaboration with Codice. Idee per la cultura, Torino, Italy in association with Comune di Milano - Assessorato Cultura, Italy; Guangdong Science Center, Guangzhou, China; and Parque de las Ciencias, Granada, Spain.

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