



THE SCIENCE OF GUINNESS WORLD RECORDS

Exhibit Brief

September 2019



SCIENCE
NORTH



SCIENCE
NORD

RIPLEY®
ENTERTAINMENT INC.



Who We Are

Science North and Dynamic Earth, two world-renowned science centers, are located in Sudbury, Ontario, Canada. In addition to entertaining and educating visitors on-site, we develop and sell exhibits, traveling exhibitions, multimedia productions, and large-format films for science centers, museums, zoos, aquariums, visitor centers, and corporate centers worldwide.

We produce and tour high quality, award-winning and robust traveling exhibitions that are available for lease at a fraction of the development costs of a permanent exhibit. Science North is Canada's largest developer and tour operator of traveling exhibits.

For more than three decades our team has been one of the world's leading creators of award-winning, high impact visitor experiences for audiences of all ages.

Our exhibits have the tried and proven market appeal for driving an increase in attendance and merchandise sales. Each exhibit is accompanied by a report from our visitor research and evaluation team that details the exhibition's visitor experience and learning impact. Sizes range from 1000 sq ft (100 sq m) to 6000 sq ft (600 sq m).

Our traveling exhibits include:



**Ends of
the Earth:
From Polar Bears
to Penguins**



**Beyond
HUMAN
LIMITS**



DIAMONDS
A Special Exhibit



Arctic Adventure



Discovering
Chimpanzees
The Remarkable World of
Jane Goodall

**Creatures
of the
ABYSS**

The Science North, Guinness World Records, and Ripley Entertainment Team

For *The Science of Guinness World Records* traveling exhibit, we have partnered with Guinness World Records and Ripley Entertainment Inc. to create a high impact, hands-on exhibit.

Since 1984, Science North has operated two of Canada's largest science centers and delivered projects to our international client base. Our creative and innovative team is recognized for pushing the limit of what our imaginations can achieve, by tapping into our knowledge, skills, and operational expertise. We immerse ourselves in the details and stories of projects to develop fun learning experiences for visitors of all ages.

Created in 1954, Guinness World Records is the international authority on the cataloging and verification of world records with official record adjudicators authorized to verify the authenticity of the setting and breaking of records. As of 2019 the Guinness World Records book is published in 100 countries and 23 languages, and itself holds a world record as the best-selling copyrighted book of all time!

For over 100 years, Ripley's has entertained visitors around the world, with more than 100 exciting attractions in 10 countries, along with best-selling books, a network television series, and one of the longest continuously published newspaper comic in history.



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Note: This exhibit concept represents an exhibition that is under development.
Concepts and exhibits are subject to change.



Exhibit Specifications

The Science of Guinness World Records traveling exhibit will open at Science North in March, 2020, followed by a 5-year North American tour, with each tour slot being 12 weeks in length. The exhibit is projected to have a 10-day setup and 10-day take down period, and travel in four 53-foot trucks. One Science North technician will set up the exhibit, augmented by six skilled technicians provided by the host venue.

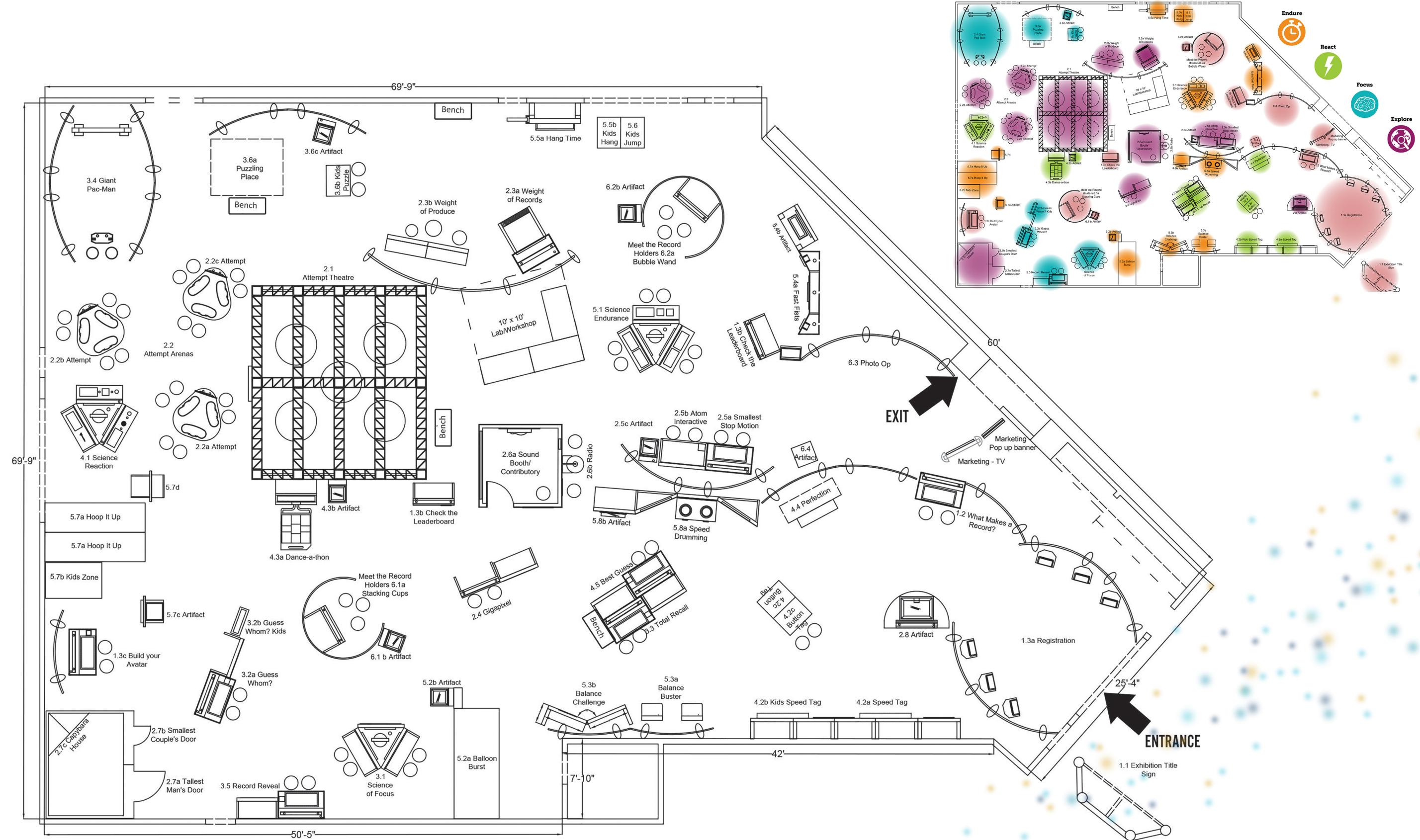
Science North is keenly aware of the importance for our traveling exhibits to use inclusive and accessible design to improve visitor experiences across a broad range of users. Simply put, inclusive design is better design. We are well versed with the Americans with Disabilities Act (ADA) as well as the Accessibility for Ontarians with Disabilities Act (AODA) and apply that knowledge to all of our projects. Group activities and child-friendly areas will also be interspersed throughout the exhibit with the intent of providing all visitors an equally exciting experience.

Language:

Bilingual (American English & Canadian French); includes both Imperial and Metric measurement units

Additional Materials

- Education Guide
- Marketing Guide
- Technical Operations Guide
- Learning Impact Research Evaluation



**THE SCIENCE OF
GUINNESS
WORLD
RECORDS**



Introduction





The Science of Guinness World Records 6,000 sq ft (600 sq m) traveling exhibition makes it possible for anyone, anywhere to be a record breaker!

The exhibition will engage visitors of all ages in real science experiences and record-breaking challenges. Visitors will learn about amazing record breakers and learn more about themselves. Beyond the challenges, visitors will be drawn in by inspirational stories, as well as intriguing artifacts that will be showcased throughout the exhibition.

Be amazed

by the fastest, longest, highest, and strongest!

Learn the science behind these feats and use this knowledge to develop your skills.

Be amazing

as you explore, focus, react, and endure!

Challenge yourself, your friends, or your family to climb the leaderboard.

Be officially amazing

and break a world record!

Celebrate your unique talents and the knowledge that you are scientifically amazing.

Key Messages

- Anyone, anywhere can be a record breaker.
- Guinness World Records applies a rigorous process to the adjudication and award of world record titles that parallels the process of scientific inquiry.
- Science can explain the incredible, and help you develop your record-breaking skills and abilities.

The exhibition's goals are to provide visitors with:

- An engaging and immersive experience to explore the science, perseverance, and fun inherent in record-breaking attempts
- Opportunities to challenge themselves and others to officially break a world record.
- An understanding of their body and how it reacts, focuses, and endures. Visitors will use the science behind skills to help them become better record-breakers.

Concepts and exhibits are subject to change. The Science of Guinness World Records traveling exhibition and visitor experience concept is protected under intellectual property rights legislation.

Any unauthorized use, disclosure, dissemination or duplication of any information contained herein may result in liability under applicable laws.



Experience Personalization

A new and exciting aspect of *The Science of Guinness World Records* exhibition is the inclusion of a visitor identification system.

When visitors enter the exhibition they will be encouraged to create a unique identity for themselves by registering at the entrance kiosks. This innovative system will allow visitors to track their performance throughout the exhibition as they attempt different record-breaking challenges.

The system will use fingerprint photo readers that take an image of the visitor's fingerprint, convert the image to a number and discard the image. The system will not store fingerprint photos. Finger photos will not be associated with any personal information, only with the the username created by the visitor, and they will be deleted within 24-48 hours of visiting the exhibition.

At score-based interactives - just like at an arcade game - an interactive's top scoring visitors will be displayed on the interactive's leaderboard.

At the Check the Leaderboard station, visitors can track their own progress throughout the whole exhibition - which interactives they've been to, and how they've done in comparison with others in their group. Visitors can also see their progress in the various categories of interactives, so they can see what they may be better at or which types of interactives they may have missed. This approach will encourage visitors to come back again and again to 'beat their scores' and be the all-time best performer at one or more interactives.

At the Create Your Avatar station, visitors can customize the avatar associated with their exhibition identity.

Official Guinness World Records Adjudication



OFFICIAL ATTEMPT

There's nothing quite like the presence of an official Guinness World Records adjudicator to create a sense of prestige, attract media, and enhance the emotional connection between your brand and your audience.

With every 3-month lease, venues will receive a very special Guinness World Records adjudication day.

You will work directly with Guinness World Records to customize this day into any kind of event that achieves your goals and vision. It could be a day when your high-scoring visitors - who have come back to practice their skills repeatedly throughout the duration of the exhibition - are invited back once more to try for an official, adjudicated Guinness World Records title. It could also be an event where you bring together your community for a record-breaking group event.

The event can be used to promote the exhibition, and/or showcase the skills and talents of your community.

Your package will include:

- Guinness World Records support- for your application process and evidence requirements.
 - Get planning straight away - receipt of your record guidelines and immediate processing of your application.
 - Full explanation of your guidelines - improving the likelihood of a successful outcome.
 - A Guinness World Records adjudicator on site at your event providing 'In-the-moment' verification of your record attempt success - essential for audience and media engagement.
 - Photo opportunities for press announcements with an official Guinness World Records certificate presentation.
 - Maximize awareness, excitement and media coverage before and after with license of the Official Attempt logo and Official Record Holder logos.*
- *Subject to terms and conditions of use.

Whatever you come up with,
it is sure to be

OFFICIALLY
AMAZING™





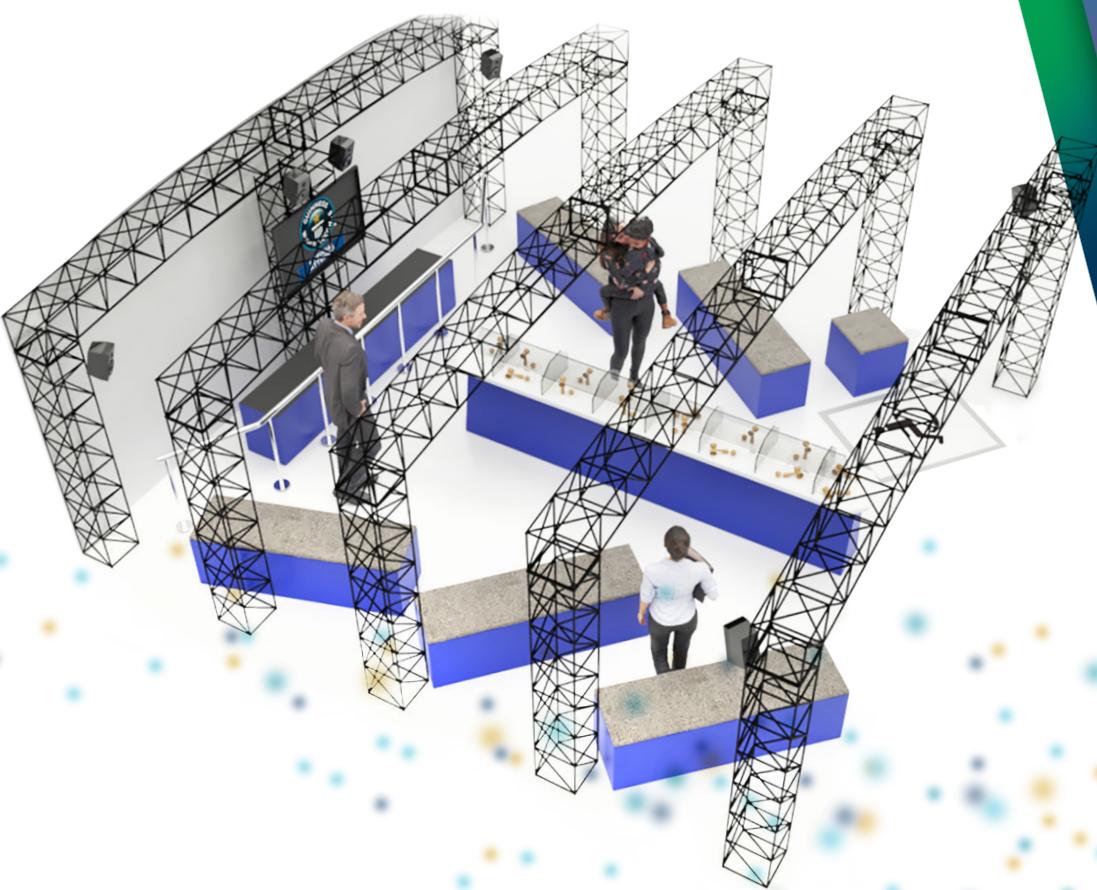
Attempt Theater

The Attempt Theater is a multimedia show that is a touchstone and central experience within the exhibition.

The exterior is illuminated with the stories of intriguing and inspiring Guinness World Records record breakers. Within the theater, visitors encounter a weird and wonderful collection of objects.

The 5-7-minute seated experience reveals that these are all objects used in Guinness World Records record attempts by the show's science host and coach, David Rush. David has broken over 100 Guinness World Records titles and uses science to do it! He uses record breaking to promote STEM (Science, Technology, Engineering and Math) education in a fun and interactive way.

During the course of the show, David will make an attempt at an official Guinness World Records title. Visitors are encouraged to take part in the record attempt - participating using a fun, interactive activity. Participants try and see if they can beat their family, friends, or even David! Adjudicator, Christina Conlon, makes this experience officially amazing by highlighting the strict criteria a Guinness World Records title must adhere to, and the parallels these standards have with the scientific method.



The show will reach its much-anticipated conclusion with Christina announcing whether David's attempt was successful or not. David will emphasize to the audience how failure is not only a natural part of attempting a Guinness World Records title, it is also a crucial part of the scientific process.

Visitors will leave with an understanding that anyone can be a record breaker – with a little practice, testing, and determination, and some science!





Category 1: Entrance

The Entrance introduces the main themes and topics of the exhibition. Through an interactive quiz, visitors gain an understanding that the criteria set by Guinness World Records to define what can or cannot be a record holds a lot of parallels with the scientific method. Engaging and interactive record attempts inspire visitors and ignite their desire to also be a record breaker!

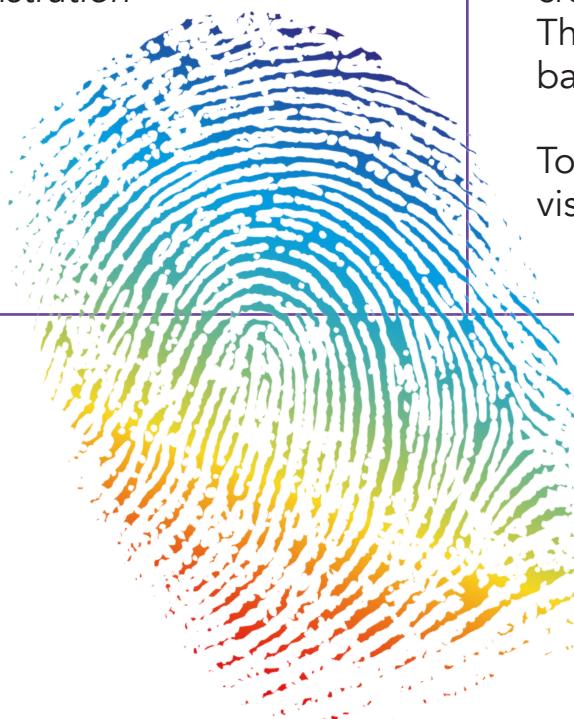
Exhibit Name	Big Idea	Visitor Experience
1.1 – Exhibition Title Sign	<p>To attract and introduce visitors to the exhibition, and to recognize the project's partners and funders.</p>	<p>Encounter some of the themes and concepts of the exhibition. Get ready to <i>Explore!</i>, <i>Focus!</i>, <i>React!</i> and <i>Endure!</i></p> <p>See some past versions of Guinness World Records books, and discover how often Guinness World Records titles are broken.</p> <p>Be introduced to the projects' key partners and funders.</p>
1.2 – What Makes a Record?	<p>To explain the methodology behind validating a Guinness World Records title and how it parallels the scientific method in an intriguing way.</p> <p>Through an entertaining quiz, to allow visitors to obtain a deeper understanding of the criteria to which Guinness World Records titles must adhere.</p>	<p>Can anything be an official Guinness World Records title? Is there an "ugliest dog" record? Try the quiz to find out!</p> <p>See the parallels between Guinness World Records' rigorous process to the adjudication and awarding of records that parallels the process of scientific inquiry.</p>
1.3 – Experience Personalization 1.3a Registration 	<p>To provide several registration locations where visitors can create a unique identity for themselves within the exhibition. This identity will allow them to track their progress at score-based interactives.</p> <p>To provide several duplicates of this station to minimize visitor wait times.</p>	<p>Create your own username to easily locate yourself on the exhibit leaderboards and get ready to explore <i>The Science of Guinness World Records</i>.</p> <p>You can register as a group, and everyone can track or compare their progress through the exhibition.</p>



Exhibit Name	Big Idea	Visitor Experience
1.3b Check the Leaderboard	<p>To provide a list of all top scores within the exhibition.</p> <p>To provide visitors with information about the types of challenges they are strongest at, or to allow comparison between the scores of those within a visitor's group.</p>	<p>Once you complete an exhibit challenge, check the leaderboard to see how your score compares to other visitors, or to other members of your group. See who holds the top records within the exhibition.</p> <p>What challenges are you most skilled at? How can you do better?</p> <p>Who's beating whom within your group?</p>
1.3c Build Your Avatar	<p>To allow visitors to customize their digital avatar for the exhibition.</p>  <p>The image shows a young girl with curly hair, wearing a blue superhero costume with a yellow mask and a blue cape. She has her arms raised in a triumphant pose. To her left is a digital screen displaying a 'DAILY' leaderboard for 'GUINNESS WORLD RECORDS'. The screen lists five names with their scores: Michael R (1st), Sarahmar R (2nd), Larry D (3rd), Stacey H (4th), and Samantha H (5th). To her right is another digital screen with the text 'CUSTOMIZE YOUR AVATAR!' and a 'TOUCH PASS HERE' button, also featuring the Guinness World Records logo.</p>	<p>Does your avatar look like you? Would you like it to, or would you rather appear as a space alien? Take your time, be creative, and customize the avatar of your dreams!</p> <p>Your avatar shows up on exhibit leaderboards, and at the 1.3b-Check the Leaderboard stations.</p>



EXPLORE



Category 2: Explore!

Explore! intriguing Guinness World Records titles and learn about the amazing science and technology involved in setting them. Try for a high score in one of the Attempt Arenas, or get the inside scoop on breaking records from a Guinness World Records adjudicator and a scientist who holds multiple record titles!



Exhibit Name	Big Idea	Visitor Experience
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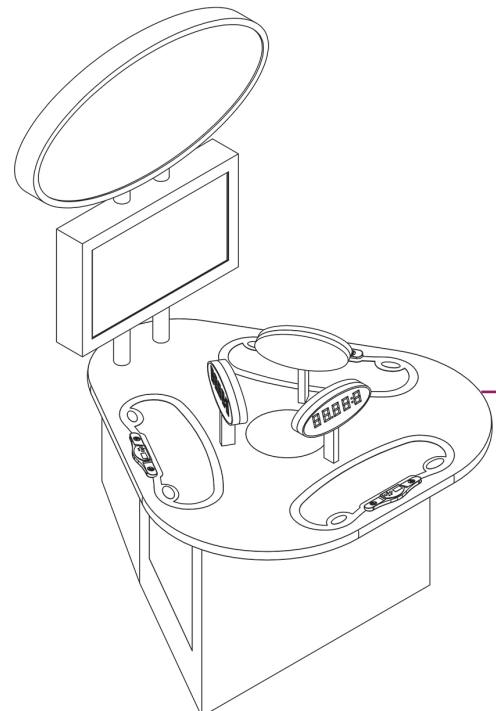
2.1 – Attempt Theater 	<p>To create a sit-down, interactive, multimedia experience that acts as a central hub for the exhibition and can accommodate a full school class.</p> <p>To engage visitors in a record attempt through participation in an interactive activity.</p> 	<p>Can you be Officially Amazing? Of course, you can!</p> <p>Meet official Guinness World Records adjudicator, Christina Flounders Conlon, as well as David Rush, a Guinness World Records multi-title holder. David is a Science, Technology, Engineering and Mathematics (STEM) advocate who breaks records with the help of science! With David's guidance, work through a record attempt and be amazed at how you can better your approach with scientific know-how.</p> <p>Do you think David is able to break the record? You'll have to see the show to find out!</p> <p>Be inspired to go out and try your own record attempts – in the exhibition and beyond.</p>
2.2 – Attempt Arenas A, B, C 	<p>To provide a variety of tactile activities that offer visitors the chance to practice, improve, and potentially break a Guinness World Records title.*</p> <p>To allow visitors to experiment with different ways of accomplishing open-ended challenges, and highlight how testing and experimentation is an important component of the scientific method.</p> <p>*When a Guinness World Records adjudicator is present.</p>	<p>Test, improve and hone your skills at these hands-on challenges. Challenge your friends and family to see who can complete the activity first.</p> <p>Keep practicing!</p> 

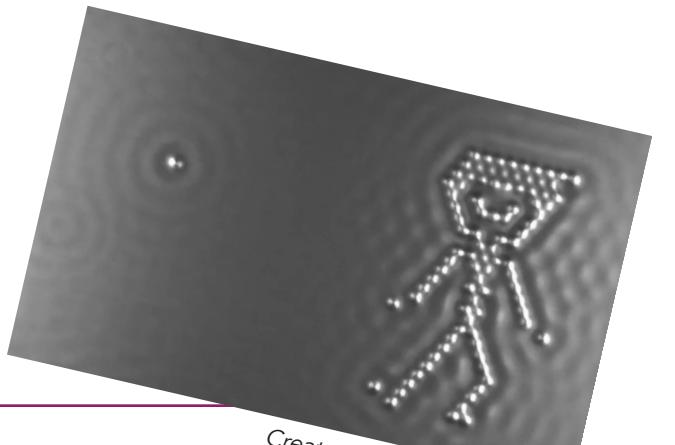
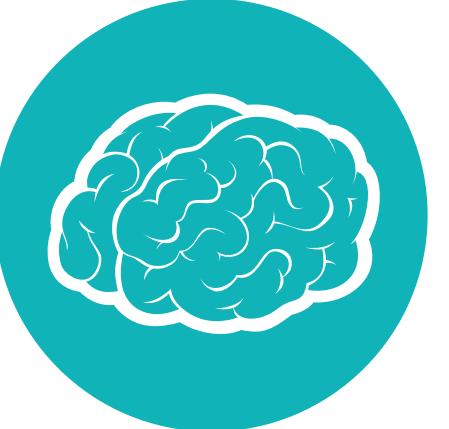
Exhibit Name	Big Idea	Visitor Experience
2.3 – Weight of Records 2.3a Weight of Records (scale) 2.3b Weight of Produce (Photo Op)	<p>To provide a fun and entertaining way for visitors to compare their weight, or the weight of everyone in their group, to different record-breaking plants and animals while discovering scientific facts about the record breakers.</p> <p>To encourage visitors to take their photo at the produce stand, or atop the life-size bean bag fruits and vegetables that represent Guinness World Records record-breaking produce.</p> 	<p>Stand on the scale compare your weight, or the combined weight of you and your friends or family, with the weight of featured record-breaking flora and fauna. Would 3 of you weigh as much as 52 of the heaviest squid?</p> <p>Pose with the largest fruits and vegetables in the marketplace. Lounge on the largest cabbage! Take a photo with the largest strawberry!</p>
2.4 – Gigapixel	<p>To allow hands-on exploration of the largest panoramic image in a fun way that also encourages visitors to seek and find objects within the image.</p> <p>To showcase the technological advancements in computing power that make images like this possible.</p>	<p>Use your hands to explore a digital version of the world's largest panoramic image.</p> <p>Search the image, can you find all the objects on the challenge list? Zoom in, zoom back out – how long does it take you to find them all?</p>
2.5 – Smallest Stop Motion Film 2.5a Smallest Stop-Motion Film 2.5b Atom Interactive 2.5c Artifact (CERN hard hat)	<p>To showcase IBM's <i>A Boy and His Atom</i> – the smallest stop-motion film.</p> <p>To provide a hands-on interactive where visitors can further explore how IBM researchers use a scanning and tunneling microscope to move and manipulate atoms.</p> <p>To relate the science and technology back to real life with respect to the creation of smaller and smaller technologies, and the importance of atoms for data storage.</p> <p>To use an artifact and video to highlight CERN, the European Organization for Nuclear Research, and the Guinness World Records titles associated with it.</p>	<p>Explore the world of nanotechnology through the smallest stop-motion film - IBM's <i>A Boy and His Atom</i>. It was created by repositioning individual atoms for each video frame!</p> <p>Play with magnetic atoms and move them the way a scanning and tunneling microscope would!</p> <p>Learn about CERN and the myriad Guinness World Records titles it has achieved.</p>  <p><i>Created by IBM Laboratories</i></p>

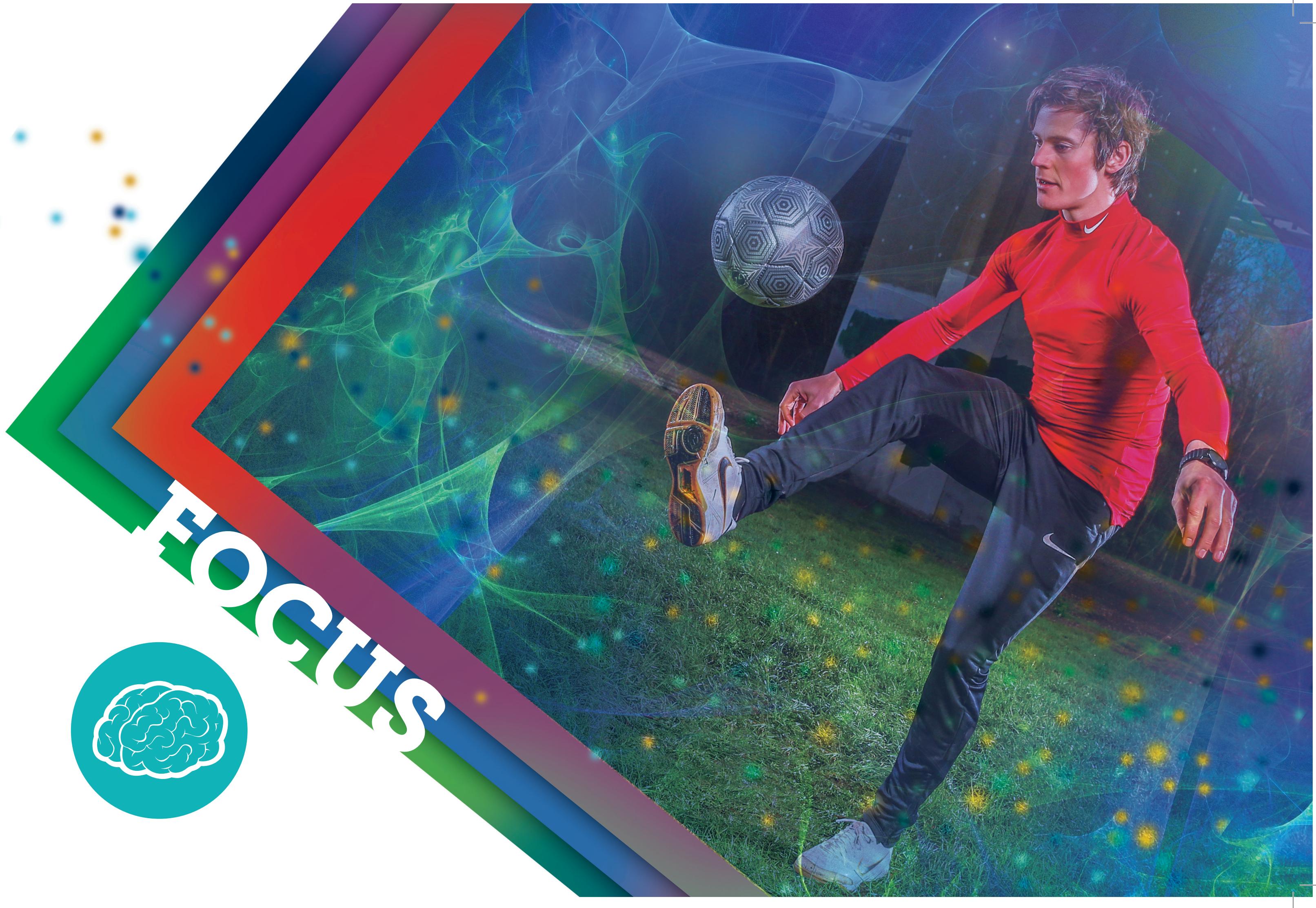
Exhibit Name	Big Idea	Visitor Experience
2.6a – Sound Booth	<p>To provide visitors with a contributory experience where everyone who takes part is part of a Guinness World Records record.</p> <p>To promote experimentation and curiosity as visitors try and test techniques.</p>	<p>Try and clap as loud as you can. What hand positions make the loudest sound? What hand positions make the softest sound? Does hand size impact the noise volume?</p> <p>Add your clap to the Guinness World Records collection - you're now part of a record!</p> <p><i>*Note: Content under development.</i></p>
2.6b – Radio Records	<p>To engage visitors' auditory sense while testing their knowledge of Guinness World Records songs and musical titles.</p> <p>To display Guinness World Records music records in the style of vinyl records.</p>	<p>Turn the radio knobs and test your fluency in Guinness World Records music trivia.</p> <p>Pause to listen to record-breaking songs.</p>



Exhibit Name	Big Idea	Visitor Experience
2.7 – Smallest & Tallest Playhouse 2.7a Tallest Man's Door	<p>To playfully demonstrate the height of Robert Wadlow – the world's tallest man – in a way that allows visitors to compare their height to his height.</p>	<p>Enter the playhouse through the door for the world's tallest man. Can you touch the top of the doorframe?</p>
2.7b Smallest Couple's Door	<p>To show the height difference between the door of the tallest person and the door for the smallest couple.</p> <p>To emphasize the role genetics plays in height and growth.</p>	<p>Can you stand upright as you pass through the door for the smallest couple, or do you need to slide, shimmy, or crawl?</p> <p>What genetics play a role in human height?</p>
2.7c Capybara House	<p>To provide a crawl-in experience for younger visitors, and to illustrate some cool facts about the largest living rodent.</p>	<p>Can you crawl into a house made to fit the largest living rodent?</p>
2.8 – Artifact (folded paper) 	<p>To display a Guinness World Records artifact - a paper folded the most times possible by Britney Gallivan, who holds the record for the most times to fold a piece of paper.</p> <p>To provide an explanation of the mathematical equation derived and used by Britney to achieve her Guinness World Records title.</p>	<p>How do you break the record for most times to fold a piece of paper? Watch as Guinness World Records record breaker Britney Gallivan takes you through her step-by-step process while telling her inspirational and record-breaking story.</p> <p>Learn about the dimensions of the paper required and the scientific inquiry involved.</p> 



FOCUS



Category 3: Focus

Focus! and experiment with tips and tricks used by memory record breakers. Visitors will challenge themselves through hands-on interactives, video games, and large tactile puzzles – perfect for younger visitors.



Exhibit Name	Big Idea	Visitor Experience
3.1 – The Science of Focus	<p>To introduce different concentration and memorization strategies – increasing visitor understanding of why they work.</p> <p>Side 1: The Science of Remembering Lists To provide a visual memory tactic that can improve and increase memory capacity. This strategy is similar to ones used by memory record holders.</p> <p>Side 2: The Science of Searching For visitors to learn about visual search and the role attention plays in the task.</p> <p>Side 3: The Science of Remembering Text To present the font Sans Forgetica, understand why this font is unique and the research that has been conducted in relation to information retention.</p>	<p>Explore and practice different concentration and memorization strategies, and learn new science tips and tricks around each side of the 3-sided structure.</p> <p>Side 1: Memorize your grocery list by imagining your house. Open the flaps to find produce in hilarious and unexpected places. Be entertained, but also surprised, as these unusual visual cues make it easy to remember your list.</p> <p>Side 2: Can you find the real creature amongst the multitude of look-alikes?</p> <p>Side 3: Read records in the Sans Forgetica font. See how this font influences your concentration and retention of information. Gain an understanding of the science and design principles used to create this unusual font.</p>
3.2 – Guess Whom? 3.2a Guess Whom?	<p>To provide an engaging and challenging game related to memory of human faces and names.</p> <p>To explain some of the science memory related to this ability.</p>	<p>Test your memory by attempting to recall the names associated with twenty faces after having one minute to memorize the information.</p> <p>Use tips and tricks that are used by memory record breakers. Discover that it is easier to remember names than faces. Try strategies used by record holders, and understand why these strategies work.</p>
3.2b Guess Whom? (Kids)	<p>To provide a simplified, tactile version of the 3.2a-Guess Whom? computer interactive for younger visitors.</p>	<p>Younger visitors can test their memory skills with this small tactile memory game as they turn the rotating triangular blocks to find the matches.</p>

Exhibit Name	Big Idea	Visitor Experience
3.3 – Total Recall	<p>To illustrate memory tips and tricks, such as the power of grouping information, and to discover how it improves recall ability.</p> <p>To elucidate why some objects are easier to recall than others.</p>	<p>Test your memory, see how long it takes to remember a certain number of shape patterns. Try again and again. Improve your time using tips and tricks.</p>
3.4 – Worlds Largest Giant Pac-Man	<p>To feature an iconic game in a big way that offers visitors the opportunity to test their focus while playing the oversized game of Pac-Man.</p> <p>To highlight other video game-related records, and reveal Pac-Man's different ghost 'personalities.'</p>	<p>Try and beat the level of Pac-Man as fast as you can!</p> <p>Did you know that all of the ghosts have their own personalities?</p>
3.5 – Record Reveal	<p>To provide the opportunity for visitors to practice a fun game by rearranging a virtual 8-piece slider puzzle.</p> <p>To help improve visitors' ability by presenting algorithms used to solve these types of slider puzzles.</p>	<p>As fast as you can, slide the puzzle pieces to reveal the Guinness World Records image.</p> <p>Study how science can help you in your challenge.</p>

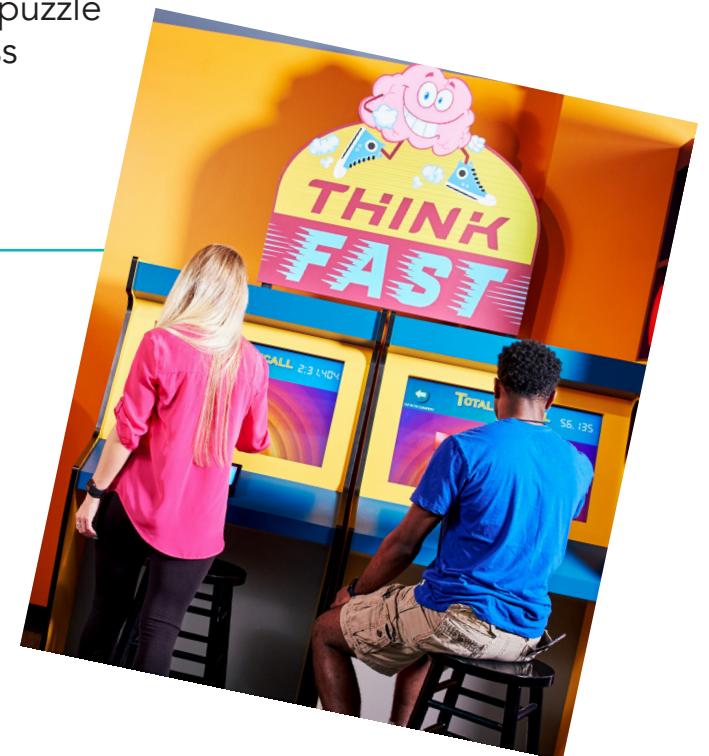


Exhibit Name	Big Idea	Visitor Experience
3.6 – Puzzling Place <i>3.6a Puzzling Place</i>	<p>To provide an area where visitors - especially younger visitors - can practice their spatial thinking and reasoning, learn more about visuospatial sense, mental rotation, and cognitive flexibility.</p>	<p>Explore and challenge yourself with these large 3-dimensional puzzles.</p> <p>The large, soft pieces make this an especially great challenge for younger visitors or groups.</p>
<i>3.6b Puzzle Challenge (Kids)</i>	<p>To allow younger visitors to test their focus by assembling a simple jigsaw puzzle related to a scientific theme.</p>	<p>Try and assemble the puzzle in the quickest time possible. Put it together as fast as you can, challenge your perception by completing the puzzle upside down.</p>
<i>3.6c Artifacts (Rubik's Cube and chess set)</i>	<p>To showcase two artifacts: a signed Rubik's Cube and a super small chess set.</p>	<p>Watch speedsolvers in action as they compete against each other to solve and win Rubik's Cube competitions!</p> <p>See the smallest chess set and marvel at the skill needed to create the minute pieces.</p>





REACT



Category 4: **React**

React! and discover how age, type of stimulus, and perception can impact the speed of reaction. Visitors can experiment with tricks used by real record-breakers to improve their times at challenging interactives, and see their progress reflected on the leaderboard!



Exhibit Name

Big Idea

Visitor Experience

4.1 – The Science of Reaction

To provide visitors with a place where they can try different activities to test their reaction time and reflexes, learn about what impacts them, and how they can use this knowledge in real life and record-breaking attempts.

Side 1: Use Science to Test Your Reflexes

To provide the tools and activities for visitors to explore the difference between reaction time and reflexes using real tools and their own bodies.

Side 2: Use Science to Discover Your Reaction

To allow visitors to experiment with different stimuli to see whether they react faster to light or sound.

To showcase the reaction times of Guinness World Records record-breaking athletes.

Side 3: Use Science to Discover Who is the Fastest

To create a competition space for two visitors to see who can respond more quickly to the light stimulus.



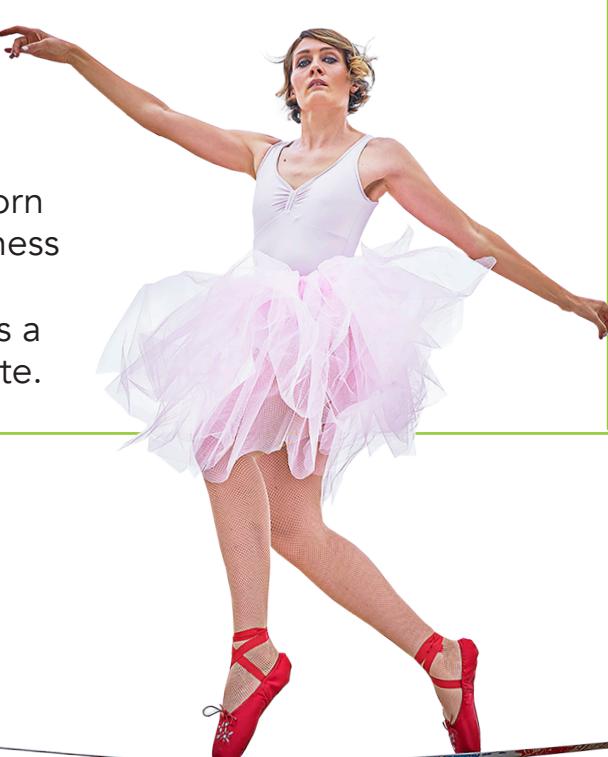
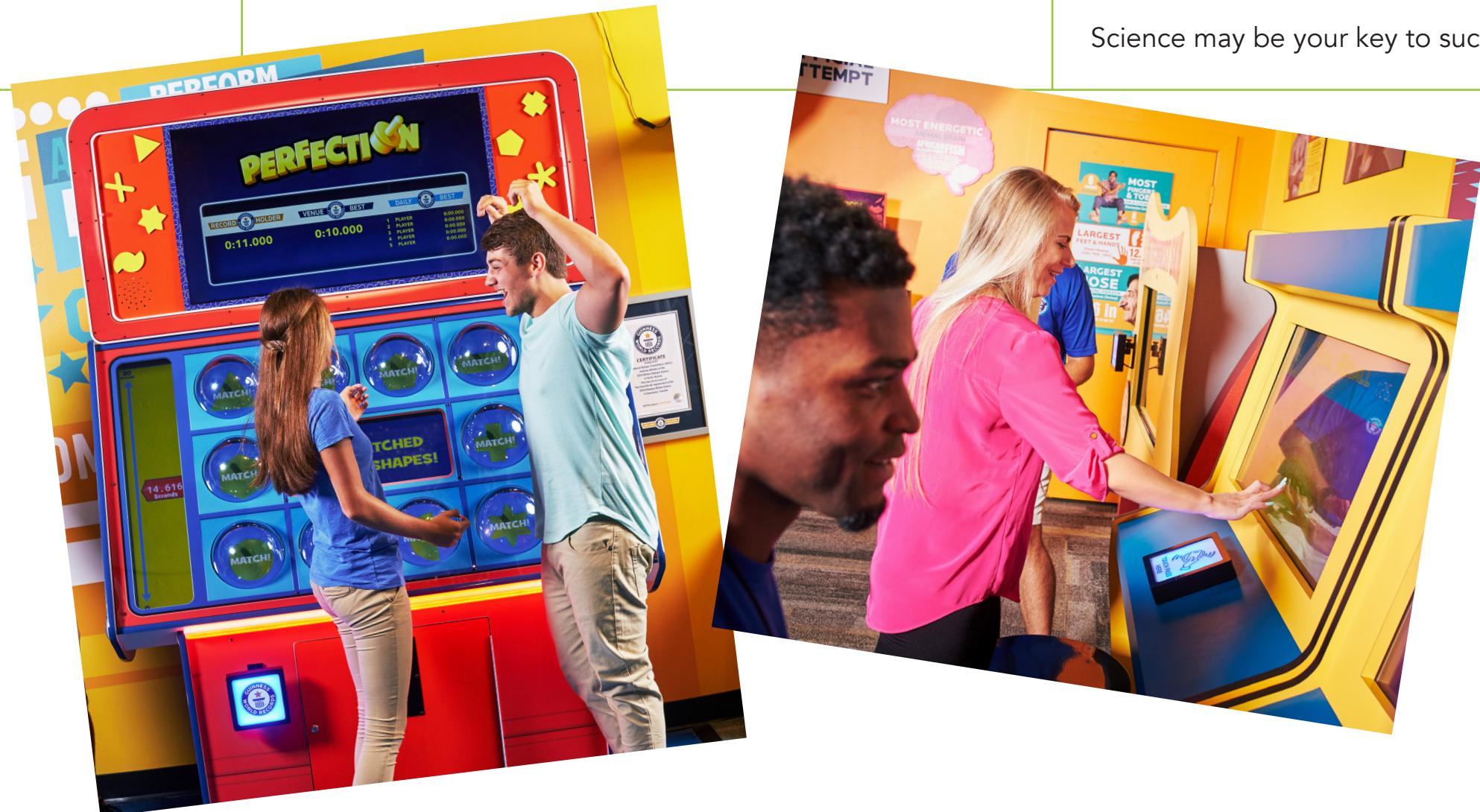
Exhibit Name	Big Idea	Visitor Experience
4.2 – Speed Tag 4.2a Speed Tag	<p>To provide a fun and engaging game for visitors that also tests their reaction time.</p> <p>To provide the opportunity for visitors to experiment with optimal positioning in front of the speed tag board.</p>	<p>Accept the challenge to see how fast you can hit the lights!</p> <p>To improve your time, try and figure out your most efficient starting position.</p> <p>Explore how your peripheral vision impacts your reaction time.</p>
4.2b Speed Tag (Kids)	<p>To allow younger visitors to test their reaction time at a more size-appropriate version of the reaction game.</p>	<p>When the buttons light up, hit them as fast as you can!</p> <p>What strategies can you use to be better at the game?</p>
4.2c Button Tag (Kids)	<p>To provide a fun button-mashing challenge for all visitors – but that accommodates the youngest visitors especially well and allows them to practice their fine motor skills.</p>	<p>Push a button as many times as you can within the time limit.</p>
4.3a – Dance-a-Thon 4.3 Dance-a-Thon 4.3b Artifact (pointe shoes)	<p>To provide a fun, interactive dancing game.</p> <p>To display pointe shoes worn by Olga Henry – the Guinness World Records title holder for the fastest time to cross a 10-meter slackline en pointe.</p>	 <p>Dance to the rhythm of music at this popular interactive game. Step on the correct arrows at the correct time – as precisely as possible to get the top score.</p> <p>Have you ever promenaded en pointe? How about en pointe on a slackline? Check out the pointe shoes worn by the Guinness World Records title holder for the fastest time to cross a 10-meter slackline en pointe.</p>

Exhibit Name	Big Idea	Visitor Experience
4.4 – Perfection	To engage visitors with a giant game of Perfection, memory testing, and object recognition.	How perfect is your reaction time? Identify the correct shape when it is shown on the screen with this giant game of Perfection.
4.5 – Best Guess	To provide a fun and engaging interactive game where visitors are challenged to quickly evaluate quantity and try to identify which icon is represented most often within a varied display.	<p>Click on the grouping of icons that are most represented – what's your best guess? The clock is ticking and the challenge becomes increasingly difficult to determine which icon is most represented.</p> <p>Science may be your key to success.</p>





ENDURE



Category 5: Endure

Endure! and learn about the physical requirements of record breaking. Visitors will learn about muscle contractions and fatigue, discover if they are better at the balance boards or the hang bar, and walk away with a better understanding of their body's endurance performance and how to improve it.

Exhibit Name	Big Idea	Visitor Experience
5.1 – The Science of Endurance	<p>To provide a station where visitors can explore activities related to endurance, and explore what influences their ability to perform duration tasks.</p> <p>Side 1: The Science of Running To provide visitors with a fun sorting activity for the traits of distance runners versus sprinters. To showcase human biomechanics and the physiological traits of different types of runners.</p> <p>Side 2: The Science of Breath Holding To explain the physiology behind breath holding. To provide visitors with a simple activity to practice holding their breath.</p> <p>Side 3: The Science of Endurance To explain the physiology behind muscle fatigue, and how activity intensity can impede the ability to sustain movement. To provide guidance on how to better maintain endurance.</p>	<p>Explore each side of the 3-sided structure and learn about your own body. Uncover the science behind, and the tips and tricks for, becoming a better endurance record breaker.</p> <p>Side 1: Based on the clues, move the traits to either the endurance (distance) or the speed (sprinter) runner.</p> <p>Side 2: Hit the button try and hold your breath for as long as you can. Try again using the tips and tricks.</p> <p>Side 3: Hit the pad as soft as you can, and then as hard as you can. How do your muscles feel after each activity? Feel how increased intensity makes you feel more tired.</p>

Exhibit Name	Big Idea	Visitor Experience
5.2 – Balloon Burst 5.2a <i>Balloon Burst</i> 5.2b <i>Artifact (burst hot water bottle)</i>	<p>To provide visitors an opportunity to improve their hand-eye coordination with this virtual water balloon game.</p> <p>To showcase a burst hot water bottle that was used to break the record for the fastest time to blow up and burst three hot water bottles. To explain the science behind bursting hot water bottles.</p>	<p>Have fun trying to accurately launch as many ‘balloons’ as possible at the screen to fill the virtual bucket with water. The better your aim the faster the bucket fills...but you need to keep it up for a minute!</p> <p>Watch a Guinness World Records record attempt to blow up and burst hot water balloons.</p>
5.3 – Balance Buster 5.3a <i>Balance Buster</i> 5.3b <i>Balance Challenge</i>	<p>To allow visitors to time their balance on boards that rock front-to-back and side-to-side.</p> <p>To explain the role visual information plays in balancing. To provide feedback about the importance stability and center of mass play in maintaining static balance, as well as the role proprioception (the sense of one’s body in space and the relationship between one’s various body parts) plays in balance.</p>	<p>Step on to the balance boards, shift your weight as you try to balance for as long as possible.</p> <p>Try balancing on one foot while simultaneously observing a moving visual that evokes the feeling of being in motion. How does this impact your balance?</p>
5.4 – Fast Fists 5.4a <i>Fast Fists</i> 5.4b <i>Artifact (signed boxing gloves)</i>	<p>To engage visitors by having them compete against one another to hit the punching bag as many times as they can.</p> <p>To provide an opportunity for visitors to see signed boxing gloves from a Guinness World Records title holder.</p>	<p>Individually or with a partner, test the speed of your punches by hitting a wall-mounted punching bag as quickly as possible. Learn about the physiology and physics behind a well-placed punch.</p>

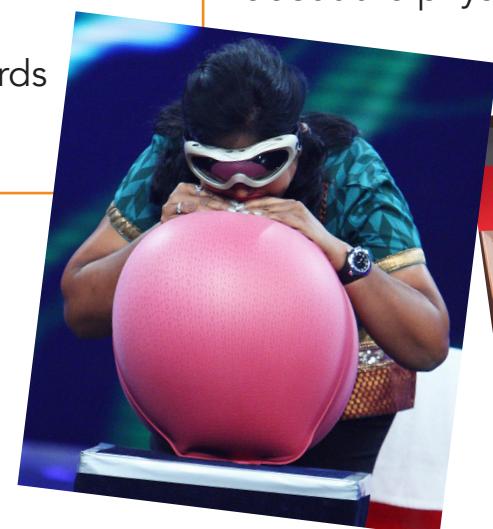
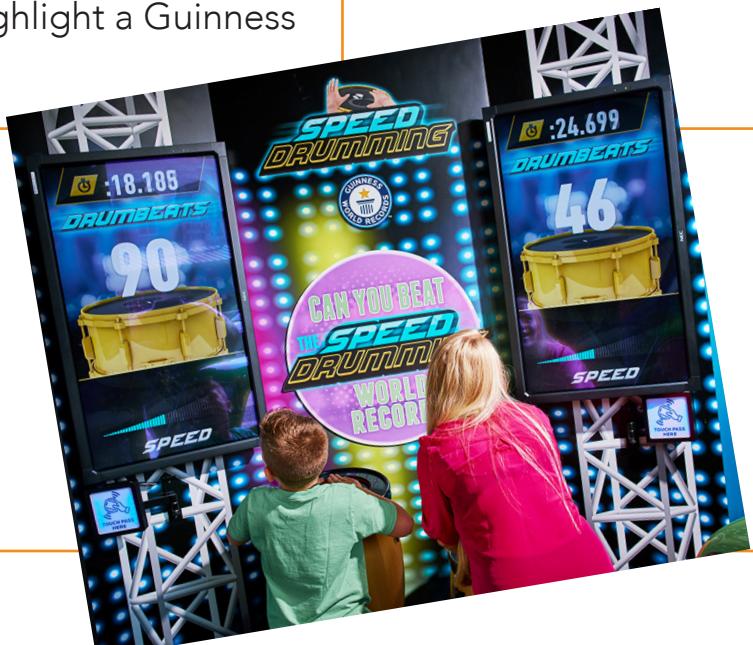


Exhibit Name	Big Idea	Visitor Experience
5.5 – Hang Time 5.5a Hang Time 5.5b Hang Time (Kids)	To provide visitors with an opportunity to learn about muscle fatigue and what muscles are engaged by using a hang bar.	Both adults and children can try and test their endurance on the Guinness World Records hang bars to see how long they can 'hang in there.'
5.6 – Side Jump Challenge (Kids)	To challenge visitors' endurance with a side jump test.	Hit the button, then see how many times you can jump side to side in one minute.
5.7a – Hoop it up	To provide visitors with an interactive to test and discover the best throwing technique to get as many baskets as possible within the time limit.	Compete with a partner or yourself to make the most baskets in one minute.
5.7b Hoop it up (Kids) 5.7c Artifact (Olympic torch)	To provide younger visitors with an appropriate-size interactive where they can shoot a ball as many times as they can into a net in one minute. To allow visitors to test and perfect the most efficient shooting technique. To showcase a 1984 Olympic torch, and highlight a Guinness World Records basketball title.	Shoot the ball as many times as you can. Experiment with different types of shots and see the difference.
5.8a – Speed Drumming 5.8b Artifact (drumsticks)	To provide a fun drumming experience where visitors can engage their motor skills and see how quickly they can hit the drum.	 Are you an expert hand drummer? Hit the drum as fast as you can for one full minute. Play alone or compete against a partner! Check out the drumsticks used by drummer Jason Barnes - the title holder for most drumbeats in one minute using a drumstick prosthetic.



EXPERIENCE

Exit Experience

Reflect on your exhibition experience before you exit. Visitors can take a moment to chill in cozy video nooks while getting to know some more of the Guinness World Records record holders - they are OFFICIALLY AMAZING! Visitors can visualize themselves as title holders, or multi-title holders, as they pose and take photos with a variety of Guinness World Records certificates!

Exhibit Name	Big Idea	Visitor Experience
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<p>6.1 – Meet the Record Holders 1 (Video Nook)</p> <p>6.1a Video Kiosk</p> <p>6.1b Artifact (cup stacking)</p>	<p>To provide a comfortable space for small groups of visitors to learn more about some of the amazing Guinness World Records titles, the record holders, and the stories behind the records.</p> <p>To introduce visitors to Guinness World Records stacking record breakers, and to showcase their stacking strategies through video.</p>	<p>Choose a video and sit back and relax to learn more about the stacking record breakers, the Guinness World Records titles they hold, and how their feats and accomplishments make them scientifically amazing!</p> <p>Witness a tower of ten bowling balls balanced and forklift-stacked wine glasses. Watch Guinness World Records title holders stack usual things you never imagined could be balanced.</p>
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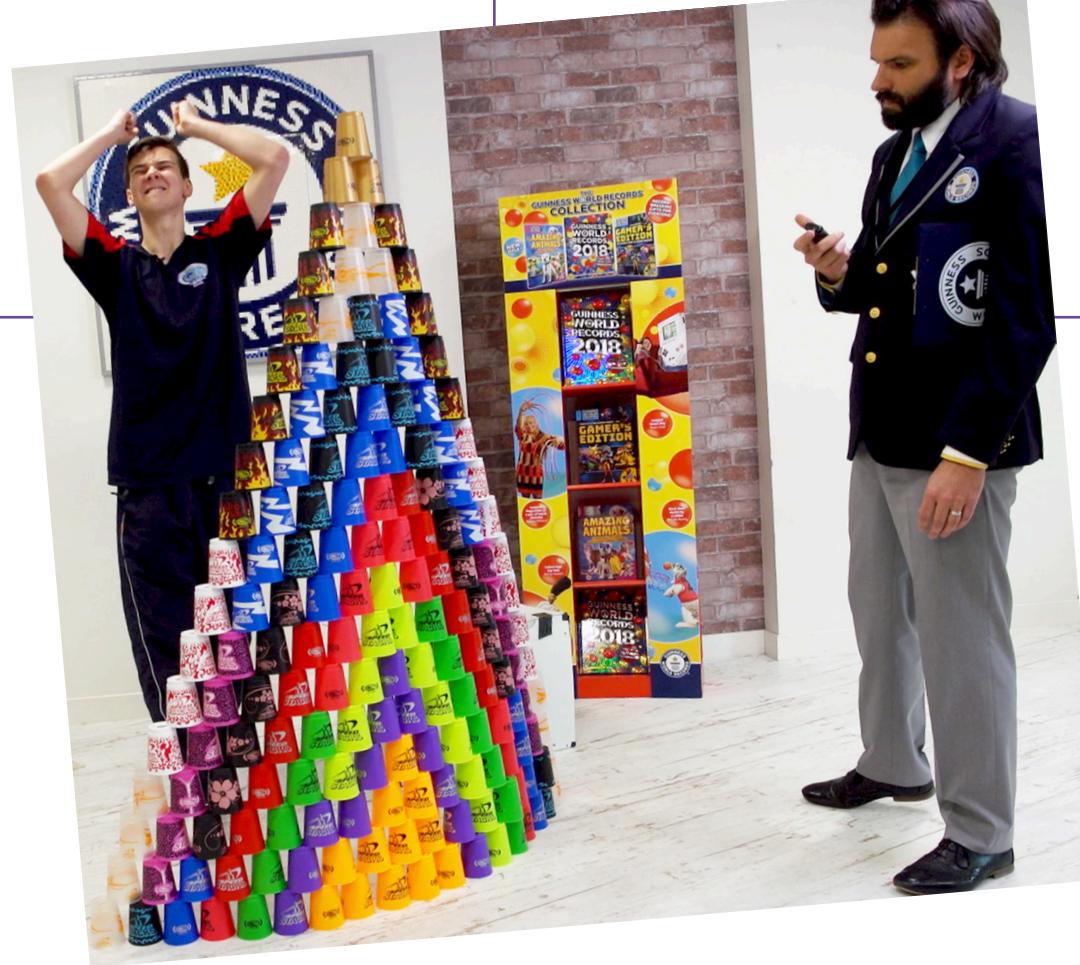


Exhibit Name	Big Idea	Visitor Experience
6.2 – Meet the Record Holders 2 (Video Nook) 6.2a Video Kiosk 6.2b Artifact (bubble wand)	<p>To provide a comfortable space for small groups of visitors to learn more about some of the amazing Guinness World Records titles, the record holders, and the stories behind the records.</p> <p>To awe visitors with a selection of bubble-blowing footage and introduce them to Guinness World Records bubble-blowing record breakers, and to showcase their strategies through video.</p> <p>To provide theming and context to display a Guinness World Records artifact – the largest bubble bottle with wand.</p>	<p>Choose a video and sit back and relax to learn more about Guinness World Records' bubble-blowing record holders, the records they hold, and how their feats and achievements make them scientifically amazing!</p> <p>Be mesmerized by beautiful bubbles. Watch Guinness World Records title holders break a variety of bubble records.</p>
6.3 – Officially Amazing! (Photo Op)	<p>To provide visitors with a fun photo opportunity visualizing themselves as a Guinness World Records record breaker using their own cameras.</p> <p>To provide visitors with an assortment of certificates to choose from, including one to recognize their participation in the contributory record at exhibit 2.6a.</p>	<p>Take home a photographic memento of your fun and fabulous time in <i>The Science of Guinness World Records</i>.</p>  <p>Feel like a record holder while posing with framed Guinness World Records certificates in front of a cheering crowd. Share your photo on social media.</p>



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