

PUBLIC RELATIONS

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**WORLD PREMIERE *DISNEY100: THE EXHIBITION* INTRODUCES NEW  
KID-FRIENDLY INTERACTIVE ELEMENTS TO LAUNCH THE SUMMER SEASON**

Including Photo Ops Inspired by Walt Disney Animation Studios' *Cinderella* (1950) and Disney and Pixar's *The Incredibles* (2004), plus a Flip-Style Observation Game

[PRESS KIT: PHOTOS](#)

**Philadelphia, PA (June 14, 2023)** – To mark the start of the summer season, *Disney100: The Exhibition* has introduced new kid-friendly interactive elements to the world premiere exhibition at The Franklin Institute through August 27, 2023.

After catching a glimpse of the iconic glass slipper from the 2015 live-action film *Cinderella* on display, guests can capture enchanting photos with Cinderella's beloved Fairy Godmother from the 1950 animated classic. As guests continue to explore the exhibition, they will discover an opportunity to see how their height stacks up to that of Violet, Dash, Jack-Jack, Elastigirl, and Mr. Incredible from the 2004 animated superhero film, *The Incredibles*. Also new, is a fact-filled observation game located throughout the exhibition, offering kid-friendly tidbits about objects found in each gallery.

*Disney100: The Exhibition* invites guests to step into some of their favorite Disney stories across ten galleries throughout a 15,000-square-foot exhibit space featuring innovative technology. The Walt Disney Archives spent the past five years curating a collection of more than 250 works of art, artifacts, models, and drawing reproductions, plus costumes, props, and other memorabilia for the exhibition celebrating 100 years of The Walt Disney Company.

Photos of the newly introduced elements: [PRESS KIT: PHOTOS](#)

*Disney100: The Exhibition* runs through August 27, 2023. Tickets are timed and dated, and advance ticket purchase is strongly recommended. For information on purchasing tickets, please visit [www.fi.edu](http://www.fi.edu).

*Disney100: The Exhibition* is created and curated by the Walt Disney Archives and Semmel Exhibitions. The Franklin Institute is proud to present and play host to the world premiere of *Disney100: The Exhibition* in the Nicholas and Athena Karabots Pavilion and the Mandell Center. PECO, the Premier Corporate Partner of The Franklin Institute, is the Local Presenting Sponsor of the exhibition, and PNC is the Associate Sponsor.

**About The Franklin Institute**

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in science and technology learning and a dynamic center of activity. As Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering access to hands-on science education. For more information, visit [www.fi.edu](http://www.fi.edu).

**About the Walt Disney Archives**

For more than 50 years, the Walt Disney Archives has carefully safeguarded the most treasured items from The Walt Disney Company's history, including original scripts, movie props and costumes, Walt Disney's correspondence and script notes, theme park artifacts, merchandise, millions of archival photographs, and many of Walt's personal effects. Founded by Disney Legend Dave Smith in 1970, the Walt Disney Archives is a vital resource for every part of

Disney, as well as an important research center for Disney scholars, researchers, and writers. The Archives also shares its countless pieces with Disney fans everywhere through its exhibitions and close association with D23: The Official Disney Fan Club.

**For the Walt Disney Archives:**

Denise Horn

The Walt Disney Company

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**About Semmel Exhibitions**

Semmel Exhibitions creates exhibitions, which travel worldwide, and hosts international exhibitions in Germany, Austria, and German-speaking Switzerland. Semmel Exhibitions is a division of Semmel Concerts Entertainment, the large German live entertainment producer. Since Semmel Exhibitions started touring its exhibitions TUTANKHAMUN – HIS TOMB AND HIS TREASURES; THE DISCOVERY OF KING TUT; and most recently, MARVEL: UNIVERSE OF SUPER HEROES and SPIDER-MAN: BEYOND AMAZING – THE EXHIBITION, they have reached an audience of more than seven million people worldwide and built a strong international network within museums, science centers, cultural venues, and the creative industries. More information at [semmel-exhibitions.com](http://semmel-exhibitions.com).