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THE NATIONALLY-RECOGNIZED AND AWARD-WINNING
NICHOLAS AND ATHENA KARABOTS PAVILION
CELEBRATES LANDMARK FIRST YEAR

PAVILION RECEIVES LEED CERTIFICATION
YOUR BRAIN HONORED WITH NATIONAL EXCELLENCE IN EXHIBITION AWARD

PHILADELPHIA July 1, 2015 — The Nicholas and Athena Karabots Pavilion, the largest and most significant expansion in the history of The Franklin Institute, marks its first year with significant national recognition and accolades— including LEED Silver Certification and the prestigious American Alliance of Museums (AAM) Excellence in Exhibition Award for Your Brain. Complete with a rain garden, the Perelman Shimmer Wall kinetic sculpture, a climate-controlled traveling exhibition gallery, a state-of -the-art conference center, an expansive education center, and the award-winning permanent exhibition Your Brain—the 53,000-square-foot, $41 million dollar addition named in honor of lead donors Nicholas and Athena Karabots, has transformed The Franklin Institute since opening its doors in June 2014.

The Nicholas and Athena Karabots Pavilion and the Your Brain exhibition has been honored and recognized in year one with the following:

- Your Brain, American Association of Museums Excellence in Exhibition Award
- Award of Merit, Illuminating Engineering Society
- Honor Award, American Institute of Architects, Philadelphia Chapter
- Project of the Year, ACE (Architecture • Construction • Engineering) Mentor Program
- Certified LEED Silver, United States Green Building Council

“The Nicholas and Athena Karabots Pavilion has opened the doors to some incredibly wonderful opportunities this first year, and to realize the many ways in which The Franklin Institute can continue to inspire and reach even more people is very exciting,” explains Larry Dubinski, President and CEO of The Franklin Institute. “From top to bottom, inside and out—so many aspects of the Pavilion have been recognized and praised. We are thrilled with the success of year one and continue to be grateful to Nicholas and Athena Karabots for their vision and generosity.”

Recognized as one of only four national winners by the American Alliance of Museums, The Franklin Institute is the recipient of the 27th Annual AAM Excellence in Exhibition Competition for Your Brain. The award recognizes exhibitions nationwide for overall excellence and innovation in content and design. The successful approach by The Franklin Institute’s own exhibit development team of taking the extremely dense subject
matter of neuroscience and making it accessible through a balanced use of interactives is the major driving force behind the award.

With over 70 interactive experiences, including the ability to touch real brain specimens and climb a two-story neural structure, Your Brain is the centerpiece of The Nicholas and Athena Karabots Pavilion. Sponsored by Teva Pharmaceuticals and housed in the Frank Baldino, Jr. Gallery, it is the largest permanent exhibit in the country dedicated to the most complex organ in our bodies. The exhibition has helped thousands of visitors understand that the brain and the nervous system underlie all human behavior, and appreciate that the brain is always changing. Research compiled throughout the year has indicated that Your Brain has quickly become the highest-rated permanent exhibition in the museum (4.4 out of 5), and the 45-minute exhibit dwell time is more than double that of all other exhibits. Throughout the year, Your Brain has catalyzed an ongoing dialogue in the greater Philadelphia region about brain science. Existing programs like the Philadelphia Science Festival have used Your Brain as a starting point for connecting world-renowned researchers with an interested public audience. From increased community partnerships and monthly public conversations at The Franklin Institute with top brain experts, to street teams conducting short brain-related activities—the exhibit has effectively become a platform from which to engage and inspire all.

The Karabots Pavilion was designed with a goal of achieving Leadership in Energy & Environmental Design, or LEED Silver rating, and incorporates several sustainable design choices, including a publically viewable street-level rain garden to capture storm water and the use of low-flow fixtures to reduce water use by 52 percent. Additional green practices include the use of certified wood, low-emitting adhesives, sealants, paints, composite wood and agrifiber during construction, as well as the use of recycled materials in 24% of the building supplies. The Pavilion was designed by SaylorGregg Architects and constructed by Skanska USA.

The climate-controlled traveling exhibit gallery on the third floor of the Pavilion has allowed The Franklin Institute to attract larger, more complex world-class traveling exhibits, including those that require precise climate control capabilities to preserve priceless artifacts, such as the upcoming Vatican Splendors. The highly-advanced education center has increased student capacity and provided the opportunity for The Franklin Institute to expand upon its existing cluster of educational youth programs which are aimed at providing access to underserved students, critical to the mission of The Franklin Institute and the vision of Nicholas and Athena Karabots.

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About The Franklin Institute
Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. Pennsylvania’s most visited museum, it is dedicated to creating a passion for learning about science and technology by offering access to hands-on science education. For more information, visit www.fi.edu.