BLOCKBUSTER EXHIBITION
~ THE ART OF THE BRICK ~
EXTENDED BY POPULAR DEMAND
EXHIBIT CLOSES OCTOBER 4

Philadelphia August 6, 2015—The Franklin Institute has announced the blockbuster exhibition *The Art of the Brick* has been extended four weeks due to overwhelming popularity and demand. The critically-acclaimed exhibit, which has seen record-breaking crowds since debuting in February, is now open through October 4, 2015. The exhibit has been a consistent draw for Philadelphians, tourists, and media for months-igniting glowing reviews and positive praise. By exhibit close, *The Art of the Brick* will land among the top four all-time popular and successful traveling exhibits in the history of The Franklin Institute—sharing in the company of *King Tut, Body Worlds, Titanic* and *Star Wars*.

“The overwhelming response to *The Art of the Brick* in Philadelphia has been incredible,” said Larry Dubinski, President and CEO of The Franklin Institute. “In addition to the pure appeal of the exhibit, our regular themed programming has added to the widespread excitement of *The Art of the Brick* and sparked a creativity and curiosity among so many of our visitors—extending the run was simply a must-do.” Dubinski adds, “This Fall will be an extraordinary time at the museum, having the ability to offer three completely different but equally compelling traveling exhibitions is an exciting first for The Franklin Institute.”

With the extension of *The Art of the Brick*, the museum will now offer three concurrent traveling exhibitions to visitors this fall—a first for The Franklin Institute. Opening September 19, one week prior to the historic Papal Visit, *Vatican Splendors* makes its East Coast debut at The Franklin Institute. The exhibition explores the historical and cultural impact of the Vatican over the span of 2,000 years through significantly relevant objects straight from the Vatican—many of which have never before have never before been on public view at the Vatican. Through January 3, visitors can journey into the legendary empire of one of the greatest conquerors of all time in *Genghis Khan: Bring the Legend to Life.*
PUBLIC RELATIONS

The historic exhibition features more than 200 stunning artifacts that provide in-depth insight into the renowned conqueror who was both an enlightened ruler and a ruthless warrior.

*The Art of the Brick* is the world’s largest display of LEGO® brick art featuring more than 100 works of art by contemporary artist Nathan Sawaya. **Popular highlights** include re-imagined versions of the world's most celebrated art masterpieces such as Van Gogh's *Starry Night* and Da Vinci's *Mona Lisa*; a gallery showcasing an innovative, multimedia collection of LEGO® brick infused photography produced in tandem with award-winning photographer Dean West; a 20-foot long T-Rex dinosaur made from 80,000 bricks; and a Philadelphia-exclusive LEGO® brick Liberty Bell which will remain at The Franklin Institute following the run of the exhibition. *Ben’s Brick House*, the complementary build-and-play LEGO® brick area, has also been a smashing success as an added, hands-on extension of the exhibition. Special programming for *The Art of the Brick* continues this weekend (Saturday, August 8) with **Superhero Day**. Visitors can meet classic favorites such as Batman, Robin, Superman and Wonder Woman, and vote for their favorite superhero LEGO® brick creation.

*Tweet this! EXHIBIT EXTENDED:* Due to popular demand #TheArtOfTheBrick has been extended through October 4 @TheFranklin! #LEGO [http://bit.ly/1e2rLTW](http://bit.ly/1e2rLTW)

**NOTE TO EDITORS:** Hi-res images are available at [https://www.fi.edu/press-room/presskits](https://www.fi.edu/press-room/presskits)
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