



PUBLIC RELATIONS

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The Franklin Institute Reopens Wednesday, July 8
Enhanced Safety and Cleaning Measures • Reduced Capacity • Advance Tickets Required
Limited hours • A Modified Museum Experience
The Philadelphia Premiere of The Presidents by Madame Tussauds

Philadelphia, PA July 1, 2020 — The Franklin Institute will reopen to the public on **Wednesday, July 8**, with a modified museum experience designed to celebrate science in a safe and welcoming environment.

The extensive reopening plan allows the museum to welcome visitors back in a reduced capacity with limited hours, physical distancing practices, and significantly enhanced cleaning and safety measures in place. Guided by recommendations from government officials and public health agencies, the reopening standards were developed to safeguard the health and safety of both our guests and our staff, the highest priority of The Franklin Institute.

“We have been carefully preparing for reopening since the moment our doors closed on March 13, and the entire Franklin Institute is ready to welcome guests in a thoughtful and meaningful way,” said **Larry Dubinski, President and CEO of The Franklin Institute**. “We are taking a careful and controlled approach to our reopening and have customized the guest experience to continue to deliver engaging science experiences while ensuring we operate safely and responsibly.”

Enhanced Cleaning Protocols

Along with reduced capacity and hourly timed tickets that support physical distancing, other health and safety initiatives include the requirement of appropriate face coverings and no-touch temperature taking for all staff and guests ages three and up. Advance online tickets are required for both members and guests to minimize onsite contact at the ticketing counter and will be available with no added fees beginning today at fi.edu.

Enhanced cleaning methods and **building modifications** involve the placement of antimicrobial films and protective coatings on high-touch surfaces where possible and the removal of unnecessary touchpoints and exhibitry for cleanliness and ease of visitor flow. Exhibit galleries and public areas will be disinfected multiple times throughout the day and will have an increased presence of hand sanitizer stations and disinfecting wipes for visitor use. Informational signage, distance markings, and hygiene screens are in place, and modifications have been made to office areas for increased staff safety. Outside air will permeate through the ventilation system, and 20,000 square feet of outdoor space will be open for casual seating.

The museum will be closed on Mondays and Tuesdays, to allow for deep cleaning and disinfecting, and open Wednesday through Sunday from 10:00 AM-6:00 PM. These measures are temporary and will evolve as necessary.

New Special Exhibit

The reopening brings the debut of **The Presidents by Madame Tussauds**, a famously-fun exhibit that puts guests up close and personal with life-size wax figures of every American president, plus seven significant historical figures, including Ben Franklin, Rosa Parks, Malcolm X, and Michelle Obama.

From the inspirational to the more provocative, guests can pose with 56 incredibly lifelike, finely detailed figures in iconic settings with detailed graphics and select props that bring photos vividly to life. They can transport back in time to stand with Martin Luther King, Jr. in front of the Lincoln Memorial and visit with Frederick Douglass in his library. They will take a journey through American history and learn the highs and lows that define each president and the broad trends in technology and society throughout each era. Finally, they will relive the trials and triumphs that set our nation apart and be inspired to help shape our future with their voice and their vote.

“This is a uniquely interactive and immersive experience that is also very relevant and timely. It shines an interesting spotlight on the presidents, adds a layer of science and technology influence, and hopes to leave visitors thinking about how their voice can impact our future come November,” **said Dubinski.** “It’s at The Franklin Institute, so visitors can expect a very high level of experiential fun, as well, which makes it an ideal exhibit for this summer.”

Modified Museum Experience

Although the **new general museum experience** will be slightly modified, visitors will find much of the core Franklin Institute experience remains unchanged and even enhanced with added layers of science engagement that allow the guest interactions with interpreters, educators, curatorial team members, and staff scientists to take center stage.

“This will be an experience that visitors can tailor based on their interests and comfort level,” said **Abby Bysshe, Vice President of Experiences.** “Guests can explore exhibit galleries at their own pace, see a show in the Planetarium, and choose from a selection of enhanced experiences led by our science and education teams—they can experience everything or some things. The most important part is that our doors are open, and our science team will be active on the museum floor, eager to make meaningful connections with visitors in an entirely new way.”

Beginning July 8, the following experiences and exhibits will be available daily during museum hours:

AVAILABLE EXHIBITS AND EXPERIENCES

All-New Special Exhibit: The Presidents by Madame Tussauds (\$7 upcharge)

First and second floor exhibits including The Giant Heart, Electricity, Your Brain, Train Factory, Changing Earth, Amazing Machine, and Space Command.

Hourly Planetarium Shows.

Hourly Live Science Shows, including Liquid Air Show and Science of Combustion, performed from the PECO Live Science Stage in the Atrium.

Live dissections will take place in The Giant Heart exhibit, projected on the wall for ease of viewing.

Science interpreters roam the exhibit galleries, offering science insight, curatorial highlights, and a deeper exhibit engagement.

Tech experts discuss 3D printing innovations that have emerged during the pandemic, showing examples of face shield visor bands produced from home and deployed to local health care workers.

20,000 Square Feet of Outdoor Space for Casual Seating.

Sci-Store

EXPERIENCES CURRENTLY UNAVAILABLE

Some exhibitions and other high-touch components will remain temporarily closed, including Air Show, SportZone, Tech Studio, Sir Isaac's Loft, Observatory, and the IMAX® Theater.

Ticketing Information

General museum admission is \$23 for Adults, \$19 for Children (3+).

The Presidents by Madame Tussauds is a \$7 upcharge to the general museum admission ticket.

Hours are Wednesday through Sunday, 10:00 a.m. – 6:00 p.m.; last entry at 4:00 p.m.

Advance tickets are required with no fees at fi.edu or 215.448.1200.

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. 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.