



PUBLIC RELATIONS

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BRICKLIVE THE SECRET LIFE OF BUGS

TWO NEW EXPERIENCES TO WOW AUDIENCES THIS SPRING - SUMMER

Tickets Now on Sale!

Philadelphia, PA February 18, 2020—This spring, the Franklin Institute presents two new immersive, family-friendly experiences—one exploring the magical brilliance of bugs through bold, ultra-detailed, larger-than-life models, and one that invites visitors to explore the world of creativity and play using LEGO® bricks.

BRICKLIVE, a highly-interactive pop-up experience featuring **4 million bricks** across immersive brick pits, themed specialist build zones, and expertly-sculpted animal creations debuts May 2, for a limited-time five-week run. **(May 2-June 5)**

Imagine if the planet's smallest geniuses could share their biggest secrets. Beginning June 6, the Franklin Institute hosts the newly-created science exhibition **The Secret Life of Bugs**, a high-impact look inside the genius of four extraordinary insects, designed and built by Weta Workshop (*best known for their award-winning design and physical effects on The Lord of the Rings, King Kong, Avatar and The Hobbit*) and Te Papa, New Zealand's world-famous museum. **(June 6, 2020 - January 3, 2021)**

BRICKLIVE

From the mega fan to the occasional creator, fans of all ages are invited to celebrate the popularity and creativity of the beloved LEGO® brick. The 13,000 square-foot pop-up adventure allows future architects and engineers an opportunity to sculpt the ultimate skyscraper and create their own 3D or intergalactic adventure in **themed build zones** featuring specialist bricks, including **Star Wars, Minecraft, and Architecture**.

Fans can build a race car and test its speed on the road to victory in the **Race Ramp zone**, create a house, plane or even a fire station in the **City Builder zone**, and immerse themselves in 250,000 bricks that fill the **brick pits** in the free-build zone—with a DUPLO® pit for younger builders. Finally, guests will embark on a **brick-built safari** to encounter a world of epic animal masterpieces created by expert builders—from a 1.5-ton brick elephant to a 10-foot-tall Bengal tiger.

THE SECRET LIFE OF BUGS

Precision flight, swarm intelligence, mind control. What would the future look like if we could match the brilliance of bugs? Visitors are invited to step inside a bug's world, marvel at their talents, and learn from their adaptive genius through dramatic, ultra-detailed, over-the-top models of bugs, unique sensory experiences, and cutting-edge science in a hands-on lab environment with real specimens visiting from **The Insectarium** along with staff experts who, at

select times, will facilitate safe visitor interaction with insects including grasshoppers, millipedes, moth caterpillars, and tarantulas.

The exhibit is built around four immersive chambers, where visitors will experience the incredible talents of four extraordinary insects: **Orchid Mantis, Jewel Wasp, Dragonfly, Bees vs. Hornets**. Dozens of interactives offer guests the opportunity to test their abilities against those of bugs, practice bug brain surgery, or fly an origami butterfly in a wind tunnel. They can investigate relevant bug-inspired technologies—from robotics to synthetic silk, and discover how scientists around the world are applying bug genius to solve complex problems in medicine and technology.

“For 450 million years, bugs have been getting smarter. From brain surgery to teamwork to the power of flight – they really can do it all. Now they’re sharing their genius to help humans make the world a better place,” said **exhibition co-creator and Weta Workshop Co-founder and CEO, Sir Richard Taylor**.

The exhibition's Head of Design Ben Barraud says it is like no other. “This is a next-level experience with a huge wow factor. The exhibition is packed with fascinating science content, looking at how humans are adapting bug technology: from drones inspired by the humble housefly to spider venom being used to treat cancer.”

“Whether it’s the creativity and inspiration synonymous with LEGO® bricks or the fascination and scientific importance found in the secret lives of bugs, visitors of all ages will get excited about science and technology, and it’s relevance in our world—all while having a blast here at The Franklin Institute,” explains **Franklin Institute President and CEO Larry Dubinski**.

PECO, Premier Corporate Partner of The Franklin Institute, is the presenting sponsor of The Secret Life of Bugs, on view in The Mandell Center. **Liberty Coca-Cola** is the associate sponsor of The Secret Life of Bugs and presenting sponsor of BRICKLIVE, housed in the Nicholas and Athena Karabots Pavilion, Pepper Hall, and Patent Library.

TICKET INFORMATION

***Pricing applies to each individual experience: BRICKLIVE and The Secret Life of Bugs**

Daytime Tickets

Daily: 9:30am-5pm (last entry at 3:30pm)

Includes General Admission (access to all museum exhibits + one Fels Planetarium show)

Adults \$30.00; Children (ages 3-11) \$26.00

Member Pricing: Adults \$9.00; Children/Youth (ages 3-18) \$8.00

Evening Tickets

Thursday-Saturday: 5pm-7pm (last entry at 5:30pm)

Does *not* include General Admission.

Adults \$20.00; Children (ages 3-11) \$15.00

Members Pricing: Adults \$9.00; Children/Youth (ages 3-18) \$8.00

NOTE TO EDITORS: Hi-res images are available at <https://www.fi.edu/press-room/presskits>

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 by offering access to hands-on science education. For more information, visit www.fi.edu.