Designed with a clean, modern sensibility, “Identity” feels youthful and vibrant. The design plays between structure and organic shape; the relationship between parts to the whole; and human proportion. The design is simple, making it a place for our identities to show up and become central to the exhibit experience. Exhibit pieces are modular with a flexible floor plan. The shipping crates have castors for ease of installation. The exhibit is designed for 11 – 15 year-olds and their adult companions. Certain components also engage a younger audience.

Special Requirement: 12’ 9” minimum ceiling height.

SIZE:
3,500 or 5,000 square feet configuration

PRICE:
3,500 square feet: $90,000 plus inbound shipping ($30,000 deposit)
5,000 square feet: $145,000 plus inbound shipping ($45,000 deposit)

3 month venue

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OVERVIEW: “Identity: an Exhibition of You” challenges our notions of personal identity. The exhibit uses the familiar (our body, our thoughts, our relationships) to make connections with the scientific (our genes, our brains, our roles in society).

Your own identity is front and center while you learn about genetics and biological identity, cognitive sciences, psychology, and personality; and social science and racial/ethnic identity. Look at your own fingerprints, see your personality as a musical spectrum, investigate where your brain stores your identity, map your social connections, and throughout the exhibition, see yourself from new perspectives: your future self, your symmetrical self, and yourself as a new gender or ethnicity.
**PHYSICAL IDENTITY**

The Three of Me

You are one individual, but your identity is multi-dimensional. In this introduction to the exhibition, see your silhouettes filled with images related to the three areas of the exhibition: Physical, Psychological and Social Identity. All three make up the one and only you.

Fingerprints

Scan your fingerprints and compare them from hand to hand. Your identity is so unique that the fingerprints on your right hand don’t match your left! Find out whether you have whorl or loop or arch patterns on your fingertips.

Sibling Slots

Ever wonder how much DNA you share with your brother or sister? In this computer interactive “make babies” from a set of parents and see how closely their sets of DNA match. Make many sibings and compare how similar or alike the kids are.

Family Matchup

Try to match the kids with their parents. How easy is it to determine which kids belong to which parents? Can you tell by their looks or does knowing their DNA help? It may be trickier than you think.

Symmetrical Faces

Is your face really symmetrical? Take a picture and find out. While faces have a genetic component, over time environment can influence symmetry as well.

Your Future Self

Ever wonder what you will look like in 30 or 40 years? Age your future self over time and see the effects of UV exposure, smoking and eating habits. The choices you make today, impact your identity tomorrow.

**PSYCHOLOGICAL IDENTITY**

Is that Me?

Listen... does that voice sound like you? Are you the Curious-type? The Dreamer? The Organizer? In this introduction to Psychological Identity, choose one of 5 color-filled tubes and listen to a person engaged in a first-person narrative of what it is like to have a particular personality.

Introvert or Extrovert?

View positive images on a computer and rate your reaction to the images. The way you react to positive images relates to your personality. Extroverts find positive images more pleasant than introverts.

Wired or Relexed?

View negative images on a computer and rate your reaction to the image. The way you react to negative images relates to your personality. Wired personalities have a heightened reaction to negative images.

Traditionalist or innovator?

What was that smell? And was it pleasant or offensive? Different personality types react differently to new and unusual smells. Innovators find new smells (and new experiences) more attractive.

Listen to Your Personality

If your personality were a song, what would it be? In this open-ended art piece “hear” your personality: set the sliders to different positions and listen to the song played according to the settings based on five personality spectrums.

The Brain

Your brain plays a central role in expressing your identity. Touch a particular area of the brain and watch a video of a scientist discuss identity disorders related to that part of the brain. FMRI’s give a first-hand view into brain function.

Subway Rider

Ever watch people and wonder what they are thinking? In this classic people-watching scenario, see into the heads of different people as they react to a situation on the subway. The accompanying FMRI’s show the different ways people think.

Brain Chemicals

Stress getting to you? It may be in your genes! Turn the cranks and stress out two different people in this animated computer interactive and see how serotonin and its transporters affect the way they handle a stressful situation.

In the Womb

Using a spin browser, view two side-by-side videos of a male and female fetus growing in the womb. Are their brains developing the same way? Amazingly, differences between the male and female brains appear near the end of fetal development.

Male or Female Brain

How male or female is your brain? Take a series of computer tests and check out your abilities on the tasks presented. Your results are linked to the way your brain is structured – whether typically male or typically female.

**SOCIAL IDENTITY**

You and We

How do other people affect who you are? In this introduction to Social Identity, enter an interactive ‘dance floor’ where you are assigned a color. When a second person steps onto the dance floor, the space around them is defined as well. What happens as you move closer to another, how does your color react to theirs? What happens to your boundaries? When one person touches another, what happens?

Sociograms

Who in your life has helped shape your identity? Using a magnet board, construct the relationships (or Sociograms) you have with other people. Who is close to you? Are relationships one-way or two-way?

Who Do You Identify With?

Did you know that there is an automatic relationship you have with people? One that is underneath the conscious thinking we use everyday. Take an ‘implicit association’ computer test to see what groups you subconsciously identify with versus the ones you just say you identify with.

Who Are You Now?

Do you ever act differently around certain people? Play this guessing game. View a video of a person talking to a series of people off-camera and try to guess who he is talking to based on the way he speaks and presents himself.

Us Versus Them

How easy is it for you to identify with a new group? Take an implicit association computer test that arbitrarily assigns you to a particular group. Classify things associated with your group as well as a second group to which you don’t belong. Research shows that it doesn’t take much to quickly identify ourselves with a new group.

Is Your Ethnicity Important to You?

Answer a set of ten questions on a computer that evaluate the relevance of your ethnic identity. Compare your answers with others.

Who Shares Your Skin Color

Find your skin tone on a color wheel and see how the color matches with people from all over the world. The results are surprising. Skin color alone is a limited way of grouping people.

A New Group

Would you still be you if you were a different gender or a different ethnicity? Take your photo and morph it to find out. Do you still recognize yourself? Most of us strongly identify as male or female, or as part of an ethnic or racial group. Seeing yourself as part of another group reveals that we’re not so different after all.

Describe this Baby

You know you love to pinch their cheeks, but was that a boy or a girl? View four short video clips of babies and select words to describe them. Don’t give away the surprise ending, but we featured the same babies in both blue and pink. Social cues influenced your opinions.

Gender Biases

Take a rapid implicit association test designed to probe for gender bias. Using a computer, sort fields of study in sciences, fields of study in humanities, people that are male, and people that are female. Results tend to show a mental bias against associating women with science careers.

My Unique Identity

As a concluding experience, visit a reprise of “The Three of Me,” but this time add new patterns to your silhouettes based on questions about your unique identity. We are all physical, psychological and social beings, but we are each uniquely so.