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## **“Identity: An Exhibition of You” June 25 – September 25, 2011**

*We’re all made up of a thousand different stories – come discover yours!*

**SAN DIEGO, Calif., May 3, 2011** – The Reuben H. Fleet Science Center will introduce its newest traveling exhibition “**Identity: An Exhibition of You**” June 25 through September 25, 2011. Find out what makes you YOU! “Identity” explores the physical, psychological and social elements in your life that make you tick. Compare fingerprints, determine if you are an introvert or extrovert and view the differences between male and female brains. Hair color, sense of humor, friends – what are we really made of? Throughout this dynamic exhibition, you will be given the opportunity to consider how multidimensional you really are.

*“We’ve hosted traveling museum exhibitions for more than ten years, and are especially excited to launch the “Identity” exhibition here in San Diego,”* said Paul Siboroski, Reuben H. Fleet Science Center Exhibits Director. *“This exhibition features some of the latest scientific research on the topic of identity, and it’s being presented in an experience the whole family can take part in. Visitors will find that this is a very entertaining way to explore the science behind various concepts of individuality.”*

**Physical** – *“Why Do I Look Like I Do?”* – Start your journey by taking a new look at the most familiar aspect of identity: the physical self. Play the “Family Match-Up” game to find out who belongs in which family. Take a photo of your face to determine how symmetrical it is. Find out why people whose faces are more symmetrical are perceived as more attractive. Use an interactive computer to combine genes and find out why you may have more in common with your siblings than you thought. Age your face to see what your future self might look like and find out how the choices you make today can impact your identity tomorrow.

**Psychological** – *“Why Do I Think Like I Do?”* – Differences in your brain chemistry, brain structure, brain activity and even gender can impact how you think. Explore how smells tell you something about yourself, or “hear” your personality in an open-ended musical piece designed

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by an Emmy Award-winning musician. “Touch” the brain and activate an interactive exhibit that explains what purpose each part of the brain serves – and what happens to your identity when something goes wrong. Learn about how gender influences your brain, beginning in the womb.

***Social Identity*** – “How Do Others Influence Who I Am?” Step onto a “dance floor” to take part in a playful group experience about personal space. Discover what kinds of groups you identify with and challenge your assumptions about what people are really like. Match your skin color to a shade on the color wheel then spin the “Who Shares Your Skin” wheel to see who else in the world shares your skin color. Use digital photography to see what you’d look like as a member of the opposite sex or a different race. Take a “rapid implicit association test” designed to probe for biases or find out if you are a science or humanity person. The answers may surprise you!

*Identity* was developed by The Franklin Institute for the Science Museum Exhibit Collaborative. Content was developed in partnership with a number of scientific community leaders including, Mahzarin R. Banaji, Ph.D., Professor of Psychology, Harvard University, Turhan Canli, Ph.D., Professor of Psychology, SUNY Stony Brook, Ruben C. Gur, Ph.D., Professor, Departments of Psychiatry, Radiology & Neurology, Director, Brain Behavior Center, University of Pennsylvania Medical Center, Julian Keenan, Ph.D., Director of the Cognitive Neuroimaging Laboratory, Montclair State University, Jean S. Phinney, Ph.D., Department of Psychology, California State University, Los Angeles and Clara Rodriguez, Ph.D., Professor of Sociology and Anthropology at Fordham University. “Identity” will be on view at the Reuben H. Fleet Science Center in Balboa Park from June 25, 2011 through September 25, 2011.

### **About the Reuben H. Fleet Science Center**

The Reuben H. Fleet Science Center (“the Fleet”) is home to Southern California’s only IMAX® Dome Theater and 100+ hands-on science exhibits for all ages. Watch immersive giant-screen films in the Eugene Heikoff and Marilyn Jacobs Heikoff Dome theater. Experience seven galleries of fun, interactive exhibits, including major traveling exhibitions. A new hurricane simulator thrills visitors with gusts of wind up to 80 miles per hour. Located at 1875 El Prado, the Fleet Science Center is a non-profit organization dedicated to furthering the public understanding and enjoyment of science and technology. For information regarding current admission prices, please call (619) 238-1233 or visit our website at [www.rhfleet.org](http://www.rhfleet.org).

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