



EXHIBIT BRIEF

Developed in partnership with



ABOUT WILD WEATHER



Science North is pleased to present the highly interactive and entertaining traveling exhibition *Wild Weather*, developed and produced by Science North, in partnership with the Ontario Science Centre.

ABOUT THE EXHIBITION

Severe weather is a powerful and unpredictable force that causes great damage to communities, infrastructure and lives. This 3,000 square-foot traveling exhibition is designed to immerse and engage visitors in the science of severe weather.

Visitors are given unique opportunities to experience severe weather: they will witness the destruction of tornadoes, follow turbulent cloud formations and lightning strikes, and meet a researcher studying the force of wind in the lab. Through *Wild Weather's* unique experiences, visitors will discover how technologies and scientific discoveries are improving our ability to forecast severe weather and prepare for future climate changes.

Wild Weather is divided into key theme areas, each with its own mix of experiments, challenges, models, computer interactives, multimedia experiences, and full-scale images. Visitors are invited to delve into the science behind some of the world's most severe weather phenomena: tornadoes, thunderstorms, hurricanes and heat waves.

The goals of the Wild Weather exhibition are to:

- provide an engaging, immersive, and entertaining experience for visitors to explore severe weather, its power and its unpredictability.
- increase visitors understanding of the science behind severe weather, its connection to the world's changing climate, the emerging technologies and forecasting techniques.
- showcase the stories of people who are working to better understand severe weather events in order to improve our ability to predict and mitigate the impacts of severe weather, and prepare for future conditions as our climate changes.

AUDIENCES

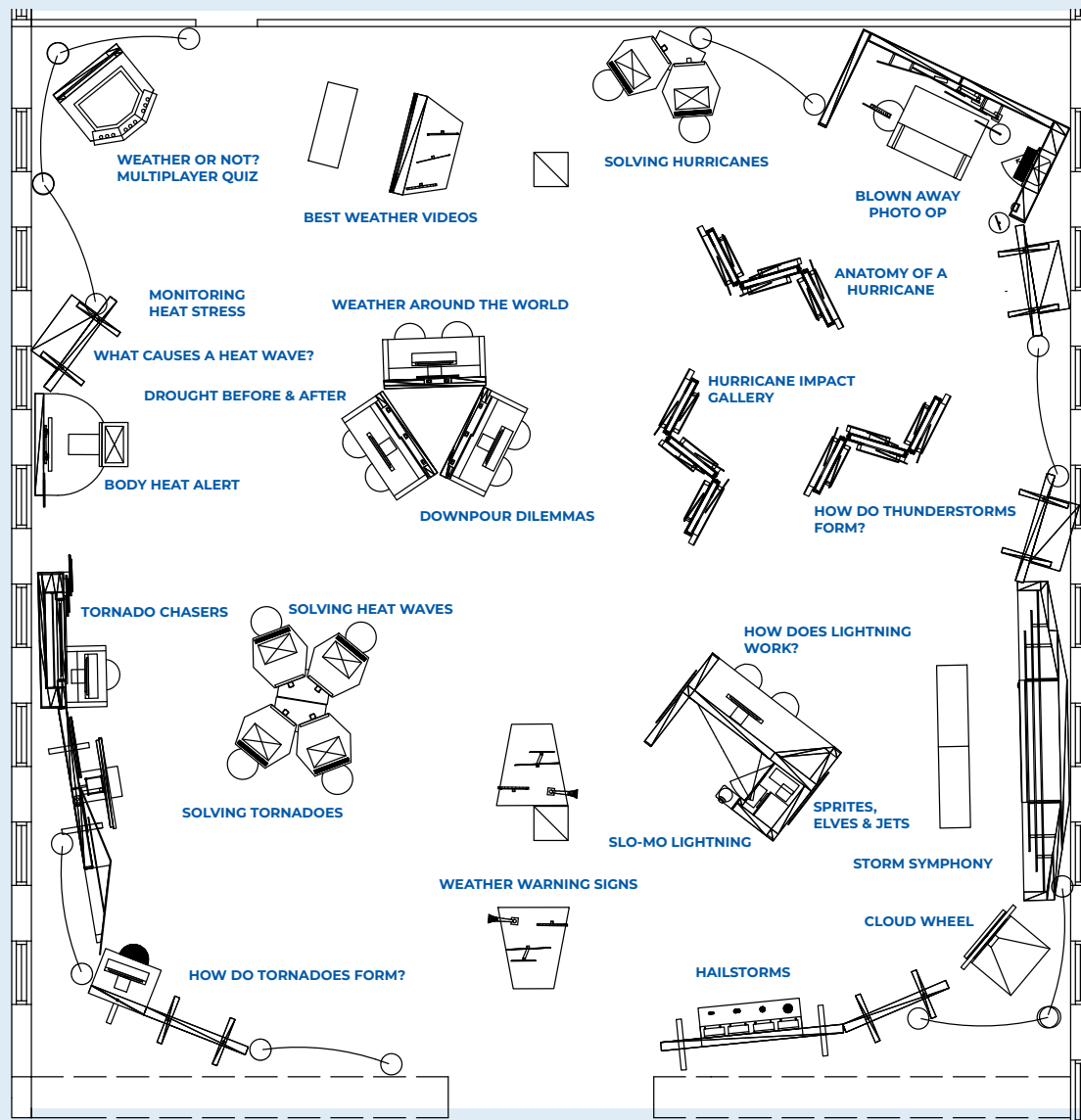
- Teens and young adults
- Adults
- School groups
- Photographers
- Meteorologists
- Youth groups
- Seniors groups

EDUCATIONAL THEMES

- Climate change
- Meteorology
- Climatology
- Science
- Technology

ADDITIONAL RESOURCES AVAILABLE

- Interpretive Plan
- Marketing & Brand Guide
- Educational Guide



SAMPLE FLOOR PLAN

3,000 square feet



WILD WEATHER

ATTENTION
WHEN
LIGHTNING
IS VISIBLE*
YOU MUST
EXIT
THE POOL
* SEE ALL INFORMATION ON SIGNS

HEAT KILLS
DON'T LEAVE CHILDREN
IN PARKED VEHICLES

TORM SHELTER

**WHEN
FLOODED
TURN AROUND
DON'T
GO BACK**

CAUTION

ICY SURFACE

**FREEZE
WARNING**

LET FAUCETS DRIP
OPEN CABINET DOORS
UNDER SINK
SET HEAT AT 65°F

How Do Tornadoes Form?

Solving
Storms

SEVERE HEAT

ZONE A *TORNADOES*



Tornadoes are among our planet's most unpredictable form of weather.

Use technology to track tornadoes, and discover the inner-workings of this fierce form of weather.

Spectacular large images of tornadoes add to the immersive feel of the zone.



ZONE B

SEVERE THUNDERSTORMS



From a light roll to a loud clap of thunder, experience the sights and sounds of a thunderstorm without getting wet. Get “struck” by lightning in slow motion and discover how lightning forms.

Examine the amazing convective power of thunderstorms and examine how damaging winds, hail and heavy rain contribute to a severe thunderstorm’s ferocity.

Images of supercells, anvil clouds and lightning strikes surround you.



ZONE C HURRICANES



Hurricanes produce destructive winds, heavy rainfall with flooding, and damaging storm surges that can inundate coastal areas.

Examine the destructive power of hurricanes, while discovering how these storms form and are forecasted.

Play the role of forecaster, and determine the path and strength of an incoming hurricane.



ZONE D SEVERE HEAT



Heat waves are the deadliest form of severe weather.

Discover how heat waves form and their connection to our changing climate.

Experiment to see how activity level, hydration and shelter from the sun can affect a person during a heat wave.

Explore drought on our planet and see its dramatic effects on our water and landscape.



ZONE E *EXIT EXPERIENCES*



Check out these warning signs and realize the impact of severe weather on everyday life.

Step into the scene of a hurricane and pretend to get “blown away”! Be sure to send your photo out on social media!

Explore a map of the world to discover the amazing and unique weather phenomenon from around the globe (e.g. fires in Australia, monsoons in Mumbai, searing heat in Iraq).





ABOUT SCIENCE NORTH SALES

For more than 30 years, Science North has taken its experiences far and wide, venturing beyond Northern Ontario to reach audiences around the globe. Our exhibitions have captivated more than 11 million visitors in eight countries!

Science North stands out for its uniquely science-based exhibit experiences. Our exhibits are crafted around engaging educational themes, are highly interactive, and built to last.



11+ million international exhibition visitors



8 countries

170+
venues



30 years of experience



20 exhibitions activated



If you have any questions about *Wild Weather* or any of Science North's traveling exhibitions, permanent experiences or services, please contact us at:

sales@sciencenorth.ca or 705.523.3189



sales.sciencenorth.ca

100 Ramsey Lake Road, Sudbury, Ontario, Canada P3E 5S9

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