

## ***BODY WORLDS 3 OPENS AT THE LEONARDO***

***--Major traveling exhibition on display at science, art center through mid-January***

SALT LAKE CITY, Sept. 19, 2008—*Gunther von Hagens' BODY WORLDS 3 & The Story of the Heart*, the world's most successful traveling exhibit, opened today at The Leonardo in downtown Salt Lake City Friday.

Presented by University Health Care, *BODY WORLDS 3* will span almost 20,000 square feet and includes more than 200 specimens. Over 25 million visitors in 47 cities across Asia, Europe, and North America have seen *BODY WORLDS* since its debut in Japan in 1995.

*BODY WORLDS* is presented by University Health Care. Major partners include Zions Bank and Merit Medical.

“We are honored to host *BODY WORLDS* and look forward to welcoming the people of this state and region to The Leonardo,” said Executive Director Peter Giles. “This exhibition embodies The Leonardo mission of fusing science, technology and the arts to ways that inspire human creativity and innovation. Nowhere in the world could we have found an exhibition that delivers on this promise as well as *BODY WORLDS*.”

“We are thrilled to present the *BODY WORLDS* experience in Salt Lake City,” said Dee S. Brewer, assistant vice president of marketing for University Health Care, the exhibit's presenting partner. “This unique exhibit is a fantastic opportunity to observe the intricate systems at work inside each of us. We believe Body Worlds visitors will leave inspired with a greater appreciation and respect for their bodies.”

### **Hours**

*BODY WORLDS 3* will be open Sunday through Thursday 10 a.m. to 5 p.m., and Friday and Saturday from 10 a.m. to 7 p.m. Special holiday hours apply on Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve and New Year's Day. Hours are subject to change at The Leonardo's discretion. Please check this website prior to your visit for the most up-to-date information.

### **Resources**

Family, educators and student guides are available for download at [www.theleonardo.org](http://www.theleonardo.org). Educators wishing to book field trips should call 801/220-1100. Spanish language parent, educator and student guides are also available for download

### **Tickets and Special Promotions**

Tickets for *BODY WORLDS 3* at The Leonardo are on sale now. You can purchase tickets by visiting [www.theleonardo.org](http://www.theleonardo.org), or by calling 1-888-695-0888. Admission prices are \$22.00 for adults (ages 19-64); \$19.50 for seniors (65+) and students with ID; and \$16.00 for children 3 to 18. Special rates for schools and other groups of 12 or more apply.

### **About the Exhibition**

*BODY WORLDS 3 & The Story of the Heart* is organized according to the major systems of the body, including the locomotive, nervous, reproductive, digestive and cardiovascular systems. The exhibit also features a special presentation on the heart, revealing through the lenses of anatomy, cardiology, psychology and culture how this four-chambered muscle nourishes, regulates and sustains life. Through the life-like and dramatic poses of full-body specimens and

detailed presentation of organs and body parts, guests gain profound insights into the structure and function of healthy and unhealthy bodies.

*BODY WORLDS 3* specimens, both organs and whole-bodies, have undergone Plastination—von Hagens’ groundbreaking method of halting decomposition and preserving the body after death for medical study, which he invented in 1977. During Plastination, all bodily fluids and soluble fats are replaced with reactive resins and elastomers such as silicon rubber and epoxy, through a vacuum process. After gas, heat, or light curing, the specimens assume rigidity and permanence. “The purpose of Plastination from its very inception was a scientific one, to educate medical students,” said Dr. Gunther von Hagens. “But the interest that laypeople had in the plastinated specimens inspired me to think of creating public exhibitions, which was followed by the realization that I had to offer a heightened sense of aesthetics, to avoid shocking the public and to capture their imagination.”

The striking whole-body plastinates in *BODY WORLDS 3*—people who in their lifetimes donated their bodies for Plastination for the express purpose of educating future generations about health—allow viewers to see inside the staggeringly complex and interconnected network of muscles, tendons and blood vessels that make up our bodies.

"*BODY WORLDS 3* is a collaboration, a joint quest towards enlightenment between donor, anatomist, and visitor," said Dr. von Hagens.

For more information about the exhibit, buying tickets, planning your visit, volunteer activities, field trips, private events and group sales, please visit [www.theleonardo.org](http://www.theleonardo.org).

### **About The Leonardo**

The Leonardo is an educational center fusing science, technology, and the arts in experiences that inspire human potential for creativity and innovation.

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To download an electronic version of the media kit, visit [www.theleonardo.org/bodyworlds/news-media](http://www.theleonardo.org/bodyworlds/news-media).

### **CONTACTS**

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