



Museum of Nature and Science

FOR IMMEDIATE RELEASE

PEROT MUSEUM OF NATURE AND SCIENCE DEBUTS REIMAGINED *TEXAS INSTRUMENTS ENGINEERING AND INNOVATION HALL*, THANKS TO \$1.3 MILLION GIFT FROM TEXAS INSTRUMENTS FOUNDATION

Updated 4,500-square-foot-space marks the Museum's latest hall to undergo renovations in its continued commitment to inspire the future STEM workforce through fresh and innovative content; highlights include a new CHALLENGE Lab, mechanical art, hands-on robot stations, giant music sequencer and a floor-to-ceiling wind tube experience

DALLAS (Oct. 22, 2019) – One of the Perot Museum of Nature and Science's most popular and bustling halls, the ***Texas Instruments Engineering and Innovation Hall*** will have a bright new look when it reopens Nov. 12, much to the delight of tinkerers, engineering enthusiasts and fun seekers everywhere. Funded by a \$1.3 million gift from the Texas Instruments Foundation, the hall will feature new curiosity-quenching interactives, offering a highly engaging experience for all ages to get their gears in motion and connect with the worlds of engineering and innovation. From a new engineering challenge lab, sleek robotics centers and music coding to wind tubes and a crank-able mechanical sculpture, the bilingual hall (presented in English and Spanish) will showcase science that makes the world tick. Note: The exhibit hall will open to Museum members and active-duty members and veterans of the US military and first responders Nov. 10-11 (Nov. 11 is Veterans Day).

The new hall's expanded engineering and technology experiences are possible thanks to the generosity of the Texas Instruments Foundation, which invests in education initiatives that improve the quality of life and achievement of the North Texas community. As a global pioneer in technology and innovation, Texas Instruments has long shared the Museum's commitment to engage and prepare those who will make the discoveries and create the technologies of the future.

"TI is proud to support the Perot Museum of Nature and Science through the reimaged *Texas Instruments Engineering and Innovation Hall*," said Andy Smith, Executive Director of the TI Foundation. "Our company shares the Museum's commitment to bring STEM education to students in the North Texas community to encourage and develop future innovators. The grant from the TI Foundation to renovate the TI Hall will bring engaging experiences to new and returning visitors, sparking a passion for STEM in the next generation."

This leadership gift adds to the legacy of support from Texas Instruments and the Texas Instruments Foundation, from the visionary funding to build the museum to their donation of thousands of volunteer hours and continued sponsorship of exhibitions and critical community programs. Collaborating with STEM-focused companies to bolster informal science education is key to the Museum's mission to *inspire minds through nature and science*.

"This extraordinary gift from the Texas Instruments Foundation bolsters the Perot Museum's efforts to fuel the STEM-capable workforce of tomorrow by igniting imaginations and encouraging exploration," said Dr. Linda Silver, Eugene McDermott Chief Executive Officer of the Perot Museum of Nature and Science. "Engineers make vital contributions to our current – and future – society by solving problems to improve our lives. We hope the cutting-edge technology and new learning adventures in the reimaged ***Texas Instruments Engineering and Innovation Hall*** will spark curiosity in the wonders of engineering and propel the next generation of innovators, visionaries and science leaders."

The all-new 1,400-square-foot CHALLENGE Lab, made possible by support from *The Hoglund Foundation*, is a designated space designed to encourage innovators, young and old, to engage in friendly and competitive interactive play. Guests will explore their inner engineers through 20-minute themed challenges, such as a high-tech "egg drop" or creating a lunar craft that can survive a moon landing.

Next to the CHALLENGE Lab, a new 23-foot "Amazing Airways" wind-tube experience will inspire even the youngest engineers-in-training to learn about the movement of air as they experiment with lightweight materials and see them soar through multiple tunnels. Nearby, a floor-to-ceiling mechanical sculpture is expected to evoke "oohs and ahhs" as guests turn a wheel to make the art move and groove.

A giant music sequencer will combine coding skills with colorful creativity as guests use light-up buttons to create uniquely designed songs that will also result in a vibrant melody visualization. Refreshed VEX™ robotic tables will invite visitors to program and manipulate robots while collaboratively completing missions, and three new stations will explore the importance of circuits through sound, light and motion activities. Additionally, an entire wall – dubbed the “North Texas Innovators Timeline” – will showcase local engineering professionals such as Ross Perot and Jack Kilby via digital stories, career inspiration videos and more.

Other highlights will include a visual history of how computer chips continue to shrink in size while becoming more powerful, a cutting-edge facial feature interactive and captivating career spotlights from a variety of North Texas professionals in engineering disciplines. Fan-favorite activities such as the seismic shake tables (that test the stability of guest-created structures) will remain in the hall, while the popular “wooden mirror” will relocate to the *Being Human Hall*.

The Perot Museum of Nature and Science opened in late 2012 and has since welcomed more than 7.2 million people, reached 1.6 million students through field trips and educational programs, engaged 228,000 North Texans through community outreach and awarded over \$3.7 million in school financial aid.

HOURS. General hours of operation for the Perot Museum are 10 a.m.-5 p.m. Monday through Saturday and 11 a.m.-5 p.m. Sunday. **IMPORTANT:** The Museum will close early Nov. 8 (1 p.m.) and all day Nov. 9 for the *Night at the Museum* fundraising gala. The Museum also will close Nov. 28 (Thanksgiving) and Dec. 25 (Christmas).

Member-only hours! From 9-10 a.m. every Saturday and 10-11 a.m. every Sunday, members can enjoy exclusive access to the Perot Museum, plus member-only access to the *Moody Family Children’s Museum* on Mondays from 10 a.m.-noon.

TICKETS. Museum general admission is \$20 for adults (13-64), \$13 for youth (2-12) and \$18 for seniors (65+). Museum general admission is free for members. Children under 2 are always free. For groups of 10 or more, call for special rates at 214-428-5555 ext. 8. All prices are subject to change.

Museum general admission is complimentary for active-duty members and veterans of the United States military, along with law-enforcement officers, firefighters and paramedics/EMTs plus their immediate family (up to six family members) receive \$3 off general admission.

The Perot Museum is located at 2201 N. Field Street in Dallas, Texas. For ticket information, parking maps and other details visit perotmuseum.org or call 214-428-5555.

The Perot Museum is DARTable with easy access on the DART bus and rail system. For route information visit perotmuseum.org/directions.

Highland Capital Management is the 2019-2020 Premier Partner of the Perot Museum.

NOTE: To obtain the news release, Perot Museum fact sheet, photos and more, please go to perotmuseum.org/press.

###

MEDIA CONTACT:

Becky Mayad

work: 214-352-1881

cell: 214-697-7745

becky@mayadpr.com

About the Perot Museum of Nature and Science. *The top cultural attraction in Dallas/Fort Worth and a Michelin Green Guide three-star destination, the Perot Museum of Nature and Science is a nonprofit educational organization located in the heart of Dallas, Texas. With a mission to inspire minds through nature and science, the Perot Museum delivers exciting, engaging and innovative visitor and outreach experiences through its education, exhibition, and research and collections programming for children, students, teachers, families and life-long learners. The 180,000-square-foot facility in Victory Park opened in December 2012 and is now recognized as the symbolic gateway to the Dallas Arts District. Future scientists, mathematicians and engineers will find inspiration and enlightenment through 11 permanent exhibit halls on five floors of public space; a children’s museum; a state-of-the art traveling exhibition hall; and The Hogle Foundation Theater. Designed by 2005 Pritzker Architecture Prize Laureate Thom Mayne and his firm Morphosis Architects, the Victory Park museum has been lauded for its artistry and sustainability. To learn more, please visit perotmuseum.org.*