



ABOUT “TUNING IN: BRAIN AND BODY” EXHIBITION

Brought to you by Science Centre Singapore (SCS) and BRAND’S®, “Tuning in: Brain and Body” is the local edition of “Brain: The Inside Story”. The original exhibition from the American Museum of Natural History (AMNH) has been enriched with locally developed content to show the connection between brain and body over seven sections.

Through a mix of artistic representations and up to date neuroscience presented in everyday language, visitors will learn how their brain works, develops and evolves over time, and its impact on one’s focus and well-being. This will explain how we perceive the world around us, how we feel emotions, how we think and how our understanding is shaped by the work done today.

The local edition encompasses all features from the original exhibition from AMNH and has included local brain research and developments presented in five new exhibits focusing on the topics of plasticity, circadian rhythm and micro-inflammation. Visitors will also get to see an ASCII¹ photo exhibit that converts photos of visitors into ASCII characters.

Exhibition details

Date	This permanent exhibition opens to public from 13 December 2014
Venue	Science Centre Singapore, Hall F
Time	10am – 6pm
Ticket Price	Science Centre Singapore admission charges apply. For more information, please refer to: http://www.science.edu.sg/VISITORINFORMATION/Pages/admissioncharges.aspx

For media clarifications, please contact:

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¹ ASCII stands for American Standard Code for Information Interchange, which is a character-encoding scheme. Computers can only understand numbers, so an ASCII code is the numerical representation of a character such as 'a' or '@' or an action of some sort.