

EMBARGOED UNTIL 5:00 A.M. TUESDAY, MARCH 21, 2017

The Science Behind
PIXAR
EXHIBITION

***The Science Behind Pixar Exhibition* opens at
TELUS World of Science – Edmonton
Saturday, July 1, 2017**

Exhibition reveals a unique look into the Pixar process

Edmonton, AB – March 21, 2017 – Did you know that 90% of all the monsters in the animated Pixar film *Monsters Inc.* had Mike’s tongue? Or, that in order to save time when creating *Ratatouille*, the artists at Pixar skipped one detail – none of the human characters have any toes! Could you have guessed that there are roughly 1,000 unique props in the interior of WALL•E’s truck? It took a team of five modelers and five shading artists more than a month to create them all. Can you imagine spending an entire week to produce just 4 seconds of animation? During the production of *Up!*, that was the weekly average for each animator working on the film.

This summer, guests to the TELUS World of Science – Edmonton (TWOSE) will discover all this and more when they visit the exciting new exhibition: *The Science Behind Pixar*. Slated to open Canada Day weekend, *The Science Behind Pixar Exhibition* will kick-off the Canada Day festivities at TWOSE on Saturday, July 1, 2017, as families come face-to-face with re-creations of beloved Pixar film characters, including Buzz Lightyear, Dory, Mike and Sulley, Edna Mode, and WALL•E!

TWOSE’s 10,000 square foot feature exhibition hall will be transformed to showcase the science, technology, engineering, and math (STEM) concepts used by the artists and computer scientists who bring Pixar’s award-winning films to life on the big screen. Created by the Museum of Science, Boston and Pixar Animation Studios, and featuring more than 40 interactive elements, *The Science Behind Pixar Exhibition* is broken into eight distinct sections, each focusing on a step of the filmmaking process: **Modeling, Rigging, Surfaces, Sets & Cameras, Animation, Simulation, Lighting, and Rendering** – providing guests with a unique view of the production pipeline and concepts used at Pixar every day.

Guests of all ages will become immersed in the filmmaking process through engaging activities, inspired by some of Pixar’s most treasured films, from the first-ever computer animated feature film *Toy Story*, which opened nearly two decades ago, to Pixar’s 2015 film *Inside Out*.

"*The Science Behind Pixar Exhibition* is a behind-the-scenes look at how our movies are made," said Ed Catmull, president of Pixar and Disney Animation Studios. "The interactive exhibition gives guests the opportunity to learn about the jobs our filmmakers do every day. Guests will even tackle similar problems. It's a great demonstration of how much science, technology, engineering, art and math creativity and imagination is involved and essential to our filmmaking process."

Through a variety of hands-on activities, guests will be empowered to imagine the STEM concepts behind Pixar's films in a fun and engaging format. Pixar's studio production teams provide first-hand accounts to help guests develop a better understanding of how science and math work together to create entire worlds and whole characters of Pixar's films.

Guests will also be invited to experience different roles within the production pipeline, through screen-based activities and physical interactive exhibits. For example, in **Sets & Cameras**, guests discover how a bugs-eye view was achieved for *A Bug's Life*, through camera angles and large-set design within the computer. Guests will envision how digital sculptures are created based on sketches from artists in **Modeling**, and explore **Lighting** to solve challenges similar to what Pixar artists faced in creating animated water with virtual light in *Finding Nemo*. **Rigging** showcases how the models are given a virtual skeleton to enable the animators to add movement, and in **Surfaces**, guests immerse themselves in the techniques behind adding colour and texture to every surface in a film. Guests will also have the opportunity to take their photo with human-size recreations of many of their favorite Pixar characters.

"We're always very excited when we get the opportunity to bring an exhibition like this to Edmonton," said Alan Nursall, President and CEO of TWOSE. "How often do you get to learn about science, technology, math and the magic of animation from a human-sized Buzz Lightyear or a giant Sulley? These are invaluable learning experiences for our guests, and this exhibition makes learning them fun and imaginative, by transporting guests to other worlds that are alive with colourful personalities and beloved characters."

Tickets for *The Science Behind Pixar Exhibition* are on sale now. For more information and to purchase tickets visit twose.ca/pixar or call the Bookings Office at 780-451-3344.

Purchase tickets for *The Science Behind Pixar Exhibition* by Saturday, April 30, 2017, and be entered for a chance to win exclusive VIP tickets to the launch event on Thursday, June 29, 2017.

About TELUS World of Science – Edmonton

TELUS World of Science - Edmonton is a world-class, broad-based science centre that inspires and motivates people to learn about and contribute to science and technology. TELUS World of Science - Edmonton is a leader in providing high quality, interactive programs and exhibits that provide an avenue for both learning and entertainment, and which spark the imagination of people of all ages. The Edmonton Space & Science Foundation is a non-profit organization that operates TELUS World of Science - Edmonton.

Support for *The Science Behind Pixar Exhibition*

The *Science Behind Pixar Exhibition* is funded through support by Google, members of the Science Museum Exhibit Collaborative (SMEC), Institute of Museum and Library Services (IMLS) and the National Science Foundation (NSF).

About Pixar Animation Studios

Pixar Animation Studios, a wholly owned subsidiary of The Walt Disney Company, is an Academy Award®-winning film studio with world-renowned technical, creative and production capabilities in the art of computer animation. Creator of some of the most successful and beloved animated films of all time, including "Toy Story," "Monsters, Inc.," "Cars," "The Incredibles," "Ratatouille," "WALL•E," "Up," "Toy Story 3," and "Brave," the Northern California studio has won 30 Academy Awards and its films have grossed more than \$10 billion at the worldwide box office to date.

This exhibition was developed by the Museum of Science, Boston in collaboration with Pixar Animation Studios.

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