

## Embrace Your Inner POPnologist! POPnology opens at TELUS World of Science – Edmonton February 9, 2018

**Edmonton, AB – November 8, 2017** – Experience the fusion of science fiction and science fact when TELUS World of Science – Edmonton opens the Canadian debut of **POPnology**, on February 9, 2018. **POPnology** is a revolutionary exhibition experience, featuring four exhibit areas where guests will come face-to-face with the world's first 3D printed car, the DeLorean Time Machine and participate in dozens of hands-on experiences.

Celebrating some of the greatest achievements in innovation and imagination, **POPnology** will reveal how light-bulb moments and breakthroughs often have surprising beginnings – and how movies, books, television and art have inspired incredible technological advancements and continue to do so.

“**POPnology** is exactly the type of hands-on, interactive and engaging exhibition we love bringing to Edmonton,” said Alan Nursall, President and CEO of TELUS World of Science – Edmonton. “It is a truly exciting visitor experience that reveals how popular movies, books, television and art have influenced modern technology.”

Developed by Stage Nine Exhibitions, **POPnology** will engage guests of all ages on a physical, mental, and emotional level.

**POPnology** features an entire room representing a time capsule of 1983 – which today would be all the technology contained on a tiny chip inside your smartphone – including a rolodex, clock, radio and a typewriter. Additionally, a replica of the set from the 1968 film **2001: A Space Odyssey** explores how HAL9000 predicted Siri, Alexa and other electronic control devices.

### The exhibit also includes:

- Hands-on robotics
- Virtual projection games
- Futuristic musical instrument technology
- A screen-accurate replica jetpack from Disney™'s **The Rocketeer**
- Over a dozen immersive games, including Virtual Reality Gaming by Oculus Rift
- Robotic arm interactives, 80's gaming stations

**POPnology** is divided into four distinct areas:

1. **How We Play:** Examines entertainment technologies and its impact on how people spend their leisure time.
2. **How We Connect:** Presents the communications technologies that helped usher in a new era with the birth of social media – the game-changer of the 21<sup>st</sup> century.
3. **How We Move:** Explores the history and evolution of human transport and includes a detailed overview of the advances that have transformed the way we move around the planet.
4. **How We Live and Work:** Showcases some of the most fascinating innovations currently shaping our lives, many of which were predicted long ago in books and movies.

Don't miss the Canadian debut of **POPnology**! Opens February 9, 2018, at TELUS World of Science – Edmonton. Visit [twose.ca/popnology](http://twose.ca/popnology) for more information and to purchase tickets.



# News Release

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**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.