

New Eyes on the Universe

Exhibit coming to TELUS World of Science – Edmonton (TWOSE)

February 17 – April 2, 2017

Edmonton, AB – February 13, 2017 – *New Eyes on the Universe* will take you two kilometers underground to discover how the sun works... Why? This interactive multimedia exhibit will answer that question, allowing you to explore SNOLAB and discover how the Sudbury Neutrino Observatory (SNO) Nobel Prize winning results are breaking new ground in particle astrophysics.

This unique exhibit features the building and the discoveries of the Sudbury Neutrino Observatory, the recognition of this work with a Nobel Prize in Physics for 2015 to SNO Director, Dr. Art McDonald, and the facilities and experiments of SNOLAB – an expansion of the original SNO Laboratory, at the Vale Creighton Mine in Sudbury, Ontario. It has been prepared by Science North personnel in Sudbury, with input from SNO/SNOLAB scientists. Production is by well-known Toronto designers and constructors Reich + Petch and the Taylor Group.

The University of Alberta (UAlberta) is one of five Canadian universities that jointly own and manage SNOLAB. Not only were researchers in the Department of Physics in the University of Alberta's Faculty of Science involved in the original SNO project, they also play a central role in the next generation of astroparticle physics experiments. UAlberta scientists have played key roles in proposing, building, and operating the SNO+, DEAP-3600, and PICO projects at SNOLAB. Faculty and staff have developed new equipment and systems that help make these projects a reality.

The 40 panels of the exhibit present spectacular images of the installations and a history of the development of SNO and SNOLAB, video kiosks which offer options to visitors to explore more information about the themes of the 8 stations, as well as a virtual tour to SNOLAB and its experiments, guided by the visitor. A video of an operating cloud chamber shows the "contrails" left behind by cosmic particles as they bombard the earth, which requires experiments like SNO to be sited deep underground, away from this interference. Nobel laureate Dr. Art McDonald is featured via a life-size video presentation, describing the discoveries of SNO, new SNOLAB experiments and his take on the future. An additional station features the awarding of the Nobel Prize to Dr. McDonald and Takaaki Kajita, with images from Nobel Week in Stockholm, Sweden, and a display of the Nobel Medal, citation and artwork.

Artifacts featured in the exhibit include unique detector components, developed especially for SNO, as well as a 1/50 scale model of the SNO detector. A station about the people of SNO & SNOLAB features interviews with young scientists who started their scientific careers with SNO and later moved on to positions as postdoctoral students, university faculty members and researchers with other particle astrophysics experiments, or elsewhere.

The exhibit was made possible by the contributions of more than 20 sponsors in Canada and the UK. It was prepared with portability in mind and has been touring since early Fall 2016, to locations in Europe and North America.

Exhibit Sponsors

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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.