

**This October
TELUS World of Science – Edmonton
Will open its doors to a whole new
Universe...
the Marvel Universe that is!**

***Marvel: Universe of Super Heroes*
Opens October 19**

Edmonton, AB –Monday, October 14, 2019 – *Marvel: Universe of Super Heroes*, an immersive exhibition featuring more than 300 original artifacts, including some of Marvel’s most iconic costumes, props, and original art opens at TELUS World of Science – Edmonton on October 19, 2019. The exhibition, opens in Edmonton as the Canadian premiere during Marvel’s 80th anniversary year. The Edmonton stop brings a thoroughly reimagined layout, ambitious new installations, and never-before-seen content.

“We are thrilled to announce the Canadian Premiere showing of the *Marvel: Universe of Super Heroes* exhibition at TELUS World of Science - Edmonton, says Alan Nursall, President and CEO of TELUS World of Science. “Our guests can enjoy a highly immersive experience with their favourite Super Heroes. We are excited to be showcasing genuine relics of pop culture history, from the earliest incarnations of Marvel Super Heroes in comics to ground- breaking movie moments reflecting the timeless appeal of the Marvel Universe.”

The exhibition traces the story of the company and its influence on visual culture – including how it has responded to historical events and addressed wider issues such as gender, race and mental illness – as well as uncovering the narratives of individual characters such as Captain Marvel, Spider-Man, Black Panther and Doctor Strange. The exhibition also pays tribute to pioneering creators such as Stan Lee, Jack Kirby, and Steve Ditko whose collective imagination made Marvel into the endlessly expansive fictional universe known today.

“Marvel transformed the idea of the Super Hero in the 1960s—and beyond—by ratcheting up the visual spectacle, emotional dynamism and philosophical sophistication of the action-adventure comics genre,” says Brian Crosby, Creative Director, Themed Entertainment. “Marvel has always been a reflection of the world outside your own window and one of its most compelling messages has always been, that anyone—regardless of race, religion or gender—can be a Super Hero.”

Immersive set pieces will bring the Marvel Universe to life, and the exhibition will be accompanied by an immersive soundscape created by acclaimed composer Lorne Balfe.

“Our show begins with the origins of the Marvel Universe and moves through to the present day, giving a chance to see some of the rarest and most precious objects from the past 80 years of pop culture history, and pointing toward the future with work from some of today’s foremost creators” says curator Ben Saunders about the exhibition.

The exhibition has been curated by an outstanding team that includes three scholars of comics – Benjamin Saunders, Matthew J. Smith and Randy Duncan, all of whom are university professors and experts in their field. MoPOP curators Brooks Peck and Jacob McMurray, as well as renowned comics writers and editors Ann Nocenti and Danny Fingeroth, have also contributed.

TELUS World of Science – Edmonton has also planned an exclusive Preview Party, before the opening, on Friday, October 18, 2019. The event features a red-carpet photo opportunity with official Marvel costumed characters Spider-Man, Iron Man and Black Widow, a presentation by Benjamin Saunders and Charles Costas, curators and contributors of the exhibition, music by DJ Rudy Roman, cash bar, and advance access to the exhibition before the public opening on Saturday – all in a vibrant party atmosphere.

TELUS World of Science is proud to present the Canadian Premiere of *Marvel: Universe of Super Heroes* from October 19, 2019 through February 17, 2020. For more information and tickets, visit twose.ca/marvel.

Marvel: Universe of Super Heroes is an exhibition by SC Exhibitions, Museum of Pop Culture (MoPOP) and Marvel Themed Entertainment.

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About TELUS World of Science - Edmonton

TELUS World of Science – Edmonton's mission is to: Ignite curiosity. Inspire discovery. Celebrate science. Change lives. We are the destination to engage Albertans' hearts and minds in science. The Edmonton Space & Science Foundation is a non-profit organization that operates TELUS World of Science – Edmonton.

About SC Exhibitions

SC Exhibitions creates exhibitions which travel worldwide, and hosts international exhibitions in Germany, Austria and Switzerland. SC Exhibitions is a division of Semmel Concerts (www.semmel-concerts.com), the large German live entertainment promoter and producer. Semmel Concerts is part of EVENTIM LIVE and organizes more than 1,600 events every year. In 2018 the parent company ranked fourth in the international Top 100 promoter list of Pollstar magazine, with almost 4.5 million tickets sold. Since SC Exhibitions started touring its exhibitions TUTANKHAMUN – HIS TOMB AND HIS TREASURES; THE DISCOVERY OF KING TUT; and recently MARVEL: UNIVERSE OF SUPER HEROES, they have reached an audience of more than seven million people worldwide, and built a strong international network within museums, science centers, cultural venues and the creative industries. The network is the basis for TEEM – The Experience Economy Meeting (Los Angeles, May 1-3, 2020, www.sc-exhibitions.com/teem), the world's only conference entirely dedicated to touring exhibitions and experiences.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over eighty years. Marvel utilizes its character franchises in entertainment, licensing, publishing, games, and digital media. For more information visit marvel.com. © 2019 MARVEL