

# MINDWORKS

AN ONTARIO SCIENCE CENTRE EXHIBITION

Open your mind to  
science's final frontier.

Through intriguing, thought-provoking bodies-on and minds-on experiences, this exhibition will spark moments of mindfulness, challenging visitors to question themselves and discover answers experientially. The goal is to launch visitors on a voyage of self-discovery where they learn more about their own minds and how they think, feel and react.

Mindworks focuses on the realm of positive psychology, cognitive psychology and social psychology, delivering both first-hand experiences and opportunities for reflection, context and understanding. Topics explored include: Decision Making, Habits, Critical Thinking, Creativity, Tribalism, Emotions, Influencing Behaviour, Memory, and Altered States of Consciousness.

## FEATURES

Available starting May 2020

6000 sq ft (557 sq m) includes 500 sq ft (46 sq m) of co-creation space

Flexible design to accommodate many types of display areas

Multi-station interactive exhibits

Bilingual (English/French)

## RENTAL INFORMATION

Includes a minimum of 2 staff to supervise from Ontario Science Centre

Installation and take-down each require a maximum of 10 working days



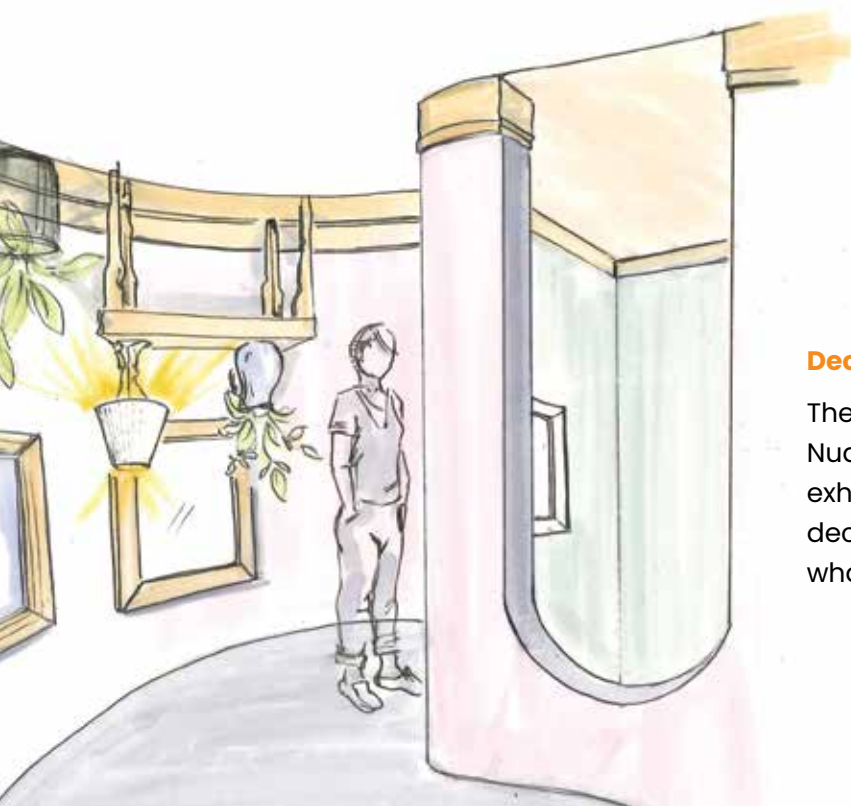
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The exhibits are designed to keep visitors in the moment with reflection questions that encourage them to explore their thoughts and feelings, personalizing their experiences. Distinctive thematically-focused portals allow visitors to discover content that reveals insights into their minds by exploring the accumulation of evidence from many minds. These portals offer a unique glimpse into the collective human experience. Concentrating on the thematic areas of decision making, critical thinking and creativity, emotions, memory, and altered states, these portals include topics such as how our minds use short cuts to make fast decisions, what is consciousness, the value of negative emotions, what creative thinking feels like, personality models, group identity and tribalism, unconscious dream states and more.



#### **Main Entrance experience:**

Visitors begin their journey into the intricacies of their minds by choosing between three doorways to enter the exhibition. After entry, a walk-through employs questions, idioms and other triggers to encourage a visitor's inner dialogue, setting the scene for ensuing experiences.



#### **Unconscious Bias:**

Participants probe their unconscious to uncover hidden biases using a large scale, bodies-on version of a tool employed by psychologists. Topics may include preference for cats or dogs, junk food or healthy food, etc.

#### **Decision Making mega experience:**

The Risk-Rewarder, The Negotiator, The Marketplace Nudger and The Great Cogitator form a collection of exhibits that playfully explore different aspects of visitor decision making. This includes how they make decisions, what might influence them and why it matters.

### Shape Shifter:

In this fast-paced, full-body experience participants rev up their creativity and problem-solving skills as they contort to fit through geometric shapes. It's bodies-on critical thinking in 4D!

### Qualifying Consciousness:

Do you have consciousness? How do you know something has consciousness? Measure an AI's chatting powers, or confer with animals and flowers, or watch slime mould progress.

Then take, make or assign a test designed to determine consciousness.

### Flow State activity:

Visitors explore what it feels like to be in flow – in the zone – by engaging in one of two flow-like activities. They can “Build a Song” by placing blocks of different shapes and colours on a playing surface in front of them or “Create a Painting” by moving their hands above a sensor to create paint strokes displayed on a video monitor. Both activities can create a feeling of flow – losing track of time, complete immersion in a task, a challenge that scales with skill.

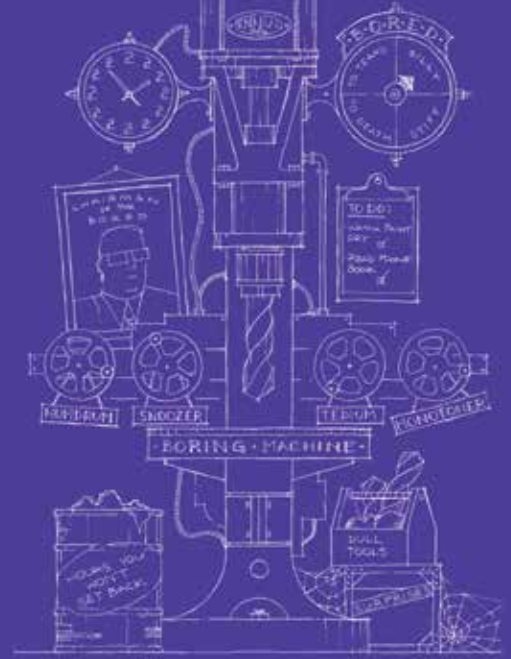


### Emotions Roller Coaster mega experience:

On this figurative emotional roller coaster, participants encounter sights, sounds, smells, surfaces and situations which trigger emotions like fear, disgust, surprise, awe, etc. Their facial expressions are captured at key moments, which they later view and reflect on.

### Personality Caricature:

Participants take a personality self-assessment test, which produces a caricatured photo of their face based upon the answers they provided.

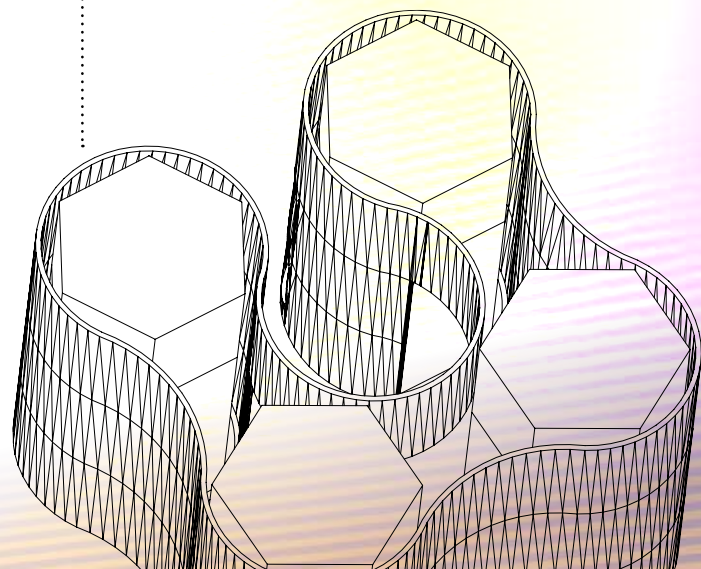


### Boredom Kinetic Sculpture:

This artistic portrayal of a “Boredom Machine” is an industrially inspired animatronic of popular and obscure idioms for boredom with nuances and details hidden within to make the final work anything but “Boring”.

### Emotions Kinetic Sculpture:

This artistic “Carousels of emotion” interactive is a playful way for visitors to explore and become mindful of their own feelings and emotional baggage. Strung between two worlds, emotional baggage and higher thoughts, an androgynous puppet dances marionetted by past experiences, environmental stimuli and free will.



### Memory Keepsakes and Reflection Tunnel:

Participants interact with a space full of memory capturing apparatus like photographs, videos, audio recordings, scents, and nostalgic elements related to memories.



### Facial Pareidolia:

Participants pass into an enclosed space to find themselves surrounded by an eclectic collection of inanimate objects, each known to appear (to some) to have a face. Confronted with this potential gallery of faces, the participants delight in comparing answers to the question, "How many faces do you see?"

### Eye Witness Testimony:

Visitors participate in a virtual dining experience during which a crime unfolds before their eyes. They are asked to provide accounts of what they witnessed. How accurate are their accounts? Are they able to correctly identify the culprit?

### Group Obstacle Course:

In this multiplayer mega experience, participants take on team/tribal identities as they navigate an obstacle course of physical and mental tasks. With tribes pitted against each other, which team will finish first? How will peer pressure affect a participant's performance and choices?

### Dreams and Nightmares Portal:

Sleep, which happens to us individually, is not only something we all do but has an unexplained commonality that ties us all together: we dream. This experience exhibits the qualities of this universal and mysterious state of mind. Participants step into a dream-like environment and marvel at how so many of us have such similar nightmares, dreams and sleep experiences.

### Suggestibility Scanner:

The exhibit that's all in your head! Participants recline in a machine which they believe triggers a scan of their mind. A series of suggestions is given, such as visitors might feel a heaviness or lightness, tingling in their fingers and legs, or hear sounds of the machine whirring. At the end, it is revealed that the machine is completely inactive, and any sensations they perceived were created by their own minds.



For more information contact us directly or visit our website.

**ONTARIO SCIENCE CENTRE**  
International Sales  
770 Don Mills Road  
Toronto, Ontario, Canada M3C 1T3  
Telephone: 416-696-3222  
Email: [isales@osc.on.ca](mailto:isales@osc.on.ca)  
[www.OntarioScienceCentre.ca](http://www.OntarioScienceCentre.ca)