

THE AMAZING BRAIN explores your body's command center — where you form memories, feel emotions, learn new things and so much more. In this vibrant, active and thought-provoking exhibit, you'll balance, react, sniff, hang, tie, lie, shock, press and play — all to gain a better understanding of the magnificent, three-pound organ in your skull. Like a muscle, your amazing brain becomes stronger and more efficient the more you use it. How will you exercise it today?



READY, SET, RECALL is a colorful, fast-paced demonstration of your brain calling your memory network into action. Alone or with a group, see how well you can follow a racing pattern of lights and sounds until you make a mistake or win.

Explore your brain's sound system in **LISTEN UP**, where playing with a series of audio illusions lets you test out what happens when sound waves travel through your ear canals to your brain.

Are you thinking about your heart beating? Or breathing, swallowing or blinking? Probably not. Luckily your brainstem is always on the job, handling the automatic functions your body performs to stay alive. **BE THE BRAINSTEM** and see how well you can keep up!

In **UPSIDE DOWN AND BACKWARDS**, flip your view and tie a shoe. Sound easy? Not when there's a mirror disrupting the complicated job of processing sight.

Test the teamwork between your brain and body in **BALANCE ME**. How long can you stay on an unsteady platform before you lose your balance?

THINK FAST measures your reaction time: how long it takes for your brain to receive a message from your ears and then send one to your muscles. Practice makes perfect — the more times you do it, the faster your reaction time will be.

Optical illusions are confusing and captivating. With a fan and a strobe light, **FREEZE FRAME** demonstrates how your brain can be tricked into seeing something different from reality.

NAME THAT COLOR. Simple, right? It isn't when your brain is struggling not to read the colors. Called the "Stroop effect" after the scientist who discovered it, the experiment tests the brain's processing speed when faced with interference — or competing information.

Is your brain easily fooled? **HOT OR COLD** shows how mixed signals can lead to some surprising sensations. Test out a thermal grill illusion to see if you experience an unexpected reaction.

Do you feel lucky? In **SHOCK OR NOT**, some people will get a shock when they press a button, and some won't. Depending on how your brain is wired — and influenced by your life experiences — you may be inclined to take the chance.

Everything you smell — from roses to a skunk — sends scent molecules into the air. In **THE NOSE KNOWS**, sniff through a library of different scents and test how well your brain interprets the smells.

Calm your brainwaves to win in **MINDBALL**, where your ability to relax is the key to victory. The billions of neurons in your brain talk to each other through electrical pulses — brainwaves that are measured in this exhibit with a technology called EEG (electroencephalography) feedback.

Ever wondered how you would do when tested by a **LIE DETECTOR**? Here's your chance. Grab a partner and see if you can fool or will be fooled. But watch out — your brain may release cortisol when you lie, leading to physical reactions like sweating and a rapid heartbeat.

In the **ENDURANCE TEST**, hang onto a bar as long as you can to see if physical stamina is all in your mind. Can you train your brain, so your body performs better? Some scientists believe your brain unconsciously limits how hard you can push yourself to protect your muscles from damage.