

TheHEALTHTrust

FAQ: Sponsorship of *BODY WORLDS*

What is BODY WORLDS 2 & The Three Pound Gem?

The *BODY WORLDS* exhibitions are first-of-their-kind exhibitions through which visitors learn about anatomy, physiology, and health by viewing real human bodies, using an extraordinary process called Plastination—a groundbreaking method for specimen preservation invented by Dr. Gunther von Hagens in 1977. The exhibitions feature more than 200 real human specimens, including whole-body plastinates, individual organs, organ configurations and transparent body slices. The exhibition also allows visitors to see and better understand the long-term impact of diseases, the effects of tobacco consumption and the mechanics of artificial supports such as knees and hips.

What is the significance of the “2” in the exhibit name?

There are three traveling *BODY WORLDS* exhibitions. They are all very similar, but each one provides some unique specimens—especially whole body plastinates—that make each exhibit special.

What is “the three pound gem?”

BODY WORLDS 2 & The Three Pound Gem unveils a special feature on the brain, the quintessence of who we are as individuals. Throughout our lives, from birth to adolescence, and adulthood to old age, the brain—the vital organ and animating force that inspires us to seek happiness and fulfillment and reject pain and suffering—chisels, refines, learns, reinvents, matures, and transforms itself. This debut presentation at The Tech features the latest findings in neuroscience on brain development and function, brain disease and phenomena, and brain performance and improvement.

Where else has it exhibited?

To date, over 22 million people around the world have viewed *the BODY WORLDS* exhibits. *BODY WORLDS* is also currently exhibiting in Portland, Oregon and Charlotte, North Carolina. Other U.S. cities that have hosted *BODY WORLDS* include Boston, Chicago, Cleveland, Dallas, Denver, Houston, Los Angeles, Philadelphia, and Phoenix. This is the Northern California premiere of *BODY WORLDS*.

How are the bodies preserved?

Plastination is a unique process invented by Dr. Gunther von Hagens to preserve specimens for medical education. The process replaces bodily fluids and soluble fat in specimens with fluid plastics that harden after vacuum-forced impregnation. After the bodies are fixed into lifelike poses, they are hardened with gas, heat or light. The plastinates show how our bodies respond, internally, to movements in everyday life as well as during athletic activities.

Where do the bodies come from?

The *BODY WORLDS* exhibitions rely on the generosity of body donors, individuals who bequeathed that upon their death, their bodies could be used for educational purposes in the exhibition. All of the full body plastinates and the majority of the specimens are from these body donors; some specific specimens including the fetal development display, and those that show unusual conditions come from old anatomical collections. The donors' identities, ages and causes of death are not provided as the exhibition focuses on the nature of our bodies, not on providing personal information.

Are there other “real body” exhibits?

Yes. *BODY WORLDS* is the only one that used the proprietary process of Plastination to preserve its bodies and it only exhibits in science-related institutions. All of the *BODY WORLDS* bodies are donated by individuals.

Why did The Health Trust become the presenting sponsor?

The Health Trust was honored and excited to be asked to partner with the Tech Museum and the City of San Jose, and the San Jose Convention & Visitors Bureau on the *BODY WORLDS* exhibit. The purpose and content of the exhibit aligns with The Health Trust's mission and supports our vision. In order to reach that vision – Silicon Valley as the healthiest region in America – attitudes and behaviors have to change about health and healthy lifestyles. People need to see their health as their most valuable asset. The Health Trust believes the *BODY WORLDS* exhibit will heighten visitors' awareness of the beauty and complexity of the human body, and create interest and motivation for preserving that most valuable asset.

What health and wellness activities are offered by The Health Trust in conjunction with *BODY WORLDS*?

- Interactive health information displays in the lobby outside the *BODY WORLDS* exhibit area – check your blood pressure, pulse, height, weight and BMI
- Body Basics: Head To Toe – a series of weekly free public events with more than 12 community health organization partners
- HEALTHcheck – free online personal health risk assessments and customized recommendations for a healthier life, available to every adult in Silicon Valley
- Presentations at eight public libraries during October, featuring a female torso specimen from *BODY WORLDS*
- Ask The Expert – volunteer doctors, nurses and medical students answer questions inside the exhibit
- Talk by Dr. William Mobley, professor of neurology and neurological sciences at Stanford University, on Nov. 1, 7:30 in New Venture Hall on topic “The Life & Death in Circuits and the Brain.” Co-sponsored by Commonwealth Club Silicon Valley.

Where can I get more information on these?

Look for brochures on The Health Trust literature rack in the exit lobby outside the BODY WORLDS exhibit, or visit The Health Trust website at www.healthtrust.org.

What is The Health Trust VIP Guest Suite?

The Health Trust has created a VIP Guest Suite within The Tech Museum of Innovation to serve as a welcoming “home base” for our board members and staff who will be bringing many guests to BODY WORLDS over the next four months. The Suite will also be used for informal events related to BODY WORLDS and The Health Trust’s challenge to Silicon Valley to become the healthiest region in America.

When is BODY WORLDS open?

The exhibit is open 9 a.m. to 9 p.m. at The Tech Museum of Innovation every day (except Christmas Day on Dec. 25) through January 26, 2008.

How do I get tickets?

Purchase online at www.thetech.org or call (408) 294-TECH (8324).

Where do I park?

For information on directions to The Tech and parking options in downtown San Jose, visit www.thetech.org. In addition to on street metered parking, there are numerous parking garages just a short walk away. Some are free evenings and weekends.

Where do I get more information on BODY WORLDS

Visit the BODY WORLDS website at www.bodyworlds.com.