



# PROJECTS PROJECTS PROJECTS

## MUSEUM EXHIBIT



### YOU! The Experience

Museum of Science and Industry Chicago  
Chicago, Illinois

YOU! The Experience, a multi-million dollar interactive exhibit at the Museum of Science & Industry Chicago, is one of the first and largest exhibitions to showcase the connection between the human mind, body, and spirit in the 21st century. Design Island developed and produced multi-media for this innovative exhibit.

Traveling around the country, Design Island interviewed a series of extraordinary people who lead active lives in spite of some physical obstacle – blindness, illness, or disability -- and created compelling multi-media for the exhibit series "Staying Active." For a segment on longevity, the Design Island team interviewed a series of Centenarians who shared their secrets to a long life. Design Island also wrote and produced the commercial content for Create An Ad, an interactive experience that allows guests to create their own commercial, learn which advertising technique they used, and discover who their ad appeals to. In addition, Design Island produced the live interviews for Future Forum, a virtual interactive forum that explores real life medical questions and allows visitors to participate while hearing experts and real people give their opinions on the topic. Interactive keypads collect data and results are shown after each session.

### CLIENTS

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