



## FACT SHEET

### EXHIBIT INFORMATION

*RISK!* is an interactive, multi-dimensional traveling exhibit developed by the Fort Worth Museum of Science and History that examines risk and risk assessment: how risk affects our lives, how we view risk and why, and how we can better understand and deal with risk using science, mathematics, and critical thinking skills.

- The central idea of *RISK!* is that life is all about taking risks and the decisions we make about risk can affect the quality and nature of our lives.
- Major components of the exhibit include:
  - Beam Walk
  - Bed of Nails
  - You Bet Your Life
  - Car Crash
  - How Old Are You Really?
  - Switches
  - Extreme Gallery
  - *Risk!* Cinema
- The exhibit was developed by the Fort Worth Museum of Science and History as its third-round contribution to the Science Museum Exhibit Collaborative (SMEC), a collaborative of seven museums across the country created to ensure the production and sharing of high quality, world-class science exhibits.
- The exhibit was designed in cooperation with Hands On, Inc., an exhibition design company based in St. Petersburg, Florida.
- Principal advisor on the project was Dr. Paul Slovic, president of Decision Research, Eugene, Oregon, and a professor of psychology at the University of Oregon. Slovic studies human judgment, decision making, and risk analysis, and is the author of *The Perception of Risk* and *Risk Analysis*.

(more)

- *Risk!* is targeted to children ages 12 and up and adults and is also appropriate for elementary school-age audiences.
- The *Risk!* exhibit encompasses 5,000 square feet of space.
- The *Risk!* exhibit is expected to draw an estimated 2.5 million visitors in its first three years of travel.
- Planning for *Risk!* began in 1998.
- After its premiere in Fort Worth, Texas, *Risk!* will travel to the other six SMEC venues through 2005. It will then be open for leasing to other educational venues.

**MUSEUM INFORMATION**

Established in 1941 as the Fort Worth Children's Museum, the Fort Worth Museum of Science and History provides engaging learning programs for children and families. The museum features four core exhibit galleries; two traveling exhibition halls; an outdoor dig; the Omni Theater showing IMAX® films, the Noble Planetarium; Museum School®; and Museum Camp Ins. Since the mid-1980s the Museum annually welcomes over 1 million visitors, making it one of the most popular cultural attractions in North Texas.

**SMEC INFORMATION**

The Science Museum Exhibit Collaborative (SMEC) is a group of seven science museums that share resources to create world-class exhibits that travel to each institution. Created in 1984, the collaborative is now in its fourth round of exhibit development. The collaborative includes: Fort Worth Museum of Science and History, Fort Worth, TX; The Franklin Institute, Philadelphia, PA; California Science Center, Los Angeles, CA; COSI, Columbus, OH; Oregon Museum of Science and Industry (OMSI), Portland, OR; Science Museum of Minnesota, St. Paul, MN; Museum of Science, Boston, MA.

**FORT WORTH DATES**

March 2, 2002 – September 2, 2002.

**MUSEUM LOCATION**

Fort Worth Museum of Science and History  
In the Fort Worth Cultural District  
1501 Montgomery Street  
Fort Worth, Texas 76107

**EXHIBIT HOURS**

Monday – Thursday: 9 a.m. to 5:30 p.m.  
Friday – Saturday: 9 a.m. to 8 p.m.  
Sunday: Noon to 5:30 p.m.

**TICKET INFORMATION**

Tickets may be purchased during business hours at the Museum Ticket Office. Admission to *Risk!* is included with a Museum Exhibits ticket.

***RISK! FACTS***

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Adults \$7; Seniors (60+) \$6; Children (3-12) \$5; Under 3 Free