

# Mind Body Me

Schematic Design • February 2019

MIND  
BODY  
ME

95% SCHEMATIC DESIGN • FEBRUARY 22, 2019

HOPEFUL  
HONEST  
RELEVANT  
BOLD  
FUN

# FIND YOUR POTENTIAL

*The MindBodyMe exhibit is a science-driven exploration of your mind, your body, your identity, and your potential. How do you work? How can you do more? With **science as the lens** and **you as the focus**, this exhibit will introduce you to the science behind the inner workings of your mind, your body and your identity, and encourage you to use that scientific understanding to inform the choices you make that will shape the future you.*

# Interpretive Framework

## Performance and Potential

Discover what science currently knows about the limits and capacity of humans, and what science is still endeavoring to learn more about. What do we really know about how our minds and bodies and personalities work? How can we find out more, and use that information to optimize our performance?

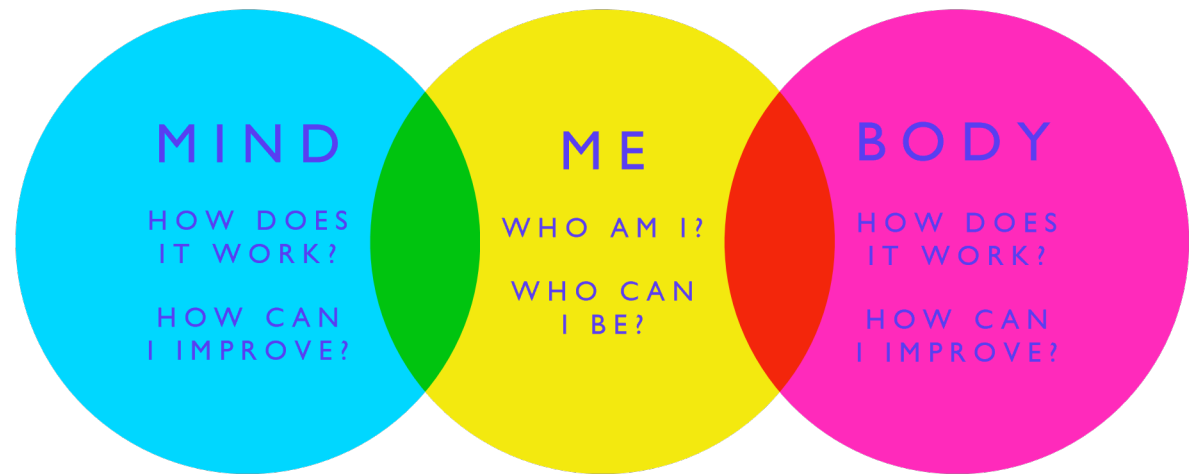
- *Mind: While science generally suggests short-term memory can hold seven items at a time, there are established strategies you can practice to chunk information into small groups that makes it easier to remember.*
- *Body: Based on lengths of neural pathways, your reaction time to sight versus sound stimuli can only get so short, but there are strategies the fastest sprinters off the block have learned to help minimize their reaction times.*
- *Me: Scientists have identified up to 27 unique categories of emotions, and we're learning more everyday about how practicing putting words to your emotions can help improve one's self-awareness and empathy.*

## Science and Strategies

Each exhibit will provide an opportunity for visitors to actively express and measure abilities and skills that are unique to them. After measuring their baseline performance—whether it be in the realm of mental acuity, physical fitness, or personal expression—visitors will discover strategies they can adopt in their everyday lives to help improve their performance and optimize their potential.

## Uniquely You

Learn more about which parts of what makes you you are in your control and which aren't—and what you can do about it. How do the choices and actions you consciously make steer the outcomes of your future self, versus how do subconscious factors or environmental influences that are out of your control contribute to who you may become? The exhibit strives to help you learn more about things that are in your control and things that aren't—and strategies for dealing with both—to help you become the best you.



# Big Ideas

## FIND YOUR POTENTIAL

Supporting the optimistic and aspirational gestalt of the gallery, provocative and motivational big ideas will be strategically placed throughout the exhibit. These memorable and compelling statements that stem from the nexus of science and humanity will strive to inspire a positive mindset in visitors as they traverse the gallery. Offering surprising and unexpected connections to the exhibit activities, these statements challenge visitors to think about each concept area from a new perspective. Each big idea statement can be viewed through the lens of personal passions, actions and awareness.



# Big Ideas

## Focus

- Use your senses to perceive things even when your vision is focused elsewhere.
- Overcome perceived limits when you focus your practice and attention on something.

## Connect

- Discover the connections that form inside your brain as you learn and remember things.
- Forge deeper connections with your friends and family as you practice empathy throughout the gallery.

## Stretch

- Learn the benefits of stretching your muscles and pushing your body.
- Practice strategies for stretching your abilities and trying new things.

## Visualize

- See the unseen of your brain activity and body movements.
- Envision a goal and the steps it will take to get you there.

## Feel

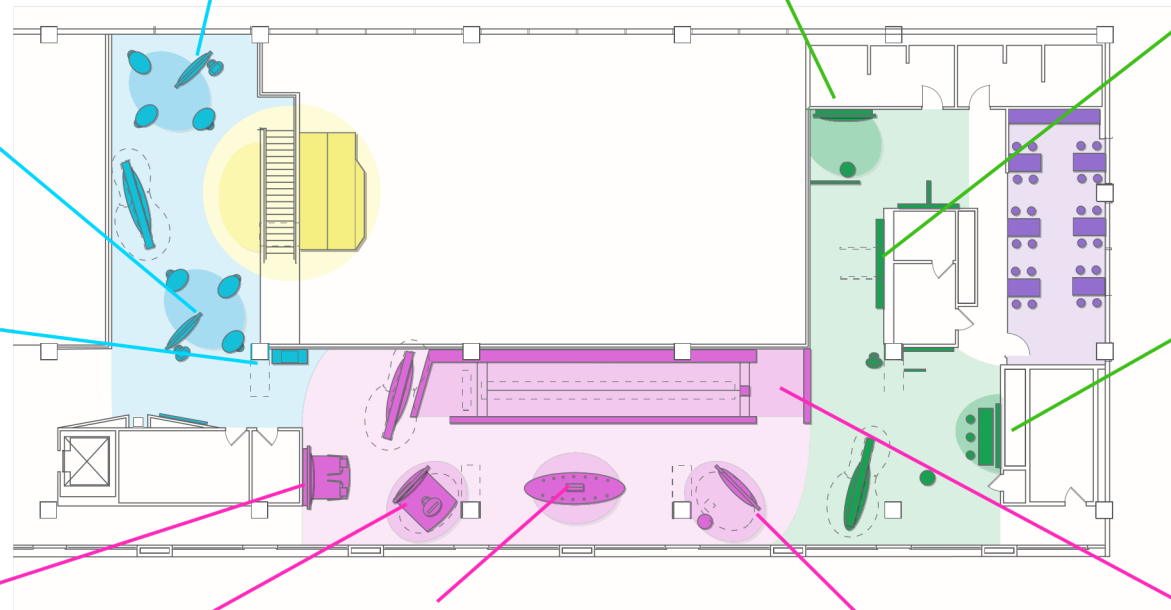
- Reflect on your emotional intelligence and self-awareness.
- Explore how your emotions and actions affect others and learn steps you can take to be in more control.

## Transform

- Unveil hidden messages that prompt you to think about how you can unlock your potential.
- Transform your thoughts about who you may be able to become.

## Commit

- Learn about the science of decision making and what is happening in your mind and body when you commit yourself to an idea.
- Express your commitment to your values and beliefs.



## Breathe

- Focus on your breathing to help control your heart rate and stress levels.
- Give yourself room to breathe and relax before reacting to new situations.

## Act

- Test your reflexes and responses to surrounding stimuli.
- Evaluate and learn how you can control how you react to others and how others may react to you.

## Reveal

- Peer into the inner workings of your mind and body and see what makes you tick.
- Uncover your capacity and potential for doing more.

## Anticipate

- Discover what is happening in your mind and body before you take an action.
- Exercise mindfulness and become more connected to your future thoughts and actions.

# Goals & Values

The MindBodyMe Exhibit and Health Lab should be a cohesive experience where each interactive, graphic, and program element serves to strengthen the exhibit's overall visitor impact. To accomplish this, the project has established a set of goals and values that focus the design effort and inform future decisions.

- Embrace a **positive and optimistic approach** to health and wellness by revealing opportunities for visitors to **take action** and influence their future.
- Create interactives that are **multi-sensory and fun**; use these experiences as opportunities to **dive deeper** into the exhibit's core concepts.
- Present **real science** in ways that appeal to a wide range of audiences and **inspire** visitors to explore more about themselves.
- Frame the content around **YOU** by connecting science topics and ideas to visitors' **personal experiences** and their community.
- Create a **social environment**, using competition and cooperation as key techniques to promote **active participation**.



# Audience

“Visitor-centric” exhibits focus on the user experience and the outcomes that each patron takes away.

Discovery World draws visitors from throughout the Greater Milwaukee Region. These visitors may attend with several members of a single family or as part of a school group.

Understanding this, the exhibit’s experiences will appeal to **multi-generational families with school-age children**. Experiences should also engage school groups and residents from the Greater Milwaukee Region.

To accomplish this, exhibit contents must be accessible, relevant, and meaningful for visitors with a variety of education and experiences, and from multiple age groups. Discovery World will utilize the MindBodyMe exhibit and Health Lab to prompt meaningful dialogue between visitors and create a supportive and encouraging atmosphere for exploring opportunities to inspire personal health and future careers.

## SCHOOL-AGE AUDIENCE

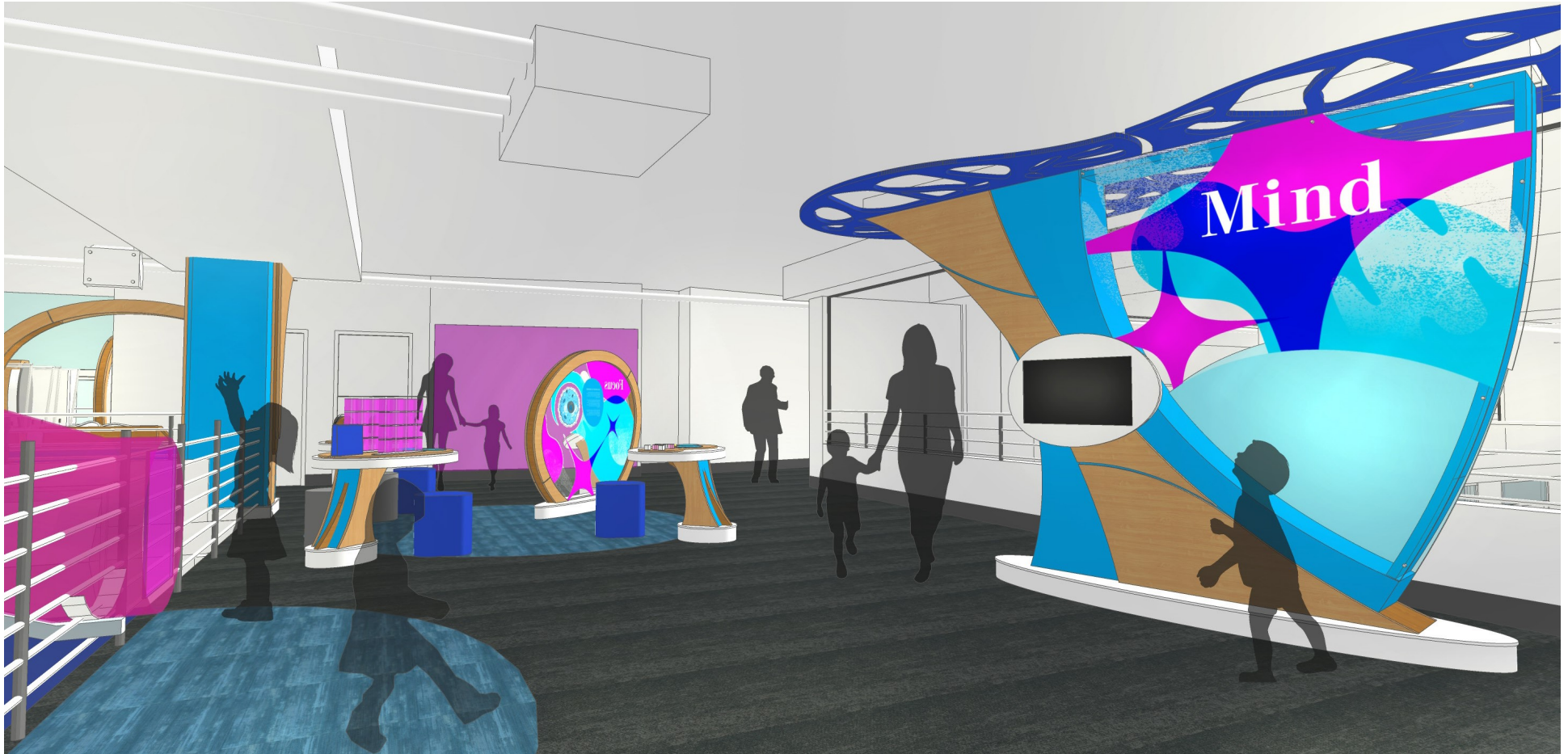
The majority of school groups who currently visit Discovery World on an annual basis are in elementary and middle school, roughly between the **ages of 8 and 14 years old**. This audience group is uniquely primed for experiencing the exhibit and lab programs, due to their exposure to health and science in the classroom and their gradual progression through adolescence as they develop into young adults. By personalizing scientific topics and showcasing the impact of personal choices we can help these audiences chart a course towards a healthy mind, body, and future.

By utilizing a regional approach to health science and collaborating with the local health and medical community, Discovery World will be able to expand program offerings and access to area high school students. Through focused curriculum and partner support, Discovery World will serve an even more important role in connecting these young people to future careers in the health and medical sector in our community.

## COMMUNITY CONNECTIONS

As a resource for the Greater Milwaukee Region, the exhibit should cover topics of importance to the community. Community focus groups have indicated concepts such as emotional intelligence, mental health, and social determinants of health are among some of the relevant topics this exhibit should strive to address. As such, the teams from Discovery World and Roto will continue to involve members of the community and local experts while developing the project’s interpretive approach to these concept areas.

# Model Views





# Model Views



# Model Views





# Model Views

