



**DISCOVERY PLACE**  
SCIENCE | KIDS | NATURE

# Media Kit

Updated 09.29.16



## About Us

Discovery Place is a private 501c(3) not-for-profit education organization dedicated to inspiring exploration of the natural and social world through extraordinary exhibitions and educational programs that inform, challenge and engage audiences of all ages. We are a network of four hands-on museums in three different cities: Discovery Place Science, a premier southeast science and technology center; Discovery Place Nature, a community nature center nestled outside Freedom Park; and Discovery Place KIDS-Huntersville and Discovery Place KIDS-Rockingham, two regionally-focused children's museums. Through our museums, educational outreach programs and professional development for pre-K-12 teachers throughout the region, Discovery Place is a leader in STEM education in the Carolinas.

### Our Mission

We inspire curious thinkers to discover the wonders of science, technology and nature.

### Our Vision

We aspire to be at the forefront of transforming the way science, technology and nature are explored and learned to inspire dreams, raise aspiration and motivate people to develop a lifelong love of learning.



## Museum Timeline

- 1946** Charlotte Nature Museum is founded by a group of dedicated citizens and opens in a one-room house.
- 1951** Through a unique public-private partnership with the parks commission, a permanent home for Charlotte Nature Museum is constructed on a plot adjacent to Freedom Park.
- 1981** Discovery Place opens its doors with more than 72,000 square feet of exhibition space. It too is funded through a public-private partnership.
- 1986** 10,000 square feet of exhibition hall space are added to Discovery Place to accommodate larger traveling exhibitions.
- 1991** The Michael J. Smith Wing opens at Discovery Place, housing an IMAX Dome Theatre, additional lab, special event and exhibition spaces, expanded customer service areas and a restaurant.
- 1995** Grandpa Tree, a talking tree that shares stories with children about local wildlife, comes to life at Charlotte Nature Museum.
- 1997** The Carol Grotnes Belk Building opens at Discovery Place. This expansion provided 18,890 square feet of additional education and support space while providing 330 parking spaces.
- 1999** Charlotte Nature Museum completes renovations including new exhibitions such as the Butterfly Pavilion which allows families up-close experiences with free-flying butterflies.
- 2009** Discovery Place begins a major renovation which will fill the Museum with all-new interactive exhibitions that present contemporary and topical science.
- The renovation is made possible by the City of Charlotte's Cultural Facilities Master Plan and the generosity of the community.
- 2010** Discovery Place KIDS-Huntersville opens its doors and serves more than 200,000 visits in the first year.
- Discovery Place, Inc. Board of Trustees approves a second location for Discovery Place KIDS in Rockingham, N.C. and a comprehensive capital campaign to raise funds for the project begins.
- 2012** Construction on Discovery Place KIDS-Rockingham begins
- 2013** Discovery Place KIDS-Rockingham opens its doors and serves 20,000 visitors within the first few months.
- 2014** Discovery Place Education Studio opens at Bank of America STEM Center for Career Development, a new facility for pre K - 12 professional development.
- 2015** The City of Charlotte awards Discovery Place \$3.5 million for upgrades and new lab spaces to serve growing demand.
- 2016** Discovery Place, Inc. celebrates its 70th anniversary.



## The Numbers – FY 2016

- 1** Discovery Place ranked the number one visited attraction in the Charlotte area, and top five museums and attractions statewide by Carolina Publishing Associates
- 4** Number of Museums under the Discovery Place umbrella: Discovery Place Science, Discovery Place Nature, Discovery Place KIDS-Huntersville and Discovery Place KIDS-Rockingham

**828,053** The total number of Discovery Place visitors

**43,738** Welcome visitors

**9,646** Number of Member households

**181,415** Student interactions: 67% on-site and 33% off-site via outreach programs

**2,908** Educators and teachers enrolled in Discovery Place Education Studio workshops

### Public Contact

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Step into a world where science is brought to life through interactive exhibits and explosive experiments during daily programs. Connect with the past and visit the future with groundbreaking exhibitions, larger-than-life IMAX Dome films and hands on activities that let you explore more. There's something for everyone in the family to enjoy, from little ones just starting to explore to adults who feel like they have seen it all. No matter your age, we're dedicated to connecting you with science, technology and nature and making it a fun and fascinating part of your world.

## Hours of Operation

Sunday	noon - 5:00 p.m.
Monday – Friday	9:00 a.m. - 4:00 p.m.
Saturday	9:00 a.m. - 5:00 p.m.

**Extended hours for summer and select holidays**

## Admission

Adults	\$17.00
Seniors 60+	\$15.00
Children	\$13.00
Members	FREE

Children younger than 2 are Free

Add an IMAX film for only \$5

## Location & Parking

Discovery Place Science is located in the heart of uptown Charlotte at 301 N Tryon St, Charlotte, NC 28202. Discovery Place Science Parking Deck is located at the corner of Church and 6th Sts.

Studio workshops



## Exhibitions

### **KidScience**

Discovery Place Science's early education exhibition for young children, ages 0-7, and their caregivers. This exclusive area will let even the littlest guest explore science through the power of play, inquiry and exploration.

### **World Alive**

Explore the wonders of the natural world as you investigate diverse habitats and unique plant and animal species from around the world. Trek through a humid and balmy rainforest or dive deep under the sea to explore diverse ecosystems in the aquarium.

### **Cool Stuff**

Experience the extraordinary, strange and super cool science principles that govern the workings of our everyday world. Lie on a bed of nails, jet up in an air chair and witness strange motion as you discover the strange and eccentric world of physical phenomena.

### **Project Build**

Learn about the different factors that influence architectural design while exploring how to build a better community for tomorrow.

Discovery Place Science hosts some of the world's top traveling exhibitions including the blockbuster Dead Sea Scrolls, Mummies of the World, BODY WORLDS and many others.

In November 2016, explore the culture, conquests and heritage of the world's greatest conqueror when the treasures and stories of Genghis Khan are presented in Charlotte for the first time in Discovery Place Science's newest exhibition, Genghis Khan.

## Labs

### **Explore More Collections**

A one-of-a-kind environment where visitors engage in the process of finding, identifying and connecting objects with the natural world through historic and anthropological Collection items.

### **Explore More Life**

A hands-on lab that enables understanding and appreciation of biodiversity with experiences like a tide pool touch tank, animal terrariums and habitats, and microscopic discoveries. Prepare to roll up your sleeves for an engaging exploration of real-world life science.

### **Explore More Stuff**

Discover the secrets of 'stuff' in this unique lab where matter and energy are explored and tested. Play, investigate, and discover chemistry and physics in an environment that encourages curiosity and learning.

### **Make & Innovation lab** (Coming Soon!)

Currently under construction, this new interactive space will allow visitors to facilitate engagement in the processes of innovation and imagination. Opening Spring 2017.

### **Biomedical lab** (Coming Soon!)

Explore the world of human health and biomedical science in an all-new hands-on, interactive lab experience. Opening Spring 2017.



The first Museum of the Discovery Place family, Discovery Place Nature first opened in 1946 as the Children's Nature Museum on Cecil Street in Charlotte. In 1951, the Museum was rebranded as the Charlotte Nature Museum and moved to its current building adjacent to Freedom Park, tucked into a historic Dilworth neighborhood. Recently renamed Discovery Place Nature, this beloved Museum has provided generations of guests the opportunity to explore the natural world through interactive exhibitions, native NC animals, family events and education programs. It is home to Charlotte's resident groundhog and furry forecaster, Queen Charlotte. While focusing on ages seven and younger, ever-changing, hands-on programming provides the opportunity for structured learning and informal play for kids of all ages.

## Hours of Operation

Sunday	noon - 5:00 p.m.
Monday	Closed*
Tuesday - Friday	9:00 a.m. - 4:00 p.m.
Saturday	9:00 a.m. - 5:00 p.m.

### **Extended hours for summer and select holidays**

*\*Open on select holiday Mondays*

## Admission

Adults & Children	\$8.00
Members	FREE
Children younger than 2 are Free	

## Location & Parking

Discovery Place Nature is located adjacent to Freedom Park at 1658 Sterling Road, Charlotte, NC 28209. Parking at the Museum is free.





## Exhibitions

### **Beginnings**

From baby chicks to growing tadpoles, guests can explore the life cycle of young animals and see firsthand how many creatures of the animal kingdom break out into the world.

### **Insect Alley**

Get up close to the creepy crawly world of bugs. Come face-to-face with different insects, arachnids, myriapods and more.

### **Butterfly Pavilion**

Walk among free-flying butterflies and natural sunlight in the glass-enclosed dome. Watch butterflies grow in the chrysalis' house and get close when they land to taste their favorite flowers with their feet.

### **Creature Cavern**

Focusing on live animals native to the Carolinas, little ones can go nose to nose with opossums, owls, snakes, skinks, skunks and more.

### **Naturalist Lab (New)**

This newly redesigned lab was designed to inspire visitors to embrace their inner scientist, fueling the curiosity to observe like a true naturalist. It featured binoculars for local bird watching, animal artifacts, native wildflower photography and much more!

### **Our Big Backyard**

An indoor climbing structure for little guests to climb through secret tunnels and discover the underground world of earthworms and gophers.

### **Peetie's Place**

The perfect place for both self-guided activities and fun parent-child interaction. Carve out a quiet corner for story time or jump into the buzz of activity and present your own puppet show.

### **Planetarium (Coming Soon!)**

Opening January 2017, Discovery Place Nature is refurbishing the historical planetarium dome, originally opened in 1965 under Charlotte Kelly, who was also known as Charlotte's "Star Lady." The new planetarium will offer public star gazing experiences, classes and group programs.

### **Fort Wild**

This outdoor exhibition encourages imaginative play by creating an environment for kids to inquire, reflect, take risks, run and play all while being immersed in a beautiful natural setting.

### **Paw Paw Natural Trail**

A stroll through this 100-year-old forest will enchant the young and young-at-heart with an easy to navigate loop where guests can spot local wildflowers and wildlife.



# DISCOVERY PLACE

KIDS - HUNTERSVILLE

Discovery Place Kids museums aspire to maximize the whole child by providing extraordinary and rich play experiences that value imagination, fun and learning. These children's museums feature developmentally-appropriate experiences that encourage imagination and offer the opportunity to build confidence while testing skills by trying new things.

Discovery Place Kids-Huntersville exhibitions are themed around a small town, allowing children to learn through play. Exploring the theme of I CAN, the Museum has a variety of theme areas allowing children, from birth to age seven, to role play, create, move and experiment. Your child CAN be a firefighter, a chef or an explorer, build a castle, create a masterpiece or captain a boat. Visit a farm, run a grocery store or dig in an outdoor garden. You can only imagine what your kid can do at Discovery Place Kids-Huntersville.

## Hours of Operation

Sunday	noon - 5:00 p.m.
Monday	Closed*
Tuesday – Friday	9:00 a.m. - 4:00 p.m.
Saturday	9:00 a.m. - 5:00 p.m.

### **Extended hours for summer and select holidays**

*\*Open on select holiday Mondays*

## Admission

Adults & Children	\$10.00
Members	FREE
Children younger than 1 are	Free

## Location & Parking

Discovery Place Kids-Huntersville is located at 105 Gilead Road, Huntersville, NC 28078. Free parking is available in the Huntersville Town Center parking deck located behind the Museum. You can access the Parking Deck from Old Statesville or Gilead Rds.



## Exhibitions

### **I CAN Create**

Get your creative juices flowing as I CAN Create celebrates art and imagination with plenty of opportunities for little ones to create their own masterpieces.

### **I CAN Be Healthy**

Explore healthy nutrition and exercise as well as good hygiene. Experience milking a cow and planting crops on the farm, visit the Town Market, doctor's office and café, and burn energy in a child-size fitness center.

### **I CAN Work**

Young imaginations will be set ablaze by I CAN Work, designed to let children role play the careers of community helpers such as firefighters, ambulance drivers and paramedics, veterinarians and bank tellers.

### **I CAN Move**

Children will learn about movement through exhibits and activities that allow exploration of transportation, forces and motion. I CAN Move is designed to provide children with the opportunity to experiment with movement on land, in the air and on the water.

### **I CAN Explore Underwater**

Move through the coral reef and a variety of climbing structures, explorers encounter science and nature beneath the sea, developing motor skills as well as observation and shared play abilities.

### **I CAN Build**

Budding architects can develop creative thinking skills as they design and build their own structures and learn about measurement and geometry at the Brick Factory and construction sites.

### **I CAN Grow**

Designed for the littlest sprouts, I CAN Grow helps stimulate the brains of children birth to 36 months as they begin to develop curiosity, take risks, become persistent, imagine and explore. This exhibition fosters early learning in a pretend park setting that includes a playhouse, flower garden, pond and water table.

### **Town Center**

The hub of the Museum's energy and activities, the Town Center is the heart of Discovery Place Kids, encompassing the Town Hall Stage, clubhouse climbing structure, and clock that will announce the time for special activities like Puppet Shows, Story Time and the Big Fun dance party.

### **Learning Garden**

The outdoor Learning Garden is designed to provide direct experiences with nature to help children develop an understanding of and appreciation for living things and their habitats. The theme area emphasizes movement and balance, nature art, weather, animal environments, container gardening, and soil, sand and building.



# DISCOVERY PLACE

KIDS - ROCKINGHAM

Discovery Place Kids museums aspire to maximize the whole child by providing extraordinary and rich play experiences that value imagination, fun and learning. These children's museums feature developmentally-appropriate experiences that encourage imagination and offer the opportunity to build confidence while testing skills by trying new things.

Discovery Place Kids-Rockingham features developmentally-appropriate experiences that encourage imagination, curiosity and skill-building. By exploring the theme I CAN, the Museum allows children from birth to age ten to role play, test new ideas, learn how to get along with others and build confidence. You can only imagine what your kid can do at Discovery Place Kids-Rockingham.

## Hours of Operation

Sunday	noon - 5:00 p.m.
Monday	Closed*
Tuesday – Friday	9:00 a.m. - 4:00 p.m.
Saturday	9:00 a.m. - 5:00 p.m.

### **Extended hours for summer and select holidays**

*\*Open on select holiday Mondays*

## Admission

Adults & Children	\$8.00
Members	FREE
Children younger than 1	are Free

## Location & Parking

Discovery Place Kids-Rockingham is located at 233 E. Washington St., Rockingham, NC 28379. A limited amount of free parking available in the lot adjacent to the Museum and additional parking available throughout downtown Rockingham.



## Exhibitions

### **I CAN Be Anything**

Young imaginations will be set ablaze by I CAN Be Anything, designed to let children role play the careers they see adults in every day such as firefighter, veterinarian, cook, actor, mechanic or farmer.

### **I CAN Be Healthy**

We're bringing the outdoors inside as little guests can learn how to make healthy, active lifestyle choices on an unstructured play environment that will let their imaginations run wild.

### **I CAN Grow**

Designed for the littlest visitors, I CAN Grow helps stimulate the brains and bodies of children birth to 36 months as they begin to develop curiosity, take risks, become persistent, imagine and explore. This theme area fosters early learning and development with an adventure bridge, touch wall, peekaboo, project table equipped with infant seats and special activities to support tummy time.

### **I CAN Imagine**

Explore playful, open-ended discovery and imaginative ideas. Using water, air, blocks and recycled materials, young visitors stretch their minds to innovate, communicate, generate and celebrate.

### **I CAN Wonder Why**

Hands-on contraptions and physical manipulatives let visitors launch balls or airplanes into the air, hoist themselves up in pulley chairs, collaborate on simple machines including a Bernoulli blower and Gizmotron and experiment with real world science in the Lab. Exhibits in I CAN Wonder Why prompt a reaction of "Wow!"

# Organization Chart

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## DISCOVERY PLACE

SCIENCE | KIDS | NATURE



# Logo Variations

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