



FORT WORTH MUSEUM
SCIENCE AND HISTORY
Learning through Innovation

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Omni IMAX[®] Theater Remains Major Component of Fort Worth Museum of Science and History

FORT WORTH, TEXAS – The Fort Worth Museum of Science and History’s (FWMSH) Omni Theater, an IMAX[®] Dome, is a major component of the Museum’s new campus. When the newly constructed Museum opens to the public Friday Nov. 20, 2009, the theater will feature new films and a WWI aviation artifacts display. Guests can access the Omni Theater from the main portion of the Museum through the “Omni Link.”

The Omni Link is a 3,300-square-foot connecting structure located between the Omni Theater and the main Museum facility. The theater closed for less than a year beginning in September 2007 for renovation, reopening in July 2008, as crews completed the connecting structure designed by the internationally renowned architectural firm of Legorreta + Legorreta, of Mexico City.

The link and the adjacent theater lobby space gave guests a first look at the new facility’s bold architecture and design elements: the theater’s exterior brick façade, stained to match the new building; open spaces illuminated by banks of square windows; and bright paint, carpet and tile colors signature to the Legorreta style.

The Link features new guest amenities, including a concession area in the theater lobby named “Reel Refreshments” and a suite of museum staff offices. The Link also includes a collection showcase and a free standing display case that will highlight the rich aviation history of Fort Worth through an exhibition of WWI aviation artifacts from the Royal Canadian Air Corps.

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“The Canadian Air Corps trained American soldiers from November 1917 to April 1918 at three Fort Worth-based airfields, Taliaferro 1 (Hicks), Taliaferro 2 (Benbrook) and Taliaferro 3 (Everman),” said Museum of Science and History Curator of History Dr. Gene Allen Smith. “This is a very visible way for us to reintroduce to the public, a period of history that often gets overlooked in the history of aviation.”

In addition to the new construction and redesigned lobby area, the dramatic theater transformation continues with high-tech improvements beneath the theater’s 80-foot IMAX® dome. Between film showings, a new lighting system projects a sea of colors and themes on the screen surrounding the theater’s nearly 400 seats and lights the area behind the dome to give guests an impressive view of the theater’s new sound system during pre-shows.

That sound system – converted in 2008 from analog to digital – is likely the most dramatic of the technological improvements that will affect the guest experience. Considered to be the "flagship" of IMAX® sound, the system includes 50 new speakers and has been retuned and optimized for the geometry of the theater using professional IMAX® audio tuning software. The retuning ensures that every seat in the house receives the same level of sound quality from a system that has increased power, fidelity, crispness and clarity.

With the Grand Opening of the Museum, the Omni Theater will continue to play *The Alps*, and will feature a new film, *Aminalopolis*. Tickets can be purchased online at www.fortworthmuseum.org, by phone at 817-255-9540, or at the Omni Theater ticket office during operating hours. Ticket prices are \$7 for Adults and \$6 for children (3-12) and seniors (60+). Membership rates vary on level of purchase.

About The Museum

The Fort Worth Museum of Science and History is open from 10 a.m. to 5 p.m., every day except Thanksgiving, Christmas Eve, and Christmas Days. For more information about the Museum visit www.fortworthmuseum.org or call 817-255-9300.

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In 1939, the Fort Worth Council of Administrative Women in Education presented a successful proposal to the City Council for the creation of a children's museum in Fort Worth. Chartered with the State of Texas in 1941 as the “Fort Worth Children’s Museum,” the new \$80 million FWMSH campus marks the culmination of an extensive multi-year fund-raising campaign following a comprehensive planning effort. Dedicated to life-long learning and anchored by its rich collections, the Museum engages school children and adult visitors through creative, vibrant programs and exhibits interpreting science and the history of Texas and the Southwest. For more than six decades, the FWMSH has provided learning opportunities for tens of thousands of area children annually among its million visitors each year, making it one of the most popular cultural attractions in North Texas.

The new Museum building, created by internationally acclaimed architects Legorreta + Legorreta with Gideon Toal, is located in the heart of Fort Worth’s Cultural District. The world-class, 166,000 square-foot facility features a collection of new, interactive exhibits and programs developed by the Museum’s staff and a team of nationally recognized designers in support of the Museum’s dedication to informal, discovery-based learning for all.

The new Museum’s environment of learning comprises state-of-the-art interactive exhibitions and components including: Energy Blast; the Fort Worth Children’s Museum; the Cattle Raisers Museum; the Noble Planetarium; Omni IMAX® Theater; DinoLabs/DinoDig® – featuring the State Dinosaur of Texas, *Paluxysaurus jonesi*; Innovation Studios/Innovation Gallery; and the 60-year-old Museum School.