

**Regarding the New Release of the Permanent Exhibit "Innovation and the Future"  
"From Imagination to Creation, toward a New Society through Technological Innovation"  
April 8 (Wed.), 2009 Renewal Release**

The National Museum of Emerging Science and Innovation (Miraikan) (Director: Mamoru Mohri, Address: Aomi, Koto-ku, Tokyo) will completely upgrade the 3F Permanent Exhibition "Innovation and the Future." It will reopen on April 8 (Wed.), 2009, a year designated for emphasizing basic science.

The new exhibit's theme is "From Imagination to Creation, toward a New Society through Technological Innovation."

In all aspects of society, creative ability in fundamental research and technological development is necessary to realize humanity's goals. When new technology from this creative ability is accepted by society, social change occurs and new "imagination" is further created out of the new values and culture. This new technology will further produce new culture and values, which will link to the creation of the needs of the society of tomorrow. We will introduce science and technology that contributes to development of this new society in 3 zones, referred to as the "water cycle."

ZONE 1 introduces the process of innovation motivated by people's imagination (wishes and desires). What do we need to make our wishes come true? Creativity. Different stories of innovation from both the past and contemporary times will be shown with video images based on the concept of "imagination" and "creativity." In ZONE 2, visitors can learn about the process of innovation through the image of rivers. "The Spring of Wishes" gushes out dreams and desires. Then, it develops into five streams of the "River of Creativity" which symbolize five different types of creativity. Let's follow the river of creativity and look at moments of technological innovation to see how researchers and engineers have exercised their creativity and given form to people's wishes. At the mouth of the "River of Imagination" lies the "Sea of Fertility," full up of the wisdom of human beings since the dawn of time. There, visitors can experience the development of technology by collecting various innovations flowing into the sea.

---

**[Outline]**

Date of Release: From April 8 (Wed.), 2009

Venue: 3F Permanent Exhibition "Innovation and the Future," National Museum of Emerging Science and Innovation (Address: 2-41, Aomi, Koto-ku, Tokyo)

Opening Hours: 10:00 - 17:00 (Please enter at least 30 minutes before closing time.)

Closed: Every Tuesday (Opened during holidays, Spring/Summer/Winter Vacation)

Year End and New Year (December 28 - January 1)

Admission Fees: Adults: 600 yen, 18 years old and under: 200 yen/Groups (8 or more people) Adults: 480 yen, 18 years old and under: 160 yen

\* The above-mentioned admission fees will apply from April 1, 2009.

\* Free admission for those in possession of a Disability Book and one accompanying person

\* There may be extra charges for Special Exhibitions.

Planning: National Museum of Emerging Science and Innovation

Edited by: Yusuke Sakaki (Vice President of Toyota Technological Institute/Professor Emeritus of The University of Tokyo)

\* In accordance with the upgrading of exhibits, the 3F "Innovation and the Future" will be closed from February 18 (Wed.).

**<Story of Exhibition>**

Ever since our ancestors created and used stone implements, humans have continuously come up with various creations in order to make their lives "more convenient" and "richer," thus allowing advancement of our unique "civilization." When we look back in human history, we have continuously moved forward through a combination of the following two principles: a desire to evolve (imagination) and the driving force to actualize it (creativity).

However, it is true that in the process of various technological innovations based on a desire for non-stop evolution, we are causing environmental problems and the destruction of nature. How should we deal with problems caused by technological innovation? The next great solution for the problems of technological innovation is ever newer research and innovation to address these concerns. Thus, research in science and technology not only to pursue the conveniences of modern life but also in technology for humanity to sustain our lives by dealing with these grave problems has become necessary.

<b>Inquiries from general visitors:</b>	<b>For information on this release, please contact:</b>
National Museum of Emerging Science and Innovation (Miraikan) TEL: +81-3-3570-9151 / FAX: +81-3-3570-9150 URL: <a href="http://www.miraikan.jst.go.jp">http://www.miraikan.jst.go.jp</a>	Public Relations and International Affairs Division, National Museum of Emerging Science and Innovation (Miraikan) ( <a href="mailto:press@miraikan.jst.go.jp">press@miraikan.jst.go.jp</a> ) 2-41, Aomi, Koto-ku, Tokyo 135-0064 TEL: +81-3-3570-9192 / FAX: +81-3-3570-9150

## [Exhibition Outline]

### ZONE 1: From Imagination to Creation

From ancient times to this modern age, humans have made all sorts of things that help improve their lives using the power of imagination and creativity. The innovation is a perpetual cycle which is propelled by every human. This cycle can be seen in various aspects of our lives including development of means of transportation and communication methods. We will introduce them with video images.

### ZONE 2: The Drive Force of Innovation

What turns people's imaginations into reality is the creativity of researchers and engineers. You can experience what kind of ideas support innovative technology through an exhibit based on the image of a "river."

#### The Spring of Wishes

The wish (imagination) is the headwater of all technological innovation. By throwing in the ball of "wishes," much "imagination" will gush out from the spring.

#### River of Creativity

5 different types of "Creativity." We will introduce the examples of past scientific and technological breakthroughs and today's cutting-edge science and technology through hands on exhibits.

"Association"....Something new is created by finding relationships as you combine things with differences.

Classic Example: The invention of a hot-air balloon from the idea of the bonfire/  
Cutting-edge example: Quantum computer

"Integration"....something new is created from organic fusion as different concepts and areas come together.

Classic example: Edison's Laboratory/Cutting-edge example: Lab-on-a-Chip

"Serendipity"....Ability to discover something valuable from unexpected chances.

Classic example: Penicillin created from coincidental discovery/  
Cutting-edge example: Discovery of conductive polymer

"Mimic"....Actualize things that were impossible by making observations of already existing

functions and shapes and create something similar.  
Classic example: Art of flight taken from a bird, glider techniques/  
Cutting-edge example: Artificial photosynthesis

"Alternative"....Engage from a new perspective without being fixated on one idea.

Classic Example: Le Corbusier's architecture that does not depend on walls/  
Cutting-edge example: Manufacturing Technology by Printing Technology

#### Sea of Fertility

Visitors can imagine the future by selecting and combining many cutting-edge technologies that float on this "Sea."

## [Sample Pictures]



Computer generated (CG) image of the new exhibition area

Related press releases and pictures can be downloaded from the Miraikan website.

## [New Information]

### Recycled experiment kit of styrene foam

Our "Experiment kit" enables you to experience the experimentation of the science workshop of Miraikan at home. Following the 1st "DNA extraction kit," the "recycled experiment kit of styrene foam" will be on sale in March 2009. The experiment uses "limonene" included in orange peels and enables you to experience the mechanism of recycling.

Date of sale: Mid March, 2009

Price: 1,500 yen (tax included)

Target age: Over 10