Special Exhibition
“Pokémon Lab: You do it! You discover!”
Starts on July 8 (Wed), 2015

From July 8 (Wed) to October 12 (Mon), 2015, the National Museum of Emerging Science and Innovation (Miraikan) (Director: Mamoru Mohri; Address: Aomi, Koto-ku, Tokyo) will hold a Special Exhibition “Pokémon Lab: You do it! You discover!”.

Since the release of the first game in 1996, Pokémon has become an international hit spanning across borders, cultures and generations. This special exhibition presents entertaining experiences to learn about scientific methods and processes such as observation and classification, with Pokémon as the subjects.

This exhibition will take place at the “Pokémon Lab” where visitors will act as research assistants and take on a variety of missions. These missions are separated into different difficulty levels, so visitors all ages can enjoy them. The exhibition will also explain the history and long-lasting appeal of Pokémon, along with the development of communications technology in game consoles.

This special exhibition provides an opportunity to experience the scientific process by playing and thinking together with Pokémon.

Title: “Pokémon Lab: You do it! You discover!”
Term: July 8 (Wed) ~ October 12 (Mon), 2015
Opening Hours: 10:00 – 17:00 (Entrance closes 30 minutes prior to museum closing time.)
Venue: 1F Special Exhibition Zone, National Museum of Emerging Science and Innovation (Miraikan)
Closed: Every Tuesday except on holidays and during the summer vacation period
Admission Fees (TBD): Adult (Ages 19 & over): ¥1,500 / Student (Age 18 to school student): ¥1,300 / Child (Ages 3 to school student): ¥500
Organizers: National Museum of Emerging Science and Innovation, Yomiuri Shimbun
Special Association: The Pokémon Company, pokémon communication company

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