



FOR IMMEDIATE RELEASE:

New “Block Busters!” Exhibition at the Reuben H. Fleet Science Center Turns Visitors Into Architects and Engineers

SAN DIEGO, Calif., October 19, 2009 – Behold building blocks that foster the imagination and defy gravity. Visitors of all ages will discover the unique nature and unlimited possibilities of KEVA planks when they try their hand at engineering structures tall and wide at the Reuben H. Fleet Science Center’s newest 2,300 sq foot interactive exhibition, “**Block Busters!**” opening November 21, 2009.

Building with their imagination from the ground up, visitors to the Fleet’s new exhibition will have access to fifteen thousand wooden KEVA (Knowledge-Exploration-Visual Arts) planks that serve as the basis for this hands-on learning experience. From skyscrapers to suspension bridges, visitors become architects and engineers as they work to build an endless variety of structures.

The hands-on nature of KEVA planks promotes creativity, concentration, teamwork, design skills and encourages social interaction. Each KEVA plank is uniform in size and shape, made from maple wood and measures 1/4 inch thick, 3/4 inch wide and 4 1/2 inches long. Structures are built by stacking the planks in an infinite number of ways, no glue or connectors necessary. Stacking the KEVA planks upright, they may look as unstable as a house of cards, but even this type of structure is surprisingly stable. Adults and kids alike cannot resist the draw of KEVA planks and will quickly find themselves building, interacting and collaborating together. Once a tower has been built and admired, visitors will find that half the fun is in knocking it down.

This isn’t the first occasion KEVA planks have been available to visitors at the Fleet. During the 2008-2009 “Tinkering” exhibition, a small KEVA installation gave visitors a taste of what’s they’ll experience at “Block Busters!” “My son Jake and I enjoyed building with the KEVA planks that were part of the “Tinkering” exhibition last year,” said Eric Johnson an Electrical Engineer. “We had fun working together on different structures, but our favorite part was building a tower that reached the museum ceiling and then knocking it down. Jake got a taste of what it’s like to be an engineer and can’t wait for the new exhibition to see if he can build an even taller tower this time.”

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The building possibilities at “Block Busters!” are as limitless as the imagination. Throughout the exhibition, model KEVA plank structures provide inspiration and excitement for budding builders. Displays will include a castle turret, a spiral staircase, sail boat, airplane and train. Visitors who want to take the “Block Busters!” challenge can test their skills with the following building experiments:

“Spirals” – make a structure using spirals. How many different types of spirals can be made? How can the number of layers be designed in different ways to complete a revolution?

“Impossible Structures” – Build a structure and remove some of the planks to create a sculpture that could not be built from the ground up, such as an eagle or hexagon uprights.

“Think Like an Architect” – Build a tower as tall as yourself! Add patterns and structure to make it more beautiful or interesting.

“Minimalism” – Build a sculpture using only ten planks or objects with only the most essential elements –i.e. an airplane with three planks.

Visitors of all ages will want to return to “Block Busters!” again and again to conceptualize new KEVA creations.

Complementing the new exhibition, the Reuben H. Fleet Science Center will partner with local engineers and architects to present a number of family-friendly activities related to “Block Busters!” throughout the year. KEVA planks will also be available for sale in the *North Star Science Store* for builders who would like to take the “Block Busters!” challenge home.

About the Reuben H. Fleet Science Center

With exhibits to touch, IMAX® films to watch and motion simulator rides to experience, the Reuben H. Fleet Science Center (“the Fleet”) offers an educational, entertaining experience for visitors of all ages. Located at 1875 El Prado, two blocks south of the San Diego Zoo on Park Blvd, the Fleet is a non-profit organization dedicated to furthering the public’s understanding and enjoyment of science and technology. For information regarding current admission prices, please call (619) 238-1233 or visit our Web site at www.rhfleet.org.

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