



FOR IMMEDIATE RELEASE:
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AN IMMERSIVE JOURNEY AWAITS YOU AT
INTERACTIVE! THE EXHIBITION
HOW POPULAR CULTURE RESHAPES TECHNOLOGY
AT THE REAGAN PRESIDENTIAL LIBRARY AND MUSEUM
OCTOBER 22, 2016 – APRIL 16, 2017

ADVANCE TICKETS NOW ON SALE

(SIMI VALLEY, Calif.) – The Ronald Reagan Presidential Library and Museum will open the fully immersive *Interactive! The Exhibition – How Popular Culture Reshapes Technology* on October 22, 2016. This giant 10,000 square foot exhibition offers a riveting, memorable exploration of popular culture’s impact on technology – past, present and future – and its direct effect on how we live and work, how we move, how we connect and how we play. Transporting yourself back to the 50’s, 60’s, 70’s and 80’s will show museum visitors firsthand how popular culture from those decades inspired the technology of today and for the future.

In *Interactive*, Virtual Reality and more is at your fingertips, including:

- Over a dozen immersive games await, including Virtual Reality Gaming by Oculus Rift.
- Robotic arm interactives, 80’s gaming stations and more.
- Manipulate a Mars Rover replica.
- Get up close with the first ever 3D printed car, by Local Motors.
- Examine communications from the landline rotary telephone and VCR to smartphones.
- Check out jetpacks, Marty McFly’s hoverboard and even meet Baxter the robot!

“This family friendly, highly engaging and fully hands-on exhibit of innovation, creativity, science and wonder is highly educational, while being extremely engaging and entertaining as well,” said John

Heubusch, executive director of the Ronald Reagan Presidential Foundation and Institute. “This exhibit truly is great for museum guests of all ages – from the young, to the young at heart!”

Developed by Stage Nine Exhibitions, *Interactive* is a large-scale, hands-on examination of how popular culture in movies, books, TV, and the arts has influenced modern technology and changed the ways we live, work, move, connect and play. In addition to a wide variety of "hands-on" experiences, including Oculus Rift virtual reality, interactive robots, the driverless car, multiple gaming stations, remote control drones, 3D printing stations, and more, Reagan Library visitors will also get up close to some of science fiction's most iconic characters, including an interactive R2D2 from *Star Wars*, a T-800 endoskeleton from *The Terminator*, and a full-size Alien from the *Alien* films. Did the producers of Star Trek invent the smart phone? What science fiction today will become reality tomorrow? The exhibit also showcases the creative inspiration behind legendary innovators such as Jules Verne, H.G. Wells, and Walt Disney.

Guests of *Interactive* will discover four featured areas exploring the science and technology in human everyday life.

How We Play: Examines the technology of entertainment and its impact on how people spend their free time. Highlights include a virtual reality gaming by Oculus Rift, 3D projected playing fields and hands-on activities with familiar and cutting-edge music instruments.

How We Connect: Communications technology is truly the game changer of the 21st century, which brought us to a new era and the birth of social media. This part of the exhibition explores the relationship between communications and technology by looking at the history and future of communication, from landline rotary telephones and VCRs, to video chats and smartphones. Artificial intelligence and distant alien lifeforms are featured as technology blending with popular culture and science fiction. Guests will learn about communication in our social history, how far we've come, and where we're going.

How We Move: This area examines the history and evolution of human transport. This segment includes a detailed overview of how technologies have advanced the way we move around the planet. Showcased are popular culture hallmarks in transportation including Mars rovers, jetpacks, Marty McFly's hoverboard, the first 3D printed car by Local Motors and artistic sketches featuring future plans for flying cars from Hyundai and the roll-out of the high-speed transportation system, the Hyperloop™.

How We Live and Work: This area presents some of the most fascinating innovations currently shaping our lives, many of which were predicted in books and movies. Here guests will experience how those dreams have turned into reality, including real-world robots, customized objects from the International Space Station and more.

Interactive also includes:

- The Mars Rover
- HAL 9000 from *2001: A Space Odyssey*
- Hands-on robotics
- Virtual projection games
- Futuristic musical instrument technology
- Jet pack from Disney™'s The Rocketeer
- Autopia car from Disney™'s Tomorrowland
- Artistic renderings from visual futurists who created the look of *Blade Runner*™, *Star Wars*™, *Alien*™ and much more

The Reagan Library is located at 40 Presidential Drive in Simi Valley, California. Public hours are from 10 a.m. to 5 p.m. daily. The Museum is only closed on Thanksgiving Day, Christmas Day and New Years Day. For Museum Admission fees, please visit www.reaganlibrary.com. Museum exhibit tickets may be pre-purchased at www.reaganlibrary.com/tickets. For more information, call (800) 410.8354 or visit www.reaganlibrary.com/interactive.

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About The Ronald Reagan Presidential Foundation and Institute

The Ronald Reagan Presidential Foundation and Institute is a non-profit, non-partisan organization dedicated to the promotion of the legacy of Ronald Reagan and his timeless principles of individual liberty, economic opportunity, global democracy, and national pride. It sustains the Ronald Reagan Presidential Library and Museum, the Reagan Center for Public Affairs, the Walter and Leonore Annenberg Presidential Learning Center and The Air Force One Pavilion, all in Simi Valley, California, as well as education and public affairs programs in Washington, D.C. The Reagan Library houses 63 million pages of Gubernatorial, Presidential and personal papers and over 60,000 gifts and artifacts chronicling the lives of Ronald and Nancy Reagan. It now also serves as the final resting place of President and Mrs. Reagan.

www.reaganfoundation.org