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## Ontario Science Centre hits the right note with new exhibition The Science of Rock 'N' Roll

### JUNO Award-winning rockers Arkells give rockin' live performance

TORONTO, June 5, 2014 /CNW/ - Rock out to the sounds of rock 'n' roll and science at the Ontario Science Centre this summer! *The Science of Rock 'N' Roll*, a rockin' new exhibition that explores how advances in science and technology have revolutionized how we make, listen, experience and share music, opens to the public on June 11, 2014. A special media preview of the exhibition was held today.

"Science is everywhere. It is often found in unexpected places, which is why we're thrilled to have *The Science of Rock 'N' Roll* make its Canadian debut this summer at the Ontario Science Centre," said Lesley Lewis, CEO, Ontario Science Centre. "The exhibition will allow visitors to discover how science and technology have impacted and influenced the evolution of rock 'n' roll and experience the music they know and love through a scientific lens."

Canadian rockers Arkells added rock-infused energy to the special media preview by performing a set of songs from their upcoming album *High Noon*, which will be released on August 5, 2014 via Universal Music Canada, a promotional partner of this exhibition.

"Many different components go into song writing, recording and performing music, and the evolution of how artists conceive and music lovers consume, has always been steeped in science and technology," said Ivar Hamilton, Vice-President, Catalogue & Sports Music Marketing, Universal Music Canada. "From computer technology to digital audio, and from the new generation of heavy grade vinyl to signal processing, advances in science and technology continue to shape the industry."

*The Science of Rock 'N' Roll* features seven distinct areas that comprise interactive components, historical artifacts, informational walls, documentary videos and more. From art to musical composition, from instruments to sound, and from careers in rock to the concert experience, *The Science of Rock 'N' Roll* has something for science and music lovers alike.

The Ontario Science Centre has created an exhibition-specific app to extend the rock 'n' roll fun to anyone with a computer or smart device. The newly-minted *Rockquations* app invites people to discover their inner rock star persona in augmented reality and share it via social networking channels.

*The Science of Rock 'N' Roll* opens on June 11, 2014 and runs to October 26, 2014 and is free with general admission to the Ontario Science Centre. Tickets are on sale now at [www.OntarioScienceCentre.ca/boxoffice/](http://www.OntarioScienceCentre.ca/boxoffice/). Visitors may capture video footage of their rock star moments to share with friends using *The Science of Rock 'N' Roll* backstage pass, which is available onsite for an additional \$2.

In addition, the Science Centre transforms into a musical playground for grown-ups with ScienceROCKS!, where the 19+ crowd can take in live performances, engage in thought-provoking presentations, explore *The Science of Rock 'N' Roll* and enjoy *Rolling Stones at the Max* on the big screen. Each evening event rocks a different theme, and all are licensed: July 24, August 21 and September 18, 7 pm to midnight. Advance tickets are now available for \$15 at [www.ontariosciencecentre.ca/boxoffice/](http://www.ontariosciencecentre.ca/boxoffice/).

Plug in your amp and put it up to eleven; it's time to rock out at the Ontario Science Centre!

#### **About the Ontario Science Centre**

The Ontario Science Centre delights, informs and challenges the communities we serve, enriching people's lives and understanding through engagement with science of local, national and global relevance. Since 1969, the Ontario Science Centre has welcomed more than 48 million visitors, with an interactive approach that was the model for Science Centres around the world. It is the public centre for innovative thinking and provocative dialogue in science and technology, aiming to inspire a lifelong journey of curiosity, discovery and action to create a better future for the planet. Please visit us at [OntarioScienceCentre.ca](http://OntarioScienceCentre.ca).

#### **About *The Science of Rock 'N' Roll***

Behind the power and phenomenon of rock and roll lies an entire world that remains hidden and unseen. How do you

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Behind the power and phenomenon of rock and roll lies an entire world that remains hidden and unseen. How do you explain rock 'n' roll? What delivers its unique sound? And how do compositions come together that compel us to hang on to their every note? How has rock 'n' roll influenced sociocultural and political movements — and vice versa? What technologies have spurred the development of rock and roll and conversely, what technological innovations has rock 'n' roll inspired? All that, and more, is explored in the Science of Rock 'N' Roll. To learn more, visit [www.scienceofrock.com](http://www.scienceofrock.com).

#### **About Elevation Productions**

The Science of Rock 'N' Roll is an Elevation Productions creation. Elevation Productions produces world-class blockbuster exhibitions for the Museum and Science Center community. Their focus is on what the market demands; working with subjects that have a broad appeal. They retain world-class designers and curators to provide patrons with an experience that is second to none.

#### **About Exhibits Development Group (EDG)**

EDG is dedicated to the development, production, marketing, and distribution of traveling museum exhibitions and cultural projects. EDG also serves as a partner to other exhibition organizers, museums, foundations, and collection owners in the U.S. and abroad, in the care and stewardship of their exhibitions and collections. EDG's mission is to initiate and promote international cultural and intellectual exchange by bringing high-quality traveling exhibitions of art, science, and history to broad and diverse audiences. For more information, please visit [www.exhibitsdevelopment.com](http://www.exhibitsdevelopment.com).

**Product Partner:** Long & McQuade Musical Instruments

**Promotional Partner:** Universal Music Canada

*The Science of Rock 'N' Roll* is organized by Elevation Productions and distributed by Exhibits Development Group.

For images and video, please visit: [www.ontariosciencecentre.ca/Media/ImagesVideo](http://www.ontariosciencecentre.ca/Media/ImagesVideo)

#### **Social Media Links**

Facebook: [www.Facebook.com/OntarioScienceCentre](http://www.Facebook.com/OntarioScienceCentre)  
Twitter: [@OntScienceCtr](https://twitter.com/OntScienceCtr) | [#ScienceRocks](https://twitter.com/ScienceRocks)  
YouTube: [www.YouTube.com/user/OntarioScienceCentre](http://www.YouTube.com/user/OntarioScienceCentre)

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For further information:

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