

Press Releases:

***BODY WORLDS: The Happiness Project* on from January**
Happiness and anatomy in the heart of Amsterdam

Amsterdam, 12 December 2013 – The opening of new, interactive exhibition ***BODY WORLDS: The Happiness Project*** marks an entirely new chapter in the already impressive range of ***BODY WORLDS*** exhibitions. A permanent exhibition exploring what happiness is and the science behind it, ***The Happiness Project*** opens on January 16th 2014 right in the heart of the city, at Damrak 66.

The exhibition tells the story of our bodies and the influence that the emotional phenomenon of 'happiness' has on our health. Over 200 anatomical specimens of real human bodies reveal the complexity, resilience and vulnerability of the body. Visitors learn for example that people who are happy, live longer than people who are unhappy. That is good news in a country whose population has been one of the happiest in the world. Recent study by the World Health Organization (WHO) even shows that Dutch youth is the happiest in the western world.

BODY WORLDS' creator, Dr Gunther von Hagens, explains the idea behind the exhibition by saying: *'Happiness is an elusive feeling that many are searching for. The fact that there is a direct link between happiness, health and well-being has been proven by major medical studies. In BODY WORLDS: The Happiness Project, these fundamental principles of happiness are examined through the lens of anatomy.'*

This exhibit is the creative vision of Angelina Whalley, creative and conceptual designer for all ***BODY WORLDS*** exhibitions, she goes on to add: *'People tend to view happiness as a state of being; a state you are either in or not in. In fact, each one of us has a natural happiness baseline, a 'starting point' that is determined by our genes. It's a point we always return to after encountering negative events and experiences. But, we do have the ability to improve this innate level of happiness; this exhibition presents that dimension of happiness and reveals how to attain it. The specimens in the exhibition are donors who gave their legal consent during their lifetimes to participate in BODY WORLDS. They act as guides and teachers on this journey into the self and the quest for happiness.'*

BODY WORLDS

BODY WORLDS exhibitions (also known by its German name KÖRPERWELTEN) are based on an established body donation program through which the body donors specifically request that their bodies could be used in a public exhibition after their deaths. After the success of the travelling *BODY WORLDS* exhibitions in Rotterdam (2010/2011) and Amsterdam (2012), Dr Gunther von Hagens has decided to open a permanent exhibition in the centre of Amsterdam. Von Hagens' exhibitions exploring the human body have already attracted almost 40 million visitors worldwide.

Teaching faculty always admitted free

The primary aim of this exhibition is to raise public awareness of the importance of health. That's why all teachers, lecturers/professors and teaching assistants are always admitted free. Teaching faculty members can request a teacher pass (docentenpas) via the website, where a variety of free teaching materials are also available.

Press Opening

Press opening of *BODY WORLDS: The Happiness Project* will take place on Wednesday January 15th at 10:30 am. Press has the first opportunity to visit the permanent exhibition on the Damrak 66. An official invitation, including program and press kit, will follow soon. For more information, please contact us.

Details

BODY WORLDS: The Happiness Project is open daily. Opening hours are from 9 am to 6 pm from Sunday to Wednesday and from 9 am to 9 pm from Thursday to Saturday (last admission up to one hour before closing time).

BODY WORLDS: The Happiness Project

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