

Gunther von Hagens'  
**BODY WORLDS**  
**VITAL**



**Media Contact:**

Cheryl Cohen  
[ccoehen@dunkindonutscenter.com](mailto:ccoehen@dunkindonutscenter.com)  
(401) 331-2627

Caroline Broderick  
[cbroderick@thegoldgroup.com](mailto:cbroderick@thegoldgroup.com)  
(978) 666-4487

**INTERNATIONALLY ACCLAIMED *BODY WORLDS VITAL*  
IS ON DISPLAY FOR THE FIRST TIME  
IN RHODE ISLAND**

***Human Anatomy Exhibit Educates on Science, Health, and Wellness***

**Providence RI | June 9th, 2016** - The Rhode Island Convention Center has announced that the internationally acclaimed *Gunther von Hagens' BODY WORLDS Vital* will have its **Rhode Island Premiere on June 30, 2016**. The human anatomy exhibit is an immersive, multimedia experience celebrating the potential of the human body and the body in motion.

The Gold Group, based in Boston will be presenting the Rhode Island Premiere of *BODY WORLDS* in the Providence Museum Gallery at The Rhode Island Convention Center. *BODY WORLDS Vital* is one chapter from anatomist Gunther von Hagens' HUMAN SAGA project—a series of curated museum health exhibitions narrating neuroscience, cardiology, longevity and aging, and other explorations in anatomy.

**Featuring authentic human bodies, the exhibition examines the body through displays about distress and disease, and inspirational insights about the body's virtuosity and resilience.** These detailed anatomical studies and compositions show visitors a penetrating gaze at what lies beneath the skin--the design and function of the human body.

"This breathtaking exhibition demonstrates the potential of the active human body," said Joe Gold, Principal of The Gold Group, the company responsible for bringing *BODY WORLDS* to The Rhode Island Convention Center. "Visitors will have the opportunity to see what the human body looks like from within— to literally see what we are all made of."

The plastinates tell the story of the human body in states of health, distress, and disease. More than 200 specimens and thirteen full body plastinated bodies are on display.

The plastinated bodies on display in *BODY WORLDS* come from a body donation program managed by the Institute for Plastination in Heidelberg, Germany. Plastination, invented by Dr. von Hagens, is a method of extracting bodily fluids and fat from specimens and then infusing plastic to replace them, allowing visitors to see inside the human body, learn how it works, and see how it can be affected by disease. During their lifetime,

donors willed that their bodies be used, after their death, for teaching future generations of science learners, through Plastination. More than 42 million visitors worldwide, 16 million of those in the Americas, have seen the exhibitions.

**"BODY WORLDS** celebrates the living human body in its optimal state—healthy, vibrant, vigorous, and in motion," says Dr. Angelina Whaley, Curator of *BODY WORLDS* and Director of the Institute for Plastination in Heidelberg, Germany. "It presents the leading health concerns of contemporary times, the causes of these conditions and diseases, and ways to prevent or manage them. It is our hope that visitors will recognize the awesome potential of the human body, and will be inspired to live life in good health and with vitality."

One of the key themes of the exhibit is promoting healthy lifestyle changes. *BODY WORLDS* promotes all encompassing health awareness displays from side-by-side comparisons of lungs diseased from smoking and a liver damaged by alcoholism to healthy organs. The exhibit also shows how obesity affects the body.

"We know that real, authentic experiences provide the most meaningful learning opportunities," said Mark Thompson, Senior Vice President of The Gold Group. "We specialize in creating unforgettable experiences and are proud to be bringing this world-class exhibit with The Rhode Island Convention Center to the people of Rhode Island. Visitors of all ages are going to find that this presentation of *BODY WORLDS* provides one of those authentic experiences, showing the human body in all stages of life in ways they will never forget."

School groups are encouraged to attend as a scholastic study of the fusion between art and science for a unique visual experience. Interested educators can contact the Group Sales department by visiting [the website](#) or by calling (401) 680-4702.

Pre-sale tickets are now on sale for the general public and are only available online or through the ticket hotline at 1-844-253-4840. *BODY WORLDS* will open to the public June 30, 2016. For updates on the grand opening, ticket information and hours of operation, visit <http://www.bodyworldsri.com>.



THE GOLD GROUP

### **The Gold Group**

[The Gold Group \(TGG\)](#) is a full-service marketing, production and entertainment resource headquartered in New England, with an office in the Washington D.C. metro area. Having worked virtually in every market in the nation and sold over 20,000,000 tickets to date in North America, TGG's local, national and global footprint has excelled and provides a distinct advantage for developing strategic and innovative marketing and production approaches. With decades of extensive experience working with exhibitions, family entertainment, sporting events, live theatre shows, and spectacle shows, TGG has mastered an intimate knowledge and understanding of the out of home live entertainment realm that has provided their vast breadth of clients with unparalleled results. The Gold Group currently operates the Portland Science Center, in Portland, Maine and Battle for Texas: Live The Alamo Story, in San Antonio, Texas.

### **About *BODY WORLDS***

*Gunther von Hagens'* [BODY WORLDS](#) exhibitions celebrate the human body's potential and vulnerability. The exhibitions feature authentic human bodies preserved through the groundbreaking anatomical science of Plastination, invented by Dr. von Hagens. The specimens in *BODY WORLDS* stem primarily from a body donation program, with a roster of more than 14,000 donors, and are managed by the Institute for Plastination. Only some organs, fetuses and specific specimens that show unusual conditions come from old anatomical collections and morphological institutes. *BODY WORLDS* exhibitions have been seen by 42 million visitors around the globe, 16 million of them in the Americas. In 2013, Dr. von Hagens was honored by the world science museum community through an Association of Science and Technology Centers (ASTC) Lifetime Achievement Award and for outstanding contribution to the public understanding of science.