

**SCIENCE
MUSEUM
GROUP**



**OPERATION OUCH!
FOOD, POO AND YOU**

OPERATION OUCH!

A high profile, entertaining, interactive, family-focused exhibition about health and the human body, in collaboration with the BBC and the *Operation Ouch!* Brand.

Visitors are invited to get hands-on and immersed within the world of medical science as they explore all about their bodies and health. Aimed specifically at children and the adults guiding them, the content is pitched at an accessible level with an entertaining and fun approach. Themes are in digestible chunks, like those that appear on the *Operation Ouch!* show and will be led by relatable hooks (often focusing on the extreme and gross) and human stories.

VISITOR EXPERIENCE

Visitors are sent on a special mission as they are shrunk, swallowed and squeezed through Dr Xand's digestive system in a lively, interactive and playful adventure. They will travel through immersive themed rooms that represent each stage of the digestive system, from the mouth to the large intestine.

From the tip of the tongue to the end of the bum, visitors explore the role of each organ in the digestive journey through interactive games and challenges, fun facts and fascinating objects from the Science Museum Group's collection

Visitors will:

- Interact with impressive networks, including giant teeth and a giant toilet where visitors are 'flushed' through in an immersive AV experience.
- Play with over 19 interactives that are fun, creative, silly, challenging and sometimes gross!
- See a variety of curious objects that are linked to the digestive system, health and bodies, from a pair of dentures to a laxative jar.
- 'Meet' children who are living with medical conditions linked to the digestive system and the health professionals that care for them.

EXHIBITION STRUCTURE

INTRODUCTION

In this first space, visitors are invited to watch a film that introduces the doctors and guides visitors into the experience.

The visitors are told that they will be shrunk down as they enter Dr Xand's giant mouth.

MOUTH

Visitors then start their adventure in the mouth, where they play with a giant set of teeth and learn about why our teeth are different shapes, as well as test senses and discover a fascinating x-ray reveal.

ESOPHAGUS

Visitors explore how the oesophagus moves food to your stomach and play with a metal detector to find where the swallowed objects are in patients.

STOMACH

In the stomach, visitors find out about the incredible organ that mushes and cleans your food, protecting you from bad bacteria.

Visitors are then invited to bop the bad bacteria as quickly as possible and meet Larry the vomiting robot, who helped scientists understand how bacteria and viruses in our vomit spread and make people sick.

SMALL INTESTINE

Visitors journey into the winding small intestine where they encounter the 'villi walk', an immersive, textured and playful tunnel that feels like inside the small intestine. Here visitors also discover the surprising science behind tummy rumbles and grumbles, as well as play the 'nutrient toss' – a carnival style ball throwing game, where the balls represent the nutrients entering the bloodstream.

THE APPENDIX

A sensory, calm area filled with large beanbags and bubble tube lights, inviting visitors to chill out and soak up the atmosphere.

LARGE INTESTINE

Visitors are near the end of their journey and this is where it gets really gross, with this section including the 'poo poo emporium' – a collection of poo models, a stink chamber to guess what different smells are (if you dare!) and the 'poo-duction line'. Here visitors can also pick up their own paper poo hat and fit it to size, to get ready to be flushed out...

THE BIG FLUSH

An immersive 'wow' moment where visitors push through a curtain, move past the giant toilet roll and under the toilet seat into the u-bend where synchronized sound and projections, including large projected poo emojis, make being poo-ed out a joy!

THE LAB

Visitors land back in the real world where they can explore the doctors' lab and find out more about their crazy experiments. The section includes interactive drawers, lockers and a fridge to explore, as well as a photo and dress up opportunity.

LEARNING OUTCOMES

- Your **digestive system** is amazing. It keeps you healthy and gives you energy as it absorbs the useful stuff we eat and turns your waste into poo.
- The digestive system is a long tube that runs from our mouths to our bums. It is made up of many amazing organs, all with different jobs
- Medical science is finding clever solutions to some of our trickiest problems in the gut.
- Many of the things we find embarrassing - farts, poo and sick – are just part of the important work the digestive system does in our brilliant bodies.

ABOUT OPERATION OUCH!

Operation Ouch! is a comic, British television series on the human body: featuring children in A&E and outpatients, experiments in 'the lab' and a rollercoaster of other segments including 'Brilliant Bodies', 'Mindboosters', 'Medical Marvel' and many more. Presented by twins Dr Chris Van Tulleken, Dr Xand Van Tulleken and Dr Ronx Ikharia.

Winner of multiple BAFTA awards.

The first series aired on CBBC (Children's BBC) in October 2012 and ABC Australia in 2013. An American remake is also in development.

TARGET AUDIENCE

This exhibition is aimed at families, mostly children-focused (6-11 years old).

SIZE AND FORMAT

A space of 500sqm is recommended but we can be flexible depending on your needs. The exhibition is offered as a turnkey touring exhibition. This means we provide all the physical assets required, including objects, cases, set-works and audiovisual content.

HIRE PERIODS

Minimum three month hire period

CONTACT

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