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Cultural and emotional experiences
that bring the general public to museums,
filling them with faces of amazement.



Foreword

The history of Musealia is the history of a group of people in love with their work, with what they do everyday and the emotions with which they deal. The company is the dream of the people who form part of it and, especially, of the thousands of visitors that, everyday, experience any of our exhibitions.

Communicating is an exciting task. However, we do not pretend to just build up exhibitions. We wish to create experiences.

Cultural and emotional experiences that bring the general public to museums, filling them with faces of amazement, entertaining and bringing knowledge at the same time, in an enjoyable way but with the highest scientific and historic rigour.

I am really proud to be able to present and represent this company. Each day becomes a new chance to demonstrate you that our ideas will reach your heart.



Welcome to Musealia!

Jesús Ferreiro

President and CEO

jesusferreiro@musealia.net



About us

Musealia is a European company, based in Spain, dedicated to the creation, production and management of top quality travelling exhibitions for museums throughout the continent. The company is formed by a multi-disciplinary group of people committed with passion to their work, with the aim of creating high quality products and experiences for our museums.

Set up in 2000, the company started its activity managing the maritime and historic legacy from the legendary RMS Titanic. After several decades of arduous work, it was possible to gather a brilliant collection of original artifacts that, after being carefully conserved, were the base to create *Titanic The Exhibition*.

The exhibit, however, pretends to go further on than displaying a number of undoubtedly historic and archaeological value artifacts. We wanted our visitors to travel



in time to 1912, to have them experience how it really felt to travel aboard Titanic. For that reason, we have recreated inner parts of the ship and, along with the artifacts, we explain the true story of Titanic and her passengers.



Millvina Dean, the only Titanic survivor still alive, chats with Suso Ferreiro, one of the creators of Titanic The Exhibition.



Musealia is a factory of ideas, dreams and emotions in which the main ingredients are our imagination and constant work

In 2008, Musealia inaugurated a new exhibition about the human anatomy: *Once Upon a Time...*

Life: The Human Body. Created in collaboration with the pedagogical team that elaborated the mythical cartoon TV series, the exhibit represents a trip through the interior of the human body, where one contemplates more than 100 organs and 10 entire human bodies, conserved thanks to the plastination technique.

In this way, the exhibition allows one to look from the inside, understand how our body functions, and allows us to reflect upon the necessity to take better care of our health.

The company also manages different products and services for the museum community: merchandise provider, museum gift-shop retailer operator, museum consulting activities, the creation of museum theme sets or internet ticketing sales.



Musealia is a member of Ecsite
(European Network of Science Centres and Museums),
and one of its Corporate Donors.



Vision and Values

In Musealia we are very certain about our vision. We want museums to become the centre of cultural activity and entertainment in every city. A supermarket of knowledge, where the way in which things are explained is as important as the subject itself, in order to reach the largest number of persons possible. We want to increase the value of museums through our experience and working capacity.

To create thrilling experiences

Transmit knowledge in an entertaining way

Work with passion





Our Team

Our best asset is our personnel, the human team that forms Musealia. Persons that work with great enthusiasm and professionalism. It is a multidisciplinary and multinational group, that includes from designers and creators to historians and doctors in medicine.

Value is created from knowledge. In Musealia we are very proud to be have been able to gather this brilliant team of persons, that each and every day, make possible that thousands of people can visit one of our exhibitions.



Value is created from knowledge.



Welcome to the past...

science > history > conservation >
humanity > archaeology > experience

www.titanic.eu

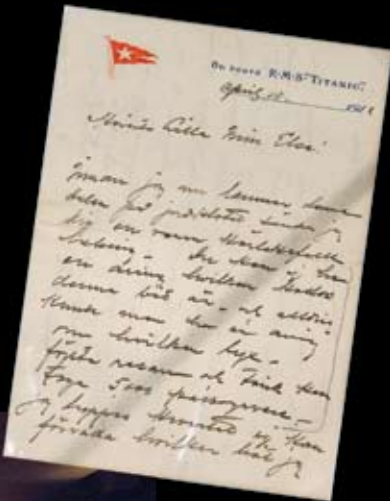
TITANIC

The Exhibition



The most original exhibition on earth
has emerged from the depths of the sea...





Titanic The Exhibition is an amazing experience that *transports* our visitors back in time to 1912 to involve them in the true, authentic story of the Titanic. To do so, the exhibition is based on three main pillars:

1. Original objects from the TITANIC.

The company has compiled a fantastic collection of objects, documents and original images from the Titanic, which have been appropriately conserved with the latest techniques to create a unique nexus between the past and the present, enabling visitors to “experience” the Titanic like never before. As the survivors passed away, these objects have become the only voices of the past remaining to us. And their echoes are what excite visitors

and help them comprehend the true human dimension of the tragedy of the Titanic.



2. The true story of the ship.

The story of the Titanic is legendary, but in order to create the exhibition, the company knew it should provide an informational and educational side of the true events that occurred on the ship. The real story had to be separated from fiction and the general idea the public has of the ship. To do this, the company works with its own specialist, C. G. Wetterholm, who has been a prominent Titanic historian for over 40 years and one of the people who participated in the expeditions to the remains of the vessel during the nineties. Hence, the company has sketched out the true story of the Titanic, hour by hour, to narrate it with all its strength and emotion. A visit to the exhibition is a trip through the ephemeral life of the vessel, from its conception and construction to the current conditions of the wreck almost 4 kilometres deep in the North Atlantic, and, along the way, seeing what life was like on board the Titanic, its rooms, its passengers, hitting the iceberg, sinking, rescuing the survivors and the research committees, to name a few.



Our visitors feel like true
Titanic passengers.



3. Replicas of parts of the TITANIC.

To make visitors feel like they really are on board the Titanic, the company has created a series of spectacular replicas of rooms inside the ship, based on all the information available. We wanted to physically place visitors “inside the Titanic” so that they could really feel what the true 2,208 passengers and crew members felt. In this way, visitors commence their journey through the exhibition by entering through a replica of the passenger gangway, they can observe the majesty of the grand staircase, see the enormous watertight doors, walk along a first class corridor, appreciate the luxury of a first class cabin and the austerity of a third class one, feel impressed by the size of one of the propellers, touch an enormous iceberg and much more. Throughout the course of the exhibition (taking at least 90 minutes) the replicas make our visitors feel like authentic Titanic passengers, which helps them to comprehend what it really meant to travel aboard the “ship of dreams”.





In this way, through a combination of these three factors, the exhibition is a unique experience for visitors, who, by the time they reach the end of the exhibition, come to understand the true meaning of the Titanic. The exhibition is a proposal for visitors to discover the ship, to identify with that period in time and feel all the glory and tragedy of the most legendary ship in history.

Titanic also has an individual sound system to guide visitors through the exhibition using voice, music and sound effects to immerse them further still in the ship's story.





Specifications

Titanic The Exhibition has been designed to be easily adapted to the specifications of most temporary exhibition spaces in European museums.

Musealia takes care of the entire exhibition installation process, from transport to positioning the pieces, and it uses its own team of technicians who ensure that the exhibition will be ready on the agreed date. These are the most relevant technical specifications of the exhibition:

Area: 1,200 – 2,000 square metres

Electrical power: Approximately 20,000 kW

Temperature: 18-25° C

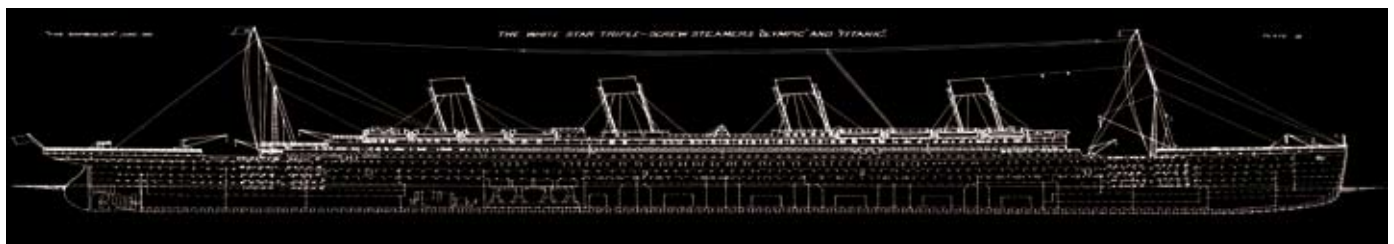
Humidity: up to 70%

Security: Normal surveillance

Installation time: 15-20 days

Minimum height: 2.75 metres

Recommended exhibition period: 6-9 months



How to host Titanic The Exhibition

Below we have listed some of the museums that have already hosted the show and were able to see the magic created when the exhibition “docked” there:

Maritime Museum of Asturias
Aquarium of La Coruña
Science Museum of Valladolid
Maritime Museum of Barcelona
Mercado Ferreira-Borges Exhibition Hall, Porto
Maritime Museum of Bilbao
Science Park of Granada
City of Arts and Science of Valencia
(Principe Felipe Science Museum)

Titanic was the most successful temporary exhibition at most of the museums where it was shown and broke attendance records. It also generates a lot of media attention, which will help strengthen your museum’s public image.

In addition, the company has plans to create a smaller sized version in 2009 (around 500 square metres) to be able to meet demand from museums and cities with smaller spaces.

In order to host *Titanic* at your museum or gallery, or if you would like to receive more information on the exhibition, its schedule and availability, please contact the company. We would be delighted to inform you.





We have boarded the hearts of millions of people...

An amazing journey...



science > medicine > anatomy >
health > experience

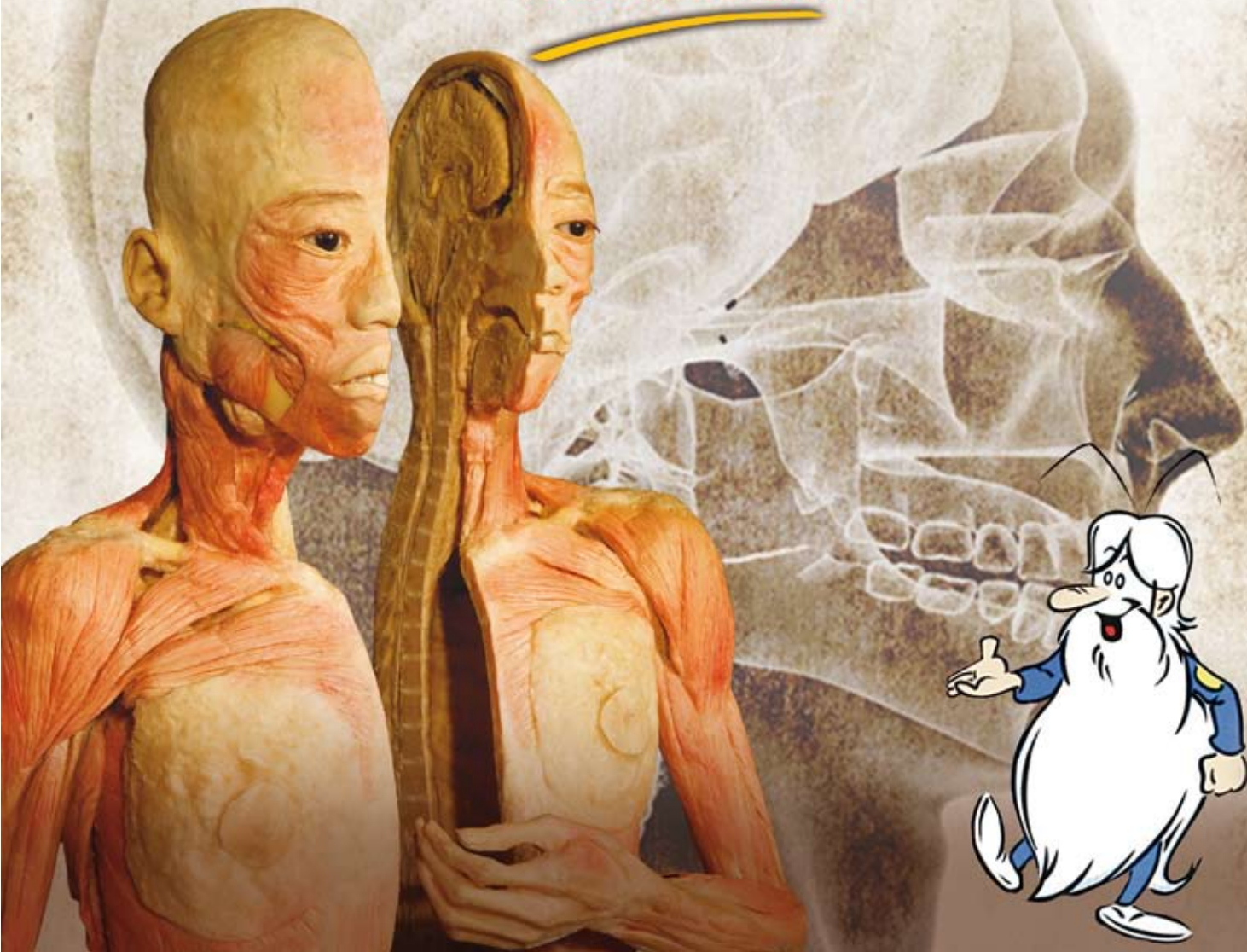


through the human body

Once upon a time... life:

THE HUMAN BODY

The Exhibition





Presentation

In 1987, *Albert Barillé* and his production studio in Paris, Procidis, created what would become one of the most watched animated educational series in history:

Once upon a time... Life: The Human Body.

The series revolutionised the audiovisual world thanks to its unique combination of entertainment and learning, with an educational approach never seen before.

That same year, *Albert Barillé* met *Jesús Ferreiro* through his work as a journalist. That was when the idea of recreating the world of the series in an exhibition came up, but at that time there were no adequate technical means of obtaining and displaying realistic pieces.

Finally, twenty years after the idea arose, and thanks to plastination, making this old dream come true became a possibility.

The Musealia creative team and the Procidis pedagogical team have worked together to create one of the best museum experiences ever seen.



"I fell in love with the idea right away. The exhibition is a marvellous opportunity to see and learn about ourselves in an educational and, at the same time, entertaining manner".

Albert Barillé

Albert Barillé,
creator of *Once upon a time... Life: The Human Body*.

Like the television series, the exhibition aims to make the visitor reflect on matters. Seeing helps us understand, and when one sees the effects of certain habits (smoking, alcohol, obesity...), the exhibition's goal is to promote healthy habits among the population, especially among young people.

Once upon a time... Life: The Human Body is different from other exhibitions with real pieces in its human perspective. The exhibition aims to show visitors not only what our body is like and how it works, but it also attempts to reflect on the experience of life through a journey that begins with human development and ends with the conception of a new life. By means of an individual sound equipment, visitors are guided through the interior of the exhibition with voice, music and sound effects on a fascinating journey to explore the inside of the human body, and learn to look after their health and prevent diseases.





Dr. Rafael Latorre

Scientific Director

Once upon a time... Life: The Human Body

Head Professor, Compared Pathological Anatomy
and Anatomy Department

University of Murcia

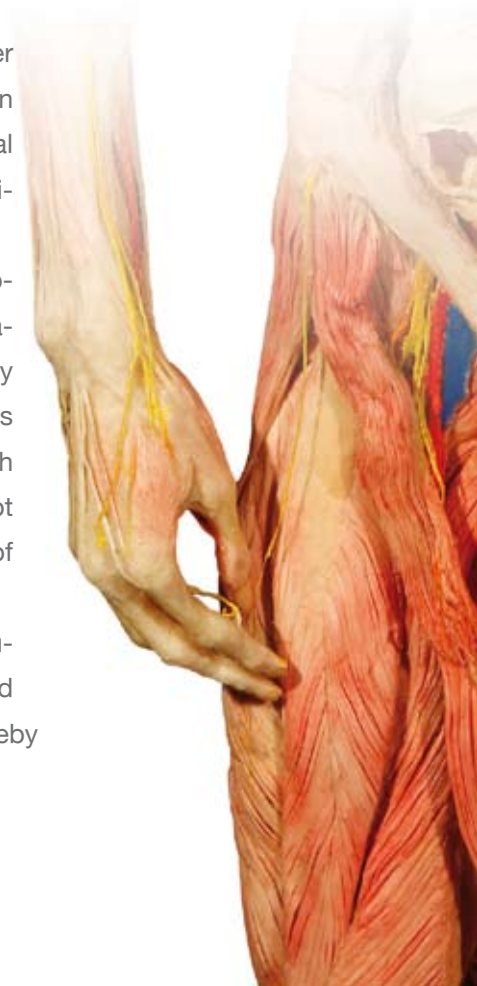
Introduction

Plastination consists of a process that takes several weeks or months, in which liquids and part of the adipose tissues in organs are slowly replaced with polymers under vacuum and freezing conditions.

The University of Murcia has a plastination laboratory that is a leader nationwide and works in close collaboration with pioneering groups in Europe and the USA. As such, the University of Murcia provides technical advice on plastination issues to numerous national and foreign universities.

However, the *Once upon a time... Life: The Human Body* exhibition project has posed a very special challenge. On this occasion, we have managed to create plastination that makes a simple, convenient and highly educational approach to human anatomy possible. Thus, the public has a chance to see what the heart is like, for example, what the blood's path through the body looks like or what happens to our lungs if we do not take care of them. To sum up, a fascinating journey through the inside of the human body.

The students at University of Murcia will benefit the most when this museum project is finished, because the collection of plastinated bodies and organs will be donated to our university as educational resources, thereby aiding in training future healthcare professionals.



Dr. Virginio García-Martínez

Medical Director, *Once upon a time... Life: The Human Body*

Head of Anatomy and Human Embryology

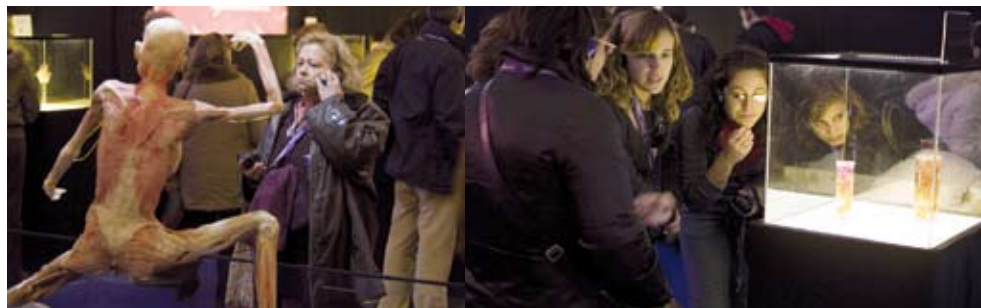
School of Medicine

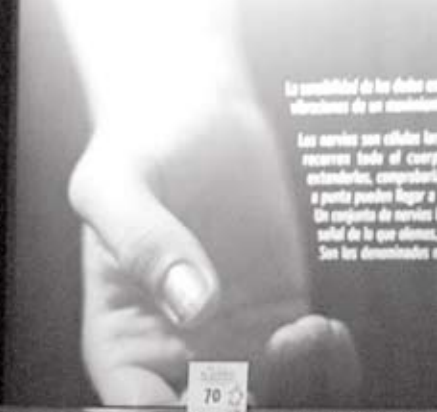
University of Extremadura



The recent significant progress in Science in general, and especially in Medicine, have made it possible for numerous health-related issues and knowledge of the human body to become especially interesting and relevant for the overall population. In this sense, it is advisable to transmit certain general concepts to provide overall knowledge of the characteristics of our organism in order to better understand how it works and its diseases and illnesses.

An exhibition with the characteristics of *Once upon a time...Life: The Human Body*, with displays of human organs, preserved bodies, comparisons with organs of animals lower on the evolutionary tree, illustrations of surgical interventions in films and on panels and audio-guide support, for an attractive sampling that immerses the observer in interesting meditations and profound reflections on what our organism is like, how it works and, above all, what the best conditions are to remain as healthy as possible.





70



70

70

The Exhibition

The exhibition is divided into 8 rooms:

- Human Development
- Skeletal System / The Skeleton
- Muscular System
- Respiratory System
- Circulatory System
- Digestive System
- Nervous System
- Urinary-Reproductive System

Hence, the exhibition represents a journey through our body in which we can see over 100 individual organs and 10 full bodies. At the same time, its exclusive presentation makes our visitors feel like they are inside a human body, and they learn through the audio-guide provided at the entrance to the exhibition.

Through the use of voice, music and sound effects, one can see and comprehend, feel and get excited while discovering what we are like on the inside with a unique learning system.

The exhibition's clear educational focus is even more evident, if possible, when one pays close attention to the consequences that such bad habits as smoking, alcohol and obesity, for example, have on our health. Therefore, in the exhibition one can see healthy organs compared to organs from ill people. Seeing the black lungs of a smoker next to healthy ones is a clear manner of understanding the consequences that our actions have on our bodies.



Plastinations

The exhibition is made up of over 100 individual human organs and 10 complete bodies, carefully chosen to illustrate the most important parts of our body.

Thanks to plastination techniques, these organs can be displayed and their original appearance is maintained. Each plastination has been selected by

the educational team for its scientific interest when explaining each part of the body.

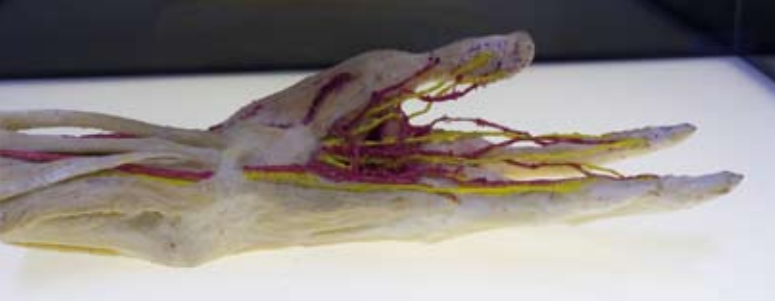
Likewise, they are displayed as carefully and respectfully as possible, to prevent any kind of controversy, seeking only educational and display purposes only.

The bodies and organs displayed in the exhibition are mostly of Asian origin. The Chinese authorities donate these pieces (from unidentified deceased individuals) to the University of Chongqing, which is in charge of performing the plastination process for scientific and educational purposes.

Musealia obtains these pieces with the guarantee to use them for the mentioned purposes, and through public display, it manages to create awareness and promote health and healthy habits among the population.

Since these pieces can only be displayed for scientific and educational purposes, the company has reached an agreement with the University of Murcia (the exhibition's scientific and medical advisor) under which, once the exhibition is over, the pieces will be donated to the university to continue being used in education and help new generations of medical professionals.





Scientific and Educational Quality

In order to assure the scientific quality of the exhibition, Musealia decided to form the best possible technical team. Therefore, it has reached scientific advising agreements with the following institutions, all leaders in their fields:

University of Murcia, Spain

University of Extremadura, Spain

University of Tennessee, USA

Minimally Invasive Surgery Centre Jesús Usón, Spain

University of Valladolid, Spain

Thus, scientific rigor at the exhibition is guaranteed, along with the educational work by the team that created the television series and Musealia's creative efforts.





Specifications

Once upon a time... Life: The Human Body is designed to enable it to enter into operation in a very short time, despite its spectacular installation process.

It has a pioneering lighting system for both the showcases and the images, providing a unique effect never reached before, with very low electricity consumption.

Musealia takes care of the entire exhibition installation, from transport to positioning the pieces, and it uses its own team of technicians to do so.

These are the most relevant technical specifications of the exhibition:

Area: 800 – 1,500 square metres

Electrical power: Approximately 5,000 kW

Temperature: 18-25 °C

Humidity: up to 70%

Security: Normal surveillance

Installation time: 10 days

Minimum height: 2.75 metres

Recommended exhibition period: 6-9 months





How to host Once upon a time... Life – The Exhibition

Opening in March 2008 at the Science Museum of Valladolid, the exhibition has now received thousands of visitors, breaking attendance records and achieving unprecedented success.

The exhibition will continue its tour at the most important museums in this continent. Therefore, we recommend contacting the company as early as possible, due to the exhibition's great success.

As occurs with Titanic, the media repercussions are enormous, and a wide variety of activities can be organised in relation to the exhibition.

In order to show *Once upon a time... Life: The Human Body* at your museum or gallery, or if you would like to receive more information on the exhibition, its schedule and availability, please contact the company. We would be delighted to inform you.





Other Activities

Musealia is an *open* company, whose main activity is creating and managing high quality travelling exhibitions for museums. However, due to the company's broad experience in the museum field and the quality of its human capital, our team also creates a whole series of products and services for the museum community. Therefore, we can provide comprehensive services to museums, from exhibitions to merchandising or Internet ticket sales.

Museum Advisory / Space Design

Again, thanks to the company's proven experience and success in managing museum projects, Musealia offers the option of advising museums on issues such as:

- Marketing and communication plan
- Content development
- Design and production of exhibition spaces
- Sponsor searches
- Cultural / museum space management



Merchandising

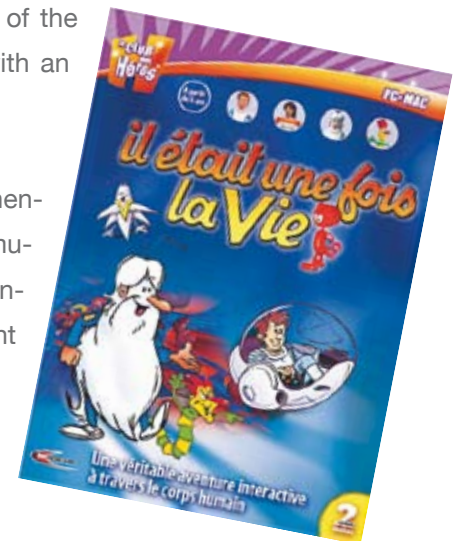
Musealia offers museums two varied product lines: maritime and scientific merchandising for Titanic and scientific product merchandising under the *Once Upon a Time... Life: The Human Body* brand. Musealia has exclusive rights to merchandise these two brands.



The Titanic product line is varied, ranging from post-cards, pencils and key rings to replicas of objects recovered from the bottom of the ocean. As one of the most well-known brands on the planet, Titanic products are valued by both adults and children and they can be adapted for maritime or science museums.

Once Upon a Time... Life: The Human Body product line is one of the best for science museum shops. From pencils in the shape of *Maestro* or red blood cells to educational books from the series. The prestige of the series and the appreciation shown for it by children and adults have generated the sale of over 200 million DVD box sets of the series worldwide. Now Musealia offers highly popular products with an educational profile marked by the television series.

The company has also started a new service consisting of comprehensive management of museum shops. Hence, Musealia takes over museum shop management and costs, improving merchandising expenses per visitor and releasing the museum from product procurement and personnel tasks, to name a few.





Set Creation

In order to produce its own exhibitions, the company has an excellent artistic team of sculptors and model makers who are also available to create sets or atmospheres for permanent or temporary, indoor or outdoor exhibitions.

With the required information, our team can take on the creation of a set or model as rigorously as possible. From marine models, replicas of old or modern rooms, dinosaurs, tropical jungles...any subject matter can be recreated. These replicas give the museum the atmosphere it needs to immerse its visitors in the exhibition theme.



Internet Ticket Sales

By late 2008 the www.musealia.eu interactive museum website will be in operation.



Through this website, it will be possible to purchase tickets to the company's exhibitions, using the specific e-ticketing programme called *tickalia*.

The website will offer a variety of information about museums and entertainment, and will allow any museums that so desire to join with the option of selling tickets over the Internet through the website.

Contact us!

It is very easy to get in touch with Musealia.

We look forward to meeting and assisting you.

General Information:

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In order to host one of our exhibitions,
please contact:

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luisferreiro@musealia.net
Exhibitions Manager

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