

S C I E N C E M U S E U M O F V I R G I N I A





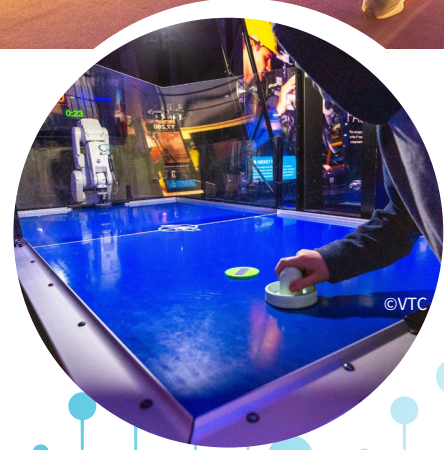
We're in the business of inspiration.

We're also in the business of marketing science. If we don't do it, who else will ensure Virginians' lives are enriched through science? We do this every day by sparking curiosity, encouraging discovery and generating ideas in science, technology, engineering and math.

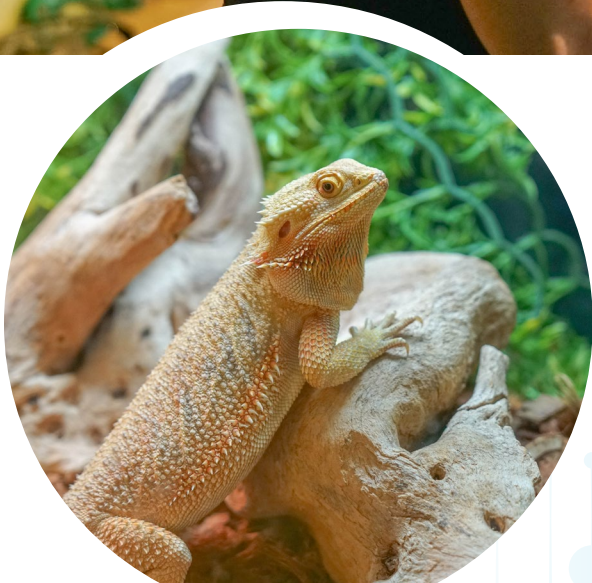
Through experiential exhibits, awesome artifacts, interactive technologies, innovative workshops, dynamic films, impressive live animals, hands-on makerspaces, interesting lab demos and quirky original content, the Science Museum of Virginia inspires guests by changing their perspective with compelling, relatable and fun science connections.

Since we opened in 1977, the Museum has served as a community gathering place, a leader in informal learning practices and a resource for STEM education.





The 223,000-square-foot building features hands-on exhibits about wellness, innovation and the physical sciences—to name a few—that let guests see if they're faster than a rat, can beat a robot playing air hockey or can get their heart rate pumping with dance moves.



Lab and demo spaces situated around the Museum's 101-year-old historic building showcase dozens of fascinating reptiles and insects, the connection between art and science, mesmerizing data visualization presentations and much more.



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Deepening the Museum's opportunities for applied, purposeful learning, The Forge and MiX provide both structured and open-ended experiences that foster interest in STEM skills. The confidence-building makerspace activities open guests eyes to everything from new hobbies to innovative careers to entrepreneurial opportunities, empowering guests to become more active participants in their community and local economy that are both dependent on, and enriched by, innovative thinkers.



At about a quarter acre, The Dome theater features the largest screen in Virginia. Whether the viewer is traveling deep into the Amazon rainforest, plunging into the ocean with great white sharks, hunting for dark matter at a particle physics laboratory or traveling to the cosmos in search of the new ninth planet, seeing an astronomy presentation or giant screen film in The Dome provides the ultimate “you are there” experience.



The Museum hosts 50+ STEM-filled presentations each year and showcases thought-provoking touring exhibitions from around the world. Touring exhibitions allow the Museum to dive deep into a STEM topic from mental health to dinosaurs. In addition to its two main touring exhibition galleries, the Museum regularly programs other exhibit spaces to expand upon the experiences in touring exhibitions.





Science isn't contained within the building's walls. The 33-acre campus is packed with native plants, natural storm water purification systems, pollinator gardens, antique train cars, a 29-ton granite globe, an 80-ton aluminum submarine and more. After completing parking deck construction in 2021, the Museum will begin the extensive process of adding more urban green space to its campus, allowing it to serve as a community gathering spot and environmental classroom both inside and out.



Not only does inspiring Virginians extend past the building and campus, it also isn't limited to our home locality of Richmond. We're the Science Museum of Virginia, after all.

Our satellite location, the Danville Science Center, has been the Dan River Region's educational and cultural anchor since 1995. The Science Center offers guests the chance to explore STEM concepts and skills with interactive exhibits, hands-on activities, live demos, touring exhibitions, breathtaking Dome presentations and special events. Since the Science Center completed a major refreshment of its core exhibits in late 2020, adventurers, investigators and explorers of all ages have even more to stimulate their interests, get them inspired and help them relate to STEM.

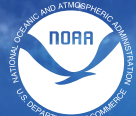
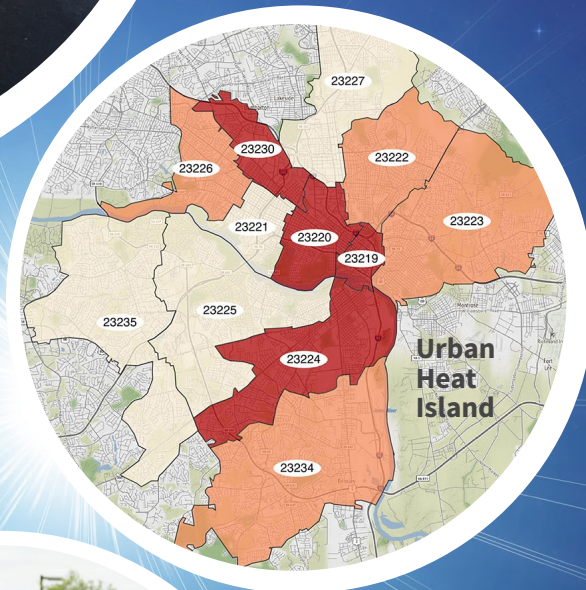




In late 2019, the Museum formalized a public-private partnership with the Fairfax-based nonprofit Children's Science Center to construct together an ambitious new facility, the Northern Virginia Science Center, in the diverse and populous Northern Virginia area. This regional science center located in Loudoun County will serve as a community anchor that connects guests to the ever-evolving tech advances in the NOVA area through galleries full of meaningful and insightful experiences that advance the relevancy of STEM.



The Museum's science efforts don't stop at the Virginia state line! With major support from the National Oceanic and Atmospheric Administration (NOAA) and Institute of Museum and Library Services (IMLS), the Museum has established a national reputation for fostering climate literacy and resilience, and for its community-centered citizen science efforts. Living its mission, the Museum leverages its urban footprint and guest engagement as a catalyst to neighborhood development and environmental stewardship.



Science lovers anywhere in the world can enjoy the compelling, informative and quirky videos the Museum creates, hands-on STEM at Home activities, fascinating blogs about a variety of STEM topics and virtual astronomy content. These virtual offerings help guests connect to science in their daily lives no matter where they are located.

STEM by the Numbers

1,300+ pictures and infographics on [Instagram](#)

500+ posts about a variety of STEM topics on our [blog](#)

385+ [SoundCloud](#) tracks with 700+ minutes of audio content

135+ videos on [YouTube](#) featuring 500+ minutes of material

50+ teen-made videos on [YouTube](#) featuring creative activities in The MiX

40+ step-by-step interactive activity sheets on the Museum's [website](#)

20+ easy, fun and healthy [recipes](#) perfect for connecting to science in the kitchen

35+ expert-led Lunch Break Science presentations on [YouTube](#)



One of the most important programming initiatives the Museum has undertaken in the last decade is its commitment to ensure that barriers such as income, ability, age or language don't keep guests from experiencing the Museum's offerings. By leveraging expertise and communication networks of high-impact community partners, the Museum has offered professional development, incorporated feedback into programs and exhibits, expanded communications strategies and not only reached, but sustained engagement with, new audiences.



Core Values

Compelling Science Inspires!

Experience: We are focused on creating a fun, relevant, interactive experience for our guests and we use a variety of tools to accomplish this including art, current events, popular culture, theater, technology, nature and artifacts.

Informal Learning: We embrace informal learning through real-world applications of STEM principles. We emphasize scientific process and involve mentors to facilitate problem solving and to showcase STEM careers.

Personal Engagement: We emphasize personal interaction with our guests and seek to connect them to the world of STEM.

Science Within Reach: We strive to connect to audiences that we are not currently reaching, especially those who are underrepresented in STEM fields.

Community Gathering: We strive to leverage our facilities to be a catalyst for our community to gather and engage.

Sustainability: We support the concept that “our planet’s health and our individual wellness are one.”

Partners: We leverage strategic partnerships to broaden our reach and impact.



Science is all around us and discoveries are limitless. We're simply a gateway to that universe!

To learn more about the Museum, exhibits and programming, or to speak to a STEM subject matter expert, please contact Manager of Communications and Curiosity Jennifer Guild at 804.864.1401 or jguild@smv.org.

www.smv.org



No matter the location or activity, and no matter if you're a thinker, tinkerer, creative or full-on science geek, the Museum has something to help curious-minded guests of all ages connect to the world.

Helping inquisitive minds discover the connections between—and their connection to—science, technology, engineering and math guides Museum staff in all they do.



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