

KOKORO NEWS

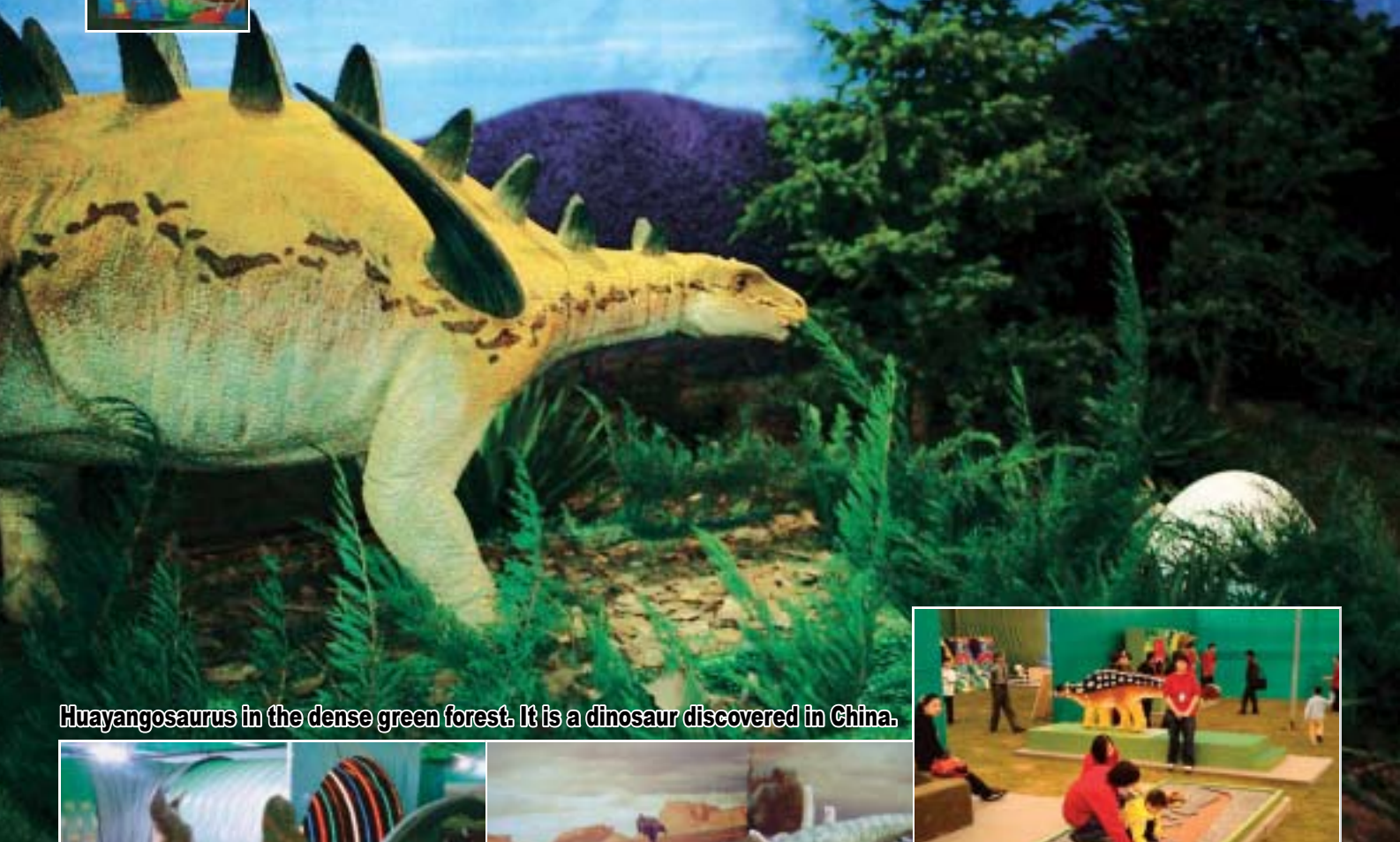
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The new-century type traveling exhibition of dinosaurs incorporating the elements of knowledge, amusement and relaxation "Dinosaur Exhibition - Back to the Cretaceous Period"

September ~ November, 2003 Chaoyang Park (Beijing)



Huayangosaurus in the dense green forest. It is a dinosaur discovered in China.



The educational exhibit enables visitors to compare different cries of dinosaurs.



The ecology of dinosaurs represented in the dramatic scene.



The dinosaur play area gained much popularity.

The new type large-scale dinosaur exhibition "Dinosaur Exhibition - Back to the Cretaceous Period" was held at a special site in Chaoyang Park, Beijing during September - November in 2003. This exhibition was realized through full cooperation between Kokoro and Beijing Gehua Media Center Co., Ltd., a representative media corporation in China. Not only novelty but also educational elements to be experienced by families were required for it, and the three elements of knowledge, amusement and relaxation were incorporated in it.

The main exhibition area "Back to the Cretaceous Period" was a guided tour style area. Visitors were able to stroll around in the area guided by tour guides who gave explanations about the dinosaurs. This guided tour system gained much attention as a fresh event. In addition, a lot of Chinese and Mongolian dinosaurs were included in a dinosaur lineup. The contents of the exhibition were based on the latest dinosaur studies full of hot topics and satisfied dinomaniacs in China very much.

A play area was made next to the main exhibition area. Various play equipment themed on dinosaurs were placed in the open space of 1000m². Young kids were delighted by the surprising volume of the play equipment. The exhibition also had a fulfilling rest area for visitors to relax during a long staying time. We believe that this style will be the mainstream in the future not only in China but also all over the world.

The large-scale complex exhibition of dinosaurs - the integration of intellectual stimulation and athletic play The new type dinosaur exhibition totally changed the Chinese event!

The exhibition consisted of 3 areas - the main exhibition area, the play area and the rest area. The main exhibition area "Back to the Cretaceous Period" was a guided tour style area. During the exhibition, the guides not only led the visitors but also gave entertaining performances such as threatening them. Such kind of small service was highly evaluated as the next-generation event. In the play area, a lot of play equipment was installed with rich contents. Kids were able to learn about the characteristics and the ecology of dinosaurs while exercising their whole body using the equipment. The play equipment was not just for fun. We took into consideration the integration of amusement and knowledge when we designed it. Finally, the rest area was a space for families to relax. Giving due consideration to the physical and mental stress caused during long stay, we prepared sufficient space so that the visitors of all age groups were able to relax comfortably. The expanded care was regarded as one of necessary elements for the next-generation event.



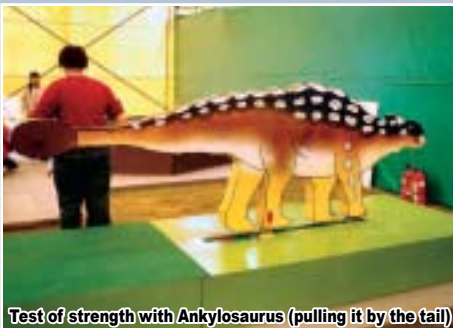
Departure to the dinosaur world through a time tunnel.



Play equipment to understand the difference between meat-eating and plant-eating habits by throwing feed (Left) Ringtoss using horns of Styracosaurus (Right)



Giant jigsaw puzzle of a dinosaur skeleton



Test of strength with Ankylosaurus (pulling it by the tail)



Giant jigsaw puzzle of a dinosaur skeleton



Bowling using the eggs of Maiasaura



Taking ceremonial photographs in a dinosaur suit

The play area enjoyed especially high popularity among many family guests. Kokoro helped build the kid-friendly educational equipment from the planning stage.

Overseas activities



**Figure out the true identity of Tyrannosaurus!
T.rex: The Killer Question**

**Natural History Museum (NHM), London
August 1, 2003 ~ May 3, 2004**

T.rex
the killer question

T.rex, the king of dinosaurs, is often portrayed as a savage dinosaur which runs shaking the earth and attacks plant-eating dinosaurs to devour them. However, Dr. Jack Horner, a well-known dinosaur authority, challenged such traditional image of T.rex and proposed a revolutionary image of T.rex as a "scavenger" living on dead meat.

"T.rex: The Killer Question", the planning exhibition held by NHM in 2003, had Dr. Jack Horner and Dr. Angela Milner as supervisors. It was an interactive dinosaur exhibition which asked the visitors a question of whether T.rex was really a hunter or a scavenger. During the exhibition, the answers to the question from the visitors based on the image of T.rex they imagined were tallied up and the results were put on a website.



Hunter-type T.rex was portrayed as a powerful and aggressive dinosaur attacking Ankylosaurus.



Small hunter Saurornitholestes was portrayed as a dinosaur covered with feathers.



Scavenger-type T.rex was portrayed as a red-faced dinosaur scavenging on dead meat of Triceratops which was almost dried up.



Natural History Museum

<http://www.nhm.ac.uk/trex/>

**Feel the surprising ecology of predators.
Special Exhibition on Predators**

**National Museum of Natural Science (Taiwan)
October 3, 2003 ~ February 8, 2004**

The much-awaited special exhibition "Predators" held by the National Museum of Natural Science was a large-type planning exhibition in which surprising predatory ability of various animals was highlighted. Three animatronics of Kokoro were adopted for this exhibition to illustrate their wonderful energetic ecology which can become a hymn to life.

These new animatronics with academic nature, eye-catching effect and participatory nature received a high reputation as expanding a possibility of re-creating ecology using robots. These animatronics including the great white shark which can make realistic smooth movements by the upgraded mechanism and various capabilities such as the response by sensors and the operation with a joystick realized the interactivity in addition to the realistic re-creation of ecology.



The great white shark swims just like a real shark. Its mechanism was upgraded.



Visitors were surprised at the huge spider which can sense and threaten the approaching people.



The huge chameleon can move its camera eyes and shoot its tongue at prey.

National Museum of Natural Science (Taiwan)
<http://www.nmns.edu.tw/cindex.html>

Event Information

Surprise! Dinosaurs were so close to us! Dinosaur discovery tour “Dinosaurs in Japan and Asia”

UNESCO Village Great Dinosaur Exploration Museum
(in Tokorozawa City, Saitama Prefecture) July 19, 2003 ~ October 19, 2003



The hands-on exhibit for fossil excavation also gained popularity.

This exhibition was held as a second special exhibition to celebrate the 10th anniversary of the UNESCO Village Great Dinosaur Exploration Museum. It stimulated the children's spirit of adventure providing them with a wonderful opportunity to explore the forest to find dinosaurs including the largest one in Asia. Asian dinosaurs were hiding in the forest of dinosaurs which spread over a special site at the museum. Among them, there was even life-size Mamenchisaurus with the body length of 22m. The children exploring the forest with a dinosaur passport in their hands were very much excited when they discovered these dinosaurs.

The exhibition also displayed dinosaur fossils found in Japan and the Asian Dinosaur Map helping the visitors feel dinosaurs close to themselves. In addition, the children were able to write down their findings in their dinosaur passport, which encouraged the self-active adventure experience.



Giant Mamenchisaurus appears! It's the best spot for taking commemorative photos.

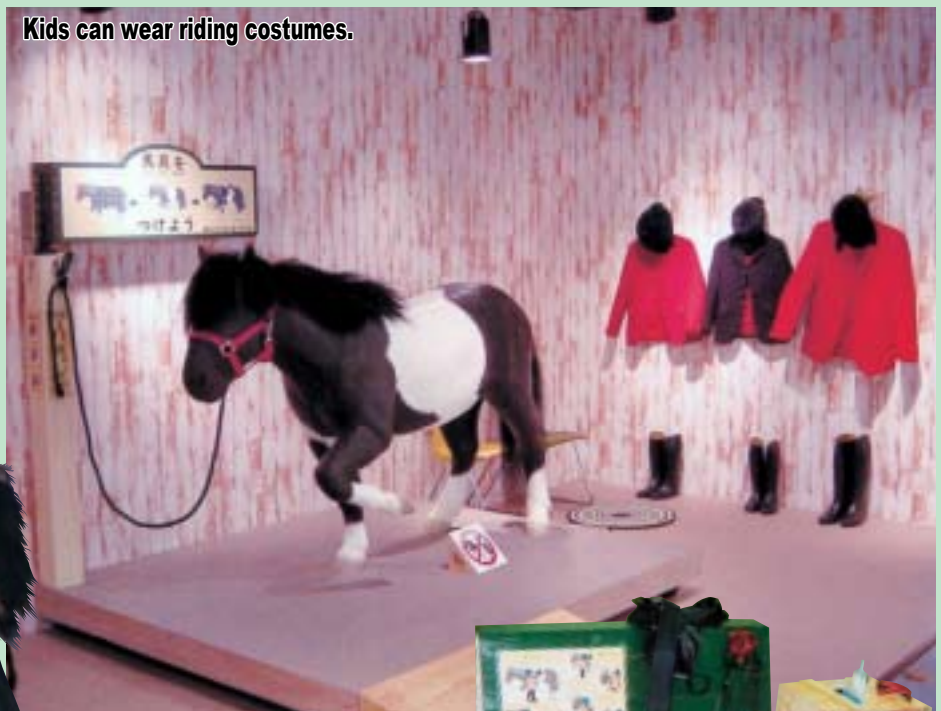
“Enjoy the harness-putting experience using a pony model! “Harness-putting Experience Corner”

Equine Museum of Japan (in Yokohama City, Kanagawa Prefecture)

Website of the Equine Museum of Japan (in Japanese only)
http://www.bajibunka_jrao.ne.jp/U/U01.html

“Harness-putting Experience Corner” is an interesting exhibit which debuted in the 2003 spring special exhibition “Great Discovery by a Horse Specialist” held at the Equine Museum of Japan. The exhibit can give visitors valuable experience of currying a pony and putting the harness on it using a FRP model of a pony. You cannot learn how to treat the harness unless you try it for real but it's very difficult to practice with a live pony. So Kokoro helped create this unique exhibit which provides safe and pleasant experience embodying the idea of the museum. With this exhibit, visitors can experience various things from horseshoeing to saddle fitting using a life-size model of a pony and the real harness.

Kids can wear riding costumes.

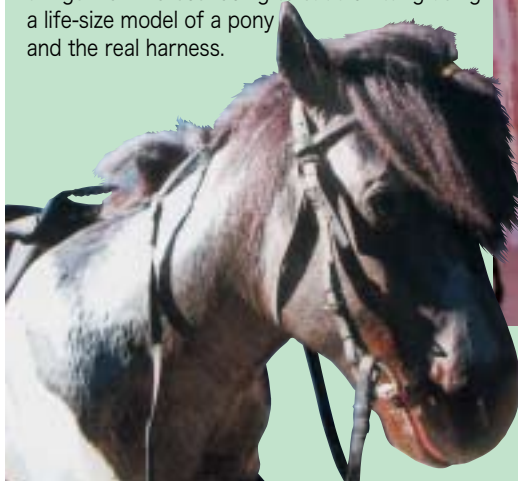


It can provide more realistic experience with such flexibility that the ears of the pony can be tilted when the harness is put on it. This easy-to-understand hands-on exhibit gained much popularity at the museum.



Harness rack

Horsecloth box



New permanent exhibit

Let's learn about the mechanism of the teeth from two talkative dinosaurs "Secret of Dinosaurs"

Takasaki Youth Science Center (in Gunma Prefecture)

Two giant dinosaur heads can be seen through the jungle which spreads over the display window. This eye-catching exhibit can draw children even from a distance. To tell you the truth, the purpose of the exhibit is to explain about the mechanism of the teeth and mastication. As the theme is difficult for children, we adopted dinosaurs which are popular with them to make the exhibit easier and more familiar. Of course, Kokoro's animatronic technologies are incorporated in the dinosaur heads. They have realistic appearance and can make natural movements. The dinosaurs, the carefree meat-eating dinosaur Tyrannosaurus and the plant-eating dinosaur Lambeosaurus with a big crest, talk and explain about the mechanism of eating. The casual and humorous talk by the dinosaurs is enjoying a good reputation together with easy-to-understand graphic explanation images displayed on the monitor. The bold idea which aims for fun and easy expressions loved by children and which places no restrictions on categories has created this unique exhibit.



Website of Takasaki Youth Science Center (in Japanese only)
<http://www.t-kagakukan.or.jp/>



Stylish renewal to vitalize the museum Shamisen-playing old lady robot and Hyottoko dancing robot

Tsukada Museum of History and Legend (in Tochigi Prefecture)

The Tsukada Museum of History and Legend, which had become a famous sightseeing spot going beyond just a display-type memorial hall by introducing a robot play "Uzuma River Tragedy", completed its renewal aiming for more "vitalization". The renewal has contributed to further increase of the attendance. On the visiting route which became simpler, a unique old lady robot which plays the shamisen appeared in the room next to the entrance.



The robot is now the most popular exhibit in the museum attracting a lot of visitors who come to listen to the old lady's smart talk and Dodoitsu (Japanese limericks). But surprisingly, the truly most popular character is a calico cat which is lying by the old lady. The stylish staging with a great deal of atmosphere is gaining much popularity enhancing the museum's bright image. Furthermore, a Hyottoko (clown) robot appeared in the Ningyo-dashi (doll float) corner. Visitors can't help breaking into a smile when they see the Hyottoko robot dancing in a unique clownish way.



Kokoro helped create a stylish and comical exhibit to vitalize the museum making it brighter and more vivid.

Website of the Tsukada Museum of History and Legend
<http://www.t-cnet.or.jp/~tukada/>