



Press Release

For Release:
Immediate

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ILLUSIONS

Opens Sunday February 22, 2004

A brand New Permanent Exhibit at the Shenandoah Valley Discovery Museum

Winchester, Va 2/10/04: People love illusions. Their effect on the human psyche is primal. Thanks to the Ronald McDonald House Charities and their \$10,000.00 grant, visitors to the Shenandoah Valley Discovery Museum will soon enjoy the captivating world of illusions.

Scheduled to open February 22, this new permanent exhibit, Illusions, includes high resolution graphic art posters and tabletop manipulatives. Visitors will be able to explore changing perspectives and the resulting illusions leading to an immediate AHA!! Some of the posters include "impossible figures", two-dimensional images that suggest a paradoxical three-dimensional physical object; ambiguous figures, figures having more than one meaningful interpretation, however you perceive only one interpretation at a time; relative motion, in which you perceive a wide range of relative motion effects, even though the image is entirely static (like the one shown here); and geometrical illusions, the most classic of all optical illusions incorporating straight lines, which appear bent, concentric circles that appear to spiral inward, and other distortions. You will WANT to know why you are being tricked. But even that knowledge will not prevent you from continuing to be tricked!

The creator of the exhibit, Al Seckel of Illusions, works in La Canada Flintridge, CA. Al is "the world's leading authority on illusions, and has lectured extensively on this topic at the world's most prestigious academic institutions. He is author of *The Art of Optical Illusions*, winner of the Best Book for Young Adults of the American Library Association in 2001.

Illusions appeal to a broad base of visitors, no matter how old, how experienced, how cultured, or how smart. Don't miss this new permanent exhibit to the Shenandoah Valley Discovery Museum. You will be fooled over and over again by these illusions in a joyous and surprising way.

The Illusions grand opening will take place Sunday February 22, 2004 from 1:00-5:00 p.m. Join us for a day of fun with magicians and other special events. FREE Admission!

The Shenandoah Valley Discovery Museum offers an interactive, hands-on experience for families, which focuses on the sciences, mathematics, humanities, and the arts. Explore the exhibits in natural history, paleontology, simple machines, and art-in-the-making. Scale a climbing wall, race balls through loops and ramps in Raceways, step back in time to a life closer to nature in A Walk Along The Moccasin Trail or pretend you're saving lives in the medical cove of Our Town. Our hours of operation are Monday through Friday 9:00 a.m.-5:00 p.m. and Sunday 1:00-5:00 p.m. Admission is \$5 per person. At the Discovery Museum to touch is to explore, to explore is to discover, and to discover is to learn

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