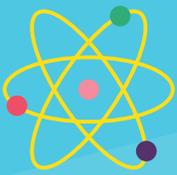


why?

Ask, and you shall know.





Children of all ages are asking why? Why is the sky blue? Why does it rain? Why listen to parents? It's a way for them to explore their imagination, express their curiosity and will for knowledge. It helps them to learn and grow.

Originally launched in Israel, and a first of its kind in the world, the exhibition 'Why?' invites visitors to take part in a learning experience, one that is both immersive and interactive. The 'Why?' exhibition area is a public space where visitors can enrich their learning experience, investigate and find out about the world they live in, and truly enjoy being curious – using a variety of different why questions.

'Why?' has already had more than 100,000 happy visitors.

Visitor Experience (VX)

At the heart of the exhibition are dozens of questions children ask. The questions are presented within a fun-packed experience in order to convey the context directly, and are answered by international experts. All stations are interactive and include advanced audio/video technologies, as well as loads of creativity to deliver the best visitor experience (VX) possible. Exhibition duration: Approximately one hour.



Added Value of the 'Why?' Exhibition



- 1 Helps develop children's natural curiosity.
- 2 Delivers an important message to children: "Never Stop Asking". The power of questions lies in their ability to foster effective criticism, creativity, and scientific thinking.
- 3 Provides visitors with reliable, credible answers to questions children, of all ages, ask the most.

'Why?' Example Questions



1. Why is the sky blue?
2. Why are there cavities?
3. Why must we close our eyes to sleep?
4. Why can we not breathe underwater?
5. Why are there only 24 hours in a day?
6. Why does it rain?
7. Why is it an apple never falls far from the tree?
8. Why does the moon follow us when we move?
9. Why isn't every day Saturday?
10. Why does the zebra wear pajamas?
11. Why is it grownups never ask 'Why?'
12. Why do we cry sometimes?

Target Audience

- Families and children
- Teachers
- Children between the ages of 5 and 80

What the Media is Saying About Us



"The 'Why?' exhibition encourages kids to always be curious. It offers a one-of-a-kind experience. Bottom Line: It's a great experience, it's fun, it's enriching!" --- Roi Jaarany, Mako Family



"Apparently, there is still a way to capture children's attention that is not superficial or shallow". --- Anat Levinsky, Saloona



"Without noticing, two hours had passed by and we had left with a lot of newly-answered questions, and, more importantly, with smarter, more curious and creative kids." --- Hadasa Davidi, Saloona



"A wonderful experience which totally lives up to its promise of being "well-suited for kids and adults of all ages." Don't miss this experience! ---Tal Gordon, Habama

Who We Are



SHLOMIT ATZABA
VISITOR EXPERIENCE EXPERT

Shlomit Atzaba

Edutainment, Visitor Experience Expert & Creative Content Entrepreneur



Dror Leiba
VISITOR CENTERS - EXHIBITIONS - MUSEUMS

Dror Leiba

Professional Consultant, Producer of Museums, Visitor Centers & Exhibition Projects



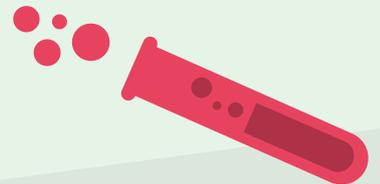
Idit Zommer
like content and production LTD

Idit Zomer

Creative Content Development, Strategy, Production Consulting & Enterprise Solutions

We are a team of entrepreneurs who specialize in ideation, development, and production of interactive exhibitions and experience centers in the field of edutainment. We have extensive experience in improving the visitor experience (VX) of exhibitions and visitor centers, as well as in developing content through creativity and education. The exhibitions and experience centers we take part in cover a wide range of topics, and are well-suited for children and adults of all ages.

Our Purpose & Beliefs



We initiated the 'Why?' exhibition with the intention of encouraging curiosity in children. As both parents and entrepreneurs, we want children to seek out knowledge, ask daring questions and discover more about the world they live in. We have collaborated with Teva Pharmaceutical Industries, a global company that is doing much to bring children closer to science learning and curiosity. Many of Israel's finest academics from the Hebrew University, and experts from the Bloomfield Science Museum in Jerusalem, have also joined forces with us to support a collective ambition of promoting curiosity in science and critical thinking among future generations.

Working together, we formulated a list of engaging questions and answers from science and popular culture that are educational, funny, interesting, and easy to understand. Curiosity has no age limit: Visitors of all ages – ranging from 5 to 80 – can participate in the 'Why?' exhibition's unique learning experience, which allows them to discover creative new things, and seek out answers to their questions, either on their own or together with their families.

For more details contact us:

Shlomit Atzaba
+972-54-7956070
shlomitat@gmail.com



Dror Leiba
+972-50-2286422
drorleiba@gmail.com

