



Saskatchewan Science Centre Original Exhibition, JoyLab, Opens To The Public

(June 7, 2019) – Regina, SK – Today the Saskatchewan Science Centre unveiled its brand-new summer exhibition: *JoyLab*. For the first time in the Science Centre's history, the summer exhibition was built from the ground up with local partners to celebrate their 30th anniversary.

JoyLab is a collection of curated experiences designed to provide Instagram-ready moments for visitors while discovering how simple things like bubbles or rainbows can bring about a feeling of joy.

The exhibition is inspired by Ingrid Fetell Lee's book *Joyful: The Surprising Power of Ordinary Things to Create Extraordinary Happiness*, which draws on insights from neuroscience and psychology in exploring how the world around us can influence our lives.

The self-guided experience encourages visitors to explore questions about joy and happiness, perhaps sparking a conversation about how seemingly mundane spaces and objects which we interact with every day affect our mood or consider whether our obsession with taking selfies is empowering or narcissistic.

"*JoyLab* is our take on what has come to be called selfie museums," explained Sandy Baumgartner, CEO of the Saskatchewan Science Centre. "We've added our own sprinkle of science that we hope will prompt a dialogue around joy and happiness."

The exhibition features twelve themed rooms, each designed to give visitors a sense of joy, including a bubble room with a bathtub, an ice cream cone room, and a unicorn. After experiencing all the spaces, visitors are welcome to spend time in the seating area and discuss different aspects of their lives that bring them joy.

Joylab will be at the Saskatchewan Science Centre through the summer before travelling to other locations. Visitors are encouraged to share their photos online using the hashtag #thisisjoylab.

About the Saskatchewan Science Centre

The Saskatchewan Science Centre is a non-profit, non-governmental educational facility with the mission of igniting scientific curiosity and innovation in Saskatchewan communities through interactive, dynamic and engaging opportunities. Our vision of the future, in fulfilling that mission, is inspired minds through science and innovation. The Science Centre is one of Saskatchewan's largest family tourist attractions with more than 6 million visitors since its opening in 1989.

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