



**EMBARGOED UNTIL 12:00PM, 22 AUGUST 2023**

## **Science Centre Singapore Unmasks Pandemic Innovations and Interventions with an immersive *Going Viral* Exhibition**

*Travelling exhibition curated to educate on the perils of pandemics and STEM  
empowered virus-vanquishing revolution*

**SINGAPORE, 22 August 2023** - Science Centre Singapore (SCS) today launched *Going Viral* - its latest exhibition that seeks to raise awareness around pandemic management, how the evolution of scientific knowledge has enabled pandemic interventions, and the complementary roles that STEM and communities play in curbing the spread of viruses. One of its primary objectives is to inspire young minds towards STEM careers, by posing the thought-provoking question: "*What will you be doing in the next crisis?*"

Designed to be a travelling exhibition, *Going Viral* will first premiere at the Centre's *E-immersive Experiential Environments (E3)* gallery from August 2023 to March 2024, and will feature new all-round projections by utilising the space's virtual reality and 360-degree projection mapping. Following that, it will be showcased at the Changi Airport Terminal 3 from 5<sup>th</sup> April 2024 to 10<sup>th</sup> May 2024. After which, it will travel to other local locations such as malls, libraries, and public spaces.

While the exhibition features elements related to the COVID-19 pandemic, it adopts a broader perspective on the evolution of science in enabling contemporary pandemic interventions and the resilience of the human spirit living through a crisis as Singapore pursues a future prepared to face any challenges.

*Going Viral* has three themed zones presented through a range of interactive and engaging exhibits, including artistic dioramas depicting social cohesion and community spirit during the pandemic and multimedia projections and immersive installations in E3. The zones explore the indispensable role of modern science and technology in enabling effective virus prevention and treatment, the resilience of Singaporean community spirit during the COVID-19 pandemic, and the dangers of an "infodemic".

A key highlight is the quiz station in the second zone titled - *Let's Get Quizzical*. Guests can participate in a gameshow style quiz to learn about the dangers of misinformation and be made more aware of the "infodemic" - a phenomenon that occurred during the COVID-19 pandemic where unreliable and fake news was rampant on social platforms.

The exhibition also showcases content with contributions from Lulo Paper Studio, Moderna Biotech Singapore, Nanyang Technological University (NTU), and National Library Board (NLB), as well as video interviews with *Going Viral's* advisory panel and other experts.

Associate Professor Lim Tit Meng, Chief Executive of Science Centre Board said, "Today, we stand at a pivotal moment where modern-day science and innovation have enabled unprecedented advancements in pandemic management. *Going Viral* showcases how science has evolved over time to confront global health challenges, inspiring us to embrace STEM learning as a powerful catalyst for progress. With the flexibility of being a travelling one, we hope the exhibit will reach people beyond the Centre to community spaces and help foster enhanced outreach and education while reflecting our commitment to breaking boundaries."

"We are very proud to be the educational partner for Science Centre Singapore's new *Going Viral* exhibition, which marks our unwavering commitment in delivering innovative mRNA vaccine solutions to address infectious diseases that pose the greatest risk to public health," said Evelyn Pang, General Manager of Moderna Biotech Singapore. "mRNA vaccines for COVID-19 are a remarkable convergence of science, technology, and humanity and this is only the beginning. With our educational partnership and the launch of our first-in-Asia short films about



mRNA technology and its potential impact in different therapeutic areas, we aim to emphasise the critical importance of collaborative research and development in advancing mRNA vaccines and medicines, support our nation to be resilient against future pandemics, and inspire the next generation of researchers and scientists to pursue more groundbreaking mRNA technology breakthroughs.”

As an extension of the exhibition, a fifth edition of the Science Cafe series will be held at E3 on 25 August 2023 on the topic of “The Race Against Time: How mRNA Surmounted the COVID-19 Pandemic”. As an informal series of talks over dinner, representatives from Moderna will share how mRNA vaccines helped combat COVID-19 as well as how mRNA technology is being used to develop potential future vaccines and therapeutics.

The exhibition will officially open to public from 23 Aug, and admission is complimentary with every Science Centre Singapore ticket. More information on *Going Viral* can be found here: [Going Viral Travelling Exhibition | Science Centre Singapore](#)

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**For media enquiries, please contact:**

**AKA Asia**

Esther Subramaniam

[scspr@aka-asia.com](mailto:scspr@aka-asia.com)

**Science Centre Singapore**

Jyotika Thukral

[Jyotika\\_THUKRAL@science.edu.sg](mailto:Jyotika_THUKRAL@science.edu.sg)

**About Science Centre Singapore**

Science Centre Singapore, a non-formal educational institution and leading regional Science Centre, along with its group of attractions, brings out the wonders of science, technology, engineering and mathematics through its unique blend of exhibitions, educational programmes and events. A custodian of creativity and innovation, Science Centre Singapore has captured the evolution of scientific developments for nearly four decades.

The Centre and its partners have played a pivotal role in transforming the way students and the public interact with and learn about science, technology, engineering and mathematics. Since 1977, the Centre has welcomed over 30 million visitors and inspired them with more than 1,000 exhibits spread across 14 exhibition galleries and outdoor exhibition spaces.

The Centre's group of attractions include Omni-Theatre, Snow City and KidsSTOP™. The Omni-Theatre is an immersive dual-technology edutainment destination fitted with Southeast Asia's largest seamless dome screen and featuring the latest and brightest 8k digital fulldome system in the world. Snow City is Singapore's only permanent indoor snow centre offering an Arctic inspired experience at Singapore's first ice gallery and snow chamber. KidsSTOP™ - Where every child gets to Imagine, Experience, Discover and Dream - is Singapore's first children's science centre offering an enriching experience through purposeful play for children aged 18 months to 8 years old. For more information, please visit [www.science.edu.sg](http://www.science.edu.sg).



## **APPENDIX**

*Going Viral* comprises three interactive zones highlighting how science has enabled modern technologies that can counter pandemics effectively. The social aspects of pandemics are also highlighted, such as the dangers of misinformation as well as the resilience and cohesion displayed amongst local communities during the pandemic.

### ***Zone A: Living with Viruses***

Featuring shape-fitting 'lock and key' entrances as well as multimedia games, this zone is the exhibition's biggest one and delivers the science of viruses, vaccines and our immune system through fun and engaging ways. Guests will be able to dissect the SARS-CoV-2 virus via an interactive touch table and scan QR codes that lead to animations narrating little-known facts such as early inoculation efforts around the world. Titles also include "Zombie Story", "The Plague Doctor" and "What Was Killing The Mothers?"

Guests may also scan QR codes to discover ebooks curated by the National Library Board (NLB), to learn more about the different inoculation efforts and the science behind viruses. Ebooks are also available for download on the NLB mobile app. Find out more about the NLB mobile app at <https://mobileapp.nlb.gov.sg/get-started-with/nlb-mobile/>.

### ***Zone B: Let's Get Quizzical***

Participate in a gameshow-styled quiz to understand the dangers of misinformation in the era of social media. The quiz will test guests on their knowledge about viruses and pandemics, as well as promote awareness on the "infodemic" - a phenomenon that uses the analogy of viral spread to describe the proliferation of unreliable and fake news via social platforms.

### ***Zone C: Pandemics are Social***

This zone emphasises the social dimension of pandemics and highlights the resilience of communities. It features two stations with an eclectic mix of eye-catching installations. A key highlight will be four paper dioramas created by artist Cheryl Teo from Lulo Paper Studio depicting familiar scenes from the pandemic in creative ways. The dioramas are titled:

- New Ways of Living
- Apart, but Connected
- Community Sewing Circle
- Stories of Kindness

This zone also features three short, animated videos on mRNA vaccine technology. These were created by exhibit sponsor Moderna Biotech Singapore, a pioneering biotechnology company that developed one of the earliest and most effective messenger RNA (mRNA) vaccines during the COVID-19 pandemic. Visitors can also view moving photographs contributed by the public during the pandemic and collated by the National Library Board (NLB). Nanotechnology masks provided by Nanyang Technological University (NTU) will also be on display, together with TVs featuring interviews with the exhibition's advisory panel members.

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