

## **BURPEE MUSEUM WINS PRESTIGIOUS MEDIA AND TECHNOLOGY AWARD**

**APRIL 27, 2006:** Burpee Museum of Natural History is pleased to announce they are a recipient of a 2006 MUSE Award within the Science category. Now in its 17<sup>th</sup> year, the MUSE awards competition recognizes outstanding achievement in museum media. The competition is an activity of the Media and Technology Standing Professional Committee of the American Association of Museums.

The award was given for an interactive called "Meet the Researcher: Dr. Greg Erickson" within the exhibit "Jane: Diary of a Dinosaur." The interactive stars Dr. Greg Erickson, a paleobiologist who has pioneered the idea of counting growth rings inside dinosaur bones. Using live footage and computer animation, visitors observe how a bone sample is obtained, are shown how to identify the growth rings inside, and then given the opportunity to determine Jane's age. "This simple and well-designed interactive allows visitors to learn how scientists determine the age of dinosaur bones," commented competition judges. A combination of talents brought the interactive to life, including Burpee staff, the Advanced Computing Center for the Arts and Design at Ohio State University and Rockford's own Engine Studio.

The MUSE Awards competition received 108 applications from a wide variety of museums in North America, Europe, Australia and Asia. This year's entries included videos, films, DVDs, CD-ROMs, interactive handheld tours, podcasts, blogs, web sites, audio tours, and gallery installations. This year six gold, six silver, six bronze, twelve honorable mention and one special MUSE Award were divided among seven categories.

"It is an honor and privilege for AAM's Media and Technology Standing Professional Committee to host the MUSE awards, now in its seventeenth year. Once again, the quality of entries has been exceptional, representing the brightest and best digital media projects in the museum and educational world." - Nik Honeysett, Chair of AAM's Media & Technology Committee

Thirty judges – museum and media professionals from across the county – were involved in the process of selecting the winners. Winning entries were expected to demonstrate outstanding achievement in nine areas including content, interface, design, innovation and appeal. Criteria including the quality of writing, script, narrative, editing and research; the quality of video and/or still image; visual appeal; the quality of the users' experience; and the intent to which new directions were charted or old challenges resolved through technical innovation. A complete list of judging criteria and MUSE Award winners can be found on the Media and Technology website: [www.mediaandtechnology.org](http://www.mediaandtechnology.org).

Burpee Museum was presented with the MUSE Honorable Mention Award for Science during a champagne reception on Thursday, April 27, 2006 at the 2006 American Association of Museums Annual Meeting in Boston, Massachusetts. There to receive the award was Lew Crampton, Burpee Museum president.

2006 marks the centennial of the American Association of Museums and is the Year of the Museum. Institutions across the county are celebrating 100 years of museums in American life. The Year of the Museum is a celebration of the wondrous, amazing, and exciting things that museums do to enrich our lives and our communities. This award recognizes Burpee Museum's innovation and achievement in media and technology.

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