

# CANCER REVOLUTION: SCIENCE, INNOVATION AND HOPE

## EXHIBITION OVERVIEW

Created by the Science Museum Group with support from expert partner Cancer Research UK, this world-first exhibition, explores how, at a pivotal moment when 1 in 2 of us will be diagnosed with cancer in our lifetime, more of us than ever before are living longer, and better with the disease and beyond.

*Cancer Revolution* encourages visitors to re-examine their perceptions of this illness. Powered by stories of altruism and persistence, the exhibition unfolds through the experiences of people who study, treat, and live with cancer, revealing the hidden lives of researchers, clinicians and policymakers fuelling progress. The exhibition intertwines their stories with those of people with lived experiences of cancer in a powerful expression of shared hope: together we can live longer and better, with and beyond cancer.

## EXHIBITION STRUCTURE

The exhibition is then divided into three sections...

### *What is cancer?*

Immerses visitors in the basic biology of cancer to answer their most pressing questions – what is cancer and what causes it?

### *New horizons in cancer research*

Celebrates a wide range of researchers and projects using new and ingenious approaches to tackle cancer.

### *Facing Cancer Together*

Steps away from the lab and brings visitors back to the real world of lived experience, consequences and hopes of living longer and better with cancer.

## LEARNING OUTCOMES

Visitors will find answers to their questions about cancer; understand that researching cancer evolution in action is making a real difference; feel more comfortable talking about cancer; be inspired to take action; feel hopeful, yet realistic.



## FORMAT

### Blueprint Pack

This means we provide digital assets – including content, IP, designs, videos, interviews, programming ideas and information for sourcing objects – enabling you to produce your own exhibition.

## SIZE

Completely flexible, depending on your space and needs.

## TARGET AUDIENCES

Independent adults, families, students and older school groups

## HIRE PERIODS

No minimum hire period

## CONTACT

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