

BBC

OPERATION→

OUCH!



SCIENCE
MUSEUM
GROUP

EXHIBITION OVERVIEW

A high-profile, entertaining, interactive, family-focused exhibition about health and the human body, in collaboration with the BBC and the *Operation Ouch!* brand.

Visitors will get hands-on and immersed within the world of medical science as they explore their bodies and health. Aimed specifically at children and the adults guiding them, the content of *Operation Ouch!* will be pitched at an accessible level with an entertaining and fun approach. Themes will be explored in digestible chunks, like those on the *Operation Ouch!* TV show, and led by relatable hooks – often focusing on the extreme and gross – and human stories.

The exhibition will launch at the Science and Industry Museum in Manchester in July 2023.

EXHIBITION STRUCTURE

Visitors will explore a range of digital, interactive and immersive spaces using their bodies and all their senses.

This could include sensory and physical play, role-play, constructive play, imaginative social play, and games.

There will be themed spaces based on the environments featured in *Operation Ouch!* on TV, including A&E, a GP office, a laboratory and the home.

The aesthetic will align with the *Operation Ouch!* brand. It will appeal to children in a stylish way but not appear overly childish.

The exhibition will be light on text, delivering content via interactive exhibits, graphics, animations and film. Visitors will 'meet' the presenters and find out more about them and other STEM careers in medicine.

FEATURES

Fun interactive elements could include:

- Play the heartbeat drum which beats in time with your own heartbeat

- Explore your insides with a body mirror or body scanner
- Climb and slide through the digestive system
- Examine X-rays to find the breaks in the bones

ABOUT OPERATION OUCH!

Operation Ouch! is a multiple BAFTA-award-winning humorous British TV series on the human body. It features children in A&E and outpatients, experiments in 'the lab' and a roller-coaster of other segments including 'Brilliant Bodies', 'Mindboosters', 'Medical Marvel' and many more. Its presenters are twins Dr Chris van Tulleken and Dr Xand van Tulleken, and Dr Ronx Ikharia.

The first series aired on CBBC (Children's BBC) in October 2012 and on ABC Australia in 2013. An American remake is also in development.

TARGET AUDIENCES

This exhibition is aimed at families, mostly children-focused (ages 6–11).

STATUS

In development – content and available experiences are still subject to change. Contact us to receive regular updates.

FORMAT

The exhibition is offered as a touring exhibition. This means we provide all the physical assets required, including objects, cases, set-works and audiovisual content.

SIZE

Approximately 500m²

HIRE PERIODS

3 months minimum

CONTACT

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