

For immediate release 06 September

# GUNTHER VON HAGENS' ORIGINAL *BODY WORLDS* OPENS ALL NEW MUSEUM EXPERIENCE IN LONDON

*A unique journey under your skin*

- **OPENS 06 OCTOBER, THE LONDON PAVILION, 1 PICCADILLY CIRCUS, LONDON**
- **Central London's biggest permanent museum experience and tourist attraction to open in over a decade**
- **An interactive, educational and fun insight into the human body**

The world-famous exhibition of the human body, **BODY WORLDS**, will open its new flagship venue: a permanent museum experience at the iconic London Pavilion on 06 October 2018.

**BODY WORLDS** will be taking over 28,000sq feet of one of the capital's most iconic buildings, **The London Pavilion**, which has been subject to a multi-million-pound restoration to prepare for its arrival in the heart of the capital. **BODY WORLDS** is being brought to London by Peter Tabernal.

Having already attracted over 47 million visitors in more than 130 cities worldwide, this journey through the human body comprises an extraordinary series of exhibitions, the most unique of which are real human bodies, donated to be preserved by plastination – the process invented by **BODY WORLDS'** creator Dr. Gunther von Hagens.

**BODY WORLDS** London's 200 exhibits - curated by creative director Dr. Angelina Whalley explore the reproductive, nervous, cardiovascular, respiratory, locomotive and metabolic systems in more detail than has ever previously been possible, offering an unparalleled insight into the human body, how it works, and how best to look after yours.

This life-changing experience is a unique convergence of art, science and education, defined by its creators' missions: to make people more health-conscious – with nearly 70% of visitors leaving determined to lead a healthier lifestyle; to reveal the inner workings of the human body; and, in laying bare humanity in its physical state, to posit deeper questions about the meaning of life and the mysteries of the human condition.

The glorious nineteenth century former Music Hall was built as part of the construction of Shaftesbury Avenue and is found at the impressive address of 1 Piccadilly Circus. The building's cultural history includes staging Noël Coward's first hit play, appearing in the first James Bond film *Dr No* and, fittingly, playing home in its early days to *Dr Kahn's Delectable Museum of Anatomy*.

Renowned worldwide as the inventor of **plastination** - the process of preserving cells by replacing fat and water with advanced plastics – Dr. von Hagens is perhaps best known in the UK for his ground-breaking 2002 Live Autopsy television broadcast which sought to challenge taboos about how we view the human body, our own health, and death. Fittingly, 'The London Autopsy Body' - now fully plastinated - will be displayed at **BODY WORLDS** London.

While now best known through **BODY WORLDS**, plastination has also been an essential advance in medical science, with its uses including teaching medical students, research into hereditary diseases and training surgeons. **BODY WORLDS** is also the only anatomical exhibition in the world with a

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robust body donor programme which unequivocally respects the wishes of its donors (who number over 17,000 worldwide).

The location of the museum – at the epicentre of one of London’s busiest streets - is significant in of itself, as **BODY WORLDS** seeks to shed new light on the impact of hectic 21<sup>st</sup> century life on the human body, inviting visitors to consider the frenetic pace of city living and its effect on the body and mind.

The insatiable intellectual curiosity and questing creative spirit underpinning these innovations has created a spectacular and fascinating day out for those of all ages with an interest in museums, exhibitions, popular science, health, fitness and philosophy.

**BODY WORLDS** creative director Dr Angelina Whalley says: *“BODY WORLDS is a transformative experience that illuminates the miracles of the human body which we take for granted every day. The ultimate intersection of entertainment, education and healthy living; this exhibition literally confronts us with how the body absorbs and reacts to the dizzying range of stimuli humans are exposed to in the 21st century. We are thrilled to finally open up a BODY WORLDS Museum in London.”*

**BODY WORLDS** London Founder and CEO Peter Tabernal says: *“After years of preparation, we’re incredibly proud to be opening the flagship BODY WORLDS in the heart of central London. It’s the biggest BODY WORLDS ever and sure to be an epic, immersive journey to discover the magic and mysteries that lie underneath the skin. We’re incredibly grateful to the donors who have made this happen, and to Westminster Council for the warm welcome and support. We look forward to forming an integral part of the local economy and making a significant contribution to London’s cultural landscape.”*

<p>For more information contact Dee McCourt, Molly Hunt or Gregor Cubie at Borkowski PR: <a href="mailto:bodyworlds@borkowski.co.uk">bodyworlds@borkowski.co.uk</a> // 0203 176 2700</p>
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Ends

Images can be found [here](#)

**INFORMATION FOR LISTINGS**

**BODY WORLDS**

The London Pavilion

1 Piccadilly Circus

London

W1J 0DA

Email: [info@bodyworlds.co.uk](mailto:info@bodyworlds.co.uk)

**Opens 6<sup>th</sup> October 2018 at 9:30 am**

**Buy your tickets online:**

**Adult (16+): £24.50**

**Child (6-15y): £17.50**

**Student: (<30y): £22.50**

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**Family ticket (4 pers with 2 or more children): £75.00**

**[www.bodyworlds.co.uk](http://www.bodyworlds.co.uk)**

### **ABOUT BODY WORLDS**

BODY WORLDS exhibitions are the most successful travelling exhibitions in the world. On display since 1995, they have attracted more than 47 million visitors in over 130 cities across America, Africa, Asia, and Europe.

Permanent BODY WORLDS exhibitions can currently be found in Amsterdam, Guben, Berlin and Heidelberg, with no fewer than 7 more travelling exhibitions currently found all over the world.

What all of these exhibitions have in common, and what makes them unique, is the use of the most up-to-date plastination technology having been created by the inventor of the process Dr. Gunther von Hagens, and its own morally and legally fair and robust donation programme.

### **ABOUT DR GUNTHER VON HAGENS**

Dr. Gunther von Hagens is an anatomist, the inventor of the ground-breaking Plastination technique and the creator of the world-famous BODY WORLDS exhibitions. Von Hagens was born in Poland in 1945 but as the Russian advance which signalled the end of World War II became inevitable the family fled to Greiz in East Germany where von Hagens lived until he was 19.

Inspired by the doctors who treated him after his diagnosis with haemophilia aged 6, von Hagens entered medical school at the University of Jena in 1965, where he became disenchanted with communism and attempted to flee the country and defect, leading to a two-year prison sentence from 1968.

After completing his medical degree, von Hagens entered a career in academia in 1977 at the University of Heidelberg where he began developing reactive polymers that allowed the forced impregnation of anatomical specimens, leading to his remarkable invention of Plastination. During this time, von Hagens started his own company, BIODUR® Products, to distribute the special polymers, equipment and technology used for Plastination to over 400 medical institutions in 40 countries around the globe.

In 1992 Dr. von Hagens married Dr. Angelina Whalley and the two founded a private laboratory in Heidelberg, known as the Institute for Plastination (IfP) in 1993, where improved resources allowed them to grow until they decided to BODY WORLDS to take their work to the general public.

Since first opening in Tokyo in 1995, BODY WORLDS has been visited by over 47 million people, in more than 130 cities across Europe, Asia, America, Africa and most recently also Oceania, making it the world's most popular travelling touring exhibition. Today, the manufacture of plastinates for the BODY WORLDS exhibitions as well as intensive research activities to continuously improve the technique of plastination are carried out in Guben/Germany.

### **ABOUT DR. ANGELINA WHALLEY**

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Born in Hanover, Germany, in 1960, Angelina Whalley's childhood dream was to become a surgeon. After graduating from high school, she began her medical studies at Freie Universität Berlin, finishing them at Heidelberg University in 1986. After completing her doctoral degree, she remained at the university as a scientist and, in a training course on anatomical preparation. It was during this time that she met anatomist Dr. Gunther von Hagens, the course instructor. The two fell in love and decided to share not only their personal, but also their professional lives. Dr. Whalley accompanied Dr. von Hagens in the continued development of his invention, the technology of plastination. She became the managing director of the Institute for Plastination in Heidelberg that they jointly founded in 1993 and Director of BIODUR® Products, a company that markets plastination formulas and auxiliaries to more than 400 medical schools and universities worldwide.

In 1995, their work resulted in the creation of an unprecedented exhibition: BODY WORLDS – together Drs. Whalley and von Hagens brought the first public exhibition of human plastinates to the world. Dr. Whalley has been the creative and conceptual designer of all BODY WORLDS exhibitions since their debut.

While the BODY WORLDS exhibitions were initially dominated by medical and anatomical content, over time, Dr. Whalley curated the exhibitions to develop more sophisticated concepts. As the designer and narrator of the productions she has incorporated topics to combine the study of human anatomy and other facets of modern day life. Through her work the BODY WORLDS exhibitions have become multi-layered, creating an emotional, philosophical and educational experience. She continues to develop the contents of the exhibition to incorporate new and current issues.

In 2003, she founded Arts & Sciences Exhibitions and Publishing GmbH, a company planning and touring scientific exhibitions worldwide as well as publishing related materials. She is the author of several best-selling books and catalogues that chronicle the exhibitions and is producer of a related documentary. Dr. Whalley designed the first ANIMAL INSIDE OUT exhibition in 2010, that since then has travelled many countries.

### **ABOUT THE LONDON PAVILION**

The London Pavilion is a Grade II listed building at the south end of Shaftesbury Avenue, occupying an entire city block on the eastern side of London's iconic Piccadilly Circus. The current structure was created initially as a Variety Theatre in 1895 but has since been substantially compromised through years of an unsympathetic subdivision.

Most recently the departure of *'Ripley's Believe It or Not!'* in 2017 has left the frontage to Piccadilly Circus looking empty, run-down and entirely unbecoming such a prominent building within this globally recognised location.

BODY WORLDS London will occupy over 28,000sqft with over 22,000 sqft of prime exhibition space, directly facing Piccadilly Circus, while also catalysing a wider series of improvements to the building including an intended general restoration of the historic façade.

External lighting of the upper floors is simplified to a single tone of white light. This approach is consistent with other historical facades in the Conservation Area and ensures that the richly detailed elevation is restored to making a positive contribution within its broader context.

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BODY WORLDS is spread across 7 floors of the building, from basement level to roof, the exhibition itself takes 3 floors. Double-storey spaces are carved out of the floorplates for larger exhibits, alongside new sections of glass floor in some areas and raised platforms in other areas to maximise the dramatic impact of the pieces.

While the exhibition of human anatomy has always been of striking and entertaining public interest, BODY WORLDS' exhibits are also widely used for a variety of medical and educational purposes, which is why a 2200sqft seminar space has been designed into the scheme for public and private events.

The architectural design adopts a similar approach to BODY WORLDS, stripping back the interior spaces to reveal the 'skeleton' of the building to visitors. This idea is extended into the design of new bespoke furniture which is made up of stacked sections of computer-machined plywood to create larger forms of desking and display space in organic shapes like human bones.

Architect - Matt White says:

*BODY WORLDS feels so right for this building. It's a world-leading visitor attraction, using world leading medical educational resources, in a globally iconic location.*

*It also feels like something coming home; historical research into the London Pavilion reveals that in 1859 the first building on this site included, astonishingly, 'Dr Kahn's "Delectable Museum of Anatomy"?!'*

## **ABOUT PETER TABERNAL / STATION 1**

BODY WORLDS is being brought to London by Peter Tabernal. Peter has over 25 years of experience in the entertainment industry and held senior management positions at media companies EMI Music and Endemol Entertainment. He was responsible for the concept and execution of extensive campaigns and executive production management for clients including Cirque du Soleil, Holiday on Ice, De La Guarda, Electronic Arts, multiple music and theatre festivals and productions, and broadcasting organisations.

In 2011, the Institute for Plastination approached Peter to place and promote the first BODY WORLDS exhibition in The Netherlands. In 2012, Peter presented and co-produced a travelling exhibition "BODY WORLDS & The Story of the Heart" in Amsterdam.

In addition, between 2012 and 2015, Peter acted as Promoter and Executive Producer for several international travelling exhibitions in Amsterdam, amongst them blockbusters: "Tutankhamun", "Titanic", "Pixar" and "The Art of the Brick".

In 2014, Peter entered a joint venture with the world-renowned Vincent van Gogh museum in Amsterdam in which Peter developed and was executive producer of the "Meet Vincent van Gogh Experience", a travelling, multi-disciplinary experience that immerses visitors in the complex and contradictory world of Van Gogh. In April 2017, the Meet Vincent van Gogh Experience was awarded the Thea Award for Outstanding Achievement - Immersive Touring Museum Exhibit by the Themed Entertainment Association (TEA). This prestigious award is considered one of the industry's greatest honours and is internationally recognised as the "Academy Award" of the themed entertainment industry.

In 2014 Peter developed the world's first permanent "BODY WORLDS Museum in Amsterdam: The Happiness Project".

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Now, BODY WORLDS London has been added to the list.