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Touring Exhibitions
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Exhibition overview

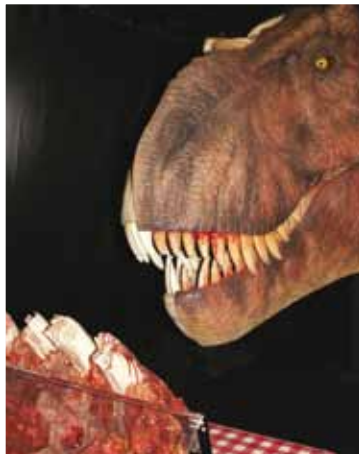
What did dinosaurs eat – and how do we know? Featuring the most frighteningly life-like moving dinosaurs ever created, this family blockbuster exhibition explores the sometimes gruesome, and often disgusting, subject of dinosaurs and their food.

From the infamous flesh-eating *T. rex* to the plant-munching *Iguanodon*, different dinosaurs ate different foods and often had unique ways of gathering or catching their dinner. This spectacular exhibition includes intriguing fossil evidence, fun hands-on exhibits, fascinating scientific insights and spectacular animatronic models – revealing everything scientists know about what and how dinosaurs ate.

Visitors can dig for virtual fossil evidence to discover what *Baryonyx* ate and touch a huge pile of poo to find traces of what *Euoplocephalus* munched on.

Target audience

The exhibition is aimed at school groups and families with children aged seven and older, with some activities aimed at children aged four to six.



Aims of the exhibition

- develop and use skills to locate and interpret scientific evidence so visitors can determine what and how dinosaurs ate
- understand different feeding mechanisms used by dinosaurs to eat their food
- engage in dialogue about dinosaur feeding strategies and the work of Museum scientists on this subject
- be inspired to discover more about dinosaurs and the study of them
- enjoy engaging with the exhibits and the animatronics

Through the digital trail, visitors will...

- enjoy solving a mystery relating to dinosaurs and their feeding strategies
- use observational skills to unravel clues about what their dinosaur ate
- look in more detail at the feeding mechanisms used by a particular dinosaur
- have a more personalised experience in the exhibition
- engage in conversation with their family or school companions about their individual dinosaur mystery

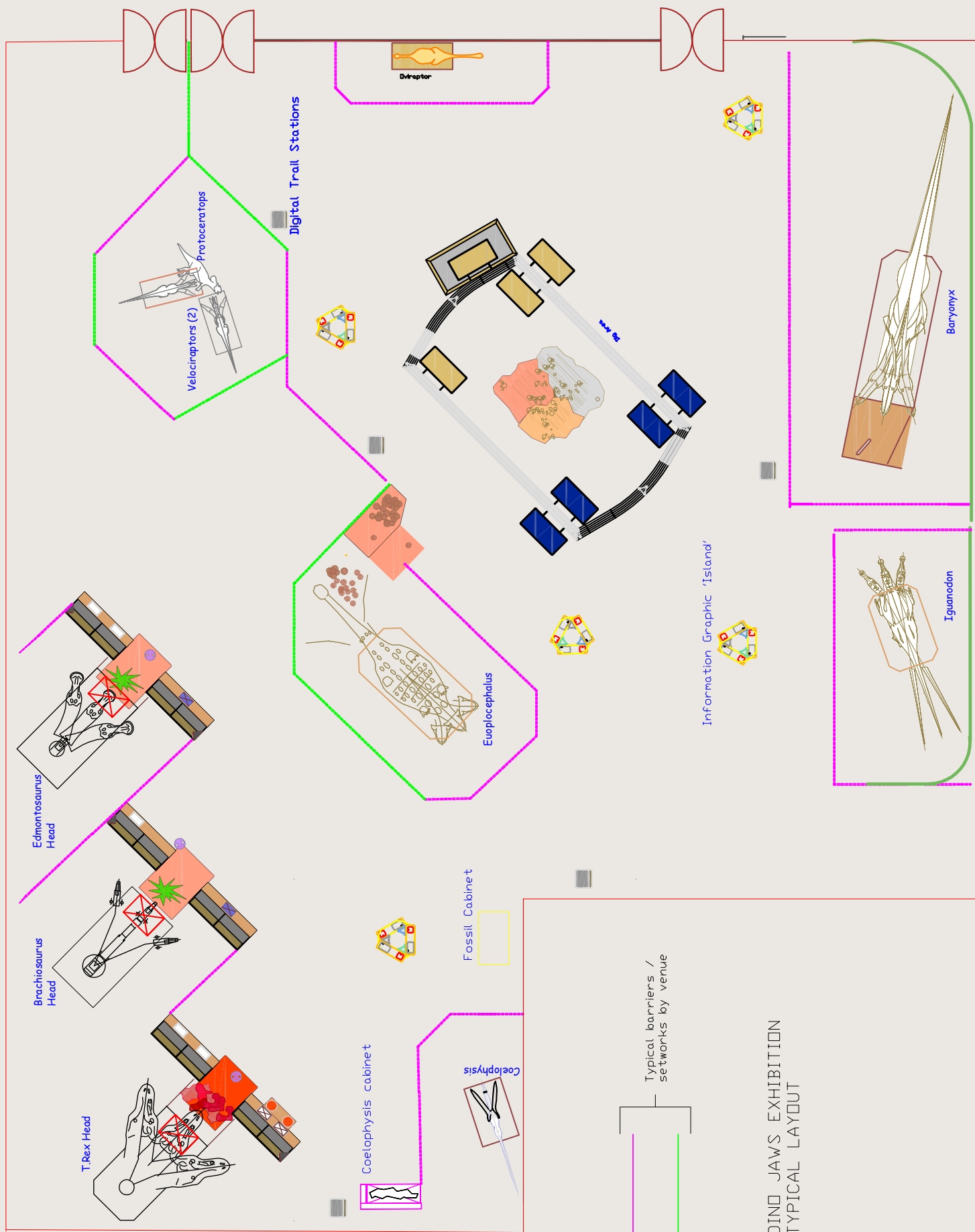


Visitors will:

- be surprised at the knowledge that not all big dinosaurs were carnivorous
- enjoy the impact of a large number of animatronics
- use their newly acquired skills and knowledge to work out which is their mystery dinosaur
- compare the feeding strategies of the four groups of dinosaurs

Gallery plan

Please note: as the size and shape of the display area may vary from venue to venue, it is not always possible to show the exhibition in its original form and layout.



Scenes and storyline

The exhibition is divided into three areas:

- **introduction**
- **dinosaur dig**
- **feeding frenzy**

Linking these areas together is the optional digital trail, which lets visitors discover the identity of their own mystery dinosaur.

Optional digital trail

Visitors swipe a barcoded ticket at interactive stations throughout the exhibition to get diet-related clues about their mystery dinosaur, which is revealed at the end of the exhibition.



At the first station, visitors meet a young palaeontologist and her friend Richard. These two introduce visitors to the challenge of the digital trail and tell them how important their tickets are. Visitors receive their first clue, which relates to their mystery dinosaur's diet.

Are visitors able to put all clues together and guess their mystery dinosaur?

The introduction area is dominated by three life-sized animatronic dinosaur heads showing how the teeth and jaws move together to tear, grind and chew food. One half of each head is fleshed and the other half is skull. This enables visitors to get a close-up look at the grinding jaws and demonstrates the basic anatomical differences between meat-eaters and plant-eaters.



This *T. rex* bite force interactive gives visitors a chance to measure their strength against the unbelievable power of the *T. rex* bite.



The infamous *T. rex* was a carnivore. This popular dinosaur moves in a dramatic way, making bone-crunching noises. Visitors won't have a problem imagining the way it used to tear its prey apart...



Edmontosaurus was a herbivore with spare teeth in its jaws and a unique mechanism for grinding its food. Visitors can see its jaws in motion in a simple *Edmontosaurus* jaw interactive, which demonstrates this unusual feature.



Brachiosaurus was a herbivore, but its teeth were not very good for grinding plants. Its stomach, however, contained stones (gastroliths) that did the grinding work. The *Brachiosaurus* stomach stone interactive allows visitors to feel a stomach with the gastroliths inside.

The **dinosaur dig area** is a virtual dig experience. Visitors turn into dinosaur detectives to find key fossil evidence of dinosaur diets. This area is based on the discovery of *Baryonyx* – a giant fish-eating dinosaur, unearthed just outside London. The **dinosaur lab**, set in the same space, is a well equipped field laboratory area for visitors to explore fossils in more depth.



The major attraction in this area is the **interactive projection dig table**. Visitors unearth their own fossils using specialist tools. They can uncover teeth, jaws or claws buried beneath the hard ground. Further associated exhibits show some of the work tools used by palaeontologists when digging for dinosaurs.



Near the projection table are several activities for pre-school children. Four to six year olds can flick through the pages of a giant book to see the amazing story of how *Baryonyx* was discovered (if desired this item needs to be reprinted).



In addition, they can pack up a fossil ready for transport and practice fine-detailed excavation work.

In **the lab**, visitors can investigate the fossils that were unearthed to discover more about the feeding behaviour of *Baryonyx*.



At the **teeth investigation station**, visitors compare *Baryonyx* teeth to those of other dinosaurs and living reptiles to get clues as to what it might have eaten.

At the **claw investigation station**, they piece together a claw and consult with palaeontologists to find out how it used to catch food.

At the **final investigation station**, the young scientists study sections of fossilised stomach contents and poo under the microscope to find evidence of dinosaur food.

The dig and lab area aim to show visitors how we know what we do about basic dinosaur biology.

Stepping back in time, visitors find themselves walking into the **feeding frenzy** of hungry dinosaurs. Six animatronic dinosaurs in dramatic scenes demonstrate some of the different dinosaur feeding strategies, from slow-moving plant-eaters to fierce, agile flesh-eaters.



Visitors witness *Velociraptor* devouring the carcass of a *Protoceratops*. In this living animatronic scene, they see the full force of the feathered *Velociraptor*, with its grasping hands, climbing claws and teeth for ripping flesh.



The plant-eating *Iguanodon*.



The three-quarter life-sized *Baryonyx* animatronic is 8.5m long and was a fish-eater. Visitors can see its claw in action as it tries to scoop a fish from the water.

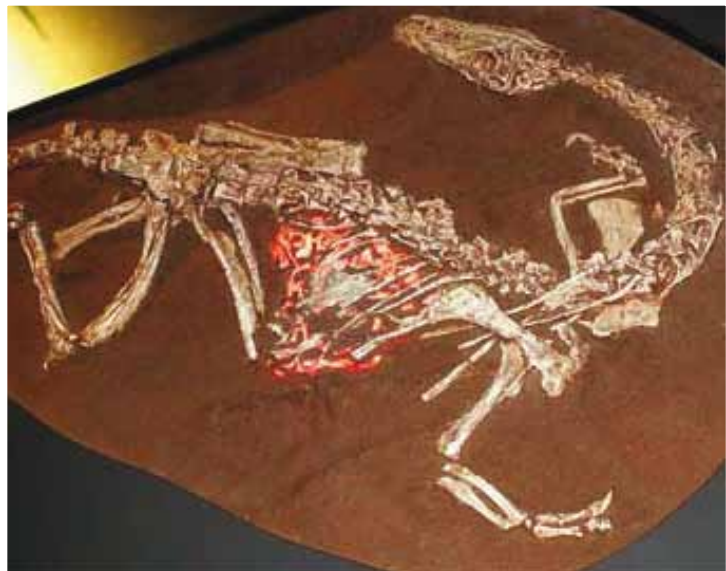


Visitors learn more about dinosaur feeding behaviour.



Piled high behind the plant-eating *Euoplocephalus* animatronic is a giant mound of poo. Visitors can investigate the poo to find traces of what this armoured dinosaur might have eaten. They can also touch real fossilised dinosaur poo. However, they have to watch out for the deadly swinging tail of *Euoplocephalus*.

Until recently, scientists thought that the deadly *Coelophysis* ate the young of its own species. But research published in 2006 shows that remains in its stomach were young crocodiles. *Coelophysis* wasn't a cannibal after all.



By touching the stomach of this *Coelophysis* fossil, its content is highlighted and you can see the crocodile remains.



Specifications

We provide

- six impressive animatronic dinosaur models
- three life-sized animatronic interactive dinosaur heads with integral barrier system and interactives
- interactive virtual dino dig projection table
- real specimens
- hands-on replicas
- mechanical and screen-based interactives
- exhibition text for translation and information on the production of text panels
- promotional images
- educational events suggestions
- installation and dismantling service of animatronic models
- technical support services
- instructions for day-to-day supervision

Average installation/dismantling period

- 10 days

Venue requirements

- an indoor display area of minimum 600 square metres and an overall working height of 4m, with one part of the display area having a clear ceiling height of 4.5m to allow for the erection of the *Baryonyx*
- temperature-controlled environment between 18°C and 25°C
- minimum doorway access: height 2.4m and width 1.8m
- transport costs in four 13.m trailers
- air compressor and pipework to power the animatronic models
- translation and production of text, text panels and graphics
- skilled staff to support the Natural History Museum supervisor during installation and dismantling
- forklift and driver, pallet trucks, hoists and other equipment as required
- promotion and publicity
- production of barcoded tickets (according to our specifications) for the digital trail (optional)
- additional groundwork and scenery around models
- contribution towards transit insurance, exhibition insurance and public liability insurance
- gallery staff
- barriers
- one technician on a day-to-day basis

Press release

9 June 2006

Meet the hungry dinosaurs

Dinojaws

30 June 2006 – 15 April 2007

Media preview: 29 June 2006

What did dinosaurs eat – and how do we know? Find out this summer at the Natural History Museum's new family blockbuster exhibition, introducing you to the fascinating, and sometimes disgusting, subject of dinosaurs and their food.

Bringing together intriguing fossil evidence, fun hands-on exhibits, scientific insights and the 10 most lifelike and spectacular animatronics you have ever seen, it will reveal everything scientists now know about what and how dinosaurs ate.

'Everyone knows that *T. rex* was a meat-eater, but can you tell what *Baryonyx* ate for dinner?' said Dr Angela Milner, dinosaur expert at the Natural History Museum. 'You'll become a dino-detective and study dinosaur jaws, claws, guts and even poo, to discover what dinosaurs ate, using the same techniques that scientists use.'

Visitors will find themselves stepping millions of years back in time into a world populated by hungry dinosaurs. From slow-moving plant-eaters to fierce, agile flesh-eaters, these dinosaurs will demonstrate a variety of feeding strategies. Visitors will come face-to-face with the plant-eating *Iguanodon* and *Euoplocephalus* and the awesome *Baryonyx* as it tries to scoop a fish from the water. A large scene contains two Velociraptors devouring the carcass of a *Protoceratops* with their grasping hands, climbing claws and teeth for ripping flesh.

Dino Jaws also includes several inventive and fun interactive exhibits. A favourite is likely to be a huge mound representing several week's worth of *Euoplocephalus* poo, which visitors can touch and examine to discover what this massive plant-eater ate. They can also touch a real fossilised dinosaur poo, known as a coprolite.

As they become dino-scientists, visitors will tackle a virtual dig to unearth fossilised teeth, claws or stomach contents using specialist tools, and then identify them. The virtual dig will be based on the discovery of *Baryonyx* – a giant fish-eating dinosaur – unearthed just outside London and excavated by a team including Natural History Museum scientists.

Visitors will swipe a barcode on their tickets at points throughout the exhibition to get diet-related clues to the identity of a mystery dinosaur.

Visitor evaluation summary

January 2007

Introduction

Dino Jaws was a temporary, touring exhibition at the Natural History Museum. It consists of animatronic dinosaurs, a digital trail and other activities and is aimed at families with children aged five to 11.

Evaluation was carried out over summer and autumn 2006 during school holidays, weekends and term-time weekdays. A variety of methods were used to gather data: visitor tracking, an exit survey, open-ended interviews with schoolchildren and pop-up web surveys.

Visitor profile

In the period July–November 2006, *Dino Jaws* attracted 158,807 visitors, an average of 1,134 per day. Nearly double the number of visitors attended during weekend and holiday times as compared with term-time weekdays.

In terms of the age profile of those surveyed and tracked, the exhibition seemed to be primarily attracting its core target audience of families with children aged five to 11.

Visitor views about Dino Jaws – what did they say?

Visitors were interviewed as they were leaving *Dino Jaws*. Also, three schools were visited and their students interviewed several weeks after their visit. The survey and interviews aimed to find out what visitors felt about the exhibition and to find evidence of learning.

The most popular parts of the exhibition were the large animatronic dinosaurs. The interactive components also scored highly with visitors. In particular, the virtual dig and digital trail were popular. These elements were also popular with schoolchildren.

Conclusions

From observing and interviewing schools and family visitors, it is clear the exhibition provides an enjoyable and affective experience for the vast majority of visitors. It is engaging and sparks conversation among group members, highlighting the potential for learning in the exhibition. The carnivore animatronics and virtual dig were particularly engaging.

Merchandise and publications

PVC aprons



Dinosaur cups



Excavation kit



Dinosaur models



Drink canisters



Soft toys



It's dino-dinnertime, but who eats what, and who eats who? How do we know what dinosaurs ate? Who hunted as a team? Who ate with their head in the treetops, and who ate absolutely anything they could find? Discover exactly what is on the menu, as you are invited to attend this dinner party with a difference.

This book is now available in paperback.

Category: first learning

Theme: dinosaurs/pre-history, science and natural history

Interest age: from three to six years

ISBN: 9781845076849

Format: 230mm x 230mm (9 inches x 9 inches)

For further information about Dino-Dinners and our entire range of dinosaur books, please contact

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Cromwell Road

London SW7 5BD

Tel: 020 7942 5336

Contact: Howard Trent

Email: publishing@nhm.ac.uk

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'Hectic with energetic watercolours and exactly the sort of facts that keep young children wanting more.'

The Independent

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