Age of the Dinosaur
Information pack
Exhibition overview

For the first time in a long while, the Natural History Museum’s palaeontology collections make up a significant, and stunning, part of our latest animatronic dinosaur blockbuster exhibition. There are more than 50 specimens on display, along with around a dozen handling specimens and models.

Each specimen has been carefully chosen to help uncover the evidence that has been gathered by scientists, allowing accurately depicted walk-through environments. The specimens illustrate some of the amazing science that goes on behind the scenes at the Museum and provide a breathtaking and beautiful look back in time to the Jurassic and Cretaceous Periods. They are displayed in three main areas, one illustrates the biodiversity of the Jurassic Period under the sea, another shows the nature of Jurassic terrestrial animals and plants and the last highlights the amazing animals and plants from the Cretaceous Period. The specimens, together with the animatronic dinosaurs set in accurate scenic landscapes, make this exhibition a highlight for the entire family.
Aims of the exhibition

• be inspired to discover more about dinosaurs and their habitats
• enjoy engaging with the exhibits and animatronics
• handle specimens
• engage in conversation about how dinosaurs lived
• learn about the diversity of life in the oceans
• learn about how the planet looked in the days of the dinosaurs
• think about what the future holds and imagine what the world will be like in 65 million years
• learn that scientists examine fossils to find out about animals and plants that lived a long time ago
• take part in activities relating to fossils and rocks
• take away a sense of excitement in discovering fossils
• develop skills of observation and interpretation
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

Prehistory revealed
In the introduction area, visitors are taken on a journey back 200 million years to the Mesozoic Era, using a large-scale timeline.

The excitement of exploration begins straight away as real Jurassic specimens provide tangible examples of the climate, biodiversity and geography of this distant time.

Next comes the Jurassic seazone, an atmospheric underwater area featuring an amazing CGI projection of a huge underwater predator, and visitors come face to face with specimens showing the diversity of life in the ocean.

At every turn there’s something extraordinary: visitors can size themselves up against the leg of a gigantic Camarasaurus, one of the largest animals ever to walk the Earth.

Life at the lagoon
It’s dawn, and the Jurassic lagoon is dark and misty. In this theatrical recreation, visitors become part of the environment, confronted by an enormous Camarasaurus, moving its long neck through the trees towards them. An Archaeopteryx, the oldest known bird, is perched on a rock, flapping its wings.
Hands-on exploration

In a discovery area, visitors can do their own detective work, learning how our planet looked in the days of the dinosaurs. As they engage with interactive exhibits, and handle specimen replicas from the Jurassic and Cretaceous Periods throughout the exhibition, they experience the impressive depth and breadth of the Natural History Museum’s scientific resources.

Key exhibits in this area include *Protoceratops* and *Lambeosaurus* skull casts and *Ankylosaurus* armour plates. Visitors also get a very close look at a *Tyrannosaurus rex* skull cast and a *Tarbosaurus* claw.

Life in the desert

Here visitors find themselves at a watering hole in the Gobi Desert during the Cretaceous Period. As the sun beats down, strange sounds fill the air, and accurate recreations of trees, plants, animals and insects complete the sensory experience.

There’s a dramatic stand-off between a *Protoceratops* and a *Velociraptor*. Visitors also come across a *Gallimimus* and an *Oviraptor*. But what’s that roaring in the distance? As they turn the corner, the enormous predator *Tarbosaurus* heaves into view – and it’s ready to attack...

What does the future hold?

In the concluding area of the exhibition, visitors learn about the extinction of dinosaurs, and travel forwards in time from the prehistoric age to the present day. Then they’re asked to look even further ahead, and imagine what the world will be like in 65 million years. What kind of animals will roam the Earth then? It’s a thought-provoking end to this exhibition – and one that will leave visitors not only more educated and enlightened, but also thoroughly entertained.
Specifications

We provide
• seven full-size animatronic models
• around 50 specimens from the Museum’s collections
• scenery, backdrops, structure
• audio-visual presentations and projection equipment
• exhibition graphics and text on CD
• marketing toolkit
• suggestions for educational events
• installation and dismantling service, including mounting of specimens
• technical support services
• instructions for day-to-day supervision
• some exhibition lighting

Venue requirements
• minimum indoor display area of 700 square metres
• environmentally controlled conditions
• minimum doorway height 2.5m and width 2.2m
• minimum ceiling height 5.5m in one area for assembly and display of Tarbosaurus model
• transport costs from previous venue in four trailers
• storage facilities for transport cases
• translation of text and production of text panels and graphics if translating out of English
• translation and production of text for digital interactives and subtitles for video footage if translating out of English
• single-phase electrical supply
• skilled installation and dismantling support
• site manager and one electrician to sign off exhibition
• air compressor and pipework
• forklift including driver, crane or other equipment, as required
• hoists and other equipment required for access and installation
• staffing (the exhibition must be manned at all times)
• additional exhibition lighting
• promotion and publicity
• contribution towards transit insurance, exhibition insurance and public liability insurance

Average installation/dismantling period
• 10 days

Minimum hire period
• three months
Press release

22 April 2011

King of the Dinosaurs makes a roaring return at the Natural History Museum

Age of the Dinosaur, Natural History Museum
22 April – 4 September 2011

Tarbosaurus, the fearsome cousin of T. rex is unveiled in all his roaring glory as dinosaurs make a dramatic return to their true home at London’s Natural History Museum in this summer’s family blockbuster exhibition, Age of the Dinosaur, opening today (Good Friday 22 April).

Visitors to the exhibition are transported back in time more than 65 million years to a Jurassic forest and Cretaceous desert, home to some weird, wonderful and now extinct plants and animals. Catch sight of insects nesting in the rocks or behind the trees and come face to face with animatronic dinosaurs as you explore these mysterious places.

The exhibition combines stunning imagery, animatronic dinosaurs and CGI film footage with more than 60 specimens from the Museum collections, including real dinosaur bones. Visitors travel from beneath the Jurassic waves, walk through a Jurassic forest, and finish their journey in a Cretaceous desert, passing fossil specimens along the way as they journey through time. Other stars of the show include fossils of pterosaurs, pliosaurs and ammonites as well as animatronic models of Protoceratops, Oviraptor, Velociraptor, Gallimimus, Camarasaurus and the earliest living bird Archaeopteryx. It is not all about dinosaurs, however, as many fossil plants are given their time in the limelight, including a fossil conifer tree.

Georgina Bishop, Interpretation Developer at the Natural History Museum says, ‘Everyone loves dinosaurs, don’t they? And where else would you go to find out more about them, but here at the Natural History Museum? Complete with sounds, scenery, and scientific specimens, Age of the Dinosaur gives you the chance to really experience the land of these giants – a must for any budding dinosaur experts, young or old.’

Dinosaur facts:

• Tarbosaurus lived in modern day Mongolia and China during the Late Cretaceous around 70–65 million years ago and was a carnivore probably eating other dinosaurs and was a slightly smaller version of T. rex; in fact, some scientists think that Tarbosaurus might just have been an Asian species of Tyrannosaurus.

• Oviraptor lived in modern day Mongolia during the Late Cretaceous Period, around 85–87 million years ago and was an omnivore eating anything and everything, including plants, insects and small vertebrates, such as lizards and unlike most dinosaurs it was light enough to sit on its eggs; like birds today.

• Velociraptor lived in modern day China and Mongolia, during the Late Cretaceous period, around 84–80 million years ago and was a predator that ate dinosaurs larger than it, such as Protoceratops and was so speedy it could reach speeds of up to 40 mph!

• Archaeopteryx lived in modern day Germany during the Late Jurassic, around 147 million years ago and was probably carnivorous, eating insects and other small prey and whilst it had wings for flying, palaeontologists are not sure how good a flyer Archaeopteryx really was.

• Gallimimus lived in modern-day Mognolia during the Late Cretaceous 74–70 million years ago and was an omnivore and ate almost anything. Using its long hind legs, it could reach top speeds of around 30 mph; this is as fast as cars on most roads!

• Camarasaurus lived in modern day North America and Portugal during the Late Jurassic, around 155-145 million years ago and was an herbivore eating plants including fern leaves and conifers. At 7 m tall it was taller than a giraffe and belonged to the same group as the Diplodocus in the Central Hall at the Natural History Museum.
Visitors to the exhibition are able to continue their journey at home online on the Museum’s website, using the special NaturePlus barcode on their ticket.

Visitor information

Admission:
- Adult £10*
- Child and concessions £6*
- Family £28*

* These prices include an optional donation to the Museum. If you are a UK taxpayer and pay the Gift Aid admission ticket price, the Natural History Museum can reclaim the tax on the whole ticket price you pay. For every £100 worth of tickets sold, we can claim an extra £25 from Government. This means you can further support the work of the Museum. The standard admission charges are adult £9, concessions £5.40 and family £25. The right of entry is the same for visitors with or without the voluntary donation.

Free for Members, Patrons and children under four.

Dates and times:
- 22 April – 4 September 2011, 10.00–17.50 (last admission 17.15)

Visitor enquiries:
- 020 7942 5000 Monday–Friday
- 020 7942 5011 Saturday–Sunday

Website:
- www.nhm.ac.uk/dinosaur-age

Notes for editors

Winner of Visit London’s 2010 Evening Standard’s Peoples Choice Best London for Free Experience Award and Best Family Fun Award the Natural History Museum is also a world-leading science research centre. Through its collections and scientific expertise, the Museum is helping to conserve the extraordinary richness and diversity of the natural world with groundbreaking projects in more than 68 countries.

For further information please contact the Natural History Museum press office:
- Tel: 020 7942 5106
- Email: c.gilby@nhm.ac.uk
Merchandise and publications

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Age of the Dinosaur

Encounter life on Earth millions of years ago with this fact-filled activity book about dinosaurs and the world in which they lived. Find out what the world looked like and how it changed, which incredible creatures, plants and animals lived there, who survived to live another day, and how scientists know all this. There are exciting prehistoric puzzles and games as well as eye-catching photographs of specimens from the Museum’s palaeontological collections.

ISBN: 978 0 565 09285 6
Format: Hardback
Price: £5.00
Size: 272 x 207mm / 10¾ x 8in
Extent: 48pp
Illustrations: Colour throughout
Ideal for children aged 6+

The Natural History Museum offers a wide range of dinosaur products. Please contact us for further details.