



PUBLIC RELATIONS

FOR IMMEDIATE RELEASE

Contact: Stefanie Santo, ssanto@fi.edu
215.448.1152 or 267.251.4632

The Franklin Institute Announces Two All-New Seasonal Experiences Franklin Fright and Franklin Frost

From Museum Wide Trick-or-Treating to Sprawling Train Displays and a 25-Foot-Tall Stellar Tree
Immersive Seasonal Experiences to Transform The Franklin Institute into a
Premier Philadelphia Holiday Destination in 2021.

Philadelphia, PA August 25, 2021—The Franklin Institute transforms into a premier holiday destination this year with the debut of two all-new seasonal experiences designed to deliver weeks of festive fun from the start of October through the close of 2021.

From creative concept to production design, the Franklin Institute enlisted the artistic minds of [BMorrow Productions](#) to imagine the two full-scale seasonal experiences that will be offered this fall and winter, both free with museum admission.

Surrounded by pumpkins, goblins, and more festive décor, three new Halloween-infused live science shows will premiere in October, featuring costumed performers demonstrating some very spooky science. The ultra-popular indoor trick-or-treating adventure is expanding this year, inviting guests to knock on ornately decorated exhibit doors every weekend in October during *Franklin Fright*.

Beginning November 26, a magical frostiness takes over the museum with the debut of *Franklin Frost*, featuring hand-painted model trains circling 300-feet of tracks through a bustling city, a charming snow-covered valley, and a glowing aurora night. The can't-miss centerpiece of Franklin Frost is the grand 25-foot-tall sparkling "Stellar Tree" in the Atrium, designed to reflect the mysterious and magnificent night sky.

Franklin Fright | October 1-31

Trick or Treat Every Weekend in October

Guests can seek and find the playfully spooky trick or treat doors located throughout the exhibit galleries; behind them are monsters, mummies, and magicians with a supply of tasty treats to share.

Halloween-Inspired Live Science Shows Weekends in October

Live Show: That's Gross!

From gooey to spooky, this gross show uses science to create playfully startling seasonal scenarios. Celebrate Halloween in the sloppiest way possible in this all-new—*messy*—show.

Live Show: Dr. Franklinstein's Pumpkin Lab

Dr. Victoria Franklinstein has arrived from the future to set up her temporary lab at The Franklin Institute. Joined by a 12-foot-tall combination of pumpkins and robotic mechanisms, they are sure to add some weird science to this Halloween season.

Live Show: Pondering Plasma

Dr. Franklinstein turns the stage over to her modern-day science sidekicks to create a few sparks of their own. Through experimentation and education, her Pumpkin Lab becomes fully charged again and ready for action.

Franklin Frost | November 26 – December 31

25-foot-tall Stellar Tree

Guests can gaze up at the massively majestic “Stellar Tree” sparkling with stars as only The Franklin Institute could imagine and watch Philadelphia streetcar trains and other model trains loop around this spectacular tree.

Celestial Village and Big Chill Valley Model Train Display

A train lover's delight! As guests enter Celestial Village and Big Chill Valley, they can explore a collection of hand-painted model trains and watch as trolleys, passenger, and industrial trains navigate the many elevated tracks, loops, and tunnels against the scenic backdrop of flocked trees, twinkling lights, and whistling sounds that fill Pepper Hall.

Meet Conductor Carl

Guests are guided through a journey of scientific wonder and discovery as uniformed Conductor Carl leads interactive seasonal science activities with a sprinkle of surprise.

FMC Corporation is the presenting sponsor of Franklin Fright. Trick-or-Treat door sponsors include Blank Rome LLP; Trion Group, a Marsh & McLennan Agency LLC; Women's Energy Network Greater Philadelphia Chapter.

THE FRANKLIN INSTITUTE

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in science and technology learning and a dynamic center of activity. As Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering hands-on science education access. For more information, visit www.fi.edu.