



the blue
paradox™

Presented by



An immersive experience
on the ocean plastic crisis

In partnership with



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The Blue Paradox Exhibit

The Blue Paradox is a powerful, immersive experience where guests can walk beneath the ocean's surface, explore the impact plastic pollution has on this vital natural resource, and discover the meaningful actions needed to stop plastic waste from becoming pollution. The exhibition is located at the Museum of Science and Industry, Chicago and presented by SC Johnson, in partnership with Conservation International.

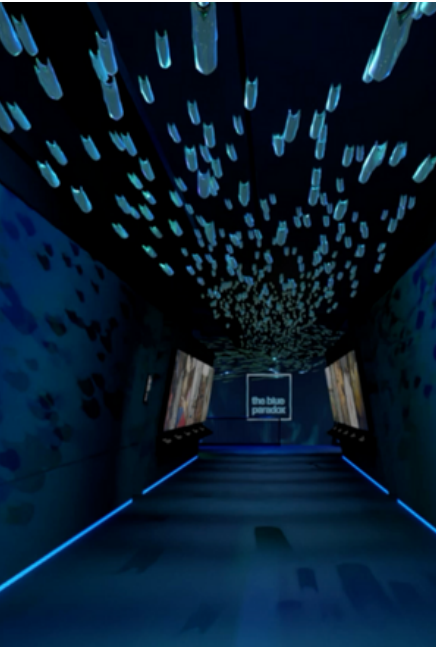
The Blue Paradox was initially launched in 2021 as an immersive pop-up experience in London to make the ocean plastic crisis – and the collective actions needed to address it – relevant and relatable to everyone. The high-demand, sold-out event struck a nerve with Londoners, with 97 percent of attendees saying they planned to change their behavior for good. Now, the exhibit aims to inspire Chicagoans and its visitors.



The Blue Paradox aims to illuminate a paradox when it comes to plastic use: while the widespread use of plastic in our daily lives has led to considerable advancements in modern society, increased convenience, and reduced reliance on natural resources, it has become one of the most pervasive pollution issues facing our ocean ecosystem and the planet.

Exhibit Room Features

As guests journey through the 25,000 square foot exhibit, they'll experience eight distinct spaces aimed at inspiring and moving individuals to help turn the tide on the ocean plastic crisis before it's too late.



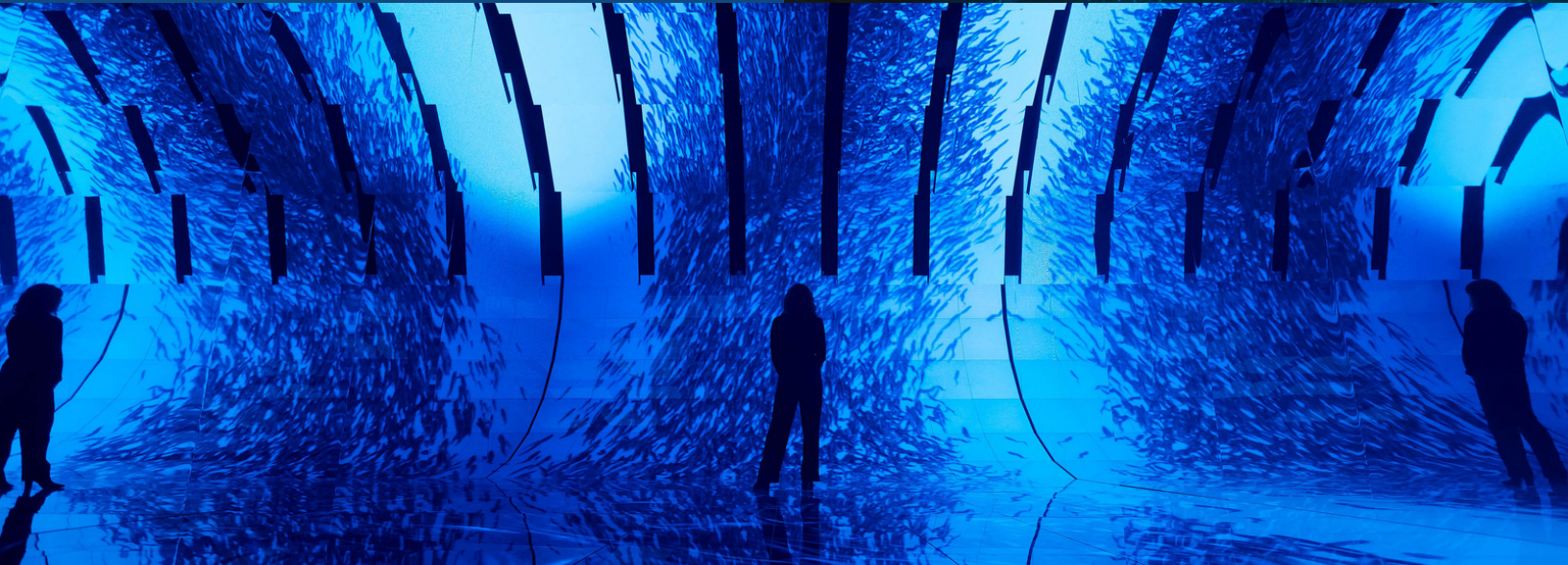
Lead-In Corridor

In the Lead-In Corridor for *The Blue Paradox*, guests will discover 1,278 plastic fish overhead—made from recycled plastic—which are part of a large sculpture called “Emergence” by Aurora Robson, who is known predominantly for her meditative work intercepting the plastic waste stream. The sculpture is made from ultrasonic welded plastic debris, water-based paint, recycled fishing line and lead weights.

Guests will also be greeted by a stunning gallery of photos from National Geographic Photojournalist Randy Olson, helping individuals understand the gravity of the ocean plastic pollution problem for communities around the world and for marine species.

Entrance

Guests will enter *The Blue Paradox* by symbolically descending into the ocean. As they progress from one end of the hallway to the other, exhibit design features will enable them to feel as if they are under the surface of the ocean. Beautiful and ethereal refractions will play across their bodies and surfaces—drawing them deeper into the experience.



Room 1 – The Role of Our Ocean

In the first room of the exhibit, guests will become immersed in an LED Wave Wall of ocean imagery—from colorful coral reefs to mesmerizing swarms of jellyfish. Here, they will learn about and visualize the ocean’s role for our planet.



Room 2 – The Problem & Impacts

In the second room, guests will grow to understand the depth of the problem of ocean plastic pollution. Through maps and graphics, guests will learn where plastic pollution exists geographically, which countries are the biggest contributors, the abundance of pollution in the ocean, and more.

Guests will also learn of plastic pollution’s impact on humans and marine life, alike.

Room 3 – The Plastic Paradox

The third experiential room of the exhibit highlights why the exhibit is called *The Blue Paradox*. While the widespread use of plastic in our daily lives has led to considerable advancements in modern society, it has become one of the most pervasive pollution issues facing our ocean ecosystem and the planet.

Interactive and fully accessible kiosks allow guests to dive deeper into the plastic pollution problem and start to understand where solutions exist. The room describes how the situation is complicated—not black and white with a silver bullet solution.





Room 4 – The Tipping Point

In a powerful visual display, the fourth room of *The Blue Paradox* features an endless conveyor belt of plastic materials, which symbolically highlight society's heavy reliance on mass produced plastic materials for convenience.

At the centerpiece of room four is a LIVE ticker, that shows how many plastic materials are being produced in real time. As *The Blue Paradox* is in its second run at the Museum of Science and Industry, the ticker includes more digits than it once did during its time in London, highlighting the rapidly building issue of plastic production globally.

In the second half of room four, additional films draw attention to how the scale of plastic consumption and the lack of recycling has brought us to a tipping point, when it comes to finding solutions.

Room 5 – Solutions

Closing out the exhibit is a room that aims to spur action and inspire hope. Visuals describe how we all have the power to make a difference, especially when working together. A plastic calculator helps visitors understand their own plastic footprint. This tool that helps audiences understand how everyday actions – even those that seem small – can make a big difference.

One wall of the exhibit features innovative solutions, including unique products like shoes made from plastic waste. Another offers localized solutions, such as contacting elected officials, signing up to clean local beaches, and more. A pledge wall presents guests an opportunity to make a commitment individually. Upon submitting their commitment, guests see their name appear.

Guests can also engage with education experts from the Museum of Science and Industry to learn more about the issue for the Great Lakes and how they can be a source of change. The challenges to overcoming plastic pollution seem daunting, but together we can make an impact.



The only way we can solve the ocean plastic crisis is together.

Exit

At the exhibit's end, guests will hear from SC Johnson Chairman and CEO Fisk Johnson—the catalyst and visionary for *The Blue Paradox* experience. A final quote in the exhibit aims to leave guests with one final message of inspiration: ***“What difference does a drop in the ocean make? Everything.”***

