



## Press Release

For Immediate Release

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**MacGillivray Freeman’s “DREAM BIG 3D: Engineering Our World”  
Narrated by Academy Award® Winner Jeff Bridges  
Hopes to Inspire the Hearts and Minds of the Next Generation of Engineers  
Opening at AutoNation IMAX 3D Theater on Friday, February 17, 2017**

*Produced in partnership with American Society of Civil Engineers and presented by Bechtel Corporation*

**Fort Lauderdale, FL – January 20, 2017** – Giant screen movie-goers will soar above the world’s tallest bridge and travel at speeds approaching 700 mph when MacGillivray Freeman’s new 3D film for IMAX® and giant-screen theatres, **DREAM BIG 3D: Engineering Our World**, produced in partnership with American Society of Civil Engineers and presented by Bechtel Corporation, opens at AutoNation IMAX 3D Theater on Friday, February 17, 2017 as a kick-off to national Engineers Week. Narrated by Academy Award® winner Jeff Bridges, **DREAM BIG** celebrates human ingenuity and innovation while offering an exciting new perspective on what it means to be an engineer.

From the Great Wall of China and the world’s tallest buildings to underwater robots, solar cars and smart, sustainable cities, **DREAM BIG** showcases engineering marvels big and small. With its inspiring human stories—including a young woman engineer building bridges in undeveloped countries and an underprivileged high school robotics team that succeeds against all odds—**DREAM BIG** reveals the compassion and creativity that drive engineers to create better lives for people and a more sustainable future for us all.

“Parents and teachers are looking for ways to turn kids on to science and engineering,” says director Greg MacGillivray, a two-time Academy Award nominee and chairman of MacGillivray Freeman Films. “With **DREAM BIG**, we wanted to bring something new to that effort with an entertaining, visually spectacular film full of stirring human stories that reveal the impact engineers have on our society. We hope it energizes kids of all ages, especially girls, to think about engineering as a meaningful way to help others and leave a positive mark on the world.”

President/CEO Kim Cavendish stated, “Dream Big 3D: Engineering Wonders of The World is a truly immersive film showing the magnificent science behind our impressive monumental structures around the world and the engineering geniuses who designed and conceptualized these impressive buildings, skyscrapers, bridges and more. Students, families and adults alike will enjoy the STEM (Science, Technology, Engineering and Math) concepts brought to life on the GIANT screen.”

**DREAM BIG** is the first giant screen project of its kind to promote the educational STEM movement. The film will receive support from 15 engineering organizations including the

American Society of Civil Engineers, the Society of Women Engineers, the Society of Hispanic Professional Engineers and many others. They will serve as partners, role models and experts in local communities across the country.

“**DREAM BIG** is more than a film. It is part of a larger campaign that aims to give everyone, children and adults, hands-on engineering experiences,” says Shaun MacGillivray, the film’s producer and president of MacGillivray Freeman Films. “All of the educational programming surrounding this film is designed to give kids of all ages and backgrounds the inspiration to dream big and bold for our future.”

MacGillivray Freeman Films and its partners at ASCE and Bechtel have produced educational materials to go with the film and are providing funding for programs at museums and science centers such as Engineering Festivals and Girls Night Out. Some of the targeted programming is meant to introduce middle and high-school girls to dynamic women engineer role models to encourage their interest in engineering careers. Also available are 50 hands-on engineering activities, educational videos, lesson plans for grades K-12 and other engineering-themed events. These educational components are hosted on the educational website [www.DiscoverE.org/dreambig](http://www.DiscoverE.org/dreambig).

**DREAM BIG** [www.dreambigfilm.com](http://www.dreambigfilm.com)

To celebrate the opening of **Dream Big 3D** the Museum of Discovery and Science will be hosting **IKEA Design Nation** on two separate weekends February 18 – 20, 2017 and April 22 & 23, 2017 from Noon to 4 p.m. Activities include the IKEA Building Challenge, Mission: Egg Drop and presentations from local engineering groups. Visitors are encouraged to upgrade to combo ticket to receive the full Museum/IMAX experience.

### **IKEA Building Challenge**

**1:30 and 3:30**

Learn all about teamwork as a family unit when you build a piece of IKEA furniture. If you’re the fastest family and build it first you get to take it home for FREE!

### **Earthquake Tables**

Build a structure that will stand tall during an earthquake

### **Build a City**

Help us build the city of the future. You can customize it anyway you want using all the cardboards you can get your hands on.

### **Windy City Tower**

Build a tower using paper and tape and see if it will stand strong in our wind tunnel.

### **Mission: Egg Drop**

There is only one rule.... NO PARACHUTES! Build something that houses the egg when we throw it off the balcony to the floor below.

### **Little Engineers Zone**

Need something for the small engineer? Head over to our Discovery Center and see how high you can build a pyramid.

### **K'Nex Building Zone**

Imagine and build your own engineering structure from our piles of K'Nex and see if it can withstand some of our tests.

### **About The AutoNation® IMAX 3D Theater**

The 300-seat theater AutoNation® IMAX 3D Theater, owned and operated by the Museum of Discovery and Science, opened in 1992. The science of cinema has been raised to the level of Magic at the AutoNation IMAX 3D Theatre now that IMAX with Laser is illuminating the six story screen by lasers. This new technology with dual 4K laser projectors has revolutionized the way we experience 3D films on the big screen. The new laser projector technology offers brighter images, intense colors, and incredible detail that will leave you in awe.

There's also a next-generation immersive 12-channel sound system featuring 114 speakers capable of 52,000 watts of digital sound. Whether it's a pin drop or feeling the heart-palpitating force of a volcano, audiences will experience a new kind of visceral sound experience.

IMAX with Laser is a blend of science and art to deliver a cinema experience that suspends disbelief and transports audiences to new worlds. It's the difference between watching a movie and being a part of one. The AutoNation IMAX 3D Theater is the only place in Florida where you can experience the power of IMAX with Laser and is one of only three Certified Giant Screen® theaters in Florida as certified by the Giant Screen Cinema Association. For show times call 954.463.IMAX (4629) or visit [www.mods.org](http://www.mods.org).

More information here: [http://www.mods.org/IMAX/Laser/4K%20Laser/4K\\_Laser.html](http://www.mods.org/IMAX/Laser/4K%20Laser/4K_Laser.html)

### **About The Museum of Discovery and Science**

The mission of the Museum of Discovery and Science is to provide experiential pathways to lifelong learning in science for children and adults through exhibits, programs and films. Founded in 1976 as The Discovery Center, the nonprofit facility serves approximately 400,000 visitors annually. Major operational support for the Museum is provided through generous support by Leadership Guild members including: Broward Health, JM Family Enterprises, Inc., Jet Blue and Wells Fargo.

The Museum is open seven days a week, 365 days a year; Monday through Saturday from 10 a.m. to 5 p.m., and Sunday from noon to 6 p.m. Combination ticket prices are \$21 for adults; \$19 for seniors 65+; \$16 for active/retired military personnel; \$16 for children 2 to 12. Children under 2 are free. A Combination Ticket includes admission to the Museum exhibits and one classic 45-minute IMAX documentary movie. The Museum of Discovery and Science is located downtown at 401 SW Second Street, Fort Lauderdale, Florida 33312. For more information about the Museum, visitors should call 954.467.MODS (6637) or visit our web site at [www.mods.org](http://www.mods.org)

### **About MacGillivray Freeman Films**

MacGillivray Freeman Films is the world's foremost independent producer and distributor of giant-screen 70mm films with 40 films for IMAX theatres to its credit. Throughout the company's 50-year history, its films have won numerous international awards including two

Academy Award® nominations and three films inducted into the IMAX Hall of Fame. MacGillivray Freeman's films are known for their artistry and celebration of science and the natural world. It is the first documentary film company to reach the one billion dollar benchmark for worldwide box office. [www.macfreefilms.com](http://www.macfreefilms.com)

**About the American Society of Civil Engineers**

As a production partner, American Society of Civil Engineers (ASCE) has been planning, coordinating and promoting *Dream Big* and its outreach programs since inception. With 150,000 members in 177 countries, ASCE members engineer the built environment while protecting and restoring the natural environment. [www.asce.org](http://www.asce.org)

**About Bechtel Corporation**

Bechtel Corporation is among the most respected engineering, construction and project management companies in the world. Together with their customers, they deliver landmark projects that foster sustainable progress and economic growth. Since 1898, they have completed more than 25,000 extraordinary projects across 160 countries on all seven continents. [www.bechtel.com](http://www.bechtel.com)

**Dream Big 3D Images:**

<https://www.dropbox.com/sh/ro8y3vv0pdrymgk/AAD1asMu9t0w-op9CKB2I7KPa?dl=0>

**IKEA Design Nation Images:**

<https://www.dropbox.com/sh/mkizqia8bwc3tqc/AABeLC2mVKL4TmETyQbitH3za?dl=0>

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