



Science Discoveries Sdn Bhd

Promoter of Touring Thematic Exhibitions in Malaysia

David Oh
20th August 2019

David Oh +6019 382 7723, davidoh@sciencediscoveries.com.my • Sabariah Daud +6019 212 9880,
sabariah@sciencediscoveries.com.my

Introduction

Science Discoveries is known in Malaysia as a promoter of Thematic Educational Exhibitions in Malaysia since 2003 focusing mainly on promoting science and technology.

Objective is to bring exhibitions that are educational and entertaining (Edu-tainment) and to make the exhibition platform into an interesting and learning exhibition experience that is unique to stimulate the visitor minds and to make repeat visits.

Exhibition visitors' experience is emphasized by using immersive Augmented and Virtual Reality, 3D, Kinet, Hologram, Touch-screen, RFID and many other engaging technologies, to replace the show-case or static type museum contents.

Some of the exhibitions we have brought into Malaysia:

- 1 Tools of the Inquisition from Italy in 2003 and in 2011 for 2 years,
- 2 The Science of Aliens from the Science Museum of London in 2008 for 6 months,
- 3 The Science of Survival from the Science Museum of London in 2010 for 4 months,
- 4 1001 Inventions about the golden age of “Muslim Civilisation in science and technology 1,000 years ago” from the UK for 5 years from 2013 to 2018.

Present/Future Development

We have signed a MOU with a Government agency to design and build:

- 1 A “Museum of Muslim Civilisation, Heritage, Science and Technology, Malaysia.
- 2 A Smithsonian inspired “cluster” museum concept that we will design & build named as **H’eurekaLand** that will consist of:
 - a. Natural History Museum,
 - b. Art & Design Museum,
 - c. AeroSpace Museum,
 - d. Muslim Civilisation, Heritage, Science & Technology Museum,
 - e. **H’eurekaLand** will be planned as a mixed commercial development that will include a science themed park and a boutique Hotel, Chalets, Family areas, MICE facilities that will make it into a tourist attraction and destination.

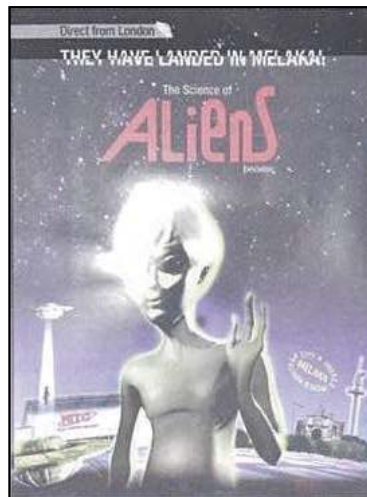
Challenges for private exhibition promoter:

- 1 Funding as corporates are more likely to spend on sales-centric events.
- 2 Local government agencies to co-operate in promotion.
- 3 Local taxes – have to pay upfront.
- 4 Expensive venue rental.
- 5 Ideal venue is local and state museums though with limited facilities.
- 6 Generally people does not have a museum visiting culture.
- 7 Entry costs varies from each locations.

Past Exhibitions



TORTURA – 2003 & 2011
FROM ITALY



THE SCIENCE OF ALIENS – 2008
FROM LONDON SCIENCE MUSEUM



THE SCIENCE OF SURVIVAL – 2010
FROM LONDON SCIENCE MUSEUM

Past Exhibitions



1001 INVENTIONS – 2013 – 2018



PAPER AIRPLANE CONTEST 2014



1001 INVENTIONS: GOLDEN AGE OF MUSLIM CIVILISATION IN HAT YAI BY NATIONAL SCIENCE MUSEUM, THAILAND, 2018.



1001 INVENTIONS: GOLDEN AGE OF MUSLIM CIVILISATION IN HAT YAI BY NATIONAL SCIENCE MUSEUM, THAILAND, 2018.



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1001 INVENTIONS: GOLDEN AGE OF MUSLIM CIVILISATION IN MALAYSIA- 2013 - 2017. VISITORS AND PRIMARY SCHOOL MUSICAL.



TORTURA OPENING WITH MELAKA GOVERNOR - 2011



THE SCIENCE OF ALIENS PRESS INTERVIEW- 2008



THE SCIENCE OF SURVIVAL OPENING WITH MINISTER - 2010



Face to face with the torture tools

By Lim Su Yee
syee@malacca.com.my

MALACCA. Walk into the ruins of the truly horrific — the Torture Exhibition at the Upper Peripha in Dusun

The infamous guillotine used to behead criminals.

The Iron Maiden of Nuremberg

The executioner and his 'chopping' board

Pahlawan Megamall, here. The world's most infamous torture and execution devices are displayed, their macabre history minimized by dimming images and eerie Gothic music as you enter the exhibition area.

The Iron Maiden, Brazen Bull, Inquisitorial Chair, John Coakle and the Roman guillotine are some of the items on display at the exhibition.

Event organizer Subariah Md Daud said the exhibition also showcased the torture and execution techniques of medieval-era Europe.

"The items that we've brought in for the exhibition is from the private collection of Pio Brovelli, an Italian."

"This is the third time we're holding such an exhibition in Malacca, by working with Malacca Museum."

For this project, Subariah said they had also worked closely with Hatten Seaman.

"There are about 150 medieval-era exhibits on display here. The purpose of our exhibition is to give the public a glimpse of history."

"We are extremely fortunate to live in a civilized modern era, where such savage and barbaric methods of torture are unacceptable," said Subariah.

Peter Brock, 57, a technical writer from Queensland, Australia, who came with his daughter Tara, 23, a nurse, learnt about the exhibition from the posters around the mall.

"I caught my attention and aroused my curiosity so I thought I'd come here with my daughter to check out the exhibits," said Brock.

He said the exhibition was interesting and certainly an eye-opener for him.

Although she expressed looking at the exhibits, Tara said she nevertheless found the scenes of people being tortured and the exhibits' grisly torture devices, disturbing.

"As grisly and stomach-churning as they are to me, I must say that this exhibition is a must-see, a one-of-a-kind educational experience, I have learnt a lot from the visit," said Tara.

Torture 2, which began on July 14, will end on Oct 31.

Visitors need to purchase a Tortura booklet, priced at RM10 each for adults and RM5 each for children to gain admission. The booklet, which the booklet offers visitors a free entrance to the exhibition.

The booklet can be purchased at Upper Peripha, Dusun Pahlawan. For those who want to know more about Tortura, visit www.tortura.com.my.

For group visits, call 010-979 9633/9632 or e-mail info@tortura.com.my.

The Brazen Bull made of copper was used to roast criminals.

The executioner's robe. — Pictures by Nazhaan Mohd Nawi

The show's fidelle with a pictorial guide, to have it is used.

The rack for stretching the victim's body until joints

TORTURA: MEDIEVAL INSTRUMENTS OF TORTURE FROM ITALY 2018 & 2011.

TRAIN TO BUSAN VR
부산행
 CAN YOU SURVIVE THIS RIDE

TRAIN TO PUSAN VR – 2020 PROJECT.

