



# MIND MATTERS

Good mental health is an important aspect of everyone's life. Like physical illness, mental illness is not a 'choice' or a personal flaw but a medical condition that requires care. In 2014, the National Institute of Mental Health reported that there were an estimated 43.6 million adults aged 18 or older in the United States with a mental illness in the previous year—18.1% of all U.S. adults. Yet misunderstanding of mental illness often leads to lack of treatment and needless suffering. That makes mental health a personal issue, a social issue, and an economic issue.

Much as the travelling exhibition *Race: Are we so different?* created a safe place for conversations around race and racism, *Mind Matters* will create a safe space for important conversations about mental illness. Misconceptions and stigma lead to prejudice and discrimination. This exhibition and related programming can help make it OK to talk about mental health. Mental illness touches all of our lives in some way, making *Mind Matters* an important resource.

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**“ Without mental health there can be no true physical health ”**

—Dr. Brock Chisholm in 1954; a psychiatrist, the first Director-General of the World Health Organization, and a champion of the notion that physical and mental health were inextricably related to one another

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The Science Museum of Minnesota, in partnership with the Finnish science center Heureka and advised by the National Alliance on Mental Illness, is seeking resources to modify Heureka's award-winning mental health exhibition for presentation in St. Paul and eventual tour throughout North America. We anticipate that the exhibition and related programming will reach more than 400,000 visitors in Minnesota and more than 2 million visitors by the end of its North American tour. The Science Museum is excited to bring this important exhibition to North America and to contribute to the vitally important national conversation about mental health.

## EXHIBIT SUMMARY

*Mind Matters* is organized into four sections.

An introductory section introduces visitors to definitions and descriptions of mental illness, and examines the history of treatment for mental illness. In this section, visitors can peer into mini-dioramas depicting important moments in history, watch an animation of how the brain works superimposed onto their own images in a mirror, engage in a game testing their knowledge of mental health issues, and scroll through a vast resource of definitions and other material for further study—or help, if desired.



The second section of the exhibition is meant to help visitors understand what it's like to live with mental illness. In this area, visitors hear what it's like to experience psychosis, listen in on a typical evening in the household of a family in which the father is dealing with depression, put on a device that simulates the disorientation of schizophrenia, and hear from people—in their own words—about how mental illness affects their lives.



The third section of the exhibition explores healthy expressions of emotions. Visitors guess the emotions displayed on their fellow visitors' faces, match their own body language with oversized masks, explore creative outlets, and write down and shred their worries in the Worry Shredder.

The final section of the exhibition is a resource center allowing visitors to explore further information and better their own mental health.

Find videos of exhibit experiences here: <https://www.heureka.fi/heureka-goes-crazy-hop/>



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