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Arclight Visualizes Human Anatomy For “BODY WORLDS”

Produces commercial and video package for groundbreaking exhibit

(April 27, 2005)

Arclight Productions recently produced multiple projects for the groundbreaking exhibit BODY WORLDS: The Anatomical Exhibition of Real Human Bodies and its successor BODY WORLDS 2. The productions mark the company's seven-year association with the California Science Center in Los Angeles where the special exhibits made their U.S. debut and enjoyed the largest attendance in the history of the institution.

Arclight was chosen to produce a BODY WORLDS television commercial and BODY WORLDS 2 video package, each designed to capture the exhibits' unique appeal. BODY WORLDS offers an extraordinary opportunity to learn about anatomy, physiology and health by viewing real human bodies, preserved through the revolutionary process of plastination. Each exhibition displays more than 200 real human specimens and over 20 whole bodies.

The 30-second TV commercial introduces BODY WORLDS to American viewers for the first time. The contemplative spot focuses on quiet interactions between visitors and “plastinates,” suggesting their profound connection. Visual elegance is supported by classical music to create a reverential tone, conveying the exhibit's artistry and awe it inspires.

The BODY WORLDS 2 video package includes eight minutes of exhibition footage and a two-minute montage, concentrating on full bodies, each presented in a distinctive, artistic pose. Highlights include the Soccer Player, Javelin Thrower and Yoga Lady.

“Filming the plastinates is a truly unique experience,” says Arclight producer/ director Steven Kochones. “When you spend 10 hours in their company, you can't help but gain new respect for the human body, its beauty and complexity. And the individuality of the specimens is the most compelling aspect. Each has a story to tell.”

BODY WORLDS and BODY WORLDS 2 were seen by over 930,000 visitors in Los Angeles between July 2004 and March 2005. BODY WORLDS is currently showing at the Museum of Science and Industry in Chicago through September 5, 2005. BODY WORLDS 2 is showing at the Great Lakes Science Center in Cleveland, Ohio through September 18, 2005. To date, BODY WORLDS exhibitions have been experienced by over 16 million people worldwide.

About Arclight Productions

Arclight Productions is an award-winning producer of innovative media for entertainment companies, museums and corporations. Its diverse list of credits includes TV commercials, documentaries and exhibit programming. Other museum projects include Magic: The Science of Illusion, a nationally touring exhibit featuring magicians Penn & Teller. The Hollywood-based company has been honored with eight international awards including the prestigious CINE Golden Eagle.

For more information about Arclight visit www.arclightprods.com

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