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Electronic Press Kit:
frankenstein.asu.edu/press

FRANKENSTEM 200

Celebrating the 200th anniversary of Mary Shelley's *Frankenstein* with an innovative, educational game from Arizona State University.

BOINGBOING

"...an amazing transmedia experience."

The Washington Post

"...Shelley's tale is more than a scary fable. Thanks to a new interactive online experience, it's also a way to teach kids about science."

**science
FRIDAY**

"...filled with stereotype-busting characters and deep-thinking prompts."



This project is supported by the National Science Foundation under Grant Number 1516684. Any opinions, findings, conclusions, or recommendations expressed in this material are those of the authors and do not necessarily reflect the views of the Foundation. Learn more at <https://nsf.gov>.

Frankenstein Lives with a Free Digital Game and Science Activities for Kids

Frankenstein! The most recognizable name in popular culture celebrates its 200th anniversary this year, but Mary Shelley's timeless tale is more than just a classic scary story—its themes of creation and responsibility, as well as its moral quandaries, still resonate for 21st century audiences.

Arizona State University, with support from the National Science Foundation and a team of science educators around the globe, has developed Frankenstein200: a free, interactive multi-platform experience that uses the classic story as a way to encourage people to think carefully and creatively about STEM topics and the ethical challenges of emerging technology, from genetic engineering to artificial intelligence and robotics.

Frankenstein200 is an exciting, episodic digital game paired with a series of fun, hands-on activities hosted by museums and science centers nationwide throughout the month of October. The game is built around videos featuring actors Rose Abdo (*Gilmore Girls*), Nikki SooHoo (MTV's *Heathers*), and Jeremy Howard (*Teenage Mutant Ninja Turtles*). These materials can be adapted and demonstrated for your audience across a variety of media for a fun, educational, and community-oriented piece, which can tie in to your Halloween-themed programming.

See this piece from Phoenix's NPR affiliate KJZZ-FM as an example of how Frankenstein200 can come to life for your audience:

<http://bit.ly/FrankensteinOnAir>

Synopsis

Welcome to the Laboratory for Innovation and Fantastical Exploration (L.I.F.E.), a state-of-the-art research center dedicated to the exploration of human life through science and learning.

You've been invited into the lab's special training program, where you'll get an inside look under the direction of two young research associates: razor-sharp Mya and gregarious Xavier. But when Mya's investigations into futuristic methods of manipulating DNA uncover something mysterious about her own origins, she enlists Xavier's help—and yours—in an attempt to discover the truth. In the process, you discover a mystery at the heart of the lab leading directly to its founder, the enigmatic Dr. Victoria Frankenstein.



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- Summaries of Hands-on Activities at Partner Museums
- List of 51 Partner Museums
- Full Credits



Dr. Victoria “Tori” Frankenstein (Rose Abdo) invites you to be her newest research assistant.



Mya and Xavier (Nikki SooHoo and Jeremy Howard) discover a mystery in Dr. Frankenstein’s lab.

Learners move between digital activities and hands-on projects exploring robots, machines, and electricity.

Science projects can be done at home or at partner museums around the nation.

Players earn badges for scientific inquiry.



For Immediate Release:

ARIZONA STATE UNIVERSITY LAUNCHES INTERACTIVE STORY GAME “FRANKENSTEIN200”

The educational experience will explore the lessons and consequences of Mary Shelley’s timeless tale—with a twist

Just in time for Halloween, Arizona State University and the National Science Foundation have created Frankenstein200, a free, interactive, multi-platform experience for kids. Produced by an international team of science educators and the award-winning transmedia studio No Mimes Media, Frankenstein200 is a digital narrative paired with hands-on science activities, and a series of events at science centers and museums nationwide.

Reimagining the classic novel, Frankenstein200 invites audiences to participate in hands-on science activities and interactive thought experiments sponsored by the high-tech Laboratory for Innovation and Fantastical Exploration (L.I.F.E.), founded by Victoria “Tori” Frankenstein. As participants move deeper into the narrative, they grapple with increasingly complex ideas and confront shocking discoveries. The experience features performances by Rose Abdo (*Gilmore Girls*), Nikki SooHoo (MTV’s *Heathers*), and Jeremy Howard (*Teenage Mutant Ninja Turtles*).

“Today’s learners are savvy media consumers, engaging with entertainment, advertising, and games in novel and surprising ways,” said Ed Finn, director of the Frankenstein200 project. “Educational materials should reflect the literacies of audiences raised in immersive story worlds like the Marvel Cinematic Universe and Harry Potter. In this spirit, we’re excited to work with our museum partners to bring Frankenstein200 to life.”

The Frankenstein200 experience also includes in-person events and exciting, hands-on maker activities related to robotics, genetic engineering, and electricity. By teaching a robot how to draw, experimenting with simple machines, or even bringing their own creature to life, audiences will confront the same questions and ideas that bedeviled the fictional Victor Frankenstein on a dark and stormy night two centuries ago. Using these prompts, learners will develop important skills for exploration, discovery, and critical thinking in the 21st century.

To see the trailer plus a full list of participating locations, and to begin the experience online, visit Frankenstein200.org.

About Frankenstein200

Frankenstein200 is a national research project led by Arizona State University and funded by the National Science Foundation that uses Mary Shelley’s enduring tale of creation and responsibility to foster interest in science, technology, engineering, and mathematics (STEM) in informal settings. Through an original digital narrative, hands-on activities at 51 museums and science centers nationwide, and the expertise of a community of makers, tinkerers, and citizen scientists from around the globe, Frankenstein200 is an integrated transmedia experience designed to inspire deeper understanding, ability, and engagement with science-in-society topics.

Learn more at Frankenstein200.org.

About No Mimes Media

No Mimes Media is an award-winning immersive entertainment studio devoted to pushing the boundaries of storytelling. No Mimes Media works with studios, networks, agencies and brands, and IP owners, providing best practices for franchise world-building and cross-platform storytelling.

Learn more at NoMimesMedia.com.



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