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New Museum in Mexico Makes Science Red Hot

Design firm completes work on Horno 3 Museo del Acero, Mexico's latest visitor attraction

Monterrey, Mexico, September 20, 2007 – The planning and design work on the exhibit experience for Mexico's Horno 3 Museo del Acero has been completed by Vancouver-based AldrichPears Associates. Today, this unique museum officially opens its doors to the 2007 Universal Forum of Cultures in Monterrey.

Working closely with Museo del Acero staff, steel industry professionals, and local historians, AldrichPears Associates developed the conceptual design and exhibits for the new museum. This world-class facility tells the century-old story of steelmaking in Mexico, explains the process of making steel step by step, and allows visitors to experience the excitement of standing next to a working blast furnace spewing molten iron and smoke.

What makes the Museo del Acero so unique is that it is housed inside a seventy-meter-high blast furnace on the site of Mexico's first integrated steel mill, Fundidora de Monterrey. Horno No. 3 was built in 1967 and decommissioned when the mill closed in 1986. Today, what was once an industrial park is now Parque Fundidora, and Horno 3 Museo del Acero is the centerpiece of a green park that welcomes thousands of visitors every day.

The Museo del Acero's 16,000 sq. ft. of exhibit space offers a variety of exciting experiences that cater to diverse audiences. In the history gallery, México a Través del Acero, visitors can listen to steelworkers' stories on telephones, watch ironworkers busy on the job inside a model of Mexico's first skyscraper, and dress up as factory laborers. The playful, science-based steel gallery, La Acería, makes use of immersive environments and full body play to transport visitors to the mill or the mine. The museum's must-see attraction, El Gigante Dormido brings Blast Furnace No. 3 to life through sound effects, shooting sparks, bursts of flames, and a simulated river of molten iron. Finally, visitors can ride inside what was once the ore lift to the top of the blast furnace where they can walk along the same catwalks that workers once did, seventy meters above the ground.

"Visitors see how science and technology is relevant in their everyday lives by being able to interact with exhibits on the steelmaking process," says Luis López Pérez, the director of the museum. Part science center, part museum, and part thrill ride, the Museo del Acero connects visitors to the industrial heritage of Mexico, and will inspire the country's future steel scientists and engineers.

About Parque Fundidora:

Parque Fundidora is in Monterrey, Nuevo León, Mexico. Parque Fundidora is the headquarters of the 2007 International Cultures Forum and is a beautiful space that narrates one of the most

interesting stories of the city: its steel production. At Parque Fundidora there are industrial towers, furnaces, and immense columns of brick that today, now restored, serve as structures for various cultural and recreational activities. The Forum will also be hosted in various areas throughout the city of Monterrey.

About AldrichPears Associates:

AldrichPears Associates is a Vancouver-based firm that provides exhibit design and planning services to museums, science centers, zoos, and interpretive centers. Serving an international clientele, the firm plans and creates compelling and entertaining visitor experiences that captivate the imagination and invite lifelong learning.

For more information on the exhibit experience at the Museo del Acero, contact:

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