

The Leonardo

and



The Human Xperience

The Leonardo Museum of Salt Lake City is a science and art museum where visitors can explore the ways that science, technology, art, and creativity connect. The Leonardo regularly hosts world-class touring exhibits like *Body Worlds* and the current exhibition, *Pompeii*.

The Utah tech company Zenerchi has developed the I AM SUPERHUMAN Technologies™ (think: Iron Man suit) which provides unmatched physiology simulations, visualizations, VR, AR and AI educational experiences.

The Leonardo Museum and Zenerchi have collaborated on the development of an international exhibit unlike any other before it, called The Human Xperience.

This will be a four-dimensional exhibition and educational experience housed at and anchored by The Leonardo in SLC, but which will tour the world to showcase Utah's world-class life sciences educational opportunities and Utah's biotech industries through the fusion of artificial intelligence and advanced 4-D animation for a mind-blowing experience in physiology.

VALUE PROPOSITION: TOURISM VISITS FROM OUTSIDE 75 MILES RADIUS OF SLC

Body Worlds at The Leonardo: Visitors by State (based on ticket purchaser data)

Alabama	4	Hawaii	10	Massachusetts	16	New Mexico	30	South Dakota	6	Alberta, Canada	8
Alaska	31	Idaho	781	Michigan	35	New York	31	Tennessee	19	British Columbia, Canada	2
Arizona	131	Illinois	38	Minnesota	22	North Carolina	8	Texas	251	Manitoba, Canada	1
Arkansas	8	Indiana	7	Mississippi	5	North Dakota	4	Utah	93,814	New Brunswick, Canada	1
California	332	Iowa	18	Missouri	17	Ohio	21	Vermont	3	Nova Scotia, Canada	1
Colorado	229	Kansas	6	Montana	55	Oklahoma	9	Virginia	37	Ontario, Canada	3
Connecticut	6	Kentucky	4	Nebraska	10	Oregon	69	Washington	96	Saskatchewan, Canada	1
Delaware	6	Louisiana	6	Nevada	122	Pennsylvania	29	West Virginia	2	Yukon, Canada	1
Florida	61	Maine	7	New Hampshire	7	Rhode Island	2	Wisconsin	39		
Georgia	21	Maryland	35	New Jersey	15	South Carolina	10	Wyoming	435	Outside US and Canada	10

VALUE PROPOSITION: INTERNATIONAL BRADNING OF...

- (1) UNIVERSITY OF UTAH LIFE SCIENCES**
- (2) UTAH'S LIFE SCIENCE 7 BIO TECH INDUSTRIES**

eg. The Leonardo & University HealthCare partnership with the Body Worlds exhibit



BUDGET -- HUMAN XPERIENCE

TOTAL 3,000 SF SHOW
\$3,717,400

Design & Project Management

Exhibit Designer Engineering/Schematics/Drafting	\$100,000
Graphic Design	\$40,000
Content development (writer)	\$75,000
Researcher	\$50,000
Lighting Design	\$25,000
Gallery Audio Production	\$20,000
Project Management (based on 12 months)	\$114,000
Media Production and Tech Integration	\$100,000
Experiential Designer	\$50,000
AV Design	\$35,000
Subtotal - Design & PM	\$609,000

Core Tech and Exhibit Tech Development

Modeling	\$200,000
3-D SimVis for Physiology	\$200,000
3-D SimVis for Gross Anatomy	\$200,000
App and Game Dev	\$250,000
Subtotal - Exhibit Tech	\$850,000

Production

Development, supplies	\$5,000
Video rights	\$25,000
Graphic rights, images	\$30,000
Exhibit Fabrication	\$350,000
Tech Media – experiential design	\$200,000
AV Hardware	\$300,000
Exhibit Lighting/Dimming/Power/Fixtures Graphic Production	\$100,000
Installation tools, supplies, equip. Translation	\$50,000
Crates and carts for travel	\$30,000
Shipping	\$35,000
Security System	\$10,000
Charette (3 days) fees	\$15,000
One off in person meetings (fees)	\$30,000
Contingency 8%	\$94,400
Subtotal - Production	\$1,274,400

Other – Non-Production

Teacher's Guide Development	\$5,000
Teacher's Guide Design	\$1,000
Website content creation	\$25,000
Marketing/Media buys SLC for 100K attendance	\$400,000
Subtotal - Non-Production	\$431,000

Install & Dismantle Base Budget for The Leonardo *

<i>Team Fees</i>	
Asst. PM	\$25,000
Lighting Lead	\$25,000
AV Lead	\$25,000
Carp/Rigging Lead	\$25,000
Install locals	\$85,000
Subtotal - Fees	\$185,000

Travel

Air	\$20,000
Hotel	\$50,000
Ground	\$45,000
Meals	\$20,000
Misc (bag fees, etc)	\$2,000
Car rental	\$3,000
Subtotal Travel	\$140,000

Other

Freight and storage	\$5,000
Equipment and consumables	\$10,000
Venue repair	\$5,000
Subtotal - Other	\$20,000

Merchandise Development *

Design	\$50,000
Production	\$150,000
Shipping from China	\$8,000
Subtotal - Merchandise	\$208,000

*This budget takes into account installation/dismantle and retail inventory at The Leonardo before the next venue. These costs should be considered when neg