

FIRST FRIDAYS 2011: NOSTRADAMUS EDITION

FIRST FRIDAYS at the Natural History Museum of Los Angeles County Returns for 7th Season with "Looking into the Future of Science"

FIRST NIGHT: FRIDAY, JANUARY 7, 2011, 5:00 PM – 10:00 PM

LOS ANGELES – FIRST FRIDAYS, the provocative series in which live music, discussion and curatorial tours converge in an after-hours event, returns on Friday, January 7. The new season, "The Nostradamus Edition," includes a slate of speakers explore the ways that science will affect our future. Will we be able to harness the power of our brain to be more creative? Is climate change causing us to evolve? Will we live in a building designed by termites? Are we doomed to go the way of the dinosaur? Or, will we live forever? Our speakers are not discussing science fiction. This is the real science that is shaping our life today, and will change our lives in the future.

DISCUSSION 6:30 PM

"The Science of Creativity" with Jonah Lehrer

Why do we have our best ideas in the shower? Which drugs make us more creative? Why are certain cities so much innovative than others? Does brainstorming work? These are a few of the questions that will be addressed in Lehrer's talk, which features material from his forthcoming book *Imagine*.

Jonah Lehrer is a contributing editor at *Wired* and the author of *How We Decide* and *Proust Was a Neuroscientist*. He is a graduate from Columbia University and studied at Oxford University as a Rhodes Scholar. Lehrer has written for *The New Yorker*, *Nature*, *Seed*, *The Washington Post* and *The Boston Globe*. He is also a Contributing Editor at *Scientific American Mind* and National Public Radio's *Radio Lab*.

To moderate, the Museum welcomes back USC's **Dr. Michael W. Quick** (Department of Biological Sciences and Executive Vice Dean, College of Letters, Arts & Sciences).

TOURS 5:30 PM / 6:00 PM / 6:30 PM

Tours through *What On Earth?* with NHM anthropologists Dr. Margaret Hardin and KT Hajeian

What on Earth? is a new installation featured in the historic Haaga Family Rotunda. Each architectural case presents enigmatic and visually arresting specimens from the Museum's collection, and the objects' "identities" unfold through a playful dialogue as visitors wander around the installation.

MUSIC 8:00 PM – 10:00 PM

**Little Dragon
Sister Crayon**

Swedish quartet [Little Dragon](#) brought their high-energy electro-synth pop performance to Coachella and SXSW last year, and this January they're stopping by on their first U.S. tour to play at the Natural History Museum. The group fuses electronica and R&B to create a rich, danceable sound that can't be ignored. Opening the show is the soulful and trippy **Sister Crayon**.

This year's resident FIRST FRIDAYS DJ, Anthony Valadez, with special guest **Garth Trinidad** will be spinning throughout the evening in the African Mammal Hall lounge.

WHEN Friday, January 7, 2011. Extended Museum hours until 10:00 PM.

WHERE The Natural History Museum of Los Angeles County is located at 900 Exposition Blvd., Los Angeles, CA, 90007. For more information, visit the Museum's website at www.nhm.org or call (213) 763-DINO. Parking (\$10.00) is available in patrolled Exposition Park lots on Bill Robertson Lane, across from the Museum. Bill Robertson Lane is accessible from Exposition Blvd.

ADMISSION FIRST FRIDAYS general admission is \$9 for adults and \$6.50 for children. It includes full access to open Museum galleries. **Access to the concert hall is guaranteed only with the purchase of a "Concert + Museum Admission" or "Concert + Annual Pass" ticket through ticketweb.com, which start at \$40.00.** Guided tours and discussions are available on a first come, first served basis to all ticket-holders.

It is recommended that you purchase tickets in advance as capacity for the evening is limited and often sells out early. There will be a limited number of tickets sold on-site the evening of the event; however, once on-site tickets are sold out, admission to the Museum and/or Concert may not be available. Annual Pass is non-transferrable. For more information, visit www.nhm.org/firstfridays or call (213) 763-DINO.

###

2011 FIRST FRIDAYS Dates

January 7, 2011*
February 4, 2011
March 4, 2011
April 1, 2011
May 6, 2011
June 3, 2011

**This is technically the second Friday of the January, because of the New Year holiday.*

About the Natural History Museum

The Natural History Museum of Los Angeles County serves nearly one million families and visitors annually, and is a national leader in research, exhibitions and education. The Museum

was the first dedicated museum building in Los Angeles, opening its doors in 1913. It has amassed one of the world's most extensive and valuable collections of natural and cultural history — with more than 35 million objects, some as old as 4.5 billion years. The Natural History Family of Museums includes the NHM (Exposition Park), the Page Museum at the La Brea Tar Pits (Hancock Park/Mid-Wilshire), and the William S. Hart Park and Museum (Newhall, California). For more information, visit the Museum's website at www.nhm.org or call (213) 763-DINO.

NHM Next

The completed renovation of the Natural History Museum's Beaux-Arts 1913 Building sets the stage for the Museum's rollout of new visitor experiences leading up to the Museum's centennial in 2013. The milestone re-opening of the 1913 Building began in Summer 2010 with new exhibitions inside its iconic Rotunda and *Age of Mammals*. In Summer 2011, the Museum will open its new Dinosaur Hall. An exhibition focusing on the Southern California environmental history, as well as 3.5 acres of nature experiences and their indoor component, the Nature Lab, will open in 2012.