

FOR IMMEDIATE RELEASE
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PHENOMENA: The Exhibition Brings a Mind-Bending World of Illusions to Science North

(SUDBURY, ON) Science North invites visitors to step into the surprising world of illusions with PHENOMENA: The Exhibition, running February 13 to April 30, 2026. This immersive, interactive experience explores the captivating science of illusions, where what you see (and think you see) feels like magic.

From the mesmerizing play of optical tricks to the intriguing realm of cognitive distortions, PHENOMENA: The Exhibition uncovers the natural mechanisms behind experiences that can feel impossible. Through hands-on encounters and mind-shifting moments, visitors will discover how the principles of science can transform into sensations of wonder and surprise, while revealing what's really happening in the brain and body.

Visitors will explore more than 20 illusions, including a zero-gravity room, mirror maze, and a never-ending ladder. The exhibition is included with regular Science North admission and free for Science North members.

PHENOMENA: The Exhibition is a travelling exhibition produced and toured by HereLEB, Extramuseum, and Dala Projects, in collaboration with Science Centre AHHA.

For more information about PHENOMENA: The Exhibition and to plan your visit, please go to [sciencenorth.ca](https://www.sciencenorth.ca).

Quotes

PHENOMENA does an exceptional job of revealing the science behind illusion and bringing complex concepts to life. This unique, interactive exhibition challenges visitors to think differently, sparks curiosity, and encourages exploration and discovery at every age. It's a fascinating experience that showcases the power of hands-on learning and innovation in Northern Ontario.

– Stan Cho, Minister of Tourism, Culture and Gaming

We are thrilled to welcome PHENOMENA to Science North. This exhibition is especially exciting because it feels like a little bit of magic has arrived in our building, while being

grounded entirely in real science. Through perception, physics, and neuroscience, visitors will experience interactive moments that challenge how we see and understand the world around us. At Science North, we are always looking for ways to bring people together, spark curiosity, and create opportunities to learn through play. PHENOMENA reflects that commitment beautifully. We look forward to welcoming visitors to step inside, test their perceptions, and leave with a renewed sense of wonder about how their minds, and our world, really work.

-Ashley Larose MSc, CEO of Science North

PHENOMENA invites visitors to question what they think they see and to rediscover the joy of curiosity. Illusions are a powerful entry point into science—they surprise us, engage all ages, and open the door to deeper understanding of how our minds interpret the world. We're proud to bring this immersive experience to Science North, where wonder and learning come together so naturally.

-Pino Zappalà, Owner of Extramuseum

About Science North

Science North brings science to life by connecting people through stories, curiosity, and shared exploration. As Northern Ontario's premier science destination, it offers immersive, hands-on experiences at two dynamic science centres in Greater Sudbury: Science North and Dynamic Earth. At Science North, visitors explore world-class exhibits, an IMAX® theatre, a digital Planetarium, a butterfly gallery, and four floors of interactive STEM experiences. Dynamic Earth, home to the iconic Big Nickel, features earth sciences exhibits, a lapidary lab, and an underground mining tour. Beyond its walls, Science North sparks curiosity across Northern Ontario with dedicated satellite offices in Thunder Bay and Sault Ste. Marie. Through these hub locations Science North provides innovative outreach programs, long-term exhibitions, school visits, festivals, and summer camps across the North. Science North also creates and tours award-winning exhibitions and immersive experiences worldwide. In partnership with Laurentian University, it also delivers North America's only comprehensive Science Communication graduate program. Science North is an agency of the Government of Ontario. For more information, visit sciencenorth.ca.

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