

MEDIA ADVISORY
For Immediate Release

**Vikings – Beyond the Legend, New Special Exhibition Sails into
the Natural History Museum of Utah**

WHAT: The Natural History Museum of Utah at the Rio Tinto Center invites the media to explore its new special exhibition, *Vikings – Beyond the Legend*, prior to the public opening. The exhibition features more than 500 artifacts—some never seen outside Scandinavia—including authentic ships, jewelry, funeral urns, weapons, game pieces, clothing and even a piece of 1,000-year-old Viking bread. Recent archaeological discoveries have shed new light on the Viking Age, dispelling long-held stereotypes about its people, traditions and influence. *Vikings* features hands-on activities that will entertain and intrigue guests as they learn who the Vikings were, what their world looked like and how they truly lived. The new immersive exhibit, runs May 27, 2017 – January 1, 2018 at the Museum.

WHO: The media can interview exhibit specialists, including Lena Hejll, Senior Curator and Project Manager, Department of Exhibitions, Marketing and Visitor Services Swedish History Museum; and Sophie Nyman, the Director of the Swedish History Museum

WHEN: **Friday, May 26, 10:30 a.m. to 2:30 p.m.**
Exhibit specialists will make comments beginning at 10:30 a.m.

WHERE: **Natural History Museum of Utah at the Rio Tinto Center, 301 Wakara Way, Salt Lake City, Utah, where you will encounter some live “Vikings” roaming the exhibition**

Uncover the life and culture of Vikings in the exhibit’s five sections:

Viking Domestic Life

Learn about Viking Age attire, home construction, familial relationships and everyday life. Step into the mind of a Viking and play a digital version of a popular Viking strategy game that pre-dates chess

Death Rituals

Learn the role of the dead in old Norse culture and excavate a spectacular Viking burial boat, layer by layer, on an interactive touch table.

Viking Craftsmanship

Discover the artistry of Viking jewelry, tools, ship building and weaponry. Test the balance between the blade and handle of a replica Viking sword.

The Power of Mythology

Explore Scandinavian mythology and learn of the gods and goddesses praised by Vikings. Delve into old Norse cosmology and what the stars indicated about Viking Age life.

Ship Symbolism

Virtually collect resources and build a Viking Age ship on a touch screen. Imagine a Viking voyage and explore a full-scale replica of a Viking ship.

For more information, the public may visit <https://nhmu.utah.edu/vikings>

The media may access a press kit with a news release, photos, etc. at <https://nhmu.utah.edu/newsdesk/kits>

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