

"UP CLOSE"

WIT OSTRENKO

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>> THE FOLLOWING IS A SPECIAL PRESENTATION OF WEDU, TAMPA, ST. PETERSBURG, SARASOTA.

>>Cathy Unruh: SOME PEOPLE MAY THINK OF SCIENCE AS A DRY DISCIPLINE OF METHODS AND SPECIMENS.

OUR GUEST TODAY SEES IT AS AN ART AND A PLATFORM FOR CREATIVITY AND THE IMAGINATION.

>>Cathy Unruh: TAMPA'S MUSEUM OF SCIENCE & INDUSTRY, KNOWN AS MOSI, IS THE NATION'S FIFTH LARGEST SCIENCE CENTER AND CONTAINS THE NATION'S LARGEST CHILDREN'S SCIENCE CENTER. WIT OSTRENKO HAS SERVED AS ITS PRESIDENT FOR THE LAST 18 YEARS.

HE HAS BUILT A CAREER CHALLENGING CONVENTIONAL EXPECTATIONS OF SCIENCE AND OPENING MINDS TO LEARNING.

HI, WIT.

NICE TO HAVE YOU HERE.

>>Wit Ostrenko: OH, GREAT TO BE HERE.

>>Cathy Unruh: DID I DETECT WHEN I SAID SOME PEOPLE SEE THAT

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AS A DRY THING OF SPECIMENS, DID YOU KIND OF GO --

>>Wit Ostrenko: I THINK I LEARNED MY SCIENCE THAT WAY.

ORNITHOLOGY WAS TAUGHT BY GOING INTO THE LABORATORY, PULLING
OUT DRAWERS OF STUFFED BIRDS STRETCHED OUT IN A LINE.

THAT'S SO FAR FROM THE KIND OF SCIENCE THAT I LIKE TO DO.

>>Cathy Unruh: WE'RE GOING TO GET INTO THE KIND OF SCIENCE
YOU LIKE TO DO.

LET'S TALK ABOUT, FIRST, WHAT GOT YOU INTERESTED IN SCIENCE
IN THE FIRST PLACE.

>>Wit Ostrenko: WELL, I THINK IT WAS THE TIME THAT I LIVED
ON A SAILBOAT FOR SEVEN YEARS AND THOUGHT I WAS JACQUES
COUSTEAU IN MY TEENAGE YEARS.

I THINK I GOT CARTE BLANCHE BECAUSE I LIVED ON A SAILBOAT,
THEREFORE, I KNEW EVERYTHING ABOUT MARINE SCIENCE.

BUT I SPENT A LOT OF TIME SNORKELING IN THE WATER, AND I
THINK THAT GAVE ME MY FIRST START.

>>Cathy Unruh: WE'LL PUT THAT IN PERSPECTIVE ABOUT WHERE
THAT CAME IN YOUR LIFE.

YOU WERE BORN ON A DAIRY FARM.

YOU'VE LIVED IN FLORIDA FOR 48 YEARS.

30 YEARS IN THE MUSEUM FIELD.

YOUR DEGREES ARE A BACHELOR IN ZOOLOGY, MASTER'S IN AQUATIC
ECOLOGY, Ph.D. WORK IN OCEANOGRAPHY.

IS THAT WHERE YOU SPENT YOUR TIME IN THE WATER STUDYING?

>>Wit Ostrenko: IT'S GREAT Ph.D. WORK.

I HAD TO STUDY THE SAND TRANSPORT ON BEACHES.

[LAUGHTER]

>>Cathy Unruh: DID YOU USE A SHOVEL?

>>Wit Ostrenko: NO, JUST SIT THERE AND WATCH IT.

IT'S FASCINATING WHEN YOU CAN BE IN A PLACE LIKE FLORIDA,
WHICH IS RELATIVELY UNSTUDIED.

THE WORK THAT I DID IN THE EVERGLADES AND BIG CYPRESS SWAMP
ON THESE LITTLE CLAM SHRIMP HAD NEVER BEEN EVEN RECORDED
BEFORE IN THE STATE OF FLORIDA.

>>Cathy Unruh: BUT WAS IT AS A CHILD OR A YOUNG ADULT BEING
OUT IN THE WATERS OF FLORIDA THAT LED YOU TO BECOME
INTERESTED IN SCIENCE?

OR DID YOU SPEND A LOT OF TIME -- SO YOU STARTED IN ZOOLOGY,
THEN AQUATIC ECOLOGY, THEN OCEANOGRAPHY.

WHAT LED YOU DOWN THAT PATH?

>>Wit Ostrenko: I THINK THE EARLY YEARS LIVING ON THE FARM,
I THINK MY FAVORITE PLACE WAS IN A TREE THINKING AND WALKING
ON THE FARM, THROUGH WOODS AND SPRINGS AND THEN GOING
CAMPING WITH MY PARENTS AND THEN FINALLY LIVING ON A
SAILBOAT, BEING TOTALLY IN TUNE WITH NATURE.

WE HAD NO ELECTRICITY OR RUNNING WATER FOR SEVEN YEARS.

>>Cathy Unruh: SO YOUR PARENTS HAD YOU LIVING ON THE
SAILBOAT.

>>Wit Ostrenko: YES.

>>Cathy Unruh: OH, AS A CHILD.

UNEDITED REALTIME CLOSED CAPTIONING

TELL US ABOUT THAT.

WHERE WAS THAT?

>>Wit Ostrenko: WE STARTED OFF IN LONG ISLAND.

MY FATHER -- WE GOT ONE PASSPORT FOR THE WHOLE FAMILY.

WE WERE SAILING AROUND THE WORLD.

WE MADE IT TO MIAMI AS A TEMPORARY STOPOVER TO VISIT MY

UNCLE.

AND WE WERE GOING TO SHOVE OFF ON LABOR DAY, AND EVERYBODY

GOES, YOU CAN'T GO SAILING IN THE CARIBBEAN DURING THE

MIDDLE OF HURRICANE SEASON.

SO WE STAYED THERE FOR 30 YEARS.

>>Cathy Unruh: AND YOU STAYED ON THE SAILBOAT FOR SEVEN

YEARS WITH NONE OF OUR COMMON AMENITIES THAT WE'RE USED TO.

>>Wit Ostrenko: NO.

IT WAS GREAT BECAUSE THE ADVANTAGE WAS, WHEN I TURNED 15, I

HAD -- I PURCHASED A CAR SO THAT I COULD FETCH THE WATER TO

POUR INTO THE SAILBOAT.

HURRICANES WERE A LOT OF FUN TO GO THROUGH.

WE HAD TO BATTEN DOWN THE BOAT AND THEN GO TO THE LOCAL

SCHOOL STORM SHELTER.

>>Cathy Unruh: YOU HAD THE FULL FLORIDA EXPERIENCE THERE.

NOW I UNDERSTAND THAT'S WHEN YOU WERE IN THE WATER, THAT'S

WHEN YOU SAID, HEY, THIS IS FUN.

THAT IS WHAT I WANT TO DO FOR WORK.

WHAT WAS YOUR FIRST JOB?

UNEDITED REALTIME CLOSED CAPTIONING

>>Wit Ostrenko: YOU KNOW, I WAS THINKING ABOUT THAT.

IT WAS EITHER THE PUTT-PUTT GOLF COURSE OR THE -- WELL, I GUESS THE REAL JOB WAS THE DELICATESSEN AT GRAND UNION WHILE I PUT MY WAY THROUGH SCHOOL, THROUGH COLLEGE AND GRADUATE SCHOOL.

BUT I THINK, YOU KNOW, THE TIME WHEN I HAD TO PARK CARS FOR FOLKS AT THE COUNTRY CLUB REALLY GAVE ME MY FIRST CHANCE TO SEE HOW SERVICE, CUSTOMER SERVICE REALLY WAS SO IMPORTANT. THEY LOVED US, BECAUSE WE WERE STUDYING COLLEGE STUDENTS, AND WE HAD SO MUCH HELP AT THE UNIVERSITY FROM THE FOLKS AT THE COUNTRY CLUB THAT IT WAS A REALLY NEAT LOOK AT HOW COMMUNITIES WORK.

AND I THINK THAT'S HOW I GOT STARTED IN MUSEUM THE FIELD, TRYING TO GIVE BACK TO THE COMMUNITY IN A WAY.

I HAD ALL THIS SCIENCE IN MY BRAIN AND IN MY HEART AND NO OUTLET.

ALL THE FIVE PEOPLE THAT -- IN MY SCIENTIFIC RESEARCH, JUST WASN'T ENOUGH.

>>Cathy Unruh: SO YOU SEE MUSEUM WORK AS CUSTOMER SERVICE.

>>Wit Ostrenko: ABSOLUTELY.

MILLION 48 THOUSAND PEOPLE, WE'RE FROM EVERY AGE GROUP.

WE DRIVE MARKETING PEOPLE CRAZY.

THEY GO, WHAT IS YOUR TARGET MARKET?

AND I WENT, IF YOU'RE BREATHING, WE WANT YOU.

WE HAVE PEOPLE COMING INTO THE SCIENCE CENTER ON GURNEYS

WITH IVs COMING OUT AND IN WHEELCHAIRS.

THE "BODIES" EXHIBIT, I NEVER SAW SO MANY DIFFERENT KINDS OF PEOPLE COMING.

YOUNG CHILDREN.

NURSING MOTHERS WITH THEIR BABIES.

YOU KNOW, JUST ENTHRALLED WITH THE BEGINNINGS OF LIFE OF THE HUMAN BODY, AND TO COME SEE THE EXHIBITION TO THE ELDERLY AND THE INFIRMED.

JUST INCREDIBLE.

>>Cathy Unruh: SO WHEN GUESTS COME TO MOSI, THEY CAN EXPECT EVERYTHING FROM THE "BODIES" EXHIBIT, WHICH WE'LL TALK MORE ABOUT, TRAVELING EXHIBITS THAT COME FROM TIME TO TIME, TO THE THINGS THAT ARE IN PLACE ALL THE TIME.

WHAT ALL DO YOU GET AT MOSI?

>>Wit Ostrenko: WELL, YOU CAN TAKE A STROLL THROUGH OUR BACK WOODS ON A MILE-AND-A-HALF TRAIL GOING TO -- UNDER THE DEEP SEA IN OUR BRAND-NEW IMAX FILM ON THE DEEP SEA TO A BRAND-NEW TECHNOLOGY WE'VE JUST RELEASED.

IT'S A 3D HIGH-DEFINITION FILM THAT YOU CAN SEE, PUT ON YOUR GLASSES, AND WE CAN TAKE YOU UNDERWATER IN THIS FILM TO THE BOTTOM OF THE OCEAN TO OBSERVE SHIPWRECKS AND HOW THAT TECHNOLOGY, THE PERSONAL SUBMERSIBLE DEVICES THAT YOU FEEL LIKE YOU'RE GOING INTO AND THEN DOWN TO THE BOTTOM.

>>Cathy Unruh: YOU LIKE INTERACTIVES.

YOU DON'T LIKE -- YOU MENTIONED THE DEAD BIRDS IN

UNEDITED REALTIME CLOSED CAPTIONING

ORNITHOLOGY CLASS.

HOW INTERESTING IS THAT?

YOU LIKE THE INTERACTIVE.

HOW DO YOU MAKE THAT HAPPEN?

AND WHAT'S IMPORTANT ABOUT THAT?

>>Wit Ostrenko: WELL, THE POSITION OF THE SCIENCE CENTER IS TO TAKE ALL THAT HARD RESEARCH THAT PEOPLE IN THIS COUNTRY DO AND AROUND THE WORLD WHICH NONE OF US CAN REALLY UNDERSTAND BECAUSE IT'S SO TECHNICAL AND TO TAKE THE GOOD STUFF THAT HAS AN EFFECT ON OUR LIVES AND INTERPRET IT FOR THE PUBLIC.

EXCEPT THE PUBLIC WANTS TO REALLY HAVE FUN WITH THEIR ENTIRE FAMILY.

SO WE DO THINGS THAT ENGAGE THE FAMILY.

EITHER THEY'VE GOT TO SOLVE A PROBLEM, BUILD SOMETHING, TAKE SOMETHING APART, AND THEN WE THROW IN PEOPLE, REAL, LIVE HUMAN BEINGS IN THE EXHIBIT TO CHALLENGE YOU TO DO A DEMONSTRATION WITH YOUR FAMILY AND TO JUST MAKE IT VERY INTERESTING.

WE HAVE THESE PROBLEM-SOLVING PUZZLES AND THE KIDS IN CHARGE OF OUR CHILDREN SCIENCE CENTER, THAT ARE JUST SO FASCINATING, EVERYBODY WANTS TO TRY AND DO THOSE THINGS. BUT YOU'VE GOT TO DO IT AS A TEAM.

IT'S VERY DIFFICULT TO HAVE ONE PERSON DO IT.

SO IN FORMAL EDUCATION, I'M SUPPOSED TO OUTCOMPETE YOU.

UNEDITED REALTIME CLOSED CAPTIONING

I'VE GOT TO GET THE A + BECAUSE I KNOW YOU'LL GET AN A.
THERE'S NO PASS OR FAIL AT THE SCIENCE CENTER.
THERE'S NO FCAT TEST, BUT THERE'S STILL LEARNING THAT TAKES
PLACE.

>>Cathy Unruh: YOUR CHILDREN SCIENCE CENTER CALLED "KIDS IN
CHARGE."

, WELL, FIRST OF ALL, THE KIDS HAVE TO LOVE THE NAME OF
THAT.

WHERE DOES THAT COME FROM?

>>Wit Ostrenko: YOU KNOW, IT'S ONE OF THE THINGS, IT'S AN
ORGANIC -- THAT'S WHAT MOSI KNOWS HOW TO DO.

LEARN HOW TO LEARN WHAT PEOPLE LIKE.

AND WE COME UP WITH A LIST OF NAMES, AND ASK PEOPLE WHAT
THEY LIKE.

AND KIDS IN CHARGE WAS STUCK.

IT WAS OUR BRAND-NEW HEALTH EXHIBIT IS CALLED "THE AMAZING
YOU."

BECAUSE WE HAD A HUNDRED DIFFERENT NAMES AND THEY CHOSE THAT
TITLE.

"THE AMAZING YOU."

THE AMAZING HUMAN BODY.

HOW CAN WE BE SITTING HERE, A PILE OF PHYSICS AND CHEMISTRY
AND BIOLOGY, BUT WE'RE CONSCIOUSLY THINKING AND USING -- WE
DEVELOPED THIS TECHNOLOGY TO BROADCAST THIS SHOW TO MILLIONS
OF PEOPLE.

UNEDITED REALTIME CLOSED CAPTIONING

>>Cathy Unruh: AND PEOPLE ARE SEEING US NOW WHO HAVE NO IDEA HOW THEY ARE SEEING US.

I JUST KNOW I TURN IT ON AND IT'S THERE IN MY LIVING ROOM. AND THAT'S THE FUN OF SCIENCE, IF YOU LIKE TO LEARN THAT SORT OF THING.

>>Wit Ostrenko: AND PEOPLE WANT TO KNOW, WHAT'S COMING UP NEXT?

SO NEXT TIME WE'LL BE IN 3D NEXT YEAR BECAUSE WE'LL BE SITTING WATCHING OUR -- NOT ONLY OUR HIGH DEFINITION TELEVISION, BUT IT WILL BE IN 3D.

>>Cathy Unruh: THAT WILL BE WILD.

YOU TALK ABOUT PEOPLE HAVE TO LIKE IT.

IT HAS TO BE FUN.

I READ THAT YOU SAID THAT PLAY IS EVERYTHING.

IT'S ALL ABOUT PLAY.

IS THAT WHERE YOUR AFFINITY FOR INTERACTIVE EXHIBITS COMES FROM?

>>Wit Ostrenko: I THINK THAT'S -- YOU KNOW, WHEN WE'RE A CHILD, WE LEARNED AN ENTIRE LANGUAGE BY PLAYING WITH IT.

WE LEARNED A CULTURE BY PLAYING IN THE CULTURE.

AND WE JUST AUTOMATICALLY KNOW HOW TO SIT AND PLAY.

AS WE GROW OLDER AND LEARN HOW TO SIT IN ROWS AND CHAIRS,

AND NOT SPEAK AND TALK AND, YOU KNOW, WE'RE GETTING AWAY

FROM THAT IN THE FORMAL SYSTEM, BUT PLAY IS THE IMPORTANT THING.

>>Cathy Unruh: DO YOU REALLY BELIEVE IT'S POSSIBLE TO PLAY THROUGH VIRTUALLY ALL OF LIFE IN EVERY ASPECT OF LIFE?

>>Wit Ostrenko: YEAH, I THINK PEOPLE -- I LIKE PLAYING IN THE STOCK MARKET.

BUT I TAKE IT SERIOUSLY.

AND I DON'T THINK THAT IT MATTERS THAT -- IT'S NOT TRIVIAL STUFF.

IT'S REALLY SERIOUS STUFF.

WHEN YOU WATCH KIDS PLAYING, DON'T BOTHER THEM, BECAUSE THEY ARE NOT GOING TO BE INTERRUPTED.

YOU KNOW, THEY ARE FOCUSED.

THEY DO THAT IN THE SCIENCE CENTER.

YOU'LL SEE KIDS RUNNING FROM ONE END OF THE SCIENCE CENTER TO THE NEXT.

IF YOU KEEP WATCHING THEM, THEY'LL STOP.

AND THEY'LL GO BACK TO AN EXHIBIT THAT THEY REALLY WANT TO SPEND SOME TIME AT.

THEN WHEN YOU REALLY WATCH THEM, THEY'LL WORK AN EXHIBIT IN WAYS THAT WE NEVER THOUGHT IT COULD POSSIBLY BE DONE.

>>Cathy Unruh: YOU HAVE ALSO INCLUDED A SAYING THAT YOU SEE NOTHING INCOMPATIBLE WITH MUSEUMS AND SHOW BUSINESS.

>>Wit Ostrenko: HMMM.

WELL, YOU KNOW, I HAVE TWO SISTERS IN THEATER, SO -- AND A FATHER THAT'S QUITE DRAMATIC.

AND SO I THINK WE'VE GOT TO ELEVATE THE DISCUSSION TO A

LEVEL OF COMMUNICATION.

AND THE PEOPLE THAT CAN COMMUNICATE THE BEST ARE THE SHOW
PEOPLE.

THE BEST PHYSICS EXHIBIT I EVER SAW WAS IN CHARLOTTE AT THE
DISCOVERY PLACE.

AND I'M WATCHING THIS.

IT WAS SO GOOD AND SO ENTERTAINING.

WE ALL WERE LAUGHING AND LEARNING.

I WENT RUNNING DOWN TO THE STAGE TO ASK THEM, WHERE DID THEY
GET THEIR PHYSICS DEGREE?

AND THEY GO, WE DON'T KNOW ANYTHING ABOUT THE PHYSICS STUFF.
WE'RE ACTORS.

AND IT JUST DAWNED ON ME THAT YOU GOT TO GET THE
PROFESSIONALS IN COMMUNICATION.

WE'RE, I THINK, MORE IN THE COMMUNICATION BUSINESS AT MOST
THAN WE ARE IN THE EDUCATION BUSINESS.

>>Cathy Unruh: BECAUSE IF YOU CAN COMMUNICATE IT WELL, THEN
THE RECIPIENT WILL LEARN.

>>Wit Ostrenko: ABSOLUTELY.

>>Cathy Unruh: DO YOU SAY YOUR STYLE IS UNCONVENTIONAL?

>>Wit Ostrenko: YEAH, I HATE GOING TO CONFERENCES, BECAUSE
I'M REALLY GOOD AT STEALING GOOD IDEAS, BUT THEN I DON'T
WANT TO BE LIKE EVERYBODY ELSE.

SO I THINK THAT'S WHY -- IT'S WHY WE BUILT A PUBLIC LIBRARY
AT THE SCIENCE CENTER.

WE COULDN'T ANSWER ALL THE QUESTIONS THAT EVERYBODY HAS, SO
WHERE DO YOU GO TO FIND AN ANSWER?

YOUR LOCAL LIBRARY.

SO WHY NOT PUT THE LIBRARY IN THE SCIENCE CENTER.

THAT WAS THE FIRST ONE IN ANY MUSEUM IN THIS COUNTRY.

HEAD START.

SOMEBODY SAID THAT THERE'S NO HEAD START FACILITY IN THE
NORTH TAMPA AREA 14 YEARS AGO, SO WHY DON'T YOU BUILD ONE
HERE?

I DON'T KNOW.

THESE IDEAS SORT OF FLOW OUT OF MY MOUTH AND PEOPLE GO, ARE
YOU SERIOUS?

AND I GO, WELL, OF COURSE.

WHY WOULDN'T YOU WANT TO DO IT?

>>Cathy Unruh: YOU'VE HAD A LOT OF INTERESTING CHALLENGES AT
MOSI, AND YOU MENTIONED BODIES THE EXHIBIT, WHICH WAS THE
BIGGEST CONTROVERSY, PROBABLY, BUT ALSO HELPED PUT MOSI ON
THE MAP AND PEOPLE REALLY LEARNED ABOUT IT.

TELL US THE PROCESS YOU WENT THROUGH WITH THAT EXHIBIT.

>>Wit Ostrenko: YOU KNOW, IT'S VERY INTERESTING.

ONE OF OUR BOARD MEMBERS BROUGHT ME A PHOTOGRAPH OF THIS
INCREDIBLE EXHIBIT THAT WAS IN GERMANY AT THE TIME.

AND THAT WAS SIX YEARS BEFORE IT ACTUALLY CAME TO THE UNITED
STATES.

AND SO I CALLED GUNTHER UP AND SAID, WOULD YOU BRING YOUR

EXHIBIT TO MOSI IN TAMPA, FLORIDA.

>>Cathy Unruh: JUST FOR PEOPLE WHO DON'T KNOW, GUNTHER --

>>Wit Ostrenko: GUNTHER VON HAGENS WHO CREATED "BODY WORLD,"
THE FIRST -- HE INVENTED, ACTUALLY, THE PLASTINATION
PROCESS, PRESERVING THE HUMAN BODY.

REMOVING THE FLUIDS AND REPLACING IT WITH A LATEX MATERIAL
THAT PRESERVES THE BODY FOR WHO KNOWS HOW LONG.

THAT COULD BE THOUSANDS OF YEARS.

>>Cathy Unruh: SO THAT WHEN YOU ACTUALLY LOOK AT THESE
CADAVERS OF REAL BODIES, YOU SEE THEM SKINLESS, AND YOU
SEE --

>>Wit Ostrenko: MUSCLES, NERVES, AND MAYBE JUST THE ENTIRE
CIRCULATORY SYSTEM.

>>Cathy Unruh: SO GUNTHER INVENTED THIS PROCESS, AND YOU
CALLED GUNTHER.

>>Wit Ostrenko: I CALLED GUNTHER, AND HE SAID, NO, YOU
AMERICANS COULDN'T HANDLE THIS EXHIBITION.

I SAID, SURE WE CAN.

HE GOES, NO.

AND I DON'T LIKE MUSEUMS ANYWAY.

YOU'RE TOO BUREAUCRATIC.

I'M NOT EVEN SHOWING THEM IN MUSEUMS.

WE'RE GOING TO WAREHOUSES AND SHOPPING CENTERS IN EUROPE.

SO LUCKILY, THE L.A. MUSEUM SPENT TWO YEARS WORKING ON THEM.

FINALLY, IT OPENED UP IN L.A.

UNEDITED REALTIME CLOSED CAPTIONING

SO I CALLED GUNTHER AGAIN.

I SAID TAMPA.

AND HE GOES, WHERE IS TAMPA?

AND I SAID, IT'S RIGHT NEXT TO ORLANDO.

YOU KNOW, FLORIDA, THE FOURTH LARGEST STATE.

WE HAVE 60 MILLION VISITORS COMING TO THE STATE.

NO.

I'M GOING TO NEW YORK, CHICAGO.

SO I GAVE UP ON HIM AND WENT LOOKING FOR ANOTHER EXHIBITION.

AND FINALLY WE LANDED THE PREMIER EXHIBITION IN TAMPA.

SHORT NOTICE.

WE HAD THREE WEEKS -- FIVE WEEKS TO PUT IT TOGETHER, I

THINK.

FIVE WEEKS.

AND WE PUT AN ETHICS COMMITTEE TOGETHER AND A MEDICAL

COMMITTEE TOGETHER ALL IN ONE.

AND HEADED UP BY MONSIGNOR HIGGINS, AND WE HAD A LOT OF

ISSUES AND DISCUSSIONS ON THAT COMMITTEE.

YOU KNOW, IS THIS RIGHT?

IS THIS ETHICAL?

IS THIS LEGAL?

AND WE KEPT ON SAYING, YES, YES, YES, AND WHAT'S REALLY GOOD

IS THAT IT'S FOR THE BENEFIT OF THE EDUCATION OF THE PUBLIC.

THE PUBLIC HAS A RIGHT TO SEE THIS KIND OF EXHIBITION.

>>Cathy Unruh: THE FLORIDA ANATOMICAL BOARD DIDN'T SEE IT

THAT WAY.

>>Wit Ostrenko: NO.

THEY SAID, NO, WE UNANIMOUS BELIEVE WE HAVE THE PURVIEW OF WORKING WITH CADAVERS AND MEDICAL STUDENTS, AND IT SHOULD BE CLOSELY CONTROLLED AND THE PUBLIC JUST DOESN'T HAVE THE RIGHT TO SEE THIS.

>>Cathy Unruh: BUT YOU WENT THROUGH ALL THESE HOOPS AND, ACTUALLY, YOU WOUND UP RUSHING IT TO OPEN TWO DAYS EARLIER THAN SCHEDULED SO THAT IT WOULD GARNER ATTENTION AND --

>>Wit Ostrenko: WELL, WE WERE SET TO OPEN ON FRIDAY, AND ON MONDAY, WE OPENED IT UP FOR PREVIEWS TO THE MEDIA, AND THEN TUESDAY FOR THE EDUCATORS.

AND THEN WEDNESDAY WAS THE FLORIDA ANATOMICAL BOARD MEETING.

AND WE RUSHED UP THERE, AND THEY HAD SO MANY MEDIA FOLKS

THAT THEY HAD TO OPEN IT UP IN AN AUDITORIUM.

CNN, NBC, ABC, CBS, FOX, EVERYBODY WAS THERE.

NEWSPAPERS FROM AROUND THE WORLD.

256 TELEVISION NEWSCASTS AROUND THE WORLD BEFORE WE OPENED.

>>Cathy Unruh: AND YOU WOULD CERTAINLY CONSIDER IT A SUCCESS PROFESSIONALLY?

>>Wit Ostrenko: IT WAS THE MOST POWERFUL EDUCATIONAL

EXPERIENCE I HAVE EVER SEEN.

AND THAT'S NOT JUST MY OPINION.

THAT'S THE OPINION OF A MILLION PEOPLE THAT WENT TO SEE IT.

>>Cathy Unruh: A MILLION PEOPLE CAME THROUGH.

UNEDITED REALTIME CLOSED CAPTIONING

AND IT GROSSED OVER \$3 MILLION FOR MOSI?

>>Wit Ostrenko: FOR MOSI.

OF COURSE, WE HAD TO SHARE A GREAT DEAL OF AN ADDITIONAL 3 MILLION OR MORE WENT TO PREMIER.

INTO AND DID THAT HELP GET MOSI ON SOUND FINANCIAL FOOTING?

>>Wit Ostrenko: SURE.

WE HAD JUST COME OFF OF A FOUR-HURRICANE YEAR, AND WE WERE IN DEBT, PAID OFF OUR DEBTS, AND PUT A FEW DOLLARS IN THE BANK TO DO A FEW MORE EXHIBITIONS.

WE OPENED UP A BRAND-NEW EXHIBITION ON NATURAL DISASTERS IN NORTH AMERICA CALLED "DISASTERVILLE."

SO IT REALLY HELPED US A GREAT DEAL.

>>Cathy Unruh: AND YOU HAD A VERY PERSONAL POINT OF VIEW ABOUT BODIES, ABOUT WHY YOU WANTED TO SEE IT.

>>Wit Ostrenko: WELL, I THINK IT'S THE MOST -- WE'VE GOT TO TAKE CARE OF OUR HEALTH INDIVIDUALLY.

BECAUSE I THOUGHT I WAS.

I'M A TRIATHLETE, MARATHONER, SLOWING DOWN A LITTLE BIT NOW THAT I TURNED 60.

BUT, YEAH, I HAD A HEART ATTACK.

I THOUGHT I WAS IN PERFECT CONDITION AND SO DID MY MEDICAL TEAM THAT'S SUPPOSEDLY TAKING CARE OF ME.

NO ONE WOULD ACTUALLY GO AND TAKE A LOOK AT WHAT WAS GOING ON INSIDE MY CORONARY ARTERIES.

MY ABS WERE RIPPED AND I WAS THE PERFECT SPECIMEN.

THEY MEASURE YOUR CHOLESTEROL, YOUR BLOOD PRESSURE.

THESE ARE ALL SECONDARY INDICATORS.

THEY DON'T TELL YOU UNLESS YOU'VE GOTTEN A CAT SCAN OF YOUR CORONARY ARTERIES OR A NUCLEAR STRESS TEST, OR AN MRI.

>>Cathy Unruh: SO THAT SORT OF BECAME A NEW DIRECTION FOR YOU.

YOU'VE GOT TO KNOW YOUR OWN BODY.

YOU HAVE TO PAY ATTENTION TO YOUR OWN HEALTH.

IN FACT, YOU ARE WORKING ON OR HAVE OPENED AN EXHIBIT ALL ABOUT HEALTH?

>>Wit Ostrenko: WE ARE ABOUT TO CONVERT THE ENTIRE 13,000 SQUARE FEET OF THE THIRD FLOOR.

WE'RE LOOKING FOR OUR PARTNERS TO INVEST IN THIS EXHIBITION, 4.5 MILLION DOLLARS' WORTH OF INTERACTIVE EXHIBITS ON THE HUMAN BODY FROM THE BEGINNING OF LIFE TO THE END OF LIFE. SO IT'S GOING TO TELL ALL THE REST OF THE STORY THAT "BODIES" DID NOT DO.

WE DO PLAN ON HAVING PLASTINATED BODIES IN A SEPARATE AREA IN THE EXHIBITION SO PEOPLE CAN ENJOY THAT.

MEDICAL SCHOOLS ARE INTERESTED, NURSING SCHOOLS, PHYSICAL THERAPISTS ARE STILL INTERESTED IN SEEING THE WORK --

>>Cathy Unruh: YOU SAID WE CAN GO IN THERE AND GO THROUGH SEEING HOW WE WILL AGE INDIVIDUALLY.

WE CAN EVEN DO THAT.

>>Wit Ostrenko: CAN EVEN TAKE A PICTURE.

USE A COMPUTER TO CRANK YOU FORWARD IN TIME.
AND THEN YOU CAN ACTUALLY GO BACK IN TIME, TOO, IF YOU WANT.

>>Cathy Unruh: WILL ANYTHING EVER TOP "BODIES" IN TERMS OF BOTH PROCEEDS AND PROFITS FOR MOSI?

>>Wit Ostrenko: YOU KNOW, WE KEEP SAYING THAT NOTHING WAS GOING TO BE TITANIC THAT WE HAD.
AND THEN "BODIES" CAME ALONG.
YOU KNOW, I'M LOOKING FORWARD.
WE MAY HAVE TO CREATE IT OURSELVES.
BUT WE'RE GOING TO LOOK -- SCIENCE IS A BROAD TOPIC FROM ASTRONOMY TO THE DEEP OCEAN.
THERE ARE NO LIMITS.
IT'S ABOUT YOU AND ME, AND OUR WORLD AROUND US.
SO, YOU KNOW, WHEN WE FIRST MAKE OUR FIRST CONTACT WITH ALIENS OR SOMETHING EXTRAORDINARY, OUR DISCOVERIES OF DEEP OCEANS OR LAND ON OTHER PLANETS AND DIVE TO THE DEEP OCEANS OF OUR SOLAR SYSTEM, SOMETHING ELSE WILL COME ALONG THAT WILL TOP IT.

>>Cathy Unruh: WE SEE MUSEUMS OF SCIENCE AND WE SEE MUSEUMS OF ART.
YOU FEEL THAT THEY ARE ONE IN THE SAME OR AT LEAST INTEGRATED THAT WE'RE ALL TRYING TO ACCOMPLISH THE SAME THING NO MATTER WHAT OUR FIELD.

>>Wit Ostrenko: I THINK THAT ART AND SCIENCE ARE BOTH TRYING TO INTERPRET THE WORLD AROUND US.

UNEDITED REALTIME CLOSED CAPTIONING

LEONARDO da VINCI WOULD HAVE NEVER SEEN THE DIFFERENCE
BETWEEN ART AND SCIENCE.

AND I WOULD LOVE TO HAVE DEVELOPED THE MUSEUM ONE DAY THAT
WHEN YOU WENT IN, IT COVERED THE WHOLE HUMAN EXPERIENCE.
SO WHEN YOU WALKED IN, YOU MAY SMELL THE OCEAN, SEE THE
OCEAN, FEEL THE OCEAN, HEAR MUSIC INSPIRED BY THE OCEAN,
LITERATURE, POETRY, BUT YET BE ABLE TO GO IN A SUBMERSIBLE
AND SIMULATE DIVING DOWN TO THE BOTTOM OF THE OCEAN AND
EXPLORE AROUND.

>>Cathy Unruh: SO, HOW DO WE LEARN THEN?

DO WE LEARN BY LOOKING AT FACTS?

DO WE LEARN BY THIS HANDS-ON EXPERIMENTAL THING THAT WE'VE
BEEN TALKING ABOUT?

OR WHAT KIND OF LEARNING DO YOU THINK HAPPENS AND HOW DOES
IT HAPPEN AND HOW DO YOU MAKE THAT HAPPEN?

>>Wit Ostrenko: I CALL IT EXPERIENTIAL LEARNING.

EXPERIENCES CAN COME FROM READING A BOOK.

EXPERIENCES CAN COME FROM READING HOLDING A LIVE ANIMAL IN
YOUR HAND AND BEING ABLE TO HAVE TO TAKE CARE OF THAT
THROUGH SOME TIME.

I THINK EXPERIENCES ARE INTERACTING WITH PEOPLE AND WHAT DO
YOU KNOW?

WHAT EXCITES YOU ABOUT THE UNIVERSE?

AND LET'S TALK ABOUT THAT.

SO I THINK THE SCIENCE CENTER OF THE FUTURE WILL BE THE

COMMONPLACE WHERE WE ALL GET TOGETHER AND TALK ABOUT
IMPORTANT ISSUES OF WATER, ENERGY, HEALTH.

HOW DO WE -- HOW DO WE TAKE SOMEONE LIKE YOU AND ME AND GO
TO THE MAXIMUM OF OUR LIFE SPAN SO THAT WE CAN ENJOY
OURSELVES AND SHARE OUR EXPERIENCES WITH OTHER PEOPLE?

>>Cathy Unruh: WE'VE TALKED ABOUT YOU AS A CHILD AND HOW YOU
WERE INTERESTED IN THE WATER AND ALL OF THAT, AND WE TALKED
ABOUT CHILDREN, KIDS IN CHARGE AND HOW THEY LEARN AT THE
MUSEUM.

YOU HAVE TWO CHILDREN.

>>Wit Ostrenko: YES.

>>Cathy Unruh: HOW HAVE THEY INSPIRED YOU ALONG THE WAY, AND
WHAT HAVE YOU LEARNED FROM THEM?

>>Wit Ostrenko: WELL, THEY TEACH ME ALL THE TECHNOLOGY THAT
I KNOW TODAY.

>>Cathy Unruh: YES, WE ALL NEED A CHILD IN OUR LIVES TODAY
TO TAKE CARE OF MY IPOD, PLEASE.

>>Wit Ostrenko: WELL, YOU KNOW, I THINK WHAT I DID TO THEM
AND FOR THEM, I TOOK THEM OUT SAILING.

TOOK THEM RUNNING.

TOOK THEM WALKING.

TOOK THEM SWIMMING.

AND NOW, MY SON IS A DIGITAL ART DESIGN STUDENT AT STETSON
UNIVERSITY.

JUST GOT INVITED TO GO TO RIO TO STUDY THE ART AND

ARCHITECTURE OF RIO.

AND THAT WAS NYU DOCUMENTARY SUMMER FILM SCHOOL.

HE'S OKAY.

HE'S ENJOYING THE UNIVERSE.

AND MY DAUGHTER IS A GREAT ATHLETE, AND SHE'S JUST GOING INTO HER FIRST YEAR OF HIGH SCHOOL, AND WANTS TO BE IN MEDICINE.

>>Cathy Unruh: AND AS YOU'VE WATCHED THEM, I'M SURE THAT AS YOU'VE SEEN THEM GROW, IDEAS HAVE CLICKED IN YOUR HEAD FOR ALL THAT THEY ARE INTERESTED AND THAT IS SOMETHING WE SHOULD INCORPORATE.

>>Wit Ostrenko: THEY MAKE A GREAT TEST CASE.

>>Cathy Unruh: AND YOU DO LOTS OF FIELD TRIPS, TOO. YOU TAKE ADVENTURES OUT INTO THE EVERGLADES.

>>Wit Ostrenko: IT'S FUN.

I USED TO DO A SEVEN-DAY TOUR OF THE EVERGLADES AND BIG CYPRESS FOR THE SMITHSONIAN, WHICH IS JUST A COMPILATION OF ALL THE INDIVIDUAL TOURS THAT I WOULD DO WITH OUR MUSEUM MEMBERS.

>>Cathy Unruh: NOW, IF WE JUST GO OUT OURSELVES INTO THE NATURAL WORLD AND TO THE ENVIRONMENT, HOW MUCH CAN WE LEARN JUST FROM BEING OUT THERE?

>>Wit Ostrenko: IT'S TOUGH.

IT'S NOT EASY.

PEOPLE DRIVE THROUGH THE EVERGLADES AND SAY THERE'S NOTHING

THERE.

YOU'VE GOT TO STOP THE CAR, GET OUT, WALK AROUND.

YOU'VE GOT TO REALLY GET DOWN -- YOU HAVE TO STOP AND LISTEN
AND LEARN HOW TO OBSERVE.

AND THAT'S A TRAINED TRAIT.

AS I TAKE THESE PEOPLE OUT INTO THE EVERGLADES AND SAY, DID
YOU SEE THAT BIRD?

WHAT BIRD?

DID YOU HEAR THE RED-SHOULDERED HAWK?

I DIDN'T HEAR ANYTHING.

PEOPLE ARE NOT LISTENING.

THEY ARE NOT LOOKING.

THEY DON'T KNOW HOW.

SO WE CAN GET PEOPLE TO SLOW DOWN, AND YOU HAVE TO BE TAUGHT
THAT.

I WAS TAUGHT THAT BY MY ECOLOGIST -- FIELD ECOLOGIST.

YOU CANNOT LEARN INSIDE A CLASSROOM.

THAT'S WHY YOU HAVE TO GO OUT IN THE WORLD WHERE SCIENCE IS
HAPPENING ALL AROUND YOU, AND LOOK AND LISTEN.

>>Cathy Unruh: PAY ATTENTION.

WHAT'S NEXT FOR MOSI, OR WHAT ARE SOME OF THE THINGS WE CAN
LOOK FORWARD TO IN THE FUTURE THERE?

>>Wit Ostrenko: I THINK MORE OF THE 3D HIGH DEFINITION

FILMS, TAKING PEOPLE TO PLACES WHERE YOU CAN'T GO.

ACTUALLY, OUR HEALTH EXHIBIT WILL OPEN IN A YEAR AND A HALF.

SO THAT SEEMS LIKE IT'S SO FAR DOWN THE ROAD.

I HOPE TO OPEN AN ELEMENTARY SCHOOL WITH THE HILLSBOROUGH COUNTY SCHOOL SYSTEM IN THE FALL, AND WHO CAN TELL.

MAYBE A HOTEL.

>>Cathy Unruh: A HOTEL?

WHERE YOU CAN COME AND VISIT THE MUSEUM?

>>Wit Ostrenko: WE HAVE TO MAKE MOSI MORE OF A DESTINATION.

I THINK A HOTEL CAN HELP BRING PEOPLE TO THE SITE.

WE'RE OPEN 365 DAYS A YEAR, SO IT'S A HOTEL.

WE'RE OPEN NIGHT AND DAY, SO IS A HOTEL.

WE'RE RIGHT ACROSS THE STREET FROM THE UNIVERSITY OF SOUTH FLORIDA, SO THERE'S SYNERGISM TO BE DONE WITH THE UNIVERSITY AND RESEARCH.

WE HAVE A NATIONAL SCIENCE FOUNDATION GRANT TO STUDY HOW PEOPLE LEARN IN A SCIENCE CENTER.

WITHOUT TESTS AND THAT KIND --

>>Cathy Unruh: HOW MANY MORE YEARS DO YOU ENVISION BEING AT MOSI?

YOU HAVE ALL THESE PLANS, DON'T YOU?

>>Wit Ostrenko: WELL, I DONATED MY BODY TO BE PLASTINATED AND PUT ON PUBLIC DISPLAY, SO I'LL PROBABLY BE THERE FOREVER.

>>Cathy Unruh: ARE YOU SURE WE WANT TO SEE THAT?

>>Wit Ostrenko: TAKE THE SKIN OFF, NOBODY WILL RECOGNIZE ME.

>>Cathy Unruh: THAT'S SO INTERESTING TO THINK THAT I'M

SITTING HERE KNOWING THAT MY BODY WILL BE ON PUBLIC DISPLAY.

>>Wit Ostrenko: I WON'T CARE.

>>Cathy Unruh: IT'S JUST A NATURAL FOR YOU.

YOU FELT THAT WITH YOUR COMMITMENT TO THAT, THAT WAS
SOMETHING YOU HAD TO DO.

>>Wit Ostrenko: SURE.

>>Cathy Unruh: OKAY.

WELL.

YOU'RE WRITING A BOOK ABOUT THE HISTORY OF YOUR FAMILY, SO
WE'LL BE ABLE TO LEARN ABOUT FROM WAY BACK WHEN.

>>Wit Ostrenko: I'LL TRY THE MICHAEL CREIGHTON APPROACH TO
LOOKING AT GENETICIST FUTURE PERSON IN THE OSTRENKO LINE
WILL DISCOVER THE WAY TO LOOK AT ALL THAT DNA MATERIAL THAT
WE DON'T KNOW WHAT IT REALLY MEANS.

THEY ARE NOT GENES.

JUST MILLIONS AND MILLIONS OF BIG --

>>Cathy Unruh: WE COULD GO ON AND ON.

THERE'S A LOT TO LEARN HERE.

REALLY A LOT GOING ON IN YOUR LIFE, BUT WE ARE OUT OF TIME.

THANK YOU, WIT, FOR BEING HERE.

WE REALLY APPRECIATE IT.

YOU'RE INTERESTING.

TO LEARN MORE ABOUT MOSI, THE MUSEUM OF SCIENCE & INDUSTRY,
YOU CAN VISIT WWW.MOSI.ORG.

THANK YOU TO WIT OSTRENKO FOR JOINING US.

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IT WAS A PLEASURE TALKING WITH YOU.

THANK YOU FOR JOINING US ON "UP CLOSE."

I'LL SEE YOU NEXT TIME.

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