



MEDIA RELATIONS DEPARTMENT
PO BOX 389 RHINEBECK, NY 12572
PHONE: [\(845\) 876-4000](tel:(845)876-4000)
FAX: [\(845\) 876-4003](tel:(845)876-4003)

Contact: Vicki Imperati at vimperati@dutchessfair.com

FOR IMMEDIATE RELEASE

GUERRILLA SCIENTISTS BRING INSECT DINER AND MULTISENSORY FLAVOR EXPERIMENTS TO DUTCHESS COUNTY FAIR

July 30th, 2019

Rhinebeck, NY - Content her Guerilla Science returns to the Dutchess County Fair August 20 - 25th with two exhibitions exploring the science of food. The Entomophatron, a 1950s-style diner serving up bugs, and Flavor Feast, a stand serving up multisensory food experiments, will be open for business throughout the fair. The experiences are part of a collaboration between Guerilla Science, the New York Academy of Sciences, and the Pratt Institute, to train scientists in creative techniques for engaging the public in discussions about science.

The Entomophatron, created by Trina Chiasson and James Ricci, debuted at Dutchess County Fair in 2018. It introduces fair attendees to entomophagy, or the practice of eating insects, which is practiced by 2 billion people around the world. Insects are a surprisingly nutritious and efficient food source, requiring far less land, food, and water to raise compared with other livestock. The interactive exhibition is intended to spark



MEDIA RELATIONS DEPARTMENT
PO BOX 389 RHINEBECK, NY 12572
PHONE: [\(845\) 876-4000](tel:(845)876-4000)
FAX: [\(845\) 876-4003](tel:(845)876-4003)

lively, fun conversations between scientists and visitors about the future of food and agriculture, and provide the opportunity to sample some unconventional sources of protein.

Flavor Feast is a multisensory experiment station inspired by scientific research on multi-modal flavor perception. Visitors have the chance to try six different experiments designed to confound their senses, upending common wisdom about how we perceive sour versus sweet. Other experiences explore how sounds, textures, colors and smells change the way food tastes.

Thirty trainees from the New York Academy of Science's "[Conveying Science Through Art](#)" workshop will staff the booths throughout the duration of the fair. The staff members include a mixture of neuroscientists, microbiologists, medical doctors, biotech professionals, artists, educators, and science communicators, mostly from the New York region. The program is funded in part by the Simons Foundation Science Sandbox program and the National Science Foundation.

The experiences will be open from 11 a.m. to 8 p.m. daily.

About Guerilla Science

Guerilla Science connects people with science by creating live experiences in unexpected places. Based in London and New York, Guerilla Science mixes art, science, design, and play to



MEDIA RELATIONS DEPARTMENT
PO BOX 389 RHINEBECK, NY 12572
PHONE: [\(845\) 876-4000](tel:8458764000)
FAX: [\(845\) 876-4003](tel:8458764003)

translate cutting-edge scientific research into unique experiences. Its projects have delighted more than 100,000 people on two continents at festivals, museums, nightlife venues, and public spaces. Guerilla Science collaborators include a wide array of world-class scientists and creative thinkers, and its work has been featured in *The New York Times*, *The New Yorker*, *Wired*, *Vice*, *The Guardian*, *NPR*, and more.

About New York Academy of Sciences

For 200 years—since 1817—the Academy has brought together [extraordinary people](#) working at the frontiers of discovery. Among the oldest scientific organizations in the United States, it has become not only an enduring cultural institution in New York, but also one of the most significant organizations in the global scientific community.

Throughout its history, the Academy's Membership has featured thinkers and innovators from all walks of life, including U.S. Presidents Jefferson and Monroe, Thomas Edison, Charles Darwin, Margaret Mead, and many more. Today, the Academy numbers over 20,000 Members in 100+ countries, with a [President's Council](#) that includes 35 Nobel Laureates, and a distinguished [Board of Governors](#) comprised of leaders from business, academia, and philanthropy.

###