

FOR IMMEDIATE RELEASE

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Look deeper!

MATH AND ART COMBINE FOR VISUAL WORDPLAY EXHIBIT AT MSU MUSEUM

MSU MUSEUM, EAST LANSING, MICH. - A new exhibit at the MSU Museum invites visitors to look deeply and decipher playful and thought-provoking visual wordplay.

["Deep-Play: Creativity in Math and Art Through Visual Wordplay"](#) is now open in the MSU Museum's Art-Science-Creativity Gallery. The exhibit introduces "ambigrams" to bring together the mathematics of symmetry, the elegance of typography, and the psychology of visual perception.

This visual wordplay uses interaction and perspective: how the letters interact with one another, interplay in the space, and focal points. For example, some ambigrams might be read the same forwards and backwards or rotated at 90-degree angles, some can be read using mirrors to reflect them, and others require lighting, 3D effects or oversize designs to make sense.

"We want to create an exhibition space where visitors can 'see' ambigrams, and also experience the designs," explains [Punya Mishra](#), professor and director of the Educational Technology program in the MSU College of Education, whose work is the basis of "Deep Play." "Ambigrams, in general, are thought-provoking, usually providing an 'aha' experience when the 'pieces' click and fall in to place."

More than decoding word puzzles, the carefully and intricately crafted ambigrams, illustrate mathematical ideas of symmetry, rotation, translation, reflection and spatial relationships. (Ambigrams were a key part of the intrigue of the popular recent book and movie "Angels and Demons.")

"Deep Play" presents a range of ambigrams, from the very basic to the very challenging, that will give visitors a sensory workout. Mishra himself created the ambigrams in the exhibit, and his work has recently been featured on [Brain Games on the National Geographic Channel](#). As an educator Mishra's research is focused on creativity and seeing connections between mathematics and art. He has written articles for educators on the relationship between math and art, and is also working on a book on the subject of ambigrams.

The Art-Science-Creativity Gallery often presents work from faculty and students in a number of disciplines across campus and gives visitors a chance to explore topics in different ways, make new connections, and deepen experiences in discovery and learning.

"Deep Play" is at the MSU Museum through June 30, 2015.

Gallery Talk with Punya Mishra: Saturday, Feb. 14, 1:30 – 4:30 p.m., Art-Science-Creativity Gallery, MSU Museum

The MSU Museum is the science and culture museum at Michigan State University and the state's first Smithsonian Affiliate. The museum features three floors of special collections and changing exhibits and is open seven days a week with admission by donation. The MSU Museum is located on 409 West Circle Drive next to Beaumont Tower on the MSU campus. Hours are Monday - Friday, 9 a.m. - 5 p.m.; Saturday, 10a.m. -5 p.m.; and Sunday, 1-5 p.m. Visitor parking is available in front of the building and at metered spaces at the Grand River Ramp, one block away at the corner of Grand River Avenue and Charles Street. For more information, call (517) 355-2370 or see museum.msu.edu.