



BIRCH AQUARIUM AT SCRIPPS INSTITUTION OF OCEANOGRAPHY

The Art of Deception

Art of Deception opened in May 2005 as an interactive exhibit highlighting the creative camouflage strategies that marine organisms use for survival. Visitors explored how animals such as the two-spotted octopus, round rays and frogfish conceal themselves to hide from predators or hunt for prey. The 1800 sq ft exhibit was presented in four distinct ocean habitats illustrating biological diversity: the rocky reef, the sandy ocean bottom, the kelp forest, and the open ocean.

Artefact Design: Exhibit design, environmental graphic design, marketing and outreach materials. 2005 AZA Exhibit Award.

Open 2005–2010



The entry to The Art of Deception.

Exhibit Interactives:

- The take-away identification cards
- Live iguana diorama enclosure
- Dress up camouflage area
- Filtered goggles to mimic fish vision



A major goal of the exhibition is to get kids and their parents to think, observe, and interact with each other. All content was aligned to support the K–12 based educational programs at the Aquarium.



ARTEFACT DESIGN

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