Portland, OR (July 3, 2012) – In partnership with National Geographic, the Oregon Museum of Science and Industry (OMSI) is pleased to announce a new ongoing series of photographic exhibitions. Opening Wednesday, July 18, 2012, *Simply Beautiful* is the latest collection to grace OMSI’s new National Geographic Photo Gallery. It features images illustrating how we can find beauty, often overlooked, in nearly everything.

OMSI recently renovated the mezzanine level of its Turbine Hall to create the new gallery. The feature marks an increase in the variety of offerings available to museum visitors. “We are thrilled to partner with such a respected institution to offer this thought-provoking new addition to our guest experience,” said Mark Patel, OMSI Vice President of Marketing, Retail and Sales. “It provides another way to ignite interest in our natural world and its scientific phenomena.”

“Great photography has defined National Geographic for more than 100 years, transporting our readers and our viewers to places around the world in a way that is both educational and awe inspiring,” said Kathryn Keane, Vice President of Exhibitions, National Geographic Society. “But this partnership with OMSI is about more than exhibiting beautiful images, it is about our shared philosophy that to know the world is to change it.”

The *Simply Beautiful* exhibition is based on the National Geographic book “National Geographic Simply Beautiful Photographs,” for which award-winning Society photographer Annie Griffiths compiled remarkable images from the organization’s core mission areas: exploration, wildlife, cultures, science, and nature. Both the book and exhibition explore variations on the universal theme of beauty and feature the work of some of National Geographic’s most famous photographers. Their work will visually delight OMSI visitors with stunning views of landscapes, magnificent wildlife, fascinating people and quaint locales.

Future photographic exhibitions planned for OMSI’s National Geographic Photo Gallery will take visitors on an aerial journey over desert plains in *Desert Air: Photographs by George Steinmetz*, as well as provide rare glimpses of endangered species in *RARE: Photographs by Joel Sartore*. 

For Immediate Release

High Resolution Images:  
Username & Password: press
Simply Beautiful: Photographs from National Geographic will be on display at OMSI July 18, 2012 - February 10, 2013. The price of the exhibits is included with paid museum admission. Members are free. For more information, visit www.omsi.edu.

About OMSI
Founded in 1944, the Oregon Museum of Science and Industry (OMSI) is one of the nation’s leading science museums, a world-class tourist attraction, and an award-winning educational resource for the kid in each of us. OMSI is located at 1945 SE Water Avenue, Portland, OR 97214. For general information, call 503.797.4000 or visit www.omsi.edu.

About National Geographic Traveling Exhibitions
The National Geographic Society is one of the world’s largest nonprofit scientific and educational organizations and one of the world’s leading organizers of large-scale, traveling exhibitions. Since it launched “Tutankhamun and the Golden Age of the Pharaohs” in 2004, National Geographic has organized two more Egyptian-themed exhibitions, “Tutankhamun: The Golden King and the Great Pharaohs” and “Cleopatra: The Search for the Last Queen of Egypt.” Other exhibitions National Geographic has organized include the four-city U.S. tour of “Afghanistan: Hidden Treasures from the National Museum, Kabul.” National Geographic also offers a collection of photography exhibitions available to museums around the world. For more information, visit http://events.nationalgeographic.com/events/exhibits.