The Body’s
Brainpower Museum
Techno-experiential edutainment in the heart of Tel Aviv

This first-of-its-kind interactive exhibition takes visitors on a wondrous journey into how the body works via its command and control center – the brain. Using innovative digital displays that invite hands-on engagement, the Body’s Brainpower Museum explores how our body’s primary systems and our every move and function are invisibly directed by the mind. It is an intriguing physiology lesson like no other.

Inspiring guests of all ages, this creative universe opens up our ever-curious thinking engine to new discoveries. It draws children in to marvel at the human body, its “computer,” and the ever-expanding field of medicine. In the process, the museum teaches visitors ways to preserve the health of their irreplaceable assets: body and mind.

The masterminds behind this progressive Tel Aviv landmark

World-renowned neuroscience pioneers from Tel Aviv Sourasky Medical Center have teamed up with expert Tel Aviv University advisors to launch this groundbreaking initiative, which is staffed by engaging medical and health science students. Destined to be a mainstay attraction in the Tel Aviv arts district, the exhibition transforms the traditional image of an illness-focused hospital into a wellspring of knowledge and delight.

150,000 Visitors per year

A pillar of the Health Ministry’s Healthy Israel 2020 Project

You can be the founder who makes this 10,800-square-foot (1,000-square-meter) gallery museum a reality.