



**FOR IMMEDIATE RELEASE**

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## **Planet Word Unveils Expanded Word Worlds Gallery at Discovery Day Celebration**

*Three New Immersive Environments Bring Descriptive Language to Life Through Motion-Tracking Technology*

**Washington, D.C.** — Planet Word announces the expansion of its popular Word Worlds gallery, unveiling three new immersive environments that invite visitors to step inside descriptive language.

The new underwater, jungle, and outer space scenes open to the public on Sunday, January 25, with a free Word Worlds Discovery Day celebration.

Developed in collaboration with experiential design firm Local Projects and powered by Vive motion-tracking technology, the expanded gallery introduces twelve new descriptive adjectives. Visitors activate vibrant animations through movement, transforming abstract vocabulary into a sensory experience that responds in real time.

In Word Worlds, guests move through gesture-activated landscapes where words such as sparkling, glowing, kaleidoscopic, turbulent, and roseate come alive through color, motion, and interactive smart paintbrushes. Each environment responds uniquely to visitors' actions, creating a playful and memorable way to explore descriptive language.

"Word Worlds has been one of our most popular galleries since we opened," said Ann Friedman, Founder and CEO of Planet Word. "Whether you're five or ninety-five, these immersive new scenes make exploring language tangible and fun."

Word Worlds Discovery Day will feature special programming throughout the museum from 10:00 a.m. to 5:00 p.m., including:

- A scavenger hunt inspired by the new scenes
- Pop-up talks with Planet Word's Senior Curator at 1:00 p.m. and 2:00 p.m.

- Hands-on activities for all ages

Planet Word is free and open to all visitors during regular museum hours. Learn more at [planetwordmuseum.org](http://planetwordmuseum.org). To arrange for coverage, contact [press@planetwordmuseum.org](mailto:press@planetwordmuseum.org).

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**Planet Word** is the only museum in the country dedicated to renewing and inspiring a love of words and language. Located in the historic Franklin School on the corner of 13th and K Streets in downtown D.C., Planet Word opened in 2020 as a new kind of interactive and self-guided museum. Using the museum's state-of-the-art technology, visitors determine their experience through their own words and choices. Planet Word is a bold and imaginative response to the life-long importance of literacy and to the challenge of growing a love of language. As a private, non-governmental museum, Planet Word is free for visitors and supported primarily by the generosity of donors.