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Curiosity Takes Center Stage at Planet Word with New Interactive and Museum-Wide Celebration

Washington, D.C. — What makes a good question? Why do we ask them, and how do they shape our world? Planet Word is inviting visitors to explore these ideas during *Curiosity Day*, a museum-wide celebration of inquiry and discovery on Sunday, July 13. The event marks the debut of the museum's newest interactive experience, the questions beacon, alongside a full day of hands-on activities.

Located in the Words Matter gallery on the museum's first floor, the questions beacon is an interactive digital activity designed to spark deeper thinking about how we communicate and learn. Visitors are guided through scenarios showing how small changes to the phrasing of questions can dramatically shift their meaning and impact — from a casual “How was your day?” to a high-stakes cross-examination.

“Questions are among the most powerful tools we have for understanding ourselves and others,” said Planet Word Founder and CEO Ann Friedman. “Through our new questions beacon and Curiosity Day, we’re challenging visitors to think critically about the questions we ask, and how these questions shape the conversations — and answers — that follow.”

Through real-world examples and interactive prompts, the questions beacon explores common question traps, high-stakes questions, and more. The questions beacon joins more than 20 other beacons throughout Planet Word. To mark its debut, Curiosity Day will feature activities that celebrate the power of inquiry, including:

- A curatorial pop-up talk exploring the development of the questions beacon.
- A collaborative whiteboard in the lobby where guests can share their favorite question.
- A museum-wide scavenger hunt that puts visitors' curiosity to the test.

- A recording booth activity where guests can share a story about a question that changed their life.
- A written activity exploring how different languages form questions.
- *Can You Trust It?* — A workshop developed in partnership with the News Literacy Project where visitors learn to evaluate information, spot misinformation, and test their fact-checking skills.

Planet Word is free and open to all visitors during regular museum hours. Learn more at planetwordmuseum.org. To arrange for coverage, contact 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.