

# Bright Horizons™ 9

BERMUDA • MAY 8th – 15th, 2011



SCIENTIFIC AMERICAN TRAVEL

[www.InSightCruises.com/SciAm-9](http://www.InSightCruises.com/SciAm-9)

**TEST THE WATERS. EXPLORE A MYSTERIOUS REALM. WHILE YOU linger in a vertex of the Bermuda Triangle, delve into secrets of the human brain. Get the latest in cognitive science, particle physics, and American archaeology. Join Scientific American and fellow inquiring minds on Bright Horizons 9, round trip New York City on Holland America Line's m.s. Veendam, May 8–15, 2011.**

Updated on Bright Horizons 9, you'll bring a breath of rational fresh air to discussions of evolution, the paranormal, and urban legends. Make waves with a look at gender and the brain. Examine how virtual reality impacts face-to-face life. Satisfy your curiosity about the persistent appeal of extra dimensions. Fill in the blanks in Colonial American archaeology and cultural anthropology with a discerning look at Florida and the southeastern United States.

Start your version of Bright Horizons 9 off with an optional visit to NYC's Rose Center/Hayden Planetarium. Then, set sail and let Bermuda bring you a smile with its unique and very British take on the idiosyncrasies and pleasures of island life. Play a little golf, visit a fort, take tea. Visit [InSightCruises.com/SciAm-9](http://InSightCruises.com/SciAm-9) or call Neil or Theresa at 650-787-5665 to get all the details. Prepare to simultaneously kick back, and sharpen your science sense on Bright Horizons 9.

## SCIENCE IN NEW YORK CITY

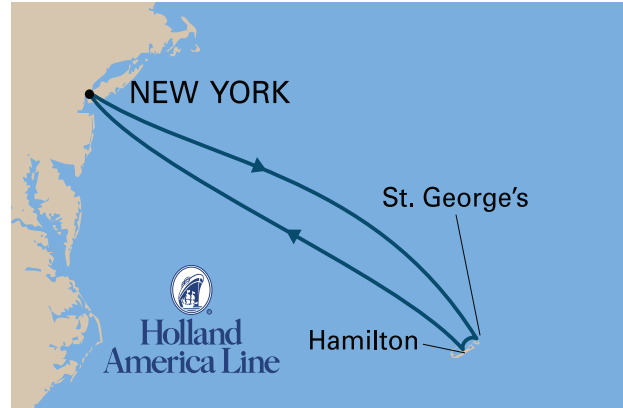
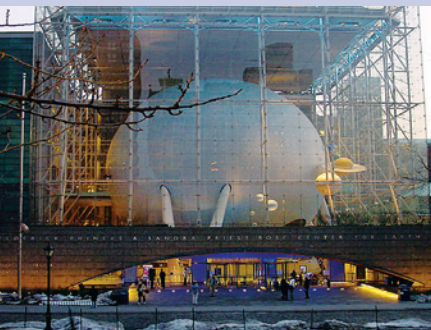
**Saturday, May 7, 2011** (optional)

Wake up in the city that never sleeps, as we start at 9am in the Rose Center for Earth and Space (below) at the American Museum of Natural History for a private insiders' tour. During our tour we'll get the inside scoop on research being done at the Rose Center. After our astronomy sojourn, we'll reconvene in lower mid-town Manhattan, at the Scientific American headquarters, for an early evening social reception/dinner with Scientific American staffers.

*During our visit, the Curator of the Einstein exhibit, and our day's host, Dr. Michael M. Shara will deliver the following two lectures:*

**Einstein's Revolution**—He was daring, wildly ingenious, passionately curious. He saw a beam of light and imagined riding it; he looked up at the sky and envisioned that space-time was curved. Albert Einstein reinterpreted the inner workings of nature, the very essence of light, time, energy, and gravity. His insights fundamentally changed the way we look at the universe.

**10 Discoveries from the Hubble Space Telescope**—In the 20 years it has been in orbit, Hubble has revolutionized our understanding of how the universe works. Images from the telescope have become iconic forms of modern art. And lurking in each image is new science. Dr. Shara will describe 10 remarkable discoveries made with the Hubble, and show how its images reveal something we've never seen or understood before.



Cruise prices vary from \$799 for an Inside Stateroom to \$2,899 for a Full Suite, per person. For those attending our program, there is a \$1,275 fee. Government taxes, port fees, and InSight Cruises' service charge are \$169 per person. For more info contact Neil at 650-787-5665 or [neil@InSightCruises.com](mailto:neil@InSightCruises.com)

Listed below are the 15 sessions you can participate in while we're at sea. For full class descriptions visit [www.InSightCruises.com/SciAm-9](http://www.InSightCruises.com/SciAm-9)

### VIRTUAL WORLDS

Speaker: Jeremy Bailenson, Ph.D.

- Buying and Selling 1's and 0's: How Virtual Reality Changes Marketing
- Virtual Bodies and the Human Identity: The Proteus Effect
- Transformed Social Interaction in Virtual Worlds

### BRAIN DIMENSIONS

Speaker: Nancy C. Andreasen M.D., Ph.D.

- The Brain's Odyssey through Life: Development and Aging Across the Lifespan
- The Creative Brain: The Neuroscience of Genius
- Venus vs. Mars or the Age of Androgyny? Gender and the Brain

### RATIONAL THOUGHT — AND NOT

Speaker: Michael Shermer, Ph.D.

- The Bermuda Triangle and Other Weird Things that People Believe
- Why Darwin Matters: Evolution, Intelligent Design, and the Battle for Science and Religion
- The Mind of the Market: Compassionate Apes, Competitive Humans, and Other Lessons from Evolutionary Economics



### UNIVERSAL QUESTIONS

Speaker: Max Tegmark, Ph.D.

- The Mysterious Universe
- The Inflating Universe
- The Mathematical Universe

### ARCHAEOLOGY/ANTHROPOLOGY

Speaker: Jerald T. Milanich, Ph.D.

- Belle Glade Cultures — Secrets from 500 BC to AD 1700
- Documenting Florida's Seminoles — Adventure Behind the Scenes
- Archaeology of the Spanish Colonial Southeast U.S. After 1492

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