

The Perot Museum of Nature and Science Presents "Soccer: More Than a Game", an Exhibition Connecting the Energy of Soccer with Science and Discovery

*10,000-Square-Foot Immersive Exhibition Blending Sport, STEM, and Culture
Opens March 7, 2026 ahead of World Cup*

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DALLAS, TX (March 5, 2026) - The Perot Museum of Nature and Science debuts *Soccer: More Than a Game*, an immersive exhibition that examines the science behind the world's most popular sport, ahead of World Cup arrival to North Texas. On view March 7 through September 7, 2026, the Perot Museum-organized exhibition provides STEM educational experience for visitors of all ages in an engaging and interactive space highlighting the connective threads of the science, technology, engineering, and math that contribute to the success and excitement of soccer.

"*Soccer: More Than a Game* captures the energy, creativity, and collaboration that define both science and sport," said Dr. Linda Silver, Eugene McDermott Chief Executive Officer, Perot Museum. "As the world's attention turns to North America for the world's largest soccer tournament, we're delighted to offer visitors an experience that celebrates discovery, connection, and the spirit of play that inspires us all."

Designed for fans, families, and lifelong learners, the 10,000 square-foot exhibition blends the all-stars of the world's most popular sport with the awe and wonder of the Perot Museum. For it, the Museum has partnered with numerous organizations and professionals to enhance the exhibition experience for visitors. They include Dallas Trinity FC, FC Dallas, IF/THEN® Initiative, PRO (Professional Referee Organization), RobotLAB, and Sportec Solutions.

Soccer: More Than a Game strengthens the cultural and educational impact of the World Cup by providing STEM education experiences for visitors, encouraging regional tourism, and offering a world-class attraction for visitors to enjoy while in North Texas. It is also part of a North American collaboration with Mexico City's Museo Interactivo de Economía (MIDE), a partnership that reinforces soccer's role as a cultural and educational bridge. A companion exhibition presented by MIDE in Mexico City, *Pasa el Balón*, explores the game's economic and social influence opening spring 2026.

"Soccer is universal. Show a ball to a child in Mexico City or one in Dallas and they'll know what to do. It is a powerful cultural bridge that unites nations," said Silvia Singer, Director General, MIDE. "We are proud to share in this celebration of the world's most popular sport with the Perot Museum."

To showcase the depth of soccer's impact outside of the game. Visitors begin the exhibition with an RFID (radio-frequency identification) bracelet that documents guests' choices, creations, and progress throughout the exhibition. Guests can join a team; build a stadium; design jerseys; create mascots; test their athletic skills; and engage in physical, mental, and digital challenges that connect soccer with science.

Twenty engagement zones and multiple photo opportunities invite visitors to step into the locker room, onto the pitch, and behind the scenes to explore everything from biomechanics and physics of the game to the data analytics and career pathways that power soccer on and off the field. The sections of the exhibition include:

- Locker Room and Entrance Tunnel evoking the adrenaline and emotional buildup players experience prior to competition.
- Impact of the Game showcasing the history, career paths, and fandom psychology of soccer across the globe.
- The Coaching Lab for Excellence in Athletics, Technology, and Science (C.L.E.A.T.S.), presented by Amazon, where visitors explore the science and

- strategy that go into the game.
- The Academy offering guests to test their endurance and soccer skills.

“At Amazon, we believe soccer inspires people by showing what is possible through teamwork, creativity and innovation,” said Vickie Yakunin, Head of Community Affairs for Texas at Amazon, one of the exhibition’s main sponsors. “The *Soccer: More Than a Game* exhibition celebrates global connection and invites guests to experience the science, technology, and engineering that power the sport through hands-on discovery.”

Interactive highlights that combine the technology and science with the fun energy of the game feature a Video Assistant Referee experience, allowing guests to determine fouls using Sportec Solutions’ replay technology in real time. The physics of the ball and its movement is brought to life in the exhibition with interactive soccer Skee-Ball stations that challenge players to kick balls at target zones to earn points. Sports medicine is activated through a digital medical game where participants diagnose and treat virtual soccer players exploring various injuries. A multi-visitor engagement activity, the Field is Lava, adds a collaborative twist inviting players and spectators to navigate a digital pitch threatened by flowing virtual lava from a volcano.

At the conclusion of the experience, guests receive a personalized digital souvenir with a video recap capturing their entire experience, including their team, the stadium they engineered, their jersey design, mascots they created, and their assigned career path based on their exhibition experience.

In conjunction with *Soccer: More Than a Game*, the Perot Museum’s *Lyda Hill Gems and Minerals Hall* will host the *Minerals of the World Cup*, featuring gems curated from the host countries and other nations competing in the World Cup. This installation, drawn in part from the Perot Museum’s collection, incorporates the global tie of the game and each country’s natural beauty including transparent crystals from Canada, copper-based minerals from Mexico, and gold from the United States.

The Perot Museum will celebrate the exhibition with a special, family-friendly Thursdays on Tap: Soccer Edition event on July 9 from 3-9pm. Additional programs, including STEM Workshops for Members and Summer Discovery Camps, will take place throughout the run of the exhibitions. For dates and details, visit perotmuseum.org. The exhibition will also be activated throughout the Museum’s exhibit halls extending the connection between science and sport through hands-on experimentation.

Soccer: More Than a Game requires a general admission ticket and an exhibition ticket. Exhibition tickets are \$12 for adults, \$10 for youth (ages 2-12), and \$9 for Perot Museum Explore, Patron, and Founders Circle members. Discount tickets are available for groups. Tickets and additional information are available online at perotmuseum.org/soccer.

Soccer: More Than a Game is sponsored in Dallas by Amazon and Verizon. Additional supporters include Medline, Texas Instrument, American Airlines, Kroger, National Life Group, Texas Counter Fitters, Bank of America, City of Dallas Office of Arts and Culture, Dallas Tourism Public Improvement District, Lonsdale Resources, SELECT Sport, Visit Dallas, Televisa-Univision DFW, and WFAA-TV. *Minerals of the World Cup* is sponsored by Texas Counter Fitters.

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About the Perot Museum of Nature and Science

Located in the heart of Dallas, Texas, the Perot Museum of Nature and Science is a nonprofit educational and research organization dedicated to inspiring minds through nature and science. Visitors will find everything from dinosaurs to diamonds and space to sports, packed into five levels of hands-on discovery and adventure. Through its state-of-the-art exhibits, educational programming and community outreach, the Museum offers exciting and innovative experiences for learners of all ages. For more information, visit perotmuseum.org.

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