

## **EXHIBIT ELEMENTS**

### **FED CENTER – EXPLORING OUR NATION’S CENTRAL BANK**

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The Fed Center was designed to engage high school students and life long learners in the role the Federal Reserve plays in the regional and national economies. Thought-provoking icons and compelling interactive exhibits invite visitors to discover the importance of the Federal Reserve by making functions such as monetary policy, the payments system, and banking supervision and regulation understandable and relevant to our lives.

A virtual tour of the Fed Center will be on line next year.

#### **ELEMENTS: Currency Theatre and Museum**

Visitors enter here for an introductory presentation, and to see some of the most rare and valuable antique currency in the United States. A multi-media show surrounds them on three sides and introduces them to the Fed. It puts the currency collection in perspective with the full exhibit and presents the artifacts and explains their relationship to the history of the U.S. financial system. The San Francisco Fed’s currency collection includes original engraved notes by Benjamin Franklin and Paul Revere, along with the celebrated Grand Watermelon Note of 1890—prized by collectors and worth more than a million dollars in the collectors’ market.

#### **The U.S. Economy**

##### ICON—Giant Free-Floating Sphere

How does the Federal Reserve influence the nation’s financial system to promote a healthy economy? Setting monetary policy is one of the Fed’s most important and visible roles because its decisions have the potential to affect our nation’s economy. The goals of monetary policy are twofold: maximum sustainable employment and price stability. Visitors can affect the movement of the giant economy ball to learn how the subtle influences of the Federal Reserve ensure that the economy runs smoothly. Images of visitors are projected on the sphere, allowing them to see themselves as part of the economy. Nearby interactive computer games test visitors’ savvy on price stability and lets them play the role of the FOMC Chairman by using interest rates to affect inflation.

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**The Payments System**

ICON—Virtual Waterfall

Every day, billions of dollars in cash, checks and wire transfers pass through the Federal Reserve. At the glass-screen virtual waterfall, visitors see an approximation of the high-speed transactions that keep the economy moving. When visitors touch the glass, the waterfall of scrolling numbers parts to reveal various facts about the payments system. Also in this area of the exhibit, visitors learn about the creation and lifecycle of currency, test their skills at counterfeit detection, and use mechanical tilt games to move an electronic transfer through the economy, and to follow the path of a check as it passes from your checkbook to the recipient of your funds.

**Your Central Bank**

ICON—Collection of Antique and Contemporary “Piggy” Banks

Here visitors learn how the Fed controls the supply of banks’ reserves to affect the supply of money and credit in the economy as well as short-term interest rates. They view an animated short about reserve supplies – and check out smaller, more personal reserves: more than 200 antique and contemporary piggy banks from across the United States.

**Safety and Soundness**

ICON—Giant Suspended Safe

A sound banking system is a key element in a healthy economy. Visitors view a suspended safe illustrating, with cables and weights, the many forces at work to support and regulate financial institutions. A nearby visitor station features case histories on community investment and fair lending that illustrate banks’ roles in community revitalization. Visitors can test their skills as bank examiners using a “pachinko”-style game to determine the relative risk or safety and soundness of banks.

**Balancing Risky Business**

ICON—A Fourteen-Foot-Tall Tipping Chair

In times of crisis, how does the Fed act to stabilize the nation’s financial system and maintain liquidity? A fourteen-foot chair that tips as you approach provides the conceptual context for maintaining stability in times of uncertainty. In a real-life example, a nearby video narrates how the Federal Reserve acted during 9-11 to calm the financial markets.

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**Picture This!**

ICON—Screen Displaying Visitors' Images and Data

In the short time visitors have been touring the Fed Center, billions of dollars in financial transactions – cash, checks and wire transfers – have cleared through the Federal Reserve. Banking regulators have been working to ensure that your financial institutions are sound, and economists have been collecting data to help prepare briefings for monetary policy discussions.

**TOURS**

The Bank offers a 90-minute tour which consists of a guided visit to the lobby exhibit as well as short visits to the checks and cash departments. Tours are offered by advance reservation only, Monday through Thursday at 9:30 a.m. and 1:30 p.m. Tours are available to high school and college classes, community groups, banker groups, or other groups who wish to learn more about the Federal Reserve, money, banking, and economics. Tour groups will include a minimum of 10 and maximum of 30. Individuals who are interested may be assigned to groups when space is available. The Fed Center will also be open by 24-hour advance reservation to the public on Fridays from 12 – 1:00 p.m. Space is limited to the first 30 people who call to reserve space.

To request a tour reservation, call Public Information's tour line at (415) 974-3252 and leave a request on voicemail, or log on at <http://www.frbsf.org/federalreserve/visit/tours.html> and click on "request a tour."

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