

Niihama City Art Museum 10th Anniversary Exhibition II
Heart Network 35th Anniversary

A Grand Gathering of
Rare Fossils and Specimens!



WE'RE EXTINCT FOR A REASON



Don't forget
us!



Open daily
during
the exhibition
period

WE'RE EXTINCT FOR A REASON ©/© MASANORI SATO

Akagane Museum, 2nd Floor
Niihama City
Museum of Art

2025

7/19 SAT - 8/31 SUN

Organized by | THE "WE'RE EXTINCT FOR A REASON" EXHIBITION Executive Committee
Niihama City, Niihama City Board of Education, Niihama Chamber of Commerce, Niihama
Cultural Association, Niihama Tourism and Product Association, Aeon Mall Co. Ltd. (Aeon Mall
Niihama), TV Ehome Co., Ltd., Heart Network Co., Ltd., Akagane Museum Management Group

Special Cooperation | The Research Institute of Evolutionary Biology
(Parent Organizations:Tokyo University of Agriculture)

Support | Diamond Inc., Tokai University Natural History Museum, Nagasaki Bio Park, Bird
Sculptor Haruo Uchiyama, Yamashina Institute for Ornithology, Kyoto Prefectural
University,Wakayama University

Supervised by | Zoologist Tadaaki Imaizumi, Encyclopedia Creator Takashi Maruyama

Opening Hours 9:30AM - 5:00PM
(Last admission at 4:30 PM)

Contact Akagane Museum

TEL. 0897-31-0305 2-8-1, Sakai-cho,
Niihama City, Ehime prefecture, 792-0812, Japan

WAKEZETSU NIIHAMA SEARCH

Jumping out of
the book and
into the real world!

The illustrated encyclopedia "WE'RE EXTINCT FOR A REASON" with over 960,000 copies sold, is now a large-scale exhibition for the first time!

Too kind and went extinct!?
Too flashy and went extinct!?
See, play, and learn the reasons
for extinction!



Attraction
part

1

The proof that extinct creatures once lived!!

Experience the reality of life and
extinction through rare fossils
and research findings.

Trilobite



We are extinct creatures...

Spinosaurus *1
(Skull Fossil Replica)



Dimetrodon *2
(Skull Fossil Replica)



Play and learn about extinction with hands-on exhibits!!

Fossils you can touch are
also on display!

You'll discover things you can't
just by looking! Use all five senses
to learn about the lives of these
creatures.



Attraction
part

2

Attraction
part

3

Extinct creatures appear as giant robots!

Watch how it moved and
feel the reality that it truly
lived 500 million years ago.

Anomalocaris Robot ©kokoro



Large-scale
immersive attractions!

SPECIAL



Save
the Polar
Bear!!

Survive
extinction!!

XR Game Corner
now open!

*Images are for illustrative purposes only

Illustrations: Masanori Sato, Yoko Uetake *1 *2 Collection: The Research Institute of Evolutionary Biology

Admission Fee (Tax included)

General [High school and older] ¥1,500 (¥1,300)

Junior High & Elementary School Students ¥1,000 (¥800)

Preschoolers ¥700 (¥500)

Children under 3 Free

*Children in elementary school or younger must be accompanied by a guardian.

※Prices in parentheses apply to advance tickets, groups of 20 or more, and those with a Physical Disability Certificate, Rehabilitation Certificate, or Mental Disability Health and Welfare Certificate. (One caregiver is admitted free of charge.)

※Please bring a student ID or proof of age if using non-general ticket types.

Discount Ticket now on Sales.

■Discount Ticket Sales Period:
July 19 (Sat), 2025 – August 30 (Sat), 2025

■Discount Ticket Sales Locations:

- Lawson Ticket (L Code: 62195)
Available via the Loppi machines at Lawson and Mini Stop stores nationwide, or online at <https://l-tike.com/>
- Heart Station branches
(Niihama Telecom Plaza, AEON Mall Niihama, SAIJO BASE)
- Wakurie Niihama 2F Community Salon

For details on related events, please
check the Akagane Museum web-
site or social media.



Access Information:
-By Train: A short walk from JR Yosan Line "Niihama" Station
-By Bus: Alight at "Niihama Station" (Setouchi Bus), then walk
-By Car: 15 minutes by car from the Niihama IC on the Matsuyama Expressway toward JR Niihama Station, for GPS navigation, use either the address or search for JR Niihama Station.

Parking:
-Paid parking is available on-site.
-Visitors to the facility can receive a 3-hour free parking voucher at the information desk.
-Parking spaces are limited, so please use public transportation if possible.

Niihama City
Museum of Art

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