

# **Ecsite Annual Conference 2011**

Warsaw, Poland, 26-28 May

**HANS GUBBELS**

**PRESIDENT OF ECSITE,  
CONTINIUM DISCOVERY CENTRE,  
KERKRADE, NETHERLANDS**

Dear Friends,

Another year has passed and it seems like yesterday that we met in Dortmund to exchange ideas, to learn from each other, to be inspired in workshops and to have great fun in the evening events. I hope you all had the opportunity to bring those new insights into practice during last year and feel ready for Ecsite's 22nd Annual Conference. This year we are moving more to the east. The Annual Conference 2011 is hosted in Warsaw, Poland, in the recently opened and impressive Copernicus Science Centre. This new institution will give the Polish people the freedom to explore the connections between science, the humanities and art.

Freedom is the theme of the 2011 Annual Conference. Freedom is what we all consider to be one of the most important assets in our lives: freedom to choose, freedom of speech, freedom to access knowledge and freedom to engage with other people. This is what we strive to offer our visitors every day. We must, however, accept that there is often no ultimate freedom. We are responsible for our world and the constraints and limitations it puts on our freedom. A more integrated view of freedom and morality can enhance our understanding; moral mechanisms have a clear social function that science can help us to understand and improve. We may not be free in the exceptional, ultimate sense we sometimes suppose, but we are more than compensated by pragmatic benefits. The „human spirit“, for example – our dignity, freedom, and power – is in no way threatened by science, it prospers by science. The conference will offer three days of dynamic sessions, debates, workshops and a great range of social events as well as unique networking opportunities in our Business Bistro area. Before the main conference, two days of pre-conference meetings and workshops will give more in-depth insights into numerous aspects of our field.

**Welcome all in vibrant  
and dynamic Warsaw!**

**CATHERINE FRANCHE**

**EXECUTIVE DIRECTOR  
OF ECSITE**

**Welcome to the Ecsite  
Annual Conference!**

There is no other conference like it; if you've previously attended you know this already, and if not, we warmly invite you to come and find out. Be it for the pre-conference with its in-depth workshops and trainings, or for the 75 sessions offered during the three following days, come and discover the new trends, catch what European colleagues have tempted and achieved, share your own successes and doubts, promote your activities and products, make business and develop fruitful collaborations. More than just a Conference, it is a professional development opportunity.

You will come across 1000 science communication professionals from more than 50 countries. One thousand people, yet a very friendly atmosphere with plenty of occasions to meet and mingle, to debate and discuss, to laugh and learn.

The theme this year is freedom. As Victor Hugo wrote, "freedom starts where ignorance ends", thus describing the essence of your work as science communicators and of your contribution to freedom. Freedom can be always threatened, and as recent history has shown us, it is collectively that we can fight for individual liberty.

In pressing times and tight periods as now, acquiring new knowledge from others is crucial to increase your own professional autonomy and that of your institution. Whether you've been committed to the field of science communication for a long time, or if you are a newcomer, you will feel that you belong to the Ecsite Conference, to this community. And if the fifth freedom is said to be the circulation of ideas or the free movement of knowledge, then clearly the Ecsite Conference will be a free space.

**Welcome!**

**ROBERT FIRMHOFFER**

**DIRECTOR, COPERNICUS  
SCIENCE CENTRE,  
WARSAW, POLAND**

Dear Friends,

Welcome to the Copernicus Science Centre and to the city of Warsaw, rapidly modernizing capital of Poland where East meets West. As a brand new science centre, we are honored to host the Ecsite community for its 22nd Annual Conference. Science centres and museums worldwide have successfully created a unique space for individual discoveries. It is where our visitors can wander freely choosing their own paths, conducting experiments they have selected, and feel free to discover natural phenomena but also free to fail in understanding them. Freedom perfectly describes our field. It also points at numerous questions and challenges, particularly where opposing

freedoms meet and clash. Are scientists free to conduct the research that moves science forward? Is the society free to stop the research violating its social or cultural values? How do we deal with freedom from the influence of governments, industries and sponsors – those who finance research, education and our activities? Are we free enough to change the old and ineffective model of science education? Warsaw is THE location to discuss freedom. It has struggled for freedom – let me just mention the Warsaw Uprising in 1944 and the Solidarity movement. You will encounter in Warsaw a carefully restored old town, communist-era style communal housing, modern skyscrapers and the Vistula River, plentiful churches and fancy clubs, dynamic entrepreneurs and alternative youth. You will sense rapid transition, energy, a spirit of innovation and adventure. Copernicus Science Center is right at the center of this scene. During the conference, you may visit our interactive exhibits, laboratories and kinetic art collection and the theater where robots perform on stage and take part in planetarium shows. Stroll through the garden on the roof of the Copernicus building or walk on the promenade alongside the Vistula River bank which is part of our Discovery Park. We invite you to the inspiring discussions and hope you will enjoy the hospitality of Warsaw.

**Welcome!**

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# CONFERENCE VENUE



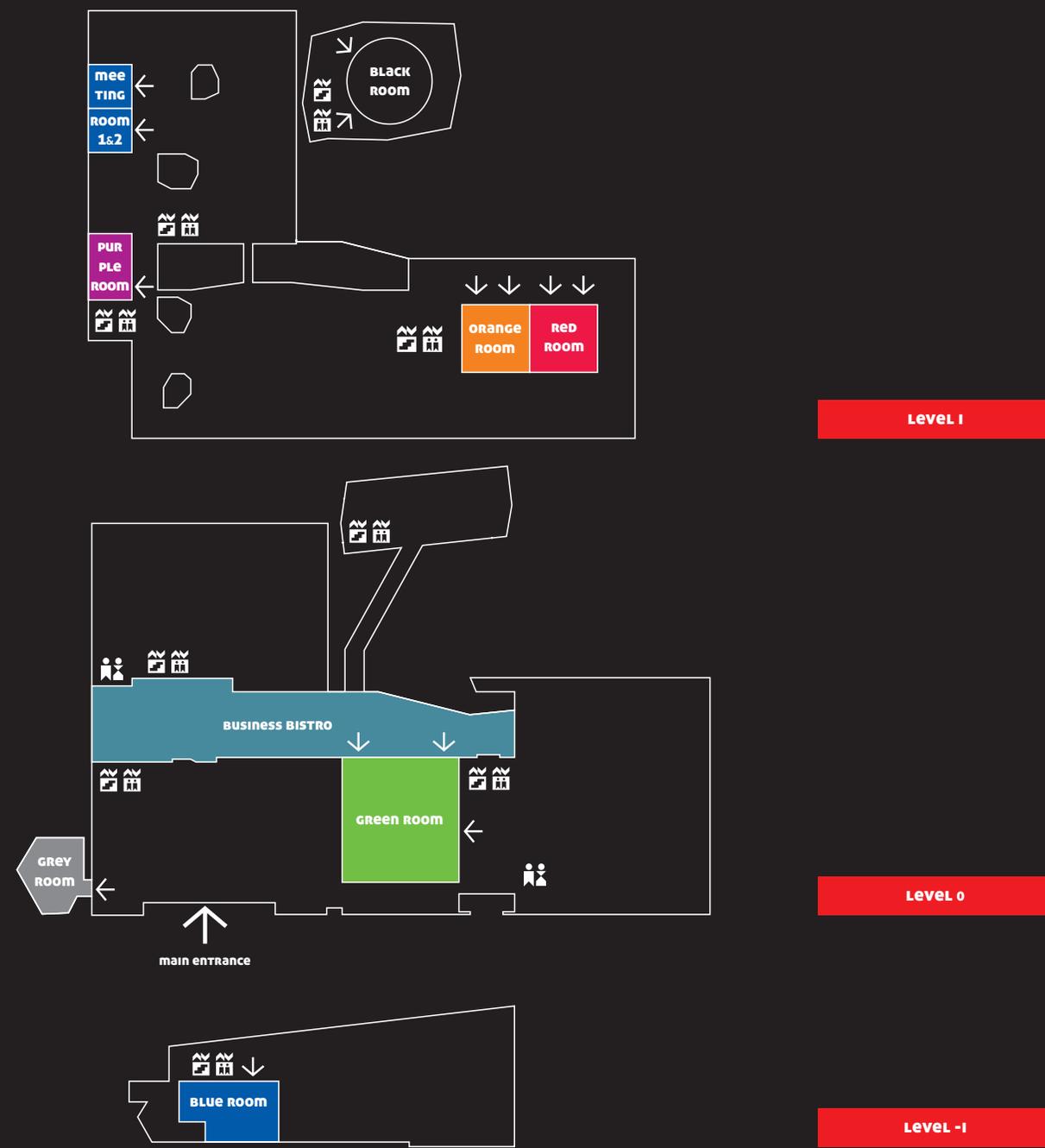
The mission of the brand new Copernicus Science Centre is to inspire curiosity, support individual learning and exploration of the world as well as to facilitate social dialogue on science. The Copernicus Science Centre, which opened in November 2010, covers 20,000 m<sup>2</sup> and houses six galleries with numerous exhibits, a multimedia Planetarium, a Robotic Theatre and a Discovery Park around the building and on the roof. The main idea of the institution is to show the connection between science, the humanities and art which is crucial to exploring and understanding the world. Therefore the Copernicus not

only concentrates on physics, chemistry and biology, but also reaches for knowledge of history, archeology, social sciences, theology, etc. – all of which are also inspiration for artistic works presented in the Centre. As a national cultural institution, the Copernicus Science Centre hopes to influence the progress of civilization in our country, which will depend on the quality of our education, innovation and research. It's worth mentioning that the idea to found a science centre in Warsaw evolved from the amazing success of the Warsaw Science Picnic and Science Festival which gathers hundreds of

science demonstrations and thousands of visitors every year. We are happy to invite you to visit the 15th Science Picnic which begins 28 May 2011 – the final day of the Ecsite conference. Please come and participate in this enormous celebration of science.

## COPERNICUS SCIENCE CENTRE

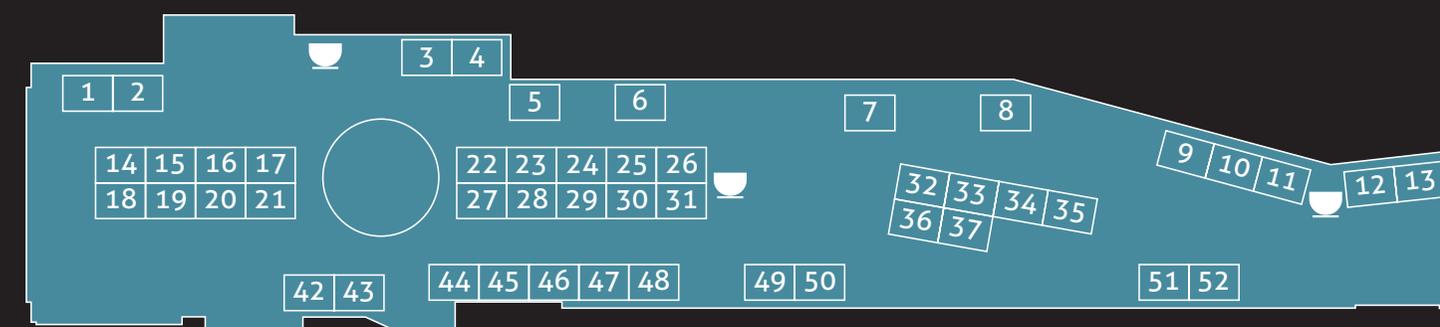
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00-390 Warszawa, Poland  
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[www.kopernik.org.pl](http://www.kopernik.org.pl)



# BUSINESS BISTRO

The Business Bistro brings together the most inspiring new projects, exhibitions, techniques, products and services on the market for Ecsite institutions. This is the place to present innovative ideas, meet new clients and discuss future collaboration. Fifty-five booths await you at the science centre. All coffee breaks will

take place in the exhibition area to ensure maximum business opportunities for our delegates in this lively focal point of the Conference. On Friday afternoon the Bistro will hold its Happy Hour (18.15-19.15), when participants are invited for drinks and a relaxed atmosphere for networking.



## Business bistro Index – booths:

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# CONFERENCE FOCUS

## FREEDOM

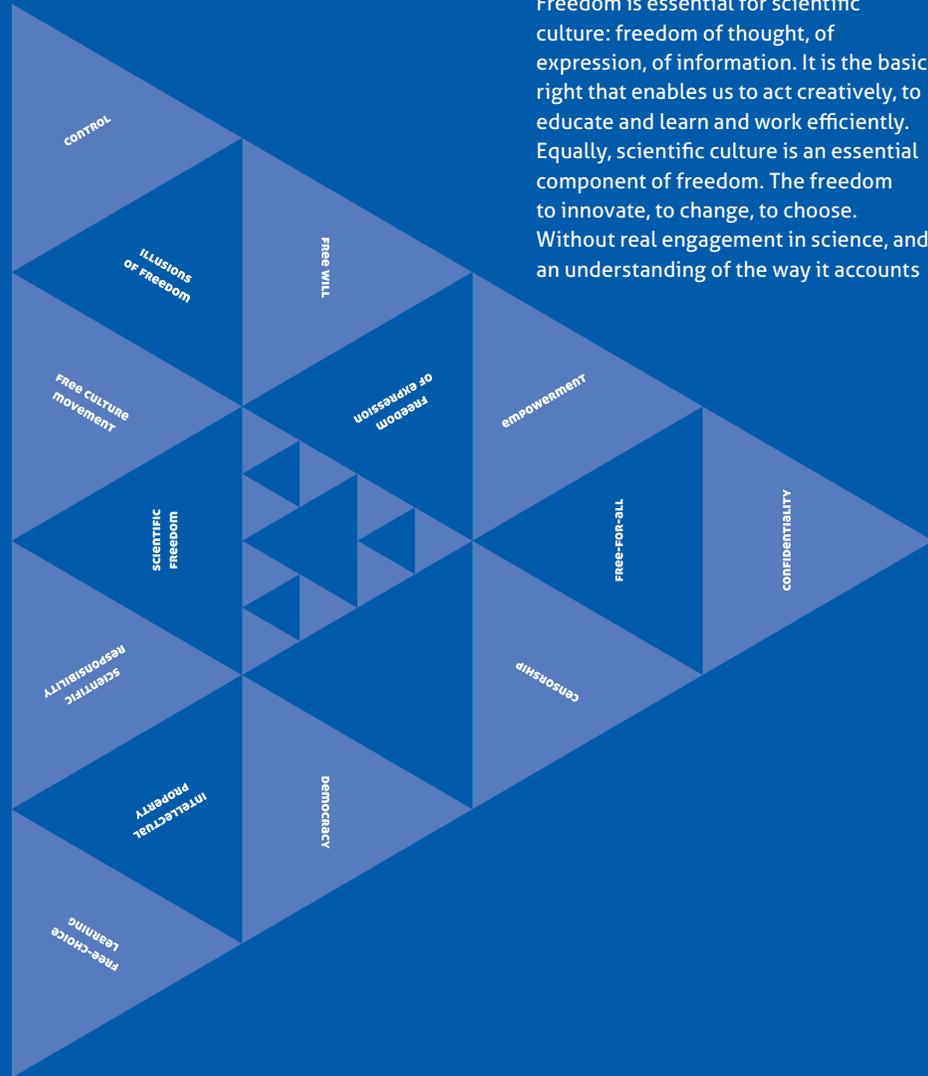
Freedom is essential for scientific culture: freedom of thought, of expression, of information. It is the basic right that enables us to act creatively, to educate and learn and work efficiently. Equally, scientific culture is an essential component of freedom. The freedom to innovate, to change, to choose. Without real engagement in science, and an understanding of the way it accounts

for the world around us, can we really speak of a free society?

Our theme refers to several key issues in the role of science centres and museums and in the field of science communication in general. As institutions of science, are we free to take a stance on hot topics, or are we bound to neutrality? What about the freedom of visitors to express their views? To what extent is our freedom restricted by links with schools, sponsors, the media and others, and how can we make the most of these relationships? What freedom of access does the public have – to our resources, to our exhibitions and to visit our institutions in the first place?

This is also a topic with strong local relevance. Thinking of Poland and Warsaw, one cannot forget Lech Walesa and the Solidarity movement, the Warsaw Uprising and Poland's long historical struggle for democracy, independence and freedom.

At the Copernicus Science Centre in Warsaw, global and local dimensions of freedom will come together to influence and inspire participants of the 22nd Ecsite Annual Conference.



# SESSION GUIDE

## SESSION FORMATS



### PANEL SESSION

In a panel session, the convenor introduces the speakers who present their views to the audience. There will be time for discussion with the participants at the end of the session.



### REVERSE SESSION

The aim of a reverse session is to give participants the chance to actively participate in discussion with speakers. The speakers and one moderator guide the session following a short introduction to the topic.



### INTERACTIVE WORKSHOP

This type of session is structured to enable in-depth practical exploration of one topic. The session is practical, interactive and actively involves all the participants. The workshop can be a science demonstration, a game, a show or a short training course.



### POSTER SESSION

Ten to fifteen posters on specific projects are displayed and introduced by each poster creator/presenter. Session participants wander among the posters talking informally with each presenter. A summary of the ideas is then presented by the session convenor, followed by a discussion.



### ROUNDTABLE SESSION

This session has an extended number of speakers (from 4–20) wherein each has a short amount of time to present their views. Time is left at the end of the session for discussion.



### WORLD CAFÉ

Participants are seated around tables and a series of conversational rounds begin. At the end the whole group gathers to share outcomes.

## KEYWORDS



### EDUCATION

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### EXHIBITS

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### HUMAN RESOURCES

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### MANAGEMENT

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### MARKETING AND COMMUNICATION

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### NETWORKING AND PARTNERSHIPS

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### SCIENCE AND ARTS

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### SCIENCE IN SOCIETY

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### TECHNOLOGY

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### THEORY OF SCIENCE COMMUNICATION

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### VISITORS

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MAY

## PROGRAMME AT A GLANCE

Registration desk open from 08.00 to 17.30

GREY ROOM	RED ROOM	ORANGE ROOM	WARSAW UNIVERSITY OF TECHNOLOGY
09.00-18.30	09.00-17.00	09.00-17.00	09.30-17.30
Accessibility Workshop	THE Group workshop: The visitor as a free learner	The exhibit label: Examining some beliefs and practices	Time for Nano project meeting

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MAY

## PROGRAMME AT A GLANCE

Registration desk open from 08.00 to 17.30

GRAY ROOM	RED ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM	MEETING ROOM	WARSAW UNIVERSITY OF TECHNOLOGY
09.00-18.30	09.00-17.00	10.00-16.30	09.00-15.00	09.00-17.00	13.00-17.30	09.30-17.30
Accessibility Workshop	THE Group workshop: The visitor as a free learner	Digital Resources Workshop	The exhibit label: Examining some beliefs and practices	Nature Group Workshop	Ecsite Board meeting	Time for Nano
			13.30-17.00			
			REV Launch*			

18.30 SPEAKERS' RECEPTION

20.00 ECSITE BOARD DINNER

\* REV Launch: The new Ecsite Thematic Group for research and evaluation

## PROGRAMME AT A GLANCE

Registration desk open from 08.00 to 17.30

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MAY

09.30 OPENING EVENT (BLUE ROOM)

10.30 OPENING OF THE BUSINESS BISTRO; COFFEE BREAK

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM
11.15-12.30	Social museums: Co-developing content, exhibits and events	Freedom to play?	Dialogue activities fostering democracy	Critical data for science centres and museums	Learning in museums: Does it happen? How can it be demonstrated?	National and sub regional science centre networks in Europe	Freedom to explore

12.30 LUNCH BREAK

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM
13.45-15.15	Hot scene in Eastern Europe	Take the results and run with them: Putting research results into practice	Museums don't last forever: Recycle them!	How well do we use open-ended questions?	Freedom in design and content: The art of thinking sideways	Fundraising for small and medium-sized institutions	Freelance and volunteer contributions to science centre development

15.15 COFFEE BREAK

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM
16.00-17.30	Are museums free spaces for knowledge development?	We-Create: Power and freedom in collective creativity	Social networks: Opening dialogue between people and science	Extreme freedom of choice: How do we build planetariums in a new technological era?	Travelling exhibitions now on EXTRA - part 1	Venturing outdoors with science communication	Mobilizing for social action: How far can we, or should we, go?

20.00 GALA DINNER

27 MAY

## PROGRAMME AT A GLANCE

Registration desk open from 08.00 to 17.30

09.00 KEYNOTE SPEECH: MICHAEL JONES, Chief Technology Advocate, Google (BLUE ROOM)

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM
10.00 -11.15	Learning and the visitor: Two perspectives	Hands-on biology	Developing exhibits in partnership: How to manage successful collaborations	Academic freedom and science museums	10.15-13.30 Ecsite Annual General Meeting	Simple marketing and promotional actions that can save the day	Young people only: A new challenge for exhibitions

11.15 COFFEE BREAK

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	ORANGE ROOM	PURPLE ROOM
12.00 -13.15	Looking at learning through different eyes – or are they different?	Planning together: The best teacher training in science centres	Xplore how to communicate health research and synthesize a drug	Dealing with broken exhibits	Collaborative Projects Buffet	Tools to design the future

13.15 LUNCH BREAK

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM
14.30 -16.00	Balancing science centre integrity and donor objectives	Working with teens in science centres	"To whom it may concern": Citizen participation and policymaking in science and technology issues	Travelling exhibitions now on EXTRA – part 2	Climate science: The way people think	Content freedom: Does outsourcing lead to sustainability?	The EuroMediterranean Partnership: A common framework for science centres

16.00 COFFEE BREAK

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM
16.45 -18.15	The hook and the prey: How to capture and motivate visitors	The science centre as a zone of expertise in informal learning	Freedom of movement: Successful travelling exhibitions	International relationships: Opportunities, challenges and rewards	Digital platforms for collaboration and sharing	Scientists engaging with the public	Freedom and the exhibition procurement: The role of the creative consultant

18.15 BUSINESS BISTRO HAPPY HOUR

20.00-24.00 NOCTURNE

## PROGRAMME AT A GLANCE

28 MAY

Registration desk open from 08.00 to 17.30

09.00 KEYNOTE SPEECH: DERRICK DE KERCKHOVE, Professor, Department of French, and former Director of the McLuhan Program in Culture and Technology, University of Toronto, Toronto, Canada (BLUE ROOM)

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM
10.00 -11.15	Science centres®: Potentials and pitfalls of branding learning institutions	Freedom on wheels: Making models that teach	Ensuring accessibility for large audiences	From practical to theoretical: Learning in informal contexts	Knowing the ancients' world: How science centres can approach archeology	Building bridges between science and the media	Freedom of choice: Young people and S & T-related studies and careers

11.15 COFFEE BREAK

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM
12.00 -13.15	Rules of engagement: Designing interactive exhibits	Explainer training, freedom and professionalism	Freedom to choose, question and understand health-related issues	Mobile science assessment	Experimenting with co-curation	Are we gender biased? If so, what can we do about it?	Making it count: Science centres and the Millennium Development Goals

13.15 LUNCH BREAK

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM
14.30 -15.45	Don't just display science, generate it! Opening our museums to live research using visitors as subjects	Freedom to fail	Developing your digital marketing strategy	The full dome mind blower experience	Social media: Hype or substance?	Exhibition titles and images: How to hook your visitors	Evaluation: How to obtain the highest revenues within your organization

15.45 COFFEE BREAK

	BLUE ROOM	GREY ROOM	RED ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	PURPLE ROOM
16.30 -18.00	Dramaturgy in exhibitions: A help or hindrance?	Beyond paper and pencil: New methods in visitor evaluation	Testing freedom in the creative process	Donors, freedom and science centres	Science in the news: Can science centres benefit?	Exhibits that were never made	Quantity, quality or both: How can science shows maintain integrity?

18.00 CLOSING EVENT (BLUE ROOM)

18.30-20.00 VISIT TO THE SCIENCE PICNIC

20.15-02.00 FAREWELL PARTY

# 24<sup>MAY</sup> PRE CONFERENCE PROGRAMME

09.00-18.30

09.00-18.30

GREY ROOM

## ACCESSIBILITY WORKSHOP

ON REGISTRATION ONLY

How can science centres and museums become more accessible to people with disabilities, and, by extension, improve access for everyone? What are the best practices in multi-sensorial exhibit design? What kind of information, socio-political data, ideas and guidelines do you need to improve access to scientific and cultural content? This two-day workshop about accessibility will combine theoretical sessions with numerous case studies and practical exercises.

This workshop is aimed at exhibit developers, facilitators and explainers, directors of museums or science centres, and professionals interested in accessibility projects.

### WORKSHOP LEADERS

HOELLE CORVEST, universcience, France  
 NATHALIE PUZENAT, universcience, France  
 FATIMA ALVES, Pavilion of Knowledge, Portugal  
 NADINE DUTIER, Association pour les personnes aveugles et malvoyantes, France  
 ERIC LAWRIN, universcience, France  
 MARCUS WEISEN, freelance consultant, France

09.00-17.00

RED ROOM

## THE GROUP WORKSHOP: THE VISITOR AS A FREE LEARNER

ON REGISTRATION ONLY

Who visits science centres and museums? What kind of experiences do they seek and what experiences do museums and science centres provide? Are we meeting their needs as learners? In today's society, where global connections afford easy access to information and knowledge is produced and shared in socialised contexts, personal and personalised learning is sought by individuals and encouraged by learning institutions including museums and science centres. This year, THE Group's two-day pre-conference session focuses on visitors through a variety of practical workshops, presentations and discussions for explainers and those working with explainers in science centres and museums. We will explore the public's perspective when visiting our institutions and work on strategies involving explainers and face-to-face interactions to enhance their freedom of engagement, meaning-making and learning.

### WORKSHOP LEADERS

MARIA XANTHOUDAKI, National Museum of Science and Technology Leonardo da Vinci, Italy  
 LECH NOWICKI, Copernicus Science Centre, Poland  
 HEATHER KING, King's College London, UK  
 MIHA KOS, House of Experiments, Slovenia  
 ANTONIO GOMES DA COSTA, Ecsite, Belgium  
 PAOLA RODARI, SISSA Medialab, Italy  
 MIKKO MYLLYKOSKI, Heureka, Finland

# PRE CONFERENCE PROGRAMME

09.00-17.30

# 24<sup>MAY</sup>

09.00-17.00

ORANGE ROOM

## THE EXHIBIT LABEL: EXAMINING SOME BELIEFS AND PRACTICES

ON REGISTRATION ONLY

"No one reads the exhibit labels", "Only adults read the labels", "Labels should never be longer than 50 words", "They should start with a question", "They should never ask a question", "They should offer different points of view"....

In response to a high level of interest in the exhibit development evaluation workshop in Dortmund, Ecsite is offering another pre-conference workshop on an area of exhibit evaluation. This two-day workshop will focus on evaluation research of the exhibit label. Sessions will examine a variety of methods and insights from research studies on exhibit labels that have addressed whether or not people read a label, who reads them, how they mediate the exhibit experience, as well as assessing their optimum length and text formats. A variety of practices will be looked at including visitor-generated labels, the use of new technology and some current debates about presenting content as well as offering multiple language access. The aim is not to develop a single correct method, but to better understand label practices, theories and outcomes.

### WORKSHOP LEADERS

SALLY DUENSING, King's College London, UK  
 HOLLY HASTED, FRida & freD – The Graz Children's Museum, Austria  
 ANNA LIPÍŃSKA, Copernicus Science Centre, Poland  
 ANNE KAHR, University of Copenhagen, Denmark

09.30-17.30 WARSAW UNIVERSITY OF TECHNOLOGY

## TIME FOR NANO PROJECT MEETING

BY INVITATION ONLY

At this meeting, reserved for TIME for NANO partners only, we will review the activities developed and plan next steps.

TIME for NANO is a project run in nine EU countries, supported by the European Commission, to engage young people in nanotechnologies and to collect opinions and feedback from participants.

The project develops targeted informal education products:

- an interactive nano-kit for student groups containing experiments with nano-objects and game card kits
- the organisation of a yearly artistic video web contest for youngsters
- nano days, featuring debates and events for the public in partner science centres.



timefor nano

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MAY

## PRE CONFERENCE PROGRAMME

09.00-18.30

09.00-18.30

GREY ROOM

ACCESSIBILITY WORKSHOP

ON REGISTRATION ONLY

09.00-17.00

RED ROOM

**THE GROUP WORKSHOP:  
THE VISITOR AS A FREE LEARNER**

ON REGISTRATION ONLY

10:00-16:30

GREEN ROOM

DIGITAL RESOURCES WORKSHOP

FREE ON REGISTRATION

The workshop will offer participants a chance to benefit from the resources and methods developed in two EC-funded collaborative projects that use digital resources to create engagement in science and technology. Time for Nano ([www.timefornano.eu](http://www.timefornano.eu)) aims to engage science centre visitors, with a special attention to young people, on benefits and risks related to nanoscale research, engineering and technology through videos. The Open Science Resources (OSR) project developed a portal ([www.osrportal.eu](http://www.osrportal.eu)) offering the high quality digital content available in European science centre and museum repositories organized in attractive educational pathways. With the help of the trainers, participants will gain the skills developed in both projects and create their own educational materials on the basis of the methods available from the two projects.

**PRESENTERS**

JENNIFER PALUMBO, Ecsite, Belgium  
SOFOKLIS SOTIRIOU, Ellinogermaniki Agogi, Greece  
PAOLA ROBALO, Pavilion of Knowledge, Portugal

## PRE CONFERENCE PROGRAMME

09.00-17.00

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MAY

09.00-15.00

ORANGE ROOM

**THE EXHIBIT LABEL:  
EXAMINING SOME BELIEFS AND PRACTICES**

ON REGISTRATION ONLY

On the afternoon of this workshop, there will be a special session to launch a new Ecsite thematic special interest group on research and evaluation – REV. For more information, see the description below.

13.30-17.00

ORANGE ROOM

**REV LAUNCH: THE NEW ECSITE THEMATIC GROUP  
FOR RESEARCH AND EVALUATION**

OPEN TO ALL ECSITE PARTICIPANTS

Join us for the launch of the Thematic Group for Research and Evaluation! REV will stimulate and help facilitate research and evaluation in science centres and museums across Europe. Are you currently engaged in research and evaluation? Would you like your institution to participate in this expanding field? The first general meeting will clarify the objectives and outputs of REV in an interactive format. The formation of a steering committee and a strategic plan for the group will be discussed.

**WORKSHOP LEADERS**

HOLLY HASTED, FRida & freD – The Graz Children's Museum, Austria  
ANNE KAHR, University of Copenhagen, Denmark  
SUE CAVELL, At-Bristol, UK  
JUSTIN DILLON, King's College London, UK  
CLARA LIM, Thinktank, Birmingham Science Museum, UK  
JUDITH MANN, Effektschmiede GmbH, Germany  
TESSA VAN SCHIJNDEL, University of Amsterdam, Netherlands  
ANKE SCHWARZWÄLDER, Blackforesters  
PETER TREVITT, Techniquet, UK  
HEATHER KING, King's College London, UK  
JOSÉ MANUEL CARMO, Ciência Viva de Tavira, Portugal

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MAY

## PRE CONFERENCE PROGRAMME

09.00-23.00

09.00-17.00

PURPLE ROOM

## NATURE GROUP WORKSHOP

ON REGISTRATION ONLY

Science centres, natural history museums and aquaria share common concerns and interests with regard to nature; they all want to engage people in appreciation and preservation of the natural world. There are two common presentations of nature: either it is presented as beautiful and generous – a positive vision which is supposed to rally the masses and promote protection – or it is shown as vulnerable and endangered and people are moved to protect it out of fear. The question is: Are these strategies sufficient or even correct? This year we will explore new ways of speaking about nature – the unknown, the unsaid, the intimate experience, and in one word, the emotion. Introduced by lectures of keynote speakers, this workshop will explore the deep feeling each participant has about nature in order to develop a new project that could change perceptions. Speakers will show how views of nature have changed and we will also consider cultural perspectives.

## WORKSHOP LEADERS

MARK WRIGHT, WWF, UK  
 SHARON AMENT, Natural History Museum, London, UK  
 MICHÈLE ANTOINE, Royal Belgian Institute of Natural Sciences, Brussels, Belgium  
 JUSTIN DILLON, King's College London, London, UK  
 ASGER HØEG, Experimentarium, Hellerup, Denmark  
 MAYA HALEVY, Bloomfield Science Museum Jerusalem, Jerusalem, Israel

13.00-17.30

MEETING ROOM

## ECSITE BOARD MEETING

BY INVITATION ONLY

09.30-17.30

WARSAW UNIVERSITY OF TECHNOLOGY

## TIME FOR NANO

BY INVITATION ONLY



18.30-20.00

## SPEAKERS' RECEPTION

BY INVITATION ONLY

20:00-23:00

## ECSITE BOARD DINNER

BY INVITATION ONLY

## CONFERENCE PROGRAMME

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MAY

09.30-10.30

BLUE ROOM

## OPENING EVENT

ROBERT FIRMHOFER, Director, Copernicus Science Centre, Warsaw, Poland  
 BARBARA KUDRYCKA, Minister of Science and Higher Education, Poland  
 CATHERINE FRANCHE, Executive Director, Ecsite, Brussels, Belgium  
 HANS GUBBELS, President of Ecsite, Continium Discovery Center, Kerkrade, Netherlands  
 MAMORU MOHRI, Chief Executive Director, National Museum of Emerging Science and Innovation, Tokyo, Japan

10.30-11.15

BUSINESS BISTRO

## OPENING OF THE BUSINESS BISTRO

11.15 -12.30

BLUE ROOM

## SOCIAL MUSEUMS: CO-DEVELOPING CONTENT, EXHIBITS AND EVENTS



## CONVENOR

LUIGI AMODIO, Director, Fondazione IDIS – Città della Scienza, Naples, Italy

Participation is an increasing focus among science centres and museums. If once it was mainly connected to visitors' points of view and opinions on "hot topics" and their dialogue with scientists and experts, today's participation is more varied, thanks in part to changes "powered" by social media. Participation is now included in activities, such as content design, which was once only performed by a small team of professionals. In this session we will learn more interactive and responsive ways to involve different actors in the design of exhibitions and events, etc.

## PRESENTERS

ILSE VAN ZEELAND, Exhibition content developer, Naturalis – National Museum of Natural History, Leiden, Netherlands

**Live science.** Naturalis is starting an exciting project where part of the exhibition space is "donated" to the scientist. The exhibition space will be open – not enclosed behind a glass all – and visitors will be able to have a more direct experience.

STAN BOSHOEWERS, Creative Director, Tinker Imagineers, Utrecht, Netherlands

**Punk Data Systems: Science Communication for a Dime.** When the newly built Science Centre Delft re-acted its final stage of development, time, money and staff were running out and not enough capacity was available to design and produce an information system to accompany the exhibits. A solution for this problem was found in modern social media thanks to students, hobbyists, consumers and other punks who nowadays share their information in growing numbers on the TUtube platform (TU is an acronym for "Technical University").

ROBERT STEPHENSON, Curator, The Tech Museum, San Jose, USA

**Open Co-Development of Interactive Exhibits.** The Tech Museum has created an award-winning and open online platform, called The Tech Virtual, to collaborate and facilitate all things related to exhibit development. On The Tech Virtual, you can search for similar or related exhibit ideas, ask questions of other exhibit designers, find potential collaborative talent from outside your museum, use a variety of free tools to rapidly prototype your design, have your prototype critiqued by others and run open design competitions for the best exhibit ideas.

NILS OLANDER, Curator, National Museum of Science & Technology, Stockholm, Sweden

**Exhibitions and Collections – Public co-developing exhibitions with our teams.** The Nerd Café puts focus on an individual who knows a great deal about a certain topic but who is external to the. Some of these individuals are totally devoted and "live a topic". We call them nerds; generally people between the ages of 15 and 35 who are full of knowledge, experience and enthusiasm. A Nerd Café is an evening where a nerd sets the agenda for one day in the museum, supported by a technical team, pictures from archives and objects from storage.

11.15-12.30

GREY ROOM

## FREEDOM TO PLAY?



## CONVENOR

JOHANNE LANDRY, Director, Department of Galleries, Musée National d'Histoire Naturelle, Paris, France

Recent studies have shown that children should play outside in natural environments to ensure healthy physical and emotional development. Science centres and museums are designing exhibit spaces using real and artificial representations of nature. Is there enough spatial freedom in our environment exhibitions designed especially for children? Are these spaces conducive to creativity and spontaneous learning? Do we organize activities outside museums which are connected to nature? Participants will then gather in small groups to assess the questions at hand and develop proposals to enhance play-oriented freedom.

## PRESENTERS

AGNÈS PARENT, Chief of Project Children's Gallery, Muséum National d'Histoire Naturelle, Paris, France

MARIE GAUTIER, Mediator of the Children's Gallery, Muséum National d'Histoire Naturelle, Paris, France

ANNA GUNNARSON, Teacher, NAVET, Borås, Sweden

11.15-12.30

RED ROOM

## DIALOGUE ACTIVITIES FOSTERING DEMOCRACY



## CONVENORS

PAOLA RODARI, Senior Researcher and Project Manager, SISSA Medialab, Trieste, Italy

and  
BARBARA STREICHER, Director, Science Center Netzwerk, Vienna, Austria

A number of playful discussion formats are being developed and used in science centres. In addition to aiding informal learning about science, these discussions also support participants in finding and expressing their own views based on facts and civil debate. This structure contributes to freedom of thought and opinion, but how effective are these formats in empowering citizens? This session will present case studies of new formats, introduce a manifesto of discussion tools and open the floor to discuss which elements constitute true and open dialogue.

## PRESENTERS

KATHRIN UNTERLEITNER, Project Manager, Science Center Netzwerk, Vienna, Austria

**Social science dimensions of "poverty".** We developed a discussion game for children ages 8-12 about the social science dimensions of "poverty" which is based on our experiences with various dialogue formats. The tool is based on stories and drawings, encouraging children to reflect on and debate about what it could mean to be rich and poor. The game was developed within the European year against poverty and social exclusion and was selected by the Austrian ministry for social affairs as a tool to be spread widely.

SAMUELA CALIARI, Head of Public Programmes, Museo Tridentino di Scienze Naturali, Trento, Italy

**"Secondo me": Collecting the ideas of citizens.** The Museo Tridentino di Scienze Naturali developed the "Secondo me" (According to me) three years ago. It is a unique participative project that empowers people to share their ideas and desires. The aim of this project was the collection of citizen points of view and creative ideas for the new Science Museum of Trento (MUSE) – an ambitious project supported by MTSN for several years. "Secondo me" may become the starting point of a pilot project.

MAYA HALEVY, Director, Bloomfield Science Museum Jerusalem, Jerusalem, Israel

**"Against the Current": dealing with dilemmas in energy policies.** Forum Theatre is a dialogue-based event, using drama to explore the choices we make, and their consequences, on a personal and global scale. It is a safe way to make people challenge their assumptions through discussion. We developed and operate the show "Against the Current" with 3,500 junior high school students (ages 13-16). The show deals with different dilemmas on energy policies in our country. We have found that this format makes it possible for teenagers to engage in a mature way with the current environmental debates and allows them to access different perspectives.

LINDA LEUCHARS, Science Learning Manager, Dundee Science Centre, Dundee, UK

**Engaging community centres and scientists in discussion about controversial issues.** Dundee Science Centre will share their recent experience of the FUND (Facilitators Unit Network for Debates) PlayDECIDE, a discussion game which allows people to talk in a simple and effective way about controversial issues. Dundee Science Centre trained local community centre facilitators on delivery of the PlayDECIDE game and facilitation of dialogue and linked community centres with local scientists. Empowering community centres to run their own science discussion events enabled a bottom-up approach to community engagement.

KATY NEHAMMER, Informal Learning Manager, At Bristol, Bristol, UK

**Dialogue formats and Dialogue training.** Five years ago, At-Bristol developed a suite of resources to help facilitate discussion and dialogue on controversial science issues through the Citizen Science project. In 2009 we embarked on a new project to build on these resources – a training academy for Science Communicators from across the UK on how to develop, deliver and incorporate dialogue into events or activities. Katy Nehammer will present an overview of the discussion formats and games developed for Citizen Science as well as key outcomes from the Dialogue Academy training courses.

11.15-12.30

BLACK ROOM

### CRITICAL DATA FOR SCIENCE CENTRES AND MUSEUMS



CONVENOR

ANTONIO GOMES DA COSTA, PLACES Coordinator, Ecsite, Brussels, Belgium

The data we collect about institutions says a lot about how we perceive our mission. We can usually find data about the numbers of visitors and their demographic statistics, as well as financial data such as annual turnover and physical data such as area. But we need different information to form an accurate image of our field – one that we can use to improve what we do. Also, our sponsors usually require data that ascertains our role and our usefulness in society. Are we pleasant institutions to visit or are we necessary institutions? Sometimes we put ourselves in a tight spot by trying to gather data comparing us to formal education institutions. Which data are useful to us and our sponsors? Which data accurately represent our impact on society?

PRESENTERS

GEMA REVUELTA, Vice-Director, Observatory of Science Communication, University Pompeu Fabra, Barcelona, Spain

**Selecting data: issues to consider.** In the selection of the most appropriate data for evaluation and impact assessment of our center some questions need to be considered. What do we want to measure: outputs, outcomes, or social impact? Why? Who is

going to read our report: staff from our center, our sponsors, our (potential) sponsors, government representatives, readers of an academic journal? How will we get the data: quantitative versus qualitative methods? What resources are available: material, human and/or technological resources? Could our data have further uses: large time evaluation, comparative analysis, etc.?

NIELS MEJLGAARD, Danish Centre for Studies in Research and Research Policy, Aarhus, Denmark

**Fostering scientific citizenship.** If fostering scientific citizenship is a relevant mission for science centres and museums, what might then be the critical data needed to evaluate the extent to which the mission is accomplished? The presentation examines data on the systemic level emerging from the MASIS project and data on the individual level as collected in the eurobarometers.

SALLY MONTGOMERY, Chief Executive, W5 at Odyssey, Belfast, UK

**Quantitative or qualitative – finding the answers and the questions.** What questions can we ask visitors and formal groups, simply? Understanding the value of your science centre in your society is important and may not be about visitors 'learning facts'. This presentation will look at ways W5 have asked questions and the answers they have received for both events, educational programmes and other data.

11.15-12.30

GREEN ROOM

### LEARNING IN MUSEUMS: DOES IT HAPPEN? HOW CAN IT BE DEMONSTRATED?



CONVENOR

JUSTIN DILLON, Professor of Science and Environmental Education King's College London, London, UK

Do visitors learn in science museum exhibitions? Evaluation is one way of determining whether an exhibition or program meets its goals, however, a research approach is necessary to gauge if, and how much, learning takes place. When we observe children's behavior in museums it sometimes seems unlikely that they are learning. In this reverse session, we will present four projects focusing on cognitive learning. The convenor will lead a discussion, guided in part by these questions: Does cognitive learning occur during museum visits and how can it be demonstrated or measured? What are the conditions under which learning can be enhanced? Do children need or benefit from adult or parental guidance for learning to occur?

PRESENTERS

MARTIN WEISS, Science Interpretation, New York Hall of Science, New York, USA

**If we build it, will they learn?** At the New York Hall of Science, we investigated whether we could build a programme to intervene in childrens' naïve understanding of change (evolution) in the natural world to help them grasp the role of evolution. We assessed learning by using two matched groups of children; one which attended the evolution exhibition and another that attended a non-biology based exhibition.

ALEXANDRA SCHAUTZ, PhD Candidate, Phaeno Science Center, phaeno GmbH, University of Hildesheim, Wolfsburg, Germany

**Freedom of choice or advance organizers? – Effects on visitor learning.** This presentation is about a research project at Phaeno Science Center, Wolfsburg on an exhibition about biotechnology. The project compares the feeling of personal competence (as a precondition for learning) with visitor learning experiences in an experimental vs. control group design. The experimental group received individual tour proposals according to their pre-knowledge and interest. Do individually adapted tours such as these facilitate visitor learning?

ANEE NINA ETHELBERG, PhD Candidate, Experimentarium, Aarhus University, Aarhus, Denmark

**Teaching school topics at science centres.** Anee Ethelberg will give a short presentation of her research about exemplary teachers who plan school topics using science centre exhibitions at Experimentarium in Copenhagen, Denmark. How does this style of teaching give choice and control to students? And how can a student's interaction with exhibits be used as basis for learning? The research was conducted in November and December 2010 and analyzed in Spring 2011. Some of the findings will be revealed for the first time at the Ecsite Annual Conference.

TESSA VAN SCHIJNDEL, PhD Candidate, University of Amsterdam, Amsterdam, Netherlands

**Preschoolers' exploratory play and learning in an exhibition on shadows.** This talk focuses on a study about young children's learning from a shadow exhibition in science center NEMO in Amsterdam, The Netherlands. Ninety-six child-parent teams visited the exhibition. The children's knowledge of shadow size was assessed before and after their visit. Their levels of exploratory play were quantified and parental talk was recorded. Did children learn? And did this learning go together with high level exploratory play and/or a specific type of parental explanation?

11.15-12.30

ORANGE ROOM

### NATIONAL AND SUB REGIONAL SCIENCE CENTRE NETWORKS IN EUROPE



#### CONVENOR

PER-EDVIN PERSSON, Director, Heureka – The Finnish Science Centre, Vantaa, Finland

In a roundtable discussion, participants will present different models for national and sub regional science centre networks in Europe: Why they were formed, what they do and how they operate in relation to the European scene. We will look at mission statements, core business operations, budgets and staff, and discuss issues of sustainability and impact. We will present outcomes of working with national governments and stakeholders, and discuss what national networks can do better than the broader European organization. The session will serve as a meeting point for national science centre associations at the Ecsite Conference.

#### PRESENTERS

PENNY FIDLER, Chief Executive Officer, The UK Association for Science and Discovery Centres, Bristol, UK

**The UK Association for Science and Discovery Centres.** The UK Association for Science and Discovery Centres brings together over 60 major UK science and discovery centres including a number of national science museums. Together our members inspire and involve over 20 million visitors with science each year (385,000 every week). This session will look at the vision, mission, lobbying and activities of ASDC, as well as our major challenges such as funding.

MARJELLE VAN HOORN, Chief Executive, Vereniging Science Centra Nederland, Amsterdam, Netherlands

Adding value is the focus of every project and activity of the Dutch association of science museums and science centers; value for the institutions on an individual level, for the collective of institutions who all want to be excellent at science education, and value on a national level, where enthusiasm for science can make a difference. This presentation will focus on the value-conscious thoughts and considerations behind choices made by VSC.

SVEIN ANDERS DAHL, Managing Director Vilvite (and Nordic Science Center Association), VilVite, Bergen Vitensenter AS, Bergen, Norway

There are close to 20 science centres and technical museums in Norway. Finding the "glue" in our association is challenging due to the great variations in structure, size, thematic approach and ownership among members. Creating meeting places in the network has been a focus in an effort to find strength in diversity.

ACHIM ENGLERT, Manager, Phänomenta, Flensburg, Germany

In the last 15 years many new science centres opened in Germany. In the last years there has been a dynamic increase of projects and also new people in the field. Even today there are new science centres opening. Also science museums have been changing. In this field it made sense to start a national network to have a common voice regarding politics and to coordinate common projects and to support each other. This networking has to be done also on an european level but with the number of members in Germany a national network makes sense.

LAURENT CHICOINEAU, CCSTI La Casemate Grenoble, AMCSTI, Grenoble, France

**ACMSTI: the French national network of science centres and museums.** Two hundred and fifty organizations are united under the Association for museums and science centres in France, created in 1982. AMCSTI's main objectives are to stimulate reflection on science culture, to enhance networking among its membership, to maintain strategic relationships between professionals and national and regional authorities, and to link with other cultural or educational networks. Because of recent government reforms, AMCSTI now actively contributes to the redefinition of national politics in the field of science culture.

11.15-12.30

PURPLE ROOM

## FREEDOM TO EXPLORE



## CONVENOR

**ELIN ROBERTS**, Head of Public Engagement, Centre for Life, United Kingdom

Science centres and museums naturally tend toward trying to tell people facts, but this is not their strong point. Their strength is in creating memories, impressions, and inspiring their visitors. How can we create exhibits that work to these strengths? The Exploratorium started the trend of exploratory, open-ended exhibits with Active Prolonged Engagement (APE), and in the UK other centres are following suit and exploring ways to make exhibits flexible, rewarding and completely open ended.

## PRESENTERS

**KUA PATTEN**, Director, Exploratorium Exhibit Services, San Francisco, USA

Since 1969, the Exploratorium has been developing exhibits that have been providing authentic experiences for visitors to probe, play and explore the phenomena that make up the world around them. Our focus is not about "making visitors learn" science facts, but about studying and understanding how people learn in informal environments. By encouraging people's natural curiosity to freely explore real phenomena, we are discovering ways of making science engagement accessible and natural for the visitor.

**ANDY LLOYD**, Special Projects Manager, Centre for Life, Newcastle upon Tyne, UK

**Curiosity.** We often worry how our exhibits demonstrate or explain areas of science we want to cover. What if we stopped worrying and concerned ourselves with developing exhibits to stimulate behaviour instead? Could we develop activities to promote exploration and investigation in the abstract? At Life, we are half-way through development of our Curiosity gallery. We're building on lessons learned elsewhere, and are exploring what we get when we promote scientific behaviour without incorporating scientific facts.

**ROBIN HOYLE**, Director of Science, Glasgow science centre, Glasgow, UK

**Be Creative, Be Innovative.** Innovation powers our world, but it takes inspiration, experience, and creativity to stimulate true innovation. Be Creative, Be Innovative is a new space to engage and inspire the next generation of innovators. Comprising interactive exhibits and hands on workstations, the space will encourage creativity and problem-solving to nurture a culture of innovation in participants. Be Creative, Be Innovative was developed in-house. This session explores the impact this new development has had at Glasgow Science Centre.

12.30-13.45

LUNCH BREAK

13.45-15.15

BLUE ROOM

## HOT SCENE IN EASTERN EUROPE



## CONVENOR

**ROBERT FIRMHOFER**, Director, Copernicus Science Centre, Warsaw, Poland

During this armchair tour session, participants will take a journey through Eastern and Central Europe where a number of brand new science centers and museums projects are emerging. We will start in Serbia, move north to the Czech Republic and Poland and continue east to the Russian Federation. What are the concepts? Are they based on industry, scientific community or politics? How are they funded? Do they add new value to the field or simply copy and paste existing practices? Join this journey if you are interested in the hot and diverse scene of new Eastern European projects.

## PRESENTERS

**NICOLAS SIMAKOV**, State Darwin Museum, Moscow, Russia

**The concept of the Natural History Museum in the post-Soviet reality.** Darwin Museum Exhibition addresses the natural history in the best possible way. While traditional Soviet museums of evolution sought to prove the absence of God, this one takes delight in life itself by looking at nature through cutting edge technologies, searching for novel ideas and employing video and computer elements. Let stuffed birds sing, frogs croak, beetles buzz, and dinosaurs move in the displays. Let it be entertainment and life-fest.

**JERZY JAROSZ**, PhD, University of Silesia, Katowice, Poland

**Industrial tourism and science centres.** Let us stop for a moment in Upper Silesia – a big conurbation of industrial cities where a number of different institutions have appeared in recent times. One of them is Coal Valley, a centre devoted to the exceptional role of carbon in our civilization. Another one, C12 Park, combines investigating an old coal mine with a look at the variety of other energy sources located on the earth's surface. The most important and the biggest centre, however, is the Skłodowska-Curie Science Centre, which will open in the heart of Katowice.

**JAN IWANISZEWSKI**, Assistant Professor, Centrum Nowoczesności w Toruniu, Toruń, Poland

**More than just another touristic attraction...** A new science centre is being established in Toruń, a medium-sized town in central Poland. Toruń is one of Poland's main touristic attractions, mostly known for its gothic monuments, gingerbread and as the birthplace of Nicolaus Copernicus. Are there any non-touristic motivations for running a science centre in Toruń? How can we develop an original programme that would reflect the character of the centre?

**ALEKSANDRA DRECUN**, Centre for the Promotion of Science, Belgrade, Serbia  
**YAROSLAV ALEKSEEV**, Director Verdant Experimentarium, Moscow, Russia

**Science center as a private venture.** People around are fond of computers, phones, iPads, skypes, whatever. Lives are becoming more virtual because of our growing attachment to computers, iPads, skype, mobile phones and more. Relationships between people, however, are not virtual and sms messages can't replace real interaction. The Experimentarium Science Center project we are aims to be a place where families can learn together by performing science experiments about the laws of physics and various principles of nature and technology. We are a private venture that does not depend on public funds, so we must find unique ways of engaging our visitors which set us apart from state museums.

**SARKA VOTRUBCOVA**, Director, Labyrint Bohemia o.p.s., Liberec, Czech Republic

**Cosiness as a main motto of the first Czech Science center – iQpark.** The first Czech Science center, iQpark, evolved as a private project in 2004 without support from the scientific or political communities. It started with a few small rooms filled with optical illusions and slowly became a science centre. From the beginning we've kept the same strategy – to make the visitors feel comfortable. Our unique feature is that we build all exhibits on our own with the help of regional craftsmen. Each employee designed or assembled at least one exhibit, which gives the science centre a personal charm.

**EDUARD B. NAUMOV**, General Director, Innovations in Electric Industry, Moscow, Russia

**Contemporary museum as a reflection of the power industry future.** Russia does not currently have a good contemporary museum devoted to the subject of energy. INVEL believes that establishing such a facility would be a significant step toward the development of engineering education and research. The project is unique because it is planning to create this museum as a part of an Energy Park(hub), which will also house a concentration of innovative infrastructure from energy companies. It will include congress and exhibition centre, laboratories, and expertise centers.. The structure, built under a public-private partnership, will feed the museum with the most current technologies and solutions in the industry.

**EWA JASIŃSKA**, Manager, EXPERYMENT Science Centre, Gdynia, Poland

**Development of EXPERYMENT Science Centre.** Four years ago the city of Gdynia opened the EXPERYMENT Science Centre – the first and largest unit of its kind in northern Poland. Cooperating within a European partnership network we are constantly learning, but also providing inspiration for others.

The EXPERYMENT is very successful in obtaining EU funds, from soft projects to big infrastructure initiatives – with the new building currently under construction, next year the EXPERYMENT will be seven times as big!

**MARIA MESHKOVA**, Deputy Director, Sciece Centre Intellect, Moscow, Russia

**The Conception of natural science education on the basis of Science Centre "Intellect".** The Science Centre Intellect works to develop the natural sciences in education. Its major focus is stimulating interest in the natural sciences discipline. The structure of the centre includes almost every area of modern science and technology, including microbiology, nanotechnologies and robotics. The Science Centre "Intellect" has an up-to-date resource base, modern research equipment and interactive exhibits.

13.45-15.15

GREY ROOM

### TAKE THE RESULTS AND RUN WITH THEM: PUTTING RESEARCH RESULTS INTO PRACTICE

Re

CONVENOR

**HOLLY HASTED**, Exhibition Evaluation, FRida & freD – The Graz Children's Museum, Graz, Austria

Eight researchers have eight minutes each to present the outcomes of their research and make proposals for putting results into practice. The session does not undermine research methods and processes but aims to link research outcomes to professional practices. Participants will be motivated to learn more about current science education research and take their outcomes into account when planning programmes at their own institutions – in other words, to take the research results and run with them! The outcome will be a smorgasbord of forward-thinking proposals for practice.

#### PRESENTERS

**JUSTIN DILLON**, Professor of science and environmental education, King's College London, London, UK

**Relating Research to Practice: A Web Resource for Informal Science Education.** Two multi-institution centres, CILS (Center for Informal Learning in Schools) and LIFE (Learning in Informal and Formal Environments) are prototyping a website that will highlight and summarize, in plain English, current peer-reviewed educational research addressing issues related to informal science education. Papers from mainstream journals will be included. The project is funded

by the US National Science Foundation. The site will host some 200 abstracts on issues such as designing for inquiry, equity and science education, visualization strategies and research methodologies. This site will be field tested in early 2011.

**TESSA VAN SCHIJNDEL**, PhD candidate, University of Amsterdam, Amsterdam, Netherlands

**The use of counterintuitive outcomes in developing inquiry-based exhibits.** We investigated how a child's exploratory play is affected when they are confronted by evidence that contradicts their beliefs. The results of the study showed that preschoolers who are confronted with inconsistent evidence perform more informative experiments during free play than children who are confronted with consistent evidence. An example of an exhibit in science center NEMO demonstrates how applying the principle of confronting children with counterintuitive outcomes can go together with visitor-driven inquiry behavior. These results highlight the importance of taking children's theories about specific science subjects into account when developing exhibits.

**DIANA ALDEROQUI PINUS**, Curator of Visitors, Bloomfield Science Museum Jerusalem, Jerusalem, Israel

**Interactive exhibits as tools for "learning-talk".** How can we design interactive exhibits that support "learning-talk" – where visitors create meaning through conversation? We will briefly present the study of three exhibits at the Bloomfield Science Museum Jerusalem (part of a doctoral dissertation completed in November 2009). An experimental situation designed to foster conversation or "learning-talk" on specific concepts was conceived by adding different elements such as objects, markings and signs to exhibits. Based on the results, we propose that practitioners should incorporate these elements into the design of their interactive exhibits, thereby enhancing epistemic behaviors and "learning-talk" among visitors.

**MAITE MORENTIN**, Lecturer in Science Education, University of the Basque Country, Bilbao, Spain

**Meeting the needs of teachers before, during and after their visits to science centres.** How do teachers prepare activities for students to carry out before, during and after their visit? Research conducted at the Miramón Kutxaespacio Science Museum in Spain, indicates that most teachers do not usually define specific learning aims nor do they prepare activities for their pupils either before, during or after their visit. Many consider class visits as a recreational experience rather than as a teaching tool. These outcomes indicate that science teachers require greater resources to better integrate their science centre visits with the school curriculum. This should consist also of didactical materials that can be adapted to their students' level.

**JENNIFER HÄRTING**, Researcher, University of Vechta, Vechta, Germany

**Guided tours – but how?** In natural history museums and science centres, classical guided tours for independent visitors have taken more and more of a back seat. For school visits, however, a tour from a museum educational docent offers many advantages. To what extent do museum educational docents have the skills and knowledge to advance learning in the museum setting? This talk will examine the results of two studies in addition to factors which support learning outcomes in guided tours: the guide's prior knowledge and their interaction style with the group. Museum educators can learn what to keep in mind when planning and conducting a tour.

**MAI MURMANN**, PhD candidate, Experimentarium, Copenhagen, Denmark

**Crafting a good story.** Fictional stories are useful as support for learning activities at science centres and museums. A current research project at the Danish science centre Experimentarium has investigated how to use narrative theory to craft an educational story that motivates and facilitates learning. The study demonstrates that exhibition developers should consider aligning story structures with exhibit content, as well as with the context of the learners.

**ANKE SCHWARZWÄLDER**, Director, Blackforesters, Stuttgart, Germany

**If you want to run with it – you need to know where you want to go.** In this session, researchers explain why their results are relevant to museums. Anke's strategy demands the opposite: museums and science centers ask researchers to define and look for visitors' needs. How can we find out what visitors want? Visitor experience can be measured. Evaluating your own venue using criteria developed through this research will help you find out where you want to go. You will then be able to ask researchers the right questions and put findings into practice.

**ANITA SHAW**, Deputy CEO, Technquest, Cardiff, UK

**Bringing science centre learning into the classroom.** How much of the learning in science centres is used in the classroom as part of post-visit lessons? Technquest reviewed its educational offering in 2009/2010 and has developed a new format for its programmes which encourages further learning in schools. Following an interactive show in the science theatre, students take photos related to the theme of the show. Technquest staff members upload the photos onto a memory stick which also contains resource materials developed for the show. Staff members explain the resources to teachers, which include activities that integrate Technquest's exhibits and shows with educational models used in the classroom.

13.45-15.15

RED ROOM

### MUSEUMS DON'T LAST FOREVER: RECYCLE THEM!



#### CONVENOR

**CAMILLE PISANI**, General Director, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

It's the beginning of a complex and exciting process when a museum or science centre has the opportunity to renew its permanent spaces. As with any museum, the desire is to create a meaningful experience for visitors, to show cutting edge science, to share timely concerns. But this process doesn't start from scratch and its freedom is quite limited. Can the compulsion to re-use existing elements be a force in the reconstruction of a permanent exhibition? Does it make a difference if recycled elements end up in collections or hands-on exhibits? This session will launch a discussion based on recent and in-progress examples from museums as well as sciences centres.

#### PRESENTERS

**PAUL VOOGT**, Director Public Programs, Naturalis – National Museum of Natural History, Leiden, Netherlands

**How to renew but keep what is good?** Naturalis was built in 1998 and has been a great success ever since. The Dutch audience still visits the museum in large numbers. In 2010 the museum started a discussion about renovation. An important question is: what are the current success factors and how do we preserve them? Still, during our renewal process we have discussed all the fundamental issues and have not inhibited the creative process. We will brief you with the latest update of our conclusions, concerning target groups, content, collections, transfers, and integrating new media.

**JORGE WAGENSBERG**, Scientific Director, Caixa Foundation, Barcelona, Spain

**Objects, phenomena and metaphors: the words of the museographical language.** Natural History Museums tell the most beautiful story of the Cosmos: it is the history of life on planet Earth, the history of evolution and the history of diversity. The words of modern scientific museology are objects of collections, interactive phenomena and poetic metaphors. But how to tell a good story in this language? What is the role of traditional "words" such as written and spoken words, images or simulations?

**AUDE LESTY**, Exhibitions Designer, Cité de l'espace, Toulouse, France

**Exhibitions under (RE)construction.** In 2008, the Cité de l'espace started renewing its entire permanent exhibition. The first priority compulsion, linked to the project budget, was to recycle as many existing elements as possible. A complex work began for us: How does one harmonize new content with old elements? One of the solutions we found, for example, is to use these elements to create two levels of understanding: A first level allows easy and playful access to contents and a second level made with existing elements.

**ANNA OMEDES**, Director, Museu de Ciències Naturals de Barcelona, Barcelona, Spain

**Nature evolves, and so does our museum.** Several institutions belonging to the city of Barcelona were united to form the Natural History Museum of Barcelona in 2008. Moreover, the Museum was recently given a new building, the Blue Museum, used specifically for exhibitions. The Museum has, therefore, developed a new organizational model by integrating these facilities which are situated in important natural and leisure areas of Barcelona. Each one has a different main aim or feature: public awareness, research and collections, botanical gardens and conservation, and the history of science.

13.45-15.15

BLACK ROOM

**HOW WELL DO WE USE OPEN-ENDED QUESTIONS...?****CONVENOR**

**GERD HOMBRECHER**, Board Member, KölnPUB, Cologne, Germany

An open-ended question implies that the answer is unknown to the inquirer. Skillfully framed open questions are a powerful, but under-used, science communication tool in exhibit labels, science shows and science centre explainer-training.

**PRESENTERS**

**IAN RUSSELL**, Director, Ian Russell Interactives, Stockport, UK

**Open questions and interactive exhibits.** Visitors often read interactive exhibit labels aloud to one another. This makes people feel empowered, prolonging engagement time and stimulating discussion and experimentation. Explanations are essential, but they should not inhibit people's freedom to discover things for themselves. Similarly, questions asked by science centre staff can stimulate free exploration or 'herd' people toward a single explanation. How can we achieve the right balance?

**DOMINIQUE JONGEN**, Senior Educator, XperiLAB.be, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**Open questions in a science truck.** Children and their teachers have to solve several practical scientific challenges when they visit XperiLAB. Teachers are also expected to be involved in the activity. At the end of each session there is a period of discussion. Pupils must be encouraged to speak rather than the guide or the teacher. Examples will be given, demonstrating how open questioning helps the XperiLAB team manage discussions.

**LEONARDO ALFONSI**, Director, Perugia Science Festival, Perugia, Italy

**Open questions and secondary school students.** The art of open inquiry is very similar to the art of theatre improvisation. You do not know where an open question will lead or how an improvisation will develop. Asking, listening and improvising during an interaction are important in concept development and audience engagement. The presentation will focus on the project "Intervista con la scienza" which is addressed to groups of secondary school students and developed by Psiquadro within the framework of a vocational guidance programme.

13.45-15.15

GREEN ROOM

**FREEDOM IN DESIGN AND CONTENT:  
THE ART OF THINKING SIDWAYS****CONVENOR**

**MAARTEN OKKERSEN**, Head of Design and Productions, Museon, The Hague, Netherlands

Form follows function... or does it? Do designers always have to follow the educational storyline and briefing of a curator? Is style just the outside of content or is there more to the picture than meets the eye? Do we like it when designers take our original ideas further or even somewhere else? Speakers will present creative examples of the synergy in exhibition teams in this session about the art of thinking sideways. The challenge will be that each speaker will have 20 slides, and 20 seconds to present each one.

**PRESENTERS**

**AXEL HUETTINGER**, Kurt Hüttinger GmbH, Nuremberg, Germany

**PIETER AARTSEN**, Exhibition Designer, Naturalis – National Museum of Natural History, Leiden, Netherlands

**PETER ULLSTAD**, Designer, CODesign, Stockholm, Sweden

**MICHÈLE ANTOINE**, Head of exhibition department, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**PETER SLAVENBURG**, Designer, Xmedia Lab, Netherlands

**CLAUDIA SCHLEYER**, Architect, Triad Berlin Projektgesellschaft mbH, Berlin, Germany

**MIKKO MYLLYKOSKI**, Experience Director, Heureka – The Finnish Science Centre, Vantaa, Finland

13.45-15.15

ORANGE ROOM

**FUNDRAISING FOR SMALL  
AND MEDIUM-SIZED INSTITUTIONS****CONVENOR**

**LARS REHNMAN**, Chief Executive Officer, Universeum A.B, Gothenburg, Sweden

In this session, speakers from institutions that excel in fundraising will explain how they achieve their goals and take part in an open discussion about future directions. This session is aimed at fundraising for smaller and mid-sized institutions and will offer practical fundraising do's and don'ts. Do we find our funds from companies or from government? What tactics should we use? Our speakers have been asked to speak candidly.

**PRESENTERS**

**GOÉRY DÉLACÔTE**, Chief Executive Officer, At-Bristol, Bristol, UK

**Fundraising or how to find a perfect match.** To become an excellent fundraiser you need to be coached by mafiosi. Those guys tend to infiltrate all tiers of the society where they implement extortion schemes. For a scheme to work, the person targeted has to think about what there is in it for him. As a victim, you trade a risk against a donation and you get protection. In the museum world the risk is for donors to sense that if they don't contribute, science education will fall apart, that there will not be enough skilled workforce in society, that science will be considered as non-trustworthy and science activities would retain the reputation of being hard.

CARINA HALVORD, Vice Deputy Managing Director, Universeum A.B, Gothenburg, Sweden

**Efficient fundraising.** This presentation highlights on building a fundraising team, focusing the team with a vision, developing fundraising objectives and on using simple techniques to improve efficiency. It also covers the strategy of integrating program development, communication and fundraising, making sure that all the different areas within the organisation works together in order to create maximum impact. Finally the presentation touches different means of evaluation and how this helps create long-terms relations with your partners.

ASGER HØEG, Director, Experimentarium, Hellerup, Denmark

**Fundraising or how to find the perfect match.** A company act as a sponsor to brand itself through your brand. It can be a challenge to find the balance. Often, a donator is a foundation with the purpose to help the common good. A fundraiser must seek the perfect match between your organization's purpose and the purpose of the foundation. The strongest fundraisers are the churches (secure life in the hereafter), the hospitals (secure life on this side of the grave), the Universities (secure mankind's superiority to other animals), the art (give life meaning) and educational activities (here science centers must find there niche).

13.45-15.15

PURPLE ROOM

### FREELANCE AND VOLUNTEER CONTRIBUTIONS TO SCIENCE CENTRE DEVELOPMENT



CONVENOR

COLIN JOHNSON, Freelance consultant, Cardiff, UK

Volunteer contributions to science centre activities are more important than ever. The worldwide economic crisis has led to funding cuts in areas related to culture and scientific research. As a result, many special activities or programmes are developed by retired teachers, students, or people coming from volunteer associations. The aim of this panel session is to stimulate dialogue among volunteers in science centres and museums.

### PRESENTERS

LAURA FRANCHINI, Teacher, Amici di Città della Scienza, Naples, Italy

"Friends of Città della Scienza" is a group composed of teachers, managers, scientists and psychologists. These people, who come from different educational backgrounds, volunteer their time because they believe the science communication carried out by the Città della Scienza Science Centre is a civic duty and a cultural legacy for their region. Their objectives are to organize events, spread the Science Centre's activities to people from different social backgrounds, and cooperate with similar associations at the regional, national and international level.

IAN SIMMONS, Science Communication Director, Centre for Life, Newcastle, UK

**Making the most of volunteers in small science centres.** I set up the Inspire Science Centre in Norwich in the UK and then ran it for eight years. Inspire was a small community-based centre with few staff which relied on volunteers to reach its full potential. How does a small centre recruit, manage and encourage a group of volunteers? What are the benefits and what are the drawbacks of working with volunteers? I'll tell you what I learned through this process.

PIA MAKELLA, Senior inspirer, Volunteer Services, Heureka – The Finnish Science Centre, Vantaa, Finland

The volunteers have quite a clearly defined role at Heureka – they all work with visitors in the exhibitions. However, some of them have also taken initiatives which have led to changes in practices among paid staff. The advantages and disadvantages of the limited volunteer role are discussed and a case study about pocket demonstrations is presented.

15.15-16.00

COFFEE BREAK

16.00-17.30

BLUE ROOM

### ARE MUSEUMS FREE SPACES FOR KNOWLEDGE DEVELOPMENT?



CONVENOR

SALLY DUENSING, Museum Consultant and Visiting Professor, King's College London, London, UK

The production of contemporary scientific knowledge is changing, it is more influenced by factors and actors outside specific disciplines and more embedded in society; or, at least, many people work to engage new voices in science. Post-academic science is influenced and shaped by several entities; not only scientific but also political, military, industrial and those related to organizations and civil society. Part of the mission of contemporary science museums is to create a free environment and a context for the negotiating, involving policy makers, scientists, civil society and companies. But are museums indeed free spaces for negotiating knowledge? Are museums able to share and negotiate knowledge linked with their programs and messages by creating a shared agenda between all the different actors?

### PRESENTERS

SARA CALCAGNINI, Education Officer, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

In 2011, the International Year of Chemistry, the Museum developed a new permanent exhibition about Industry of Basic Chemicals in collaboration with the National Association of Basic Chemicals. The negotiation of knowledge with the industries and other actors, the realization of the exhibition will be presented. It has been an interesting, contemporary and challenging collaboration!

**OLLE NORDBERG**, Director, Teknikens Hus, Lulea, Sweden

Teknikens Hus is planning an expansion and development of the exhibition about mining and minerals' technology. This will be done in close co-operation with the big Swedish mining company LKAB. They have been partners in Teknikens Hus from the start. The expansion will include a wider perspective on the collaboration where the company can use the science centre as an arena for communicating their research and also the consequences of moving whole cities as the mines expand. The collaboration with the company will be presented and the objectivity issues involved discussed.

**GIUSEPPE PELLEGRINI**, Professor of Methodology of social research at the University of Padova, Italy

Global warming is becoming more prominent on the world stage. This session will present the activities of Accent, a project promoted by 15 European science centres, which stimulated public learning and discussion about climate change.

16.00-17.30

GREY ROOM

### WE-CREATE: POWER AND FREEDOM IN COLLECTIVE CREATIVITY



CONVENOR

**ALESSANDRA DRIOLI**, Art and Science activities Coordinator, Fondazione IDIS – Città della Scienza, Naples, Italy

Cultures of innovation and creativity call for their citizens to participate, collaborate, network, and experiment. The debate about freedom and collective creativity is controversial and touches many cultural and social issues. In what way is this debate reflected in the science centre? Recently, science centres and museums have begun to experiment with new ways to use the creativity in the dissemination of scientific content. This session invites you to share your model for a "science centre as incubator for a culture of collective creativity and innovation". The format will be a facilitated round table session. An artistic experiment will be offered by the theatre company Le Nuvole.

PRESENTERS

**MIKKO MYLLYKOSKI**, Experience Director, Heureka – The Finnish Science Centre, Vantaa, Finland

**From visitors to learning communities.** We will share our experiences about bringing elements of collective creativity into science center exhibitions and beyond. "On the Move" and "City Atelier" are projects that provide skills and opportunities for secondary school students to participate in urban planning so as to share their knowledge and vision for their neighborhood. We hope to find partners who will add an international level to the community collaboration so that it could take place almost anywhere.

**ENZO MUSICÒ**, Stage director, actor, trainer, Le Nuvole Società Cooperativa, Naples, Italy

**Writing, performing, sharing!** Co\_sienze is a dramaturgical writing contest aimed at stimulating the science centre audience in writing short science-teatre pieces. Each year a winner script is designated by a panel composed by artists and scientists. The prize is the production of the show with professional actors and director and the publication of the script.

**MAARTEN OKKERSEN**, Head of Design & Productions, Museon, The Hague, Netherlands

Roots2Share is an ambitious and innovative project initiated by two Dutch and two Greenlandic museums. "Digital heritage repatriation" is the key term in this international cooperation project which will require the active participation of people both in Greenland and The Netherlands. Main element of the Roots2Share project is a unique website where people can place archive photographs in context, enriching them with personal facts or experiences. This website is intended to give the public, museums and source communities a host of opportunities for discovery, discussion and mutual learning.

16.00-17.30

RED ROOM

### SOCIAL NETWORKS: OPENING DIALOGUE BETWEEN PEOPLE AND SCIENCE



CONVENOR

**MARJELLE VAN HOORN**, Manager, VSC, Amsterdam, Netherlands

Different approaches to social networking are possible because it is a continuously evolving medium. But what seems to be of primary interest is stimulating dialogue. Compared to the official character of a press office, social networks allow informal discussion, giving communication an uncommon freedom. The Web 2.0 audience demands quick responses, but quick should not mean inaccurate. Finding the balance between practical requirements and the potential of social networking is a challenge. The Internet creates a new kind of science centre or museum visitor by making it possible for people to absorb content without being physically present at the venue.

PRESENTERS

**ELISABETTA CURZEL**, Scientific Journalist and Web 2.0 Coordinator, Museo Tridentino di Scienze Naturali, Trento, Italy

**Cuddled and fostered: How to turn a common web citizen into a scientifically involved fan.** Through its Facebook page, the Museo tridentino di scienze naturali tries to engage as many fans as possible. Engage, not convince; we don't have true messages to deliver, but instead want to make users aware that science matters. We rarely post our museum's offerings; instead, we ask our fans to think about news and ideas coming from all over the world. In its social media dimension, our museum does not necessarily aim to attract more visitors, but at being an arena for discussion about where to find answers about science.

MAUD DAHLEM, Multimedia Designer/Scientific Mediator,  
Museum de Toulouse, Toulouse, France

**When the museum visitors and the museum professional communities meet around shared interests.** The Museum de Toulouse wants to be a place where visitors can be active. The online component of our museum has adopted this outlook, since its reopening four years ago, and uses social media to engage with its visitors. The online museum is a museum space in its own right. Online mediation and content are articulated around several platforms. After three years of trials with this new approach, the museum has thoughts to share on what it takes to operate successfully online.

GEMMA REDOLAD, Head of Communication Department, Museu de Ciències Naturals de Barcelona, Barcelona, Spain  
CRISTINA SERRADELL SOBERANAS, Community manager social media and website, Museu de Ciències Naturals de Barcelona, Barcelona, Spain

**From monologue to dialogue: Social museums and science 2.0.** Communication networks and social media change and evolve continuously. Museums need to make a greater effort to keep pace with these changes. With different tools, we aim to offer users new channels for dialogue and joint creation. Above all, our aim is that our followers and friends on social media become users and visitors of the museum.

16.00-17.30

BLACK ROOM

### EXTREME FREEDOM OF CHOICE: HOW DO WE BUILD PLANETARIUMS IN A NEW TECHNOLOGICAL ERA?



CONVENOR

MARC MOUTIN, Exhibitions and Programmes Director, Cite de l'espace, Toulouse, France

Creating a new or reinventing an old planetarium was never as easy as it is today. With 4k, 8k and 3D stereo full dome displays we can easily play it safe just choosing appropriate shows and displaying them within the dome. But is it enough to create a really unique theatre? How do we meet and perhaps exceed the public's expectations? Should a dome be a purely educational venue, a place of art or just a spherical cinema? How do we focus on content and avoid becoming overwhelmed by huge technological possibilities? Discover the newest ways to make a Planetarium a living venue of science and culture and share your own vision of a modern Planetarium.

PRESENTERS

THOMASKRAUPE, Director, Hamburg Planetarium, Hamburg, Germany

**Immerse and Inspire!** Digital Planetariums en route toward a Cosmic Perspective. Modern Planetariums are not just windows into the starry sky – they are immersive and interactive simulators of the cosmos. As an example for that, Planetarium Hamburg is also turning around and looking back at our home planet Earth! It offers new perspectives and connects the universe with us and the conditions for life and cultural evolution on earth in many ways – from science to the arts. The presentation will also look at recent innovations and trends in the field of planetariums and reveal how such immersive theaters can be a unique asset for modern science center

16.00-17.30

GREEN ROOM

### TRAVELLING EXHIBITIONS NOW ON EXTRA – PART 1



CONVENOR

MARZIA MAZZONETTO, Projects Officer, Ecsite, Brussels, Belgium

Looking to rent or buy traveling exhibitions? This year, we take another look at current and upcoming travelling science exhibitions across Europe. This rapid-fire session will give you a glimpse of the huge range of exhibitions on offer, leaving it up to you to make contacts and find out more. Dossiers on all these exhibitions are available on Extra, Europe's online database for travelling science exhibitions, which is hosted and maintained by Ecsite at [www.extrascience.eu](http://www.extrascience.eu).

PRESENTERS

GRETCHEN BAKER, Temporary and Travelling Exhibitions, The Field Museum, Chicago, USA

**Biomechanics: How life is built.** Fish that can extend their jaws outside their bodies? Spider webs stronger than steel? Discover the marvels of natural engineering – and see how we can apply the innovations of evolution. In this new traveling exhibition, see examples of fascinating creatures from the plant and animal worlds – whether it's an elephant whose 40,000+ trunk muscles enhance its precision and strength or a palm tree whose flexible trunk enables it to survive hurricane-force winds.

SEPPO STARK, Export Manager, Heureka Overseas Productions Ltd, Vantaa, Finland

**Huge creatures are invading Europe.** Heureka's outdoor park has transformed into a land of dinosaurs. Amazing dinosaurs invaded Science Park Galilei, the outdoor exhibition area of

WERONIKA ŚLIWA, Head of the Planetarium Department,  
Copernicus Science Centre, Warsaw, Poland

**Extreme freedom of choice.** Even given a reasonably scaled financing starting a planetarium project we are faced with a number of open questions. The basic one is – what should be the role of a planetarium? What are the target groups we really want to attract? Shall we concentrate on the science education, or put more emphasis on the entertainment aspect? Our goal is a planetarium as a multipurpose project – a science, art and entertainment center, "The Heavens for Everybody".

MILÈNE WENDLING, Head, Planetarium of Strasbourg, Strasbourg, France

ANNE-CATHERINE HAUGLUSTAINE-ROBERT, Head of Coordination, Jardin des Sciences, University of Strasbourg, Strasbourg, France

**A new planetarium at the University of Strasbourg : how to be part of a new scientific complex?** The Planetarium of the University of Strasbourg will be 30 years old in 2012. The University of Strasbourg and its CST entity, the Jardin des Sciences, are developing a new building to communicate about culture, science and society. In 2015, the "Pavillon of Arts and Sciences" will open on the historical campus with an exhibition hall and a new planetarium. Creating a new planetarium, using new technologies as part of a new scientific complex in the heart of the university and the city, offers us many ways to speak about science and its relationship to the society.

Heureka in spring 2011. You will be captivated by the tremendous life-size robotic dinosaurs from Mexico. Come and feel what it's like to walk among the most awesome creatures in the world.

This exhibition is created and produced by Mr. Rafael Estevez. The dinosaurs will be available for tour in autumn 2011.

**KAREY RAWITSCHER**, Founder/Director, Hrá2Objevovat, Ceske Budejovice, Czech Republic

**Mega Greek.** Mega Greek is an interactive exhibition which enables children ages five to 12 discover that much of how we understand the world is rooted in ancient Greece – in our scientific thought and technology, our democratic decision-making and aesthetic ideas. The exhibition requires 400-500m<sup>2</sup> and a ceiling height of 4m. The exhibition will be rented as it is for a very reasonable fee that will be negotiated based on the size of the institution.

**JULIA MARIA SCHROPP**, Scientific Associate, SK-Stiftung CSC – Cologne Science Center, Köln, Germany

**"How much is the world? The ecological footprint" – The first interactive travelling exhibition by Odysseum Cologne.** We eat, wear clothes and produce thousands of things that define our lives. For a long time nature seemed to be an unlimited resource. But is this really true? The exhibition explains how the ecological footprint makes our consumption measurable: which renewable resources are available every year? And what are we doing with it? But most importantly, what can different actors do to use natural resources in a more thoughtful way?

**VESA LEPISTÖ**, Exhibition Producer, Heureka – The Finnish Science Centre, Vantaa, Finland

**Exhibition 20X0 – Journey into the Future.** The Western world is living in an unsustainable way. We are using too many non-renewable resources, we produce too many emissions and we are not committed to equal opportunities for all people in the world. This is the century to change direction.

Exhibition 20X0, Journey into The Future will detail the 21st century and the growing pressure to develop sustainable ways of living. The exhibition will address the global changes of the current century – demographics, globalization, depleting natural resources, climate change and rapid technological development.

**LAVINIA DEL LONGO**, Head of Development, Museo Tridentino di Scienze Naturali, Trento, Italy

**"Playing with Einstein" and "Space".** MTSN presents two small hands-on exhibitions: "Playing with Einstein" – about physics (from classical physics to Einstein's discoveries and theories) and "Space" – an astronomical tour of life in the universe. With a total surface of 250 m<sup>2</sup> each, they are suitable for centres with many small rooms as well as exhibition halls.

**ELINOR VERNHES**, Producer, CASTOR & SWAN, Paris, France

**A Journey through Animal Eyes.** This exhibit offers sensory immersion into the world of animals. Visitors are invited to follow an interactive path leading to a couple of large inflatable bubbles (6m diameter/ 3m height), each sheltering a specific type of natural habitat in combination with a 180° film projection. In this environment, the visitors will discover the ecosystem through the eyes of bees, butterflies, weasels, falcons, and more, thanks to the exclusive technology ANIMAL COLOR, developed in collaboration with neuroscientists. This exhibit is co-produced by universcience.

**HOLLY HASTED**, Exhibition Evaluation, FRida & freD – The Graz Children's Museum, Graz, Austria

**Show me the Money!** An interactive exhibition about money for children ages eight and up. This exhibition functions as a large game. Children receive an electronic bank card to a personal account. As they visit exhibits, children can playfully engage in important financial processes. They carry out various jobs to earn money, spend money on goods and save money.

They learn quickly, however, that wealth alone is not sufficient to fulfil their dreams as the important things in life such as friendship, good health and happiness cannot be bought.

**MARIE-SOPHIE MUGICA**, Head of International Department, universcience, Paris, France

**„Did you say Chemistry?“ and „Archaeology: from dig to labs“.** Universcience develops new temporary and travelling exhibitions each year in partnership with institutions worldwide. On the occasion of the international year, "Did you say Chemistry?" will take you from the basics up to the new challenges for a cleaner, more efficient and innovative chemistry. "Archaeology: from dig to labs" reveals the scientific approach of archaeological discoveries, in an effort to rebuild knowledge through hands-on exhibits and workshops with explainers.

**JACQUES-ANDRÉ DUPONT**, Executive Producer, X3 Productions, Montréal, Canada

**"Indiana Jones and the adventure of Archaeology" and "Star Wars Identities".** "Indiana Jones and the adventure of Archaeology" is an innovative exhibition that immerses visitors in the science of field archaeology. The exhibition connects the world of Indiana Jones to truthful scenarios – the search for treasure, the discovery of artifacts, or their analysis and interpretation. "Star Wars Identities" is an interactive exhibition introducing the disciplines of psychology and genetics by using the universe of Star Wars and its characters as a bridge to reveal these concepts.

**IGNACIO RODRIGUEZ**, Artist, Mexico City, Mexico

**PLAY, "The collective experience".** PLAY is a 350m<sup>2</sup> – 500m<sup>2</sup> experience about social interaction created by artist Nacho Rodriguez Bach. Six parlour games such as football and billiards are metaphors for the six universal principles presented. The games are built "larger than life" to interact individually or in groups. Music, sound, murals and bilingual texts complete the

experience. Science references ground the experience in science. PLAY is currently touring the U.S. but will be available in Europe as of March 2012.

**CHRISTINE HORNTRICH**, Tour Manager, Museumspartner GmbH, Innsbruck, Austria

**"We call them Vikings" and "Ötzi – The Iceman".** "We call them Vikings": In collaboration with the Statens Historiska Museum in Stockholm we present this fascinating exhibition which challenges our perceptions of the Viking Age. The exhibition is based on unique artifacts – many of which have never been shown outside Scandinavia. "Ötzi – The Iceman": The exhibition about the 5.300-year-old mummy includes all information about the life and death of Ötzi and the newest scientific discoveries in collaboration with the South Tyrol Museum of Archaeology.

**OLIVIER RETOUT**, Head of project, Conseil Général de Dordogne, Périgueux Cedex, France

**Lascaux, the international Arts & Science exhibition.** This exhibit tackles the mystery of a multiple and subjective reality by demonstrating how art arose in the Paleolithic era and by exposing the most important reproductions and scientific results produced since 1940.

**ANNA MARIA HARTKOPF**, External Assistant, Mathematisches Forschungsinstitut Oberwolfach, Oberwolfach, Germany

**IMAGINARY – Through the eyes of Mathematics.** IMAGINARY is an interactive math exhibition travelling through Europe since the German year of Mathematics, 2008. It will make a stop in Krakow and Warsaw in May 2011. The heart of the exhibition is the interactive program "Surfer" which visualizes algebraic surfaces in a beautiful and participatory way. The exhibition straddles the line dividing art and mathematics. Several other interactive stations dealing with computer graphics and symmetries add to the IMAGINARY experience.

16.00-17.30

ORANGE ROOM

**VENTURING OUTDOORS WITH SCIENCE  
COMMUNICATION****CONVENOR****LEONARDO ALFONSI**, Director, Perugia Science Festival, Perugia, Italy

Do not lock your ideas inside a science centre or museum building – there are crowds out there awaiting your workshops, science shows, or just your time spent answering questions. But what does it take to organize a successful outdoor event for large numbers of participants? What are the do's and don'ts to make it educational, engaging and fun while keeping it safe and within budget? Organizers of outdoor events will share their experiences with you during this session.

**PRESENTERS****MIHA KOS**, Director, House of Experiments, Ljubljana, Slovenia

**Where even the sky is no limit.** There are institutions that run only outdoors Science events and some that prefer being inside. If the wall in your Science Centre is your limit (and in most cases it is) let's go outside. There are many innovative approaches for communicating Science and promotion of Learning one can try, adopt and adapt. In order to encourage more people to organise such events and of course also to enhance and improve next year's content of our Sciencetival (organised by the local Science Centre) I would like to communicate the ideas with all the participants of the session.

**ROBERT FIRMHOFER**, Director, Copernicus Science Centre, Warsaw, Poland

Do not lock your ideas inside a science centre or museum building – there are crowds out there awaiting your workshops, science shows, or just your time spent answering questions. But what does it take to organize a successful outdoor event for large numbers of participants? What are the do's and don'ts to make it educational, engaging and fun while keeping it safe and within budget? Organizers of outdoor events will share their experiences with you during this session.

16.00-17.30

PURPLE ROOM

**MOBILIZING FOR SOCIAL ACTION:  
HOW FAR CAN WE, OR SHOULD WE, GO?****CONVENOR****SHARON AMENT**, Director Public Engagement, Natural History Museum, London, UK

When raising important social issues in science centres and museums there is often a question about how far we can or should go in presenting an issue, stating an opinion and asking visitors to take an active role. This approach is viewed by some as counter-productive and contrary to the objective of allowing the visitor the freedom to make up their own minds. This panel session, based on different case studies related to environmental or public health issues, will discuss various methods used to advance nature-related arguments. This session is part of Ecsite's Nature Group program.

**PRESENTERS****CAMILLE PISANI**, General Director, Royal Belgian Institute of Natural Sciences, Brussels, Belgium**Biodiv... what? Trials and failures in nature campaigns.**

The necessity to protect nature has been demonstrated by science, but society doesn't seem to want to take action. Our reason has to fight against our DNA, as humans have been destroying nature for their survival since existence. Digging deep into the historical roots of our behaviour challenges science centers and museums. What can we learn from this 'retro museology' ?

**LESLIE DICKIE**, Executive Director, EAZA the European Zoo's network, Amsterdam, Netherlands

**The complexities of campaigning within a zoo context.** Progressive zoos have substantially altered the fields in which they operate in the past forty years, with a significant increase in biodiversity conservation activities alongside their more traditional cultural and social roles. Conservation is a highly political occupation. Underlying this activity, modern zoos are based on the principles of sound science. Science is, in essence, combative and doesn't make progress without taking a 'position'. EAZA advocates specific positions – this presentation will describe how this is implemented as well as the benefits and potential pitfalls this entails.

**CAROL PAUZÉ**, Director, Exhibitions, Centre des sciences de Montréal, Montréal, Canada**Sexually Transmitted Diseases: Should we always scare people?**

How far can a science center go when talking about sexuality with adolescents? The question arose repeatedly during the development of "Sex: the exhibition that says it all!" presented at the Montreal Science Centre. This subject is very important for teens in light of the bombardment of social messages of a sexual nature as well as the choices and risks associated with sexuality. Our exhibition portrays a positive image of sexuality where no topic is taboo rather than using the frightening images normally associated with public health campaigns. Young people have been very receptive to our approach.

20.00-23.00

**GALA DINNER**

Join us at the Kubicki Arcades in Warsaw's Royal Castle. Not only will you have the chance to appreciate a unique venue but you will also be able to try fine Polish cuisine prepared in accordance with slow food principles.

09.00-10.00

## KEYNOTE SPEECH



**MICHAEL JONES**, Chief Technology Advocate, Google

Michael Jones will be introduced by Piotr Kossobudzki.

**The Billionth Visitor.** More than one billion people search for answers, write to each other, or chat with their friends every day using the Internet. Even when

museums are the best answer to the search query, have collections better than any photograph or video, and have the world's experts on staff, they are largely absent from this dialogue. You can search Google but not the Copernicus Museum and you can chat with friends but not the curator of Monaco's Musée Océanographique. Michael is busy changing this and will share Google's activities with the audience.

10.00-11.15

BLUE ROOM

## LEARNING AND THE VISITOR: TWO PERSPECTIVES



## CONVENOR

**ANTONIO GOMES DA COSTA**, PLACES Coordinator, Ecsite, Brussels, Belgium

What experiences do visitors seek in museums and science centres? What experiences do museums and science centres encourage? This session is organized by Ecsite's THE Group and focuses on visitors by looking into their experience from the perspectives of researcher and explainer. The two perspectives will present their viewpoints and encourage discussion about the visitors' role in engagement and learning. The aim will be to open dialogue about research in principle versus how research is presented in practice. We will also question whether there is a dichotomy between researchers and practitioners – an area which often leads to rigid perceptions about responsibilities and competences.

## PRESENTERS

**BRONWYN BEVAN**, Director, Centre for Informal Learning and Schools, Exploratorium, San Francisco, USA

The results of a three-year study of informal science programs offered to children in museum and afterschool settings will be presented. This study, which was a practitioner-based collaboration of education staff from 14 different organizations from across the US, resulted in a set of design principles underpinning high quality programs. The design principles are effectively choices made by educators that lead to the emergence of features of the learning environment valued by the educators: namely engagement, intentionality, innovation, and solidarity.

10.00-11.15

GREY ROOM

## HANDS-ON BIOLOGY



## CONVENOR

**MARTA FIKUS-KRYŃSKA**, Deputy Head of Education and Science Communication Department, Copernicus Science Centre, Warsaw, Poland

Hands-on workshops are dominated by physics, chemistry and engineering experiments. What about biology? Are biologists closed in bio-labs, limited by a need for special equipment? We would like to show the best of short biology experiments which can be used outside labs – in classrooms, science fairs and at home. Join this interactive workshop to find what is happening in the areas of nature and the human body. Come and find out how exciting biology can be.

## PRESENTERS

**AGNIESZKA KLOCH**, Project Coordinator, Copernicus Science Centre, Warsaw, Poland

The Copernicus Science Centre is opening a biological laboratory in 2011. With simple experiments on biology, representing different fields as environmental biology, genetics and biochemistry, it will familiarize people with the techniques and equipment used in modern research we have also organized several workshops for teachers from Georgia and Tajikistan offering very simple and cheap experiments. I will present some of our "greatest hits" from our bag of biological tricks!

**MARIE HOBSON**, Senior Audience Researcher, Science Museum, London, UK

**Learning experiences at the Launch Pad.** This talk will focus on two pieces of audience research on Launch Pad, the Science Museum's largest interactive gallery. The first is a case study of the use of Audience Research from the start of a project covering early concept testing, through prototyping to summative research and lessons learnt. The second piece of research, completed last year, asked whether Launch Pad delivers a Life-Enhancing Experience to visitors. Defined as a learning experience that is inspiring, engaging and motivating, delivering an LEE is a primary objective of the Museum, but what are its characteristics and are visitors getting it?

**KAMIL FADEL**, head of the physics department, universcience, Paris, France

**PAULA ROBALO**, Explainers Coordinator, Pavilion of Knowledge, Lisbon, Portugal

**LUKA VIDIC**, activities editor, House of Experiments, Ljubljana, Slovenia

A panel of professionals will start the debate discussing the previous interventions based on their experience of interaction with visitors in the science centre or museum floor. The objective is to stimulate discussion on the learning experience on the basis of concrete personal experiences, confronted with those emerging from research.

**CLAUDIA MUTH**, CEO Assistant, Turm der Sinne, Nurnberg, Germany  
**SUSANNE WOOD**, Museum Manager, Turm der Sinne, Nurnberg, Germany

The "Tower of the Senses" offers an exciting selection of objects and experiments related to human perception which in turn lead to questions about the reliability of our perceptual system. Using ears, eyes, tongue, nose, and skin, we are permanently absorbing stimuli in our environment. Expectations, knowledge, context and attention constantly influence perception which enables us to react quickly in potentially dangerous situations or ones that could provide opportunities. In the workshop we will show you how to demonstrate the functions of sensory perception- our most basic biological faculty – using simple supplies or even none at all.

**SARAH ROBINSON**, Education Manager, Centre for Life, Newcastle, UK

The Centre for Life has a suite of 3 teaching laboratories. Our laboratories and other educational facilities are used for teaching science to visitors of all ages. We have an extensive schools programme with 70 different workshops on all areas of science. Here we will demonstrate some simple biology activities. The Centre for Life has a suite of 3 teaching laboratories. Our laboratories and other educational facilities are used for teaching science to visitors of all ages. We have an extensive schools programme with 70 different workshops on all areas of science. Here we will demonstrate some simple biology activities.

**SABINE GERBER**, Head of Natural Sciences Department, Deutsches Museum, Munich, Germany

For many visitors, biological topics such as genetic engineering and molecular biology are interesting but difficult to understand. Museums can use a broad variety of didactic approaches to deal with biological topics. In exhibitions, which mostly display technical objects, specimens can captivate attention and open people's eyes. In other cases, magnified models can illustrate biological objects much too small to be seen with the human eye. Equipment can be used to give the visitors an idea what a laboratory looks like and how scientists work.

**GERD HOMBRECHER**, Project Coordinator, WissenschaftsScheune, Cologne, Germany

The WissenschaftsScheune (WiS) is run by the Max-Planck-Institute for plant breeding in Cologne, Germany. Our visitors – from small children to adults – can conduct experiments and activities in a barn and in a show garden with more than 100 crop plant species. You will make interesting discoveries in various fields of basic research and the application of plant sciences.

10.00-11.15

RED ROOM

### DEVELOPING EXHIBITS IN PARTNERSHIP: HOW TO MANAGE SUCCESSFUL COLLABORATIONS



CONVENOR

**MAURIZIO TELI**, Curator, Museo Tridentino di Scienze Naturali, Trento, Italy

Through an interactive, participatory session we will explore the challenges, risks and benefits of developing exhibits and exhibitions in partnership. Working in partnership can help museums and science centres achieve unique, creative results that would not otherwise have been possible. But partnerships can also be demanding, time-consuming, and bring up cross-cultural challenges. We will highlight some of the major challenges of working in partnership, as well as the potentials for success using examples from three case studies that involve different types of partnerships across different scales. Following the presentations, these issues will be explored further in small group discussions with session participants.

### PRESENTERS

**DIANA ALDEROQUI PINUS**, Curator of Visitors, Bloomfield Science Museum, Jerusalem, Israel

**The M.I.C. project – networking around ideal cities.** The M.I.C. (My Ideal City) project aims to support the networking around the development of a coordinated exhibition in different museums that use "virtual worlds" to make citizens aware of urban

planning choices. Four museums have been involved in the project – each of them building a model for the four ideal cities: Museo Tridentino di Scienze Naturali (Italy), Experimentarium, Bloomfield Science Museum Jerusalem, Pavilion of Knowledge – Ciência Viva and the University of Venice (Italy). We will underline the cultural and organizational aspects of this diverse collaboration.

**SARA HOSSEIN**, Project Manager, Science Center Network, Vienna, Austria

**"Grenzgenial": Managing partnerships across national networks.** The Austrian Science Center Network launched a large project about borders, boundaries and limits, translated into the single German word "Grenzen", in which more than 30 national partners work together to develop and offer exhibits and activities. The project is structured in a modular and open way where in real and virtual elements and activities are connected using a bank-card like tool. This structure offers a lot of freedom to our network partners who can join in the project at any time. I will present the project with a special focus on fostering partnerships which is a necessity for creating such a multifaceted project.

**DOMINIQUE DRIVER**, Event Organizer, Science Museum, London, UK

**Trash Fashion: working with scientists and fashion designers to create exhibits.** The Science Museum's temporary exhibition "Trash Fashion... designing out waste" was developed with a range of fashion designers and scientists over a six-month period. It features exhibits across a range of mediums, including video, objects and interactive elements. We will explore the challenges and many benefits of working with individuals and teams from very diverse backgrounds, perspectives, aspirations and expectations.

10.00-11.15

BLACK ROOM

**ACADEMIC FREEDOM AND SCIENCE MUSEUMS****CONVENOR**

**MAYA HALEVY**, Director, Bloomfield Science Museum Jerusalem, Jerusalem, Israel

Science museums have become an important and increasingly visible element in the public effort to promote science education and science literacy in modern society. Science museums produce exhibitions and educational programs on a wide variety of topics of current interest in science and technology. Many of them relate to ideologically controversial issues (genetic engineering, cloning, evolution, climate change, among others). In this context, the session will focus on the degrees of freedom and limitations curators and museum staff experience when dealing with such issues.

**PRESENTERS:**

**HANOCH GUTFREUND**, Chairman of the scientific committee, The Bloomfield Science Museum Jerusalem, Hebrew University, Jerusalem, Israel

**The Notion of Academic Freedom in the Context of Science Museums.** Academic freedom among academic institutions and of their faculties has been the cornerstone of university research and teaching over centuries. The importance of this principle is especially relevant today, as many issues at the frontiers of academics have ideological and even political implications. It is also appropriate to discuss this principle in the context of science museums, which have become major channels of bringing the results and controversial aspects of modern science with the general public.

**ŁUKASZ TURSKI**, Chairman of the Programme Council, Copernicus Science Centre, Warsaw, Poland

**Teaching science and democracy.** Thomas Jefferson said: "Educate and inform the whole mass of the people... They are the only sure reliance for the preservation of our liberty." Academic freedom is a prerequisite for education. This rule also applies to science centers and/or museums. This must be maintained nowadays amid various social, political and financial difficulties. But how?

**ALEX BURCH**, Project leader, Science Museum, London, UK

Science Museum, London, opened atmosphere, a permanent exhibition exploring the science of our changing climate, in 2010. This rapidly changing area of contemporary science can be complex and confusing. In attempting to create the gallery experience, the museum had to find ways to deliver highly accurate content that was accessible to the non-specialist and engaging to an audience with a broad range of knowledge and viewpoints.

10.15-13:30

GREEN ROOM

**ECSITE ANNUAL GENERAL MEETING**

The Ecsite Annual General Meeting is open to all conference delegates. During the meeting, Ecsite Full Members will modify its statutes, vote to elect the board and President of Ecsite for 2011-2012, vote the budget 2012 and a report will be presented on Ecsite's activities in 2010-2011.

10.00-11.15

ORANGE ROOM

**SIMPLE MARKETING AND PROMOTIONAL ACTIONS THAT CAN SAVE THE DAY****CONVENOR**

**STEVEN VOLS**, Coordination Manager, Technopolis®, the Flemish Science Center, Mechelen, Belgium

Sometimes simple and cheap marketing or promotional actions generate a lot of response while expensive actions fail. Why? In times of economic crisis it is important to spend money on these tools that are efficient and that generate a return in terms of sales or visitors. What works, what doesn't and why? Different examples of successful and not-so-successful actions with different objectives will be presented. This session will offer low-cost creative ideas to generate more memberships, possible joint actions with other tourist attractions, coupons and inventive price offering schemes, and suggestions to attract more visitors during off-peak periods.

**PRESENTERS**

**JAN WILLEM OVERDIJK**, Deputy Director, Science center NEMO, Amsterdam, Netherlands

**Leap year, Saint Nicolas and the Guinness Book of World Records: Three activities that fascinated press and public.**

I offer a concise presentation about a horse on the roof of science center NEMO in Amsterdam, the biggest chemistry lesson in the world and a promotional activity that can only be successful once every four years. How little money and good ideas help boost the number of visitors and cultivate a great image.

CARINA HALVORD, Vice VD/Deputy Managing Director, Universeum AB, Gothenburg, Sweden

**Magical campaign with Magic Bubble Show.** Soap bubbles are so pure and simple; it's only natural that kids, physicists and mathematicians are their biggest fans. This is how we made an exciting and bubbling campaign to fill a science center with visitors.

THOMAS PUY-BRILL, General Manager, Odysseum, Cologne, Germany

**Odysseum Rap Battle.** How can you get teenagers over the age of 14 involved in science centers and get high media attention in print, TV and the web? Odysseum Cologne started an event called the "Odysseum Rap Battle" in 2009. In their own social media groups, students in the ages eight to 16 were asked to produce a rap that was connected to the topics of the Odysseum.

LISE KINCH, Director of sales and marketing, Experimentarium, Hellerup, Denmark

**Something old, something new.** Every marketing plan at Experimentarium is based on the same strategy and the marriage of well-tested marketing actions (posters, brochures, etc) and new tools. The marketing of the exhibition Body Worlds will follow our usual plan of action, but this time we will change the timing of the marketing effort. We will also test various digital and social media (Facebook, mobile phone applications) and monitor the results of the campaign. The presentation will include the results and experiences of the Body Worlds campaign.

10.00-11.15

PURPLE ROOM

### YOUNG PEOPLE ONLY: a new challenge for exhibitions



CONVENOR

HEIKE BLANKENHORN, Corporate Communications, Exhibitions Agency in Science and Research, Berlin, Germany

Young people need the freedom to discover themselves and their world. With this in mind, what concept, form and design should exhibitions and exhibits have? Surely the methods and possibilities of obtaining information, gaining new insights and experience, should be as open as possible, offer different choices and inspire further thought. But what topics really interest young people? Not only what, but how do young people want to discover, recognize, experience and learn? How can they be kept fascinated and interested for the duration of an exhibition visit? Citing specific cases, the session presents the diverse approaches and outlines opportunities, as well as risks, in work aimed at the 17- to 25-year-old target group.

PRESENTERS

ANNA SCHAEFERS, Concept and Text / Exhibitions, Exhibition Design in Science and Research, Archimedes, Berlin, Germany

**Establishing young adults in society: Different approaches in exhibits.** What is my place in the society today and in the future? What factors influence my life and success? These questions are pertinent to young adults and can be addressed in exhibitions. The presentation will look at different approaches to creating interactive exhibits in social studies subjects, drawing from the "Re: generation" experience at the Copernicus Science Centre.

DIANA ISSIDORIDES, Senior Scientist & Senior Exhibition Developer, Science center NEMO, Amsterdam, Netherlands

**Turning on teenagers: challenges and insights.** Developing an interactive exhibition for and about the elusive teen demographic is a challenge. This presentation talks about the challenges and insights gained from creating "Teen Facts", NEMO's interactive exhibition on the science of adolescence. It presents tips and tricks on how to engage teens, with a special focus on exhibiting sensitive and controversial topics such as sexuality and sexual orientation.

MATTHIAS KROHN, Professor Digital Media, Department of Design, University of Applied Sciences, Potsdam, FH Potsdam, Germany

**Triple AAA: Attractive – Aware – Ambient. Requirements for linking games with social media.** Older people agree that it's hard to understand young people. Facebook, Twitter & co. have changed the way people communicate and learn- especially young adults. How can we excite them? To start an honest and sustainable dialogue with young people, we suggest three components: attract them with suspense, emotion and design focused on the user experience; train their special awareness for the main topics, and integrate their new behaviour into ambient social media.

SAMUELA CALIARI, Head of Public Programmes, Museo Tridentino di Scienze Naturali, Trento, Italy

**How to attract youngsters to a museum: the experience of MTSN in Trento, Italy.** The Museo Tridentino has organised a number of special programmes aimed at 17 to 25-year-olds. From game evenings to silent disco events and theatre shows, the centre is managing to engage youth. Samuela Caliarì will present some good and bad examples of how to stimulate group discussion.

11.15-12.00

COFFEE BREAK

12.00-13.15

BLUE ROOM

### LOOKING AT LEARNING THROUGH DIFFERENT EYES – OR ARE THEY DIFFERENT?



CONVENOR

CLAUDIA GARZON, Director of Exhibition Design, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

Learning is at the heart of a museum or science centre's mission and represents a specific and well-defined professional and research field. Learning also links to the work of many other museum and science centre professionals: curators, exhibition designers and fundraisers, to name a few. This session will bring together different profiles in order to discuss: a) how do different professionals involved in the development of exhibitions, programmes or spaces perceive learning; b) what is important for each one of them, and c) what do different professionals identify as the ideal approach to nurturing meaningful experiences and meaning-making for visitors?

PRESENTERS

ANN FOLLIN, Director, National Museum of Science and Technology, Stockholm, Sweden

Ann Follin will give personal reflections on successful learning situations using some Kierkegaard and a dose of passion which is one of the most appealing characteristics when presenting information to people. The National Museum of Science and Technology in Sweden has launched a concept to invite "nerds" to present objects from the collection and talk about their areas of expertise. With a background in exhibition production in several diverse areas (contemporary art, industrial- and contemporary history, science, etc) Ann has had reason to reflect on the balance between being instructive and leaving elements for the public to discover.

**DOROTA KULAWIK**, Designer, Copernicus Science Centre, Warsaw, Poland

Dorota Kulawik will discuss, from a designer's perspective, the main goal of Copernicus Science Centre; "translating" theory through interactive exhibits. She will discuss the process of designing an exhibition at Copernicus and the importance of close cooperation between content developers, designers and engineers. Drawing from her background of developing exhibitions, she will offer a personal reflection on how designers can improve their connection between educators and visitors.

12.00-13.15

GREY ROOM

### PLANNING TOGETHER: THE BEST TEACHER TRAINING IN SCIENCE CENTRES



CONVENOR

**MARIO CAMPANINO**, Responsible for Science Education and Communication, Fondazione IDIS – Città della Scienza, Naples, Italy

Training teachers at a science centre or museum is not always easy. Teachers are one of the main protagonists in schools and the 'specialists' of teaching. In science centres and museums the protagonist is the public while we consider ourselves more experts in communication than in science. How, then, do we approach teachers and schools? How can we influence their activities and improve their ideas on what should be taught and evaluated? This session will open with short demonstrations about training teachers and will continue with a discussion about ideas and experiences from all the participants. Help us plan the best possible teacher training course to be offered at a science centre!

#### PRESENTERS

**ANNA PORRO**, Project Manager, Science Education and Communication, Fondazione IDIS – Città della Scienza, Naples, Italy

**The invisible man: Refraction laws experienced through the narration of a science fiction novel.** Griffin, the main character of the novel *The invisible man* (1897) by H.G. Wells, observes a piece of glass disappearing and a sheet of paper becoming transparent. This narrative could be the starting point for a new kind of physics lesson.

**SUZANNE KAPELARI**, Head of education at the University Botanic Garden, Leopold Franzens University, Innsbruck, Austria

**A delicate net for life.** Most people understand that small herbs transport water from their roots to the tips of their leaves. But it is far more impressive that this same process occurs in Giant Sequoia trees over a distance of over 100m. The vascular system of plants creates a network of veins composing the leaf's skeleton. Have a close look at this fascinating transport system and prepare your own delicate "net of life".

**SOFIA LUCAS**, Coordinator of the Training Centre for Teachers, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

**Science centres: Instructions for use.** Science centers are privileged places for learning. In these places teachers can get a new dimension since they can offer a unique and multisensory experience. But teachers must know how to use them! The training of teachers allows both museum professionals and teachers to explore pedagogical materials, exhibits and other resources, practice ways of engaging and discuss how to improve students' learning.

12.00-13.15

RED ROOM

### XPLORE HOW TO COMMUNICATE HEALTH RESEARCH AND SYNTHESIZE A DRUG



CONVENOR

**MIREIA BES**, Public Engagement Officer, Barcelona Science Park, Barcelona, Spain

Join this workshop to run an experiment – using real lab equipment – as if you were part of an actual research team looking for a treatment for Parkinson's disease. Science communicators will share their experiences of collaborating with scientists and doctors to develop innovative and interactive activities designed to engage people with cutting-edge biomedical research. You'll come away with insight about how to spark curiosity for health research using different approaches.

#### PRESENTERS

**ROSINA MALAGRIDA**, Head of Science Communication, Barcelona Science Park, Barcelona, Spain

**Online and hands-on channels to engage in health research.** The Barcelona Science Park hosts 2,000 scientists, some of whom participate in a wide range of engagement activities on health research, such as open labs, dialogue events, fairs, open days, etc. Now PCB is coordinating Xplore Health, an EU portal which offers video games, virtual experiments, videos, card games for debating ELSA, protocols of experiments and teacher guides. Come and hear how five museums in Europe and also schools are already working with Xplore Health!

**NORA MADDOCK**, Content Developer, Centre of the Cell, London, UK

**Connecting science to life.** Centre of the Cell is a science centre located within research laboratories dedicated connecting science to everyday life. Scientists and doctors have worked with science communicators to tell their stories of cutting-edge biomedical research in inspirational, exciting and fun ways via innovative digital exhibits, online games and outreach events. The combination of digital technologies and real-world science creates a unique educational experience.

**SUE CAVELL**, Director of Learning, At Bristol, Bristol, UK

**Open Lab!** Participate in a hands-on experiment based on the techniques used by practicing scientists in their search for new drugs. Collaborators: Marta Fikus-Kryńska, and Sarah Robinson.

**STÉPHANIE HÉNOT**, Projects Coordinator, Jardin des Sciences – Université de Strasbourg, Strasbourg, France

**Play!** Come and play with our video games and serious games and carry out a scientific project linked to current health research.

**MARZIA MAZZONETTO**, Projects Coordinator, Ecsite, Brussels, Belgium

**Decide!** Engage and build your own opinion through a dialogue with our card games.

12.00-13.15

BLACK ROOM

## DEALING WITH BROKEN EXHIBITS



CONVENOR

**MARIEKE HOHNEN**, Senior Programme Developer, Science center NEMO, Amsterdam, Netherlands

“Everything is broken!” This is a frequent complaint among visitors to science centres. But equally often, visitors think an exhibit is broken only because they didn’t understand how to use it properly. How do we prevent these two scenarios and give visitors an enjoyable experience?

## PRESENTERS

**PER VELK**, Deputy Director of Development, Experimentarium, Hellerup, Denmark

**The exhibit is not working!!** At a science center the sentence “the exhibit is not working” is a clear signal from the visitor that he/she is not satisfied. The expression typically means that either the exhibit is in fact broken or that the visitor did not use the exhibit as intended. At Experimentarium we have tested different methods to cope with both problems. Some methods have failed and some have been successful.

**PATRICIA VERHEYDEN**, Experience Director, Technopolis®, the Flemish Science Centre, Mechelen, Belgium

**Follow up of broken exhibits.** Each exhibit which is out of order is a disappointment for our visitors. Good internal communication is essential to speed up repairs. Technopolis®,

the Flemish Science Center, uses an internal website with different access levels for explainers, technicians and project managers to report broken exhibits and keep track of the status of exhibits under repair. This system was developed in-house and is still evolving.

**HILLARY SPENCER**, Assistant Director, Traveling Exhibition Operations, American Museum of Natural History, New York, USA

**Fixing broken exhibits on the road.** How do you fix broken elements on the road? How do you assess the situation when you aren’t on the floor? How do you identify local vendors to do the repairs? The strain on traveling exhibitions is huge. Determining the cause of the damage and the best resolution can be complicated due to the age of the exhibit, or its location. This conversation focuses on how to anticipate and respond to damage to traveling exhibitions.

**CLARA LIM**, Science Interactives Curator, Thinktank, Birmingham, UK

**When is a broken exhibit a broken exhibit?** What do visitors mean when they say an exhibit is broken? Is the exhibit actually not functioning or was it poorly designed so that visitors cannot figure out how to use it? A recent study using the Thinktank exhibition audit system which measures the functionality and appearance of exhibits was carried out involving both staff and visitors – did both groups identify broken exhibits the same way?

12.00-13.15

ORANGE ROOM

## COLLABORATIVE PROJECTS BUFFET



CONVENOR

**JENNIFER PALUMBO**, Senior Projects Coordinator, Ecsite, Brussels, Belgium

Are you part of a collaborative project that you would like to talk about in the Ecsite Annual Conference? Propose it for the Project Buffet, an open poster session organized by Ecsite where 15 posters from collaborative, non-profit projects, will be presented. Bring a poster of your project and put it in the dedicated space. The poster stays up throughout the conference. Presenters will be present at their poster on Friday 27 May, 12.00 and 13.15.

## PRESENTERS

**JENNIFER PALUMBO**, Senior Projects Coordinator, Ecsite, Brussels, Belgium

**NANOTOTOUCH.** The Nano to Touch project brings scientists into direct contact with the public through the creation of open science labs in six participating museums/science centres across Europe, located in Munich, Gothenburg, Milan, Tartu and Naples. The concept is based on the example of the Deutsches Museum’s Open Lab experience. The project will set up in 6 different centres a laboratory space inside the museum/centre’s exhibition area, where the scientist works before the public and answers questions from visitors. Training workshops on communication are foreseen for the researchers working in the open labs. The researchers spend 3/6 months each in the museums/science centers.

**OREST JAHR**, Director, Technical Museum of Slovenia, Ljubljana, Slovenia

**Central European Science Adventure (CESA).** Six technical museums joined in a network in order to present the technical heritage of scientists and inventors originating from Central Europe. The main activities of the project are: Science Adventure is an interactive game for children from 10-14 that explores the legacy of scientists and inventors from Central Europe. Children will test their knowledge, research and compete with their counterparts in other countries. The game is now on a tour. Online lexicon of scientists and inventors of Central Europe is a virtual scientific publication in seven languages. It includes more than 300 scientists.

**HELI-MAIJA NEVALA**, Project manager, Heureka – The Finnish Science Centre, Vantaa, Finland

**On the Move!** The idea is to bring together secondary school students and teachers, experts, public authorities and NGO's on different levels. The schools create interdisciplinary learning projects, studying the local environment from the perspectives of natural sciences, history and civics, art and health education. A social internet forum is used by students and teachers to upload and share, e.g., stories, photos and ideas. The goal is to create a flexible and safe learning community, and to narrow down the gap between the school and the every-day reality of the youth outside school.

**ANTONIO GOMES DA COSTA**, PLACES Coordinator, Ecsite, Brussels, Belgium

**PLACES.** PLACES is a four-year EU-funded project to define and develop the European City of Scientific Culture. PLACES focuses on the Europe 2020 targets: Employment, research and development, climate change and energy, education, and poverty. Science communication institutions throughout Europe will form partnerships with policymakers to draft Local Action Plans addressing problematic and controversial issues from scientific perspectives. Local Action Plans will establish concrete actions. Pilot Activities will test innovative approaches to science-based solutions in cities. It all comes together at the PLACES OPEN web platform ([www.openplaces.eu](http://www.openplaces.eu)).

**ANGELA SIMONE**, Communication officer, CIRCE Project – Zadig srl, Rome, Italy

**CIRCE.** Climate change is a top ten favourite topic in most media we come across every day. But only some aspects are usually discussed.. What if now we start considering climate change in a more complex and multifaceted way? What if we look at it as a result of social dynamics, economic issues, effects on human health and many other criteria with the help of new scientific methods? The CIRCE Integrated Project, aims to reach this objective, highlighting impacts and possible actions in the Mediterranean region. The outcomes will be used to produce a playdecide game focused on the mediterranean features .

**CAMILLA ROSSI-LINNEMANN**, Department of Education, National Museum of science and technology Leonardo da Vinci, Milan, Italy

**Pathway.** The Pathway Consortium brings together experts in the field of science education research and teachers' communities, scientists and researchers involved in pioneering scientific research, policy makers and curriculum developers to promote the effective widespread use of inquiry and problem based science teaching techniques in primary and secondary schools in Europe and beyond. The project team aims to facilitate the development of communities of practitioners of inquiry that will enable teachers to learn from each other.

**ANGELA SIMONE**, Promotion officer, formicablu srl, Bologna, Italy

**Non chiamarmi terremoto (Don't call me earthquake)** is a „docu-fiction“ (documentary-fiction) exhibit committed to informing people about seismic risks in an original way that appeals to young attitudes. The story is based on the major earthquake that took place in April 2009 in L'Aquila, Italy. The documentary includes L'Aquila citizens' experiences, focusing on the young population's point of view. The main characters are 12-year-old Marta and her schoolmates, friends and family. Through the eyes of Marta, we can see what happened in L'Aquila and how we can reduce the impact of seismic events.

**KATY NEHAMMER**, Informal Learning Manager, At Bristol, Bristol, UK

**Embedding Dialogue and Debate (EDD).** Embedding Dialogue and Debate was a UK-wide collaborative project. The aim of the project was to share skills, techniques and ideas for engaging young people, families and adults with discussion, debate and dialogue around contemporary biomedical and other science subjects. This was achieved through developing and delivering four Dialogue Academies. These academies provided training and mentoring and support on the skills, techniques and practicalities around delivering activities and events which engaged audiences in dialogue and debate about science issues. As part of the training each participant developed and delivered their own dialogue event in their own organisation.

**SHEENA LAURSEN**, Project Manager, Experimentarium, Hellerup, Denmark

**TWIST Towards Women in Science and Technology.** Research indicates that the numbers of women playing active roles in scientific research is extremely low in Europe. There is a fear that interest in science and technology is declining, but at the same time as demands for science and technology-literate graduates grows. TWIST addresses this challenge with an ambitious programme of coordinated activities to raise awareness on the role and representation of women in science and technology throughout science centres and museums in Europe. Activities include public debates, scientist speed-dating, workshops, and the creation of an interactive exhibition for each institution which aims to challenge outdated perceptions.

12.00-13.15

PURPLE ROOM

## TOOLS TO DESIGN THE FUTURE



## CONVENOR

**MATTEO MERZAGORA**, Innovations in the Communication of Science, ICS – SISSA, Trieste, Italy and TRACES, Paris, France

Science centres can be gathering places where people contribute to the design of a future society. Visitors can be asked to exercise their creativity to shape a world in which they would like to live and express views on future scenarios that science and technology are opening up. But what are the museographical tools that we are developing to achieve this goal? Different approaches are being tested: discussion games, participative animations, debates, innovative multimedia installations and complex multi-faceted projects. A series of examples will be discussed in groups. We will end the session having a clearer idea of how to transform science centres into tools for designing the future.

## PRESENTERS

**YASUSHI IKEBE**, Science Communicator, National Museum of Emerging Science and Innovation (Miraikan), Tokyo, Japan

**Engagement of the general public in discussion about future choice.** One of the most important roles of science centres is to provide a forum where people can discuss problems they are facing and try to achieve a consensus about how such problems should be handled in the future. For this purpose, we are holding a series of events called "Conference for Designing the Future." We invite scientists to these events who provide the latest information and newest perspectives, followed by a discussion with participants.

**DOMINIQUE BOTBOL**, Head of Exhibition Project Department, universcience, Paris, France

**The world in 2050: A tool to design energy and mobility scenarios.** "2050" is a collective, interactive multimedia presentation that invites visitors to make choices, by voting either "Yes" or "No", to different solutions relating to climate change, as well as their own behaviour and ways of consuming. The result corresponds to three possible scenarios: social utopia (+2°C), technological utopia (+3°C), and a "laissez faire" approach (+4°C). The scenario elected by the group represents a picture of the world in around 2050 with a commentary by a forecasting expert.

**MAURIZIO TELI**, Curator, Museo Tridentino di Scienze Naturali, Trento, Italy

**My Ideal City.** The My Ideal City project inquired how technologies could be used as a way to establish a relationship of collaboration with citizens, in particular by imagining the future of their city. The result has been a three-dimensional, immersive exhibition, representing the four cities involved (Trento, Copenhagen, Jerusalem, and Lisbon).

**MICHÈLE ANTOINE**, Head of Exhibition Department, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**How can the public's vision of the future establish research programs?** In November 2010, the Royal Belgian Institute of Natural Sciences participated in an experience involving the public called "Positive vision on Biodiversity". Based on the "21st Century Town Hall" format, citizens, artists, philosophers, journalists, industrialists, and scientists brainstormed a vision of what could be a desirable future for biodiversity. This vision is the root of a new research program by the European Platform for Biodiversity Research Strategy.

**LYNN SCARFF**, Education and Outreach Manager, Science Gallery, Trinity College, Dublin, Ireland

**What if?** In October 2009, Science Gallery teamed up with a range of speculative designers to develop WHAT IF... a unique participative exhibition that asked visitors to imagine future scenarios based on emerging scientific research. The exhibits presented provocative and controversial ideas. We will present visitor feedback collected via Twitter, comment cards and through conversations with designers and Science Gallery mediators.

13.15-14.30

LUNCH BREAK

14.30-16.00

BLUE ROOM

### BALANCING SCIENCE CENTRE INTEGRITY AND DONOR OBJECTIVES



CONVENOR

**LINDA CONLON**, Chief Executive Officer, Centre for Life, Newcastle, UK

The best funding comes with very few conditions attached. But this doesn't happen very often. Today's sponsors are increasingly demanding and there is a real skill in ensuring that a science museum's objectives are not lost to a sponsor's requirements. It is even harder to juggle the different demands of a number of sponsors on one project. This session explores some of the challenges facing our sector and looks at specific examples lessons learned by institutions in France, Switzerland and Austria.

### PRESENTERS

**INES PRIETO**, Exhibitions Designer, Cité de l'espace, Toulouse, France

**An example of a challenging financial and institutional partnership.** This session will present a specific example of a challenging financial and institutional partnership. We will analyse the context of this project and the structure of the various partnerships involved. We will focus on the

challenge they presented to the project. Based on this example, we will highlight some key points in the organization of financial and institutional partnerships necessary to ensure an adequate level of freedom for the exhibit designer and the institution.

**MADELEINE BETSCHART**, Director, Alimentarium Food Museum, Vevey, Switzerland

**The Alimentarium and Nestlé: Dependency and autonomy.** The Alimentarium, the Food Museum created by Nestlé in 1985, is a unique institution. Although Nestlé supports the Museum financially, it is without any precondition other than to awaken interest and educate people on the subject of food. The Museum juggles financial dependency and loyalty to Nestlé with complete autonomy to choose exhibitions and activities. This duality has advantages and disadvantages: it creates a dynamic framework in which the Museum preserves its integrity and supports the donor's image. In this way, the Alimentarium can rise to new challenges while maintaining its leadership position.

**JÖRG EHTREIBER**, Director, FRida & freD – The Graz Children's Museum, Graz, Austria

Should a children's exhibition about money accept sponsorship from a casino? What about a mutual fund company? Museums of all sizes are limited by their sources of funding. These limitations can be even further restricted by an uneasy relationship with sponsors. Do museums have the freedom to decline sponsorship because their own values are not in line with those of prospective sponsors? Using real examples, this talk explores the thin line of this (im)possible relationship.

14.30-16.00

GREY ROOM

## WORKING WITH TEENS IN SCIENCE CENTRES



## CONVENOR

**ERIK JACQUEMYN**, Chief Executive Officer, Technopolis®, the Flemish Science Centre, Mechelen, Belgium

Teens are a cultural group in their own right with unique ways of understanding the world. School systems in many countries are failing young people even though they are critical to our future. Science centres and informal learning settings can and do play an important role in reducing the barriers to achievement in science and technology. A broad and strategic approach will be presented in this session. While this age group is often a target audience in our institutions, it is often easier to create separate outreach programmes for them. At the beginning of this session, a core set of models and strategies exploring the subject will be presented. Participants will then discuss ways to further engage teenagers.

## PRESENTERS

**RAPHAEL CHANAY**, Content Developer, Science Museum, London, UK  
**MICOL MOLINARI**, Youth Engagement Coordinator, "Who am I?" Project, Science Museum, London, UK

**Ups and downs, ins and outs: Teen curators at the Science Museum.** The Science Museum's first long-term youth engagement initiative was to invite a group of teens to develop content for an exhibition about the science of identity. It was a high-energy, high-profile project and a fantastic challenge for everyone involved. We learned that young people will consistently surprise

us, themselves, and the Museum's audiences; working with them is incredibly rewarding, and rather a lot of fun!

**LINDA LEUCHARS**, Learning Manager, Dundee Science Centre, Dundee, UK

**Saturday Science and Teen Academy.** Dundee Science Centre has ran a successful 'Saturday Science' programme at a local teenage drop-in centre, and are now training the centre's staff to deliver science workshops themselves. This project, and several projects that engage teenagers in science discussion, will be presented along with Dundee Science Centre's forthcoming 'Teen Academy', which will be launched with two new day-long courses: 'Teen Academy: Science Communication' and 'Teen Academy: Business World Workshop'.

**CAROL VALENTA**, Senior Vice President and Associate Museum Director, Saint Louis Science Center, St. Louis, USA

**Embracing Young People from a minority culture.** Teenagers are often a culture all their own with different social structures, learning styles, language and even values that may cause them to stand out in our science centres. This can be even more evident when the teens are not from the majority culture or are from an underserved population. Practical strategies and lessons learned from the decade-long successful Youth Exploring Science (YES) program at the Saint Louis Science Center will be highlighted.

**DIANA ISSIDORIDES**, Senior Scientist & Senior Exhibition Developer, Science center NEMO, Amsterdam, Netherlands

**You talkin' to me?** Engaging teens in our science centers. Teens have a bad reputation. They are lazy, unmotivated, and uninterested in what our institutions have to offer. That this is a myth becomes evident once you've found the way to reach them. Some of the keys to engaging teens in NEMO's exhibitions and programmes will be highlighted. The bottom line? Uninterested teens only reflect our institutions' failure to reach them.

14.30-16.00

RED ROOM

**"TO WHOM IT MAY CONCERN":  
CITIZEN PARTICIPATION AND POLICYMAKING  
IN SCIENCE AND TECHNOLOGY ISSUES**



## CONVENOR

**ANTONIO GOMES DA COSTA**, PLACES Coordinator, Ecsite, Brussels, Belgium

"Understanding", "engagement", "participation" – these are common words associated with citizen involvement in science and technology issues. An increasing number of debates, consultation processes and conferences address science in society issues. But is this leading to more direct citizen participation? Is public input affecting policymaking in science and technology issues? Concrete data says no. Changing this situation requires structuring and strengthening science communication policies at the local level. This is the aim of a number of EU projects such as PLACES, which is developing the concept of the European City of Scientific Culture. Concrete science in society issues will be presented and discussed briefly by a panel of workshop leaders, followed by practical work from participants who will use examples and case studies to develop effective public participation models.

## PRESENTERS

**VLADIMIR DE SEMIR**, Observatory Science Communication, University Pompeu Fabra, Barcelona, Spain  
**HERBERT MUNDER**, Director, Wissenschaft im Dialog, President, EUSCEA, Vienna, Austria  
**ANDREA BANDELLI**, Consultant, Amsterdam, Netherlands  
**TIM CAULTON**, Learning and Audience Development Director, Thinktank, Birmingham, UK

**ANNETTE HASSELMAN**, Managing Director, Impuls-design, Erlangen, Germany

**Science Clips for teens produced with teens.** Impuls-design tried a new participatory approach to reach teenagers. Together with a professional film team and TV-journalists, impuls produced film clips with youngsters on an experimental and participatory basis, with openness to teenage thinking and ideas. Teenagers chose the subjects of the films, acted, moderated and conducted interviews. The result: Thirteen entertaining and amusing short films, accessible on dedicated terminals in the "Forces of nature Adventure Centre" in Sylt, Germany.

**CHRISTOPHE CHAFFARDON**, Head of Education, Cité de l'espace, Toulouse, France

**The Children's Scientific Congress.** Every year, the Cité de l'espace organizes the Children's scientific congress in which 250 children participate as real researchers. The congress proposes 20 short sessions on an annual theme, including poster sessions, plenary conferences and oral presentations, all made by children. They are guided by PhD students from Toulouse University, a partner of the project. This project is supported by the French Ministry of Education. This successful concept could easily adapted for teenagers.

14.30-16.00

BLACK ROOM

TRAVELLING EXHIBITIONS NOW ON EXTRA – PART 2



## CONVENOR

MARZIA MAZZONETTO, Projects Officer, Ecsite, Brussels, Belgium

Looking to rent or buy travelling exhibitions? This year, we take another look at current and upcoming travelling science exhibitions across Europe. This rapid-fire session will give you a glimpse of the huge range of exhibitions on offer, leaving it up to you to make contacts and find out more. Dossiers on all these exhibitions are available on Extra, Europe's online database for travelling science exhibitions, which is hosted and maintained by Ecsite at [www.extrascience.eu](http://www.extrascience.eu).

## PRESENTERS

ASGER HØEG, Director, Experimentarium, Hellerup, Denmark

**Xtremes.** This exhibition describes how life survives under extreme environmental conditions: Very hot, very cold, very dry, very little oxygen and very little light. It has been developed and produced by three very active Ecsite members: RBINS, Naturalis and the Experimentarium.

JAN ENGLISH, Assistant Director, American Museum of Natural History, New York, USA

**Exploring space and creatures of light.** Exploring Space (working title) will open in 2011 to mark the 50th anniversary of human space-flight. It celebrates our limitless fascination with exploring beyond the boundaries of Earth. Creatures of Light (working title): In the air, on land and throughout the oceans, an incredible range of species—not just the beetles known as fireflies—make their own light. Learn about the glowing, mysterious world of bioluminescent animals.

MICHAEL BRADKE, Director and Driver, Mobiles Musik Museum, Düsseldorf, Germany

**music4kids.** This exhibition allows children between the ages of four and 99 make music, explore instruments and giant sound sculptures like the Monster Flute and Walking Bass. Players experience the physics of sound and discover various factors affecting an instrument's pitch while also learning about rhythms, the ear, the voice, and the five instrument groupings. This expandable modular exhibition encompasses 300–3000 sqm. The general noise level is minimized with the help of up to 70 headphones.

BRUCE PETERSON, Owner, Grande Exhibitions, Melbourne, Australia

**Grande Exhibitions – Museum Quality Travelling Exhibitions.** Grande Exhibitions specializes in the creation, design, production, commercialization and placement of large international travelling exhibitions and fixed exhibition projects with broad cultural appeal. The travelling exhibition portfolio are museum quality, entertaining, educational, family-orientated and often interactive. Exhibitions are licensed to museums, galleries, entertainment promoters and purpose built exhibition spaces in major cities around the world.

MAREN KRUMDIECK, Marketing &amp; Sales Manager, Natural History Museum, London, UK

**Sexual Nature.** Have a closer look at Sexual Nature; the new intimate and thought-provoking exhibition from The Natural History Museum London. Examining the relationship between sex and evolution, the exhibition features over 100 specimens from the Museum's collections which demonstrate the science of sex. Encounter the aggression of competing for mates and discover how fussy females have steered male evolution. Leave your preconceptions at the door because anything goes in the animal kingdom – and plants aren't that innocent, either.

UWE MOLDRZYK, Head of Exhibition Development, UweMuseum für Naturkunde Berlin, Berlin, Germany

**Parasites: Life undercover.** The exhibition takes visitors into the incredible microcosm of parasites, evoking both fascination and revulsion. It gives insight into life cycles, infestation routes and propagation strategies. It also sheds light on their evolutionary history. More than 50 original parasite specimens (in acrylic blocks), taxidermy specimens and live blood-sucking arthropods – are displayed safely behind glass! The exhibition consists of modules with ten topics forming self-contained themed islands that can be adapted to the available space.

BÄRBEL AUFFERMANN, Deputy Director, Stiftung Neanderthal Museum, Mettmann, Germany

**About Ötzi, Cave paintings and Evolution.** "Ötzi- the Iceman" focuses on the clothing and equipment of the oldest mummy. In the centre of the exhibition is a life size reconstruction by Elisabeth Daynès. "Images in the Dark" opens the subterranean ice age treasures for a larger public. This exhibition should be displayed in a completely dark room and be explored using torch lights. "Evolutiontour" is an exhibition in two maritime containers explaining how evolution works.

MICHELA CHIOSSO, Founder, PAS EVENTS s.r.l – events for art and science, Turin, Italy

ALESSANDRO BEE, Founder, PAS EVENTS s.r.l – events for art and science, Turin, Italy

**Water Portraits Project and Wild Wonders of Europe: Inspiring photography for science and art.** Water Portraits is a multimedia and educational exhibition offering tribute to the beauty and changing shapes of water. Stunning photographic images, multimedia installations, educational videos and content, a water physics laboratory for kids, and a macrophotography studio-set will disclose the marvelous science behind the life's most precious element. The second part of our contribution will be dedicated to the presentation of the Wild Wonders of Europe touring exhibitions.

ORNA COHEN, Partner and Director of Research &amp; Development, Dialogue Social Enterprise GmbH, Hamburg, Germany

**Ongoing Dialogue.** If you want to address social topics at your centre, you should take a closer look at exhibitions that foster dialogue. Dialogue in the Dark and Dialogue in Silence are now available as less complex versions that can be shown in smaller venues on a smaller budget.

GÈNE BERTRAND, Head of program and co-operations, Continium – Discovery Center Kerkrade, Kerkrade, Netherlands

**The C Team: We are chemistry.** This is an interactive exhibition (750 m<sup>2</sup>) about the role of chemistry in our daily life. The goal is to make visitors aware of the role and importance of chemistry in one's personal life. Join the C-Team and find answers or solve problems. Topics include; Materials, Chemistry and your body, Chemistry and nature, action and reaction. The target groups are eight to 14 year-olds and their families. The exhibition consists of graphics and scenography, 25 hands on workshops, as well as marketing and merchandising material.

CAROL PAUZÉ, Director, Exhibitions, Montréal Science Centre, Montréal, Canada

**Sex: A Tell-all Exhibition.** This is a travelling exhibition of 500 square meters that conveys a positive image of sexuality to visitors, answers their questions and concerns and introduces them to about the science of sexuality. The exhibition is divided into five zones – My Origins, Me, Me and You, Me and Others, and My Point of View – each of which deals with a single topic and gives visitors a particular experience.

ILSE ZEELAND, Senior Content Developer Exhibitions, Naturalis – National Museum of Natural History, Leiden, Netherlands

**Amazing Senses.** We can touch, smell, taste, see and hear the world around us. At the SENSES exhibition, you get the chance to test it all and compare your senses with others' – both humans and animals. You even meet senses you don't have! At SENSES, we challenge you with 40 sensory activities like 'nec-tarhunter', 'berriepicker' and 'snake eyes'.

MICOL ASCOLI MARCHETTI, Press Officer, Science Centre Immaginario Scientifico, Trieste, Italy

#### Immaginario Scientifico's multi-projections exhibitions.

Immaginario Scientifico produces this original and multi-media exhibition which is based on multi-projections of scientific imagery, (often interesting also from an artistic point of view) on maxi-screens using some simple explicatory text and original music. The exhibition combines scientific content in a creative setting with an artistic and emotional atmosphere. Today the Immaginario Scientifico proposes eight multi-projection exhibitions about astronomy, biology, the history of science, human culture and much more. Content is all completely digitalized and therefore available on demand.

GREG KROGEN, Director of Business Development, Minotaur Mazes, Seattle, USA

**Amazing Butterflies – Mazes and Education.** Created by the Natural History Museum London and Minotaur Mazes, Amazing Butterflies is a 500 sq m interactive, walk-through maze experience taking visitors on a journey teeming with friends and foes --revealing the unusual relationship between caterpillars, butterflies and their natural surroundings. This traveling exhibition is available with or without a 150 sq m live butterfly house. The combined "Maze + Live" experience fills an 800 sq m gallery.

14.30-16.00

GREEN ROOM

#### CLIMATE SCIENCE: THE WAY PEOPLE THINK



#### CONVENOR

CAMILLE PISANI, Director General, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

For many years, science engagement professionals across Europe have been helping people explore climate change. Yet as a population we are not making any major and substantive changes in our lives to seriously reduce carbon. Is it time to do something different? How as a sector can we better understand people's thoughts, views and concerns to help them reduce their own carbon footprint while also giving them the freedom to choose? This session will present research on how our visitors and the general public view climate change, and examine how our exhibitions can benefit from fields such as behavioral psychology.

#### PRESENTERS

ALEX BURCH, Project Leader, Science Museum, London, UK

**Atmosphere...Exploring Climate Science Exhibition.** The London science Museum has recently launched an innovative €6 million exhibition on climate science. In this session, Dr Alex Burch reveals some of the intriguing results of research undertaken by staff at the museum as they examined the thinking and perceptions among visitors. In particular, when visitors arrive 'fresh' at the museum, what is their mental model of climate change and how has this knowledge influenced our approach to the new gallery? This session also explores how we can make a visit to a climate science gallery life-enhancing rather than depressing and how visitors can be persuaded to question their own thinking about climate topics.

JAN ALFRED ANDERSSON, Head of Science Centre Department, Tekniska Museet – Teknorama (National Museum of Science & Technology), Stockholm, Sweden

#### The KlimaX exhibition about global Climate change.

Jan Andersson will reveal a global climate change exhibition that breaks new ground in the creation of immersive environments. Visitors are required to put on rubber boots before entering the exhibition, where the entire floor is covered by four inches of water. The flooded floor, huge blocks of melting ice, sheets of rain, and smoking chimneys create an unforgettable visitor experience and reinforces the educational framework and associated programming of the exhibition. This session will talk about the making of the KlimaX exhibition and what was discovered about the way visitors think about global climate change.

PENNY FIDLER, Chief Executive Officer, The Association for Science and Discovery Centres, Bristol, UK

Dr Penny Fidler will present the latest data from the UK public attitudes surveys that reveal, despite all our efforts, fewer people in 2010 'believe' that climate change is happening, as compared to 2005. What we can learn from those who have spent a lifetime seeking to understand what motivates behaviour change? For example, those who work on anti drinking and driving campaigns and drugs and crime rehabilitation programmes. Finally, how can we incorporate this knowledge into our museums to better understand people's thoughts and concerns in an effort to help them reduce their carbon footprints.

14.30-16.00

ORANGE ROOM

#### CONTENT FREEDOM: DOES OUTSOURCING LEAD TO SUSTAINABILITY?



#### CONVENOR

GIOVANNI CRUPI, Head of Development, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

Science centres and museums experience increased pressure during times of financial cuts and growing competition for public support and fundraising. Additionally, rising operational costs and the need to invest capital funds in renewal and expansion complicate the challenge to achieve financial success. This requires management attention and involvement of the whole team; valuable human resources and capacities cannot concentrate mainly on the content. Outsourcing standard procedures and management (HR, finance, fundraising, etc.) might be an option to give the organization the "freedom" and time to devote itself to content. Efficiency can also be increased by joining a network. This panel session will include an introduction to outsourcing issues and presentations of latest case studies.

#### PRESENTERS

THOMAS BRILL, Managing Director, SMG Science Center Services GmbH, Oberhausen, Germany

If your car is broken do you repair it yourself? Or do you go to a car repair shop? Outsourcing means to delegate demanding jobs to professionals and to gain – in an ideal world – a higher quality for less money. But it also means to give up a certain amount of control and therefore to take special risks. In this panel you will get a non-ideological overview of different levels of outsourcing for museum and science center services.

**KIM GLADSTONE HERLEV**, Director of Development, Vice Chief Executive Officer, Experimentarium, Hellerup, Denmark

Outsourcing is an option for science centers and museums. But be careful! What is the purpose? What do you expect to gain from outsourcing? What will you lose? How will staff react? And what about content – can that be outsourced as well? The management should approach outsourcing as a project of change. I will try to give an idea of how we approach outsourcing using a few examples from the Experimentarium

**GOÉRY DELACÔTE**, Chief Executive Officer, At-Bristol, Bristol, UK

In principle, outsourcing some activities could be a benefit because you get what you pay for. But the risk is that you develop a mercenary relationship with the outsourced company. I certainly would consider sharing of resources with different institutions as an interesting alternative. But there are different considerations for different functions. Outsourcing finance is easy, whereas outsourcing HR in the true sense of the function should only be done as a last resort. Numbers are different from people!

14.30-16.00

PURPLE ROOM

### THE EURO-MEDITERRANEAN PARTNERSHIP: A COMMON FRAMEWORK FOR SCIENCE CENTRES



CONVENOR

**CATHERINE FRANCHE**, Executive Director, Ecsite, Brussels, Belgium

The Lisbon Treaty commits the European Union to the “development of a special relationship with neighboring countries aiming to establish an area of prosperity.” This Euro-Mediterranean Partnership aims to infuse the cooperative with new vitality and strengthen the political relationship between the EU and its southern neighbours. Through a number of initiatives, programs and projects, the Lisbon Treaty emphasizes sustainable economic development with special attention to energy, transport, migration, and socio-cultural initiatives that unite people in intercultural dialogue and mutual understanding. How can science centres collaborate at the regional level to contribute to this neighbouring policy? Science centre members of Ecsite and NAMES will contribute to this session.

### PRESENTERS

**VINCENZO LIPARDI**, Executive Committee, Fondazione IDIS – Città della Scienza, Naples, Italy

**Beyond conflicts: Science-based cooperation in the Mediterranean Regions.** The revolutions pushing democracy in many North African countries mean it is more important than ever to pursue the Barcelona process which is aimed at promoting peace, democracy and prosperity. I will talk about launching cooperative actions among science centres in the framework of the EuroMediterranean partnership when addressing topics such as environment, energy, health, migration and culture. Such cooperation should reinforce the role of science and culture as tools for dialogue and sustainable development in the Mediterranean Basin.

**MIJBIL ALMUTAWA**, Director, The Scientific Center of Kuwait, Kuwait, Kuwait

**Collaboration Across Cultures: Bridging the Gap.** Both Ecsite and NAMES share the aims of promoting science centers and establishing knowledge-based societies the only difference is that the two organizations operate in different cultures. Consequently, science centers from different regions, and the networks representing these centres, need to better understand each others’ cultures so as to work together, share experiences and voice their expectations of each other. Through conferences like this one, we hope to be able to shed light on how we may establish inter-network collaboration.

**LIDIA BRITO**, Director of Science Policies and Sustainable Development Division, UNESCO, Paris, France

Partnership is both the key word and an imperative for the EuroMediterranean region, which today faces a range of global challenges, local concerns and international opportunities that have the power to shape its future in a democratic way. Science is a powerful force for these countries in their efforts in addressing common challenges through coordinated responses, based on a spirit of partnership, towards the objective of turning the Mediterranean into an area of dialogue and cooperation, guaranteeing peace and prosperity. The UNESCO’s perspective on science communication will be presented.

**HASAN DWEIK**, General Director, Al-Quds University Science Center, East Jerusalem, Palestine

Science centres are excellent places for dialogue, where diverse cultures can meet, and where human rights issues, democracy, fundamental freedoms and self-determination can be debated. Other important issues that connect regions are also being addressed such as renewable energy, food and agriculture, information and telecommunication, drug abuse and water. Partnerships can consolidate all these activities. An excellent success example is the trilateral partnership of the science centre at Al-Quds University, the Bloomfield science centre and Fondazione IDIS, where relevant topics are being explored through interactive scientific exhibits.

16.00-16.45

COFFEE BREAK

16.45-18.15

BLUE ROOM

### THE HOOK AND THE PREY: HOW TO CAPTURE AND MOTIVATE VISITORS



CONVENOR

**DOMINIQUE BOTBOL**, Head of Exhibition Project Department, universcience, Paris, France

How can science centres compete in a world where information is so readily available from many different directions? Can we structure our exhibitions in a non-linear way and use mediation tools to successfully capture and captivate 21st century visitors? Mediation tools such as free visit scenarios, contents with strong highlights specific museographic forms, among others, will be analyzed from both the designer’s and the visitor’s points of view. Do we risk losing visitors by giving them the freedom to wander? Do visitors actually want this freedom?

### PRESENTERS

**EVE ARACHTINGI**, Scenographic Designer, universcience, Paris, France

**How does scenographic display impact, attract and captivate visitors?** Because the visitor is free to choose among many attractive exhibitions at the Cite des Sciences, he tends to disperse himself. Spatial and scenic display must encourage learning, experimenting and concentration. The challenge is to achieve the perfect balance between scientific content and scenographic display. Based on my experience as a sceno-

graphic designer, I will compare and contrast, the intuitive and subjective intents at the beginning of a project with the visitor's perception at the end.

**LYNN MCMASTER**, Head Planning, Canadian Museum of Civilization, Gatineau, Canada

**Successes and challenges of a non-linear learning experience.** The Canadian Museum of Civilization includes a 2,000m<sup>2</sup> exhibition space designed specifically as a non-linear, narrative learning experience for children. Visitors can customize their experience depending on interests, age and developmental suitability. Recently, the museum completed a visitor study gauging the visitor's response to this free-choice learning experience. The successes and challenges of this model, along with the results of the visitor study, will be discussed

**ILARIA VALOTI**, Exhibit Designer, Cité de l'espace, Toulouse, France

**How mobile tools can meet visitors' needs.** Is it possible to help visitors create their own personal visit in a complex science centre? Cité de l'Espace is involved in an 7th Framework European project called CHES. This project proposes to create narrative-driven cultural "adventures" which continuously adapt to the visitors using a mobile device with location-based tracking. But what is the optimal design of personalized devices so that they really meet visitors' needs?

16.45-18.15

GREY ROOM

### THE SCIENCE CENTRE AS A ZONE OF EXPERTISE IN INFORMAL LEARNING

TS ED

CONVENOR

**MICHIEL BUCHEL**, Director, Science Center NEMO, Amsterdam, Netherlands

The main goal of science centres is to captivate a broad audience through science and technology within the confines of the centre. However, this in itself is not enough to sustain relevance in the long run. More and more science centres are developing into centres of informal science learning that actively share knowledge with partners. This session explores the societal role that science centres can play with regard to enhancing the quality of informal science education. How can we further develop our expertise? And how can we translate this into products and services geared to informal science learning?

PRESENTERS

**AMITO HAARHUIS**, Head of Science Learning Center, Science Center NEMO, Amsterdam, Netherlands

**NEMO's Science Learning Center: A centre of expertise with regard to informal science education.** Three years ago, NEMO began planning the Science Learning Center. The mission of the Center is to enrich formal science learning by integrating it with informal experiences. Amito describes the rationale behind the Center; Why and how did it come about? What model was used? What does the future have in store for the Center?

**MATTI ROSSI**, Director of Learning, Heureka – The Finnish Science Centre, Vantaa, Finland

**Heureka Learning Centre: Taking an active role in building bridges between informal learning and formal education.** Can a science centre influence the future school curriculum even though they are specialists in informal learning and a place for cross-curricular activities? —The forthcoming national school curriculum in Finland will put emphasis on cross-curricular topics and social learning. These subjects are already familiar to many science centres. Perhaps we can help! Heureka's Learning Centre builds a connection to the Finnish school system and establishes new learning practices in close co-operation with industry, government and schools.

**MARIA XANTHOUDAKI**, Head of Education and International Relations, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

**The Centre for Research in Informal Education (CREI) at the National Museum of Science and Technology Leonardo da Vinci.** We increasingly speak about the value of partnerships between formal and informal learning institutions. How does this contribute to a much-needed change of paradigm in the ways sciences are taught in school? In 2009, the Museum launched CREI in response to schools' demand for support. CREI is geared toward the teacher and aims to empower them as educators and action-researchers.

16.45-18.15

RED ROOM

### FREEDOM OF MOVEMENT: SUCCESSFUL TRAVELLING EXHIBITIONS

EX

CONVENOR

**JAN ENGLISH**, Assistant Director, Travelling Programs, American Museum of Natural History, New York, USA

Representatives from three of the largest travelling exhibitions programmes talk about their experiences in the planning, production, sales and execution of international tours. Pick their brains to find out how to adequately prepare for your next temporary exhibit or ask questions about how to travel your own shows. The following topics are open for discussion: Trans-Atlantic/Trans-Pacific logistics; "Standard" Facility Reports; To translate or not?; How big is too big?; Topic choice, and what works for me might not work for you.

PRESENTERS

**HILLARY SPENCER**, Assistant Director, Traveling Exhibition Operations, American Museum of Natural History, New York, USA

Come listen to experts from the traveling exhibitions world share all. Featuring speakers with detailed experience in traveling science and natural history exhibitions from around the globe, we will cover a wide range of topics such as trans-Atlantic and trans-Pacific logistics, standard facility requirements, specimens or replicas, translations, and more.

**MAREN KRUMDIECK**, Touring Exhibitions, Natural History Museum, London, UK

**Freedom is important when applied to content and topic choices.** The Natural History Museum shares its experience of overseeing touring exhibitions. Controversial topics are a bonus for publicity but how controversial is too controversial? Are real specimens a 'must-have' in touring exhibitions or are they best left on display in the museum?

**WHITNEY OWENS**, Temporary and Traveling Exhibitions Director, The Field Museum, Chicago, USA

Sending an exhibition overseas can be a complex process. From choosing a reliable shipping agent to fulfilling the necessary permits, we'll cover the logistics to keep in mind when you're traveling across the Atlantic or Pacific. How do you ensure the safety and integrity of your exhibition while it's on display? We'll investigate the questions to ask—and the red flags to watch for—when you're exploring exhibition sites from halfway around the world.

16.45-18.15

BLACK ROOM

### INTERNATIONAL RELATIONSHIPS: OPPORTUNITIES, CHALLENGES AND REWARDS



CONVENOR

**SALLY DUENSING**, Visiting professor, King's College London, London, UK

Established centres have opportunities to build relationships with emerging centres in developing countries and/or different cultural settings. Emerging centres want to learn from established ones and connect with their ideas and exhibitions. Science centres also work with educational and commercial organizations toward common goals. We will explore these relationships from various perspectives. Speakers in this session have first-hand experience in international initiatives. Cross-cultural collaborations present opportunities and challenges and also reap rich rewards for participants. Cultural differences between colleagues present challenges, as does working with other industry sectors and commercial/corporate clients. The experiences shared here will be immensely useful to both established and emerging science centres.

### PRESENTERS

**ROBERT MAC WEST**, President, Informal Learning Experiences, Washington, DC, USA

**New science center development.** Informal Learning Experiences worked with the Sri Lanka National Science Foundation on the early development of their national science centre.

This work, facilitated by the US Fulbright program, allowed West to make two long visits to Sri Lanka. He raised awareness in the science centre world (North America, Europe, and Austro-Asia) to suggest development strategies for the Sri Lanka center. This meant engaging the private sector, educators, and researchers in coordinated support and endorsement of the science centre concept.

**BRIGITTE COUTANT**, Director of Regional and International Action, universcience, Paris, France

**International cooperation : Challenges for successful transfers of know how.** Universcience, has an established policy of international relations. This policy combines objectives of "influence" contributing to french cultural diplomacy and of income for the institution. Cité des sciences has a diversified experience abroad. International projects are rewarding for both partners, but in each case, the key issue is the adaptation to local context. How to balance between "standardization "and specific developments? What is the response of the institution? I will focus on : the duplication of the Cité des enfants in Dubaï in a shopping Mall, the collaboration with SciBono in Johannesburg for the production of exhibits, and the project of a Palais de la Découverte in Algéria.

**GUGLIELMO MAGLIO**, Head of Exhibitions and Live Events, Fondazione IDIS – Città della Scienza, Naples, Italy

**A Nigerian Science Festival: Adapting theory into practice.** Co-organizing a science festival in Owerri, Nigeria, was a very challenging experience for Fondazione IDIS. The project began in Italy with the training of Nigerian students and then moved to Owerri, where exhibitions were mounted. We needed to modify our plans according to the local cultural setting and some unforeseen difficulties. This presentation will focus on what was learned during the experience.

**MIKE BRUTON**, Director of Imagineering, MTE Studios, Cape Town, South Africa

**Rewards of creating a new science museum in Saudi Arabia.** The development of a new interactive science museum on a university campus in Saudi Arabia, by a company (MTE Studios) based in Cape Town and Dubai, required careful consideration of Muslim attitudes towards the history and meaning of science, and policies on language and sensitive issues. This was achieved by developing mutually agreed sub themes, storylines and take-home messages, frequent formal (and informal) multi-cultural discussions, exhaustive scientific and social research, and an anonymous peer review system.

**AUDREY O'CONNELL**, Head of Planning and Design Consulting, Natural History Museum, London, UK

**International museum work: The key ingredient for success.** A museum that offers consulting services faces a range of complex challenges and risks. When these services are sold commercially, complexity increases, both from an ethical and institutional risk point of view. Culture applies not only to social mores including language, but also to entities different from museums such as government authorities, corporations, or commercial enterprises. The importance of reaching common understandings cannot be underestimated and will be the focus of this presentation.

**PAWEŁ WÓJCIK**, Workshop Coordinator, Copernicus Science Centre, Warsaw, Poland

**Scientifically Interesting Lesson.** Georgia has undergone many changes since the collapse the USSR. Copernicus, in collaboration with NGOs, launched a project in 2008 with an aim to change the way science is taught in Georgia. The project started with training for a group of Georgian teachers in Poland followed by a conference in Georgia. As a result the Teacher Training Center was created in Gori and acts as a place of interaction between teachers, science centres and local authorities.

16.45-18.15

GREEN ROOM

**DIGITAL PLATFORMS FOR COLLABORATION AND SHARING**Te **CONVENOR****JENNIFER PALUMBO**, Senior Projects Manager, Ecsite, Brussels, Belgium

Panelists will present their own digital platforms and open source projects to show how digital resources can be used by science centres and museums to reach across cultural and institutional borders and build connections with onsite and online visitors. How are active user communities built? What can we do to enhance their professional collaboration and encourage user interaction? Speakers will present different online resources to examine how well they facilitate collaboration and sharing, drawing on their extensive experience in online education and science repositories. The Museo della Scienza "Leonardo da Vinci" and the Deutsches Museum will be featured as examples of remote collaboration on educational pathways merging complementary resources from universcience.

**PRESENTERS****SOFOKLIS SOTIRIOU**, Head of Research and Development Department, Ellinogermaniki Agogi, Pallini, Greece

**Open educational resources for science education.** The presentation will showcase several examples of digital platforms for educational resources. The Open Science Resources portal ([www.osrportal.eu](http://www.osrportal.eu)), the Cosmos portal ([www.cosmosportal.eu](http://www.cosmosportal.eu)) and the Learning with ATLAS portal

([www.learningwithATLAS-portal.eu](http://www.learningwithATLAS-portal.eu)) are examples the presenter will draw on to illustrate \ possibilities for sharing and multinational exchange. Participants will be invited to join a discussion on how digital platforms can best offer online visitors access to a museum collection and enhance possibilities for interaction with exhibits in the museum.

**JOHANNES-GEERT HAGMANN**, Curator Physics, Geophysics and Geodesy, Deutsches Museum, Munich, Germany

**Sharing educational resources on the web: A case study within the OSR project.** Digital resources have become an essential component for museums to connect with the public now that the internet has become a primary source of information as well as playing an increasingly important role in education.. Providing delocalized exhibit information also signals new opportunities for cooperation among science centres and museums on subjects of mutual interest. We will present some of the benefits and challenges by analyzing some of the joint work of three institutions.

**CHUN-YEN CHANG**, Research Chair Professor of NTNU, Director of Science Education Center, Taipei, Taiwan

**Social tagging for discovery and recovery of learning objects.** The main purpose of online learning objects is to make them more discoverable and interpretable. Users can find learning objects by retrieving or browsing the metadata of the learning objects. Metadata is usually created by experts. Because of the limited vocabulary of metadata, terms do not always fit each individual's intuitive understanding of each object. As a result, the usability of learning objects is reduced. The social tagging that allows everyone to describe objects in arbitrary words (tags) has been recognized as a new kind of metadata. Users can discover or recover the objects through their own tags or through public tags. This scenario pushes the barrier of traditional metadata.

16.45-18.15

ORANGE ROOM

**SCIENTISTS ENGAGING WITH THE PUBLIC**SS **CONVENOR****ANDREA BANDELLI**, Consultant, Amsterdam, Netherlands

This session will stimulate critical reflection on the social responsibility of science centres, museums and other science engagement organizations to support meaningful engagement between scientists and the public. How can we think more strategically about the role of our organizations in scientific culture? A free scientific culture means that people feel free to question scientific and technological processes and issues. Our organizations can increase opportunities for the public to have real engagement with contemporary science and research. Five case studies will highlight the critical aspects of such engagement. Following the presentations, a general Q&A session will help the audience frame a few questions to subsequently discuss in smaller conversation groups.

**PRESENTERS****KAT NILSSON**, Contemporary Science Manager, Science Museum, London, UK

**Moving a model forward.** If you have a model that works well for a fringe audience and you want to move it on to engage new, or larger audiences, where do you start? Hear how the Contemporary Science team took a live events model targeting adults in the Dana Centre and embedded it into the Antenna gallery for young people.

**DENNIS SCHATZ**, Senior Vice President for Strategic Programs, Pacific Science Center, Seattle, USA

**Portal to the Public: Connecting science-based professionals in face-to-face interactions with public audiences.** Informal Science Education institutions are great venues for dialogue between science-based professionals and the public. Visitors see the passion and enthusiasm of scientists for their subject area and get to know scientists as people. The scientists are also an effective role model for young visitors. But scientists are specialists in their scientific field and are trained to interact with colleagues rather than the general public. My presentation will focus on Portal to the Public's Science Communication Fellowship that develops science professionals' ability to be effective communicators in face-to-face dialogue with a variety of audiences.

**SIIM PIKKER**, Researcher, University of Tartu, Tartu, Estonia

**Scientists engaging with the public: Balancing time between public events and one's research.** One aspect of being a good researcher is how much time you spend engaged in actual science. The quality of research usually depends on how much time one spends conducting the research. This means that finding time to engage with the public is all too often dismissed. How can we avoid this? Some tips, tricks and methods for effective science communication developed in Estonia --where human and financial resources are extremely scarce-- are presented. Different strategies and good examples of how science centres and museums can effectively encourage information transfer from a scientist to public will also be discussed.

**BÉATRICE KORC**, Director, CCSTI du Rhône, Lyon, France

**Would you like to talk about it?** The Université de Lyon has developed a new system of opening dialogue between researchers and civil society. This scheme involves a forum for supporting discussion between stakeholders from the scientific world and the general public on subjects relating to

scientific issues and their impact on society. The aim is to encourage the co-construction of knowledge by researchers and civil society, stakeholders, experts, and non-experts in the subjects up for debate. What exactly do "co-construction" and "participative activities" mean? How can we create conditions and tools which will allow different segments of the public express themselves?

**KATY NEHAMMER**, Informal Learning Manager, At Bristol, Bristol, UK

**PENNY FIDLER**, Chief Executive, The Association for Science and Discovery Centres, Bristol, UK

**The UK Dialogue Academies for a shared ownership of science.** At-Bristol in partnership with The UK Association for Science. and Discovery Centres have, for the past two years, been running a national Dialogue Academies to get the nation talking about new advances and discoveries in science. The project trained 130 staff from 78 science communication organizations across the UK in the art of dialogue and facilitation skills so as to enhance the conversation between scientists and the public in their own science centres and museums.

16.45-18.15

PURPLE ROOM

### FREEDOM AND THE EXHIBITION PROCUREMENT: THE ROLE OF THE CREATIVE CONSULTANT

ex

CONVENOR

**HARRY WHITE**, Science Centre Consultant, At Bristol, Bristol, UK

Most organisations creating a science centre are first-time buyers. But the commercial fabricator is a skilled supplier with years of experience. So how can we capture the creative impulse of a new organisation while also using a fabricator's experience to the fullest? For fabricators, the safest option is to build a recurring exhibit exactly as before. But this extinguishes the creative spark of an emerging organisation in an industry that relies on creativity. By hiring an experienced consultant, Copernicus has written exhibit briefs which allow for innovation but minimize risk. Copernicus has used its fabricator's expertise in balance with the centre's own innovative approach.

PRESENTERS

**JAN BURGMANS**, Director, Bruns BV, Bergeijk, Netherlands

**AXEL HÜTTINGER**, Director, Kurt Hüttinger GmbH & Co. KG, Nuremberg, Germany

**IRENA CIEŚLIŃSKA**, Head of Education and Science Communication Department, Copernicus Science Centre, Warsaw, Poland

18.15-19.15

BUSINESS BISTRO

### HAPPY HOUR AT THE BUSINESS BISTRO

Join us at the Business Bistro for a taste of local drinks after a long day of conference sessions. Raise your glasses and enjoy informal conversations with the other participants.

20.00-24.00

COPERNICUS SCIENCE CENTRE

### NOCTURNE AT THE COPERNICUS SCIENCE CENTRE

During the Nocturne you will test Copernicus' brand new exhibitions, open just since November 2010. Preview the planetarium before its public opening and explore the most fascinating "staff only" places and relax in the roof garden with the magic night view of Warsaw!

09.00-10.00

## KEYNOTE SPEECH



**DERRICK DE KERCKHOVE**, Professor, Department of French, and former Director of the McLuhan Program in Culture and Technology, University of Toronto, Toronto, Canada

Derrick de Kerckhove will be introduced by Luigi Amodio, Director, Citta della Scienza, Naples, Italy

#### Navigating among the shoals and reefs of social, state and business controls in science and technology.

The recent events involving Wikileaks have shown that government control of information has become less tolerable in some unexpected countries. Not that there is a correlation between the "revelations" of the site and rebellions of ordinary people in several Muslim countries. What Wikileaks has achieved – and the theme of this conference may not be entirely innocent of such zeitgeist – is to remind people around the world that they are indeed "free". However, the free research, circulation and diffusion of pertinent scientific information is just as threatened by parts of the scientific establishment itself as by governmental dicta (for example the veto of the Bush administration against embryonic research). In medical matters, in particular, innovations often run against corporate interests in maintaining the status quo and face rapid excommunication. The good news is that the apparent transparency supported by the Internet brings many new practices to the fore, allowing private citizens to contribute in a valuable way to general knowledge. It could be useful for science centres around the world to support such initiatives and provide tools and an environment in which to do so.

10.00-11.15

BLUE ROOM

#### SCIENCE CENTRES®: POTENTIALS AND PITFALLS OF BRANDING LEARNING INSTITUTIONS



CONVENOR

**ASGER HØEG**, Executive Director, Experimentarium, Hellerup, Denmark

Several questions must be considered in order to tap the full branding potential of a science centre: What role does the architecture play? What kind of Unique Selling Proposition is at the centre's heart? Which key attractions does it provide? Short impulse presentations will give an overview of international case studies to trigger imagination and opinions about branding. Different approaches to science centre brand development involve: Developing a brand for a pre-existing centre, establishing a new science centre as a brand in close connection to the identity of its host city and branding in cooperation with businesses.

#### PRESENTERS

**WAYNE LABAR**, Vice President, Exhibitions and Featured Experiences, Liberty Science Center, Jersey City, USA

**Developing the Liberty Science Center brand.** Liberty Science Center closed its doors in 2005 to re-evaluate what it thought a science centre should be and the subjects and approaches that such an institution should wrestle with. It reopened in 2007 with new exhibitions, new architecture and new purpose. This was, in essence, a rebranding of the science centre which began before 2005 and continues to this day. Through its marketing, educational programs, publications, traveling exhibitions and museum planning and design services, it continues to extend this brand. We will review how this was and continues to be accomplished.

**BERNHARD KEHRER**, Director Concept Development, studio klv, Berlin, Germany

**Designing identity.** We will discuss potential benefits of brand-building using two examples. The Dynamikum Pirmasens was developed as a science centre with a close link to the identity of the city. Outcomes and experiences in mutual brand-building with respect to city marketing are discussed. The Spectrum Berlin was the first science centre in Germany and is a part of the Deutsches Technikmuseum Berlin. The Spectrum is currently undergoing a redesign (planned opening of some parts in 2011). We will discuss the possibilities and approaches of branding the Spectrum as a part of the Technikmuseum – fostering both its own identity and the relationship to the Technikmuseum.

**DANIEL LOY**, Director, Strategic Planning, Petrosains – The Discovery Centre, Kuala Lumpur, Malaysia

**Rebranding Petrosains: The successes and challenges of reshaping the identity of a science centre.** Petrosains science discovery centre was established by PETRONAS in 1999. Located at the footprint of the PETRONAS Twin Towers, it undertook a rebranding effort in 2006 with the aim of a refreshed organizational identity that reflected the strengths, culture, and spirit of the company while also projecting a more contemporary and exciting image to the public. As of 2011, this effort is still ongoing with no end in sight. The revised brand image is easily reflected in the new corporate identity but creating a connection to the spirit and culture of the staff members and organizational practices are more challenging. We will share this rebranding experience, with examples of the successes and the challenges of trying to reshape an entrenched organizational culture.

**ANTONIA CAOLA**, Head of Communication and PR, Museo Tridentino di Scienze Naturali, Trento, Italy

**Re-branding an old museum which is moving to a new building.** Museo Tridentino di Scienze Naturali in Trento is heading toward a new science museum project (MUSE) in a new building with a new museological approach. The rebirth of the museum of Trento means new brand development. This project will be presented as a case study of the realities and challenges of re-branding.

**HANS GUBBELS**, Director, Continium – Discovery Center Kerkrade, Kerkrade, Netherlands

Discovery Center Continium in Kerkrade was known before the year 2009 as Industrium, museum for industry and society. The museum evolved from a traditional style technological museum to a hybrid of a science museum and a science centre. In the new setup, the visitor learns about the implications of the development of science, industry and society in past, present and future. We felt that re-branding the institution was necessary. We look at successes and lessons learned two years after introducing the Continium branding strategy.

10.00-11.15

GREY ROOM

**FREEDOM ON WHEELS:  
MAKING MODELS THAT TEACH****CONVENOR****ED SOBEY**, Outreach instructor, Technichus, Northwest Invention Center, Lulea, Sweden

Wheels give us freedom: Freedom to travel and freedom to learn science. Bicycles, skateboards, trains, cars, and escalators use wheels to help us move. When we make models of wheeled devices, they help us understand physics and give us the freedom to understand. In this session participants will construct a wide range of models from materials that are free or charge or quite cheap. Using a totally hands-on, inventive, and active learning approach, this session will keep you active, learning, and smiling.

**PRESENTERS****MARCIN CHYDZIŃSKI**, Senior Specialist, Copernicus Science Centre, Copernicus Science Centre, Warsaw, Poland

**Freedom Wheels – Hot Wheels.** Build simple cars trying a variety of different round objects (buttons, caps, cardboard wheels, whatnots) as wheels. The focus is on building and testing them to see what kind of wheel is the best for a car. Conduct experiments to achieve a minimalist design for model cars.

**MARTA FIKUS–KRYŃSKA**, Deputy Head of Education & Science Communication Department, Copernicus Science Centre, Warsaw, Poland

**Freedom Wheels – Spinning Mass.** Build rolling objects (wheels? balls? rolls?) and test them using a slope. The aim is

to find the best mass, size, shape and materials for the object to roll the greatest distance. You will have plenty of random materials with which to experiment. And, who knows, maybe you will find a design for a vehicle of the future?

**WIKTOR GAJEWSKI**, Science Communication Specialist, Copernicus Science Centre, Warsaw, Poland

**Freedom Wheels – Land Yachts.** Build and race land yachts. Try your sailing skills in a water-free environment. You will build land yachts and race them to figure out the best design. We will use common office supplies and test our models in warm, tropical winds using a hair-dryer.

**JON HAAVIE**, Educator, Norsk Teknisk Museum, Oslo, Norway  
**MARTIN KULHAWCZUK**, Activity Leader/Exhibition Manager, Trondheim Science Centre, Trondheim, Norway

**Freedom Wheels – Roller Coaster Gravity Cars.** Build a track for a metal ball to roll down and propel a model car. The track must have at least one loop. Of course you must also build a car. The aim of this activity is to transfer as much as possible of the ball's energy to the car so that the car moves as far as possible.

**SILVIA GRABNER**, Assistant Director, Natur-EriebnisPark Graz, Graz, Austria**ANDREA FRANTZ-PITTNER**, Assistant Director, Natur-EriebnisPark Graz, Graz, Austria

**Freedom Wheels – "Speedy mice and invincible knights".** You will construct both -fast mouse-trap vehicles and cars with a strong body that endure every crash-test.

**LUKA VIDIC**, Project Leader, The House of Experiments, Ljubljana, Poland

**Freedom Wheels – Elastomobile Racers.** Use this Elastomobile recipe to build and race model cars: you need one or two rubber bands, some drinking straws, cue tips, and cardboard. Put ingredients together and mix them with your imagination. Add a pinch of coloring to suit your taste. Enjoy the ride!

10.00-11.15

RED ROOM

**ENSURING ACCESSIBILITY FOR LARGE AUDIENCES****CONVENOR****HOELLE CORVEST**, Access Officer for visually impaired people, universcience, Paris, France

Numerous museums and science centres in Europe have initiated efforts to improve the accessibility of their buildings, programs and exhibitions for visitors with disabilities. Science centers are often well-equipped – from a technical point of view and in terms of human resources – in order to offer wider access to all types of visitors and satisfy various needs. But there are still areas for major improvement and challenges to overcome. How can science centres become even more accessible? How can we as museums and science centers contribute to the development of more accessible activities? This session will give you a broader and more empathetic understanding of why accessibility matters.

**PRESENTERS****FÁTIMA ALVES**, Access Manager, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

**In touch with science!** The Pavilion of Knowledge – Ciência Viva has been working with science centres in European projects for the past ten years. This presentation will feature the work accomplished in two European projects: one about math and art for the Hulda Festival and on nanotechnologies and nano-sciences for Time for Nano. We will explain the communication strategies, the explainers' role and production of new support materials for children and adults with disabilities which were, in fact, useful for all.

**MARIANA BACK**, Tekniska Museet – Teknorama National Museum of Science & Technology, Stockholm, Sweden

**Longing and dreams – even when deaf and blind?** A group of people from an organization for the deaf and blind were invited to Stockholm's Tekniska museum to become familiar with the exhibits and produce a special live theatre performance in the museum's multi-sensory theatre, Cino4. Collaboration between several different interests made it possible to use Cino4's moving seats, wind, scents, etc., and combine this with music, imagination and choreography to enhance the performances for both actors and audience. This session shall inspire you to make a difference in your own organizations!

**DOMINIQUE JONGEN**, Educative Collaborator, Museum of Natural Sciences, Brussels, Belgium

**Low-cost upgrade!** The PaleoLAB is a place for touching fossils and experimenting like paleontologists. The tool is dedicated to hands-on activities and includes open-ended experiments. The way to explore the activities is self-explanatory. A boy named Simon, who is blind, agreed to co-operate with me on the challenge of adapting the PaleoLAB for visually-impaired people. Challenge met! We have already hosted a few groups of visually-impaired people. A Braille version of the (short) texts will soon be produced.

10.00-11.15

BLACK ROOM

**FROM PRACTICAL TO THEORETICAL:  
LEARNING IN INFORMAL CONTEXTS****CONVENOR****AMITO HAARHUIS**, Head of Science Learning Center, Science Center NEMO, Amsterdam, Netherlands

Learning in a science centre – informal learning – happens differently than school-based learning. We design our exhibitions and educational programmes to hook our visitors and propel them to explore with all their senses. We want to awaken their curiosity and spark their interest. Often, exhibition designs and educational programmes come about based on previous experience and intuition. In this session we explore the process of creating a theoretical framework for learning in informal contexts. How can we use elements of learning theories to enhance our visitors' learning experience?

**PRESENTERS****ROOSKE FRANSE**, Senior Project Manager Education, Science Learning Center, Science Center NEMO, Amsterdam, Netherlands

**Creating a handbook on informal learning.** We will talk about the processes that lead to a handbook on informal learning for the Dutch association of science centres (VSC). The handbook describes the most important learning theories –like Gardner's multiple intelligences and how they can be used in relation to learning in informal contexts. It also contains good practices on informal learning in the Netherlands. What fundamental questions were asked at the beginning of the process? What choices we made? What are the expected outcomes? And what questions still need to be answered?

**JUSTIN DILLON**, Professor of Science and Environmental education, King's College London, London, UK

**Understanding and applying learning theories: Separating sense from nonsense.** We know a lot about how people learn. We know how to discourage learning and we know how to make learning easier and harder. We know that people come with preconceived ideas about scientific phenomena. We know that people can learn with and from other people. However, educational experiences in museums and science centres can be brief, fragmentary and unplanned – so how can learning theories be used to maximize learning without hindering enjoyment? Do we need to take into account of ideas of left/right-brains? Do people have learning styles? What does cognitive challenge look like?

**JEAN FRAN CZYK**, Director of Learning, Science Museum, London, UK

**What does it take to really put learning at the heart of our business?** Many museums claim to put learning and audiences at the heart of their business, but is this true? Can a universal strategic objective of Audience Engagement help staff from across an organization understand that delivering life-enhancing learning experiences requires support from everyone? The Science Museum has developed a model to describe what it takes to get to produce life-enhancing experiences. We have learned that it takes a shared common language and the ability to reference and apply learning theories in exhibitions, programmes as well as in queue management and retail product development. Our aim is to create a museum learning ethos.

10.00-11.15

GREEN ROOM

**KNOWING THE ANCIENTS' WORLD:  
HOW SCIENCE CENTRES CAN APPROACH ARCHEOLOGY****CONVENOR****VINCENZO LIPARDI**, Executive Committee, Fondazione Idiss-Città della Scienza, Naples, Italy

Science centres can present archeology using modern methodologies, exhibits and new technologies to capture the essence of the ancient world. The session will discuss how different institutions in Europe engage family audiences in archeological themes.

**PRESENTERS****MOHAMED HEDI BEN ISMAIL**, Director, Tunis Science City, Tunis, Tunisia**SONIA HERNANDEZ**, Head of Exhibitions, Museu Agbar De Les Aigues, Barcelona, Spain

The Museu Agbar de les Aigües launched its first temporary exhibition, Aqua Romana, in October 2004. It presented different topics related to water culture in the Roman period, such as engineering, laws, uses, and myths, displaying archaeological pieces, models and virtual recreations. It was a mission statement of our institution: how a museum-based on industrial heritage and funded by a technological company could embrace a holistic point of view on the subject of water.

**FRANCIS DURANTHON**, Head of Exhibition, Muséum Laboratoire d'Étude et de Conservation du Patrimoine, Toulouse, France

Reconstructing the prehistoric worlds, redrawing the various human migrations that settled on Earth, understanding or approaching our ancestors symbolic worlds, questioning human

essence or the different humanities that coexisted or followed each other on Earth, represent a great challenge for cultural establishments. The exhibition "Prehistory(ies): the investigation" of the Museum of Toulouse highlights these issues and all the techniques of the discipline, from the most innovative (as three-dimensional imagery) to more classic ones as the study of sedimentary layers.

**NOEL JACKSON**, Education Department, Centre for Life, Newcastle upon Tyne, UK

Archaeology is one of the most interesting applications of science. LIFE has worked with both families and adults to examine aerial photographs and scans and artifacts, such as bones and pottery, and use these measurements and observations to answer important archaeological questions.

**NICOLAS ST. CYR**, Art Director, Lascaux General Council of Dordogne, Périgueux, France

**The cave of Lascaux: Pandora's box and treasure of humanity.** In 1940 was discovered a monument of parietal art: the cave of Lascaux. What was open was an ecosystem intact. From 1940 to 1963, installations were carried out to control the circulation of air and water and the flow of visitors. In 1963, Lascaux was closed to the public. Since then, the cave's art has been reproduced with different technological innovations and a scientific monitoring has been deployed to track any modification of its atmospheric parameters. How to present today a world heritage site that only lab coats can access? What is the role of science in art and art in science?

10.00-11.15

ORANGE ROOM

**BUILDING BRIDGES BETWEEN SCIENCE AND THE MEDIA**

CONVENOR

**MATTEO MERZAGORA**, Innovations in the Communication of Science, ICS- SISSA, Trieste, Italy and TRACES, Paris, France

Today, an enormous amount of science news reaches the public via a multitude of channels – through television, radio, internet, books, magazines, news agencies and research institutions. Not to mention science centres and museums. This session will explore an old question that must be re-evaluated: What is the role of science centres in the scientific information landscape? On which aspects should we compete with other media? And on which aspects should we underline our unique features? Which bridges should be built between science centres and the media? Three European examples will be presented to open discussion and help answer these questions.

**PRESENTERS**

**FRANCISCO FRANCO DEL AMO**, Technical Director, Museos Científicos Coruñeses, La Coruña, Spain

**Making music from the noise: State-of-the-art initiatives to present science news in science centres.** Long ago are the times in which citizens received little or no scientific information. Science news now reaches citizens in huge volumes through diversity multitude of channels, generating information noise that makes it hard to distinguish the significant from the irrelevant and the truthful from the false. Health and environment news are often accompanied with “duties”, “guilt”

and “penances”, which make the task even more emotionally overwhelming. This presentation discusses state-of-the-art initiatives, developed by science centres and museums to help visitors improve their critical thinking and pick out the melody from the noise.

**ALAIN LABOUZE**, Web TV Coordinator, universcience, Paris, France

**universcience.TV: “Global media” bridging science news and science centres.** Cité des sciences has integrated a team of science journalists to bring to life a museum space dedicated to science news. The multimedia approach to science news at universcience, notably Science Actualités along with its exhibition site, website and its new web-TV, universcience.tv – is a good example of integrating online scientific information with a museum’s science news. A brief analysis of universcience.tv will be presented, showing its original features in relation to the missions and activities of a science centre.

10.00-11.15

PURPLE ROOM

**FREEDOM OF CHOICE: YOUNG PEOPLE AND S&T-RELATED STUDIES AND CAREERS**

CONVENOR

**MARIA XANTHOUDAKI**, Head of Education and of International Relations, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

Europe must maintain high level and high quality scientists, technicians and engineers. But this objective meets obstacles when it comes to young people and career choices related to science. What are the factors influencing young people’s choices? Recent studies offer substantial results and considerations about this at the international level. The session will present specific research studies and discuss this issue on the basis their results. The objective is to offer updated information regarding the relationship between young people and S&T as well as to establish whether science centres and museums can make a contribution improving this relationship.

**PRESENTERS**

**MARIE AGNES BERNARDIS**, Project Manager, universcience, Paris, France

**Young people and science and technology-related studies and careers: How can science centres and museums help give young people more freedom of choice in this area?**

Are science and technology-related studies and careers still attractive to young people? European reports reveal a lack of awareness of the wealth and diversity of S&T careers, limited female representation in fields such as mathematics, physics, engineering or ICT, and insufficient social diversity in studies

and in the working world. Consequently, the need to develop new approaches and strategies to encourage S&T vocations is increasing. The presentation will draw on research as well as into the potential role of science centres and museums in encouraging young people in undertaking S&T-related studies and careers.

**SVEIN SJOBERG**, Professor of science education, Oslo University, Norway and Honorary Professor in the Department of Science Education, Copenhagen University, Denmark and Hong Kong Institute of Education

**Young people and their interest in science and technology studies: What research tells us.** The presentation focuses on results and perspectives from the project ROSE (The Relevance of Science Education) which looks at how 15-year-old learners relate to science and technology, based on a cooperative, low-cost, grassroots research from about 40 countries. The focus of ROSE is on learners’ S&T-related experiences, interests, and perceptions as well as their attitudes toward school science, science in society, environmental challenges and priorities for their future careers. The presentation will focus on data that about young people’s future plans, which may open interesting possibilities for science centres.

**SHEENA LAURSEN**, Director of International Affairs, Experimentarium, Hellerup, Denmark

**Robots are only for boys, and girls aren’t interested in technology.** Biases and stereotypes have a subconscious impact on our choices... Girls choose certain subjects and boys choose certain subjects. Part of the explanation for this could be our perception about different types of education. How can we challenge our biases and help change people’s stereotyped understanding of (especially) women in science? Initiatives such as those taken by the TWIST project help us participate in the process of bringing more women into science careers. This presentation focuses on how new networks can be built to target gender issues in society.

11.15-12.00

COFFEE BREAK

12.00-13.15

BLUE ROOM

RULES OF ENGAGEMENT:  
DESIGNING INTERACTIVE EXHIBITSex 

CONVENOR

**LAURENZ SEEBAUER**, Head of Division Hands-On, Vienna Museum of Technology, Vienna, Austria

The process of designing interactive exhibits requires open-minded thinking and plenty of creativity. After its launch, the exhibition should be evaluated and a discussion of lessons learned should take place. The ideal method of reviewing a design process is often handicapped by a project's organizational framework. Bureaucratic obstacles, conflicting aims of customers and purchasers, and a lack of time and manpower are challenges to creating new and innovative interactive exhibits. How do different institutions deal with this? What are the different points of view of museums and contractors? How can we find new ways to give creativity its place in the design process despite economic and bureaucratic obstacles?

## PRESENTERS

**MIKE BRUTON**, Director of Imagineering, MTE Studios, Cape Town, South Africa

**Designing a culture-sensitive museum of science in Saudi Arabia.** MTE Studios designed and built the Museum of Science and Technology in Islam in Saudi Arabia. The design needed to take several variables into account: context (on a university campus), content (ten scientific disciplines over 1000 years), target audience (university staff and students, VIPs), and visit duration (short).

**ANNE PRUGNON**, New Media Developer, Science Museum, London, UK

**Toward processes that sustain our contractors' creativity.** The Science Museum recently opened Atmosphere: Exploring climate science, an immersive interactive gallery on the science behind climate change. Ten different contractors undertook the development of 20 information points, 17 interactive exhibits, seven videos and the large-scale interactive environment. Despite its success, this project made us question whether our processes, developed over the last 15 years, were still appropriate for this type of project and whether they put too many constraints on our contractors' creativity.

12.00-13.15

GREY ROOM

EXPLAINER TRAINING, FREEDOM  
AND PROFESSIONALISMHR 

CONVENOR

**PAOLA RODARI**, Senior Researcher and Project Manager, SISSA Medialab, Trieste, Italy

Explainers – also known as mediators, museum educators, science communicators, edutainers, pilots, and others – have a strategic role in science centres and museums as facilitators of visitors' learning, and more recently, as mediators in the dialogue between science and society. Their basic training is usually focused on how to engage the public in the range of activities offered in their centre. Quality training builds explainers' professionalism and, as a consequence, their freedom to adapt to changing contexts and develop new content, innovative methodologies and original formats for their activities. What kind of training is more effective to promote an explainer's personal development?

## PRESENTERS

**ENRICO BALLI**, Chief Executive Officer, Sissa Medialab, Trieste, Italy.

**The Pilots HUB.** Created in the framework of Pilots – Professionalization in Learning Technology and Science, a two-year project with the support of the Lifelong Learning Programme of the European Union, the Pilots Hub is a platform supporting the explainers' learning community and is modeled on social networks. What has worked and what is not working in this first experiment of web-based, international peer-to-peer learning?

**KATY NEHAMMER**, Informal Learning Manager, At Bristol, Bristol, UK

**The UK Dialogue Academy.** The UK Science and Discovery centre At-Bristol worked in partnership with the Association for Science and Discovery Centres and four other UK science centres to create and run a series of Dialogue Academies in 2009 and 2010. One hundred and thirty participants from 78 science engagement organizations took part, training explainers and education teams in the art of facilitating dialogue with the public in the areas of science and scientific innovation.

**PERE VILADOT**, Activities Service Manager, Natural History Museum of Barcelona, Barcelona, Spain

A training model not only for explainers. A joint project of the Museu Agbar de les Aigües (Water Museum), the Museu de Ciències Naturals (Natural History Museum) and the Universitat Autònoma (Autonomous University) in Barcelona shows a way to integrate the educators' diverse academic backgrounds. The project trains educators to become creative professionals who are able to interpret and evaluate activities, develop strategies based on common concerns and contribute to complex scientific education within museums.

**GERALDINE DELAFORGE**, Activities Designer, universcience, Paris, France

**From scientists to science communicators.** How do you make a physician, a chemist and a mathematician work together to create a great and original activity about superconductivity? How can explainers from different backgrounds amalgamate their knowledge to help them innovate as a group? At the Cité des sciences et de l'industrie the explainers are the activities designers and are free to adapt exhibition content to all kinds of public with one goal: Make science interesting for everyone.

12.00-13.15

RED ROOM

**FREEDOM TO CHOOSE, QUESTION  
AND UNDERSTAND HEALTH-RELATED ISSUES**

CONVENOR

**PENNY FIDLER**, Chief Executive Officer, The UK Association for Science and Discovery Centres, Bristol, UK

The world of health bombards us with information, experts, opinions, fashions and fads. This panel will present three experimental projects that engage young people and patients by offering them the freedom to question and the freedom to choose. Each panelist has been involved in experimental processes communicating difficult topics which are key to integrating science into society. The panelists will demonstrate the value of science centres working in partnership with health professionals.

**PRESENTERS**

**SALLY MONTGOMERY**, Chief Executive, *whowhatwherewhenwhy* – W5, Belfast, UK

**Genetics, risk and lifestyle: Can I blame it on my genes?** A project aimed for 16-18-year-olds, funded by the Wellcome Trust and based in Belfast, looks at risk, skin cancer and heart disease. The incidence of melanoma in Northern Ireland is rising rapidly – does informing pupils of the issues and dangers help them judge the associated risks? Does understanding the genetics of heart disease and family conditions help youth debate the ethical issues surrounding the freedom to know or not to know?

**BARBARA STREICHER**, Executive Manager, Science Center Netzwerk, Vienna, Austria

**Interactives in a hospital setting.** A pilot project is offering science centre activities in an acute day clinic for tumour patients in a Viennese hospital. Could this provide distraction and a more positive atmosphere in this tense setting? Could it help patients and their companions to understand medical issues, formulate questions for doctors, find a way to talk to each other and deal more freely with disease-related issues?

**FRANCOIS HOUYEZ**, Manager, Eurordis, Paris, France

**Empowering patients with PlayDecide.** Francois Houyez will discuss a pan-European project where patients with rare diseases discuss and engage with health care providers, doctors, the pharmaceutical industry and policymakers to create better policy and ultimately better health care for the millions of patients with rare diseases in Europe. As part of the POLKA project, this bottom-up approach consists of hundreds of debates in European countries, at science centres, museums and other venues. Stakeholders come together at each event to openly discuss issues such as the affordability of drugs, neonatal screening, pre-implantation genetic diagnosis, stem cell research, cross-border care, diagnosis and counseling, and much more.

12.00-13.15

BLACK ROOM

**MOBILE SCIENCE ASSESSMENT**

CONVENOR

**GÉRARD COBUT**, Exhibition Development, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Mobile science projects aim to make science popular. Each project has its own target audience and goal, so there is a huge diversity of styles among them – from science trucks to science workshops in Pompeii. Different assessment methods can be used according to this diversity. We will discover several projects, analyze their targets and goals and assess their functionality. What are the criteria for a successful mobile science project? How do we define success in this case?

**PRESENTERS**

**GUGLIELMO MAGLIO**, Science Centre Area, Fondazione IDIS – Città della Scienza, Naples, Italy

**Mobile science on “disgusting” topics.** Science centres often host exhibitions dealing with uncomfortable or controversial topics. The idea is to change people’s attitudes or provoke stimulating debate. Beginning with an exhibition about insects and another in development about parasites, we created a mobile science program displayed in shopping malls to entertain people of all ages. The content deals with Insects, parasites and food safety. We will show the reactions of people who attended the show.

**LAURENT CHICOINEAU**, Director, CCASTI, Grenoble, France

**Lessons from five years operating a science truck.** Designed for the 2005 International Year of physics, the Rhône-Alpes science truck, themed on “Physics and sport”, has travelled around the region for five years. Regular quantitative surveys have been held throughout the years. Then, in 2010, one qualitative survey was done with social scientists. The results point to the link between formal / informal learning and increased cultural activity and also highlight the questions related to “science in society” in the context of science teaching in schools.

**SAARTJE LINDERS**, Junior Educator, XperiLAB.be, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**A preliminary survey: Children’s concepts of science and expectations of a science truck.** During the development of the XperiLAB.be science truck project, a set of qualitative surveys was posed to its target public; ten to-14-year-old children. The two main objectives of these surveys were to assess general perceptions of science and expectations of a new science truck. This inquiry revealed surprising conclusions.

**DOMINIQUE JONGEN**, Senior Educator, XperiLAB.be, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**Assessing the new XperiLAB.be science truck.** XperiLAB.be has original goals: Bringing kids in contact with the scientific method without trying to teach any specific content. After six months of working with schools all over Belgium, we present the results of a first survey. How do kids and teacher react to our product? Did we succeed in meeting kids’ expectations?

12.00-13.15

GREEN ROOM

## EXPERIMENTING WITH CO-CURATION



CONVENOR

EMILY SCOTT-DEARING, Project Leader, Science Museum, London, UK

Putting the visitor at the heart of what we do is essential to the appeal and success of a science centre or museum. But just how far are we prepared to go in applying this principle? How much freedom can we handle? Co-curation is the active involvement of target audiences in all stages of exhibition development. The potential benefits for everybody are significant. But how do we navigate the challenges and risks? Join our free-form workshop to co-curate your own cultural product. Will you create a film, an exhibit or something entirely different? What unique ideas will your creative partnership generate? Join us. This is co-curation – anything can happen!

## PRESENTERS

RAPHAËL CHANAY, Exhibition Developer, "Who am I?" Project, Science Museum, London, UK

JEAN FRAN CZYK, Director of Learning, NMSI, Science Museum, London, UK

MICOL MOLINARI, Youth Engagement Co-ordinator, "Who am I?" Project, Science Museum, London, UK

12.00-13.15

ORANGE ROOM

ARE WE GENDER BIASED?  
IF SO, WHAT CAN WE DO ABOUT IT?

CONVENOR

HEATHER KING, Research Associate, King's College London, London, UK

Addressing outdated gender stereotypes and encouraging girls in their pursuit of scientific careers is an important part of the work of science centres and museums. But how can we challenge stereotypes if our organizations are also gender biased? Join speakers from Ecsite's project TWIST -Towards Women in Science and Technology, to find out if we are biased and why it matters. We will also share some practical ideas for planning and developing exhibitions that avoid gender stereotyping and describe a series of programs designed to encourage debate and dialogue about gender-related issues for teen and adult audiences.

## PRESENTERS

SHEENA LAURSEN, European Projects Director, Experimentarium, Hellerup, Denmark

'A TWIST' in the tale: Events to get girls engaged. TWIST (Towards Women in Science and Technology) is an Ecsite project

12.00-13.15

PURPLE ROOM

MAKING IT COUNT: SCIENCE CENTRES  
AND THE MILLENNIUM DEVELOPMENT GOALS

CONVENOR

CATHERINE FRAN CHE, Executive Director, Ecsite, Brussels, Belgium

This session will assess the contribution of the science centre community to achieving the United Nations Millennium Development Goals established in the UN's Declaration on Environment and Development at Rio de Janeiro in 1992. The Toronto Declaration and the UN's Agenda 21 are also in alignment with the MDGs. This session will identify further avenues for global cooperation to improve science literacy and build citizens' capacity to achieve the Millennium Development Goals. How else can we prepare the next generation of leaders, decision makers and global citizens to assume responsible stewardship of the planet.

## PRESENTERS

MANUEL CIRA, Head of Cultural Services, NAUSICAA national Sea Experience Centre, Boulogne sur Mer, France

Education, awareness-raising and mobilisation of the general public toward a more intelligent and sustainable use of the ocean in link with World Ocean Network partnership activities.

designed to highlight and challenge gender stereotypes. Sheena will share ideas and activities developed by TWIST which stimulate debate and dialogue that engage and motivate teenage and adult audiences.

MARJOLEIN VAN BREMMEN, Exhibitions and Events Officer, Science center NEMO, Amsterdam, Netherlands

**A gender checklist for museums and science centres.** To support the development of exhibitions and educational events NEMO, in collaboration with other Dutch science centres and museums, has created a 'checklist' that reminds staff about the key issues to take into account concerning gender. Marjolein will introduce the checklist and share the story of its development, which included working with young 'mystery guests' who helped to identify issues to consider.

CAROLINE ROUGHNEEN, Director, WISER (Women in Science and Engineering) Trinity College, Dublin, Ireland

**Why does a gender imbalance matter?.** Drawing on research exploring issues of diversity and gender in contemporary society, Caroline will argue why gender matters, and why it is important to ensure that women play an active role in science and technology.

**ANTHONY (BUD) ROCK**, Chief Executive Officer, ASTC, Washington, DC, USA

A Toronto Declaration follow-up and an ASTC, World Ocean Network, UNESCO, and Millennium Campaign call to action for science education to support the Millennium Development Goals.

**VINCENZO LIPARDI**, Executive Committee, Fondazione IDIS – Città della Scienza, Naples, Italy

How can we ensure public action in climate change mitigation and adaptation strategies to link with international conventions on climate change?

**SHARON AMENT**, Director of Public Engagement, Natural History Museum, London, UK

This presentation will look at public awareness- raising and engagement in biodiversity conservation linking with the Convention on Biological Diversity and partnerships that supported the International Year of Biodiversity (2010).

**ARMIN FREY**, Director, SK-Stiftung CSC – Cologne Science Center, Cologne, Germany

The concept of sustainability and its ecological, economic, social and cultural dimensions, as well as the political, economic and social forces required to establish a sustainable global governance system.

13.15-14.30

LUNCH

14.30-15.45

BLUE ROOM

### DON'T JUST DISPLAY SCIENCE, GENERATE IT! OPENING OUR MUSEUMS TO LIVE RESEARCH USING VISITORS AS SUBJECTS



CONVENOR

**ANDREA BANDELLI**, Consultant, Amsterdam, The Netherlands

Science centres and museums are not only places for celebrating scientific achievements and displaying science. They are also ideal locations to engage the public with real scientific research. Our institutions are capable of generating their own science. This reverse session will present three innovative approaches that bring scientists to the museum floor and will offer practical insight into how we can open our museums to live research using our visitors as experimental subjects. The second half of this session will be for participants to give three to five-minute presentations (using a flash drive, flip-over, or by speaking on the spot) on the challenges of opening museums to live research.

PRESENTERS

**MICHAEL JOHN GORMAN**, Director, Science Gallery, Dublin, Ireland

**Lab in the Gallery: Real research in public space.** What are the challenges and opportunities in conducting real scientific research in a public setting? This talk will discuss the experiences of Science Gallery Dublin's Lab in the Gallery series, including experiments about attraction/desire, attention, vision and even an experiment involving the drawing of blood from visitors. We will consider the involvement of researchers and the reactions of the public, and discuss the experience and value for the scientists and for the public

**EMILY SCOTT-DEARING**, Project Leader, Science Museum, London, UK

**How visitors can shape and make top-quality science.** Can we make our visitors the subject – or even the practitioners – of the highest quality scientific research? In the last ten years over 10,000 visitors to the Science Museum's 'Who am I?' gallery have taken part in real scientific experiments. They put their powers of perception and reaction times to the test, share their DNA and even spit for science – all to provide valuable data for scientists. For discussion: how we do it and what do visitors, scientists and the museum gain from the programme?

**DIANA ISSIDORIDES**, Senior Scientist & Exhibition Developer, Science Centre NEMO, Amsterdam, Netherlands

**Science Live: Engaging NEMO's public with real scientific research.** In 2010, NEMO started its new research programme, Science Live, encourage its public to actively contribute to scientific knowledge. The presentation will focus on how to open up our institutions to real scientific research using our public as experimental subjects. We will examine the challenges involved and how museum visitors and participating scientists respond to the Science Live initiative.

14.30-15.45

GREY ROOM

### FREEDOM TO FAIL



CONVENOR

**ED SOBEY**, Technichus, Northwest Invention Center, Lulea, Sweden

Freedom of failure is an essential part of science and learning. How can we offer our visitors the freedom of failure and manage this concept in our organizations? Presenters will discuss the successes and drawbacks of the freedom to fail through examples of management, classes and workshops in which this tactic was used. We will then exercise our own freedom to fail as we break into small teams to generate suggestions and guidelines for managing learning and failure. Presenters will lead discussions regarding opportunities, concerns and suggestions about including freedom to fail in learning programs.

PRESENTERS

**MIKKO MYLLYKOSKI**, Experience Director, Heureka – The Finnish Science Centre, Vantaa, Finland

**Freedom to fail and encouraging curiosity.** "Nobody knows what the experience is worth, but it is better than sitting on your hands (I keep telling myself)." The best way to avoid mistakes is to do nothing. Having the freedom to fail encourages curiosity and a spirit of trying.

**SHARON AMENT**, Director of Public Engagement, Natural History Museum, London, UK

**Freedom to fail and the scientific process.** We explore the concept of experimentation (which is at the core of science) and how failure is an inevitable part of this process which contributes to learning, adjustment, new insight and success.

**KIM HERLEV**, Deputy Managing Director, Experimentarium, Hellerup, Denmark

**Freedom to Fail and strategies for innovation.** Innovation has the potential to become a new area of business for science centres to do business. Innovation also involves the freedom to fail. Therefore, the strategy for implement developing innovation as a new business area must also be innovative and have room for mistakes. Using Experimentarium as an example, I will address three of the mistakes we have made so far on our road to creating a new business area and reflect on how these mistakes have been turned into successes.

**HARRY WHITE**, Science Centre Consultant, At Bristol, Bristol, UK

**Freedom to fail: It's ok to fail.** Hands On exhibits are about motivating and maximizing learning opportunities. So to learn from your mistakes is a good thing but too much of this good thing can be de-motivating. The session will present some rules of thumb for achieving this difficult balance in exhibit design, with examples of exhibits that allow this degree of freedom.

**EVA JONSSON**, Director of Education, Teknikens Hus, Lulea, Sweden

**Freedom to fail: Who would like to fail?** What is the organizational philosophy/vision allowing freedom of failure and what challenges does this present for management?

**BARBARA STREICHER**, Director, Science Center Netzwerk, Vienna, Austria

**Freedom to fail: Network-wide.** What benefits derive from offering the freedom of a structure that is solely based on open-ended processes?

14.30-15.45

RED ROOM

### DEVELOPING YOUR DIGITAL MARKETING STRATEGY



CONVENOR

**LAURENT CHICOINEAU**, Director, CCSTI, Grenoble, France

This session will feature three case studies of how science centres have developed their digital marketing strategies. We will assess their holistic approach, provide tips for understanding online audiences and cover a range of online marketing areas. The speakers will discuss their approach to digital marketing.

### PRESENTERS

**SOPHINA JAGOT**, Marketing Manager, At Bristol, Bristol, UK

**At-Bristol: A case study of digital marketing.** Since launching their website in October 2009, At-Bristol has been working to expand its brand and online reputation through its website, social media, e-newsletters, SEO and by updating third party sites. This talk will cover what At-Bristol has done since launching its website. It will also include points about appropriateness of activities according to target audiences and your organisational resources, some tips for understanding online audiences, and future plans for At-Bristol's online activity.

**LYNN SCARFF**, Education & Outreach Manager, Science Gallery, Trinity College, Dublin, Ireland

**Science Gallery: A case study of digital marketing.** How can you use social media and digital marketing to engage your audience? With a target audience of people over age 15 and a growing community of artist, scientists, designers and techno geeks

involved in our programming, Science Gallery has developed a presence in a number of platforms to listen, talk and develop programmes. In this session we will offer some thoughts on what has worked, what hasn't, and future plans.

**ANTONIA CAOLA**, Head of Media Communication & PR, Museo Tridentino di Scienze Naturali, Trento, Italy

**Trento Museum: A case study of digital media.** Museo Tridentino di Scienze Naturali began using the web as a strong communication tool over the past five years – sometimes even using online tactics in place of traditional advertising campaigns in newspapers and printed materials. Audience numbers and target groups revealed that the virtual and traditional media behave very differently and both are still needed. Moreover, where do we draw the line between communication and promotion through digital media? Case histories from our experience will give good examples to be put to discussion.

14.30-15.45

BLACK ROOM

### THE FULLDOME MIND BLOWER EXPERIENCE



CONVENOR

**MACIEJ LIGOWSKI**, Head of the show production, Copernicus Science Centre, Warsaw, Poland

The modern fulldome multimedia system is a mind-blowing and truly immersive environment which has the unique ability to surround audiences with multimedia content. This intense experience can be used to impress, move, teach or simply entertain visitors. The fulldome mind blower session offers the capabilities of a modern fulldome system. We will discuss how these features can be used.

### PRESENTERS

**ROBIN SIP**, Show Producer, Magian Design Studio, Mirage 3D, Melbourne, VIC, Australia

Free yourself in virtual world- the power of fulldome 3D stereo. In this talk the author presents the 3D animations on the dome and discusses the impact of the fulldome 3D stereo content on viewer perception.

**GLENN SMITH**, Managing Director, Sky-Skan Europe GmbH, Munich, Germany

**Interactive learning.** Learn advanced methods of presenting an educational content in a live show. Using a fulldome 3D stereo system to present the example of biological cells hanging in the air immediately in front of viewers is a starting point for a discussion on the power of media in the teaching process.

**ISABELLA BUCZEK**, Show Producer/ Multimedia Designer,  
University of Applied Sciences, Warsaw, Poland

**Science Communication for the immersive medium: Production/development/impact.** This presentation will give a short overview of the present multifaceted production and research activities in the area of immersion. The creative possibilities and scientific content visualization for an immersive medium like the digital 360-degree surface will be addressed. The aim is to demonstrate and discuss the impact of immersion and why it can be an enormous advantage to use this type of media in science centres, museums and planetariums.

14.30-15.45

GREEN ROOM

### SOCIAL MEDIA: HYPE OR SUBSTANCE?



CONVENOR

**HANS-JÖRG WOITE**, Chief Executive Officer, Culturetainment GmbH, Berlin, Germany

There is no longer any question that science centres should be using social media. The real question is how they can optimize its potential. The number of people in Europe using social networks such as blogs, Twitter, Facebook and Youtube etc., has exploded over the last three years. How should science centres respond to this development? How can we make social media an integral part of our communications and marketing strategies? This session will help equip communication managers with the arguments needed to raise resources for establishing social media in their institutions.

### PRESENTERS

**SEBASTIAN HARTMANN**, Communication Social Media, Neanderthalmuseum, Mettmann, Germany

The Neanderthalmuseum Mettmann began using social media such as Facebook, Twitter, Blogs, Flickr and YouTube in 2010. In just eight months, the museum had a proactive approach to social media. Mr. Hartmann will speak about the museum's strategy and how Neanderthalmuseum is measuring its success.

**KLARA KLETZKA**, Director, Dialogue Social Enterprise GmbH, Hamburg, Germany

The Dialogmuseum began its social media activities in October 2010. Klara will give a detailed account of the museum's experience with social media – right down to budgeting

considerations. She will try to answer whether there has been a return on investment for using social media over the past eight months.

**HELI AINOA**, Marketing Manager, Heureka – The Finnish Science Centre, Vantaa, Finland

Heureka started using social media (mainly YouTube and Facebook) during 2009. But success was limited due to an undefined strategy and limited resources. Heureka gave social media another shot in spring 2010 with better results. Heli will explain why the re-launch was successful and the social media direction Heureka plans to take in the future.

14.30-15.45

ORANGE ROOM

### EXHIBITION TITLES AND IMAGES: HOW TO HOOK YOUR VISITORS



CONVENOR

**PATRICIA VERHEYDEN**, Manager of Exhibits, Technopolis®, the Flemish Science Centre, Mechelen, Belgium

What is an exhibition without a title? Creating a great and attractive exhibition or show is one thing. But then you need a title, a logo, and a poster to advertise your brand new project. How do you pin down the best set of words and an ideal image to summarize your project with punch and attract visitors and partners? Should you take the easy road with a simple title, or is it worthwhile to take a risk with a controversial title?

### PRESENTERS

**HANNAH CROOKES**, Director of Science Learning and Public Engagement, Dundee Science Centre, Dundee, UK

**The effect of language on internal and external stakeholders.** The names we choose for our programmes and projects have a big effect, not just on visitors and learners, but on partner organisations and our most important stakeholder group: our staff. Hannah will explore Dundee Science Centre's experiences with project titles and of how they affect internal and external perceptions of the science centre.

**VIRGINIE HUME**, Strategic Planning, universcience, Paris, France

**From communication strategy to advertising campaign.** Building a communications strategy is the first step in selecting an exhibition title and visual. This presentation will discuss how to write

a copy for advertising agencies to translate words into images, how to pretest visuals with consumer groups, and more. Topics will be approached using the example of the universcience advertising campaign.

**LISE KINCH**, Director of PR, Sales & Marketing, Experimentarium, Hellerup, Denmark

**How do we approach exhibition titles at the Experimentarium?** What is the purpose of the exhibition title? How will the visitor perceive it? What constitutes an effective title and how do we want it to interact with images? Does a title make promises for an exhibition? What information or feeling should a title communicate? How do we best influence visitor judgment and decision making using words and visuals?

**MICHELE ANTOINE**, Head of exhibitions department, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**The creative process: Do's and don'ts.** From the briefing to the final result: what are the do's and don'ts in the creative process when selecting the title and visual identity of a exhibit?

**Communicating chemistry.** Should marketing play an important role in the decision-making process of developing a new exhibition? An example will be given where a carrier, like a popular TV series or comic figures, has been used for communicating chemistry.

**LAVINIA DEL LONGO**, Development Department and MUSE project, Museo Tridentino di Scienze Naturali, Trento, Italy

**Titles and images for exhibitions: Good and bad examples.** The Museo Tridentino di Scienze Naturali in Italy develops new temporary hands-on exhibitions in natural and physical sciences topics each year. Their success is not only and always linked to the title and communication image, although names and pictures play an extremely important role. A series of good and bad examples will be presented along with a description of the process used while selecting communication texts and images.

14.30-15.45

PURPLE ROOM

### EVALUATION: HOW TO OBTAIN THE HIGHEST REVENUES WITHIN YOUR ORGANIZATION



CONVENOR

**ANITA SHAW**, Deputy Chief Executive Officer, Techniquet, Cardiff, UK

In the current economic climate, many museums and science centres are struggling with limited budgets. It is therefore more important than ever for these organizations to wisely prioritize new initiatives. At present, we do not have a united approach to priority evaluation in Europe. Three presentations will serve as a point of departure for a plenary discussion on this key question: How much should we invest in research and evaluation and how does it pay us back? Participants will learn different evaluation approaches including how to conduct visitor tracking studies, measure learning outcomes and identify their own evaluation needs.

PRESENTERS

**SAIFUL BAHRI BAHAROM**, Strategic planner, Petrosains – The Discovery Centre, Kuala Lumpur, Malaysia

**Making a business case for research.** Petrosains formed a Research unit in 2006, to lead and manage all research efforts including an annual performance study. Originally sited within the programs-department, the Research unit has been reassigned to the Strategic Planning Department since 2010. The move is due to the inherent value of research findings in terms of making well-informed and relevant business decisions. This session

will present how research in Science Centres is an increasingly important element for decision-making and planning.

**SUE CAVELL**, Research and Evaluation Consultant, At-Bristol, Bristol, UK

**The Value of formative evaluation?** Formative evaluation can seem costly and time consuming. Can we really afford it? This presentation will argue that the question should be 'can we afford not to undertake formative evaluation?' Formative evaluation ensures that exhibits are accessible physically and conceptually to the visitors. This will be illustrated using the framework for formative evaluation used by At-Bristol during the development of the latest exhibition 'All About Us'. Tools and methods will be outlined and examples from the exhibition will be used to argue that formative evaluation has a demonstrable value in the cycle of evaluation.

15.45-16.30

COFFEE BREAK

16.30-18.00

BLUE ROOM

### DRAMATURGY IN EXHIBITIONS: A HELP OR HINDRANCE?



CONVENOR

**CLAUDIA SCHLEYER**, Head of Unit Interactive Exhibits, Triad Berlin, Berlin, Germany

Stories are a powerful tool, but exhibitions with firm storylines raise questions about visitors' freedom to explore content on their own. Should science exhibitions suggest paths or simply let visitors create their own journeys? What motivates visitors to explore an exhibition? Is dramaturgy necessary for us to understand what we experience? How can we meet visitors' needs? Is what they want to experience the same as what we want them to experience? These issues bring visitors' and designers' freedom into question.

PRESENTERS

**CLARA LIM**, Science Interactives Curator, Thinktank Birmingham Science Museum, Birmingham, UK

**LUTZ ENGELKE**, Exhibition Designer and Director, Triad, Berlin, Germany

**MAARTEN OKKERSEN**, Head of Design and Productions, Museon, The Hague, Netherlands

**MICHÈLE ANTOINE**, Head of Exhibitions, Royal Belgian Institute of Natural sciences, Brussels, Belgium

**MATTEO MERZAGORA**, Innovations in the Communication of Science, ICS- SISSA, Trieste, Italy and TRACES, Paris, France

16.30-18.00

GREY ROOM

**BEYOND PAPER AND PENCIL:  
NEW METHODS IN VISITOR EVALUATION**re 

CONVENOR

**LAURENT CHICOINEAU**, Director, CCSTI, Grenoble, France

Museum surveys consisting of seemingly endless questionnaires are already things of the past. Museum researchers are now free to choose from a variety of qualitative and quantitative methods to investigate visitors' experiences and the behaviours. In this session two new approaches to visitor research will be discussed: We will look at a new system, "Talentsuche," which is based on a psychological model of multiple intelligences which continuously collects information about special abilities and skills of a high number of visitors over long period of time. We will also investigate visual attention processes during the museum visits by analyzing visitors' eye-movements via mobile eye tracking.

PRESENTERS

**CHRISTIAN SICHAU**, Director Exhibition, Experimenta, Heilbronn, Germany

**Overcoming random results – the value of statistics.** Studying visitors in science centres is like quantum mechanics: Too many random factors limit predictability. One way to address this problem is through the use of statistics. However, we often lack a enough relevant data to do so. We have installed a system, incorporated into 25 exhibits, which allows us to study visitors in high numbers. The system gives us continuous information about the special abilities and skills of visitors based on

a psychological model of multiple intelligences. So, despite the limited knowledge about the behaviour of individual visitors, our statistical aggregate gives us a useful overview of the behaviour of thousands of visitors.

**CONSTANZE HAMPP**, Research Scientist, Deutsches Museum, Munich, Germany

**Eye movement tracking and analysis.** Authentic objects are a central component of exhibitions and have specific advantages for communicating exhibition content. In a cooperative project between Deutsches Museum and the Knowledge Media Research Center, we asked whether authentic objects have specific advantages over pictorial substitutes in an exhibition about new controversial technologies.. This presentation will discuss strengths and weaknesses in this new method of visitor research.

16.30-18.00

RED ROOM

**TESTING FREEDOM IN THE CREATIVE PROCESS**ex 

CONVENOR

**MAJA WASYLUK**, Exhibition Development Project Manager, Copernicus Science Centre, Warsaw, Poland

This session is specially designed for content developers, designers, constructors, communicators and marketing specialists. This workshop session will unite specialists from different fields in a common creative process. The quality of our products depends on our capacity to cooperate within a multidisciplinary team. Imagine an exhibit made by constructors without design or an exhibition sold without marketing. It happens, but it is rarely successful. On the other hand, multidisciplinary cooperation is sometimes full of obstacles and restrictions coming from different partners. This session will help different disciplines understand one another better and improve the overall creative process.

PRESENTERS

**ANNA LIPIŃSKA**, Project Coordinator, Copernicus Science Centre, Warsaw, Poland**KUA PATTEN**, Exhibit Services Director, Exploratorium, San Francisco, USA**MAJA WASYLUK**, exhibition development project manager, Copernicus Science Centre, Warsaw, Poland**JACQUES ANDRE DUPONT**, Executive Producer, X3 Productions, Montréal, Canada**CHRISTOPHER CHAFFARDON**, Educational Manager, Cité de l'espace, Toulouse, France**STEVE PIZZEY**, director, Science Projects, London, UK

16.30-18.00

BLACK ROOM

**DONORS, FREEDOM AND SCIENCE CENTRES**np 

CONVENOR

**BRIGITTE ZANA**, Director for development and network, universcience, Paris, France

Science centres and museums—usually non-profit organizations—are currently confronted with the task of finding generous donors. Certain types of funding allow more freedom and focus less on short-term results; this allows science centres and museums the chance to achieve their objectives in a more innovative way. Prospective sponsors, both corporate and individual, are usually interested in supporting causes they perceive as valuable. Therefore, these groups must be approached in a strategic way. In this session we will explore different ways to market fundraising strategies to a wide range of stakeholders from the public and private sectors as well as explore how creating partnerships between museums and companies implies sharing objectives without compromising freedom or integrity.

PRESENTERS

**KIM GLADSTONE HERLEV**, Vice Managing Director – Director of Development, Experimentarium, Hellerup, Denmark

**How do manage numerous donors for the same project while keeping an eye on our goal?** Experimentarium, which is planning a major renovation within the next three years, receives its funding for new activities mainly from private and public foundations and private companies. One priority for the new centre is to establish an Innovation Center which will function as a business area. This goal would be to strengthen the cen-

tre's financial situation. The strategy is to involve companies, universities and government. We have raised sufficient funds to get started, but is it possible to fundraise for a new area of business? And how free can we be to follow our strategies when more than twenty stakeholders are involved?

**TUOMAS OLKKU**, Development Manager, Heureka – The Finnish Science Centre, Vantaa, Finland

#### What lessons are gained from fundraising campaigns?

Heureka's Jubilee Fund, established in 2009, is a fundraising effort aimed at companies and individual donors. The fund was created to provide support during tough times or to be used for projects that fall outside the core budget. The money is not earmarked for any specific operation. Therefore, the fund gives us more financial freedom. This is also a challenge, as most donors want to know where their money is going. The presentation will share the process and learning points collected along the way.

**DAVID KRAMER**, Chief Executive Officer, Sci-Bono Discovery Centre, Johannesburg, South Africa

**Is private sector funding a solution to government control of science centres?** The Sci-Bono Discovery Centre receives its funding from the Gauteng provincial government, the private sector and other donors. The reality is that over 90 percent of funding comes from the provincial Department of Education. The result? The Department of Education has complete financial control over the science centre. For this reason, Sci-Bono has developed a long-term strategy to increase funding from private companies and reduce its dependence on government funding. The presentation will look at challenges and strategies that emerged in this situation.

16.30-18.00

GREEN ROOM

#### SCIENCE IN THE NEWS: CAN SCIENCE CENTRES BENEFIT?



CONVENOR

**RICHARD HOUGHTON**, Creative Director, Houghton Neal Design, Margate, UK

How can science centres and museums use current events in scientific research to engage their visitors? Should they be a conduit for research institutions to reach their public? And how can science centres encourage visitors to respond to and debate new research? This session will gather panelists from a variety of institutions to present how they have developed exhibits or programs modeled around scientific research that is 'in the news'.

PRESENTERS

**DANIEL TAN**, Director – Exhibitions Group, Science Centre Singapore, Singapore, Singapore

**Topical Science in Tropical Singapore.** How can we plan for and put up timely and topical exhibitions? The Science Centre Singapore shares some of our experience in attempting to capture the attention of our visitors with exhibitions on topics that are current and of immediate public interest.

**JANINE EASON**, Exhibitions Director, Thinktank, Birmingham, UK

**What is "contemporary science" and how can we engage people with its content?** This session will explore Thinktank's audience-focussed approach to engaging people with contemporary science through exhibitions and programmes. It will share lessons learned about audience needs, and look at the

importance of considering visitor experience when developing new contemporary science content.

**GEORGE FORSTER**, Director, BoostEd, Norwich, UK

**Increasing understanding of science by using high-interest areas from current research.** Xplore Health provides a channel of communication for research institutions and aims to engage a number of different audiences in debate about related issues. A web site [www.xplorehealth.eu](http://www.xplorehealth.eu) will provide a series of modules covering topics including How Drugs are Developed, Skin Cancer, Malaria, HIV/AIDS, Mental Health and Cardiovascular Disease. The modules will offer multimedia games, videos, virtual experiments, dialogue games and experimental protocols. Various aspects of the modules will be developed for use in schools and as open labs in Science Centres.

16.30-18.00

ORANGE ROOM

#### EXHIBITS THAT WERE NEVER MADE



CONVENOR

**LECH NOWICKI**, Project Manager, Copernicus Science Centre, Warsaw, Poland

The ontogeny of an exhibit commences from fertilization (revelation) which is frequently preceded by an introductory love-play (discussion). The fertilization gives life to the exhibit embryo (idea). Thousands of premature exhibit forms mature (are transformed) through the larval stage (prototypes) until they are mature individuals (exhibits) living (standing) in our exhibitions. But some embryos never come to fruition. This session will be devoted to exhibits that were never constructed because of various obstacles: lack of money, technical troubles, anxieties about political correctness, etc. We will try to help the embryos grow up by producing hormones (advice) that will transform these embryos into colourful butterflies (insightful exhibits). We will try to determine the factors that obstruct their freedom.

PRESENTERS

**ŁUKASZ BADOWSKI**, Project Manager, Copernicus Science Centre, Warsaw, Poland

**A Quantum of Solecism.** This is a story of curiosity that killed a Schrödinger's Cat, or, how the process of developing a supposedly simple exhibit unearthed serious controversies present in modern science and resulted in the cancellation of the whole project. Discussion will be based on the case study of an exhibit designed for visitors to observe photons. Conclusions will be generalized based on the broader problem of presenting modern science in the form of interactive exhibits

**SVEIN ANDERS DAHL**, Managing Director, VilVite, Bergen Vitensenter AS, Norway

**Free falling.** Gravity, wind, hooting whistles and sensational visions combined in one spectacular exhibit: A “full body” interactive experience with blockbuster potential. Will we ever be able to offer it to the visitors at VilVite?

**MIKKO MYLLYKOSKI**, Experience Director, Heureka – The Finnish Science Centre, Vantaa, Finland

**A giant walk-in human.** The human body is one of the most attractive objects in the world – even as an exhibition. Several attempts have been made to create a human biology exhibition inside a large model of the human body but none have been successful. Analyse why and bring your ideas about how to finally get it right.

**JERZY STELMACH**, Chief of Eureka Interactive Exhibition, University of Szczecin, Szczecin, Poland

**Mechanical synthesizer of sound.** The idea behind this exhibit concerns the timbre of sound – the property which allows us to distinguish the same pitch of sound originating from different instruments. The exhibit is supposed to consist of several tuning forks generating fundamental tones. Since any given pitch of sound is a superposition of fundamental tones with different loudness, one should be able to mimic different instruments by simultaneously striking the tuning forks with small wooden hammers.

**HARRY WHITE**, Science Centre Consultant, At Bristol, Bristol, UK  
A New Model for Cloud Chambers

**Cloud Chambers give a tantalizing glimpse of an elusive and difficult-to-understand aspect of physics.** Some years ago, we attempted to improve this glimpse by building small modular chamber to view particles as they pass through visitor’s hands without deflecting. Technology helped but ultimately the laws of physics operated against us.

16.30-18.00

PURPLE ROOM

### QUALITY, QUANTITY OR BOTH: HOW CAN SCIENCE SHOWS MAINTAIN INTEGRITY?



CONVENOR

**WIKTOR GAJEWSKI**, Copernicus Science Centre, Warsaw, Poland

The sheer number of science shows performed at science centres can lead to lower quality presentations. There are several reasons for this, for example routine performances, performers who lack skills as well as too little time for quality control and viewer feedback. Many reasons are closely connected with a performer’s skills and personality. The aim of our session is to encourage a professional debate about quality control protocol in science centres and to establish an international network to share our various science presentation experiences.

### PRESENTERS

**LUKA VIDIC**, Activities Editor, The House of Experiments, Ljubljana, Slovenia

**Science shows and candies.** Eat a bunch of your favourite candies in one go and you might get sick and never eat them again. Or eat them one by one every now and then, introduce new flavours, share them with other people, enjoy the experience, and they will taste better and better each time

**MARCIN CHYDZINSKI**, Explainer, Copernicus Science Centre, Warsaw, Poland

**A chain is no stronger than its weakest link.** I will talk about several implements such as guidelines for writing scenarios, show creation timelines as well as training and evaluation procedures. They’ve been introduced in Copernicus Science Centre to guarantee high-quality of shows despite a large number of presenters involved in different performances. We think the individual skills and styles of the performers are crucial to the success of a science show. But it is difficult to focus on individuals’ enrichment when training a large number of people. During the session we will compare Copernicus’ approach with experiences gathered from other centres.

**KAMIL FADEL**, Head of the Physics Department, universcience, Paris, France

**Lecture demos at the Palais de la découverte.** At the Palais de la découverte, “performances” are much more similar to lecture demonstrations than to shows, though they display a “show” or “theatre” signature too. How do you avoid falling into a repetitive routine? This depends on the performers’ own relationship with the job and to the public. We offer alternative means of expressing skills in the popularizing of science for lecturers who have difficulties.

18.00-18.30

### CLOSING EVENT

Join us for the closing of this year’s Conference and mark the handover to the host of the Ecsite Annual Conference 2012 – La Cité de l’espace in Toulouse, France.

18.30-20.00

### VISIT TO THE SCIENCE PICNIC

You are invited to visit the Science Picnic of Polish Radio and the Copernicus Science Centre – Europe’s largest outdoor event dedicated to science.

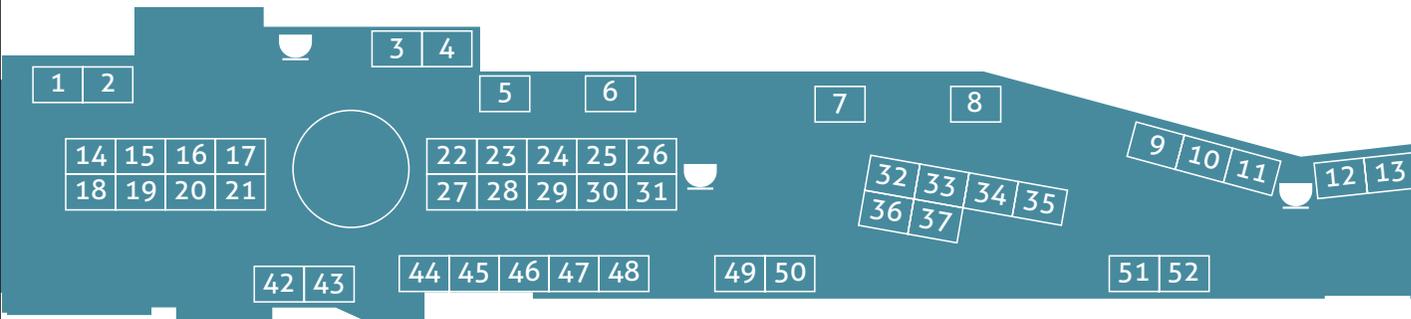
20:15-02:00

### FAREWELL PARTY AT CENTRALNY BASEN ARTYSTYCZNY – CENTRAL ARTISTIC SWIMMING POOL

Before going home, join us for the Farewell Party in a popular Warsaw club that was formerly a swimming pool!

# BUSINESS BISTRO EXHIBITORS

# BUSINESS BISTRO EXHIBITORS



## 1 UKTI

UK Trade & Investment department is a government agency providing support to UK companies engaged in international trade.

<http://www.ukti.gov.uk/home.html>



## 2 EUROPEAN SPACE AGENCY

ESA, THE EUROPEAN SPACE AGENCY Member states of the European Space Agency (ESA), have been pooling their resources to create a dynamic programme of space exploration and technology for over 30 years. With vision and imagination, Europe's most brilliant scientists and skilled engineers have brought space into our lives, in diverse and dynamic ways, in the fields

of: Earth observation and meteorology, satellite communications and satellite navigation systems, launchers, human space flight and space laboratories, exploration of the solar system and deep space.

[www.esa.int](http://www.esa.int)



## 3 4 SKY-SKAN

Sky-Skan has been synonymous with innovative products for planetariums since 1967. From special effects projectors in the early days, to one of the world's first multimedia theater automation systems in the 1980s, on to the cutting edge, high-resolution full-dome display systems of today, Sky-Skan has continuously pushed the limits and led the way with innovative and expertly engineered solutions for its customers. Now in its tenth year as an Ecsite Corporate Partner, we are also proud to supply the 2011 Ecsite host venue with its new state-of-the-art planetarium.

[www.skyskan.co](http://www.skyskan.co)



## 5 HÜTTINGER EXHIBITION ENGINEERING

We develop environments that promote exploration and understanding through multi-sensory experiences. Our services include: Feasibility studies, master planning, programme development, scientific research, conceptual design, interactive media design, architectural and interior design,

design development and specification, project management and exhibit fabrication. Our Design/Build Approach, along with a large in-house capacity, allows us to plan and deliver turnkey solutions within a single project cycle, resulting in time savings, cost savings and, ultimately, a far more satisfactory exhibition.

[www.huettinger.de](http://www.huettinger.de)



## 6 AMERICAN MUSEUM OF NATURAL HISTORY

The American Museum of Natural History's Traveling Exhibitions bring a long tradition of excellence in exhibit design to your institution. Developed by a staff of over 200 scientists in cooperation with our renowned design, media, and exhibition teams, AMNH's award-winning exhibits have appeared worldwide. AMNH develops two 700 m<sup>2</sup> temporary exhibitions per year in collaboration with leading institutions from around the world. AMNH also creates digital planetarium shows, customized content and media, as well as expertise in space science, paleontology, earth science, biodiversity, anthropology, and many other areas.

[www.amnh.org](http://www.amnh.org)



## 7 MTFX LMTD

MTFX are renowned providers of high-quality special effects. Their high voltage division, HVFX, provides lightning and related high-voltage effects and props for live events and visitor attractions. These effects include Tesla Coils, Jacob's Ladders and Plasma Balls/Panels. Their Aquagraphics Intelligent Water Screens can be used in almost any location to provide a powerful promotional tool to highlight a brand or message. It uses a series of valves that allow falling water droplets to form a word, image or logo with amazing results!

[www.mtfx.com](http://www.mtfx.com)



## 8 ARTHECOM

XhibitScience is a new trademark of Arthecom B.V., Netherlands and supplier of standard interactive science exhibits. Innovative ideas are translated into attractive concepts and manufactured with long lasting experience. We can also be your partner if the exhibit of your choice is not yet in our portfolio, if you need specials or even design and production of a whole exhibition. Please visit us at the Ecsite conference in Warsaw to look at the Hydrogen Rocket, the Light Mixer or Earth's Seasons

# BUSINESS BISTRO EXHIBITORS

exhibits delivered by XhibitScience against competitive prices.  
[www.arthecom.nl](http://www.arthecom.nl)



## 9 LEACH COLOUR

Leach Colour specialise in the print, build, production and implementation of exhibitions and visitor centers for the museums, heritage and visitor attraction sectors. They are recognised for high quality production and excellent customer service. They have delivered many large museum and exhibition projects, both within the UK and abroad, working for clients such as The British Museum, The National Trust for Scotland and The V&A. Their latest international project is on behalf of King Abdullah Abdulaziz of Saudi Arabia. Leach's in-house production capabilities include large format photo-digital imaging and UV print direct systems. Their exhibition department specialises in a complete solution and their in-house fabrication department covers a full scope of construction activity.  
[www.www.leachcolour.com](http://www.www.leachcolour.com)

## LEACH COLOUR

## 10 ANAMNESIA

We are a for-profit company specializing in the definition, design and production

of multimedia and interactive installations for museums, exhibitions and interpretive centers.  
[www.anamnesia.com](http://www.anamnesia.com)



anamnesia

## 11 GRANDE EXHIBITIONS

Grande Exhibitions specialises in creating, designing, producing, commercializing and placing large international travelling exhibitions and fixed exhibition projects with broad cultural appeal. The travelling exhibition portfolio is museum quality, entertaining, educational, family-orientated and often interactive. Exhibitions are licensed to museums, galleries; entertainment promoters and purpose built exhibition spaces in major cities around the world to market and operate.  
[www.grandeexhibitions.com](http://www.grandeexhibitions.com)



## 12 13 ARCHIMEDES

Archimedes is a design and communications agency specialising in science and research. We plan, design and implement exhibition projects all over the world, as well as design and create exhibits and event tools. We design the

dialogue between science and the public, between themes and people.  
[www.archimedes-exhibitions.de](http://www.archimedes-exhibitions.de)



M O V I N G • SCIENCE

## 14 SNIBBE INTERACTIVE

Snibbe Interactive creates magically interactive walls, floors, tables, and screens that transform museums into interactive social experiences. People use their whole bodies to interact with our exhibits and displays in a process as engaging as a movie and as social as a conversation, increasing dwell time, frequency of visits, and recall of ideas and products.  
[www.snibbeinteractive.com](http://www.snibbeinteractive.com)

## SNIBBE INTERACTIVE

## 15 MAQUETTREE STUDIOS

Maquettree Studios – Conceptual designers and builders of interactive environments and ludic spaces for Museums and Science Centers. Scale model building, scientific prototypes, replicas, and applied scenography. Project management and coordination from sketch to conclusion and more.  
[www.maketree.com](http://www.maketree.com)



# BUSINESS BISTRO EXHIBITORS

## 16 NAVET

Navet is a science center in the west part of Sweden. Many different concepts and themes are addressed with the aid of short dramas, experiments, visualizations and brain teasers. Context, development and creativity are important ingredients in all the work we do. When combined, these elements give the visitor knowledge, ideas and greater interest in technology, science and mathematics. This year, NAVET presents a new traveling exhibition within the Dodecahedron – a geometric workshop where one can construct geometric shapes using paper or card.  
[www.navet.com](http://www.navet.com)



## 17 EXPOLOGY

Expology is an exhibition and experience consultant company specializing in the development and design of experience-based learning exhibits and activities. We have developed Expology Solutions whose main purposes are: 1. For the visitor: It enables visitors to create a personal profile for storing, retrieving and sharing content experienced and created during a visit. 2. For the centre: It allows management to supervise the exhibition, its exhibits and its multimedia applications and hardware. It also enables

continuous content changes and is easily updated from an offsite computer.  
[www.expology.no](http://www.expology.no)

## expology

## 18 ENGINEERED ARTS LIMITED

Engineered Arts are specialists in the building and design of imaginative, interactive exhibitions as well as audio-visual and mixed media installations. We are currently presenting the latest version of RoboThespian – the original robot actor, and demonstrating new speech command control and colour recognition software.  
[www.engineeredarts.co.uk](http://www.engineeredarts.co.uk)



## 19 ROTO STUDIO

Roto Studio is a leading international design firm specializing in highly interactive museums and exhibits. Built on years of first-hand museum operating experience and recognized for its wholly original portfolio, Roto provides a full range of planning and design services for today's leading science centers and children's museums.  
[www.rotostudio.com](http://www.rotostudio.com)



## 20 ECSITE

Ecsite, the European network of science centres and museums, links science communication professionals from more than 400 institutions in 50 countries. Ecsite connects member institutions through projects and activities and facilitates the exchange of ideas and best practice on current issues.  
[www.ecsite.eu](http://www.ecsite.eu)



## 21 UNIVERSEUM

We are pleased to welcome you to the Ecsite Annual Conference to be held in Gothenburg, Sweden, at the Universeum Science Discovery Center between 4 and 8 June 2013! Universeum is Northern Europe's largest science centre with over half a million visitors every year. Universeum's 8000sq metres are bursting with exhibitions about space, the brain, innovations, experiments and much, much more. Job Land targets our youngest visitors while our rainforest is home to monkeys, arrow-poison frogs and colourful birds. We also have giant aquariums with sharks, sting-rays and coral fish. We invite you to enjoy five inspiring days in Gothenburg!  
[www.universeum.se](http://www.universeum.se)



## 22 HEUREKA OVERSEAS PRODUCTIONS LTD

Heureka, the Finnish Science Centre, has produced 26 touring exhibitions since 1989. Our exhibitions have travelled to 82 venues in 25 countries. Heureka's exhibitions have been visited by over 20 million people worldwide. In light of these numbers, it can well be stated that Heureka has a long experience and profound expertise in touring and creating exhibitions. A new travelling exhibition, Dinosaurs, has arrived at Heureka. These moving and thundering robotic dinosaurs will be available for hire in fall 2011. Other travelling exhibitions available are Move and play!; Ships and the sea; Speed, Science in motion and Science Changing the World. For further information please contact Heureka Overseas Productions Ltd. [www.heureka.fi](http://www.heureka.fi)



## 23 EXPOGRAFIC

We have more than 20 years' experience in designing and developing exhibitions on science, technology and environmental subjects. [www.expografic.es](http://www.expografic.es)



## 24 D3D CINEMA

D3D Cinema is a Chicago-based company that offers complete digital 3D cinema solutions and services to museum and attraction industry clients worldwide. D3D offers a fresh and unique partnership approach to cinema design and 3D content, from theater integration to signature film production. D3D is a sister company of Giant Screen Films, a global leader in large-format film production & distribution. [www.d3dcinema.com](http://www.d3dcinema.com)



## 25 BLOOMFIELD SCIENCE MUSEUM JERUSALEM

The Bloomfield Science Museum Jerusalem is an expert in developing interactive exhibits that give visitors inspiring learning experiences. Innovative and challenging, the museum's exhibits open doors to the world of science and technology, arouse visitors' curiosity, encourage them to think differently about the world and promote conversation among visitors. The museum employs highly skilled exhibit developers, designers, craftspeople and technicians. The well-equipped workshop covers the full spectrum of ways to develop sophisticated exhibits. The

museum is a non-profit organization, founded in 1992, and operating under the academic auspices of the Hebrew University. [www.mada.org.il/en](http://www.mada.org.il/en)



## 26 TRIAD BERLIN

Triad Berlin is one of Germany's most successful communication agencies of today. Founded in 1994, Triad creates engaging and captivating exhibitions, interactive exhibits, engages in brand development, produces trade fair stands and events featuring cutting-edge interactive, digital, audiovisual and educational content. For us, each exhibition represents a new challenge to develop unique storytelling and portrayal formats. This creates a structured experience which informs and touches the visitor at the same time. It is our belief that only a story well told makes a lasting impression. [www.triad.de](http://www.triad.de)



## 27 BODY WORLDS – THE ORIGINAL

BODY WORLDS – The Original is the first-of-its-kind exhibition of plas-

tinated human specimens created by the inventor of plastination, Dr. GUNTHER VON HAGENS. With 32 million visitors worldwide, it is the most successful touring exhibition and the only anatomical exhibition with an established BODY DONATION PROGRAM. BODY WORLDS presents the complex elegance of the human body. The exhibition invites the visitor to navigate the inner workings of the body and to compare diseased versus healthy organs. It offers visitors an unforgettable encounter with humankind as well as with one's self. [www.bodyworlds.com](http://www.bodyworlds.com)



## 28 TECHNOLIS

Technopolis®, the Flemish science centre, offers the following travelling exhibitions: Long may you live, an exhibition about health and life quality illusions where visitors experience what happens when their brain gets in its own way; Plantastic!, a co-production from Museon, National Museums of Liverpool, Le Vaissea and Technopolis® about the secret life of plants; 1-to-Make, a hands-on science exhibition which challenges visitors to turn their own ideas into imitated reality. [www.technopolis.be](http://www.technopolis.be)



## 29 30 UNIVERSCIENCE

In 2010, the Cité des sciences et de l'industrie and the Palais de la découverte pooled their skills to set up a major scientific and technical cultural institution –universcience–based in two Paris locations: La Villette and the Grand Palais. Becoming a main national disseminator and of scientific culture and a promotional platform for French expertise, universcience aims to develop science and technology awareness, encourage vocations and foster innovation The institution will shares its expertise and vision in Europe and abroad and plays an active role in initiatives for science in society through cooperation, travelling exhibitions and consultancy. [www.universcience.fr](http://www.universcience.fr)



## 31 MAPCARDS.NET

The first True 3D products appeared on the market in February 2008 when we introduced our first series, PLANETARIUM 3D. And since the outcome for our clients was very positive, we have been innovating new True 3D products ever since. At this stage we are distributing to more than 35 countries in Europe, Asia and North America and we are looking to form new partnerships with distributors. [www.mapcards.net](http://www.mapcards.net)



## 32 33 NATURAL HISTORY MUSEUM

We develop natural science attractions exhibitions and visitor destinations in close partnership with our clients. Our consulting services reflect the Museum's wide range of experience and skills and our Kokoro animatronics remain the most respected in the field. From not-to-be-missed three-dimensional experiences to award-winning nature photography, our travelling exhibitions offer accessible scientific knowledge in an engaging environment. We will introduce two brand new specimen-rich blockbusters and the 'Wildlife Photographer of the Year' as a stunning light panel exhibition in 2011. [www.nhm.ac.uk](http://www.nhm.ac.uk)



## 34 TECHNIQUEST

Techniquest has been developing amazing and innovative exhibits for 25 years. Our workshops have built over 500 exhibits for our own centre, and hundreds more for exhibitions around the world. On top of this, our team of education specialists has an unrivalled track record in developing engaging science shows, workshops, and events which appeal to all audiences. Our team is made up of creative, experienced people with a passion

for developing the best exhibits and educational resources available that deliver complex, innovative projects around the world.

<http://www.techniquest.org>

**TECHNIQUEST**

## 35 DE PINXI

de pinxi creates spectacular interactive experiences and digital exhibitions aimed at the worlds of education, leisure and communication. The spectators discover, play and experiment by means of their own actions within the experiences. We have been using the concept of group interaction in our work since 1993, and bring together the concepts of individual, team and cooperation. We work for science, fine arts and archaeology museums, and cultural destinations.

[www.depinxi.be](http://www.depinxi.be)



## 36 BERND WOLTER DESIGN

We specialize in prehistoric life-size animals. Our clients are leisure parks, museums, towns and shopping malls. All models are for sale, lease or rent! We allow special payment methods,

especially with museums, such as sharing entrance profits. Choose from six themes: Dinosaurs, Iceage, Giants of the sea, Big Insects, Mystical Monsters and Bionic. Required space: 300 up to 5.000 square meters.

[www.wolterdesign.de](http://www.wolterdesign.de)



## 37 CITÉ DE L'ESPACE

Cité de l'espace, Toulouse, France is main tourist highlight of the city of Toulouse and the Midi-Pyrénées region and proud host of the 2012 Ecsite Annual Conference!

[www.cite-espace.com](http://www.cite-espace.com)



## 42 43 SKYPOINT SRL

Skypoint, based in Italy, specializes in astronomical instruments and planetariums, and is one of Europe's biggest sources for telescopes and accessories for professional observatories, schools, universities and science centres. We distribute the Digitalis Educational brand, the leader in educational planetariums, through our Skypoint Digital Planetariums

division. Skypoint, a Konica Minolta-certified partner, also distributes Konica Minolta Planetarium Japan products throughout Europe and the Middle-East. Skypoint is also an official Sciss distributor, offering Uniview software – one of the most famous planetarium software on the market. [www.skypoint.it](http://www.skypoint.it)



## 44 MEADE INSTRUMENTS EUROPE GMBH & CO.KG

Meade manufactures astronomy telescopes and sun observing instruments for star observatories, museums, universities and other Institutions.

[www.meade.de](http://www.meade.de)



## 45 GLOBAL IMAGINATION

Global Imagination® makes the Magic Planet® digital video globe – the digital display with a sphere-shaped screen. We also supply software, content and services that enable you to present global information and promotional media in the most compelling and interactive way possible. Global Imagination's® Magic Planet® digital video globe, software, content and services enable compelling and

interactive presentation of global information/promotional media.

[www.globalimagination.com](http://www.globalimagination.com)



## 46 THE FIELD MUSEUM

Since 1893, The Field Museum has dedicated itself to exploring the earth and its people, combining innovative science with award-winning design to create unparalleled international traveling exhibits ranging in topics from geology, anthropology, botany, and zoology. Institutions the world over have enjoyed our engaging exhibits, exceptional service and support.

[www.fieldmuseum.org](http://www.fieldmuseum.org)



## 47 EXPLORATORIUM EXHIBIT SERVICES

When he created the Exploratorium in 1969, Dr. Frank Oppenheimer saw the museum's exhibits as „links“ in the „chains of understanding“. The more links with which you can experiment, the better you can understand the

world. Exhibit Services makes Oppenheimer's vision available – link by link – offering 40 years' worth of creativity and curiosity from the Exploratorium for you to use in your museum, through, professional development, staff training, master planning, custom design, engineering and ExNET Partnerships. Curious about how we can work with you?

[www.exploratorium.edu](http://www.exploratorium.edu)



## 48 X3 PRODUCTIONS

X3 Productions' mission is to give more and more people reasons to enter museums and science centres. X3 Productions develops innovative exhibitions with high-quality educational content which enhances the museum experience and offers a special focus on new technologies and interactivity. We create projects that have a lasting impact on peoples' understanding and view of the world.

[www.x3productions.ca](http://www.x3productions.ca)



## 49 EXHIBITS.NL

Exhibits.nl is a leading supplier of interactive exhibits and exhibitions,

operating worldwide at the highest-quality standards. Our exhibits are innovative, fun, educational and above all, built to world-class standards. The professionalism of our employees is a guarantee of the consistently high quality of all products from Exhibits.nl Please see our new online catalogue with over 120 hands-on and interactive exhibits for sale. Exhibits include: Amazing Machines, Air and Space, Human Body, Digital World, Water, Sound and Light, Energy and Electricity, Mother Earth, Nature, Arts, Just Fun, and more!

[www.exhibits.nl](http://www.exhibits.nl)



## 50 BRUNS

Bruns develops and produces complete exhibitions, interactive models, interior and exterior specials and show cases for museums and science centres. These products visualize physical and scientific phenomena and have education as their objective. The entertainment of museum visitors and satisfied customers is what we pursue. Bruns, in business since 1963, has grown a lot and wants to be the producer of interactive and innovative exhibits for museums and science centres worldwide. To achieve this position, we broadly specialize in: Engineering, technical design, prototyping, production, and

# BUSINESS BISTRO EXHIBITORS

installation. In short, Bruns is a professional, creative and flexible partner with qualitative solutions!  
[www.bruns.nl](http://www.bruns.nl)

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## 51 SCIENCE PROJECTS

Science Projects has over 23 years of experience in the field of interactive exhibits and exhibitions. From exhibition planning to design and fabrication, they have worked on hundreds of

projects for over 180 clients, earning themselves a reputation for being one of the most experienced, reliable and trusted suppliers in the world. They also have a Science Centre – The Observatory Science Centre in Herstmonceux UK, and produce travelling exhibitions which cover a wide range of subjects from art to ancient science.  
[www.scienceproject.com](http://www.scienceproject.com)



## 52 SMG SCIENCE CENTER SERVICES

SMG Science Center Services offers structural change solutions for public and private cultural and educational visitor attractions. By joining a strong and proven management network, your facility remains unique while profiting from the efficient management systems and operational know-how of SMG.  
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# SOCIAL PROGRAMME

**26** MAY, THURSDAY

**GALA DINNER 20.00-23.00**



## KUBICKI ARCADES

The Kubicki Arcades are part of Warsaw's Royal Castle. They were built in 1818-1821 as a route connecting the gardens in the old riverbed of Vistula with the gardens on the scarp. Although the Arcades survived World War II, they fell into ruin after years of neglect. It took almost 15 years to renovate them. Reopened in 2009 the Kubicki Arcades are an amazing historic site. Not only is the venue special, but you will also have an opportunity to try the finest Polish cuisine prepared in accordance with the principles of slow food.

### address:

Kubicki Arcades, the Royal Castle,  
pl. Zamkowy 4

**i** stop pl. Zamkowy:  
bus: 116, 178, 180, 222, 503, N44  
stop Stare Miasto:  
bus: 160, 190, 360, 527, N11, N21,  
N61, N71, tram: 4, 13, 23, 26, 46

**27** MAY, FRIDAY

**HAPPY HOUR 18.15-19.15**

The Happy Hour is a highlight of the Business Bistro's schedule. The Conference invites exhibitors and participants to come together for a drink among the booths.

**NOCTURNE 20.00-24.00**

## COPERNICUS SCIENCE CENTRE

During the Nocturne you will test Copernicus' brand new exhibitions, open just since November 2010. Preview the planetarium before its public opening and explore the most fascinating "staff only" places and relax in the roof garden with the magic night view of Warsaw! The Ecsite Jazz Jam Band will also be there – if you would like to participate, bring your instrument and contact Jamie Bell for details on the repertoire: [hopzinho@gmail.com](mailto:hopzinho@gmail.com)



supporter of the Ecsite Jazz Jam Band

### address:

Copernicus Science Centre  
Wybrzeże Kościuszkowskie 20  
**i** Bus stop: Pomnik Syreny

**28** MAY, SATURDAY

**FAREWELL PARTY 20.15-02.00**

## CENTRALNY BASEN ARTYSTYCZNY

The Farewell Party will take place in a popular Warsaw club that was formerly a swimming pool! Centralny Basen Artystyczny – Central Artistic Swimming Pool. This night will be the last chance to meet, chat and have some fun together. So go with the flow and join us on Saturday night.

### address:

Centralny Basen Artystyczny,  
ul. Konopnickiej 6  
**i** stop pl. Trzech Krzyży:  
bus: 101, 105, 108, 116, 151, 166,  
171, 180, 195, 222, 503, 517, E-2



# ABOUT WARSAW

Whether you come to Warsaw on a business trip, for a conference, or as a tourist, the city has all the components of a modern European capital: A dynamic and stable business environment, historic and modern meeting facilities, vibrant cultural life and green space covering a quarter of the city. Warsaw will definitely exceed your expectations.

## ECLECTIC

It is a city of many faces: a contrasting blend of past and present with an architectural landscape composed of historical and soc-realist buildings neighbouring post-modern skyscrapers. The past is magnificently represented by the post-war reconstruction of the Old Town which was completely destroyed in WWII. The Palace of Culture and Science, a long-standing symbol of communism, is the epitome of soc-realist style. The post-modern architectural landscape was shaped by such designers as Abraham Epstein, Norman Foster or Daniel Libeskind.

## OPEN & HOSPITABLE

Historically at the crossroads between Western and Eastern Europe, Warsaw grew to become a platform for new dialogue that inspired change and promoted better understanding between different cultures. This openness is what distinguishes Warsaw and creates the city's unique yet modern European style supported by a high standard of services.

## PROGRESSIVE

Being a seat to many important scholarly institutions such as The Warsaw School of Economics, The Warsaw

University or The Centre of Adam Smith, the city has an amazing capacity to influence the young generation of future business leaders. Furthermore, new business initiatives and investments, together with a growing number of international fairs, conferences and meetings held each year, confirms Warsaw's claim as a business hub of Central and Eastern Europe as well as an interesting spot on the map of the global meetings industry.

## INSPIRING

Be inspired by Warsaw citizens' commitment to rebuild their city after WWII destructions. The reconstruction effort, unprecedented on a European scale, gained the appreciation of UNESCO that in 1980 included it on the World Cultural and Natural Heritage List. We invite you to come and admire the historical soul of the city.

## THRIVING

Warsaw is a perfect embodiment of changes that have taken place in Poland in the past 20 years. Business and population growth are constantly reshaping the city skyline. Add to that a vibrant night life with a musical scene responding to all tastes – from swanky clubs and pubs to more alternative places –and you have a fascinating destination to explore.



# ABOUT WARSAW

## HOW TO GET TO THE COPERNICUS SCIENCE CENTRE

### FROM THE AIRPORT

Warsaw Frederic Chopin Airport is located some 10 km south of the center point of the city.

### GETTING TO/FROM THE AIRPORT BY BUS

The easiest way to get to the Copernicus Science Centre is to take the #175 until the stop UNIWERSYTET WARSZAWSKI (University of Warsaw). The trip takes 45-60 minutes, depending on traffic. From that point it is a ten minute walk along Oboźna Street down the hill straight to the Copernicus entrance. Buses also stop at some of the major downtown hotels, the old town, the Warszawa Centralna Train Station, and Centrum shopping center. It operates from 4:40 am to 11:00 pm. Buses operate every 15 minutes during rush hour. At all other times, night bus N32 runs between the airport and the Central Train Station, buses N13 and N63 will take you from Train Station to the science centre (bus stop POMNIK SYRENY).

### BY TAXI

Avoid taxi drivers soliciting customers inside the terminal, as they severely overcharge. Instead, use one of the companies recommended by the airport authorities (Merc Taxi, MPT Radio Taxi, Ele, or Sawa Taxi). They are slightly

above market average in terms of prices and stop near the exit from Terminal 1. You can also order a taxi from another corporation by phone (there is no surcharge). A typical fare to a hotel near Warsaw Central station is around 40 zł at night, less in the daytime. You are entitled to a receipt (which must specify the route used) upon request. The Polish word for receipt is RACHUNEK. There is no obligation to tip the taxi drivers, but most won't refuse if you offer. See the Taxis section for a more in-depth explanation of taxi fares.

### BY OTHER MEANS

Some hotels offer a shuttle services to and from the airport, while some will send taxis for you.

### FROM THE TRAIN STATION

There are several train stations in Warsaw but the best option to get to the Copernicus Science Centre is from the Central Train Station (DWORZEC CENTRALNY aka WARSZAWA CENTRALNA). It also has the best connections to all the most important places in the city. All long-distance trains pass through this station and all stop there. **You must pay attention as it isn't the last station on the route!**

The bus station and taxi stop are at the northern entrance to the main hall of the train station. In order to get to Copernicus you need to take bus #102 until the stop Pomnik Syreny (Mermaid's Monument). It runs every 20 minutes and the trip lasts 15-20 minutes.

### BY CAR

The Copernicus Science Centre is situated in Śródmieście (central zone) on the left bank of the Vistula River, on the exit from the Świętokrzyski Bridge. Under the building there is a tunnel of one of the biggest highways in Warsaw E77. **Do not drive into the tunnel or you will pass the museum.**

## GETTING AROUND

### BY CAR

#### PARKING

There is a **paid-parking zone** in the center of the city. This applies **Mon-Fri 8h-18h**. Parking costs **3.00 zł** for the first hour. Subsequent hours cost more although there is no hour limit. The minimum payment is 0.60 zł. You can pay only with coins.

### TAXIS

The maximum base fare (TARYFA 1) is 3.00 zł/km and applies to journeys within the city (zone 1) on weekdays. Taxi drivers can charge 150% of the base fare (TARYFA 2) at night or on weekends and public holidays, and 200% of the base fare (TARYFA 3) for journeys into the suburbs. In addition, there may be a charge of 6 zł initial fee (CLOSING THE DOOR). There are no surcharges for additional passengers (normally up to 4 should fit), or for luggage. A legal taxi will have its number displayed on the front door under the

# ABOUT WARSAW

window (black digits on white), on a TAXI sign (not TAX1 or TAKI), on a sticker with the base fare displayed on the passenger (rear) door window, and on the driver's ID card visible inside the cab.

### PUBLIC TRANSPORT

The public transport system in Warsaw is generally well-developed, with some **200 bus routes** and **30 tram lines**. The route descriptions on the tram stops are easy to follow and the tickets are cheap. There is also a modern underground line going from south to north on the left bank.

### METRO (SUBWAY)

Warsaw's subway runs daily from early morning until midnight at 3-10 minute intervals. On Friday and Saturday, the metro runs until 3 am. Trains and stations are clean and neat. The system currently consists of only one line.

### BUSES

Buses operate usually from 5h00 to 23h:, but you should always check the schedule. The intervals depend on the line and time of day but usually you will wait 20 minutes at most. Warsaw has well-developed night bus communication, that will take you basically to every part of city. Most buses start and finish at the back of Central Railway Station (Dworzec Centralny). They start every 30 minutes, hour by hour, at XX:15 and XX:45. **Requesting a stop** – certain bus stops are request-only (Polish: NA ŻĄDANIE):

- If you want to get off, press the stop (red) button. In certain old buses, the button is located above the door (and it's not red).
- If you want to get on a bus, wave your hand (or star-jump, or do whatever it takes to attract the driver's attention).

All night bus stops except DW. CENTRALNY and CENTRUM are request stops. Signal well in advance as some night bus drivers may be too busy accelerating to notice.

### TRAMS

Although trams are not faster than buses unless there is a heavy traffic jam, they may have some appeal for a tourist as it is easier to predict where they are going – they usually go straight ahead and only rarely turn. It may be worth travelling by tram in the city centre during rush hours.

### TICKETS

Tickets can be purchased in kiosks and ticket machines. Single tickets costs 2.80 zł and there is a 50% concession for ISIC (international student ID) card holders, such tickets cost 1.40 zł. There's also 20-minute ticket for only 2 zł (or 1 zł with ISIC card), which is the best way if you want to travel only a few stops.

### TRAVELCARDS

**24 hour travelcard** – Valid for 24 hours after being validated. The card costs 9.00 zł (normal ticket) or 4.50 zł (50% reduction). **3 day city travelcard** – Valid for 3 days after being validated.

This card costs 16 zł (normal ticket) or 8 zł (50% reduction). **One Week city travelcard** – Valid for one week after being validated. This card costs 32 zł (normal ticket) or 16 zł (50% reduction). Note that the tickets and prices above can only be used for travel within Warsaw. For suburban travel outside Warsaw, a more expensive ticket covering zones 1 and 2 is required.

## HOTELS

The hospitality industry in Warsaw is growing rapidly before it hosts the European Football Championship in 2012 and there are plenty accommodation options at all budget levels. Most of them are located in the central districts and on the way to the airport.

### HOW TO MAKE A RESERVATION

In order to facilitate your choice, the hotels within 20-minute drive from the Copernicus Science Centre have been chosen. All the information can be found on: [www.ecsite.eu/annual\\_conference/hotels](http://www.ecsite.eu/annual_conference/hotels).

## ECSITE

## European network of science centres and museums

**ECSITE IS THE EUROPEAN NETWORK FOR SCIENCE CENTRES AND MUSEUMS, linking science communication professionals in more than 400 institutions in 50 countries. Ecsite connects member institutions through projects and activities and facilitates the exchange of ideas and best practice on current issues. Members include science centres and museums, science festivals, natural history museums, zoos, aquariums, universities, research organisations and companies communicating and engaging the public in science through accessible, interactive exhibits and programmes.**

## KEY ACTIVITIES

- The Ecsite Annual Conference is the main science communication event in Europe, welcoming 1000 professionals from Europe and the world.
- Ecsite participates with members in collaborative projects and facilitates relations between members and EU institutions.
- **Thematic groups** bring professionals together to exchange ideas and best practices on specific topics. THE Group (Thematic Human interface and Explainers) explores and enhances the professional role of explainers. The Nature Group is the thematic group for citizen engagement on contemporary issues about the natural world.
- Ecsite offers professional development and **training opportunities** in science communication, as well as operating EU-funded programmes and public engagement initiatives.
- Ecsite represents European science centres and museums and raises awareness about relevant issues among EU institutions and international associations.
- **Extra** is the European online database for scientific travelling exhibitions, allowing institutions to rent, hire, sell, or lend science exhibitions, collections, hands-on and science shows. [www.extrascience.eu](http://www.extrascience.eu)

## JOIN THE NETWORK!

If your institution deals with science communication, come and join us! As a member of Ecsite, you will be able to exchange experiences with the best professionals in the field, collaborate on projects at a European level, participate in high-profile events, keep abreast of the latest news from other members EU institutions and much more. Visit our website for more information: [www.ecsite.eu](http://www.ecsite.eu)

## CONTACTS

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