

EUROPEAN NETWORK OF SCIENCE CENTRES AND MUSEUMS

ECSITE ANNUAL CONFERENCE 2010

DASA, DORTMUND, GERMANY, 3-5 JUNE

EXPLORING RISK

PREFACE

DEAR FRIENDS

Would you risk missing the Ecsite Annual Conference 2010 and not meeting your colleagues from all over Europe and beyond? To miss out on the exchange of ideas, the inspirational workshops and wonderful evenings with old and new friends?

This year we focus on risk. In the complex world we live in today, with the benefits and challenges we face with the advancement of science and our knowledge of the world around us, risk and the perception of risk will inevitably cross our paths. Our public will expect us to address these issues when promoting science. Are we taking that risk? As institutions and as a community, we have to be innovative and constantly rethink our role in society. We need to discuss how to tackle contentious scientific content and we need to abandon our comfort zone as the Annual Conference Programme Committee calls on us to do. They have left their comfort zone immediately after our memorable 20th Annual Conference in Milan by working hard, taking risks, but ending up, again, with an inspiring, balanced and certainly inviting programme.

So, may I invite you to this year's Annual Conference 2010, in Germany's Ruhr region, the European Capital of Culture for the year 2010. To meet at the DASA in Dortmund, our host for several days of vivid discussions, to work hard during the day and relax in the evening.

The Annual Conference is becoming more and more an annual focal point for all of those working in the field of science centres and museums. The pre-conference is growing with 200 people attending training and workshops, diverse and strong in content. The conference boasts a great variety in over 200 presentations, many of them interactive sessions and including speakers from all over the world. And of course a tempting social programme.

So would you risk missing out on this year's Ecsite Annual Conference?

I look forward to seeing you all in Dortmund in June 2010



**HANS GUBBELS, PRESIDENT OF
ECSITE, CONTINIUM DISCOVERY
CENTER, KERKRADE, NETHERLANDS**



**CATHERINE FRANCHE,
EXECUTIVE DIRECTOR OF ECSITE**

GERHARD KILGER, DIRECTOR AND PROFESSOR,
DASA, FEDERAL INSTITUTE FOR OCCUPATIONAL
SAFETY AND HEALTH, DORTMUND, GERMANY



DEAR COLLEAGUES

You are cordially invited to the Ecsite Annual Conference, to this unique meeting, rich with 75 sessions covering different aspects of science communication, two remarkable keynote speakers on Friday and Saturday mornings, 900 participants and a stimulating social programme.

But "A conference, when all is said, - what is it?" *

A conference,
A circumference,
A particular circumstance,
A constancy each year,
A stance, asserting what we do and who we are,
A position, a question, an affirmation - positive,
A pause,
A moment, an instant of truths and doubts,
An instant camera, an annual snapshot of current trends.

A conference is round, a circulation, a blood circulation of 900 heartbeats, where large and small institutions are equal, where directors, exhibition designers and explainers sit side by side. It's a circle, two rainbows one on top of the other, two smiles - at least two. A conference is a short story, but after 21 Ecsite Annual Conferences, it's becoming a long and profound tale.

We live in a rapid world, where we are simultaneously on the phone, in our social networks, online, with multiple identities. In this context, the Ecsite Conference offers a time to pause and come together in one place, concentrating on the core of our activity. It's a safe environment to risk questions and fears, to test ideas, to innovate.

Treat yourself and come to the Ecsite Annual Conference 2010!

* "A kiss, when all is said, what is it?" Cyrano de Bergerac, Edmond Rostand

DEAR COLLEAGUES

A warm welcome to DASA, to Dortmund and to the metropolis Ruhr that hosts this year's Ecsite Annual Conference 2010!

I am honoured to welcome you as part of the European Capital of Culture. 5.3 million people live in this region's 53 cities and municipalities and they all stand for the motto "change through culture, culture through change". Collieries and coal mines, dusty miners, smoking chimneys - this 1950s image of the Ruhr is still in the minds of people outside our region. A lot, however, has changed, and is still changing: the urban wastelands are coming back to life. Discover now 200 museums, 100 cultural centres, 100 concert halls, 120 theatres, 250 festivals, 3,500 industrial monuments, 3 large musical theatres - a thrilling mixture of the modern and the traditional.

Change is strong, change is creative, but change also bears risks. And this is what our conference is about: "Exploring Risk" is this year's topic and we will approach the concept on two levels. In the programme we contrast theoretical and metaphorical thoughts about "exploring risk" with concrete examples and experiences from our field. What are the risks people face, for example, in today's world of work? What are the risks we have to take to be successful? How can we encourage creative risk with the help of a challenging visit to one of our institutions?

The Ruhr region with its history of change is therefore a perfect location to discuss this, and DASA in particular seems a good setting with its strong link to the Federal Institute for Occupational Safety and Health (BAuA) that itself researches in the field of occupational risk. Like the Ecsite Annual Conference, DASA also bridges the gap between abstract approaches and concrete actions.

DASA has a social agenda: it is our aim to inform about the role of work and its social significance. A visit to DASA is an experience for all the senses. As an institution, DASA is rooted in the Ruhr region. This is why we want to set the stage for the AC 2010 in a sparkling region with a unique cultural identity.

As every year, I am looking forward to a lot of new ideas and controversial discussions!

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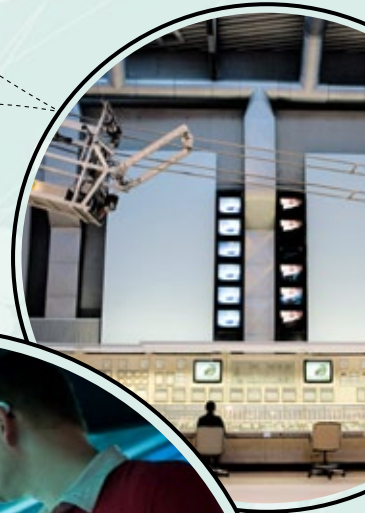
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CONFERENCE VENUE

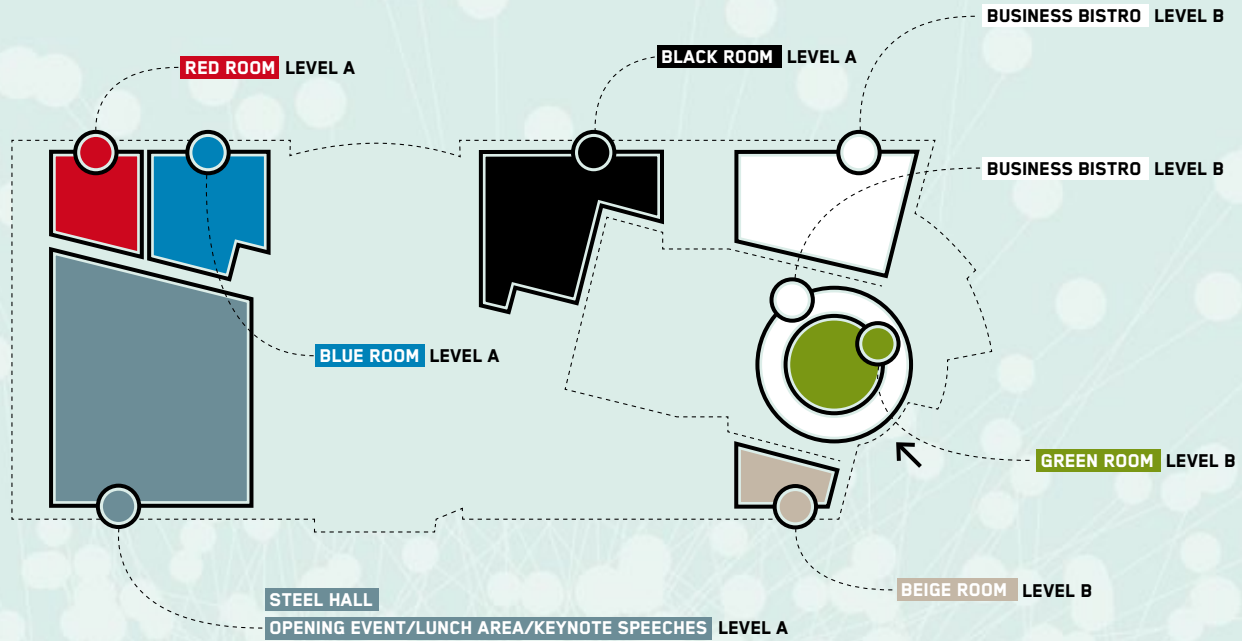
The DASA is the only exhibition worldwide that is entirely concerned with the subject of the relationship of man and labour. It's based on an innovative exhibition design, where all senses are challenged while experiencing yesterday's, today's and tomorrow's world of work. The focus is man, his health, his physical, mental and spiritual well-being. DASA provides a wide range of activities aiming to incorporate the concept of safety and health at work in an all-embracing sense. DASA does this by sharpening public awareness of the need for an improved world of work.

The specific link between traditional museum design and modern educational didactic distinguishes DASA from other museums. Using communication methods which address the intellect, feelings and all the senses, DASA presents topics and issues in scenic situations, in settings depicting activity in various branches of industry. More than 180,000 people visit DASA every year. First opened in 1993 as part of the Federal Institute for Occupational Safety and Health, DASA's 13,000 m² exhibition area was completed in time for the World Exhibition "EXPO 2000".

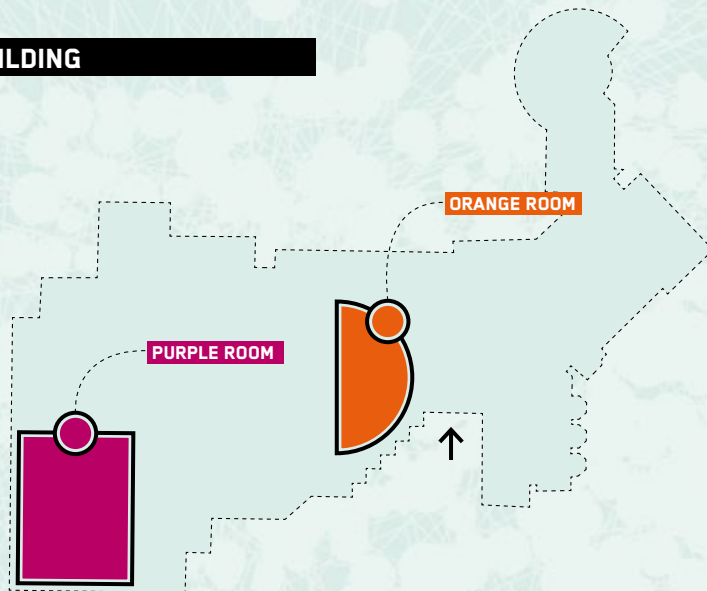
www.dasa-dortmund.de



DASA BUILDING



BAUA BUILDING



DASA is a part of the Federal Institute for Occupational Safety and Health (BAuA). The buildings of both organisations are located next to each other on "Friedrich-Henkel-Weg" within a distance of approx. 250 meters.

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, to meet new clients and to discuss future collaboration.

53 booths will be available within the museum. All the coffee breaks will take place in the exhibition area to ensure the maximum opportunities for business with our delegates in this lively focal point of the Conference. On Friday afternoon the Bistro will hold its Happy Hour, when participants will be invited for drinks, providing a relaxed atmosphere for networking.

Spaces are limited so please book early by completing the online registration form for the Business Bistro at www.ecsite-conference.eu

For any questions please send an email to Donald Goedheid, Business Bistro Assistant at: dgoedheid@ecsite.eu



CONFERENCE FOCUS



Risk is a source of creativity and one of the factors that shapes what we do and who we are. Science centres and museums are places of innovation, and no innovation is possible without risk-taking, to break old boundaries. But not everything we do succeeds. For the 2010 Ecsite Annual Conference, we invite you to abandon your comfort zone! Join us in a critical and thought-provoking look at the work of science centres and museums, learning from shared experiences both positive and negative. What happens when we stop playing it safe? What risks do we take in our exhibitions and programmes?

We want to hear your experiences of tackling scientific content that's contentious, or hard to communicate. Perhaps you are going out on a limb to reach new audiences, inside or outside the walls of the institution. It can be the tools of communication that pose a threat – have you gambled on new technologies or innovative approaches? Did it pay off? What were some of the lessons learned?

We also want to discover what is at stake when you push the limits of a science centre or museum's role in society. By questioning our position, are we in danger of weakening it? Our centres and museums traditionally present science in a positive light – do we dare to look into more questionable aspects of science and its social and political power? And has the economic climate forced us to be more careful with our finances, or on the contrary, is now the time to experiment with new innovative ways of managing our institutions?

As well as reflecting on our own community, we will look more broadly at the field of science and technology and its complex relationship with risk. As we face global threats like climate change, epidemics and economic struggles, do people see science as part of the problem, or part of the solution? And where do scientists and science communicators place themselves in this debate?

We look forward to making many discoveries together in Dortmund in 2010!

SESSION GUIDE

SESSION FORMATS



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

10-15 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.



REVERSE SESSION

The aim of a reverse session is to provide the majority of the time for the participants to actively participate in a discussion with the speakers. The speakers and one animator guide the session after very short introductions on the topic.



PANEL SESSION

In a panel session, the convenor introduces the speakers, who present their views to the audience. At the end of the session time is provided for discussion with the participants.



ARMCHAIR TOUR SESSION

This session has an extended number of speakers (from 4-20) who each has a short amount of time to present his/her views. Some time is left at the end of the session for discussion.



PECHA KUCHA SESSION

Pecha Kucha is Japanese for "small talk". This is a playful format where each presenter has 20 slides and 20 seconds to present each one of them.



PROS AND CONS SESSION

In this session two groups of speakers present their opposite views and debate on a specific topic. One convenor leads the discussion. The opposite views can be presented each by 2 or more people. Enough time is left at the end of the session for discussion.

KEYWORDS



COLLECTIONS

35, 39



EDUCATION

19, 20, 21, 24, 29, 30, 32, 34, 37, 40, 41, 43, 45



EXHIBITS

19, 20, 23, 25, 30, 33, 35, 36, 39, 40, 41, 45, 46



FINANCE

39, 40, 46



HUMAN RESOURCES

20, 33, 38, 43, 46



MANAGEMENT

18, 26, 28, 30, 33, 34, 37, 39, 40



MARKETING / COMMUNICATION

19, 22, 25, 28, 33, 43, 46



MEDIA

23, 31, 36, 39, 40



NETWORKING & PARTNERSHIPS

26, 28, 31, 33, 35, 38, 44



OUTREACH

21, 32, 41, 44, 45, 47



RESEARCH

24, 29, 30, 32, 37, 42, 44, 47



SCIENCE & ARTS

29, 35, 36, 39, 42, 44



SCIENCE IN SOCIETY

18, 19, 21, 22, 24, 26, 29, 31, 33, 36, 39, 42, 44, 45, 47



TECHNOLOGY

20, 23, 27, 36, 42



THEORY OF SCIENCE COMMUNICATION

25, 29, 33, 39, 42



VISITORS

21, 22, 23, 24, 25, 29, 34, 38, 43, 47

Each conference session is labelled with one or more keywords that help you navigate through the programme easily.

PROGRAMME AT A GLANCE

TUESDAY 1ST JUNE

BLACK ROOM	BEIGE ROOM	GREEN ROOM	BLUE ROOM
11.30-17.00 Exhibit evaluation workshop for exhibit developers	09.00-20.30 Learning Cultures - Parallel Session	09.00-20.30 Learning Cultures	10.00-16.00 TIME for NANO

WEDNESDAY 2ND JUNE

BLACK ROOM	BEIGE ROOM	GREY ROOM	RED ROOM	ORANGE ROOM	GREEN ROOM	BLUE ROOM
09.00-17.00 Exhibit evaluation workshop for exhibit developers	9.00-18.00 Learning Cultures - Parallel Session	13.00-17.30 Ecsite Board meeting	9.30-12.30 Open Science Resources Workshop	10.00-16.00 TIME for NANO	09.00-18.00 Learning Cultures	09.00-18.00 Nature Group Workshop
			14.30-16.30 Small science centres forum			

18.30 Speakers' reception

20.00 Ecsite Board dinner

THURSDAY 3RD JUNE

BLACK ROOM

BEIGE ROOM

PURPLE ROOM

RED ROOM

ORANGE ROOM

GREEN ROOM

BLUE ROOM

09.30 Opening Event

10.30 Opening of Business Bistro; Coffee Break

11.15	Intellectual Property - what are the risks?	A global space for debate: the science centre network	Without a parachute!	Science and non-science: how do we communicate the difference?	Webpage as an educational tool	Explainer-generated osmotic flow between Universities and science centres: a common culture?	Creative exhibition design on sustainable development
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12.30 Lunch

13.45	Science centre as a training agency	Cities of Scientific Culture	Humour in science and science centres	Presenting serious and difficult material - death and dying	How can science centres tackle risky topics in the news?	Of wheelbarrows and semi-trailers: science on the move	Science centres, technology and culture in the global age
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15.15 Coffee

16.00 - 17.30	Grab the teacher: success factors for building a sustainable relationship	Beyond controversy: unnatural thinking?	Does entertaining make science emotional?	Travelling exhibitions available now on Extra	Lost in transition	Local governments and science centres - managing relationships, risks and rewards	From audioguides to smartphones: new ways to visit a science centre
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20.00 Gala Dinner

PROGRAMME AT A GLANCE

FRIDAY 4TH JUNE

	BLACK ROOM	BEIGE ROOM	PURPLE ROOM	RED ROOM	ORANGE ROOM	GREEN ROOM	BLUE ROOM
09.00	Keynote speech, speaker to be confirmed						
10.00	Biodiversity – why do science centres and museums need to engage more?	Risks, opportunities and consequences of the economical crisis on our institutions	Accessibility in science centres and museums: Still a challenge	Demonstrating impact values that have... well... value	Not just pretty – the critical voice of art in science centres	Teaching laboratories as part of a science centre to promote modern science	Minimising the risks in the exhibition development process
11.15	Coffee Break						
12.00	Taking the risk of eco-designing	Science for all: bringing in hard to reach communities	How to communicate the role of museums and science centres?		11.30 – 13.30 Ecsite Annual General Meeting	Engaging maths	Science LinX out on a limb: BetaMentality to address risky target groups
13.15	Lunch						
14.30	Targeting talented students	Maintenance staff: get them involved in the science centre project	Globalizing museums: opportunities & risks	Opinion and education in the 21st century – a risky business?	What went wrong? Celebrating failure	Enquiry-based activities: engaging the visitors	Unfortunate Biodiversity ambassadors on display: opportunities vs. risks
16.00	Coffee Break						
16.45 – 18.15	Job safety: a new issue for science centres and museums	The impact on policy making by science centres, museums and aquariums. How far shall we go?	Emerging digital trends in museums	Winning engagement through competition	"I don't ever want to see that again!"	Pecha Kucha on new science centres	How to stimulate the interaction of parents and young children within the science centre
18.15	Business Bistro Happy Hour						
20.00	Nocturne						

SATURDAY 5TH JUNE

BLACK ROOM **BEIGE ROOM** **PURPLE ROOM** **RED ROOM** **ORANGE ROOM** **GREEN ROOM** **BLUE ROOM**

09.00	Keynote speech : Ortwin Renn, Professor of Environmental Sociology and Technology Assessment at the University of Stuttgart						
10.00	Volunteers at our science centre - are we ready to take this risk?	The Unsession - you bring the theme!	Millennium science centres: success or failure?	Ideas and practices to present dangers and risks	Discursive windows: pros and cons of new media object interpretation	Comfortable outside the comfort zone	Education and engagement resources on nanoscale science
11.15	Coffee Break						
12.00	Role playing and scenario games to deal with issues of global change	Losing Control and Letting Audiences Lead: Risks, Opportunities, Outcomes	Experiments to motivate young people	Tensions in science communication: doing justice to both science and the public	Zero emission science centres	Brewing together science and culture	Leaders of tomorrow
13.15	Lunch						
14.30	Exposing public to scientists: risky business?	Communicating science through paper-based books	Learning with the ATLAS experiment	Through the public lens of neuroscience and art	Tackling tough issues: HIV/AIDS	Risk as "input" in projects	Science busking in public places - risk and adventure
15.45	Coffee Break						
16.30 - 18.00	Bringing science to "risky" audiences	The challenges of making human & social science interactive	Forecasting visitor numbers, the start of efficient operations	Innovating museum stores through sustainability values	From imagination to discoveries: how astronomy can inspire the world community	Educational research as a source for innovation in science museums	Chemistry: bring back perception to facts
18.00	Closing event						
20.00	Farewell Party						

PRE CONFERENCE PROGRAMME

1ST JUNE TUESDAY

11.30 - 17.00 ON REGISTRATION ONLY

EXHIBITS EVALUATION WORKSHOP

BLACK ROOM

Exhibit developers are invited to participate in a two-day training workshop for people interested in the development of more effective and engaging exhibit ideas through learning about exhibit evaluation methods and ideas on ways to get insight into visitors' experiences at exhibits. The programme will present a balance of theoretical discussions and practical activities and will look at connections between current ways of thinking about learning and evaluation techniques. Colleagues from across Europe will present best practices, lead sessions, workshops and debates.

The intention of the workshop is to collectively come up with ways to include evaluation techniques that are relevant to different forms of exhibits and realistic for the different ways exhibits are developed in the Ecsite member institutions.

DAY ONE

After an overview of evaluation approaches and rationales, there will be a "roll up your sleeves and try some things out" activity in which participants will work in small groups to do evaluation mini-studies using some of the exhibits at DASA. Each group will then prepare brief summaries of their evaluation results to present in a plenary session on day two.

WORKSHOP LEADERS

SALLY DUENSING VISITING PROFESSOR, KING'S COLLEGE LONDON, LONDON, UK

STEVE PIZZEY DIRECTOR, SCIENCE PROJECTS, LONDON, UK

To enrol in the two-day training course, please register online at www.ecsite-conference.eu

MAXIMUM NUMBER OF PARTICIPANTS 50

REGISTRATION FEE € 175

For further enquiries please contact: info@ecsite.eu



09.00 – 20.30 ON REGISTRATION ONLY

**LEARNING CULTURES –
HOW EXPLAINERS CAN LEARN
FROM EXPERIENCE**

BEIGE ROOM GREEN ROOM

**THE GROUP PRE-CONFERENCE SESSION FOR
EXPLAINERS AND SENIOR EDUCATION STAFF**

THE Group (Thematic Human Interface and Explainers group) is the Ecsite thematic group dedicated to investigate explainers' roles and training practices.

This year's THE Group pre-conference session focuses on learning and reflective practice, two aspects that lie at the very heart of the work of explainers and education staff. The topic is explored through a combination of parallel sessions, specifically for junior explainers or senior staff, and some plenary sessions for everybody together focusing on topics of common interest and aiming to share professional development.

The sessions will examine what quality interaction looks like across various contexts, creating processes for observations and evidence collection, as well as methods for feedback. Research and concrete case studies from museums and science centres will be used as the basis of training and discussion.

In particular, the first day will focus on enquiry as the methodology at the basis of learning experiences and education work in science centres and museums. Enquiry-based learning will be analysed through theoretical contributions, workshops and in-depth discussions. The second day will focus more specifically on reflective practice by exploring methodologies and tools through which educators can look into their work in a constructive way. In addition, those sessions reserved to senior staff will

be discussing issues more related to their responsibilities as well as the present and future of THE Group itself as a way to improve its action, accessibility and results.

The two-day pre-conference emerges from the work of THE Group (Thematic Human Interface and Explainers group) and Pilots (the two-year European project on professionalisation of explainers and their role in science centres and museums) and also from feedback from previous pre-conference workshops.

To enrol for the two-day training course, please register online at www.ecsite-conference.eu

MAXIMUM NUMBER OF PARTICIPANTS 50

REGISTRATION FEE € 175

For further enquiries please contact: info@ecsite.eu

TRAINING LEADERS, DISCUSSANTS AND

ORGANISERS WILL INCLUDE

WALTER GINCKELS TECHNOPSIS®, THE FLEMISH SCIENCE CENTER, MECHELEN, BELGIUM

ANTONIO GOMES DA COSTA ECSITE, BRUSSELS, BELGIUM

MIHA KOS HOUSE OF EXPERIMENTS, LJUBLJANA, SLOVENIA

SOFIA LUCAS PAVILION OF KNOWLEDGE, LISBON, PORTUGAL

ANNE-LISE MATHIEU UNIVERSCIENCE, PARIS, FRANCE

MATTEO MERZAGORA FREELANCE SCIENCE COMMUNICATOR, PARIS, FRANCE

ROSARIO PEREIRA PAVILION OF KNOWLEDGE, LISBON, PORTUGAL

PAOLA RODARI INNOVATION AND COMMUNICATION OF SCIENCE GROUP (ICS), TRIESTE, ITALY

MARIA XANTHOUDAKI NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI, MILAN, ITALY



10.00 – 16.00 BY INVITATION ONLY

TIME FOR NANO

PROJECT MEETING DAY 1

BLUE ROOM

At this meeting, reserved for the TIME for NANO partners only, we will review the activities developed and plan the following steps. TIME for NANO is a project run in 9 EU countries and supported by the EC to engage young people in nanotechnologies and to collect opinions and feedback from the 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 video web contest with an artistic approach for youngsters each year and nano-days featuring debates and events for the public in the partner science centres.

Interested people can join the session titled "Education and engagement resources on nanoscale science" at the main annual conference





2ND JUNE WEDNESDAY

09.30 – 17.00 ON REGISTRATION ONLY

EXHIBITS EVALUATION WORKSHOP

DAY TWO

BLACK ROOM

After the mini-study presentations, there will be a general discussion session comparing the different methods and results. The second part of the day will then concentrate on ways to apply lessons learned from evaluation efforts. This will be carried out with mentors in small groups and plenary sessions that address participants' different situations.



13.00 – 17.00 BY INVITATION ONLY

ECSITE BOARD MEETING

GREY ROOM



9.30 – 12.30 FREE ON REGISTRATION

OPEN SCIENCE RESOURCES

WORKSHOP

RED ROOM

The workshop will present new ways to engage on-site and on-line visitors to science centres and museums through the use of digital resources. The Open Science Resources (OSR) portal, developed with the support of the European Commission, offers a way of collecting and organising high quality digital content that is available in European science centre and museum repositories. Attractive educational pathways connect resources to create meaningful experiences, PDA devices will provide a link with the visitor's physical experience in the science centre and social tagging state-of-the-art tools provide a unique opportunity for engagement. Workshop participants will discuss their experiences with digital content and exchange views with the partners from the Open Science Resources project, led by Ecsite. Participants will also learn how the OSR portal can be used in their own science centres and museums as a way to engage visitors from afar and enhance their on-site experience.

CONVENORS

JENNIFER PALUMBO PROJECTS COORDINATOR,
ECSITE

SOFOKLIS SOTIRIOU HEAD OF THE RESEARCH AND
DEVELOPMENT DEPARTMENT, ELLINOGERMANIKI
AGOGI

The event is free of charge but the number of participants is limited. Please register by writing to
JENNIFER PALUMBO jpalambo@ecsite.eu.



14.30 – 16.30 FREE ON REGISTRATION

SMALL SCIENCE CENTRES FORUM:

A CELEBRATION OF DIVERSITY

RED ROOM

After a year of hardship for many in the difficult economic climate, it seems a good time to get together to celebrate what we are good at and get to know our colleagues better. This opportunity for members of the small science centres' community to meet and exchange ideas is intended to be informal and participants are invited to bring a poster, demonstration or just some ideas of interest to others – even some local delicacy.

Steve Pizzey from Science Projects and the Observatory Science Centre and long-time colleague and friend Olle Nordberg from Teknikens Hus will act as hosts. The format of the event is fluid at the present time but will crystallise into a thing of wonder and beauty in due course. There will be prizes.

PLEASE CONTACT

STEVE PIZZEY s.pizzey@science-projects.org
with suggestions and ideas to get the most out of the event and in order to make your subscription. The event is free of charge but please register in order to attend.

10.00 – 16.00 BY INVITATION ONLY

TIME FOR NANO PROJECT

MEETING DAY 2

ORANGE ROOM

09.00-18.30 ON REGISTRATION ONLY

LEARNING CULTURES -

HOW EXPLAINERS CAN LEARN

FROM EXPERIENCE

GREEN ROOM BEIGE ROOM

**THE GROUP PRE-CONFERENCE SESSION FOR
EXPLAINERS AND SENIOR EDUCATION STAFF**

WORKSHOP DAY 2

09.00 – 17.00 ON REGISTRATION ONLY

ECSITE NATURE GROUP

WORKSHOP

BLUE ROOM

Based on the results of the AC 2009, the Ecsite Nature Group will explore how to change perceptions and behavior in relation to complex issues such as health, environment and public safety, with a range of external experts from diverse fields. Drawing on successful recent examples, we will see what science centres and museums can build of experience in previous years. Our aim is to be provocative and to challenge thinking. Nature is not only about knowledge but also about changing behaviour. This will be a collaborative session to brand biodiversity protection in an engaging and positive way that has been proven to be more effective in reaching even the reluctant ones.

Having been strongly involved in the International Year of Biodiversity, the Ecsite network is well aware that the slogan might be turned into a something more long lasting: this process will showcase how the Nature Group can feed (enrich, take part, bring our experience) into EU policy. At the end we will be exploring ideas for new projects.

CONVENORS

CAMILLE PISANI DIRECTOR GENERAL, ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES, BRUSSELS, BELGIUM

SHARON AMENT DIRECTOR OF PUBLIC ENGAGEMENT, NATURAL HISTORY MUSEUM, LONDON, UK

MAYA HALEVY DIRECTOR, BLOOMFIELD SCIENCE MUSEUM, JERUSALEM, ISRAEL

JUSTIN DILLON SENIOR LECTURER IN SCIENCE AND ENVIRONMENTAL EDUCATION, DEPARTMENT OF EDUCATION AND PROFESSIONAL STUDIES, KING'S COLLEGE LONDON, LONDON, UK

ASGER HØEG EXECUTIVE DIRECTOR, EXPERIMENTARIUM, HELLERUP, DENMARK

ANDREW SIER ALTER-NET COMMUNICATIONS MANAGER/ ECN SCIENCE LIAISON OFFICER CEH CENTRE, LANCASTER, UK

ALIKI GIANNAKOPOULOU CONFERENCE AND COMMUNICATION COORDINATOR, ECSITE, BRUSSELS, BELGIUM

18.30 – 20.00 BY INVITATION ONLY

SPEAKERS' RECEPTION

20.00 – 22.00 BY INVITATION ONLY

ECSITE BOARD DINNER

3RD JUNE THURSDAY

9.30 - 10.30

OPENING EVENT
THE STEEL HALL

GERHARD KILGER DIRECTOR AND PROFESSOR,
DASA // FEDERAL INSTITUTE FOR OCCUPATIONAL
SAFETY AND HEALTH, DORTMUND, GERMANY
CATHERINE FRANCHE EXECUTIVE DIRECTOR,
ECSITE, BRUSSELS, BELGIUM
HANS GUBBELS PRESIDENT OF ECSITE, CONTINIUM
DISCOVERY CENTER, KERKRADE, NETHERLANDS

10.30 - 11.15

OPENING OF THE BUSINESS
BISTRO
BUSINESS BISTRO

11.15 - 12.30

INTELLECTUAL PROPERTY -
WHAT ARE THE RISKS?
BLACK ROOM

CONVENOR

HARRY WHITE SCIENCE CENTRE CONSULTANT,
TECHNIQUEST, CARDIFF, UK

PRESENTERS

KUA PATTEN DIRECTOR EXPLORATORIUM EXHIBIT
SERVICES, EXPLORATORIUM, SAN FRANCISCO, USA

AXEL HÜTTINGER DIRECTOR, HÜTTINGER
EXHIBITION ENGINEERING, SCHWAIG BEI NÜRNBERG,
GERMANY

MICHEL JUNGE MANAGER EXHIBITION AND
EDUCATION, TECHNORAMA - THE SWISS SCIENCE
CENTER, WINTERTHUR, SWITZERLAND

MAREN KRUMDIECK MARKETING & SALES
MANAGER, TOURING EXHIBITIONS NATURAL HISTORY
MUSEUM, LONDON, UK

What is the value of intellectual property in the science centre industry? What are the risks of buying copies of exhibits? What are the risks for fabricators of going "open source"? If we acknowledge the source of an exhibit idea is that enough? Is IP changing the way we look at touring exhibitions?

Intellectual property for education/knowledge transfer - whether you are an exhibition producer, a science centre or a member of the public, intellectual property has an impact on you. This session will consider the risks associated with sharing ideas for exhibits and travelling exhibitions.

11.15 - 12.30

A GLOBAL SPACE FOR DEBATE:
THE SCIENCE CENTRE NETWORK
BEIGE ROOM

CONVENOR

JORGE WAGENSBERG DIRECTOR, AREA OF SCIENCE
AND THE ENVIRONMENT, COSMOCAIXA, BARCELONA,
SPAIN

PRESENTERS

WOLFGANG HECKL DIRECTOR GENERAL,
DEUTSCHES MUSEUM, MUNICH, GERMANY

ROLAND SCHAER DIRECTOR OF SCIENCE AND
SOCIETY, UNIVERSSCIENCE, PARIS, FRANCE

ALESSANDRA DRIOLI PROJECTS COORDINATOR,
FONDAZIONE IDIS CITTÀ DELLA SCIENZA, NAPLES,
ITALY

We're in the century of networks: energy networks, communication networks, information networks... and networks of museums and science centres! How do we ensure these are truly mature networks, rather than isolated, unconnected nodes? The European museum network (and by extension, the American, Asian and worldwide networks) could be decisive in suggesting behavioural changes based on conviction in an intelligible understanding of the science and technology surrounding topical subjects (climate change, sustainability, stem cell research, new technologies, etc.). In 2010, some European centres (such as Barcelona, Lisbon, Paris, Munich and London) are initiating a common programme to stimulate joint debate of the big ideas. Let's talk...



11.15 - 12.30

WITHOUT A PARACHUTE!

PURPLE ROOM



EX

CONVENOR

ED SOBEY TRAVELLING EDUCATOR, TEKNIKENS HUS, LULEA, SWEDEN

PRESENTERS

OTTO SCHUTZ PROJECT MANAGER, SCIENCE CENTER NETZWERK, VIENNA, AUSTRIA

MARTIN KULHAWCZUK ACTIVITY LEADER, VITENSENTERET, TRONDHEIM, NORWAY

NOEL JACKSON HEAD OF EDUCATION, CENTRE FOR LIFE, NEWCASTLE, UK

JAN ALFRED ANDERSSON HEAD OF SCIENCE CENTRE, NORSK TEKNISK MUSEUM, OSLO, NORWAY

ANNA GUNNARSSON NAVET - SJUHÄRADSBYGDENS SCIENCE CENTER, BORÅS, SWEDEN

MICHAEL BRADKE MOBILES MUSIK MUSEUM, DÜSSELDORF, GERMANY

Participants will create an exhibition to display at the conference to demonstrate Fast Prototype learning. Participants will learn science and technology content and the process of Fast Prototyping.

"Without a Parachute!" will show how museums can create great learning experiences; create quick exhibits; gain outstanding public relations and community involvement - all at no cost. Come jump with us!

Participants must bring one kitchen appliance, toy, or other discarded piece of technology to the workshop - not to be returned.



11.15 - 12.30

**SCIENCE AND NON-SCIENCE:
HOW DO WE COMMUNICATE THE
DIFFERENCE?**

RED ROOM



SS

CONVENOR

GERD HOMBRECHER BOARD MEMBER, KÖLN PUB, COLOGNE, GERMANY

PRESENTERS

STEFANO PAPI PUBLIC RELATIONS MANAGER, ASSOCIAZIONE DIDATTICA MUSEALE - MUSEO STORIA NATURALE MILANO, MILAN, ITALY

IAN RUSSELL DIRECTOR, IAN RUSSELL INTERACTIVES, STOCKPORT, UK

In a modern world where different cultures often clash, scientific thinking is surely the best cure for intolerance. How can we help the public to evaluate information about science coming from sources which may or may not be reliable?

Many people prefer easy answers to hard questions. Easy answers from popular media, politics, commercial interests and religion often misrepresent science. It is easy to rely on 'experts' and authorities. But which authorities really are qualified? And are qualified authorities always right?

Each member of our panel will suggest practical ways to help people to think for themselves, scientifically and critically.



11.15 - 12.30

**WEBPAGE AS AN EDUCATIONAL
TOOL**

ORANGE ROOM



MC

ED

CONVENOR

LECH NOWICKI PROJECT MANAGER, COPERNICUS SCIENCE CENTRE, WARSAW, POLAND

SPEAKERS

KATI TYYSTJARVI SENIOR COORDINATOR /WEB EDITOR, HEUREKA, THE FINNISH SCIENCE CENTRE, VANTAA, FINLAND

PETER TREVITT CHIEF EXECUTIVE OFFICER, TECHNIQUEST, CARDIFF, UK

CATHERINE PAISLEY SCIENCE EDUCATION DIRECTOR, ONTARIO SCIENCE CENTRE, ONTARIO, CANADA

The session will be devoted to educational webpages of science centres. Which educational goals can we meet using webpages related to interactive exhibitions? What do schools expect and what can we provide? Are science centres and museums' educational webpages really useful in supporting the teaching/learning process? How we can improve our educational offer by using internet as a medium? Can communication through these webpages be a good platform to link the informal education sector with schools? How can we get feedback from students and teachers through webpages?

11.15 - 12.30

**EXPLAINER-GENERATED OSMOTIC
FLOW BETWEEN UNIVERSITIES
AND SCIENCE CENTRES:
A COMMON CULTURE?
GREEN ROOM**



HR

ED

CONVENOR

MARIA XANTHOUDAKI HEAD OF EDUCATION AND OF INTERNATIONAL RELATIONS, NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI, MILAN, ITALY

PRESENTERS

PREETI GUPTA SENIOR VICE PRESIDENT, EDUCATION & FAMILY PROGRAMMES, NEW YORK HALL OF SCIENCE, NEW YORK, UNITED STATES

MIHA KOS DIRECTOR, THE HOUSE OF EXPERIMENTS, LJUBLJANA, SLOVENIA

BRAD IRWIN LEARNING OPERATIONS MANAGER, NATURAL HISTORY MUSEUM, LONDON, UK

GUY SIMONIN UNIVERSCIENCE, PARIS, FRANCE

LUISA MASSARANI DIRECTOR, MUSEU DA VIDA - FUNDAÇÃO OSWALDO CRUZ, RIO DE JANEIRO, BRASIL

ANTONIO GOMES DA COSTA PLACES

COORDINATOR, ECSITE, BRUSSELS, BELGIUM

Museums and universities are both learning institutions working for education, for the professional development of educationalists, carrying out research. Cooperation between them gives added value to the field - for training, developing methodologies, reflecting on learning. However, the relationship is not always as ideal as it is written here. Often these two institutions work at a distance. Posters present case studies of experiences and cooperations with a focus on the role of people who cross boundaries between the two institutions, such as explainers and young scientists. The objective is to suggest ways so that the two worlds can find more common ground.

11.15 - 12.30

**CREATIVE EXHIBITION DESIGN ON
SUSTAINABLE DEVELOPMENT
BLUE ROOM**



TE

EX

CONVENOR

MATTEO MERZAGORA INNOVATIONS IN THE COMMUNICATION OF SCIENCE, ICS- SISSA, TRIESTE, ITALY AND TRACES, PARIS, FRANCE

PRESENTERS

PIERRE DUCONSEILLE EXHIBITION CURATOR, UNIVERSCIENCE, PARIS, FRANCE

YASUSHI IKEBE SCIENCE COMMUNICATOR, NATIONAL MUSEUM OF EMERGING SCIENCE AND INNOVATION (MIRAIKAN), TOKYO, JAPAN

LUTZ ENGELKE EXHIBITION DESIGNER AND DIRECTOR, TRIAD, BERLIN, GERMANY

Many communication products on sustainable development exist, bringing all sorts of media into play. The theme is the focus of government announcements, advertising by big industrial groups and communication by political parties, among others. To engage the public and create attractive exhibitions in such a noisy context, formal innovation and creative risk-taking are indispensable. This ranges from innovative multimedia design to allowing visitors and stakeholders to have a more active role. Three speakers will present a case of creative innovation or original approach in this field.

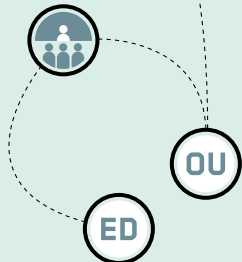
12.30 - 13.45

LUNCH

13.45 – 15.15

SCIENCE CENTRE AS A TRAINING AGENCY

BLACK ROOM



CONVENOR

KERSTIN ÅKESSON HEAD OF EDUCATION, UNIVERSEUM, GÖTEBORG, SWEDEN

PRESENTERS

OTTO SCHÜTZ PROJECT MANAGER, SCIENCE CENTER NETZWERK, VIENNA, AUSTRIA

ILARIA GUARALDI VINASSA DE REGNY HEAD OF EDUCATION AND OF EXTERNAL RELATION MSNM, NATURAL HISTORY MUSEUM, MILAN, ITALY

CHIARA INVERNIZZI PROGRAMME DIRECTOR, MUSEO DI SCIENZE NATURALI - UNIVERSITÀ DI CAMERINO, CAMERINO, ITALY

SILVIA GRABNER CO-DIRECTOR, SCHULBIOLOGIE-ZENTRUM, NATURERLEBNISPARK, GRAZ, AUSTRIA

Four different approaches will be presented where science centres promote innovative training courses for school teachers, offer workshops and outreach in schools as well as at the science centres. Questions will be elaborated, such as how relationships between pupils, teachers, scientists and science centers have been built up, how enquiry-based learning can be offered in elementary schools, how informal education might be useful for a formal education agency like a school. What impact can a young scientist's appearance together with a science centre educator have on schoolchildren?

13.45 – 15.15

CITIES OF SCIENTIFIC CULTURE BEIGE ROOM



CONVENOR

KIRK RAMSAY CHIEF EXECUTIVE OFFICER, GLASGOW SCIENCE CENTRE, GLASGOW, UK

SPEAKERS

ANTONIO GOMES DA COSTA PLACES COORDINATOR, ECSITE, BRUSSELS, BELGIUM

PAOLA RODARI SENIOR RESEARCHER AND PROJECT MANAGER, SISSA MEDIALAB, TRIESTE, ITALY

JACQUELINE HOMAN POLICY OFFICER, BIRMINGHAM CITY COUNCIL, BIRMINGHAM, UK

Despite the great significance of the impact of science on our history and our daily lives, science is not routinely considered as a key cultural value in our societies. In this session we will hear from three EU funded projects: PLACES (Platform of Local Authorities and Communicators Engaged in Science), CASC (Cities and Science Communication) and FUND (Facilitators' Units Network for Debate), that are each in complementary ways building capacities for science engagement activities throughout their cities. The experience and outcomes of these projects will provide practical approaches to defining models for Cities of Scientific Culture.

13.45 – 15.15

HUMOUR IN SCIENCE AND SCIENCE CENTRES

PURPLE ROOM



CONVENOR

KAROLINA KANAR SCIENCE COMMUNICATOR, COPERNICUS SCIENCE CENTER, WARSAW, POLAND

PRESENTERS

HARRI MONTONEN HEUREKA, THE FINNISH SCIENCE CENTRE, VANTAA, FINLAND

WILL JACKSON ARTIST, ENGINEERED ARTS, PENRYN, UNITED KINGDOM

MIHA KOS DIRECTOR, HOUSE OF EXPERIMENTS, LJUBLJANA, SLOVENIA

ALBRECHT BEUTELSPACHER DIRECTOR, MATHEMATIKUM, GIESSEN, GERMANY

ARNO VAN BERGE HENEGOUWEN CURATOR, MUSEON, THE HAGUE, NETHERLANDS

IRENA CIEŚLIŃSKA SCIENCE COMMUNICATOR, COPERNICUS SCIENCE CENTER, WARSAW, POLAND

ASGER HØEG EXECUTIVE DIRECTOR, EXPERIMENTARIUM, HELLERUP, DENMARK

TIJU SILD DIRECTOR, AHHA, TARTU, ESTONIA

LASZLO ROBERT ZSIROS SCIENCE COMMUNICATOR, PALACE OF MIRACLES, BUDAPEST, HUNGARY

14.15 - 15.45

**PRESENTING SERIOUS AND
DIFFICULT MATERIAL -
DEATH AND DYING**

RED ROOM



CONVENOR

ROBERT MAC WEST PRESIDENT, INFORMAL LEARNING EXPERIENCES, WASHINGTON, DC, USA

PRESENTERS

ALESSANDRA DRIOLI PROJECTS COORDINATOR, FONDAZIONE IDIS CITTÀ DELLA SCIENZA, NAPLES, ITALY

BETTINA DEUTSCH-DABERNIG CURATOR, FRIDA & FRED - THE GRAZ CHILDREN'S MUSEUM, GRAZ, AUSTRIA

COLLEEN SCHMITZ CURATOR HEAD OF THE EXHIBITION AND REGISTRAR'S OFFICE, STIFTUNG DEUTSCHES HYGIENE-MUSEUM, DRESDEN, GERMANY

While death is the ultimate fate of every one of us, confronting it is difficult and often avoided. Should science museums deal with this topic? If so, how? What would be the rationale for deciding to approach this challenging topic? What would be included in such an exhibition? And how might a museum exhibition on death and dying facilitate a conversation between parents and children? This session brings together three different approaches in different cultural and social settings and assesses their successes, failures, and outcomes.

The aim of the session is to share and discuss manifestation of humour in our science communication activities, our science centres and museums. Does humour help in any way? It adds a "fun factor" to the visitors' experience and makes people think more flexibly, but doesn't it divert our visitors attention from the scientific content of our programmes and exhibits?

Are there groups of visitors we can rather discourage by not being serious enough? We can easily point to some funny science shows, but what about exhibits? Could we find some sense of humour manifestation in the science centre exhibitions?

13.45 - 15.15

**HOW CAN SCIENCE CENTRES
TACKLE RISKY TOPICS IN THE
NEWS?**

ORANGE ROOM



CONVENOR

SALLY DUENSING VISITING PROFESSOR, KINGS' COLLEGE LONDON, LONDON, UK

PRESENTERS

FRANCOIS VESCIA PROJECT MANAGER, UNIVERSCIENCE, PARIS, FRANCE

MORTEN BUSCH DIRECTOR OF NEWS AND TELEVISION, EXPERIMENTARIUM, HELLERUP, DENMARK

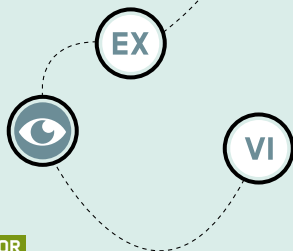
MIKKO MYLLYKOSKI EXPERIENCE DIRECTOR, HEUREKA, THE FINNISH SCIENCE CENTRE, VANTAA, FINLAND

More and more questions are raised by society to scientists. Some of them relate to risky topics which regularly hit the news. How can science centres tackle them? One way is to create a dedicated space in their institutions and produce science news. For that a museum would have to define a specific approach, an evolutionary setup, a special team and maybe some special technology (web service). Then there is the issue of renewal and the need for flexible setup and programming. Find out if science centres are able to successfully meet these growing demands.



13.45 – 15.15

OF WHEELBARROWS AND SEMI-TRAILERS: SCIENCE ON THE MOVE
GREEN ROOM



CONVENOR

GERARD COBUT EXHIBITION DEVELOPMENT, ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES, BRUSSELS, BELGIUM

PRESENTERS

IAN RUSSELL DIRECTOR, IAN RUSSELL INTERACTIVES, STOCKPORT, UK

GUGLIELMO MAGLIO MANAGER OF EXHIBITION AND LIVE EVENTS, FONDAZIONE IDIS – CITTÀ DELLA SCIENZA, NAPLES, ITALY

JESSICA ROCHA, SCIENCE POPULARIZATION CENTRE, FEDERAL UNIVERSITY OF MINAS GERAIS, BELO HORIZONTE, BRASIL

SAARTJE LINDERS EXPLAINER, ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES, BRUSSELS, BELGIUM

DOMINIQUE JONGEN EXPLAINER, ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES, BRUSSELS, BELGIUM

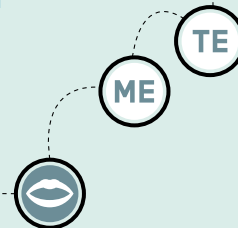
PATRICIA VERHEYDEN MANGER OF EXHIBITS, TECHNOLPOLIS® THE FLEMISH SCIENCE CENTRE, MECHELEN, BELGIUM

When science moves, things are different. The projects displayed here share common goals: making science more popular, reaching the audience in its own environment. But travelling science is specific: you have to be creative because of the reduced space, you need a sharp didactical approach because of the short time, and you must go straight to the point because you can afford just a few exhibits. This poster session is a unique opportunity to discover the newest "science on the move" projects – and to have a fruitful discussion with their creators and managers.



13.45 – 15.15

SCIENCE CENTRES, TECHNOLOGY AND CULTURE IN THE GLOBAL AGE
BLUE ROOM



CONVENOR

LUIGI AMODIO DIRECTOR, FONDAZIONE IDIS – CITTÀ DELLA SCIENZA, NAPLES, ITALY

PRESENTERS

DERRICK DE KERCKHOVE MARSHALL MCLUHAN PROGRAMME, UNIVERSITY OF TORONTO; UNIVERSITÀ OF NAPLES "FEDERICO II", NAPLES, ITALY

MAARTEN OKKERSEN HEAD OF DESIGN AND PRODUCTIONS, MUSEON, THE HAGUE, NETHERLANDS

Networked media are bringing large-scale changes to the collecting, storing and delivering of information. The main trends do not so much reverse as complement and reposition the older ways and functions of the museum. The future of science centres and museums in the world is henceforth more closely tied to outreach initiatives than to purely conservation functions. All information management institutions are also invited to globalise, sharing their responsibilities between the local and the global realms. Thanks to new media, science centres can foster a new role and new levels of service in different ways.

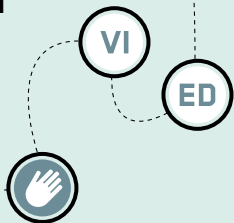


15.15 – 16.00

COFFEE BREAK

16.00 – 17.30

**GRAB THE TEACHER: SUCCESS
FACTORS FOR BUILDING A
SUSTAINABLE RELATIONSHIP
BLACK ROOM**



CONVENOR

STEVEN ROELAND MANAGER EDUCATION DEPARTMENT, TECHNOLIS® THE FLEMISH SCIENCE CENTRE, MECHELEN, BELGIUM

PRESENTERS

BRONWYN BEVAN DIRECTOR CENTER FOR INFORMAL LEARNING AND SCHOOLS, EXPLORATORIUM, SAN FRANCISCO, USA

PAULA HAVASTE PROGRAMME DEVELOPMENT MANAGER, HEUREKA, THE FINNISH SCIENCE CENTRE, VANTAA, FINLAND

CAROL VALENTA SENIOR VICE PRESIDENT AND ASSOCIATE MUSEUM DIRECTOR, SAINT LOUIS SCIENCE CENTER, USA

GOÉRY DELACÔTE CHIEF EXECUTIVE OFFICER, AT-BRISTOL, BRISTOL, UK

NILS PETTER HAUAN HEAD OF DEVELOPMENT, VILVITE, BERGEN, NORWAY

Teachers are some of the most important people in attracting young visitors in large quantities to a science centre. If teachers are convinced of the value of your science centre, they become ambassadors by booking your programmes and taking their classes to the science centre. In this session, five experts from different science centres will share their experiences in ways of binding teachers to science centres by organising special programmes and activities. Together with the experts, the participants in the session will come up with success factors for attracting teachers.

16.00 – 17.30

**BEYOND CONTROVERSY:
UNNATURAL THINKING?
BEIGE ROOM**



CONVENOR

JUSTIN DILLON SENIOR LECTURER IN SCIENCE AND ENVIRONMENTAL EDUCATION, CENTRE FOR INFORMAL LEARNING AND SCHOOLS, KING'S COLLEGE LONDON, LONDON, UK

PRESENTERS

SHARON AMENT DIRECTOR OF PUBLIC ENGAGEMENT, LONDON, NATURAL HISTORY MUSEUM, LONDON, UK

CAMILLE PISANI DIRECTOR GENERAL, ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES, BRUSSELS, BELGIUM

MAYA HALEVY DIRECTOR, BLOOMFIELD SCIENCE MUSEUM, JERUSALEM, ISRAEL

ASGER HØEG EXECUTIVE DIRECTOR, EXPERIMENTARIUM, HELLERUP, DENMARK



16.00 - 17.30

**DOES ENTERTAINING MAKE
SCIENCE EMOTIONAL?**

PURPLE ROOM



16.00 - 17.30



**TRAVELLING EXHIBITIONS
AVAILABLE NOW ON EXTRA**

RED ROOM



As we celebrate the theory of natural selection, are we actually encouraging unnatural selection by promoting the constant protection of biodiversity at all costs? Nature-related topics such as climate change, biodiversity, health, sustainable development, are full of such contradictions. How can we use them as drivers for greater knowledge and even to address the deeper issues beyond the controversies?

This session will be very interactive and challenging. Come and stretch the limits of your convictions! Experts and facilitators will help you to learn from this experience. This session is proposed on behalf of the Ecsite Nature Group, a thematic group of Ecsite members.

CONVENOR

HARRI MONTONEN SENIOR EXPLAINER, HEUREKA, THE FINNISH SCIENCE CENTRE, VANTAA, FINLAND

PRESENTERS

HENRIKE BERAN DIRECTOR, LE NUVOLE, NAPLES, ITALY

SAMUELA CALIARI CURATOR OF "SURVIVAL FESTIVAL", MUSEO TRIDENTINO DI SCIENZE NATURALI, TRENTO, ITALY

How do we communicate science and involve citizens in the latest developments of scientific research? Theatrical science communication, participation techniques, mobile bus laboratories and science circus are presented - live and in action! In this session we won't only discuss how to communicate science - we will do it! This is a metaphorical session about science communication where the audience will be the active part.

CONVENOR

MICHAEL CREEK PROJECTS COORDINATOR, ECSITE, BRUSSELS, BELGIUM

PRESENTERS

ALEX SUSANNA MANAGING DIRECTOR, EXPONA, BOLZANO, ITALY

ANNIE LORD HEAD OF MUSEUM EXHIBITIONS, NATIONAL MUSEUMS LIVERPOOL, LIVERPOOL, UK

GRETCHEN BAKER TRAVELLING EXHIBITIONS MANAGER, THE FIELD MUSEUM, CHICAGO, USA

HEATHER FARNWORTH ASSOCIATE DIRECTOR INTERNATIONAL SALES, ONTARIO SCIENCE CENTRE, TORONTO, CANADA

JAN ENGLISH ASSISTANT DIRECTOR TRAVELLING PROGRAMS, AMERICAN MUSEUM OF NATURAL HISTORY, NEW YORK, USA

LINDA CARION INTERNATIONAL RELATIONS, CONTEMPORANEA PROGETTI, FLORENCE, ITALY

MAREN KRUMDIECK MARKETING AND SALES MANAGER, NATURAL HISTORY MUSEUM, LONDON, UK

MARIE-SOPHIE MUGICA UNIVERSCIENCE, PARIS, FRANCE

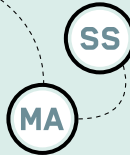
MARIE-FRANÇOISE BOSQ HEAD OF RESOURCES DEVELOPMENT DEPARTMENT, UNIVERSCIENCE, PARIS, FRANCE

MARKUS ELSHOLZ TRAVELLING EXHIBITION MANAGER, TOWEROFTHESENSES, NUREMBERG, GERMANY

16.00 – 17.30

LOST IN TRANSITION

ORANGE ROOM



NAHOKO ANDO GROUP LEADER, INTERNATIONAL LIAISON GROUP, NATIONAL MUSEUM OF EMERGING SCIENCE AND INNOVATION (MIRAIKAN), TOKYO, JAPAN

ORNA COHEN CHIEF OPERATING OFFICER, DIALOGUE SOCIAL ENTERPRISE, HAMBURG, GERMANY

PATRICIA VERHEYDEN DIRECTOR OF EXHIBITS, TECHNOLIS®, THE FLEMISH SCIENCE CENTER, MECHELEN, BELGIUM

CLAUDIO SOLAZZO DEVELOPMENT OFFICER, INTERNATIONAL POLAR FOUNDATION SWITZERLAND, GENEVA, SWITZERLAND

STEFAN SÖDERSTEN DIRECTOR OF EXHIBITIONS, TEKNIKENS HUS, LULEA, SWEDEN

SYBILL EBERS DIRECTOR, WESTPHALIAN HORSE MUSEUM, MÜNSTER, GERMANY

TOBIAS WOLFF EXHIBITION MANAGER, UNIVERSUM, BREMEN, GERMANY

Looking to rent or buy travelling exhibitions? This year, we take another look at travelling exhibitions on science, available now and coming soon 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.

CONVENOR

ANDREA BANDELLI CONSULTANT, AMSTERDAM, NETHERLANDS

PRESENTERS

MICHELE LANZINGER DIRECTOR, MUSEO TRIDENTINO DI SCIENZE NATURALI, TRENTO, ITALY

BARBARA STREICHER DIRECTOR, SCIENCE CENTER NETZWERK, VIENNA, AUSTRIA

ROBERT SEMPER EXECUTIVE ASSOCIATE DIRECTOR, EXPLORATORIUM, SAN FRANCISCO, USA

Today we live in a complex society, where our "liquid modernity" shakes the old clear-cut separation between scientific knowledge and humanities, melting them together in one culture. What are the risks and benefits of moving away from the established categories of a museum to experiment with new ways of dissemination and engagement? While science centres and museums are developing new strategies to engage the public, are they also updating their organisational models and structures in order to remain relevant and socially responsible institutions? This session will cover transitional strategies and network approaches based on three unique experiences, and stimulate a broad discussion on these themes.

16.00 – 17.30

LOCAL GOVERNMENTS AND SCIENCE CENTRES – MANAGING RELATIONSHIPS, RISKS AND REWARDS

GREEN ROOM



CONVENOR

MARIO CAMPANINO HEAD OF EDUCATIONAL DEPARTMENT, FONDAZIONE IDIS – CITTÀ DELLA SCIENZA, NAPLES, ITALY

PRESENTERS

LUIGI CERRI PROJECT MANAGER EDUCATIONAL DEPARTMENT, FONDAZIONE IDIS – CITTÀ DELLA SCIENZA, NAPLES, ITALY

VARDA GUR BEN SHITRIT HEAD OF SCIENCE & SOCIETY, BLOOMFIELD SCIENCE MUSEUM, HEBREW UNIVERSITY, GIVAT RAM JERUSALEM, ISRAEL

ANDREA FORMENT MUSEUM EDUCATOR, ASSOCIAZIONE DIDATTICA MUSEALE, MILAN, ITALY

DOMINGO ESCUTIA MUÑOZ DIRECTOR OF CONTENT, CITY OF ARTS AND SCIENCES, VALENCIA, SPAIN

DAVID KRAMER CHIEF EXECUTIVE OFFICER, SCI-BONO DISCOVERY CENTRE, JOHANNESBURG, SOUTH AFRICA



16.00 - 17.30

**FROM AUDIOGUIDES TO
SMARTPHONES: NEW WAYS
TO VISIT A SCIENCE CENTRE
BLUE ROOM**



ME

TE

CONVENOR

FRANCOIS VESCIA PROJECT MANAGER,
UNIVERSCIENCE, PARIS, FRANCE

PRESENTERS

WAYNE LABAR VICE PRESIDENT, EXHIBITIONS
AND FEATURED EXPERIENCES, LIBERTY SCIENCE
CENTER, NEW JERSEY, USA

BILL JACOBSON MUSETREK FROM LABORATOIRE,
PARIS, FRANCE

CHRISTOPHE CHAFFARDON RESPONSIBLE FOR
EDUCATION AND DIRECTION OF PROGRAMMES, CITÉ
DE L'ESPACE, TOULOUSE, FRANCE

Local governments (municipalities, regional governments, etc.) and science centres or museums could collaborate to set up networks in order to develop complex projects aimed at an extensive public. For instance, they could promote educational or communicational programmes aimed at the school system of a whole region and concerning a problem of public interest like an environmental risk. In this framework, how could science centres and the like play a role in such a complex initiative not only providing educational contents but also acting as promoters of public debate?

Mobile applications offer a wide range of new ways for discovering complementary content, before, during and after the visit. Some of them work on dedicated systems, others on standard devices. Some carry content, some bring interaction. This session will explore these promising developments through three case studies. Technologies like iPhone, smartphones or geo-localisers offer great opportunities to visitors and increase their expectations while at the same time they require the museum to take decisions regarding their implementation. Surfing on most recent innovations is challenging as the technology has to address public needs and at the same time be economically sustainable for the institutions.



20.00 - 23.00

GALA DINNER

A Gala Diner in a football stadium – this is new, an experience, that the Ecsite world has not seen so far. In August 2009 the honorable London Times voted the Dortmund stadium No 1 of all arenas.

"Borussia Dortmund's ground is a classic. Two huge end terraces (and they are terraces, with the use of safe standing) that fling noise down at the playing area with deafening intensity. This place was built for football and for fans to express themselves. Every European Cup final should be held here. The best atmosphere on the Continent on a game-to-game basis".

Look forward to a unique dining experience.

4TH JUNE FRIDAY

9:00- 9:45

KEYNOTE SPEECH

KEYNOTE SPEAKER

DAN GARDNER WRITER AND JOURNALIST, CANADA
(TO BE CONFIRMED)

10.00 - 11.15

**BIODIVERSITY – WHY DO SCIENCE
CENTRES AND MUSEUMS NEED TO
ENGAGE MORE?**

BLACK ROOM

CONVENOR

OLIVIER RETOUT HEAD OF INTERNATIONAL
RELATIONS, ROYAL BELGIAN INSTITUTE OF NATURAL
SCIENCES, BRUSSELS, BELGIUM

PRESENTERS

ROBERT BLOOMFIELD CO-ORDINATOR IYB-UK, THE
NATURAL HISTORY MUSEUM, LONDON, UK
KRISTINA ARTICUS-LEPAGE EDIT PUBLIC
AWARENESS OFFICER, ROYAL BELGIAN INSTITUTE
OF NATURAL SCIENCES, BRUSSELS, BELGIUM

Through presentation and analysis of many activities implemented for the International Biodiversity Year (IBY), the session will deliver an overview of best practices in communicating biodiversity issues to the public and will provide a basis to discuss with Ecsite members the best ways to engage regular science centres and museums visitors in the whole territory of biodiversity.

10.00 - 11.15

**RISKS, OPPORTUNITIES AND CON-
SEQUENCES OF THE ECONOMICAL
CRISIS ON OUR INSTITUTIONS**

BEIGE ROOM

CONVENOR

ALAIN COINE GENERAL DELEGATE, FONDATION
VILLETTE ENTREPRISES, PARIS, FRANCE

PRESENTERS

BERNARD BUREL DIRECTOR, CITÉ DE L'ESPACE,
TOULOUSE, FRANCE
KIRK RAMSAY CHIEF EXECUTIVE OFFICER,
GLASGOW SCIENCE CENTRE, GLASGOW, UK
LILIANE LACOURT DIRECTOR OF CORPORATE
COMMUNICATION, PSA PEUGEOT CITROEN, PARIS,
FRANCE

This session will examine the real impact of this crisis on our resources in term of paying visitors, fundraising campaigns, commercial activities and also on our sponsors' activities and attitude. The participants will also discuss what we can learn from this crisis, how we have reacted and what opportunities we have identified.

10.00 - 11.15

ACCESSIBILITY IN SCIENCE

CENTRES AND MUSEUMS:
STILL A CHALLENGE

PURPLE ROOM

10.00 - 11.15

DEMONSTRATING IMPACT VALUES THAT HAVE... WELL... VALUE

RED ROOM

10.00 - 11.15

NOT JUST PRETTY - THE
CRITICAL VOICE OF ART IN
SCIENCE CENTRES

ORANGE ROOM



VI

SS

CONVENOR

MIKKO MYLLYKOSKI EXPERIENCE DIRECTOR,
HEUREKA, THE FINNISH SCIENCE CENTRE, VANTAA,
FINLAND

PRESENTERS

OSCAR ULISES MORENO MARTINEZ INVESTIGATOR,
TROMPO MAGICO, JALISCO, MEXICO
NATHALIE PUZENAT RENOVATION PROJECT,
UNIVERSCIENCE, PARIS, FRANCE
E ISLAM, DIRECTOR BIRLA INDUSTRIAL &
TECHNOLOGICAL MUSEUM (BITM), CALCUTTA, INDIA

The idea of 'access' to science centres is often seen as synonymous to physical access to its facilities. While providing for such 'access' is extremely important, efforts have seldom been made to ensure cognitive access to the science centres' presentations for its challenged visitors.

In this session we want to discover what are the tools, which interactions with visitors and how to increase accessibility to a wider public ?



ED

TS

RE

CONVENOR

SALLY DUENSING VISITING PROFESSOR, KING'S
COLLEGE LONDON, LONDON, UK

PRESENTERS

A.S. MANEKAR DIRECTOR, NATIONAL COUNCIL OF
SCIENCE MUSEUMS, MUMBAI, INDIA
JEAN FRANCYK DIRECTOR OF LEARNING, SCIENCE
MUSEUM, LONDON, UK
SUE CAVELL HEAD OF RESEARCH AND EVALUATION,
TECHNIQUEST, CARDIFF, UK

This session will discuss recent ideas and strategies on the complex topic of obtaining evidence of impact. An underlying aim is for us as a field to work together, rather than in isolation, to define, to determine, and to communicate to funders, policymakers and others in the field impact criteria that are meaningful for informal science institutions. Three brief presentations will launch a roundtable discussion session. Two institutions will present methods and framework ideas; the third speaker will introduce the idea of an Ecsite special interest group on impact, leading to small group discussions with key points to be shared by all.



SA

CONVENOR

JUANITA SCHLAEPFER-MILLER RESEARCH
ASSOCIATE, ZÜRCHER HOCHSCHULE DER KÜNSTE,
ZURICH, SWITZERLAND

PRESENTERS

ANGELIKA HILBECK RESEARCH SCIENTIST,
INSTITUTE OF INTEGRATIVE BIOLOGY, ETH ZURICH,
ZURICH, SWITZERLAND
ANDREA POLLI DIRECTOR, INTERDISCIPLINARY FILM
AND DIGITAL MEDIA AND MESA DEL SOL CHAIR OF
DIGITAL MEDIA, UNIVERSITY OF NEW MEXICO ABQ,
ALBUQUERQUE, USA
GERHARD KILGER DIRECTOR AND PROFESSOR,
DASA, DORTMUND, GERMANY

Art has long been a part of science centres but it can be argued that much of this art is "safe" i.e. not critical of science or how it is done. Would a science centre risk showing art encouraging visitors to question who researches what, to provoke scientists to consider the cultural context of their work? Does the environmental crisis mandate a different role for science centres? We would argue that our institutions ought to take on a more active, critical and participatory role and offer room for developing solutions and leading a critical discourse with the public.

10.00 – 11.15

**TEACHING LABORATORIES AS
PART OF A SCIENCE CENTRE TO
PROMOTE MODERN SCIENCE**

GREEN ROOM

CONVENOR

FRED ENGELBRECHT PROJECT MANAGER TEACHING LAB, STIFTUNG JUGEND UND WISSENSCHAFT HEIDELBERG GGBMH, HEIDELBERG, GERMANY

PRESENTERS

BIRTE HAUSSER CURATOR LIFE SCIENCES, DEUTSCHES MUSEUM, MUNICH, GERMANY

PIA MÄKELÄ EXPLAINER, HEUREKA, THE FINNISH SCIENCE CENTRE, FINLAND

MARTIN WEBER TECHNORAMA, THE SWISS SCIENCE CENTER, HEAD OF TEACHING LAB, WINTERTHUR, SWITZERLAND

ULRICH EINS EXPERIMENTA GGBMH, HEAD OF TEACHING LAB, HEILBRONN, GERMANY

ZVI PALTIEL DIRECTOR, THE DAVIDSON INSTITUTE OF SCIENCE EDUCATION, AT THE WEIZMANN INSTITUTE OF SCIENCE, REHOVOT, ISRAEL

In this interactive poster session, we will show several good practice examples of how teaching laboratories can be setup and run in a science centre environment. We will focus on budget issues, staff requirements, choice of topics for workshops and how to address school classes and teachers. Some labs have a a broad range of pupils, others focus on specialised and highly motivated students. Some even offer extended experiences during school holidays and arrange practical activities in research labs.

10.00 – 11.15

**MINIMISING THE RISKS IN THE EX-
HIBITION DEVELOPMENT PROCESS**

BLUE ROOM

CONVENOR

HARRY WHITE SCIENCE CENTRE CONSULTANT, TECHNIQUEST, UK

SPEAKERS

CLARA LIM SCIENCE INTERACTIVES CURATOR, THINKTANK BIRMINGHAM SCIENCE MUSEUM, BIRMINGHAM, UK

MAJA WASYLUK PROJECT CO-ORDINATOR, COPERNICUS SCIENCE CENTRE, WARSAW, POLAND

SVEIN ANDERS DAHL MANAGING DIRECTOR, VILVITE, BERGEN SCIENCE CENTRE, BERGEN, NORWAY

There are as many exhibition development processes as exhibitions out there. Meanwhile, projects are getting more and more complicated, requiring a variety of input from content experts to technical experts. This session looks at the approach of three institutions in reducing the risk in the development of their exhibitions. With diverse methods from providing minimal specification to providing detailed designs, we will share the philosophy of our approaches, our assumptions and aspirations. Whether you are a client or a designer or a fabricator, come along to share your views, as ultimately, we are all part of the project delivery team.

11.15 – 12.00

COFFEE BREAK

12.00 – 13.15

**TAKING THE RISK OF
ECO-DESIGNING**

BLACK ROOM

CONVENOR

SOPHIE BOUGE DIRECTOR OF EXHIBITIONS, UNIVERSSCIENCE, PARIS, FRANCE

PRESENTERS

ANN FOLLIN DIRECTOR, NATIONAL MUSEUM OF SCIENCES AND TECHNOLOGY, STOCKHOLM, SWEDEN

GERARD COBUT BIOLOGIST/MUSEOLOGIST, ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES, BRUSSELS, BELGIUM

EVE ARACHTINGI ARCHITECT/SCENOGRAPHER, UNIVERSSCIENCE, PARIS, FRANCE

Eco-designing an exhibition means factoring in the ecological footprint of the exhibition's manufacture, from its creation through to recycling. In this session, we will try to provide pointers on the additional constraint of eco-designing an exhibition. Can this constraint be applied irrespective of the exhibition's theme? Is it compatible with the project's budgetary constraints (choice of more costly materials, choice of reusable technical system, etc.)? Can this approach be applied to all the expert input needed in the design and implementation of an exhibition?

12.00 - 13.15

**SCIENCE FOR ALL: BRINGING IN
'HARD TO REACH' COMMUNITIES**

BEIGE ROOM



NP

CONVENOR

JUSTIN DILLON SENIOR LECTURER IN SCIENCE AND ENVIRONMENTAL EDUCATION, CENTRE FOR INFORMAL LEARNING AND SCHOOLS, KING'S COLLEGE LONDON, LONDON, UK

PRESENTERS

SUE CAVELL HEAD OF RESEARCH AND EVALUATION, TECHNIQUEST, CARDIFF, UK

EMILY DAWSON PHD CANDIDATE, SCIENCE AND TECHNOLOGY EDUCATION GROUP/CENTRE FOR PUBLIC POLICY RESEARCH, KING'S COLLEGE LONDON, LONDON, UK

FLORA PAPANOU SCIENCE AND TECHNOLOGY TEACHER/PHD CANDIDATE IN SCIENCE TEACHING, UNIVERSITY OF ATHENS, ATHENS, GREECE

Science centres and museums are perceived as centres for middle-class, mainly white, visitors. Why should this be? Shouldn't science be for all, irrespective of ethnicity, education, age, or socio-economic status? This session will look at 3 projects that have worked to identify and break down the barriers that prevent some community groups from engaging with science and technology.

12.00 - 13.15

**HOW TO COMMUNICATE THE
ROLE OF MUSEUMS & SCIENCE
CENTRES**

PURPLE ROOM



SS

ME

CONVENOR

MATTEO MERZAGORA INNOVATIONS IN THE COMMUNICATION OF SCIENCE, ICS- SISSA, TRIESTE, ITALY AND TRACES, PARIS, FRANCE

PRESENTERS

MARIE-HÉLÈNE VATBOT DEPUTY COMMUNICATION DIRECTOR, UNIVERSCIENCE, PARIS, FRANCE

ANTONIA CAOLA HEAD OF MEDIA COMMUNICATION AND PR, MUSEO TRIDENTINO DI SCIENZE NATURALI, TRENTO, ITALY

It is not always easy to transmit the evolution of the role of museums: not only places of research, education, exhibition but also places of dialogue. In this, it is often the case when talking about experts of science communication such as journalists. It is an important objective - and sometimes challenge - the way in which journalists understand, and consequently make other people understand, the mission of our institutions. The session brings together case studies in which press offices act as tools in reinforcing the image, identity and impact of museums and science centres in society.

11.30 - 13.30

**ECSITE ANNUAL GENERAL
MEETING**

ORANGE ROOM

The Ecsite Annual General Meeting is open to all conference delegates. During the meeting, Ecsite full members will vote to elect the board of Ecsite for 2010 - 2011 and a report will be presented on the Ecsite activities of 2009 - 2010.

12.00 – 13.15

ENGAGING MATHS

GREEN ROOM

CONVENOR

NOEL JACKSON HEAD OF EDUCATION, CENTRE FOR LIFE, NEWCASTLE, UK

PRESENTERS

NICOLA STOCK EDUCATION DEPARTMENT, CENTRE FOR LIFE, NEWCASTLE, UK

MICHAEL BRADKE DIRECTOR, MOBILES MUSIK MUSEUM, DÜSSELDORF, GERMANY

ANNA GUNNARSSON TEACHER, NAVET – SJUHÅRADSBYGDENS SCIENCE CENTER, BORÅS, SWEDEN

Mathematics: Queen of Sciences or poor relation? In this reverse session three organisations show how they have used three different methods to engage three different audiences with mathematics. What they have in common is that they all make mathematics fun. Anna Gunnarsson from Navet in Sweden has successfully used a story-telling approach to deliver a maths message to primary children as well as teenagers and adults. Michael Bradke uses teenagers' inherent interest in music to deliver maths outreach and the team at the Centre for LIFE use theatre, trails and hands-on activities to deliver maths to all ages from 6 to 18.

12.00 – 13.15

SCIENCE LINX OUT ON A LIMB:

BÈTAMENTALITY TO ADDRESS

RISKY TARGET GROUPS

BLUE ROOM

CONVENOR

BART VAN DE LAAR HEAD OF CENTER FOR CURRICULUM DEVELOPMENT, FACULTY OF MATHEMATICS AND NATURAL SCIENCES – OFFICE OF EDUCATION, UNIVERSITY OF GRONINGEN, GRONINGEN, NETHERLANDS

PRESENTERS

RENSKE DE JONGE OUTREACH OFFICER, FACULTY OF MATHEMATICS AND NATURAL SCIENCES – OFFICE OF EDUCATION, UNIVERSITY OF GRONINGEN, GRONINGEN, NETHERLANDS

INGEBORG VELDMAN PROJECT LEADER SCIENCE LINX, FACULTY OF MATHEMATICS AND NATURAL SCIENCES – SCIENCE LINX, UNIVERSITY OF GRONINGEN, GRONINGEN, NETHERLANDS

Science LinX, the University of Groningen science centre, links formal to informal education and addresses a target group usually considered risky or difficult, 14 to 17 year old teens, using the BètaMentality Model. This model maps the drives of young people and distinguishes four basic groups (High Techs, Career Techs, Curious Generalists and Non Techs). Science LinX addresses each one with tailor made programmes. In an interactive workshop we challenge the participants to use the BètaMentality Model to develop activities for their target group on current research topics (from nanotechnology to sustainable energy, and from biomedical engineering to genomics).

13.15 – 14.30

LUNCH BREAK

14.30 – 16.00

TARGETING TALENTED STUDENTS

BLACK ROOM

CONVENOR

COLIN JOHNSON FREELANCE SCIENCE COMMUNICATOR, CARDIFF, UK

PRESENTERS

STINE KROG-PEDERSEN HEAD OF CLIMATE CHANGE COMMUNICATION, EXPERIMENTARIUM, HELLERUP, DENMARK

JUTTA KUJASALO SENIOR CO-ORDINATOR, EDUCATIONAL PROGRAMMES, HEUREKA, THE FINNISH SCIENCE CENTRE, VANTAA, FINLAND

NOEL JACKSON HEAD OF EDUCATION, CENTRE FOR LIFE, NEWCASTLE, UK

Increasing numbers of science centres are asking themselves what extra things they can do to support and inspire talented students. Whether during a daytime visit, or as an after-school programme, there are number of opportunities to be grasped – and challenges to be addressed. The speakers will describe their different approaches and discuss the rationale in each case.

14.30 – 16.00

**MAINTENANCE STAFF:
GET THEM INVOLVED IN THE
SCIENCE CENTRE PROJECT**

BEIGE ROOM



CONVENOR

DOMINGO ESCUTIA MUÑOZ DIRECTOR OF CONTENT, CITY OF ART AND SCIENCES, VALENCIA, SPAIN

PRESENTERS

KUA PATTEN DIRECTOR, EXPLORATORIUM EXHIBIT SERVICES, SAN FRANCISCO, USA

THORSTEN KÜNNEMANN DIRECTOR, SWISS SCIENCE CENTER TECHNORAMA, WINTERTHUR, SWITZERLAND

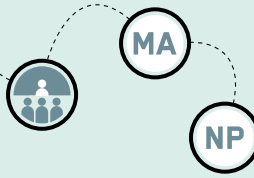
JAVIER FERRER HERNÁNDEZ HEAD OF AREA OF CONTENT SUPPORT, CITY OF ART AND SCIENCES, VALENCIA, SPAIN

A maintenance insight. Have three different institutions found a good process? How is the key human factor involved and motivated in their task? Do they really understand what they are repairing? Are they sharing the same objectives than the exhibitions producers? Experiences from different locations that will open your minds in such a critical, and often criticised, process.

14:30-16:00

**GLOBALISING MUSEUMS:
OPPORTUNITIES & RISKS**

PURPLE ROOM



CONVENOR

JEAN MARIE SANI HEAD OF CULTURAL DEVELOPMENT, RÉUNION DES MUSÉES NATIONAUX, PARIS, FRANCE

PRESENTERS

GIOVANNI CRUPI HEAD OF DEVELOPMENT, NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI, MILAN, ITALY

AUDREY O'CONNELL HEAD OF PLANNING AND DESIGN CONSULTING, NATURAL HISTORY MUSEUM, LONDON, UK

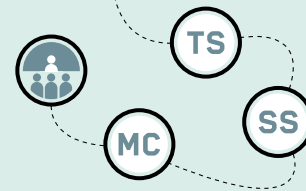
FRANCEBRUNO MACQUART CHIEF EXECUTIVE OFFICER, AGENCE FRANCE MUSÉUMS, PARIS, FRANCE

Emerging countries are now buying brands, expertise and activities from western cultural institutions to give value and enrich their urban development plans. For European museums these international projects represent opportunities to build cultural diplomacy, to enhance their impact worldwide and to earn revenues. This session will analyse different models of partnership and agreement developed by large institutions. The case studies will help to investigate the different strategies for the risk management (political, cultural, economical, financial, image and brand).

14.30 – 16.00

**OPINION AND EDUCATION
IN THE 21ST CENTURY –
A RISKY BUSINESS?**

RED ROOM



CONVENOR

NICK WINTERBOTHAM CHIEF EXECUTIVE OFFICER, THINKTANK BIRMINGHAM SCIENCE MUSEUM, BIRMINGHAM, UK

PRESENTERS

WIM DE VOS HEAD OF COMMUNICATION, ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES, BRUSSELS, BELGIUM

ALEXANDRA BUNGE PROJECT MANAGER ON EXHIBITIONS, NATURAL HISTORY MUSEUM OF BASEL, BASEL, SWITZERLAND

BERNHARD WEIDEMANN PUBLIC RELATIONS, DEUTSCHES MUSEUM, MUNICH, GERMANY

In 399 BC Socrates was condemned to death for attempting to 'corrupt the young' in teaching philosophy and reason based on observation. In the 1970s and 80s, education on 'risky behaviour' focused on alcohol, cigarettes and drugs. Perhaps today it should also focus on motorbikes, 'printing out' instead of reading digitally and eating of 'out of season' vegetables... This session will discuss the various approaches to contemporary topics and transparency in science communication. A special focus is given to opinion building and is illustrated with examples. The discussion with the participants shall highlight the advantages and disadvantages of each approach. The thin line between facts and opinion is at the heart of this discussion – including its risks and pitfalls.

14:30-16:00

WHAT WENT WRONG?

CELEBRATING FAILURE

ORANGE ROOM



MA

CONVENORS

MICHAEL JOHN GORMAN DIRECTOR, SCIENCE GALLERY, DUBLIN, IRELAND

MAARTEN OKKERSEN HEAD OF DESIGN AND PRODUCTIONS, MUSEON, THE HAGUE, NETHERLANDS

PRESENTERS

ANDREA BANDELLI CONSULTANT, AMSTERDAM, NETHERLANDS

GOÉRY DELACÔTE CHIEF EXECUTIVE OFFICER, AT BRISTOL, BRISTOL, UK

DIANA ISSIDORIDES SENIOR SCIENTIST & EXHIBITION DEVELOPER, NEMO, AMSTERDAM, NETHERLANDS

MIKKO MILLYKOSKI EXPERIENCE DEVELOPER, HEUREKA, THE FINISH SCIENCE CENTRE, VANTAA, FINLAND

Thomas Edison reportedly made over a thousand unsuccessful attempts to create a lightbulb before hitting the solution that worked. A constructive approach to failure is recognised as a key factor in innovative organisations. This session invites you to come and share your experiences of spectacular and instructive failures. What went wrong? How did you deal with it? What did you learn? How do you manage failure in your organisation? The format of the session will be a facilitated round table session, designed to draw lessons from failure and to explore new approaches to creating a culture of innovation in science centres.

14.30 - 16.00

ENQUIRY-BASED ACTIVITIES -

ENGAGING THE VISITORS

GREEN ROOM



ED

VI

CONVENOR

ANTONIO GOMES DA COSTA PLACES COORDINATOR, ECSITE, BRUSSELS, BELGIUM

PRESENTERS

SOFIA LUCAS SCIENCE EDUCATION MANAGER, PAVILION OF KNOWLEDGE - CIÊNCIA VIVA, LISBON, PORTUGAL

SHEENA LAURSEN HEAD OF EDUCATION AND INTERNATIONAL AFFAIRS, EXPERIMENTARIUM, HELLERUP, DENMARK

ARNO VAN BERGE HENEGOUWEN EDUCATOR, MUSEON, THE HAGUE, NETHERLANDS

BRONWYN BEVAN DIRECTOR CILS, EXPLORATORIUM, SAN FRANCISCO, USA

NICOLA STOCK EDUCATION OFFICER, CENTRE FOR LIFE, NEWCASTLE, UK

MARGHERITA LASI SCIENTIFIC TRAINEE, DEUTSCHES MUSEUM, MUNICH, GERMANY

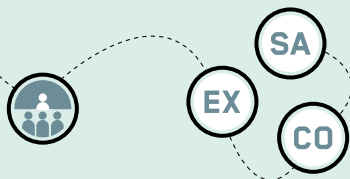
This poster session will focus on the use of enquiry-based activities in science centres and museums. Several science centres and science museums will present posters with practical examples, thus providing an overview of such activities and different approaches. Special attention will be given to the advantages of these activities in engaging visitors and to the difficulties of implementing them, as well as on the approaches taken to solve those difficulties. The poster presenters and the participants will be able to discuss a number of aspects of how such activities allow for a more fruitful and interactive learning experience for visitors.



14:30-16:00

**UNFORTUNATE BIODIVERSITY
AMBASSADORS ON DISPLAY:
OPPORTUNITIES VS. RISKS**

BLUE ROOM



CONVENOR

GERARD COBUT EXHIBITION DEVELOPMENT, ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES, BRUSSELS, BELGIUM

PRESENTERS

TODD MCGRAIN ASSOCIATE PROFESSOR, CORNELL UNIVERSITY, ITHACA, USA
CARLA MARANGONI CURATOR, MUNICIPAL MUSEUM OF ZOOLOGY, ROME, ITALY
ANNE NIVART DIRECTOR OF COLLECTIONS, NATIONAL MUSEUM OF NATURAL HISTORY, PARIS, FRANCE

Natural history museums / science centres stress that biodiversity deserves protection. Many museums display old specimens, sometimes of extinct species. Can they take the risk of using those "unfortunate ambassadors of biodiversity" to engage the public in biodiversity protection? An artist, a biologist and a collection manager share their visions.

The audience is strongly advised to be part of the session discussion and to bring sample material (specimens, objects, photos, books, games, etc.)



16:00-16:45

COFFEE BREAK

16:45-18:15

**JOB SAFETY: A NEW ISSUE FOR
SCIENCE CENTRES AND MUSEUMS
BLACK ROOM**



CONVENOR

LUIGI AMODIO DIRECTOR GENERAL, FONDAZIONE IDIS - CITTÀ DELLA SCIENZA, NAPLES, ITALY

PRESENTERS

VINCENZO LIPARDI INTERNATIONAL AFFAIRS AND STRATEGY DELEGATE, FONDAZIONE IDIS - CITTÀ DELLA SCIENZA, NAPLES, ITALY
PETER BUSSE CURATOR, DASA, DORTMUND, GERMANY
CHI-KIN WONG SENIOR TECHNICAL OFFICER, HONG KONG SCIENCE MUSEUM, HONG KONG
SABINA CANTARELLI DIRECTOR, MU.BA. MUSEO DEI BAMBINI, MILAN, ITALY

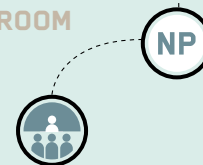
The session will present cases from science centres/museums dealing with the topic of occupational safety, a topic strictly linked with science and technology. DASA pursues the aim of incorporating the concept of occupational safety and health into a comprehensive solution to problems relating to competitiveness, social compatibility and sustainability and to present a convincing and viable concept for the future. Fondazione Idis - Città della Scienza is working in collaboration with the Municipality of Naples on this issue, organising events in the science centre and in the city. Finally the Hong Kong Science Museum's exhibition on occupational safety focuses on safety awareness and precautions and encourages the development of safety values and practices in the workplace.



16:45-18:15

**THE IMPACT ON POLICY MAKING
BY SCIENCE CENTRES,
MUSEUMS AND AQUARIUMS.
HOW FAR SHALL WE GO?**

BEIGE ROOM



CONVENOR

CATHERINE FRANCHE EXECUTIVE DIRECTOR, ECSITE, BRUSSELS, BELGIUM

PRESENTERS

HANS GUBBELS DISCOVERY CENTRE CONTINIUM, KERKRADE, NETHERLANDS
WALTER STAVELOZ DIRECTOR, INTERNATIONAL RELATIONS, ASTC, WASHINGTON DC, USA
MANUEL CIRA HEAD OF CULTURAL SERVICES, COORDINATOR OF WORLD OCEAN NETWORK, NAUSICAA NATIONAL SEA EXPERIENCE CENTRE, BOULOGNE SUR MER, FRANCE
PACO FRANCO DEL AMO TECHNICAL DIRECTOR, ACQUARIUM FINNISTERAE, LA CORUÑA, SPAIN

Science centres and museums are increasingly active in lobbying on a European and international level. Work done with the Commission through European projects, Ecsite's Parliament Event in February 2009, the presence of Ecsite and the World Ocean Network at the COP15 in Copenhagen as observer institutions through the ACCENT project, and the United Nations official collaboration in World Ocean Day are examples of this phenomenon. What are the aims of this advocacy work, how can it be best achieved, and how can we mobilise a European community in order to have the biggest political impact?

16:45-18:15

EMERGING DIGITAL TRENDS IN MUSEUMS

PURPLE ROOM



ME

TE

CONVENOR

MARK HAYWARD CREATIVE DIRECTOR, BRC IMAGINATION ARTS, EINDHOVEN, NETHERLANDS

PRESENTERS

PETER HIGGINS DIRECTOR, LAND DESIGN, LONDON, UK

BLAIR PARKIN FOUNDER AND MANAGING DIRECTOR, VISUAL ACUITY, BRIGHTON, UK

DAVE PATTEN HEAD OF NEW MEDIA, SCIENCE MUSEUM, LONDON, LONDON, UK

Today's popular and academic literature is filled with a broad spectrum of opinions about how technology is changing our culture. The implications for museums are potentially wide-ranging and profound. This session will investigate how trends in digital learning and communications are changing museum guests. How will our understanding of these changes influence the planning and design of museum experiences? Prospective attendees are encouraged to visit and contribute to a blog (<http://emergingdigitalmuseum.blogspot.com/>) created for this session prior to the conference.

16.45 - 18.15

WINNING ENGAGEMENT THROUGH COMPETITION

RED ROOM



SA

SS

CONVENOR

JENNIFER PALUMBO PROJECTS COORDINATOR, ECSITE, BRUSSELS, BELGIUM

PRESENTERS

LYNN SCARFF EDUCATION & OUTREACH MANAGER, SCIENCE GALLERY, DUBLIN, IRELAND

SARA HOSSEIN PROJECT MANAGER, SCIENCE CENTER NETZWERK, VIENNA, AUSTRIA

ALESSANDRA DRIOLI PROJECTS COORDINATOR, FONDAZIONE IDIS CITTÀ DELLA SCIENZA, NAPLES, ITALY

KAREN MOSS DIRECTOR OF THE CENTRE FOR EFFECTIVE LEARNING IN SCIENCE (CELS), NOTTINGHAM TRENT UNIVERSITY, NOTTINGHAM, UK

MAYA HALEVY DIRECTOR, BLOOMFIELD SCIENCE MUSEUM JERUSALEM, JERUSALEM, ISRAEL

In this interactive session, many speakers briefly present examples of competitions they have run. Speakers and audience then engage in a live discussion involving reflection, philosophy and physical movement. Everyone is invited to propose their own issue and state their opinion: which target groups are best reached through competition? Which tools or media should be employed? Are science centres moving out of their comfort zone to understand the needs of publics, or just following a trend? How far can competitions go to reach new publics and engage them in communication from an early stage?

16.45 - 18.15

"I DON'T EVER WANT TO SEE THAT AGAIN!"

ORANGE ROOM



EX

CONVENOR

MICHAEL CREEK PROJECTS COORDINATOR, ECSITE, BRUSSELS, BELGIUM

PRESENTERS

ANTONIA CAOLA HEAD OF EXTERNAL AND MEDIA RELATIONS, MUSEO TRIDENTINO DI SCIENZE NATURALI, TRENTO, ITALY

IAN RUSSELL DIRECTOR, INTERACTIVE SCIENCE LTD, STOCKPORT, UK

IAN SIMMONS SCIENCE COMMUNICATION DIRECTOR, CENTRE FOR LIFE, NEWCASTLE, UK

MAARTEN OKKERSEN HEAD OF DESIGN AND PRODUCTIONS, MUSEON, THE HAGUE, NETHERLANDS

In this session, speakers have five minutes to propose one thing they would like to ban from science centres and museums for good. Maybe it's the one exhibit that they'd love to see the back of, or the one lazy idea that they are sick of finding again and again in our museums. Participants must discuss each proposal and vote - should they stay or should they go? This session may provoke some laughs, but it is primarily intended to inspire some serious reflection on how to keep our ideas fresh and ensure our institutions remain innovative.

This is an open session - slots will be saved to allow speakers to join at the last minute.

16.45 – 18.15

**PECHA KUCHA ON NEW
SCIENCE CENTRES
GREEN ROOM**



CONVENOR

ACHIM ENGLERT MANAGER, PHAENOMENTA, FLENSBURG, GERMANY

PRESENTERS

HANS GUBBELS DIRECTOR, DISCOVERY CENTER CONTINIUM, KERKRADE, NETHERLANDS

ARNER DUNKER CHIEF EXECUTIVE OFFICER, KLIMAHaus BREMERHAVEN, BREMEN, GERMANY

ROBERT FIRMHOFER CHIEF EXECUTIVE OFFICER, COPERNICUS SCIENCE CENTRE, WARSAW, POLAND

HÉDIA BEN GHENAIA JAOUADI GENERAL DIRECTOR, PALACE OF THE SCIENCE OF MONASTIR, MONASTIR, TUNISIA

ARMIN FREY CHIEF EXECUTIVE OFFICER, SK-STIFTUNG CSC - COLOGNE SCIENCE CENTER, COLOGNE, GERMANY

XABIER DÍAZ SILVESTRE DIRECTOR, BTEK ZAMUDIO, DERIO, SPAIN

WOLFGANG HANSCH CHIEF EXECUTIVE OFFICER, EXPERIMENTA, HEILBRONN, GERMANY

In the last months a number of new science centres have opened. Each of them has its own concept and theme. In a Pecha Kucha session you can get a quick overview of these new projects. Pecha Kucha means the each speaker has 20 Powerpoint slides and each of them will be shown for 20 seconds. After 6 minutes and 40 seconds, the presentation will be over and there will be some time for questions.

16.45 – 18.15

**HOW TO STIMULATE THE
INTERACTION OF PARENTS AND
YOUNG CHILDREN WITHIN THE
SCIENCE CENTRE
BLUE ROOM**



CONVENOR

AMITO HAARHUIS HEAD OF EDUCATION, SCIENCE CENTER NEMO, AMSTERDAM, NETHERLANDS

PRESENTERS

ROOSKE FRANSE SENIOR PROJECT MANAGER EDUCATION, SCIENCE CENTER NEMO, AMSTERDAM NETHERLANDS

ALICE STEVENSON SENIOR MANAGER FAMILY PROGRAMS AND PRESCHOOL LEARNING, NEW YORK HALL OF SCIENCE, NEW YORK, USA

MARTA FIKUS-KRYNSKA PROJECTS COORDINATOR OF THE PROGRAMME DEPARTMENT, COPERNICUS SCIENCE CENTRE, WARSAW, POLAND

When children come to a science centre they learn something from their experience. But what they learn and how learning is optimised are complex questions. Parents can play an important role in this, especially when very young children are concerned. But what is the best way to stimulate the parent-child interaction? Research shows that it is important for parents that their participation is effortless, interesting and not distracting.

This session explores the ways in which you can stimulate the parent-child interaction through exhibit design, using theatre or during family workshops.

18.15 – 19.15

**HAPPY HOUR AT THE
BUSINESS BISTRO**

After a long day of conference sessions it will be time to taste the local beers. Come to the Business Bistro, to raise your glasses and enjoy informal conversations with the other participants.

20.00 – 23.00

NOCTURNE AT THE DASA

Discover the breathtaking DASA in action. This is your chance to discover the museum in a different way. Join us in an unforgettable evening of performances, activities and events.

5TH JUNE SATURDAY

09.00 – 09.45

WHY DO PEOPLE FEAR WHAT
THEY FEAR? THE PSYCHOLOGY
OF RISK

THE STEEL HALL

KEYNOTE SPEAKER

ORTWIN RENN PROFESSOR AND CHAIR OF ENVIRONMENTAL SOCIOLOGY AND TECHNOLOGY ASSESSMENT AT STUTTGART UNIVERSITY, STUTTGART, GERMANY

Risk perceptions have a reality of their own: Just like the characters in animated films who, suspended in mid-air, do not plunge to the ground until they realize their predicament, people construct their own reality and evaluate risks according to their subjective perceptions. Intuitive risk perception is based on how information on the source of a risk is communicated, the psychological mechanisms for processing uncertainty, and earlier experience of danger. This mental process results in perceived risk. Thus the lecture will focus on the world of notions and associations which help people to navigate through a risky world.

10.00 – 11.15

VOLUNTEERS AT OUR SCIENCE
CENTRE – ARE WE READY TO
TAKE THIS RISK?

BLACK ROOM

CONVENOR

PIOTR KOSSOBUDZKI HEAD OF PROGRAMME DEPARTEMENT, COPERNICUS SCIENCE CENTRE, WARSAW, POLAND

PRESENTERS

JENNIFER CORREA SENIOR MANAGER, NEW YORK HALL OF SCIENCE, NEW YORK, USA
MARTA FIKUS-KRYNSKA PROJECT MANAGER, COPERNICUS SCIENCE CENTRE, WARSAW, POLAND
MARJATTA VÄKEVÄINEN EXPLAINER, HEUREKA, THE FINNISH SCIENCE CENTRE, VANTAA, FINLAND

What does it take to have volunteers in your science centre? There is no single optimal model of cooperation. Some science centres rely strongly on volunteers while others prefer full-time staff. Some accept them, but only as backstage people, others welcome them as explainers only.

Find out how three different science centres approached the idea of having volunteers on staff. Learn about the challenges they encountered and the successes it had on the institution, the volunteers, and the visitors. Discover what the pros and cons are of working with volunteers and share ideas and good practices for making a volunteer programme at your institution successful.

10.00 – 11.15

THE UNSESSION –
YOU BRING THE THEME!
BEIGE ROOM

CONVENOR

ALIKI GIANNAKOPOULOU CONFERENCE AND COMMUNICATIONS COORDINATOR, ECSITE, BRUSSELS, BELGIUM

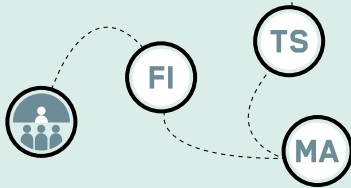
Do you have a burning issue you want to discuss at the conference but you were not given the timeslot to do so? Do you feel there is an unanswered question in this programme for which you happen to have the answer? Would you like to try out a session where the participants determine the theme? If so, this UnSession is for you! To propose an idea for discussion, show up at the session with your question / idea / problem and you will have the chance to pitch it to the session audience. If enough participants are interested in your idea, then you will have the space and time to start an open discussion.



10.00 - 11.15

MILLENNIUM SCIENCE CENTRES: SUCCESS OR FAILURE?

PURPLE ROOM



CONVENOR

STEVE PIZZEY DIRECTOR, SCIENCE PROJECTS,
LONDON, UK

PRESENTERS

NICK WINTERBOTHAM CHIEF EXECUTIVE OFFICER,
THINKTANK BIRMINGHAM SCIENCE MUSEUM,
BIRMINGHAM, UK

GOÉRY DELACÔTE CHIEF EXECUTIVE OFFICER,
AT BRISTOL, BRISTOL, UK

LINDA CONLON CHIEF EXECUTIVE OFFICER, CENTRE
FOR LIFE, NEWCASTLE, UK

It is now 10 years since a number of science centres were set up in the UK and elsewhere in Europe to celebrate the new millennium. Their arrival was controversial and was not greeted with enthusiasm by many existing centres. The newcomers had access to huge amounts of public money and opened amid a blaze of publicity. How have they fared in the last decade? Could the money have been used to better effect by more experienced practitioners in the field? What lessons have been learnt? And, perhaps, most importantly, what challenges do these centres face in the next decade?

10.00 - 11.15

IDEAS AND PRACTICES TO PRESENT DANGERS AND RISKS

RED ROOM



CONVENOR

DOMINIQUE BOTBOL HEAD OF EXHIBITION
PROJECT DEPARTMENT, PARIS, FRANCE

PRESENTERS

SAMUELA CALIARI CURATOR, MUSEO TRIDENTINO
DI SCIENZE NATURALI, TRENTO, ITALY

DOROTHÉE VATINEL CURATOR, UNIVERSCIENCE,
PARIS, FRANCE

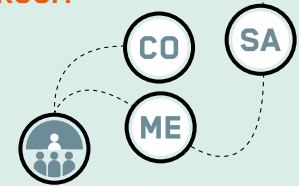
MARIA XANTHOUDAKI HEAD OF EDUCATION AND OF
INTERNATIONAL RELATIONS, NATIONAL MUSEUM OF
SCIENCE AND TECHNOLOGY LEONARDO DA VINCI,
MILAN, ITALY

We will confront ideas and practices about the topic of risk and danger and the challenge to engage people - especially youngsters - and foster the safety culture. Through three case studies, we will discuss how to be effective in addressing messages about risky situations in the fields of health or environment, inciting the safety behaviour to be adopted in daily life, and messages about good eating practices, reconciling the notions of pleasure, health and conviviality.

10.00 - 11.15

DISCURSIVE WINDOWS: PROS AND CONS OF NEW MEDIA OBJECT INTERPRETATION

ORANGE ROOM



CONVENOR

ALISON BOYLE CURATOR, ASTRONOMY & MODERN
PHYSICS, THE SCIENCE MUSEUM, LONDON, UK

PRESENTERS

ANNE PRUGNON NEW MEDIA DEVELOPER, THE
SCIENCE MUSEUM, LONDON, UK

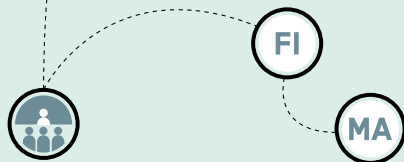
CORNELIA KEMP CURATOR FOTO + FILM,
DEUTSCHES MUSEUM, MUNICH, GERMANY

FILIPPO CAMEROTA DEPUTY DIRECTOR, MUSEO
GALILEO, FLORENCE, ITALY

Museum objects have many stories to tell, but scientific and technological objects do not always readily reveal their stories to visitors. New media interfaces provide an opportunity to interpret objects in more depth, but there are risks in departing from more traditional object displays. Will visitors accustomed to the usual 'language' of panels and printed labels understand a new approach? Do virtual objects enhance, or compete for attention with, the real things? Discussion will be seeded by recent case studies from the Science Museum, London, the Deutsches Museum, Munich, and the Museo Galileo, Florence.

10.00 - 11.15

**COMFORTABLE OUTSIDE THE
COMFORT ZONE
GREEN ROOM**



CONVENOR

SVEIN ANDERS DAHL CHIEF EXECUTIVE OFFICER,
VILVITE, BERGEN, NORWAY

PRESENTERS

PETER TREVITT CHIEF EXECUTIVE OFFICER,
TECHNIQUEST, CARDIFF, UK

ASGER HØEG EXECUTIVE DIRECTOR,
EXPERIMENTARIUM, HELLERUP, DENMARK,

HANNE GRETE RINGSTAD CHIEF FINANCIAL
OFFICER, VILVITE, BERGEN, NORWAY

Many science centre managers feel like "kamikaze pilots" trying to manoeuvre in the rugged waters of science centre management, facing risks and uncertainties from early planning throughout financing and into implementation. Risk and uncertainty are however inevitable elements in the operation and development of a dynamic and innovative science centre. In this session we will give examples and discuss management tools applicable to gain control and foresee operational risks in running and financing science centres and museums. Three centres will present different approaches, "philosophies" and priorities in their endeavors to feel comfortable even outside the "comfort zone".

10.00 - 11.15

**EDUCATION AND ENGAGEMENT
RESOURCES ON NANOSCALE
SCIENCE
BLUE ROOM**



CONVENOR

JENNIFER PALUMBO PROJECTS COORDINATOR,
ECSITE, BRUSSELS, BELGIUM

PRESENTERS

PETER SCHÜSSLER ACADEMIC ASSISTANT,
DEUTSCHES MUSEUM, MUNICH, GERMANY

LUISA FILIPPONI NANOYOU PROJECT SCIENTIFIC
COORDINATOR, INTERDISCIPLINARY NANOSCIENCE
CENTRE (INANO), AARHUS UNIVERSITY, AARHUS,
DENMARK

GUGLIELMO MAGLIO MANAGER OF EXHIBITION AND
LIVE EVENTS, FONDAZIONE IDIS - CITTÀ DELLA
SCIENZA, NAPLES, ITALY

This workshop offers a firsthand experience of the numerous education and engagement resources on nanotechnology developed by three European projects: Nano to Touch, Time for Nano and Nanoyou. Experiments, online activities, demonstrations and programs designed for scientists and educators will be available for test, discussion and inspiration. All the products can be easily replicated, customised, and integrated into your existing programs and exhibitions. Representatives from the organisations that take part in these nano projects or run activities on nano are invited to participate and contribute to the discussion.

11.15 - 12.00

COFFEE BREAK

12.00 - 13.15

**ROLE PLAYING AND SCENARIO
GAMES TO DEAL WITH ISSUES
OF GLOBAL CHANGE
BLACK ROOM**



CONVENOR

MICHELE ANTOINE HEAD OF EXHIBITIONS,
ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES,
BRUSSELS, BELGIUM

PRESENTERS

CECILE GERRIN PROJECT MANAGER, ROYAL
BELGIAN INSTITUTE OF NATURAL SCIENCES,
BRUSSELS, BELGIUM

LOUISE JULIE BERTRAND HEAD OF EXHIBITIONS,
MONTRÉAL SCIENCE CENTRE, MONTRÉAL, CANADA

The biodiversity crisis, climate change, and major environmental changes create uncertainty and anxiety concerning our future. We now live with the threat of disasters that could profoundly affect our lives. Yet it is important to avoid passivity; museums and science centres must bring their visitors to engage in a deliberate and voluntary action. Several of them have opted to use role playing games or group games involving the construction of scenarios for the future. The session proposes to share various experiences to assess their scope and limitations.

12.00 - 13.15

LOSING CONTROL AND LETTING

AUDIENCES LEAD: RISKS,

OPPORTUNITIES, OUTCOMES

BEIGE ROOM



OU

ED

CONVENOR

JEAN FRANCYK DIRECTOR OF LEARNING,
SCIENCE MUSEUM, LONDON, UK

PRESENTER

KAREN DAVIES MANAGER LEARNING RESOURCES,
SCIENCE MUSEUM, LONDON, UK

What happens when a) you ask an angry visitor to solve the problem they're complaining about?; b) when you ask young people who never visit the museum to guest curate the entry feature of your newest high-profile gallery?; c) when disability advocacy groups lead training for exhibition teams who are preparing to deliver sensitive content to mass audiences? These short examples of 'losing control' from the Science Museum London will be followed by a speed-dating style format where all audience members participate. An underlying assumption is that profound changes of institutional perspectives and decision-making are required for this practice to be meaningfully realised.

12.00 - 13.15

EXPERIMENTS TO MOTIVATE

YOUNG PEOPLE

PURPLE ROOM



ED

EX

CONVENOR

CHARLOTTE SCHULZE EXECUTIVE MANAGER,
STIFTUNG JUGEND UND WISSENSCHAFT GMBH,
HEIDELBERG, GERMANY

PRESENTERS

ANNA GUNNARSSON TEACHER, NAVET - SJUHÅRADS-
BYGDENS SCIENCE CENTER, BORÅS, SWEDEN

CARINA LINDBERG TEACHER, NAVET - SJUHÅRADS-
BYGDENS SCIENCE CENTER, BORÅS, SWEDEN

MIRJA ROSENBERG SCHOOL RELATIONS MANAGER,
HEUREKA, THE FINNISH SCIENCE CENTRE, VANTAA,
FINLAND

PIA MÄKELÄ EXPLAINER, HEUREKA, THE FINNISH
SCIENCE CENTRE, VANTAA, FINLAND

ROSINA MALAGRIDA DIRECTOR FOR SCIENCE
DIFFUSION, BARCELONA SCIENCE PARK,
BARCELONA, SPAIN

ANNA CALDERER BARCELONA SCIENCE PARK,
BARCELONA, SPAIN

VARDA GUR BEN SHITRIT HEAD OF SCIENCE &
SOCIETY, BLOOMFIELD SCIENCE MUSEUM
JERUSALEM, JERUSALEM, ISRAEL

CARLA PUGLIA PROGRAMME DIRECTOR, ENERGIHU-
SET, UPPSALA UNIVERSITY, UPPSALA, SWEDEN

CECILIA ÖDMAN MUSEUM EDUCATOR, MUSEUM
GUSTAVIANUM, UPPSALA UNIVERSITY, UPPSALA,
SWEDEN

MARTIN ENGEL STUDENT APPRENTICE,
PHÄNOMENTA FLENSBURG, FLENSBURG, GERMANY

WOLFGANG MUTH EXHIBITION MANAGER,

PHÄNOMENTA FLENSBURG, FLENSBURG, GERMANY

PETRA MOHR HEAD OF INTERACTIVE EXHIBITION,
EXPLOHEIDELBERG, HEIDELBERG, GERMANY

FRED ENGELBRECHT HEAD OF TEACHING LAB,
EXPLOHEIDELBERG, HEIDELBERG, GERMANY

GIOVANNA VIALE VICE-DIRECTOR, CUSMIBIO,
MILAN, ITALY

CLAUDIA GORR EXHIBITION MANAGER,
TOWEROFTHESENSES, NUREMBERG, GERMANY

MARKUS ELSHOLZ TRAVELLING EXHIBITION
MANAGER, TOWEROFTHESENSES, NUREMBERG,
GERMANY

ALBRECHT BEUTELSPACHER DIRECTOR,
MATHEMATIKUM, GIESSEN, GERMANY

MIHA KOS DIRECTOR, HOUSE OF EXPERIMENTS,
LJUBLJANA, SLOVENIA

MOSHE RISHPON DIRECTOR, DAVIDSON INSTITUTE
OF SCIENCE EDUCATION, REHOVOT, ISRAEL

One-stop leisure locations where visitors can enjoy different kinds of recreation are becoming more popular. A number of science centres are preparing or have already undertaken an expansion of the science centre with other activities in order to create a much larger project. On the science centre site, leisure and educational projects are added or built to create an area where different target groups and age groups are offered educational, recreational, practical or other facilities. Some examples are presented.

12.00 - 13.15

TENSIONS IN SCIENCE COMMUNICATION: DOING JUSTICE TO BOTH SCIENCE AND THE PUBLIC

RED ROOM



TS

RE

CONVENOR

ELSA BAILEY PRINCIPAL AND DIRECTOR, ELSA BAILEY CONSULTING, SAN FRANCISCO, USA

PRESENTERS

CHINFANG CHANG PHD STUDENT, CENTRE FOR CULTURAL STUDIES, GOLDSMITHS COLLEGE, UNIVERSITY OF LONDON, LONDON, UK

LOUISE FITTON SENIOR INTERPRETATION DEVELOPER, NATURAL HISTORY MUSEUM, LONDON, UK

This session will explore tensions in public engagement with science and technology (PEST) by reflecting on the concepts and practical dimensions of public engagement in research and practice. Chinfang Chang will offer a new theoretical framework for the study of science museum interactivity, and propose a new term 'Laboratory Interactivity', and Louise Fitton will present the Natural History Museum's new Darwin Centre as a case study for exploring the risks and opportunities of developing innovative public engagement.

12.00 - 13.15

ZERO-EMISSION SCIENCE CENTRES

ORANGE ROOM



SS

TE

CONVENOR

LARS REHNMAN CHIEF EXECUTIVE OFFICER, UNIVERSEUM AB, GOTHENBURG, SWEDEN

PRESENTERS

LUIGI AMODIO DIRECTOR GENERAL, FONDAZIONE IDIS - CITTÀ DELLA SCIENZA, NAPLES, ITALY

WAYNE LABAR VICE PRESIDENT, LIBERTY SCIENCE CENTER, JERSEY CITY, USA

ASGER HØEG EXECUTIVE DIRECTOR, EXPERIMENTARIUM, HELLERUP, DENMARK

The "green wave" promoted by President Obama, and the increasing public attention to environmental problems, find in science museums and science centres the natural places for public debate and the development of informal educational projects related to this topic. Often this activity implies the adoption of good practices aimed to transform this kind of institutions - in their buildings, their technologies, their organisation - into "zero emission" enterprises.

The aim of this proposal is not only to show the guidelines of this ambitious project, but also the strategies that museums and science centres are adopting in order to achieve environmental sustainability.

12.00 - 13.15

BREWING TOGETHER

SCIENCE AND CULTURE

GREEN ROOM



SA

CONVENOR

SIMON GAGE DIRECTOR, EDINBURGH INTERNATIONAL SCIENCE FESTIVAL, EDINBURGH, UK

PRESENTERS

SARA HOSSEIN PROJECT MANAGER, SCIENCE CENTER NETZWERK, VIENNA, AUSTRIA

THIERRY BRASSAC SCIENCES/CULTURE PROJECT MANAGER, MONTPELLIER SCIENCE UNIVERSITY, MONTPELLIER, FRANCE

VINCENT BLECH SCIENCE COMMUNICATOR, MIRAIKAN (NATIONAL MUSEUM OF EMERGING SCIENCE AND INNOVATION), TOKYO, JAPAN

When science relates to culture such as food, music, sports, traditional events, etc. then it can be more relevant to people. We will explore potentially (un)successful original examples from France, Austria and Japan. How can we initiate creative, constructive forms of dialogue between culture and science? Can we mix scientific and other cultural contents and keep the science reliable at the same time? How can we engage scientists and non-scientists in collaborations in culture+science activities? Would you enjoy a live demonstration to conclude this session? The audience will be encouraged to participate in the Science Graffiti project.

12.00 – 13.15

LEADERS OF TOMORROW

BLUE ROOM



CONVENOR

TO BE CONFIRMED

PRESENTERS

TO BE CONFIRMED

When looking into the future, there is always the temptation of asking the more experienced for insights and advice. This session, however, will try to convey the boldness and daring of the younger ones, collecting their ideas, foresights and challenges, opening up the horizon of possibilities for us to explore. The speakers, all under 40 years of age, will let us know about how they see the future of science centres and museums and how they plan to change and transform our field.

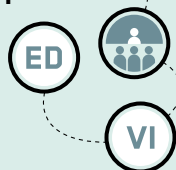
13.15 – 14.30

LUNCH

14.30 – 15.45

EXPOSING PUBLIC TO SCIENTISTS: RISKY BUSINESS?

BLACK ROOM



CONVENOR

PAOLA RODARI SENIOR RESEARCHER AND PROJECT MANAGER, SISSA MEDIALAB, TRIESTE, ITALY

PRESENTERS

MARIA XANTHOUDAKI HEAD OF EDUCATION AND OF INTERNATIONAL RELATIONS, NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI, MILAN, ITALY

ROOSKE FRANSE SENIOR PROJECT MANAGER EDUCATION, SCIENCE CENTER NEMO, AMSTERDAM, NETHERLANDS

HELENA LILJA EDUCATOR AND PROJECT MANAGER, TEKNIKENS HUS, LULEÅ, SWEDEN

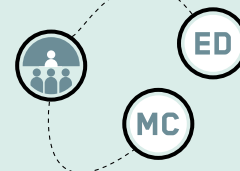
Many science centres and museums work with real scientists as a source of knowledge for developing exhibitions, interactive activities and public meetings with visitors.

Scientists have a detailed knowledge of their field, they know about the latest developments and can distinguish between fads and real discoveries. Bringing them in touch with the public gives visitors the chance to ask any question they can think of. In this session, we want to discuss projects in which this was done, discuss how to manage the possible risks and examine the role of science centres in facilitating the dialogue between public and scientists.

14.30 – 15.45

COMMUNICATING SCIENCE THROUGH PAPER-BASED BOOKS

BEIGE ROOM



CONVENOR

HEDI BEN ISMAIL DIRECTOR GENERAL, TUNIS SCIENCE CITY, TUNIS, TUNISIA

PRESENTERS

SUSANA ELIZABETH HERNÁNDEZ LORA TROMPO MÁGICO, JALISCO, MEXICO

ADEL ZOUAOU DIRECTOR OF PUBLICATIONS & CONFERENCES, TUNIS SCIENCE CITY, TUNIS, TUNISIA

MARIA ROSA ROS PROFESSOR, UNIVERSITY OF BARCELONA, BARCELONA, SPAIN

MAISSA AZAB PUBLICATIONS COORDINATOR, BIBLIOTHECA ALEXANDRINA ALEXPLORATORIUM, ALEXANDRIA, EGYPT

Produced and published by science centres in an appealing format, science popularisation books, especially those meant for children, reveal science centres' concerns. Their purpose is to get youngsters informed about topical issues, to provide them with additional information about the workshops and the exhibitions they attend and visit, to foster interaction between them and demonstrators and to enrich science centres' libraries. Moreover, these books inform youngsters about other people's cultures and concerns and as a result get them committed to values of tolerance. How long are science paper books going to resist digital publications?

14.30 - 15.45

LEARNING WITH THE ATLAS EXPERIMENT

PURPLE ROOM



RE

OU

CONVENOR

ANGELOS LAZOUDIS PHYSICIST AND RESEARCHER IN SCIENCE EDUCATION, ELLINOGERMANIKI AGOGI, PALLINI, GREECE

PRESENTERS

ERIK JOHANSSON PHYSICIST AND RESEARCHER IN SCIENCE EDUCATION, STOCKHOLM UNIVERSITY, STOCKHOLM, SWEDEN

PETER WATKINS HEAD OF PARTICLE PHYSICS GROUP, THE UNIVERSITY OF BIRMINGHAM, BIRMINGHAM, UK

CHRISTINA KOURKOUMLIS DIRECTOR OF NUCLEAR PHYSICS AND ELEMENTARY PARTICLES SECTION, NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS, ATHENS, GREECE

Over the last years, the development of technological tools for bridging the gap between science education, communication and frontier research has had a profound impact on the process of learning. In this session, we will introduce advanced educational tools that create 2D and 3D animations and simulations of physical processes and experiments. We will demonstrate how science centre visitors and students can learn by gaining exposure to the ATLAS experiment in a way that is appropriate to their individual level of understanding.

14.30 - 15.45

THROUGH THE PUBLIC LENS OF NEUROSCIENCE AND ART

RED ROOM



RE

CONVENOR

JILL SCOTT PROFESSOR, ZURICH UNIVERSITY OF THE ARTS, ZURICH, SWITZERLAND

PRESENTERS

OLAF BLANKE PROFESSOR, EPFL, LAUSANNE, SWITZERLAND

ELLEN LEVY VISITING SCHOLAR, NEW YORK UNIVERSITY, NEW YORK, USA

CLAUDIA GORR CURATOR, TOWER OF THE SENSES, NUREMBERG, GERMANY

Art and neuroscience share associative aspects of perception, which can transfer into new experiences for the general public. When art meets neuroscience, a stimulating breeding ground is created, which involves more than a work of art simply transporting knowledge from a neurobiological laboratory. Furthermore, the evolution of mutual interaction during the whole process of interchange between art and neuroscience increases the potential for cross-pollination, inspiration and interpretation. The panel members (two artists, two scientists and a curator) will present some of these potentials where the exchange has benefited both parties. They also claim that exhibitions of art and media can help to augment neuroscience research for a wider audience.

14.30 - 15.45

TACKLING TOUGH ISSUES: HIV/AIDS

ORANGE ROOM

SS

NP

CONVENOR

ANDREA BANDELLI CONSULTANT, AMSTERDAM, NETHERLANDS

PRESENTERS

DEREK FISH DIRECTOR, UNIZUL SCIENCE CENTRE, RICHARDS BAY, SOUTH AFRICA

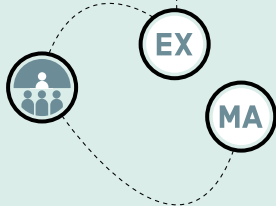
BARBARA STREICHER DIRECTOR, SCIENCE CENTER NETZWERK, VIENNA, AUSTRIA

What are the risks, opportunities and effectiveness of tackling HIV/AIDS in science centres? This session will start with the projects and perspectives of Derek Fish in South Africa, working with communities with the highest HIV prevalence figures in the world, and of Barbara Streicher in Austria, establishing partnerships to target audiences as diverse as prisoners, homeless people and unemployment officers. A plenary discussion followed by small group conversation will allow us to focus on specific issues and themes. If you have experience in this topic, or are interested to learn more, join this reverse session.



14.30 - 15.45

RISK AS "INPUT" IN PROJECTS
GREEN ROOM



CONVENOR

SVEIN ANDERS DAHL CHIEF EXECUTIVE OFFICER,
VILVITE, BERGEN, NORWAY

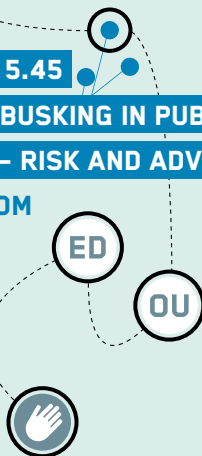
PRESENTERS

WENCHE FIVELSDAL HEAD OF EXHIBITION AND
FEATURED EXPERIENCES, VILVITE, BERGEN, NORWAY
KIM GLADSTONE HERLEV DIRECTOR OF
DEVELOPMENT, VICE CHIEF EXECUTIVE OFFICER,
EXPERIMENTARIUM, HELLERUP, DENMARK
HARRY WHITE SCIENCE CENTRE CONSULTANT,
TECHNIQUEST, CARDIFF, UK

Are we sometimes too cautious and colourless during the design process? Can a deliberately 'risky' approach sometimes enhance our creativity and produce a better visitor-experience?" In this session we will explore various aspects of risk related to the planning and implementation of new exhibition projects in science centres, both related to single exhibits and more comprehensive exhibitions. Risk and uncertainty are inevitable elements in the operation and development of a dynamic and innovative science centre. The creative value of risk taking in exhibit and exhibition development is often underestimated.

14.30 - 15.45

**SCIENCE BUSKING IN PUBLIC
PLACES! - RISK AND ADVENTURE**
BLUE ROOM



CONVENOR

GERD HOMBRECHER BOARD MEMBER, KÖLN PUB,
COLOGNE, GERMANY


PRESENTERS

MARIEKE NAVIN SCIENCE COMMUNICATOR,
MUSEUM OF SCIENCE & INDUSTRY IN MANCHESTER,
MANCHESTER, UK
RUTH PERKINS SCIENCE COMMUNICATOR,
MUSEUM OF SCIENCE & INDUSTRY IN MANCHESTER,
MANCHESTER, UK
DAVID PRICE SCIENCE COMMUNICATOR NORTH,
SCIENCE MADE SIMPLE LTD, MANCHESTER, UK
SELWYN VAN ZELLER SCIENCE COMMUNICATOR,
MATHS AND SCIENCE IN A SUITCASE, BIRMINGHAM,
UK

We think science busking at its best is a non-judgmental and wholly open invitation to play and investigate the world around us. We also believe science busking can be a devastatingly effective and adaptable means of communicating with people. Come along to this workshop and join us in the high stakes world of science busking where there are risks but the rewards can be high!

15.45 - 16.30

COFFEE BREAK



16.30 - 18.00

**BRINGING SCIENCE TO
"RISKY" AUDIENCES**
BLACK ROOM



CONVENOR

GIULIA DI MARTINI EDUCATION DEPARTMENT,
NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY
LEONARDO DA VINCI, MILAN, ITALY

PRESENTERS

GUGLIELMO MAGLIO MANAGER OF EXHIBITION
AND LIVE EVENTS, FONDAZIONE IDIS - CITTÀ DELLA
SCIENZA, NAPLES, ITALY
DIMITRA LELINGOU HEAD OF COMMUNICATION &
DEVELOPMENT DEPARTMENT, HELLENIC PHYSICAL
SOCIETY, ATHENS, GREECE
BARBARA STREICHER EXECUTIVE MANAGER,
SCIENCE CENTER NETZWERK, VIENNA, AUSTRIA

Different audiences visit science centres and science festivals, but prisoners are a category of people who hardly can approach science, because of the impossibility to visit museums and exhibitions. A lot has been said about the possibility that prisoners might be able to break the cycle of crime if they could receive quality education while they are still behind bars, but this education hardly regards science and is almost never really interactive. Here we will report three cases of interactive science activities run in Italy (Astronomy and Biotechnology), Greece (Astronomy) and Austria (HIV/Aids related topics).

16.30 - 18.00

THE CHALLENGES OF MAKING

HUMAN & SOCIAL SCIENCE

INTERACTIVE

BEIGE ROOM



CONVENOR

MALGORZATA ANNA KOT EXHIBITION COORDINATOR, COPERNICUS SCIENCE CENTRE, WARSAW, POLAND

PRESENTERS

ORNA COHEN CHIEF OPERATING OFFICER, DIALOGUE SOCIAL ENTERPRISE, HAMBURG, GERMANY
ANNA SCHÄFERS EXHIBITION CONCEPTS, CONTENT MANAGEMENT, ARCHIMEDES SOLUTIONS GMBH, BERLIN, GERMANY

The discussion will focus on the main problems with popularisation of human science. What is the difference between popularisation of human science and hard science? What are the problems which appear while creating exhibitions about human science? How can we show human science in an interactive way? What are the subjects in human science which are unexplored by exhibit designers? The session will show the problem from the perspective of people creating exhibition concepts, designing exhibits and scientists working on human science.

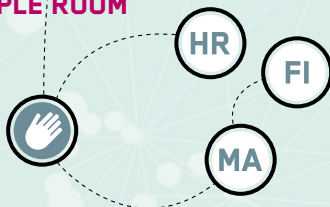
16.30 - 18.00

FORECASTING VISITOR NUMBERS,

THE START OF EFFICIENT

OPERATIONS

PURPLE ROOM



CONVENOR

STEVEN VOLS COORDINATION MANAGER, TECHNOPSIS®, THE FLEMISH SCIENCE CENTER, MECHELEN, BELGIUM

PRESENTERS

ERIK JOHANSEN DIRECTOR OF FINANCE, EXPERIMENTARIUM, HELLERUP, DENMARK
JAN WILLEM OVERDIJK MARKETING DEPARTMENT, NEMO SCIENCE CENTRE, AMSTERDAM, NETHERLANDS
KIM CAVENDISH PRESIDENT / CHIEF EXECUTIVE OFFICER, MUSEUM OF DISCOVERY & SCIENCE, FORT LAUDERDALE, FLORIDA, USA

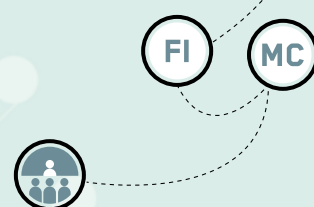
Efficient planning of resources in science centres is very important, certainly in times of economic crisis. Visitor numbers have the biggest influence on the use of resources. Forecasting of visitor numbers is thus crucial. The presenters in this session will share their experience on topics such as: Which variables influence visitor numbers? What method of forecasting do they use? Are these methods effective and how are the results used for efficient planning purposes?

16.30 - 18.00

INNOVATING MUSEUM STORES

THROUGH SUSTAINABILITY VALUES

RED ROOM



CONVENOR

GIOVANNI CRUPI HEAD OF DEVELOPMENT, NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI, MILAN, ITALY

PRESENTERS

ALES BONACCORSI GRAPHIC DESIGNER, NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI, MILAN, ITALY
BILL BOOTH INTERIM DIRECTOR, BUSINESS DEVELOPMENT, EXPLORATORIUM, SAN FRANCISCO, USA

Museums are meeting places. Spaces to enhance socialization are then necessary. Museums' shops and restaurants respond to this need. They help reinforce the fascination of cultural institutions and give allure to merchandises and the buying process. Merchandising satisfies the visitors' need to bring the museum home and make the experience memorable. A museum store is a place for selling and it must be innovative in order to be competitive. The session will investigate how it can be innovative and profitable if it has to face the market rules and risks as well as the museum's educational mission.



16.30 - 18.00

FROM IMAGINATION TO DISCOVERIES: HOW ASTRONOMY CAN INSPIRE THE WORLD COMMUNITY

ORANGE ROOM



CONVENOR

MARC MOUTIN EXHIBIT, SHOWS AND DEVELOPMENT DEPARTMENT DIRECTOR, CITÉ DE L'ESPACE, TOULOUSE, FRANCE

PRESENTERS

CARLOTA SIMÕES VICE DIRECTOR OF THE SCIENCE MUSEUM OF COIMBRA UNIVERSITY, COIMBRA, PORTUGAL

GRAHAM DURANT DIRECTOR OF THE QUESTACON, THE NATIONAL SCIENCE AND TECHNOLOGY CENTRE, CAMBERRA, AUSTRALIA

ORLANDO NARANJO GROUP OF THEORETICAL ASTROPHYSICS, SCIENCES FACULTY, UNIVERSIDAD DE LOS ANDES, MÉRIDA, VENEZUELA

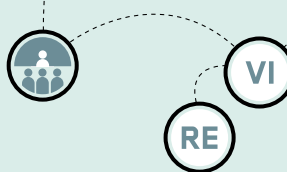
From the times when astronomical knowledge was based on naked eye observation to the 21st century, when huge scientific instruments reveal the diversity of the far universe, imagination and dreams are still at the heart of sky observation, helping to keep a link between astronomers and the general public, and to lower the risk of public disengagement in science. The session will show how astronomy related projects can involve schools, students or science centres' visitors of various ages, culture and countries, appealing to their imagination and transmitting them the enthusiasm raised by celestial discoveries and stargazing.



16.30 - 18.00

EDUCATIONAL RESEARCH AS A SOURCE FOR INNOVATION IN SCIENCE MUSEUMS

GREEN ROOM



CONVENOR

ACHIM ENGLERT MANAGER, PHAENOMENTA, FLENSBURG, GERMANY

PRESENTERS

SUE CAVELL HEAD OF RESEARCH AND EVALUATION, TECHNIQUEST, CARDIFF, UK

ALESSANDRO BOLLO HEAD OF RESEARCH DEPARTMENT, FONDAZIONE FITZCARRALDO, TURIN, ITALY

MATTHIAS RECKE PHD STUDENT, LEIBNIZ INSTITUTE FOR SCIENCE EDUCATION, KIEL, GERMANY

NANA QUISTGAARD POSTDOC, DEPARTMENT OF SCIENCE EDUCATION, COPENHAGEN, DENMARK

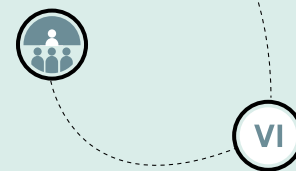
Today, educational research is facing a complexity of personal and physical aspects associated with the learning process. Therefore, instruments for gathering data, such as questionnaires or mind maps, become more elaborate and specific in order to ensure valid, comparable and repeatable measurements. Research in science education provides a valuable contribution to the question of what and how visitors learn in informal learning environments and how that learning can be enhanced. In this session, three speakers will present their approaches to investigating learning in museums and science centres.



16.30 - 18.00

CHEMISTRY: BRING BACK PERCEPTION TO FACTS

BLUE ROOM



CONVENOR

KAREN DAVIES HEAD OF LEARNING RESOURCES, SCIENCE MUSEUM, LONDON, UK

PRESENTERS

ULRICH KERNBACH INTERNATIONAL CONTACTS AND COOPERATION, DEUTSCHES MUSEUM, MUNICH, GERMANY

FRANCESCA OLIVINI CURATOR, DEPARTMENT OF MATERIALS, NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI, MILAN, ITALY

SOKUNTHÉA THLANG CHIEF OF CHEMISTRY DEPARTMENT, UNIVERSIENCE, PARIS, FRANCE

Chemistry has different faces and is considered in different ways. In people's perception, chemistry can be good or bad. Talking about chemistry is difficult and often risky business, but is also something that must be done for the public understanding of science and technology. Science centres and museums can undertake such a mission, as their role is to encourage people's engagement in science and technology. In the session, museums and science centres discuss different approaches for talking about chemistry in exhibitions, galleries and workshops aiming to stimulate debate on a non visible topic, on delicate or risky aspects and on social implications.

17.30 - 18.15

CLOSING EVENT

Join us for the closing of this year's Conference and mark the handover to the hosts of the Ecsite Annual Conference 2011, the Copernicus Science Centre, in Warsaw, Poland.

20.00 - 23.00

FAREWELL PARTY

DOMICIL JAZZ CLUB

Before going home, join us for the Farewell Party at the "domicil" jazz club.



SOCIAL PROGRAMME

3RD JUNE THURSDAY

20.00 – 23.00

GALA DINNER

Football belongs to the cultural identity of the Ruhr-gebiet, it is part of its past and present. Many traditional teams in Dortmund, Schalke, Essen, Bochum and other cities enthuse thousands of fans every weekend. The Signal Iduna Park, Dortmund's stadium is one of the biggest in Germany. It was first built for the World Football Championship in 1974 and has a capacity of 80.552. The stadium is an impressive space and will be an atmospheric setting for this year's Gala Diner.

www.bvb.de

ADDRESS Westfalenstadion, Signal Iduna Park, Strobelallee 50, 44139 Dortmund

METRO STOP U45 or U46 "Westfalenhallen"

4TH JUNE FRIDAY

18.15 – 19.15

HAPPY HOUR

The Happy Hour is the highlight of the Business Bistro's schedule. The Conference invites exhibitors and participants to come together for a drink among the booths.

20.00 – 23.00

NOCTURNE

Discover the breathtaking DASA in action. Be a part of a theatre performance within the DASA exhibition where actors take you to tomorrow's world of work. Challenge your senses during guided tours. Follow the colourful programme of discoveries, inspirations and relaxation. Back by popular demand this year is the Ecsite Jazz Jam Band – if you would like to participate, bring your instrument and contact Michael Bradke for details on the repertoire: michael@bradke.de.

ADDRESS DASA, Friedrich-Henkel-Weg 1-25, 44149 Dortmund

METRO STOP S 1 "Dorstfeld-Süd"

5TH JUNE SATURDAY

20.00 – 23.00

FAREWELL PARTY

Before World War II, the location of today's jazz club "domicil" hosted Dortmund's very first cinema for motion pictures with recorded sound. Later it became the largest cinema in West Germany offering more than 2000 seats. Today the "domicil" is an excellent place to hear jazz and modern music. Situated directly in the city centre, the club with its concert hall and bistro in the style of the 1950s offers not only cultural but also culinary delights.

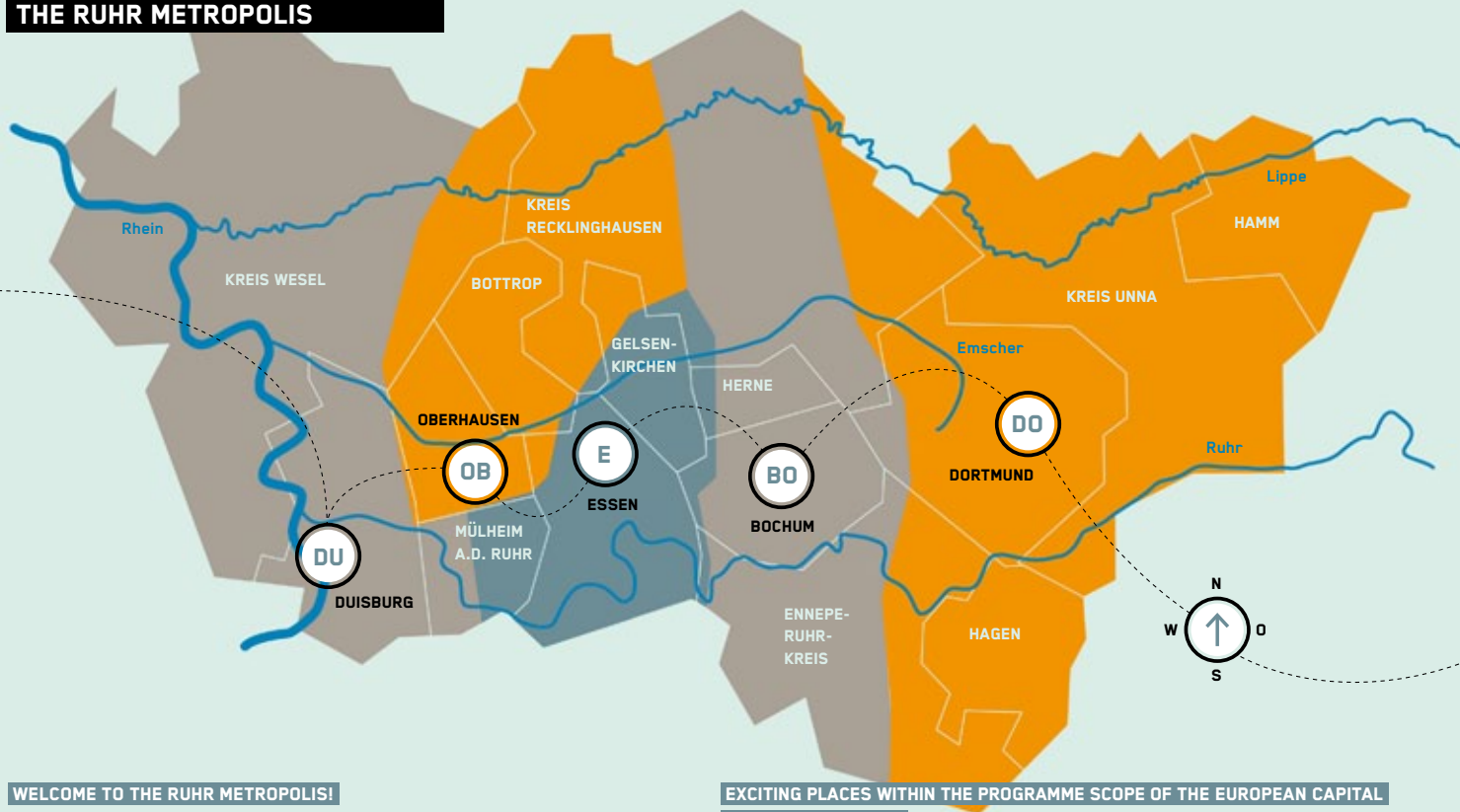
ADDRESS domicil, Hansastr. 7-11, 44137 Dortmund
www.domicil-dortmund.de

METRO STOP U "Kampstrasse"
www.vrrn.de



HOST INFORMATION

THE RUHR METROPOLIS



WELCOME TO THE RUHR METROPOLIS!

The Ruhr metropolis is celebrating the year 2010 as European Capital of Culture. For the first time ever a region of 53 cities and towns was chosen. Artists, initiatives, institutions and RUHR.2010 enthusiasts developed hundreds of project ideas which were sorted into the four areas of "City of Arts", "City of Possibilities", "City of Cultures" and "City of Creativity". The programme aims to inspire Europeans to get to know the Ruhr. Land and people, arts and culture, adventure and unique industrial culture try to entice visitors from near and far to discover a completely new cultural metropolis.

FIGURES - DATA - FACTS RUHR METROPOLIS

Population	5.3 MILLION
Population density	1,183 INHABITANTS PER SQUARE KM
Area	4,435 KM²
Expansion North-South	67 KM
Expansion East-West	116 KM

EXCITING PLACES WITHIN THE PROGRAMME SCOPE OF THE EUROPEAN CAPITAL OF CULTURE IN 2010

- AUFRUHR 1225!** exhibition featuring the middle age period at the LWL-Museum of Archeology in Herne
- HELDEN (HEROES)** unique exhibition at the LWL-Industriemuseum Henrichshütte in Hattingen
- RUHR MUSEUM** newly opened Museum in Essen at Zeche Zollverein
- MUSEUM FOLKWANG** newly opened Museum in Essen with famous paintings, numerous masterpieces
- EMSCHERKUNST 2010** mobile puppet theatre & a sunken garden" created by 40 artists in a former sedimentation basin
- RUHR-ATOLL** four artificial islands at the lake "Baldeyensee" that can be approached by pedal boats

www.ruhr.2010.de
www.ruhr-tourismus.de

MORE THAN COAL, STEEL, FOOTBALL AND BEER BUT YOU SHOULD HAVE SOME TIME FOR FOOTBALL AND BEER...

Dortmund is a modern city in one of the most densely populated areas in the world. The nearly 600,000 people living here are known far and wide for their friendly and open attitude. This was an attribute given to the people of Dortmund back in the days of the Hanseatic League when Dortmund was a Free and Imperial Town.

Take your time and look around. You will be surprised to find out that there is a lot more on offer than only impressive industrial heritage. Today the city is a top location in North-Rhine Westphalia for information technology, micro systems technology and logistics.

WALKING DISTANCES

Most shops and sights in Dortmund city are within walking distance of each other. For example: it will take you only a 7 minute walk to reach the main shopping street from Dortmund central station.

FIGURES – DATA – FACTS DORTMUND

LARGEST TOWN in the Ruhr Area
SEVENTH LARGEST TOWN in Germany
Population **584,362**
Geographical location:
Northern latitude **51° 30' 58"**
Eastern latitude **7° 28' 6"**
Height **60-254 METRE OVER NN**
Maximus radius:
North – South **21 KM**
East-West **23 KM**
Area **280.3 SQUARE KM** with
Green spaces **49%**

SOME PLACES TO VISIT

THE WESTPHALIAN INDUSTRIAL MUSEUM "ZECHÉ ZOLLERN II/IV"

In 1904 this former coal-mine was considered to be one of the most modern of its kind world-wide, with all the machines and buildings above ground powered electricity. But coal production was stopped in the 1950s and the mine was closed down in 1968. Today the colliery is considered to be Germany's first internationally significant industrial monument.
→ S-1 DASA to Bochum-Langendreer, bus 378 direction Castrop-Rauxel to stop "Bövinghauser Straße"

U TOWER

This tower is a distinctive landmark in the centre of Dortmund. It was built in 1926/27 as a fermentation and storage tower for the Union Brewery and was the first high-rise building in Dortmund. It is a steel-skeleton construction with the outside walls in red brick. Now it is one landmark for the European Capital of Culture 2010.

→ 5 min walking distance from Dortmund central station

ST. REINOLDI CHURCH

The main church of Dortmund dating from the 13th century is named after St. Reinold, the patron saint of the city.

→ 10 min walking distance from Dortmund central station

www.dortmund-tourismus.de

www.dortmund.de

TRANSPORT

Ecsite and DASA encourage our delegates to use public transport during the conference. This represents a simple, inexpensive and environment-friendly way to get to know the city.

www.vrrn.de

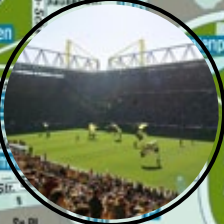


THE CITY: DORTMUND



FAREWELL PARTY

SPEAKERS RECEPTION



DASA

GALA DINNER

Dorstfeld

Schönau

Universität

HOW TO REACH THE VENUE

**DASA (DEUTSCHE ARBEITSSCHUTZAUSSTELLUNG)
THE GERMAN OCCUPATIONAL SAFETY AND HEALTH
EXHIBITION
FRIEDRICH-HENKEL-WEG 1-25
44149 DORTMUND**

HOW TO REACH THE VENUE

BY PUBLIC TRANSPORT

From Central Station take city train (S-Bahn) S 1
Direction Solingen / platform 6 or 7, every
20 minutes
Destination: Dortmund-Dorstfeld Süd

BY CAR

Via motor-way A 40/B1
Exit: Dortmund-Dorstfeld/Universität
Please follow the road signs "Deutsche Arbeits-
schutzausstellung"

FROM THE AIRPORTS

DASA ACCESS BY PLANE TO AIRPORT

"DORTMUND-WICKEDE"

Take the Bus to Dortmund central station / travel
time: approx. 30 minutes

At the Dortmund central station switch to the city
train (S-Bahn) S 1
Direction Solingen / platform 6 or 7
Destination: Dortmund-Dorstfeld Süd
Travel time: approx. 30 minutes
Approach the DASA within 100 metres walking di-
stance
www.dortmund-airport.de

DASA ACCESS BY PLANE TO OTHER AIRPORTS

DÜSSELDORF – DORTMUND 65 KM

www.duesseldorf-international.de

Option A // City train (S-Bahn) S 1
Direction: Dortmund central station
Destination: Dortmund-Dorstfeld Süd

Option B // City train (S-Bahn) S 7
Direction: Düsseldorf central station
Transfer station: Düsseldorf-Unterrath
Switch to City train (S-Bahn) S 1
Destination: Dortmund-Dorstfeld Süd

Travel time: approx. 60 minutes
Approach the DASA within 100 metres walking di-
stance

DÜSSELDORF-WEEZE – DORTMUND 80 KM

www.airport-weeze.de

KÖLN / BONN – DORTMUND 85 KM

www.koeln-bonn-airport.de

PADERBORN - DORTMUND 85 KM

www.flughafen-paderborn-lippstadt.de

MÜNSTER-OSNABRÜCK – DORTMUND 60 KM

www.fmo.de

DASA ACCESS BY TRAIN

Deutsche Bahn AG (German rail) has a service
linking all the major cities in Germany and Europe
(including Amsterdam, Luxemburg, Zürich, Vien-
na, Prague and Warsaw) to the Ruhr Metropolis. In
addition to local public transport, German rail will
be adding car-sharing and call-a-bike facilities to
its other customer services, thereby demonstra-
ting its efficiency as the official mobility partner of
RUHR.2010.

Further information at: www.bahn.de

Local transport offers a dense network of routes
comprising over 10,000 bus stops and railway sta-
tions. Shuttle buses and special trains will be provi-
ded for many of the major events during the Capital
of Culture year.

For more information please see: www.vrr.de

Destination: Dortmund central station
Switch to city train (S-Bahn) S 1
Direction Solingen / platform 6 or 7
Destination: Dortmund-Dorstfeld Süd
Travel time: approx. 30 minutes
Approach the DASA within 100 metres walking
distance

CITY INFORMATION

HOTELS

There are some 5,000 hotel beds in Dortmund to
meet the accommodation needs of guests from all
over the world. This city harbours international ho-
tel chains with an exclusive atmosphere, as well as
smaller houses with a cosy atmosphere.

Note that no shuttle service will be provided during
the Ecsite Annual Conference from any of the hotels.

Public transport directions for this list of Hotels:
U 45 to Dortmund main station, then S1 to Solingen,
get off at Dorstfeld Süd

www.ecsite-conference.eu/en/index.php?n=133

HOW TO MAKE A RESERVATION

Visit the Ecsite Annual Conference website at
www.ecsite-conference.eu, see page 'HOTELS' for
contact information.

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www.ecsite-conference.eu

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BECOME A MEMBER OF ECSITE

Ecsite - the European Network of science centres and museums promotes public engagement of science and technology, and facilitates co-operation between science-technology centres, museums and related institutions in Europe. Ecsite offers its members projects, programmes and services, sharing resources and information, aiming to improve and co-ordinate their activities.

FULL MEMBERS 1480€/YEAR

FULL MEMBERS ARE NON-PROFIT SCIENCE CENTRES, MUSEUMS AND SIMILAR ORGANISATIONS

THEY...

- ...are voting members at the Annual General Meeting and can be elected to the Board.
- ...can be designated by the Board to become part of one of Ecsite's Committees.
- ...are invited to attend the Directors Forums once a year.
- ...are privileged partners for Ecsite's co-operative projects and have priority access to Ecsite services.
- ...receive regular information by mail on Ecsite activities and on news and events in science communication field.
- ...benefit from a reduced fee for the Annual Conference.
- ...receive the Ecsite Newsletter 4 times a year.
- ...have their own page on the Ecsite website, where they can post news and events.

ASSOCIATE MEMBERS 355 €/YEAR

ASSOCIATE MEMBERS ARE SMALLER NON-PROFIT SCIENCE COMMUNICATION ORGANISATIONS WHO SHARE ECSITE'S AIMS AND ARE KEEN TO PARTICIPATE IN ECSITE ACTIVITIES.

THEY...

- ...receive regular information by email on Ecsite activities and on news and events in the science communication field.
- ...receive the Ecsite Newsletter 4 times a year.
- ...benefit from a reduced fee for the Annual Conference.
- ...have their own page on the Ecsite website, where they can post news and events.

SUSTAINING MEMBERS 740 €/YEAR

SUSTAINING MEMBERS ARE FOR-PROFIT ORGANISATIONS WHO CREATE PRODUCTS AND SERVICES FOR THE SECTOR, AND ARE KEEN TO PARTICIPATE IN ECSITE ACTIVITIES.

THEY...

- ...benefit from a reduced fee for the Annual Conference.
- ...receive regular information by email on major Ecsite activities.
- ...receive the Ecsite Newsletter 4 times a year.
- ...have their own page on the Ecsite website, where they can post news and events.

CORPORATE DONORS 5400 €/YEAR

CORPORATE DONORS CAN HAVE A FREE STAND AT THE ANNUAL CONFERENCE AND ADDITIONAL ADVANTAGES AND PROMOTIONAL POSSIBILITIES.

THEY...

- ...receive the Ecsite Newsletter 4 times a year.
- ...benefit from reduced fee for the Annual Conference.
- ...receive Listing and logo in the Annual Conference exhibitor programme.
- ...benefit from 2 full registrations for the Full Ecsite Annual Conference.
- ...can register 2 extra people at the Conference at a reduced fee of €240.
- ...have their logo in the Ecsite Newsletter and website for the full year.
- ...receive one full page advertisement in the Ecsite Newsletter.
- ...they have their own page on the Ecsite website, where they can post news and events.

If you want to become a member fill in the online form on the [ecsite website](http://ecsite.eu):

WWW.ECSITE.EU or CONTACT.INFO@ECSITE.EU for further information

CONFERENCE REGISTRATION FORM

If you want to register for the conference you can fill in the online form on www.ecsite-conference.eu or fill in and fax this form to the Ecsite Executive Office at fax: **+32 2 647 50 98**

All conference delegates, speakers, convenors, exhibitors must register in order to participate at the Ecsite Annual Conference. This data will appear on the badge and participants' list. For remarks, use the comment box.

These data will be added into our database in order to keep you informed about our activities. You have the right to consult the information related to you, to correct them or to delete them. If you want to do this, please send us an e-mail: info@ecsite.eu

TITLE MS. MR. DR. PROF.

POSTAL CODE *

FIRST NAME *

CITY *

FAMILY NAME *

STATE / PROVINCE

JOB POSITION

COUNTRY *

INSTITUTION *

PHONE

WEBSITE

FAX

ADDRESS *

MOBILE

EMAIL *

Please tick if you do not want your mobile number to appear on the participants' list

Please tick if you do not want your email to appear on the participants' list

* obligatory fields

REGISTRATION FOR

PRE CONFERENCE

Number of places for pre conference trainings are limited and places will be allocated on first come first served service.

PRE CONFERENCE TRAINING OPPORTUNITIES:

- I would like to register for the training course for explainers (June 1-2, 2010). The fee includes a welcome pack, documentation for the course, lunches, coffee breaks.
- TWO-DAY TRAINING COURSE FOR EXPLAINERS, JUNE 1-2, 2010 €175**

- I would like to register for the Training Workshop for exhibit designers (June 1-2, 2010). The fee includes a welcome pack, documentation for the course, lunch, coffee breaks.
- TRAINING WORKSHOP FOR EXHIBIT DESIGNERS, JUNE 1-2, 2010 €175**

- T-NATURE GROUP MEETING €50**

REGISTRATION TO THE CONFERENCE

I would like to register for the Ecsite Conference 2010 (3 June – 5 June 2010). The fee includes entrance to the conference, a welcome pack, programme brochure, lunches, coffee breaks, Gala Dinner, Nocturne and the shuttles.

ECSITE MEMBERS

Registration by March 19 **€420**
Registration from March 20 to April 20 **€470**
Registration from April 21 to May 21 **€500**
Registration after May 22 and on site **€640**

NEWCOMER MEMBERS

Registration by April 20 **€380**

*1 For an institution attending an Ecsite Annual Conference for the first time. It includes one year associate membership and one free registration at the Annual Conference. New Full members also benefit from this opportunity.

NON-MEMBERS

By March 19 **€560**
From March 20 to May 21 **€575**
From May 22 and on site **€670**

STUDENTS *2

- By May 21 **€205**

*2 Please fax or send by email a copy of your student card.

BUSINESS BISTRO EXHIBITORS

If your organisation has booked a booth at the Business Bistro of the Annual Conference 2010 select one of the categories below to benefit from the special conditions.

REGISTRATION FOR A FULL EXHIBITOR BOOTH

REGISTRATION FOR A PARTICIPATING EXHIBITOR BOOTH

REGISTRATION FOR A CORPORATE DONOR

ONE DAY REGISTRATION *3

By May 21 **€240**

THURSDAY JUNE 3, 2010

FRIDAY JUNE 4, 2010

SATURDAY JUNE 5, 2010

*3 Please remember that one day registration does not include the social event of the day.

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