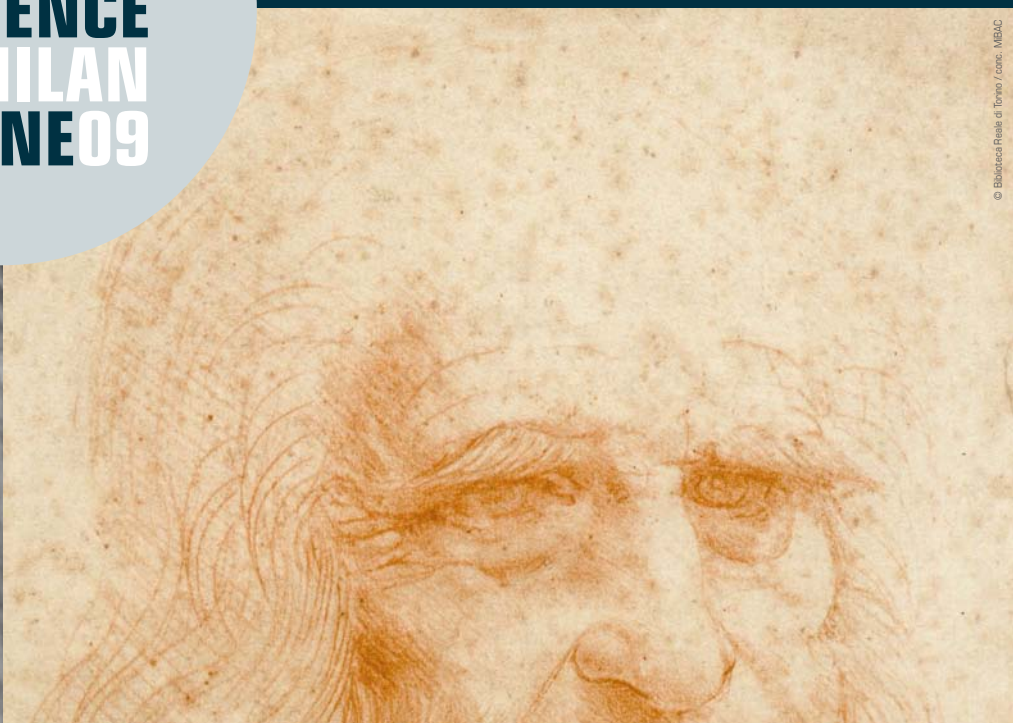


SECOND  
ANNOUNCE-  
MENT

**ECSITE  
ANNUAL  
CONFERENCE  
MILAN  
4-6 JUNE 09**

**ECSITE2.0  
R/EVOLUTION<sup>S</sup>**



**NATIONAL  
MUSEUM  
OF SCIENCE  
AND  
TECHNOLOGY  
LEONARDO  
DA VINCI**



## VINCENZO LIPARDI

President of Ecsite  
Fondazione IDIS - Città della Scienza  
Naples, Italy



## CATHERINE FRANCHE

Executive Director  
of Ecsite  
Brussels, Belgium

Dear colleagues,

The Ecsite Annual Conference is an unmissable event for all those working in the field of museology and the promotion of science. It is no longer just a European event. Indeed, it is becoming increasingly global in scale and importance.

For better or for worse, the year 2009 promises to be a special year, marked by extremely important changes in the economy, politics, science and technology. It is a year which, in many senses, may represent a watershed in the history of the last few decades and which will lead us to view the planet and its future with a new awareness.

We hope that this climate of change will be reflected in our Annual Conference. We are certainly doing our best to ensure that this is going to be the case. In the year that marks the celebration of Galileo and Darwin, we would like to share with all the participants of this conference – which promises to be the largest in the history of Ecsite – an experience to remember, twenty years since the foundation of our network and over forty years since the creation of the first science centres.

But, above all, we hope that you – our colleagues and friends from Europe and from all over the world – will be the main protagonists, as you have been so far with an extraordinary response to our call for proposals. So a heartfelt thanks to all of you: thank you for your participation and your enthusiasm. We will see and experience this participation and enthusiasm once more, and all together, from the 4th to the 6th of June when, in the splendid setting of the National Museum of Science and Technology in Milan, we shall be inspired by the creative spirit of Leonardo which will accompany us during our work and more convivial moments, in true Italian style.

I say all this in the knowledge that this conference is just one of the occasions – albeit the main one – in the life of a network that is growing, developing and becoming increasingly deep-rooted in our continent, a network that is in continuous contact with the main representatives from the fields of politics, science and culture.

And so I look forward to seeing you all in Milan...  
Arrivederci!

Dear colleagues,

This is the 20th Annual Conference of Ecsite. What does this say about Ecsite and you, the members, Europe's science communicators? Are we young? Mature? Old? Young, compared to other fields which have had much longer to develop strategies and indicators. Young at heart, in the freshness and creativity of our professionals. Mature, when we take time to explore the fundamental question of self-worth, and willingly weigh up our actions and their hidden assumptions. Mature, as we go from achieving our goals to setting ourselves new, broader targets, endlessly trying to improve and adjust to the needs of our changing society. Old, in our experience, in the common language we share. Old, in the calm assurance of the value of our work, furnishing a vibrant space where science and citizens connect.

If the foundations of our action – science communication – have remained stable for the last 20 years, the purpose of its building has changed. The creative structures set on these foundations differ from one institution to the next and their interior unfolds limitlessly, taking on different formats, becoming an eclectic mix of styles.

Yet our response to a new set of issues, dimly perceived earlier but now in the spotlight, is crucial for European society. Whether we are young, old or mature, we must investigate what we wish to keep, put aside, or try. What should we maintain, archive or twist around? Where do we store our dreams?

Close to 1000 delegates will come to this Conference to reveal their dreams and disclose their days. From social web to social needs, from doing business to shopping for new ideas, from echoes of collections to visitors' voices, the Ecsite Annual Conference is the place for those who prefer not to work alone. The pre-conference activities are more numerous than ever, while the three main days of the conference offer over 70 sessions where 250 speakers share a broad and rich content.

If you, as a science communicator, are concerned about the empowerment of people, about the conservation of our resources; if you think it is time to provide a more central place to ethical factors in our actions, to respect the qualitative together with the quantitative; if you are critical and constructive, then this event should be on your agenda.

"In dreams begin responsibilities" [Delmore Schwartz]

We warmly welcome you to the Ecsite  
Annual Conference 2009!



## FIorenzo GALLI

Director General  
National Museum of Science  
and Technology Leonardo da Vinci  
Milan, Italy

Dear colleagues,

I would like to welcome you to the National Museum of Science and Technology Leonardo da Vinci for the Ecsite Annual Conference 2009 and to the city of Milan, a dynamic international hub for industry, business, fashion and design.

It is an honour for us to host the conference which celebrates 20 years of Ecsite – but celebrates also the evolution and revolutions of our field, which make us what we are today.

We, professionals working in museums and science centres, have certainly noticed change – but our society has begun to notice it too. Our institutions have evolved into active agents in the community contributing to the improvement of quality of life and the creation of a civil society based on tolerance, respect and democracy. Museums and science centres keep education at the heart of their mission and make conscious choices for engaging visitors in experiences meaningful for their own lives and for society.

The more we go on working towards such a mission, the more we realise that we need to take inspiration from, and integrate with, other fields and 'languages' which are able to enrich our work, to offer new perspectives and to add to our skills and competences. Art, music, theatre, film, the web and design all 'contaminate' our museum work – and change it, often powerfully. 'Creative contamination' enriches discourse, intensifies and widens dialogue and adds a creative dimension to the experience our institutions offer. All of these strengthen museums' cultural and educational mission and their role in the development of experiences of aesthetic, emotional, celebratory and social nature.

Within our evolution, cooperation between museums and science centres at international level constitutes another fundamental step. Internationalisation is one of the prior objectives of our Museum and is certainly at the heart of Ecsite's own existence. International cooperation means enrichment and empowerment. The Ecsite Annual Conference is a vivid proof of an international community which shares values, missions and professionalism and certainly believes in a common goal.

We invite you all to celebrate the 20 years of Ecsite by reflecting on our evolution and revolutions, by looking back – and ahead, and by creating moments of debate which will help strengthen our bond and look at the future with inspiration and a positive spirit.

We hope we have been able to create the best possible atmosphere for this. Welcome!

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## CONFERENCE PROGRAMME

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### **NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI**

The Museum is housed in an early-16th century Olivetan monastery close to the centre of the city. The location gives participants the possibility to venture through Milan's narrow streets and tall 19th century buildings, discovering the heart of the Italian capital of industry, business, fashion and design.

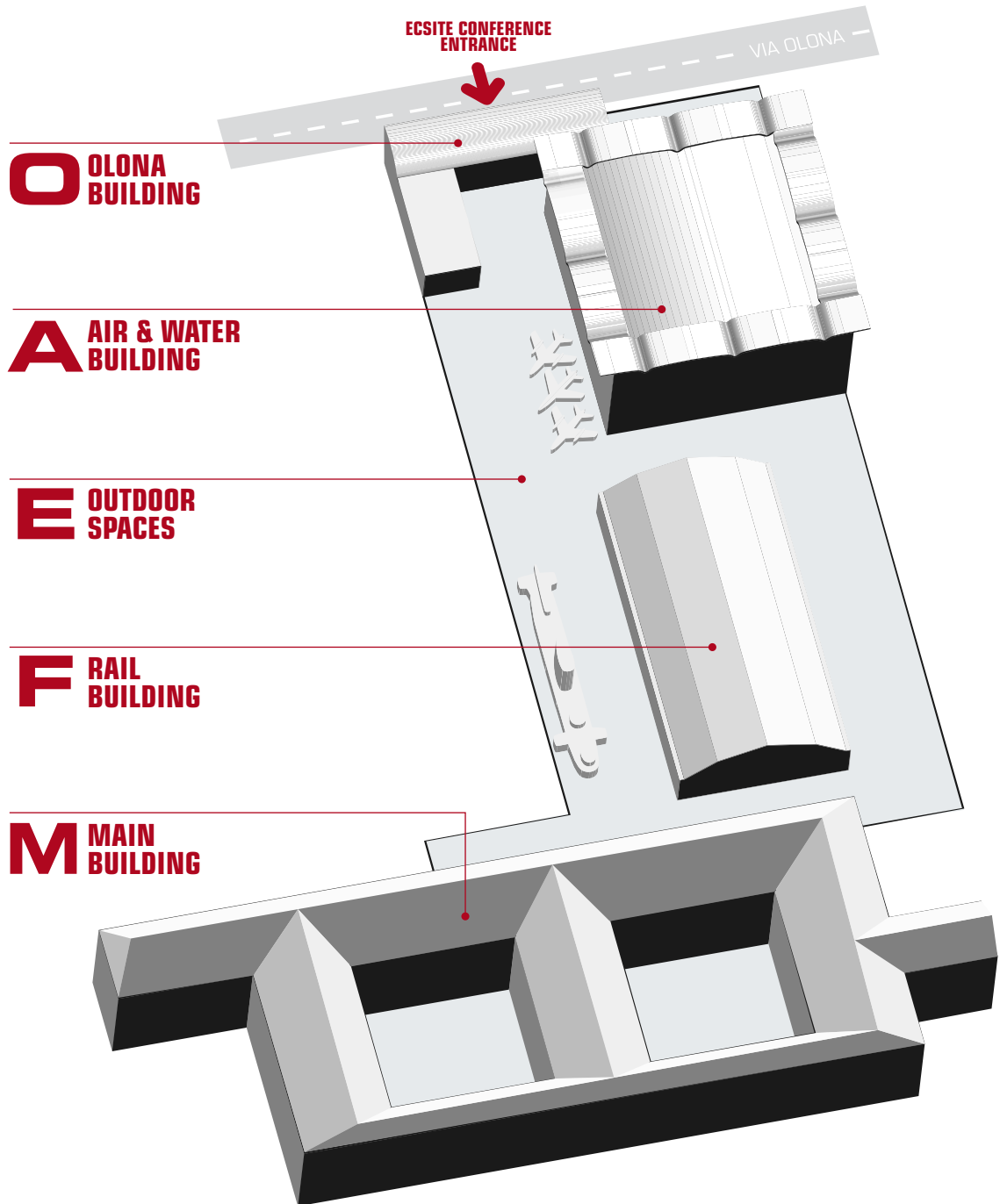
The Museum covers a surface of 40,000m<sup>2</sup>, with open areas, two charming cloisters, a maze of galleries and two large 20th century pavilions. Just like its host city, the Museum reflects a versatile spirit, where history meets the latest technologies, where collections share their space with interactive labs and galleries.

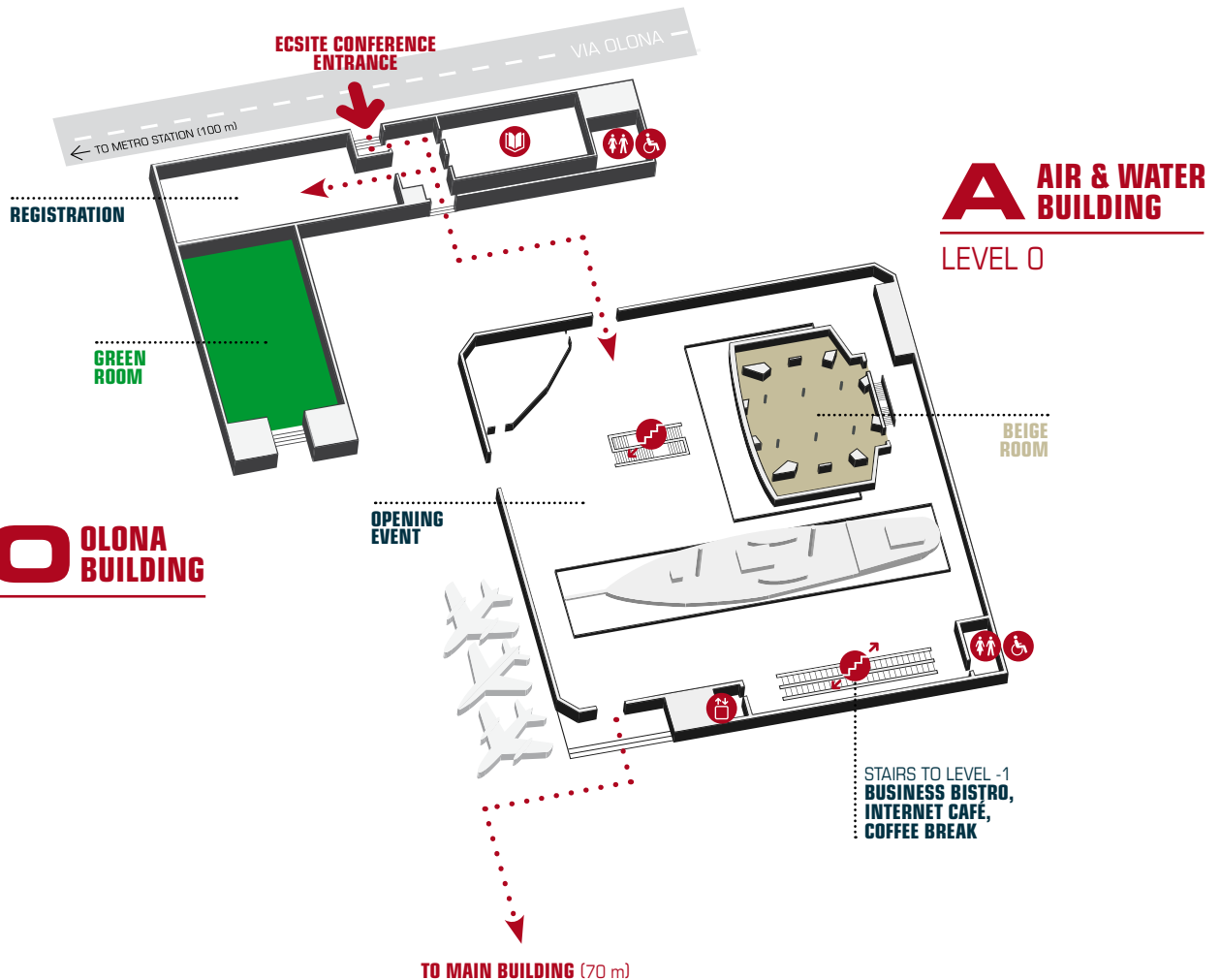
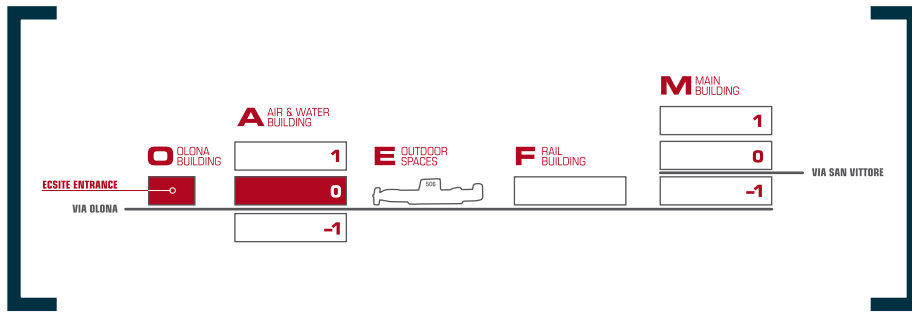
Enjoy the vibrant atmosphere of the Museum, which will be buzzing with sessions during the day and, on Friday evening, transform into a magical setting for the Nocturne.



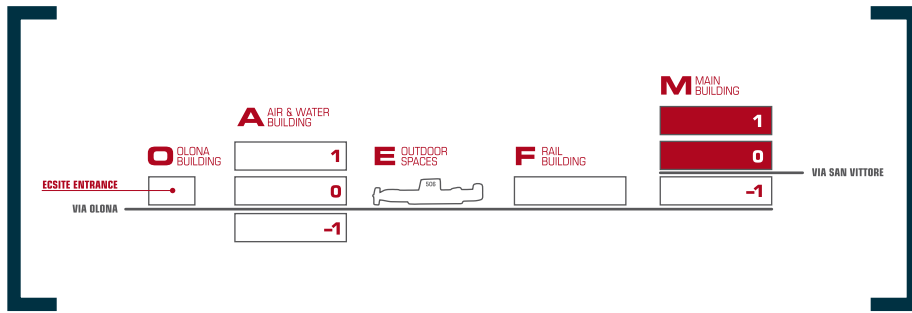
# CONFERENCE

## MAP



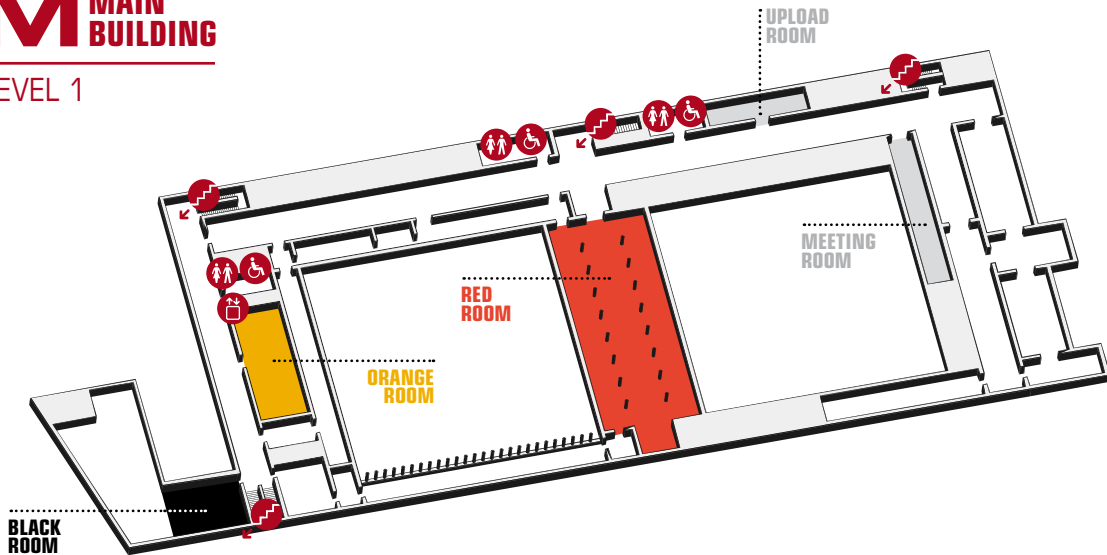


Please note that when entering the Main Building from here you will find yourself at level -1  
Go to level 0 and level 1 to find session rooms and lunch areas

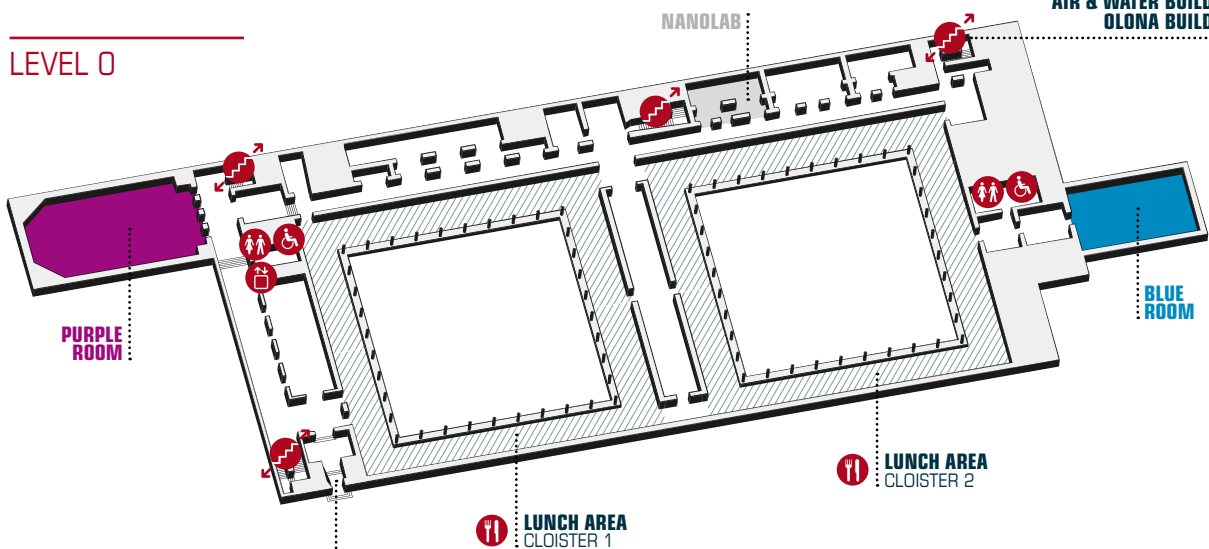


# M MAIN BUILDING

## LEVEL 1



## LEVEL 0



STAIRS TO LEVEL -1  
 WAY TO  
**AIR & WATER BUILDING**  
**OLONA BUILDING**

**MUSEUM MAIN ENTRANCE**  
 Delegates are kindly asked to use the entrance from the Olona Building

## BUSINESS BISTRO

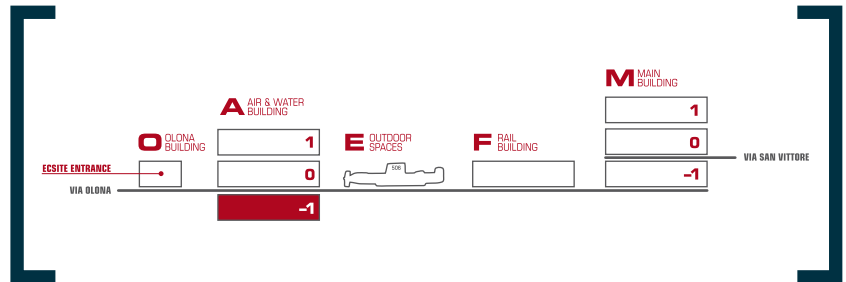
The Business Bistro brings together the most inspiring new projects, exhibitions, techniques, products and services on the market for Ecsite institutions. 2009 will be no exception.

This is the place to present innovative ideas, to meet new clients and to discuss future collaboration. 52 booths will be available within the museum, as well as an opportunity for installations on the exhibition floor. All the coffee breaks take place in the exhibition area, alongside the internet café, to ensure the maximum opportunities for business with our delegates in this lively focal point of the Conference.

This year, on Friday afternoon, the Bistro holds its Happy Hour, when participants are invited for drinks, providing a relaxed atmosphere for networking.

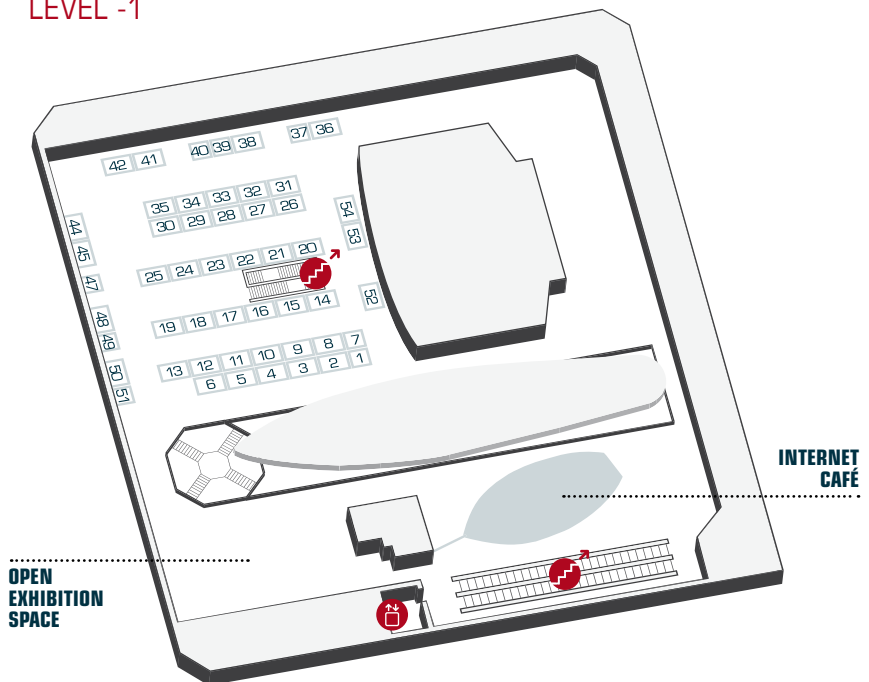
Spaces are limited so please book early by completing the online registration form for the Business Bistro at [www.ecsite-conference.net](http://www.ecsite-conference.net)

For any questions please send an email to Eleni Zerzelidou, Business Bistro Assistant [ezerzelidou@ecsite.net](mailto:ezerzelidou@ecsite.net)

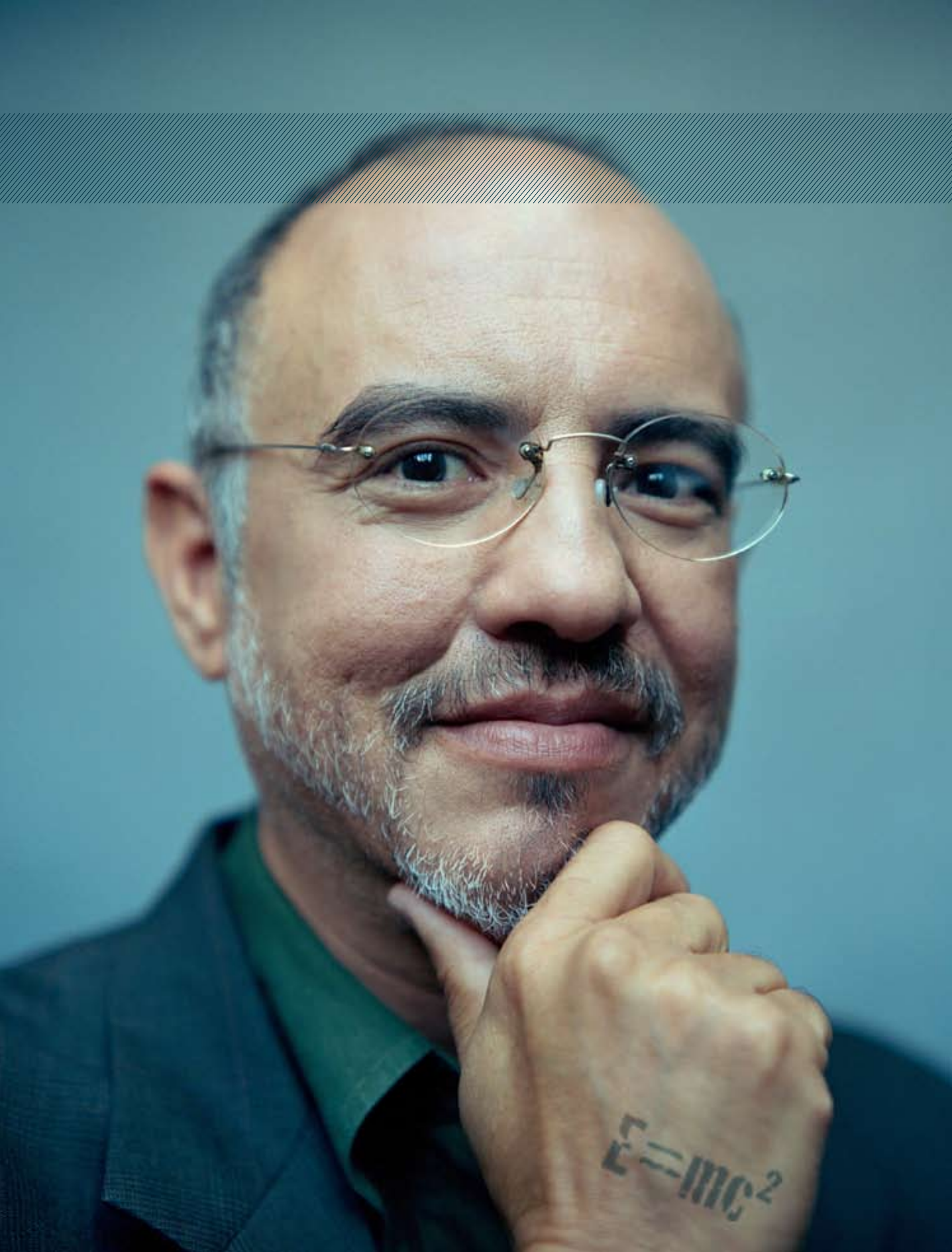


## A AIR & WATER BUILDING

### LEVEL -1







$$E=mc^2$$

### CONFERENCE FOCUS

To celebrate Ecsite's 20th anniversary, the 2009 Annual Conference focuses on the evolution and revolutions taking place for science centres and museums.

We will open up debate on the challenges, changes and trends that are shaping the future of our institutions and societies.

How do we define the new goals and identities of our institutions?

What skills are we building for the future, and what are the new professional roles we have to establish?

What are the novel methods we employ to reach new audiences and engage our visitors today?

In the 20 years of the Ecsite network, our field has seen many transformations. This year in Milan we aim to identify and share what we are learning – the new methods and approaches, all the creative and innovative ideas that make our everyday revolutions. These are the advances that will allow us, when we meet in 20 years time, to look back again at the work to be continued!

# ECSITE20

# R/EVOLUTION<sup>S</sup>

### SESSION FORMATS



#### 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.



#### 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.



#### 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.



#### INTERACTIVE WORKSHOP

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



#### ROUNDTABLE SESSION

In roundtable sessions, speakers introduce certain topics, ideas or questions with very brief presentations and open debate with the participants. This type of session allows presentations from 4-6 speakers and plenty of time for discussion.



#### ARMCHAIR TOUR SESSION

In the armchair tour, participants get introductory overviews of a variety of examples of new ideas, new projects, exhibitions and science centres and museums in very brief presentations.

## KEYWORDS

Each conference session is labelled with one or more keywords in order to help you navigate the programme more easily.

**Co**

### COLLECTIONS

35, 36, 38, 42, 49

**Ed**

### EDUCATION

23, 24, 27, 29, 30, 33, 36, 39, 42, 44, 45, 46, 48, 50, 51, 52, 53

**Ex**

### EXHIBITS

22, 23, 24, 26, 32, 35, 37, 44, 47, 48, 49, 50, 51, 52, 53

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**HR**

### HUMAN RESOURCES

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**Ma**

### MANAGEMENT

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**MC**

### MARKETING & COMMUNICATION

24, 26, 34, 46

**Me**

### MEDIA

25, 34, 35, 37, 41, 44

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### NETWORKING & PARTNERSHIPS

24, 30, 37, 38, 39, 44, 49, 51, 54

**Ou**

### OUTREACH

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**Re**

### RESEARCH

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**SA**

### SCIENCE & ARTS

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**SS**

### SCIENCE IN SOCIETY

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**Vi**

### VISITORS

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**2ND  
TUESDAY  
JUNE**

**PROGRAMME**

RED ROOM	BLUE ROOM	ORANGE ROOM	BLACK ROOM	BEIGE ROOM	PURPLE ROOM	GREEN ROOM	MEETING ROOM
<b>9.00 - 17.00</b> THE Pre-conference Session for Explainers		<b>10.00 - 13.30</b> SiS NCP NETWORK: Opportunities for an effective involvement in the FP7				<b>13.30 - 18.00</b> EPPOG Meeting	

**3RD  
WEDNESDAY  
JUNE**

RED ROOM	BLUE ROOM	ORANGE ROOM	BLACK ROOM	BEIGE ROOM	PURPLE ROOM	GREEN ROOM	MEETING ROOM
<b>9.00</b> THE Pre-conference Session for Explainers		Collaborative projects workshop for science communication professionals	T - Nature Group Meeting			<b>EPPOG Meeting</b>	
	<b>13.00</b> Ecsite Board Meeting						
	<b>17.00</b> Ecsite UK Meeting						
<b>18.30</b>	SPEAKERS' RECEPTION						
<b>20.00</b>	ECSITE BOARD DINNER						

4TH  
THURSDAY  
JUNE

# PROGRAMME

AT A GLANCE

	RED ROOM	BLUE ROOM	ORANGE ROOM	BLACK ROOM	BEIGE ROOM	PURPLE ROOM	GREEN ROOM	MEETING ROOM
<b>9.00</b>	<b>OPENING EVENT</b> <b>FIorenzo GALLI</b> Director General, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy <b>MICHELE PERINI</b> President, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy <b>JANEZ POTOČNIK</b> European Commissioner for Science and Research, European Commission, Brussels, Belgium <b>LUIGI BERLINGUER</b> President, Italian Expert Committee for the Development of Scientific and Technological Culture, Italy <b>CATHERINE FRANCHE</b> Executive Director, Ecsite, Brussels, Belgium <b>VINCENZO LIPARDI</b> President, Ecsite, International Affairs and Strategy Delegate, Fondazione IDIS - Città della Scienza, Naples, Italy <b>LETIZIA MORATTI</b> Mayor of Milan, Italy <b>ROBERTO FORMIGONI</b> President, Region of Lombardy, Italy <b>MARIASTELLA GELMINI</b> Minister of Education, University and Scientific Research, Italy							
<b>10.15</b>	<b>KEYNOTE SESSION</b> <b>EDOARDO BONCINELLI</b> Professor of Biology and Genetics, University Vita-Salute, Milan, Italy <b>SERGIO ESCOBAR</b> General Director, Piccolo Teatro di Milano, Italy Discussant: <b>GIULIO GIORELLO</b> Professor of Logic and Philosophy of Science, University of Milan, Italy							
<b>10.45</b>	<b>OPENING OF BUSINESS BISTRO / COFFEE BREAK</b>							
<b>11.30</b>	Using the past to reflect on the present and inform the future	Planning for intergenerational learning through design, content and policy	Cutting-edge science exhibitions: a possibility or an elusive ideal?	Building sustainable relationships between science centres/museums and school teachers	Fast food or science?	Particle physics outreach in science centres and museums	Strategic partnership: value and money	
<b>13.00</b>	<b>LUNCH</b>							
<b>14.15</b>	Measuring impact: new lessons from around the world	Museums and science centres in the space of flows	Communicating science communication in scientific museology journals	Provocative subjects in exhibitions: a Kamikaze operation?	Adults only: what turns older audiences on to science?	Auditing exhibitions	Face(s) to face diversities: THE group session	
<b>15.45</b>	<b>COFFEE BREAK</b>							
<b>16.30</b>	Hard science: exciting ways to engage with difficult concepts	CEOs on Human Resources	Do you live in a City of Science?	Long-term educational impact	Removing barriers to hands-on experiences	The communication of science and the science of communication	Science activities for young children: views on hottest tricks and treats	
<b>18.00</b>	<b>END OF SESSIONS</b>							
<b>20.00</b>	<b>GALA DINNER at the Hippodrome</b>							

Opening Event and Keynote Session take place in the Air & Water Building see map on pag 6

5TH  
FRIDAY  
JUNE

# PROGRAMME

	RED ROOM	BLUE ROOM	ORANGE ROOM	BLACK ROOM	BEIGE ROOM	PURPLE ROOM	GREEN ROOM	MEETING ROOM
<b>9.00</b>	Birth and future of a new model: can this be the "museum centre"?	Extra - Travelling exhibitions	Homosexuality: still a taboo for science centres and museums?	Quantity vs quality in learning objectives	Film at the museum	Digital technologies: do they enhance learning in science centres?	Darwin, exhibiting evolution	Learn more about Noyce Leadership Fellows
<b>10.30</b>	COFFEE BREAK							
<b>11.15</b>	<b>ECSITE ANNUAL GENERAL MEETING 11.00 - 13.00</b>			Telling stories of science	Constructing understanding of science. A hands-on workshop	NanoToTouch experience live research in museums and science centres	Travelling exhibitions: the question of adaptation	
<b>12.30</b>	LUNCH							
<b>13.45</b>	Technology, media and internet	Planetaria and cosmic ecology	Science and theatre: strategies for emotional learning	Preserving contemporary scientific-technological heritage: why?	Evaluating projects and exhibitions for preschoolers in science centres	How to show the process of innovation in a museum or science centre	Nucleating regional science education networks from science centres	Learn more about ESOF
<b>15.15</b>	COFFEE BREAK							
<b>16.00</b>	New science centres and projects	Scientists communicating nanotechnology: strategies and challenges	Are teens the next challenge for contemporary museums?	Web 2.0, virtual environments and technology	On the shoulders of giants: museums draw lessons from history of science	Project management for large scale projects	Evaluation: an overview	
<b>17.30</b>	HAPPY HOUR at the Business Bistro							
<b>18.30</b>	END OF HAPPY HOUR							
<b>20.00</b>	NOCTURNE at the National Museum of Science and Technology Leonardo da Vinci							



This workshop takes place in the NanoLab see map on pag 7

6TH  
SATURDAY  
JUNE

# PROGRAMME

	RED ROOM	BLUE ROOM	ORANGE ROOM	BLACK ROOM	BEIGE ROOM	PURPLE ROOM	GREEN ROOM	MEETING ROOM
<b>9.00</b>	Working with young people on socially relevant issues	Low budget-high impact revisited; small science centres forum	Creating unforgettable, immersive visitor experiences	Evaluation: Methods and findings to develop culturally and globally relevant programmes and exhibits	New significant goals for the future	Using new methods to reach and engage audiences in museums and science centres	Market analysis of the travelling exhibitions and future trends	Learn more about Noyce Leadership Fellows
<b>10.30</b>	COFFEE BREAK							
<b>11.15</b>	Science centres as core of big projects with leisure/ educational purposes	Exhibit and show production with real-time software tools	Artscience: new paradigm or oxymoron?	New nano projects in the Ecsite network	Co-developing your science centre with your public	Reinforcing the power of real	It's a natural discussion	
<b>12.45</b>	LUNCH							
<b>14.00</b>	Some lessons from museum renewal	Art and artists in the science centre, why not?	Discussing evolution: lessons from Darwin Year	United we stand? The new fashions of exhibition consortiums and networking	Science centres and universities: learning about learning	Thinking regionally	Presenting familiar technology: can webcams be studied like fish?	
<b>15.30</b>	COFFEE BREAK							
<b>16.15</b>	Mind the Gap in bringing young people to science centres	Human origins exhibits: their disciplinary entry-points and responses to change	Exhibiting scientific method(s), a new challenge?	Building a "culture of evaluation" to improve institutional practice	Briefing exhibit fabricators	Science communicators and scientists: a common need	Climate change: let's really talk	
<b>17.30</b>	CLOSING EVENT							
<b>18.15</b>	END OF CONFERENCE							
<b>20.00</b>	FAREWELL PARTY at the Fondazione Arnaldo Pomodoro							



This session takes place at the Natural History Museum see map on pag 63, number 11

2ND  
TUESDAY  
JUNE

# PRE-CONFERENCE

PROGRAMME

## RED ROOM

09.00 – 17.00

### THE PRE-CONFERENCE SESSION FOR EXPLAINERS

on registration only

The two-day pre-conference session is dedicated to both junior explainers (staff floor with basic knowledge and little experience) and senior explainers (education managers, heads of explainers, etc.). THE group training session is held in collaboration with Pilots – Professionalisation in Learning Technology and Science, a two-year project dedicated to explainers' professional development, coordinated by Ecsite, with the support of the Lifelong Learning Programme of the European Commission.

THE group Session focuses on how to address diversity within our science centres and museums: diversity of people, cultures and communities; but also diversity of institutions, from more traditional museums of science and technology, to natural history museums, to science centres.

THE group Session consists of lectures, debates and reverse sessions, and workshops from the Pilots project. Parallel sessions will be also organised: young explainers will be trained by experts on new formats of interaction and job tools and skills; senior explainers will share methodologies for explainers' training and exchange experience from institutions within and outside Europe.

In partnership with the European Project

**PILOTS**

>> To enrol for the two-day training course, please register online at [www.ecsite-conference.net](http://www.ecsite-conference.net)

Maximum number of participants: **50**

Registration fees: **€ 175**

For further enquiries please contact:

[info@ecsite.net](mailto:info@ecsite.net)

For Ecsite Members only

Training leaders, discussants and organisers will include:  
**Sally Duensing**, King's College London, London, UK

**Walter Gincels**, Technopolis®, the Flemish Science Center, Mechelen, Belgium

**Antonio Gomes da Costa**, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

**Miha Kos**, House of Experiments, Ljubljana, Slovenia

**Sofia Lucas**, Pavilion of Knowledge, Lisbon, Portugal

**Anne-Lise Mathieu**, Cité des sciences et de l'industrie, 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

**Camilla Rossi Linnemann**, Education Department and International Relations, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

**Luka Vidic**, House of Experiments, Ljubljana, Slovenia

## GREEN ROOM

9.30 – 14.30

### SIS NCP NETWORK: OPPORTUNITIES FOR AN EFFECTIVE INVOLVEMENT IN FP7

on registration only

Science Communication is a topic of great relevance throughout the entire FP7 and offers a wide variety of opportunities to fulfil the need of communicating research to the general public. The workshop will include the EUROSIS network presentation (design and realise cooperative initiatives, support potential project partners to participate in the FP7), an introduction to the European Commission's efforts in the area will follow, provision of practical information on how to use the opportunities of the FP7 and present success stories.

Workshop Leader:

**Menelaos Sotiriou**, Euroscience Greek Regional Section, Athens, Greece

Speakers:

**Michel Claessens**, Deputy Head of unit RTD-L-5n, European Commission, Brussels, Belgium

**Kathrin Stratmann**, EU-Bureau of the Federal Ministry for Education and Research at the German, Aerospace Centre, Bonn, Germany

**Wendy Sadler**, Science Communicator, Cardiff, UK

>> To enrol for the workshop, please contact Menelaos Sotiriou at: [menelaos@euroscience.gr](mailto:menelaos@euroscience.gr)

Free participation



**2ND  
TUESDAY  
JUNE**

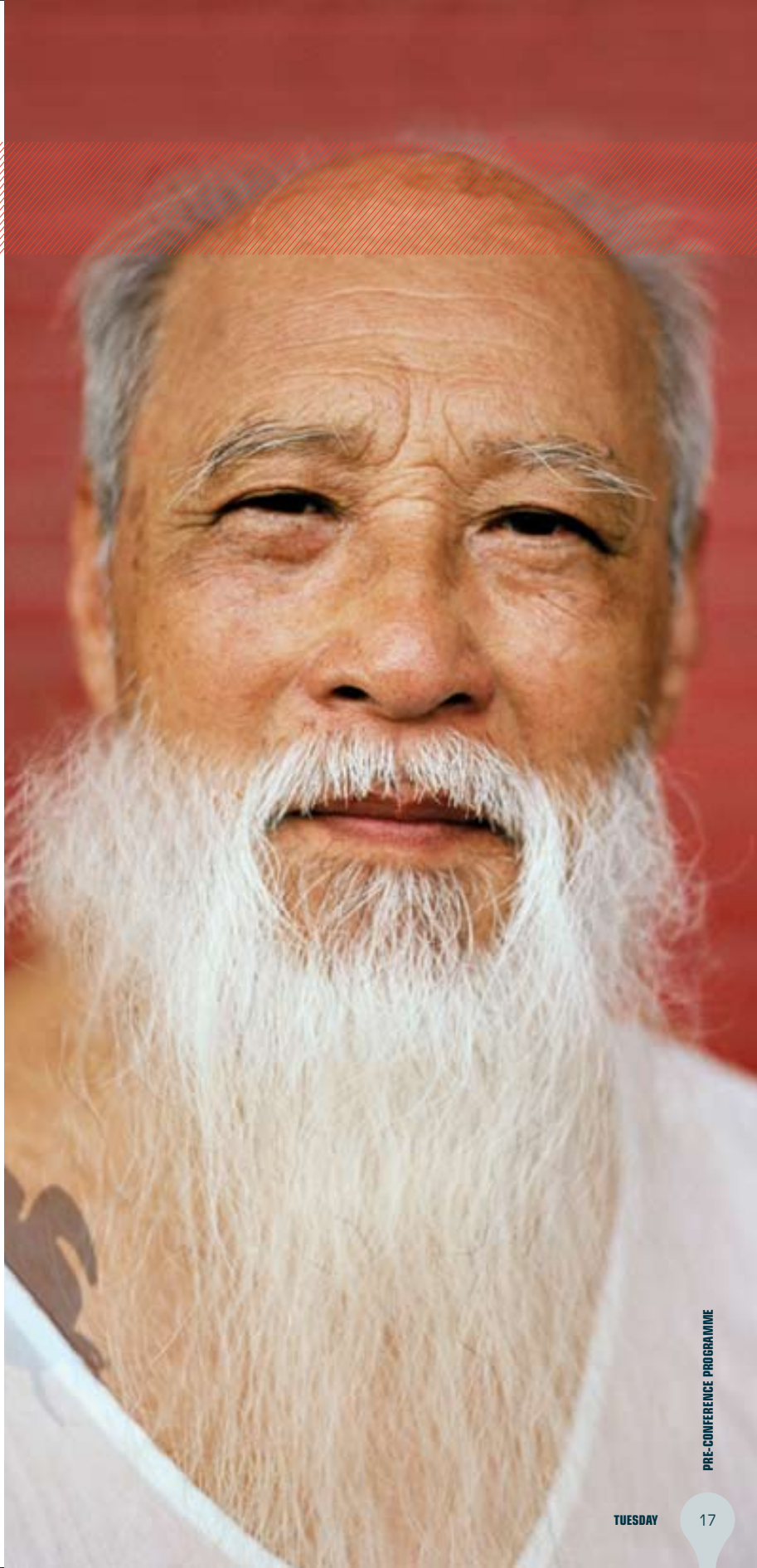
**GREEN ROOM**

13.30 – 18.00

**EPPOG MEETING**

by invitation only

The European Particle Physics Outreach Group (EPPOG) comprises education and communication experts from all 20 CERN member states as well as from the principal CERN project - the Large Hadron Collider and its experiments. The group meets twice a year - once at CERN and once in a CERN member state. The aim of the meetings is to share knowledge and experiences as well as to organise EPPOG projects such as the European Particle Physics Masterclasses - bringing high school students into Universities. This meeting precedes a special Ecsite session on 4th June devoted to particle physics.



RED ROOM

09.00 – 17.00

**THE PRE-CONFERENCE SESSION  
FOR EXPLAINERS**

on registration only

The second day of lectures, debates, reverse sessions and workshops for explainers.

>> See Tuesday 2nd June for details, page 16

ORANGE ROOM

09.00 – 17.00

**COLLABORATIVE PROJECTS  
WORKSHOP FOR SCIENCE  
COMMUNICATION PROFESSIONALS**

on registration only

A one day workshop for all Ecsite members who want to organise and participate in collaborative projects.

What are the characteristics of a collaborative project and the conditions to make it valuable? What impact does it have on an organisation? These questions, and many others, will be addressed at this workshop. Organised like a marketplace, the workshop will be an opportunity to receive advice and guidance on your ideas and proposals, and to share them with other institutions. You will learn how collaboration can significantly increase the funding opportunities for your projects and strengthen their interdisciplinary nature.

The workshop will start with a “speed-dating” round that will give you an overview of who’s who at the workshop. Then, using case studies from projects that have successfully developed sustainability, knowledge brokerage and solid management, you will learn about the components of a strong collaborative project.

You will have then the possibility to discuss your project ideas with the trainers and receive personalised advice, as well as test the collaborative aspects of your project with the other participants and with the trainers.

Training Leaders:

**Andrea Bandelli**, Consultant on European Projects, Amsterdam, Netherlands

**Anne-Marie Bruyas**, International Partnership, Fondazione IDIS - Città della Scienza, Naples, Italy

**Olivier Retout**, Head of International Relations, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**Karen Bultitude**, Senior Lecturer, Science Communication Unit, University of the West of England, Bristol, UK

>> Please register online at [www.ecsite-conference.net](http://www.ecsite-conference.net)  
Maximum number of participants: **50**  
Registration fees: **€ 100**  
For Ecsite Members only

# 3RD WEDNESDAY JUNE

## BLACK ROOM

09.00 – 17.00

### T-NATURE GROUP MEETING

by registration only

Issues in natural sciences are of growing interest for the public. This is resulting in a cross-fertilisation between science centres, natural history museums, research institutions, aquariums and zoos.

This new Ecsite thematic Group gathers together science communicators who will share knowledge and experiences on communicating nature-related topics to the public. Ideas for the creation of common projects will also be explored.

Steering Committee:

**Camille Pisani**, Director, 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 Lancaster, Lancaster Environment Centre, Lancaster, UK

**Olivier Retout**, Head of International Relations, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**Aliki Giannakopoulou**, Conference and Communication Coordinator, Ecsite, Brussels, Belgium

## GREEN ROOM

09.00 – 17.00

### EPPOG MEETING

by invitation only

## BLUE ROOM

13.00 – 17.00

### ECSITE BOARD MEETING

by invitation only

## BLUE ROOM

17.00 – 18.30

### ECSITE-UK MEETING

by invitation only

18.30 – 20.00

### SPEAKERS' RECEPTION

Palazzo Marino

by invitation only

20.00 – 22.00

### ECSITE BOARD DINNER

by invitation only

**4TH  
THURSDAY  
JUNE**

# CONFERENCE

## PROGRAMME

9.00 – 10.15  
**OPENING EVENT**



**Fiorenzo Galli**  
Director General,  
National Museum of  
Science and Technology  
Leonardo da Vinci  
Milan, Italy



**Michele Perini**  
President,  
National Museum of  
Science and Technology  
Leonardo da Vinci  
Milan, Italy



**Janez Potočnik**  
European Commissioner  
for Science and Research,  
European Commission  
Brussels, Belgium

Ecsite, the hosting Museum, the Italian authorities and the European Commission will welcome the Ecsite Annual Conference 2009 delegates and mark the opening of the 20th Ecsite Annual Conference.



**Luigi Berlinguer**  
President of Italian  
Expert Committee  
for the Development of  
Scientific and Technological  
Culture, Italy



**Catherine Franche**  
Executive Director,  
Ecsite,  
Brussels, Belgium



**Vincenzo Lipardi**  
President of Ecsite,  
International Affairs  
and Strategy Delegate,  
Fondazione IDIS – Città  
della Scienza, Naples, Italy



**Letizia Moratti**  
Mayor of Milan  
Italy



**Roberto Formigoni**  
President,  
Region of Lombardy  
Italy



**Mariastella Gelmini**  
Minister of Education,  
University and Scientific  
Research, Italy

The Opening Event takes place in the Air & Water Building  
see map on page 6

10.15 – 10.45  
**KEYNOTE SESSION**



**Edoardo Boncinelli**  
Professor of Biology and Genetics  
University Vita - Salute  
Milan, Italy



**Sergio Escobar**  
General Director  
Piccolo Teatro di Milano  
Milan, Italy

discussant:



**Giulio Giorello**  
Professor of Logic and Philosophy  
of Science, University of Milan  
Milan, Italy

Living in knowledge-based society means that we are all increasingly exposed to scientific information and called to act for our future with a critical and informed approach.

This session deals with the urgency to find new and effective strategies for communicating scientific culture.

A well-known biology researcher who has combined his scientific career with his interest in science communication, and a distinguished theatre director with a passion for science discuss some of the existing paths of science communication.

Led by a science philosopher, the session relates two complementary points of view on communication, exploring the possible synergies between the worlds of science and that of other forms of culture, with an innovative approach.

10.45  
**OPENING OF THE BUSINESS BISTRO**

10.45 – 11.30  
**COFFEE BREAK**

# 4TH THURSDAY JUNE

## RED ROOM

11.30 – 13.00

### USING THE PAST TO REFLECT ON THE PRESENT AND INFORM THE FUTURE



Convenor:

**Sally Duensing**, Visiting Professor,  
King's College London, London, UK

Presenters:

**Remo Besio**, Former Director,  
Technorama, Winterthur, Switzerland

**Asger Høeg**, Executive Director,  
Experimentarium, Hellerup,  
Denmark

**Ramon Nuñez**, Director, Museo  
Nacional de Ciencia y Tecnología,  
Madrid, Spain

**Steven Pizzey**, Director,  
Science Projects, London, UK

**Wendy Pollock**, Director, Research,  
Publications and Exhibitions, ASTC,  
Washington DC, USA

**Tamás Vásárhelyi**, Deputy Director  
General, Hungarian Natural History  
Museum, Budapest, Hungary

As part of the 20th Anniversary of Ecsite, this roundtable session has been organised to reflect critically on past influences, present trends and issues and future roles and directions to pursue. Ideas raised in one session will inform content of the subsequent sessions.

To launch this three part series, this first session on science centres and museums' history will begin with long-term leaders in the field talking briefly on two points:

1) two or three key elements that are still present in science centres twenty years on;

2) two or three key elements that are not there any more.

Discussants will further examine some positive and negative aspects from their perspective and why particular elements have persisted or disappeared. These remarks will then form the basis of an open discussion and debate with all session participants.

## BLUE ROOM

11.30 – 13.00

### PLANNING FOR INTERGENERATIONAL LEARNING THROUGH DESIGN, CONTENT AND POLICY



Convenor:

**Jean Franczyk**, Head of Learning,  
National Museums of Science &  
Industry, Science Museum, London, UK

Presenters:

**Tim Molloy**, Director of Creative Design,  
Science Museum, London, UK

**Agnès Parent**, Natural History Museum  
of France, Paris, France

**Sue Allen**, Programme Officer,  
Division of Learning in Formal and  
Informal Settings, the National Science  
Foundation, Arlington, Virginia, USA

Children don't visit museums alone, yet too often the adults who bring them sit by the side and passively watch as their children physically, intellectually and emotionally connect with the content we have created. Have these adults fallen into a trap that we have inadvertently laid? How can design facilitate intergenerational learning? Are national policies working in our favour? Jean Franczyk, Head of Learning at the National Museums of Science and Industry, chairs a panel of practitioners from both content and design backgrounds.

# 4TH THURSDAY JUNE

## ORANGE ROOM

11.30 – 13.00

### CUTTING-EDGE SCIENCE EXHIBITIONS: A POSSIBILITY OR AN ELUSIVE IDEAL?



Convenor:

**Wim De Vos**, Head of Communication,  
Royal Belgian Institute of Natural  
Sciences, Brussels, Belgium

Presenters:

**Clara Lim**, Science Interactives Curator,  
Thinktank, Birmingham Science  
Museum, Birmingham, UK

**Holly Cave**, Contemporary Science  
Content Developer, Science Museum,  
London, UK

**Vincent Blech**, Science Communicator,  
Miraikan, Tokyo, Japan

Cutting-edge science excites and inspires those who are in the know but how do we bring our visitors to connecting with scientists and understanding the impact of their work? Within this conceptual framework, the session will focus on two key points: How do we close the gap between cutting edge science and technology and the layman's knowledge? How do we make this science relevant and engaging to the individual? Cutting edge science and technology are fast-changing with new 'truths' and developments emerging continuously. How can we present such information in permanent galleries without being outdated with the limited resources that most of us are subjected to?

## BLACK ROOM

11.30 – 13.00

### BUILDING SUSTAINABLE RELATIONSHIPS BETWEEN SCIENCE CENTRES/MUSEUMS AND SCHOOL TEACHERS



Convenor:

**Sheena Laursen**, Head of International  
Affairs, Experimentarium, Hellerup,  
Denmark

Presenters:

**Lene Hybel Kofod**, Science Education  
Manager, Experimentarium,  
Hellerup, Denmark

**Amito Haarhuis**, Head of Education,  
Science center NEMO, Amsterdam,  
Netherlands

**Justin Dillon**, Senior Lecturer in Science  
and Environmental Education, Centre  
for Informal Learning and Schools,  
King's College London, London, UK

**Preeti Gupta**, Senior Vice President,  
Education and Public Programmes,  
The New York Hall of Science,  
New York, USA

**Sofia Lucas**, Science Education  
Manager, Pavilion of Knowledge,  
Lisbon, Portugal

**Eva Jonsson**, Director of Education,  
Teknikens Hus, Lulea, Sweden

This session is a round table with delegates from science centres, science museums and universities focusing on the area of 'working with or training in-service and pre-service teachers'. The discussions and short presentations will partly focus on the role of informal learning institutions as partners for higher education and

partly on how we can guide teachers in navigating through the complex challenges of ensuring exciting and educational visits to science centres. Examples of networks of teachers being established in order to make these partnerships sustainable will also be given. The session can ruminate on how to develop similar programmes.

# 4TH THURSDAY JUNE

## BEIGE ROOM

11.30 – 13.00

### FAST FOOD OR SCIENCE?



Convenor:

**Maarten Okkersen**, Head of Design and Productions, Museum, The Hague, Netherlands

As science centres adjust to the rules of the market economy, the fast-food restaurant emerges as the new paradigm. Sharing ideas and exhibitions is wonderful but we can't go on using the same exhibits forever. In recent years there has been a trend for science centres to stop developing their own exhibits and to go shopping for whatever they can get and as a consequence all science centres start looking the same... the McDonaldisation of science communication! This funky and creative workshop will stimulate the participants to be innovative and imaginative again.

## PURPLE ROOM

11.30 – 13.00

### PARTICLE PHYSICS OUTREACH IN SCIENCE CENTRES AND MUSEUMS



Convenor:

**Michael Kobel**, Particle Physicist and Co-chair of EPPOG, Technical University, Dresden, Germany

Presenters:

**Rolf-Dieter Heuer**, Director General, CERN – European Organization for Nuclear Research, Geneva, Switzerland  
**David Barney**, Particle Physicist & Co-chair of EPPOG, CERN – European Organization for Nuclear Research, Geneva, Switzerland  
**Stavros Katsanevas**, Astroparticle Physicist & Head of European ASPERA Network, University of Paris, France  
**Jo Quinton-Tulloch**, Head of Exhibitions and Programmes, Science Museum, London, UK

The fascination of particle physics and cosmology for the public calls for the use of effective and innovative communication methods suitable for permanent exhibitions. This session covers recent first-hand outreach experiences of research labs like DESY and CERN, of the astroparticle network ASPERA and of the London Science Museum. Discussion should reveal how communication experience in terms of methodologies, exhibits and support from scientists can be shared with science centres via international networks like EPPCN (European Particle Physics Communication Network) and EPPOG.

## GREEN ROOM

11.30 – 13.00

### STRATEGIC PARTNERSHIP: VALUE AND MONEY



Convenor:

**Tuomas Olkku**, Development Manager, Heureka, the Finnish Science Centre, Vantaa, Finland

Presenters:

**Målfrid Snørteland**, Director, Jærmuseet, Naerboe, Norway  
**Olle Nordberg**, Director, Teknikens Hus, Lulea, Sweden  
**Kim Gladstone Herlev**, Director of Development, Experimentarium, Hellerup, Denmark

Strategic partnership is an effective tool for science centres in order to fund new activities and to share values and knowledge. A new partnership must not be a blind date. It requires time and energy; you have to prepare yourself carefully and show great sense of occasion. Nevertheless it is often worth the effort. This session will give you an idea of how to approach a new potential partner – national or international, how to avoid pitfalls and how to make sure that the process of working together is successful.

13.00 – 14.15

### LUNCH BREAK



RED ROOM

14.15 – 15.45

**MEASURING IMPACT: NEW LESSONS FROM AROUND THE WORLD**



Convenor:

**Per-Edvin Persson**, Director, Heureka, the Finnish Science Centre, Vantaa, Finland

Presenters:

**Penny Fidler**, Director, Ecsite-uk, Bristol, UK

**Wendy Pollock**, Director, Research, Publications, and Exhibitions, ASTC, Washington DC, USA

**Jennifer Palumbo**, Projects Coordinator, Ecsite, Brussels, Belgium

For science centres and museums to continue to survive and thrive in the future, we will increasingly need to provide robust measurable evidence of our value for money and our impact, both at community and national levels. This is key to securing both political and financial support. In this session we will explore recent lessons and findings from the USA, UK and Europe, including the latest learning from ASTC and the Centre for Advancement of Informal Science Education (CAISE) in Washington DC, the recent Nationwide Impact Study on Science & Discovery Centres by the UK government and the 2007 impact study undertaken by Ecsite.

BLUE ROOM

14.15 – 15.45

**MUSEUMS AND SCIENCE CENTRES IN THE SPACE OF FLOWS**



Convenor:

**Maarten Okkersen**, Head of Design and Productions, Museum, The Hague, Netherlands

Presenters:

**Benoît Légaré**, Director, Montréal Science Centre, Montreal, Canada

**Jorge Wagensberg**, Director, Area of Science and the Environment, CosmoCaixa, Barcelona, Spain

**Silvia Singer**, Director, Universum, Museo de las Ciencias and the Museo de la Luz, Mexico City, Mexico

"Space of Flows" was used by Castells to describe the networks that constitute the new social morphology of our societies. This session is a sequel to the "New Identities" session from last year and we'll start where we ended: we need a new museography in the information age! What is the function of a science centre as "physical space" in a virtual world? What are the key dimensions of a relevant and authentic museum as an "intellectual space"? Can Web2.0 transform science centres into interactive "social spaces" where science and society meet?

ORANGE ROOM

14.15 – 15.45

**COMMUNICATING SCIENCE COMMUNICATION IN SCIENTIFIC MUSEOLOGY JOURNALS**



Convenor:

**Vincenzo Vomero**, Director and Editor, Scientific Museums of Rome, Scientific Museology Journal, Rome, Italy

Presenters:

**Alison Abbott**, Senior European Correspondent, Nature, Munich, Germany

**Nico Pitrelli**, Associate Editor, Jcom Journal of Science Communication, Trieste, Italy

European journals devoted exclusively to study, research and dissemination of scientific museology are relatively few and badly need to address a growing concern about management, curation, communication, museography, education, professionalism and history. This session will focus mainly on items related to an imperative understanding of the diverse array of new theories on science communication in science centres and museums. Secondly, this session will analyse an optimisation of editorial strategy to provide a useful and powerful tool to keep the whole staff of our institutions satisfied and motivated.

# 4TH THURSDAY JUNE

## BLACK ROOM

14.15 – 15.45

### PROVOCATIVE SUBJECTS IN EXHIBITIONS: A KAMIKAZE OPERATION?



Convenor:

**Olivier Retout**, Head of International Relations, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Presenters:

**Katrina Nilsson**, Contemporary Science Manager, Science Museum, London, UK

**Paul Martin**, Vice President, Exhibits, Science Museum of Minnesota, Saint-Paul, Minnesota, USA

**Louise Julie Bertrand**, Head of Exhibitions, Montréal Science Centre, Montreal, Canada

How do we deal with controversial or provocative subjects in exhibitions? Some subjects, like human races, animal experimentation, genetically modified food or sexuality, are delicate. Covering some scientific subjects makes provocative content inevitable. How do you make the decision whether or not to include content you know your visitors will find provocative? How do you make visitors more comfortable with these subjects? This session will focus on how we have handled confrontational content in exhibitions, or events, to make it an asset... or a genuine learning experience for the organisation rather than a kamikaze operation!

## BEIGE ROOM

14.15 – 15.45

### ADULTS ONLY: WHAT TURNS OLDER AUDIENCES ON TO SCIENCE?



Convenor:

**Michael John Gorman**, Director, Science Gallery, Dublin, Ireland

Presenters:

**Patrice Legro**, Director, Marian Koshland Science Museum, Washington DC, USA

**Heather Mayfield**, Head of Content, Science Museum, London, UK

**Don Pohlman**, Exhibitions Manager, Science Gallery, Dublin, Ireland

For many science centres, families with younger children are the audience of interest, and older visitors an afterthought, at best. But a few new centres have chosen from the start to focus on older users, and some existing centres have recommitted to serving an older audience. This session will report on experimental efforts from three centres in Europe and the US and will examine what worked and what didn't in specific exhibition and programme initiatives from each. Panellists will present case studies with related audience research and will discuss how results might be transferred or adapted.

## PURPLE ROOM

14.15 – 15.45

### AUDITING EXHIBITIONS



Convenor:

**Leonardo Alfonsi**, Director, Perugia Science Festival, Perugia, Italy

Presenters:

**Harry White**, Science centre

Consultant, Techniquet, Cardiff, UK

**Clara Lim**, Science Interactives Curator, Thinktank, Birmingham Science Museum, Birmingham, UK

**Svein Anders Dahl**, Chief Executive Officer, VILVITE, Bergen Science Centre, Bergen, Norway

Over time, exhibits degrade and require maintenance work. Are we able to notice this slow but constant deterioration? This session looks at how three institutions keep track of the quality of the visitor experience delivered by exhibits. Amongst other things, we will address the following questions: a) What qualities should we be auditing? And how can we do it? b) Who are the best people to carry out this audit and what skills do they require? c) How can the results of these audits be reported, and how do they complement other work such as annual visitor studies to determine visitor satisfaction?

# 4TH THURSDAY JUNE

## GREEN ROOM

14.15 – 15.45

### FACE(S) TO FACE DIVERSITIES: THE GROUP SESSION



Convenor:

**Matteo Merzagora**, Freelance science communicator, Paris, France

Discussants:

**Paola Rodari**, Senior Researcher, Innovation and Communication of Science Group (ICS), Trieste, Italy

**Sally Duensing**, Visiting Professor, King's College London, London, UK

Presenters:

**Claudia Bade**, Manager Content Development, Dialogue Social Enterprise, Hamburg, Germany

**Rachel Church-Moore**, Disability Access Co-ordinator, Science Museum, London, UK

**Preeti Gupta**, Senior Vice President for Education and Public Programmes, The New York Hall of Science, New York, USA

**Saiful Bahri**, Director of Programmes, PETROSAINS The Discovery Centre, Kuala Lumpur, Malaysia

**Erika Zimmermann**, Professor, Universidade de Brasília - Museu de Ciência e Tecnologia, Brasília, Brazil

**Luisa Massarani**, Coordinator, Nucleus of Studies on Science Communication, Museum of Life, Rio de Janeiro, Brazil

Explainers in science centres need to interact with very heterogeneous groups. Our public is very different in terms of values, beliefs, origins,

cultural level, age, gender or simply motivations for visiting. How can we deal with such diversities in face to face interactions?

The poster session is aimed at presenting and then discussing experiences and strategies to tackle these issues. It will draw on the results of THE Group's preconference session. Posters will have a pre-defined structure, in order to facilitate the discussion. We encourage anyone interested to submit a poster: see THE group website <http://medialab.sissa.it/THE> or contact the convenor for details.

15.45 – 16.30

### COFFEE BREAK

## RED ROOM

16.30 – 18.00

### HARD SCIENCE: EXCITING WAYS TO ENGAGE WITH DIFFICULT CONCEPTS



Convenor:

**Noel Jackson**, Head of Education, Centre for Life, Newcastle, UK

Presenters:

**Maria Adlerbom**, Director of Education, Teknikens Hus, Lulea, Sweden

**Robert Hoyle**, Director of Science, Glasgow Science Centre, Glasgow, UK

**Sergey Lovyagin**, Project Manager, Centre of Information Technologies and Learning Environments, Moscow, Russia

**Ian Russell**, Director, Interactive Science Ltd, Stockport, UK

**Luka Vidic**, Explainer, House of Experiments, Ljubljana, Slovenia

**Rhys Evans**, Commercial Assistant, Techniquist, Cardiff, UK

**Janos Cont**, Energy Department, National Museum of Science and Technology, Milan, Italy

**Wanda Guedens**, Professor, Hasselt University, Hasselt, Belgium

**Monique Reynders**, Professor, Hasselt University, Hasselt, Belgium

**Sanne Deurloo**, Head of Exhibitions, NEMO, Amsterdam, Netherlands

**Marieke Hohnen**, Project Manager Exhibitions, Science center NEMO, Amsterdam, Netherlands

Science is full of hard ideas. From when we are young, we have to work hard to understand the big ideas that explain the world around us. >>

This session will explore successful ways that hard ideas can be made clear and comprehensible. This session will consist of exciting hands-on demonstrations which participants can try for themselves.

We expect everyone to have fun and go away with lots of ideas for their own teaching.

BLUE ROOM

16.30 – 18.00

CEO'S ON HUMAN RESOURCES



Convenor:

**Erik Jacquemyn**, Chief Executive Officer, Technopolis®, the Flemish Science Center, Mechelen, Belgium

Presenters:

**Robert Firmhofer**, Director, Copernicus Science Center, Warsaw, Poland

**Olle Nordberg**, Director, Teknikens Hus, Lulea, Sweden

**Michiel Buchel**, General Director, Science center NEMO, Amsterdam, Netherlands

**Camille Pisani**, Director, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Any organisation is only as good as the people who work in it. Science centres and museums are no different. Managing the staff is one of the CEO's major concerns: how to recruit the best people, how to motivate them and how to navigate sensitively through the process of change that affects every institution at some stage in its development. In this session, CEOs frankly answer all kinds of questions related to human resources topics.

ORANGE ROOM

16.30 – 18.00

DO YOU LIVE IN A CITY OF SCIENCE?



Convenor:

**Catherine Franche**, Executive Director, Ecsite, Brussels, Belgium

Presenters:

**Vladimir De Semir**, Associated professor of Scientific Journalism and Director of the Observatori de la Comunicació Científica, Universitat Pompeu Fabra, ESCITY project, Barcelona, Spain

**Linda Conlon**, Chief Executive, Centre for Life, Newcastle-upon-Tyne, UK

**Jill Robinson**, Specialist Adviser to the Regional, European & International Division, Birmingham City Council, CASC project, Birmingham, UK

**Marie José Gama**, Director of Inforsciences, Université Libre de Bruxelles, Brussels, Belgium

Cities have increasingly appeared to become or be promoted as the natural cradle for the realisation of new post-industrial economies based on science, innovation, and technology. As such, they are labelled, in various terms: "science cities"; "knowledge cities"; or sometimes "cities of scientific culture." In these approaches, what are the roles of science centres and museums? How can cities and various science communication actors reach a common and effective agenda beneficial to the citizens; how can they define and implement a new social contract for science?

# 4TH THURSDAY JUNE

## BLACK ROOM

16.30 – 18.00

### LONG-TERM EDUCATIONAL IMPACT



Convenor:

**Wendy Pollock**, Director, Research, Publications and Exhibitions, ASTC, Washington DC, USA

Presenters:

**Brenton Honeyman**, Manager, Education and Strategic Communications, Questacon, Canberra, Australia  
**Carol Valenta**, Senior Vice President and Associate Director, St Louis Science Center, St Louis, Missouri, USA  
**Sue Cavell**, Head of Research and Evaluation, Techniquest, Cardiff, UK

This session will address the questions: what do we mean by educational impact? How do we define and measure long-term impact? What do we look for or expect to see long-term? What are the issues, and what are the problems? Finally, what do stakeholders or prospective funders want to know? There will be 3 speakers who will discuss briefly their experiences in addressing these issues. The presentations will be followed by discussion with those present at the session. It is anticipated that the discussion will be a key part of the session.

## BEIGE ROOM

16.30 – 18.00

### REMOVING BARRIERS TO HANDS-ON EXPERIENCES



Convenor:

**Michael Bradke**, Director, Mobiles Musik Museum, Düsseldorf, Germany

Presenters:

**Rachel Church-Moore**, Disability Access Co-ordinator, Science Museum, London, UK  
**Nick Winterbotham**, Chief Executive, ThinkTank, Birmingham, UK  
**Hoelle Corvest**, Accessibility Services, Cité des sciences et de l'industrie, Paris, France

Are hands-on experiences all about physical engagement? Is it possible to make these experiences fully accessible to disabled and special educational needs audiences whilst still maintaining the core interactive experience? Does establishing access – physical, intellectual and cultural – as an underlying principle at the start of a project guarantee that we can improve access for everyone? Does improving access for disabled audiences improve the learning experience for everyone? These important questions will be addressed in this session.

## PURPLE ROOM

16.30 – 18.00

### THE COMMUNICATION OF SCIENCE AND THE SCIENCE OF COMMUNICATION



Convenor:

**Sally Duensing**, Visiting Professor, King's College London, London, UK

Presenters:

**Olivier Retout**, Head of International Relations, The Royal Belgian Institute of Natural Sciences, Brussels, Belgium  
**Justin Dillon**, Senior Lecturer in Science and Environmental Education, Centre for Informal Learning and Schools, King's College London, London, UK  
**Lisa Hunter**, Director of Education, Center for Adaptive Optics, University of California Santa Cruz, Santa Cruz, California, USA

Throughout the European Union, informal learning spaces are inviting scientists to communicate their work to students and to the general public. However, although the scientist may be an expert in his or her field of science, this does not mean that he or she is an expert in communicating the subject to a lay audience. This session will explore the ways that scientists may be supported in their communication of science, and will share key findings and recommendations for practice emerging from recent research.

## GREEN ROOM

16.30 – 18.00

### SCIENCE ACTIVITIES FOR YOUNG CHILDREN: VIEWS ON HOTTEST TRICKS AND TREATS



Convenor:

**Camilla Rossi-Linnemann**, Education Department and International Relations, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

Presenters:

**Sue Grayson Ford**, Director, The Campaign for Drawing, Enfield, UK  
**Roos Franse**, Department of Education, Science center NEMO, Amsterdam, Netherlands

**Bruno Filipe Correia Bastardo Da Silva Ribeiro**, Superior Technician in Geology and Mineralogy, National Natural History Museum - Department of Geology & Mineralogy, Lisbon, Portugal

**Steven Vols**, Coordination Manager, Technopolis®, the Flemish Science Center, Mechelen, Belgium

**Xavier Limagne**, Exhibitions Department, Cité des sciences et de l'industrie, Paris, France

**Sabina Cantarelli**, President of Muba, Executive director of Hands on! Europe, Muba - Museo dei Bambini, Milan, Italy

**Livia Capocasale**, Coordinator of the science activities for Young Children, Fondazione Idis - Città della Scienza, Naples, Italy

**Anna Gunnarsson**, Teacher, NAVET – The Sjuhärads science center, Borås, Sweden

**Paulo Trincão**, Director, Fábrica Centro Ciência Viva de Aveiro, Aveiro, Portugal

**Maya Halevy**, Director, Bloomfield Science Museum, Jerusalem, Israel

**Orna Cohen**, Exhibition design, Orna & Co, Paris, France

**Aude Lesty**, Exhibitions designer, Cité de l'Espace, Toulouse, France

**Chris Jarvis**, Education officer, Oxford University Museum of Natural History, Oxford, UK

**Rebecca Johnson**, Play and Learning Director, Eureka! The National Children's Museum, Halifax, UK

**Maja Wasyluk**, Project coordinator, Exhibition Department, Copernicus Science Centre, Warsaw, Poland

**Cathie Spencer**, Project Consultant, Ontario Science Centre, Toronto, Canada

Through the years, science centres and museums have developed a range of programmes, spaces and materials to suit the needs of young children. But where are we today? The session aims to bring together cases of good practice to answer the following questions: what are the distinguishing features of scientific educational activities designed for 3 to 6 year old children? Can we identify basic differences between these activities and those designed for older visitors? What are the roles of play, narrative context, problem solving and collaborative learning? The session is devised as a space to start building a specialised professional network.

20.00

### GALA DINNER

This year's Gala Dinner will take place at the Hippodrome, an unusual Art Nouveau venue embellished by an impressive sculpture dedicated to Leonardo: the Monumental Horse created by Nina Akamu in 1997.

For further details see page 56



RED ROOM

9.00 – 10.30

**BIRTH AND FUTURE OF A NEW MODEL:  
CAN THIS BE THE “MUSEUM CENTRE”?**



TS

Convenor:

**Fiorenzo Galli**, Director General,  
National Museum of Science  
and Technology Leonardo da Vinci,  
Milan, Italy

Presenters:

**John Durant**, Director, MIT Museum  
Cambridge, USA

**Wolfgang Heckl**, Director General,  
Deutsches Museum, Munich, Germany

**Francois D'Aubert**, President,  
Cité des sciences et de l'industrie,  
Paris, France

**Goéry Delacôte**, Chief Executive,  
At Bristol, Bristol, UK

**Chris Rapley**, Director, Science  
Museum, London, UK

**Robert Semper**, Executive  
Associate Director, Exploratorium,  
San Francisco, USA

**Jorge Wagensberg**, Director,  
Area of Science and the Environment,  
CosmoCaixa, Barcelona, Spain

**Camille Pisani**, Director, Royal  
Belgian Institute of Natural Sciences,  
Brussels, Belgium

We all have encountered in time the development of science centre as notion, mission and concrete institution – contrasting often with more traditional museums. At the same time, we have also encountered the evolution of museums, which means overcoming many different traditionally-

established notions. We have certainly gone beyond such mere dualism, but where do we find ourselves now? Can we speak about a museum + science centre = museum centre? In what terms, with what potential and with which difficulties? And also, what would such a “museum centre” mean in terms of space, exhibitions, programmes, role? What would be the role of the original object, for example, the experiment, the exhibit, the image in such a model? In this session we will be putting thoughts - and provocative ideas - on the table in order to reflect critically on the evolution of these institutions but, more than that, try to foresee the future - not as something about which there is little to do, but as a future in which we are all engaged and about which we all have important responsibilities.

BLUE ROOM

9.00 – 10.30

**EXTRA - TRAVELLING EXHIBITIONS  
AVAILABLE**



Ex Ma Ou

Convenor:

**Michael Creek**, Projects Coordinator,  
Ecsite, Brussels, Belgium

Presenters:

**Patricia Verheyden**, Director  
of Exhibits, Technopolis®, the Flemish  
Science Center, Mechelen, Belgium

**Fatima Ouali**, Project Manager,  
Cité des sciences et de l'industrie,  
Paris, France

**Claudia Bade**, Manager Content  
Development, Dialogue Social  
Enterprise, Hamburg, Germany

**Michael Bradke**, Director, Mobiles  
Musik Museum, Düsseldorf, Germany

**Sara Bagge**, Developer, NAVET -  
The Sjuhärad science center,  
Borås, Sweden

**Jan English**, Assistant Director,  
Travelling Programs, American  
Museum of Natural History,  
New York, USA

**Julie Moskalyk**, International  
Sales Manager, Science North,  
Sudbury, Canada

**Heather Farnworth**, Associate Director  
International Sales, Ontario Science  
Centre, Toronto, Canada

**Antonia Spanos**, Exhibitions Director,  
The Science of..., London, UK

**Annie Lord**, Senior Exhibitions Officer,  
National Museums, Liverpool, UK

**Seppo Stark**, Export Manager,  
Heureka, the Finnish Science Center,  
Vantaa, Finland



**Mikko Myllykoski**, Experience director, Heureka, the Finnish Science Center, Vantaa, Finland

**Gérard Cobut**, Exhibition Development, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**Joerg Ehtreiber**, Director, FRida & freD - The Graz Children's Museum, Graz, Austria

**Maren Krumdieck**, Marketing and Sales Manager, The Natural History Museum, London, UK

**Gène Bertrand**, Head of program and developments, Industrion, Kerkrade, Netherlands

**Esther Schärer**, Project Manager, Alimentarium, Food Museum, Vevey, Switzerland

**Tobias Wolff**, Exhibition Manager, Universum, Bremen, Germany

Looking to rent or buy travelling exhibitions? This year, we celebrate the first birthday of Extra with a look at travelling exhibitions on science, available now and 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](http://www.extrascience.eu).

ORANGE ROOM

9.00 – 10.30

**HOMOSEXUALITY: STILL A TABOO FOR SCIENCE CENTRES AND MUSEUMS?**



Convenor:

**Luigi Amodio**, Director, Fondazione IDIS – Città della Scienza, Naples, Italy

Presenters:

**María Isabel Carles King**, Museum coordination, Universum Museo de las Ciencias, Mexico City, Mexico

**Maud Gouy**, Direction of exhibitions, Cité des sciences et de l'industrie, Paris, France

**Geir Soli**, Director of Department of Exhibition and Public services, Natural History Museum – University of Oslo, Oslo, Norway

Homosexuality is still, for many people and in many societies, a taboo subject. The purpose of this session is to understand whether it is a taboo for our institutions too, whose purpose should be that of spreading scientific knowledge on human behaviour without prejudice or censorship. This theme will be addressed through the presentation of three cases of exhibitions and through a frank and open discussion with all the participants on the hesitations and self-censorship that we sometimes experience.

BLACK ROOM

9.00 – 10.30

**QUANTITY VS QUALITY IN LEARNING OBJECTIVES**



Convenor:

**Christine Migozzi**, Assistant Director, Publics and Commercial Activities, Cité des sciences et de l'industrie, Paris, France

Presenters:

**Ilaria Vinassa Guaraldi De Regny**, President, Associazione Didattica Museale, Natural History Museum, Milan, Italy

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

**Sue Cavell**, Head of Research and Evaluation, Techniquet, Cardiff, UK

**Wayne La Bar**, Vice President of Exhibitions & Featured Experiences, Liberty Science Centre, Jersey City, USA

One of the challenges of museums today is to combine quality with quantity when it comes to access, provision and experience. We all want to receive high visitor numbers but additionally to create a meaningful relationship with them. The session explores case studies to understand ways in which this can be achieved with success and to identify modes in which experiences can be transferred. Since museums evolve and change we need to reflect on the feasibility, transferability and sustainability of such evolution and change.

BEIGE ROOM

9.00 – 10.30

FILM AT THE MUSEUM



Convenor:

**Alessandro Griffini**, President,  
International Association for Media  
in Science, Rome, Italy

Presenters:

**Annette Scheurich**, Director and Chief  
Executive Producer, Marco Polo Film  
AG, Heidelberg, Germany

**Gabriel Turkieh**, Film producer,  
ALTO MEDIA, Paris, France

**Kathleen Van Damme**, Managing  
Director, AthenaWeb Project Leader,  
Lab To Media, Brussels, Belgium

This session looks at the role of films in science centres and museums. Are they knowledge items? A focus of interest for visitors? Elements of the scenery? We will look at how to produce a science film and make use of science pictures, and whether they have to appeal to public's reason or emotion. We will examine the roles of the film director, the scientist and the science museum professional, and assess the advantages and processes of coproduction as well as the rights situation in the European Union and the new broadcasting options taking into account opportunities offered by the internet.

PURPLE ROOM

9.00 – 10.30

DIGITAL TECHNOLOGIES:  
DO THEY ENHANCE LEARNING  
IN SCIENCE CENTRES?



Convenor:

**Hannu Salmi**, Head of Research and  
Development, Heureka, The Finnish  
Science Center, Vantaa, Finland

Presenters:

**Sofoklis Sotiriou**, Head of Research  
& Development Department,  
Ellinogermaniki Agogi, Athens, Greece

**Hagen Buchholz**, Research Associate,  
Fraunhofer FIT, St Augustin, Germany

**Franz Bogner**, Chair of Didactics  
of Biology, University of Bayreuth,  
Bayreuth, Germany

Digital technologies are embraced by the science centre community - but how can we be sure that they really enhance learning? Exploar is a European project, aiming to contribute to the access to and sharing of advanced tools, services and learning resources, by offering unique informal learning opportunities to the visitors of science centres and museums through the demonstration of a new method of interaction between the visitor and the exhibition. The project has developed augmented reality technology for use inside and outside science centres, in a range of scenarios - from a wing demonstrating the Bernoulli principle, to a miniature version which visitors can take home, hook up to their

webcam and see the Bernoulli principle in action from the comfort of their own homes. This session will present the project's key findings as well as demonstrating the augmented reality scenarios it has developed. Debate will focus on the best methods of testing the effectiveness of these technologies.

GREEN ROOM

9.00 – 10.30

**DARWIN, EXHIBITING EVOLUTION**



Convenor:

**Sara Milne**, Chief Executive Officer,  
Science Of..., London, UK

Presenters:

**Pip Diment**, Exhibitions Officer,  
National Museums and Galleries  
of Wales, London, UK

**Michèle Antoine**, Head of Exhibitions,  
Royal Belgian Institute of Natural  
Sciences, Brussels, Belgium

**Paulo Mota**, Director, Museum  
of Science Coimbra University,  
Coimbra, Portugal

Do all evolution exhibitions look the same? The challenge is to show innovative presentations of evolution and Darwin's ideas after 150 years of the publication of "On the origin of species..." We all know how Darwin's contribution completely changed our view of the world and our position in nature but the session focuses on how this is conveyed with new methods, new media, new codes and languages and new interpretation devices. The discussion will cover the creative processes, the strengths and weaknesses, and the first reactions of the public.

MEETING ROOM \*

9.00 – 10.30

**LEARN MORE ABOUT NOYCE LEADERSHIP FELLOWS**

Leading for the Public Good: Engaging the Public in Science for the 21st Century": this is the theme of the Noyce Leadership Fellows, which began in June 2008. The programme provides a mix of face-to-face sessions, coaching, peer learning, video conferencing, and other learning strategies over nine months, followed by ongoing Fellow alumni activities. Since there will be other leadership programmes open for more professionals in the field, the European Fellows will be happy to share information on the fellowships with interested participants.

10.30 – 11.15

**COFFEE BREAK**

RED ROOM

11.00 – 13.00

**ECSITE ANNUAL GENERAL MEETING**

The Ecsite Annual General Meeting is open to all conference delegates. During the meeting, Ecsite full members will vote to elect the board and the President of Ecsite for 2009-2010 and a report will be presented on the Ecsite activities of 2008-2009.

\* The Meeting room is free for delegates to use during Conference hours  
Book the room for your meeting directly on arrival

BLACK ROOM

11.15 – 12.30

TELLING STORIES OF SCIENCE



Convenor:

**Saiful Bahri Baharom**, Director of Programmes, PETROSAINS The Discovery Center, Kuala Lumpur, Malaysia

Presenters:

**Flora Paparou**, Phd Candidate, University of Athens, Athens, Greece  
**Pedro Casaleiro**, Head of Exhibitions and Collections / Member of the Executive Direction Board Science Museum, University of Coimbra, Coimbra, Portugal  
**Esther Dugdale**, Event Communications Ltd, London, UK

Telling stories has always been at the core of museum communication and exhibit development. Stories about scientists, scientific objects and spaces are an effective strategy for museums and science centres. Science stories can take many shapes and forms and provide new entry points for reaching a broader audience. This session will explore storytelling in museums and science centre exhibits and programmes as a means of organising ideas and enhancing visitor engagement. The speakers will discuss different approaches to telling stories in science with different focus points, from the objects to the scientific subjects, from the spaces of science to scientists themselves.

BEIGE ROOM

11.15 – 12.30

CONSTRUCTING UNDERSTANDING OF SCIENCE. A HANDS-ON WORKSHOP



Convenor:

**Ed Sobey**, Travelling Science Communicator, Teknikens Hus, Lulea, Sweden

Presenters:

**Jan Alfred Andresson**, Manager, Norsk Teknisk Museum, Oslo, Norway  
**Otto Schuetz**, Science Communicator, Science Center Netzwerk, Vienna, Austria  
**Martin Kulhawczuk**, Science Communicator, Trondheim Science Centre, Trondheim, Norway

Participants will discover their creative spirits and will become artists/scientists exploring design, structure, form and function. In the process they will gain better understanding of science and technology, and will learn how to activate their visitors in learning. This exciting method of engaging audiences mimics the creative (da Vinci) processes and has visitors become designers and problem solvers. Each participant will make up to five creations that focus directly on learning science. Special emphasis will be given to green technologies such as solar and wind.

NANOLAB \*

11.15 – 12.30

NANOTOUCH EXPERIENCE  
LIVE RESEARCH IN MUSEUMS  
AND SCIENCE CENTRES



Convenor:

**Andrea Bandelli**, Freelance science communicator, Amsterdam, Netherlands

Presenters:

**Paul Martin**, Vice President, Exhibits, Science Museum of Minnesota, Saint-Paul, Minnesota, USA  
**Paul Hix**, Scientific Assistant, Deutsches Museum, Munich, Germany

Experience 'NanoToTouch - Nanosciences Live in Science Centres and Museums', a EC-funded project aimed at bringing science into the public forum.

Visit a temporary, yet fully functional scanning microscopic laboratory erected in the midst of the museum exhibits and observe nano-scientists interacting with the public. Hear a scientist experienced in working in such an environment give an introduction into the nano-world and present his research. Take part in a discussion with the project partners and outside nano-science communications experts and give your ideas, impressions and opinions on the concept of performing science live in museums and science centres.

\* The Nanolab is situated within the Conference venue – see the map on page 7  
It will be open from Thursday to Saturday during Conference hours

GREEN ROOM

11.15 – 12.30

**TRAVELLING EXHIBITIONS:  
THE QUESTION OF ADAPTATION**



Convenor:

**Ilaria Guaraldi Vinassa De Regny**,  
President, Associazione Didattica  
Museale, Natural History Museum,  
Milan, Italy

Presenters:

**Dorothee Vatinel**, Curator,

Cité des sciences et de l'industrie,  
Paris, France

**Chiara Ceci**, PhD Student, Department  
of Human Sciences for Education,  
University of Milan Bicocca, Milan, Italy

We will see some cases of travelling exhibitions as they have moved among venues, adapting their format. We will look at how an exhibition travels around the globe maintaining its basic structure and a specific communicative method, but also in the process of its globalisation, how it develops local differences and somehow achieves a particularity in each location.

12.30 – 13.45

**LUNCH BREAK**

RED ROOM

13.45 – 15.15

**TECHNOLOGY, MEDIA AND INTERNET**



Convenor:

**Andrea Bandelli**, Freelance science  
communicator, Amsterdam,  
Netherlands

Presenters:

**Silvia Singer**, Director, Universum,  
Museo de las Ciencias and the Museo  
de la Luz, Mexico City, Mexico

**Bernhard Kehrer**, Director of Concept,  
Studio KlV, Berlin, Germany

**Anne Stephan**, Designer, Cité des  
sciences et de l'industrie, Paris, France

**Kate Duckworth**, NISE network  
executive, Exploratorium,  
San Francisco, USA

**Robert Laszlo**, Science Communicator,  
Palace of Miracles, Budapest, Hungary

**Dave Patten**, Head of New Media,  
Science Museum, London, UK

**Jacomy Mathieu**, Researcher, Fondation  
Maison des Sciences de l'Homme,  
Paris, France

An innovative session format that will give you a broad perspective on the latest developments of technology in museums, where you can explore and learn how technology is constantly changing the way we work and the activities we develop. This session and its counterpart (Session: Web 2.0, virtual environments and technology, on Friday at 16.00) provide an opportunity to deepen the discussion on themes like: social media and participatory culture, new interfaces

and collaborative behaviour, networks and institutional permeability. Short, focussed and thought-provoking presentations will trigger group discussions led by the participants. Come to the first session or to the second, or both.

BLUE ROOM

13.45 – 15.15

**PLANETARIA AND COSMIC ECOLOGY**



Convenor:

**Stefano Giovanardi**, Curator, Rome Planetarium and Astronomical Museum, Rome, Italy

Presenters:

**Claus Madsen**, Foreign Affairs Officer, European Southern Observatory, Garching, Munich, Germany

**Thomas Kraupe**, Director, Hamburg Planetarium, Hamburg, Germany

**Franco Pacini**, Professor of Astrophysics, University of Florence; Arcetri Astrophysical Observatory, Florence, Italy

**Pietro Geco**, Director, Sissa, Trieste, Italy

We are entering a time in which changes – both social and environmental – are unfolding at an ever increasing rate. Their impact is becoming even more evident from the media coverage, especially in regard to the growing relevance of news about the climate change. Since 2007, following the publication of the IPCC report on climate change, the public perception of the problem soared to great levels of sharing. Climate change is now relevant in political and economical debate, as much as in popular gossip. This indicates that society at large demands a proper engagement in the discussion, and planetaria are ideal candidates to host this discourse, to develop a collective attention to environmental issues.

ORANGE ROOM

13.45 – 15.15

**SCIENCE AND THEATRE: STRATEGIES FOR EMOTIONAL LEARNING**



Convenor:

**Eddie Roberts**, Actor/Director, Le Nuvole Società Cooperativa, Naples, Italy

Presenters:

**Jon Milton**, Punkscience Coordinator, Science Museum, London, UK

**Walter Gincels**, Supervisor Edutainment, Technopolis®, the Flemish Science Center, Mechelen, Belgium

**Massimo Abbamonte**, Expert on Museum Theatre, National Museum of Science and Technology, Milan, Italy

**Claudia Donadoni**, Expert on Theatre for young children, National Museum of Science and Technology, Milan, Italy

In this session we look into the way we could use theatre as a tool, and a language, to communicate science to a wide audience. Not just speaking about theatre in museums, but doing it. We will have only a few words from the convenor, before three live performances from three different museums. After the performances we give everyone the opportunity to ask questions, exchange suggestions and opinions: just as in the Agora in ancient Greece, everyone can participate and debate. We know there are many ways to put science on stage inside museums; but why would we use theatre in museums? Is it necessary?

BLACK ROOM

13.45 – 15.15

**PRESERVING CONTEMPORARY SCIENTIFIC-TECHNOLOGICAL HERITAGE: WHY?**



Convenor:

**Serge Chambaud**, Director of scientific and technological culture, Musée des Arts et Métiers – CNAM, Paris, France

Presenters:

**Laura Ronzon**, Head of Heritage Development, National Museum of Science and Technology, Milan, Italy

**Catherine Cuenca**, Head Curator, Musée des Arts et Métiers – CNAM, Paris, France

**Efthymios Nicolaidis**, Director of the Programme for the History and Philosophy of Science, Institute for Neohellenic Research - National Hellenic Research Foundation, Athens, Greece

Museums should define an acquisition policy for contemporary objects with the aim of preserving scientific and technological heritage of recent decades. Many are the open questions: which objects should we preserve? What evidence should we collect? Which connections should we establish between scientific and technological heritage? How can we exhibit and communicate this material? We would like to discuss different points of view on this topic in order to share ideas and to reflect on recent and contemporary scientific practices.

BEIGE ROOM

13.45 – 15.15

**EVALUATING PROJECTS AND EXHIBITIONS FOR PRESCHOOLERS IN SCIENCE CENTRES**



Convenor:

**Maartje Raijmakers**, Associate Professor, Developmental Psychology, University of Amsterdam, Amsterdam, Netherlands

Presenters:

**Justin Dillon**, Senior Lecturer in Science and Environmental Education, Centre for Informal Learning and Schools, King's College London, London, UK

**Tessa Van Schijndel**, PhD student, Developmental Psychology, University of Amsterdam, Amsterdam, Netherlands

**Preeti Gupta**, Senior Vice President for Education and Public Programmes, The New York Hall of Science, New York, USA

Science centres and museums show a growing interest in the topic of evaluation. In this session a number of questions and challenges with regard to evaluating exhibitions and projects for the preschool age group will be discussed. Justin Dillon will introduce the topic of evaluation by discussing the US National Science Foundation report "Assessing learning in informal science contexts". Next, two evaluation projects that were aimed at assessing preschoolers learning in science centres will be discussed.

The projects were executed at the science center NEMO in Amsterdam and at the New York Hall of Science.

PURPLE ROOM

13.45 – 15.15

**HOW TO SHOW THE PROCESS OF INNOVATION IN A MUSEUM OR SCIENCE CENTRE**



Convenor:

**Alain Coine**, General Delegate, Fondation Villette Entreprises, Paris, France

Presenters:

**François D'Aubert**, President, Cité des sciences et de l'industrie, Paris, France

**Fiorenzo Galli**, Director General, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

**Donghong Cheng**, Executive Secretary, China Association for Science and Technology, Beijing, China

More than ever, innovation is becoming a strong challenge for the future of our society. It is important to educate the new generation on the spirit of innovation. Science centres and museums have a fundamental role in that respect. The session focuses on ways to familiarise visitors with innovation and on how to present the process of innovation within a museum or science centre.

GREEN ROOM

13.45 – 15.15

**NUCLEATING REGIONAL SCIENCE EDUCATION NETWORKS FROM SCIENCE CENTRES**



Convenor:

**Charlotte Schulze**, Chief Executive Officer, Youth and Science Foundation Heidelberg gGmbH, Heidelberg, Germany

Facilitator:

**Bronwyn Bevan**, Director CILS, Exploratorium, San Francisco, USA

Presenters:

**Varda Gur Ben-Shitrit**, Head of Science & Society, Bloomfield Science Museum Jerusalem, Jerusalem, Israel

**Rosina Malagrida**, Director of Communication, Barcelona Science Park, Barcelona, Spain

**Mario Campanino**, Head of Education, Fondazione IDIS – Città della Scienza, Naples, Italy

**Zvi Paltiel**, Young@Science and The Clore Garden of Science, The Davidson Institute for Science Education at The Weizmann Institute of Science, Rehovot, Israel

**Sandra Kohlöffel**, Co-ordinator of International Relations, Le Vaisseau, Strasbourg, France

**Livio Riboli-Sasco**, President, Association Paris Montagne, Paris, France

**Brigitte Zana**, Director for Development and Networks, Palais de la Découverte, Paris, France

**Orlando Naranjo**, Astrophysicist,  
Universidad de Los Andes, Grupo  
de Astrofísica Teórica, Mérida,  
Venezuela

**Fred Engelbrecht**, Head of  
Teaching Lab, Youth and Science  
Foundation Heidelberg gGmbH,  
Heidelberg, Germany

**Anna Rebella**, Responsible Educational  
Services, Fondazione POST,  
Perugia, Italy

**Gholamhossein Rastegar Nasab**, Head  
of Zakaria Razi Student Research  
Center, Iran Ministry of Education,  
Tehran, Iran

**Salvatore Sutera**, Scientific Coordinator,  
National Museum of Science  
and Technology Leonardo da Vinci,  
Milan, Italy

Many research institutions and large companies have started scientific outreach programmes like open days, nights of science, teacher courses or public lectures. A well established science centre with all its existing contacts can serve as a hub for new activities and support scientists that want to go public. Science centres might create workshops and field trips involving university campus, botanical gardens, zoos and other institutions or involve student teachers in science communication programmes. Some run programmes for science teacher training, rent scientific equipment or start exchange or internship programs. We will see a wide variety of examples during the session.

MEETING ROOM \*

13.45 – 15.15

LEARN MORE ABOUT ESOF

Enrico Predazzi, ESOF2010 Champion, will present the next Euroscience Open Forum 2010 - Torino, Italy, 2-7 July 2010. ESOF2010 will attract important scientific personalities, researchers from experimental sciences and the humanities, teachers, students, journalists, politicians, industrialists, and a large public with a Passion for Science. Everyone is encouraged to participate and answer to the Call for Proposals – at [www.esof2010.org](http://www.esof2010.org)

15.15 – 16.00

COFFEE BREAK

RED ROOM

16.00 – 17.30

NEW SCIENCE CENTRES AND PROJECTS



Convenor:

**Erik Jacquemyn**, Chief Executive Officer,  
Technopolis®, the Flemish Science  
Center, Mechelen, Belgium

Presenters:

**Rinske Jurgens**, Exhibition Manager,  
Maritime Museum, Rotterdam, Netherlands

**Armin Frey**, Scientific Director,  
SK-Stiftung CSC, Cologne, Germany  
**Gro Persson**, Jaermuseet, Sandnes,  
Norway

**Katja Beschow**, Science assistant,  
The German Chemistry Museums,  
Merseburg, Germany

**Massimiliano Di Giovanni**, Scientific  
department, Fondazione Bioparco  
di Roma, Rome, Italy

**Giordano Ciabatta**, Teaching activities,  
Fondazione POST, Perugia, Italy

Developing and starting a science centre or new project are complex tasks. This “armchair tour” of new science centres and projects brings together presenters who recently experienced this in different ways and want to share their successes and failures related to topics such as concept development, finance, exhibits, building, operations, marketing and HR. This session is a good opportunity for everyone in the field to get to know new colleagues and their experiences and to put forward new and fresh ideas and views.

\* The Meeting room is free for delegates to use during Conference hours  
Book the room for your meeting directly on arrival



BLUE ROOM

16.00 – 17.30

**SCIENTISTS COMMUNICATING  
NANOTECHNOLOGY: STRATEGIES  
AND CHALLENGES**



Convenor:

**Giovanni Carrada**, Independent science communicator, Rome, Italy

Presenters:

**Luisa Filippini**, Post doc, Interdisciplinary Nanoscience Center, University of Aarhus, Aarhus, Denmark  
**Imke Debecker**, Outreach Communications Coordinator, IMEC, Leuven, Belgium  
**Maddalena Scandola**, Outreach Communications Coordinator, S3 Research Center (INFM-CNR), Università di Modena, Modena, Italy

Nanotechnology is a powerful enabling technology that is expected to greatly improve the properties and performance of numerous materials and devices. Many research centres in Europe participate in outreach activities to explain the technology and its applications to the general public, so that a new figure of science communicators is arising. In this session we will discuss the challenges and opportunities of communicating nanotechnology as seen from the scientists' point of view, and we will present some communicating activities arose from nanoscience research centres in Europe, with the aim of critically assessing those activities and discuss the audience feedback.

ORANGE ROOM

16.00 – 17.30

**ARE TEENS THE NEXT CHALLENGE  
FOR CONTEMPORARY MUSEUMS?**



Convenor:

**Sally Duensing**, Visiting Professor, King's College London, London, UK

Presenters:

**Luis Barbeiro**, PhD student, King's College London, London, UK  
**Sara Calcagnini**, Education Department, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy  
**Stephanie Forman**, Project Manager, The Wellcome Trust, London, UK

Teens, if we are able to establish a relationship with them, have the potential to provide our museums with fresh perspectives and energy. They represent the pulse of contemporary culture. Their thinking will be at the forefront of society within the decade and can be a catalyst for change at the museum. As young citizens, teens offer exciting ways to engage with scientific processes, evidence and risk, and contribute to political and ethical debates. Speakers will present a variety of ways that involve teens as participants and shapers of museum programmes to explore teen identity, involvement in scientific issues and news.

BLACK ROOM

16.00 – 17.30

**WEB 2.0, VIRTUAL ENVIRONMENTS  
AND TECHNOLOGY**



Convenor:

**Andrea Bandelli**, Freelance science communicator, Amsterdam, Netherlands

Presenters:

**Carlo Maiolini**, Project Manager, Museo Tridentino di Scienze Naturali, Trento, Italy  
**Louise Julie Bertrand**, Head of Exhibitions, Montréal Science Centre, Montreal, Canada  
**Heather Farnworth**, Associate Director International Sales, Ontario Science Centre, Toronto, Canada  
**Alejandra León-Castellá**, Executive Director, Fundación CIENTEC, San José, Costa Rica  
**Francisco Doménech Casteleiro**, Web developer, Museos Científicos Coruñeses, La Coruña, Spain  
**Joseph Elran**, Distant Learning Manager, Clore Garden of Science, Rehovot, Israel

Another round of fast-paced presentations and stimulating group discussions to understand the role that technology plays in our institutions. From virtual reality to stunning visual presentations, from web 2.0 to new effective delivery channels: how are we using these technologies? What are the opportunities ahead? This session's group discussions will build on a broad range >>

of examples that show the role of technology in a variety of museum projects, spanning from physical exhibitions to on-line programmes. The active involvement of the presenters with the audience will guarantee wide perspectives and insightful conversations.

BEIGE ROOM

16.00 – 17.30

**ON THE SHOULDERS OF GIANTS:  
MUSEUMS DRAW LESSONS FROM  
HISTORY OF SCIENCE**



Convenor:

**Annelore Scholten**, Head of Public Engagement, Education and Exhibitions, Museum Boerhaave, Leiden, Netherlands

Presenters:

**Christopher Parkin**, Education Officer, Museum of the History of Science, University of Oxford, Oxford, UK  
**Sarah Lloyd**, Education Officer, Oxford University Museum of Natural History, University of Oxford, Oxford, UK  
**Karen Giacobassi**, Coordinator of Educational Programs in English, Istituto e Museo di Storia della Scienza, Florence, Italy

The history of science has witnessed a revolution in popular interest, and yet for the most part it remains peripheral to school curricula and to the education of young scientists. Museums are in a unique position to put learning in historical contexts. We examine the contribution that scientific collections can make to science education through new initiatives which place an emphasis on understanding, from a historical perspective, how scientists work.

PURPLE ROOM

16.00 – 17.30

**PROJECT MANAGEMENT  
FOR LARGE SCALE PROJECTS**



Convenor:

**Giovanni Crupi**, Director of Marketing, Communication & Fundraising, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

Presenters:

**Dinah Casson**, Casson Mann designers, London, UK  
**Dominique Botbol**, Head of department for museological objects, Cité des sciences et de l'industrie, Paris, France  
**Barbara Soresina**, Project Manager, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

Many museums are undertaking large scale projects such as permanent gallery renovation, opening of new buildings or temporary exhibition production. These projects require dedicated teams involving a wide range of different professionals. Staffing and project management are crucial, as well as delicate parts of the process, guaranteeing that objectives are reached on time, on budget and with the expected quality. Some of the project roles within the team can be assigned to internal staff or they can be outsourced. The session will explore the key factors orienting this choice, as well as the ways in which projects are managed and how each task is integrated within the project course.

GREEN ROOM

16.00 – 17.30

**EVALUATION: AN OVERVIEW**



Convenor:

**Karen Bultitude**, Senior Lecturer,  
Science Communication Unit at  
University of the West of England,  
Bristol, UK

Presenters:

**Nina Collatz Christensen**,

Head of Education, Odense Zoo,  
Odense, Denmark

**Sue Cavell**, Head of Research and  
Evaluation, Techniquest, Cardiff, UK

**Chantal Barriault**, Co-Director Science  
Communication / Senior Scientist,  
Research and Evaluation, Science  
North, Sudbury, Canada

**Jennifer DeWitt**, Research Associate,  
King's College London, London, UK

**Justin Dillon**, Senior Lecturer in Science  
and Environmental Education, Centre  
for Informal Learning and Schools,  
King's College London, London, UK

**Preeti Gupta**, Senior Vice President  
for Education and Public Programmes,  
The New York Hall of Science,  
New York, USA

**Paola Rodari**, Senior Researcher,  
Innovation and Communication  
of Science Group (ICS), Trieste, Italy

**Matteo Merzagora**, Freelance science  
communicator, Paris, France

Evaluation is fundamental to ensuring the success of a project and learning from previous experience; however, there are a wide variety of issues associated with the reality of performing evaluation.

This poster session will provide an informal environment for participants to discuss the pros and cons of different techniques with people who have put them into practice. Methodologies to be covered will include both basic and slightly more innovative techniques, for example: metrics counters; Generic Learning Outcomes & questionnaires; observations; interviews; focus groups; video and action research.

17.30 – 18.30

**HAPPY HOUR**

After a long day of conference sessions it will be time for an Italian aperitivo. Come to the Business Bistro, to taste some local wine and enjoy informal conversations with the other participants.

For further details see page 56

20.00 – 23.00

**NOCTURNE**

During the Nocturne at the National Museum of Science and Technology Leonardo da Vinci, get ready to discover a different face of the Museum, participating in games and enjoying performances.

For further details see page 56

RED ROOM

09.00 – 10.30

**WORKING WITH YOUNG PEOPLE  
ON SOCIALLY RELEVANT ISSUES**



Convenor:

**Kerstin Åkesson**, Head of Education,  
Universeum, Gothenburg, Sweden

Presenters:

**Anita Shaw**, Deputy CEO, Techniquest,  
Cardiff, UK

**Kenny Webster**, Informal Learning  
Manager, Resident Scientist, Thinktank  
Birmingham, UK

**Sabine Cárdenas**, Coordinator  
of Educative Research and Evaluation,  
Trompo Magico Museo Interactivo,  
Zapopan, Mexico

How can a science centre give opportunities to young people that may otherwise not be available to them? What methods are used and how can we overcome the problems they encounter? Two speakers will talk about facilitating young people's input into a UK-wide consultation of the National DNA Database, and young people working alongside science communication specialists. The third speaker will talk about a project in Mexico, the Children's Opinion Laboratory, and its results. Do we know the concerns and interests of children about their communities? How can an interactive museum become a forum where they can express these?

BLUE ROOM

09.00 – 10.30

**LOW BUDGET – HIGH IMPACT REVISITED;  
SMALL SCIENCE CENTRES FORUM**



Convenor:

**Steven Pizzey**, Director, Science  
Projects, London, UK

Presenters:

**Miha Kos**, Director, House  
of Experiments, Ljubljana, Slovenia

**Hilde De Laet**, Operations Manager,  
Hidrodoe, Herentals, Belgium

**Olle Nordberg**, Director, Teknikens Hus,  
Lulea, Sweden

**Claudia Gorr**, Exhibition Manager,  
Tower of Sense, Nuremberg, Germany

Small science centres express great diversity in their approach to conveying science to the public and have developed interesting techniques for their survival. As in previous conferences, this session provides an opportunity to exchange ideas and catch up on developments.

ORANGE ROOM

09.00 – 10.30

**CREATING UNFORGETTABLE,  
IMMERSIVE VISITOR EXPERIENCES**



Convenor:

**Achim Englert**, Manager, Phaenomena,  
Flensburg, Germany

Presenters:

**Julie Moskalyk**, International  
Sales Manager, Science North,  
Sudbury, Canada

**Kirk Ramsay**, Chief Executive Officer,  
Glasgow Science Centre, Glasgow, UK

**Paul Martin**, Vice President, Exhibits,  
Science Museum of Minnesota,  
Saint-Paul, Minnesota, USA

This session is about using multimedia to create rich, educational experiences that immerse and involve audiences and keep them coming back again and again. Object theatres, 4D shows, story theatres, all of these have the commonality of creating deeply immersive, condensed visitor experiences that can take a key message and bring it to life. Through examples from the field, evaluation studies and new multimedia trends in the museum and science centre world you will discover how these theatres have evolved. You will learn how to use techniques and experience design to create an experience that surrounds and involves your audience.

BLACK ROOM

09.00 – 10.30

**EVALUATION: METHODS AND FINDINGS  
TO DEVELOP CULTURALLY AND GLOBALLY  
RELEVANT PROGRAMMES AND EXHIBITS**



Convenor:

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

Presenters:

**Elsa Bailey**, Director/Principal, Elsa Bailey Consulting, San Francisco, California, USA

**Giulia de Martini**, Education Department, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

**Maritza Macdonald**, Director of Education and Policy, American Museum of Natural History, New York City, USA

**Lisa Guggenheim**, Vice President, Education and Government Relations, American Museum of Natural History, New York City, USA

This interactive session uses evaluation experiences of a multinational team of evaluators and policy developers to engage participants in discussion of relevance of culture and global interest. The exhibition Evolution, Water, and Climate Change serves to illustrate how we assess the impact of our exhibitions and programmes.

Two sets of brief presentations followed by group discussions will address three questions: Why do we evaluate?

How do we decide what methods are more culturally appropriate? How do we use findings to make future decisions? We close by sharing reflections and ideas from our discussion to increase our knowledge of these concepts.

BEIGE ROOM

09.00 – 10:30

**NEW SIGNIFICANT GOALS  
FOR THE FUTURE**



Convenor:

**Catherine Franche**, Executive Director, Ecsite, Brussels, Belgium

Presenters:

**David Edwards**, Founder, Le Laboratoire, Paris, France

**Maya Halevy**, Director, Bloomfield Science Museum, Jerusalem, Israel

**Lesley Lewis**, Executive Director, Ontario Science Centre, Toronto, Canada

**Emlyn Koster**, President and Chief Executive Officer, Liberty Science centre, Jersey City, USA

**Patrick Butor**, General manager, Cité des sciences et de l'industrie, Paris, France

**Peter Trevitt**, Chief Executive Officer, Techniquet, Cardiff, UK

Most science centres have mission statements that guide their function. Most of these share similar values: "to promote public understanding of science and technology"; "to increase curiosity"; "to provide support for the educational system", and so on. But in recent years, science centres have gained experience, society has changed, as of course have science and technology, thus imposing new demands. Institutions are relocating or uniting; others are being established that create new environments for science centres. >>

Our sector is developing and growing, but in what direction? The goals we set, in mission statements or strategic plans, help to define our aspirations and provide an idea that our supporters and potential supporters can rally behind. Are these goals ambitious and clear? Are they enough? Among the six speakers are CEOs of well known and long-established science centres as well as directors of recent or renewed science places. They will present their views on future goals.

#### NATURAL HISTORY MUSEUM \*

09.00 – 10.30

#### USING NEW METHODS TO REACH AND ENGAGE AUDIENCES IN MUSEUMS AND SCIENCE CENTRES



Convenor:

**Jorge Wagensberg**, Director, Area of Science and the Environment, CosmoCaixa, Barcelona, Spain

Presenters:

**Ilaria Guaraldi Vinassa De Regny**, President, Associazione Didattica Museale, Natural History Museum, Milan, Italy

**Heather Farnworth**, Associate Director International Sales, Ontario Science Centre, Toronto, Canada

**Luka Vidic**, Explainer, House of Experiments, Ljubljana, Slovenia

A modern Science Museum or science centre does not exist in order to be visited but in order to be used. In other words, the crucial point for a citizen is not so much “coming” but “coming back”. How to succeed in this? The idea is that science centres and science museums become a kind of club of scientific opinion with a particular programme of activities that are performed in the atmosphere of credibility created by their exhibits.

#### GREEN ROOM

09.00 – 10.30

#### MARKET ANALYSIS OF THE TRAVELLING EXHIBITIONS AND FUTURE TRENDS



Convenor:

**Marie-Sophie Mugica**, Deputy Head of International Department, Cité des sciences et de l'industrie, Paris, France

Presenters:

**Maren Krumdieck**, Marketing & Sales Manager, The Natural History Museum, London, UK

**Robert Mac West**, President, Informal Learning Experiences Inc, Washington DC, USA

**Michael Creek**, Projects Coordinator, Ecsite, Brussels, Belgium

The market of travelling exhibitions offers a huge range of science exhibitions. This session gives an analysis of this market by comparing the current American and European trends through different tools dealing with new approaches, new themes, new partnerships for travelling exhibition development, new demands and new needs to meet visitors' interests. We will examine the role of online databases in analysing the market, taking into account two major examples: Extra, the European online database for travelling science exhibitions, and TED Exhibition database, looking at what they can tell us about the state of the markets. The discussion should bring up potential criteria and indicators for an accurate market analysis of the travelling exhibition market.

\* For further details on the Natural History Museum, Milan see page 62 and map on page 63, number 11

## MEETING ROOM\*

9.00 – 10.30

### LEARN MORE ABOUT NOYCE LEADERSHIP FELLOWS

Leading for the Public Good: Engaging the Public in Science for the 21st Century\*: this is the theme of the Noyce Leadership Fellows, that began in June 2008. The program provides a mix of face-to-face sessions, coaching, peer learning, video conferencing, and other learning strategies over nine months, followed by ongoing Fellow alumni activities. Since there will be other leadership programmes open for more professionals in the field, the European Fellows will be happy to share information on the fellowships with interested participants.

10.30 – 11.15

### COFFEE BREAK

## RED ROOM

11.15 – 12.45

### SCIENCE CENTRES AS CORE OF BIG PROJECTS WITH LEISURE/EDUCATIONAL PURPOSES



Convenor:

**Erik Jacquemyn**, Chief Executive Officer, Technopolis®, the Flemish Science Center, Mechelen, Belgium

Presenters:

**Wit Ostrenko**, President, Museum of Science & Industry, Tampa, USA

**Hans Gubbels**, Director, Industrion, Kerkrade, Netherlands

**Per-Edvin Persson**, Director, Heureka, the Finnish Science Centre, Vantaa, Finland

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.

## BLUE ROOM

11.15 – 12.45

### EXHIBIT AND SHOW PRODUCTION WITH REAL-TIME SOFTWARE TOOLS



Convenor:

**Thomas Kraupe**, Director, Hamburg Planetarium, Hamburg, Germany

Presenters:

**Isabella Buczek**, Head of Production, R&D Centre at the Kiel University of Applied Sciences, Kiel, Germany

**Tom Kennedy**, Producer, Visualization Studio and Morrison Planetarium, California Academy of Science, San Francisco, USA

**Antonio Pedrosa**, Centro Multimeios Espinho, Espinho, Portugal

**Tim Florian Horn**, Head of Show Production, Hamburg Planetarium, Hamburg, Germany

The ability to produce interactive exhibits and shows for planetariums and science centres using real-time tools poses a potential to improve production pipelines to be faster and to deliver more for less. This shortening of turnaround time is possible because real-time production allows you to always see what you get, instead of waiting for time consuming rendering using traditional methods. It is therefore possible to focus a lot more energy on the content and the storytelling, providing in a better end result. The workshop will cover the experiences and give examples of how a production can be carried out.

\* The Meeting room is free for delegates to use during Conference hours  
Book the room for your meeting directly on arrival

ORANGE ROOM

11.15 – 12.45

**ARTSCIENCE: NEW PARADIGM  
OR OXYMORON?**



Convenor:

**Don Pohlman**, Exhibitions Manager,  
Science Gallery, Dublin, Ireland

Presenters:

**Ken Arnold**, Head of Public  
Programmes, Wellcome Trust,  
London, England

**David Edwards**, Founder,  
Le Laboratoire, Paris, France

**Michael John Gorman**, Director,  
Science Gallery, Dublin, Ireland

New cultural centres dedicated to bringing together scientific and artistic insights are emerging around the globe. The Wellcome Collection in London, Le Laboratoire in Paris and Science Gallery in Dublin each take different approaches to engaging the public with “artscience.” What do science centres stand to gain by treating art not simply as “propaganda for science” but as a parallel form of enquiry? What risks are involved in developing artscience projects? How can artscience centres become a focus for a new kind of creative community?

BLACK ROOM

11.15 – 12.45

**NEW NANO PROJECTS  
IN THE ECSITE NETWORK**



Convenor:

**Ulrich Kernbach**, International  
Cooperation, Deutsches Museum,  
Munich, Germany

Presenters:

**Laurent Chicoineau**, Director,  
CCSTI Grenoble, Grenoble, France

**Matteo Bonazzi**, Officer,  
European Commission - DG Research,  
Brussels, Belgium

**Guglielmo Maglio**, Fondazione IDIS –  
Città della Scienza, Naples, Italy

This session will present two new European projects in the field of communication and outreach of nanosciences and nanotechnologies, TIME FOR NANO and NANOYOU, both of which are funded by the European Commission in the 7th Framework Programme (FP7). The outline and the first activities of these projects will be presented and discussed with the participants. In addition, a Programme Officer from DG Research (RTD) will explain the nanotechnology policy and communication strategy of the European Commission.

BEIGE ROOM

11.15 – 12.45

**CO-DEVELOPING YOUR SCIENCE CENTRE  
WITH YOUR PUBLIC**



Convenor:

**Ian Simmons**, Science Communication  
Director, Centre for Life, Newcastle, UK

Presenters:

**Julie Kjær-Madsen**, Innovation Manager,  
Danfoss Universe, Nordborg, Denmark

**Mario Campanino**, Head of Education,  
Fondazione IDIS - Città della Scienza,  
Naples, Italy

**James Piercy**, Science Communicator,  
Science Made Simple, Cardiff, UK

In order to try and understand how to get our exhibitions and programmes right, a whole array of approaches and techniques have been developed to ask our publics about what they would like to see. However such sample-based techniques can only give us a partial picture of audience taste, preference and opinion based on snapshots of their thoughts at specific intervals in the process. Today, though, a number of science centres have stepped beyond this paradigm and have started co-developing exhibitions and programmes with members of their target audience, integrating them into the creative process as equal partners with science centre staff to gain a far better understanding of audience needs and aspirations and to use this to inform the project outcomes.



PURPLE ROOM

11.15 – 12.45

REINFORCING THE POWER OF REAL



Convenor:

**Seán Gaffaney**, Head of Gallery and New Developments, MOSI, Manchester, UK

Presenters:

**Linda Abraham-Silver**, CEO, Great Lakes Science Centre, Cleveland, Ohio, USA

**Andy Lloyd**, Head of Exhibit Development, Centre for Life, Newcastle, UK

**Amy Preece**, Science Education Officer, Royal Armouries, Leeds, UK

Museums and science centres have long been recognised for providing access to real objects, but what do we know about the impact these authentic experiences have on our visitors? In this session, we will focus attention on the effects of object-based engagement on outcomes such as individual learning, social engagement, exhibit development and even admissions trends. The panel will discuss philosophical, fiscal, and pragmatic issues related to developing and administering object-intensive programmes, and will offer insights on garnering institutional support as well as community and funder support for object-based programming.

GREEN ROOM

11.15 – 12.45

IT'S A NATURAL DISCUSSION



Convenors:

**Sharon Ament**, Director of Public Engagement, London Natural History Museum, London, UK

**Camille Pisani**, Director, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Presenters:

**Maya Halevy**, Director, Bloomfield, Science Museum, Jerusalem, Israel

**Justin Dillon**, Senior Lecturer in Science and Environmental Education, Centre for Informal Learning and Schools, King's College London, London, UK

**Asger Hoeg**, Executive Director, Experimentarium, Hellerup, Denmark

**Andrew Sier**, ALTER-Net Communications Manager/ ECN Science Liaison Officer CEH, Lancaster Environment Centre, Lancaster, UK

**Olivier Retout**, Head of International Relations, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**Aliki Giannakopoulou**, Conference and Communications Coordinator, Ecsite, Brussels, Belgium

We aim to talk in this session about nature. Nature, as a topic that interests all the types of institution engaged in science communication and as a topic that can lead to a variety of potential actions in our activities – even our strategies and policies. Ecsite has created a special interest group on nature, the T-Nature Group.

Members of this group will give brief introductions that would create common ground for possible cross fertilisation with other institutions. We want to talk about this topic and come out of the session with a better idea on what we can do about it too!

12.45 – 14.00

LUNCH

RED ROOM

14.00 – 15.30

**SOME LESSONS FROM MUSEUM RENEWAL**



Convenor:

**Colin Johnson**, Freelance science communicator, Cardiff, UK

Presenters:

**Miriam Atenza**, Development Manager, Museo de las Ciencias Principe Felipe, Valencia, Spain

**Dennis Bartels**, Head Curator, Exploratorium, San Francisco, USA

**Peter Donhauser**, Head Curator, Technisches Museum Wien, Vienna, Austria

**Claudia Hernández García**, Head of Science Department, Universum Museo de la Ciencias, Mexico City, Mexico

**Brigitte Zana**, Director for Development and Networks, Palais de la Découverte, Paris, France

Renewing an established science centre or museum is always challenging: it is not just a question of money; it is also a question of merging a new vision with past history. How do you move your museum into new territories – physically, socially and intellectually? How do you achieve change while maintaining the confidence of your staff, your audiences and your stakeholders? Five senior people with experience of addressing these questions in very different circumstances will outline their stories and – more importantly – draw out some lessons which are relevant to us all.

BLUE ROOM

14.00 – 15.30

**ART AND ARTISTS IN THE SCIENCE CENTER, WHY NOT?**



Convenor:

**Claire Pillsbury**, Project Director, Exploratorium, San Francisco, USA

Presenters:

**Jane Werner**, Executive Director, Children's Museum of Pittsburgh, Pittsburgh, USA

**Claudia Banz**, Curator Glück - Welches Glück, Hygiene Museum Dresden, Dresden, Germany

**Mónica Lobo**, Project Team Staff, Pavilion of Knowledge, Lisbon, Portugal

Appealing, inspiring, captivating, and above all, original.

Don't we all strive for these qualities in our science centre or museum?

Then why do so few science centres and children's museums involve artists in their exhibition development and seem reluctant to intermingle artworks and educational exhibits? Presenters will share their experiences in working with artists and presenting art in pedagogical exhibitions. Curated thoughtfully, artworks are not merely decorative or used as illustrations, but play an important role in the exhibition experience. Collaborating with artists also provides a unique enlightening and stimulating experience for scientists and museum staff.

ORANGE ROOM

14.00 – 15.30

**DISCUSSING EVOLUTION: LESSONS FROM DARWIN YEAR**



Convenor:

**Penny Fidler**, Director, Ecsite-uk, Bristol, UK

Presenters:

**Robert Bloomfield**, Nesta Fellow, Head of Innovation and Special Projects, Natural History Museum, London, UK

**Martin Weiss**, Science Interpretation Consultant, New York Hall of Science, New York, USA

**Jorge Wagensberg**, Director, Area of Science and the Environment, CosmoCaixa, Barcelona, Spain

Last year we held two sessions on Evolution at the Ecsite Annual Conference, while the Ecsite Annual General Assemble approved an Ecsite position statement on evolution at the Ecsite AGM. One year later, we examine what we have learned. 2009 is Darwin Year and across the world there are a host of celebrations centred on the Science of Evolution – as well as an increased prominence of the creationist viewpoint. This session examines how different organisations are discussing evolution without putting it in conflict with religion, giving children and adults from all backgrounds the opportunity to explore and investigate evolution for themselves.

BLACK ROOM

14.00 – 15.30

**UNITED WE STAND?  
THE NEW FASHIONS OF EXHIBITION  
CONSORTIUMS AND NETWORKING**



Convenor:

**Mikko Myllykoski**, Experience Director, Heureka, The Finnish Science Centre, Vantaa, Finland

Presenters:

**Patricia Verheyden**, Director of Exhibits, Technopolis®, the Flemish Science Center, Mechelen, Belgium  
**Maarten Okkersen**, Head of Design and Productions, Museon, The Hague, Netherlands  
**Dorothee Vatinel**, Curator, Cité des sciences et de l'industrie, Paris, France  
**Perrine Wyplosz**, Exhibits Department, Cité des sciences et de l'industrie, Paris, France  
**Wayne La Bar**, Vice President of Exhibitions & Featured Experiences, Liberty Science Centre, Jersey City, USA  
**Monica Ralling**, Consultant, Ralling Plus, Schagen, Netherlands

There are large exhibition production consortiums going on among European science centres: Nutrition, Plantastic and Science Changing the World. With united forces the museums seek quality, cost savings and a guaranteed tour, but find also different production strategies and working cultures. Please join the roundtable session to discuss the pros and cons of production partnerships and share your best practices.

BEIGE ROOM

14.00 – 15.30

**SCIENCE CENTRES AND UNIVERSITIES:  
LEARNING ABOUT LEARNING**



Convenor:

**Amito Haarhuis**, Head of Science Learning Center, Science center NEMO, Amsterdam, Netherlands

Presenters:

**Manuela Cantoia**, Professor, Psychology of learning and Coordinator of SPAEE, Department of Psychology, Service of Learning and Educational Psychology (SPAEE), Catholic University, Milan, Italy  
**Maartje Raijmakers**, Associate Professor, Developmental Psychology, University of Amsterdam, Amsterdam, Netherlands  
**Ioannis Miaoulis**, President and Director, Science Museum, Boston, USA

When children come to a science centre they learn. The learning process though is dependent on many choices. Cooperative research between science centres and cognitive psychologists could give us more insight into children's learning in informal contexts and children's interactions in a science centre. The cooperation can be beneficial for both psychologists who can run their experiments to learn more about children's learning in an informal context and science centres that can optimise their exhibitions by taking scientific knowledge about children's learning into account.

PURPLE ROOM

14.00 – 15.30

**THINKING REGIONALLY**



Convenor:

**Mike Bruton**, Director, MTE Studio, Johannesburg, South Africa

Presenters:

**Thomas Kraupe**, Director, Hamburg Planetarium, Hamburg, Germany  
**Stuart Munro**, Vice Chair of the Scottish Science Advisory Committee / Science Director of Our Dynamic Earth, Edinburgh, UK  
**Eva Lind Johansson**, Director, Molekylverkstan, Stenungsund, Sweden

How can we optimise our efficiency and relevance by establishing collaborative programmes with regional authorities? Three successful examples of collaboration between science centres or planetaria and regions will be discussed and evaluated. Some institutions are based in regions that play an important role in tackling issues, such as sustainable energy, obesity, etc., while other regions are less active. Science centres can play an active role in stimulating regional authorities to address topical issues. At the same time, the science centre can benefit from the policies and infrastructure of the region, which will ultimately be valuable to all our citizens.

GREEN ROOM

14.00 – 15.30

**PRESENTING FAMILIAR TECHNOLOGY:  
CAN WEBCAMS BE STUDIED LIKE FISH?**



Convenor:

**Miha Kos**, Director, House of Experiments, Ljubljana, Slovenia

Presenters:

**Enrico Miotto**, Education Department, National Museum of Science and Technology, Milan, Italy

**Tamás Vásárhelyi**, Deputy Director General, Hungarian Natural History Museum, Budapest, Hungary

**Filip Cremers**, Director, National Playing Card Museum, Turnhout, Belgium

Science centres and museums constantly work to connect scientific issues with the everyday life of their visitors. If we think of it, technology also permeates our lives. The aim of the session is to discuss the potential of “technological experiences”, answering the question: what can we learn from technological objects? One of the possible attitudes is to approach technological objects as we would with a specimen from the natural world, studying its shape, function and “social” behaviour. Demonstrations of practical examples of technological exhibits and activities will be followed by a group discussion on the methodological approaches informing their structure.

15.30 – 16.15

**COFFEE BREAK**

RED ROOM

16.15 – 17.30

**MIND THE GAP IN BRINGING  
YOUNG PEOPLE TO SCIENCE CENTRES**



Convenor:

**Antonio Gomes da Costa**, Executive Director, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

Presenters:

**Flora Di Martino**, Project Manager, Fondazione IDIS – Città della Scienza, Naples, Italy

**Beverley Damonse**, Executive Director, South African Agency for Science and Technology Advancement, Pretoria, South Africa

**Daniela Giacchetti**, Head Customer Strategy Officer, L'Oréal, Italy

The European Parliament adopted last year a resolution on women and science. It recalled that research represents a crucial sector for the economic development but that, in this domain, women are still a minority. As a result, Member States are strongly invited to promote science as an interesting field for both sexes, from an early age, particularly amongst girls. It is essential to fight against gender stereotypes, which are still present in the research sector. Through the presentation of significant experiences, the session will discuss how science centres influence the change of role models in today's society through their public programmes stimulating girls in science careers and through the management of their human resources.

BLUE ROOM

16.15 – 17.30

**HUMAN ORIGINS EXHIBITS:  
THEIR DISCIPLINARY ENTRY-POINTS  
AND RESPONSES TO CHANGE**



Convenor:

**Maritza Macdonald**, Director of Education and Policy, American Museum of Natural History, New York, USA

Presenter:

**Monique Scott**, Manager of Anthropological Education, American Museum of Natural History, New York, USA

This workshop focuses on the challenges of understanding human evolution and on the multidisciplinary approaches used by scientists and educators working with Human Origins exhibits in the USA and South Africa. Their research experiences with dialogue, objects, and media aim at clarifying the human evolutionary information visitors encounter and often misinterpret at museums, in their textbooks and the larger cultural matrix of pop cultural evolutionary media. Presenters provide examples and engage participants in discussing how disciplines such as science of climate change, paleontology, genetics, physical anthropology, and history – inform the development of exhibits, resources and programmes.

ORANGE ROOM

16.15 – 17.30

**EXHIBITING SCIENTIFIC METHOD(S),  
A NEW CHALLENGE?**



Convenor:

**Fernando Barriga**, Director of Mineralogy and Geology, Museu Nacional de História Natural, Lisbon, Portugal

Presenters:

**Christophe Dufour**, Director, Museum of Natural Sciences of Neuchâtel, Neuchâtel, Switzerland

**Liliana Povoas**, Museu Nacional de História Natural, Lisbon, Portugal

**Michèle Antoine**, Head of Exhibitions, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Many difficulties faced in the dissemination of scientific knowledge and particularly regarding the theory of evolution come from a false image of science the public has: a discourse that appears to be true and absolute. But the scientific method is not an easy topic for sciences centres and museum. The panel will compare concrete experiences they developed to explain to the public how experimental sciences, historical sciences and science based on observation are built.

BLACK ROOM

16.15 – 17.30

**BUILDING A 'CULTURE OF EVALUATION'  
TO IMPROVE INSTITUTIONAL PRACTICE**



Convenor:

**Jennifer DeWitt**, Research Associate, King's College London, London, UK

Presenters:

**Heather Mayfield**, Head of Content, Science Museum, London, UK

**Chantal Barriault**, Co-Director Science Communication / Senior Scientist, Research and Evaluation, Science North, Sudbury, Canada

**Pedro Casaleiro**, Head of Exhibitions and Collections / Member of the Executive Direction Board Science Museum, University of Coimbra, Coimbra, Portugal

Evaluation can play a critical role in helping institutions meet the future and attract and serve audiences, existing and new. Yet few have succeeded in making evaluation integral to their work. This session will explore how two eminent organisations have developed a 'culture of evaluation', and will discuss the barriers encountered along the way. It will also provide a perspective from a new science museum about its initial steps in building such a culture. Participants will have the opportunity to discuss with presenters the particular issues they face in incorporating evaluation into the practices of their own institutions.

BEIGE ROOM

16.15 – 17.30

**BRIEFING EXHIBIT FABRICATORS**



Convenor:

**Harry White**, Science Centre Consultant, Techniqest, Cardiff, UK

Presenters:

**Mona Holmo**, Explainer, Nordnorsk Science Centre, Tromsø, Norway

**Ian Russell**, Director, Interactive Science, Stockport, UK

**Svein Anders Dahl**, Chief Executive Officer, VILVITE, Bergen Science Centre, Bergen, Norway

**Christof Boerner**, Phaenomena, Flensburg, Germany

**Steve Evans**, Head of Business Development, Techniqest, Cardiff, UK

This session will hear from experienced exhibit fabricators and those who have worked with them to illustrate the sort of information required to complete a successful exhibit build project. It will discuss how the results of evaluation can inform an exhibit brief and how to ensure high quality, consistent exhibitory for your science centre.

PURPLE ROOM

16.15 – 17.30

**SCIENCE COMMUNICATORS AND SCIENTISTS: A COMMON NEED**



Convenor:

**Matteo Merzagora**, Freelance science communicator, Paris, France

Presenters:

**Ayman Elsayed**, Head, Educational Programs and Exhibitions Section, Planetarium Science Center, Bibliotheca Alexandrina, Alexandria, Egypt

**Moshe Rishpon**, Director, Clore Garden of Science, Rehovot, Israel

**Barbara Gallavotti**, Exhibition coordinator and supervisor, Enrico Fermi Center, and scientific coordinator of Lazio Science Festival, Enrico Fermi Center, Rome, Italy

Collaboration between science communicators and scientists in creating exhibitions is not always easy. Still, it is essential if we want to ensure our exhibitions are up-to-date with cutting edge research. In this session we will discuss different cases of collaboration between science communicators and scientists, in order to open a discussion about best practices and obstacles. We will try to understand whether the collaboration in these cases was useful, if it was based on equal terms, what were the goals of both parties, whether they were fulfilled, and what can be done to improve such collaboration.

GREEN ROOM

16.15 – 17:30

**CLIMATE CHANGE: LET'S REALLY TALK**



Convenor:

**Alison Conboy**, Head of Content, Climate change project, Science Museum, London, UK

Presenters:

**Jon Haavie**, Project developer, The Science Centre at the Norwegian Museum of Science and Technology, Oslo, Norway

**Petra Lutz**, Curator, Stiftung Deutsches Hygiene Museum, Dresden, Germany

Grappling with how to talk about climate change in your museum? Think you've done a pretty good job already? Still got challenges remaining? Whether you are a curator or an educator, come along with your past experiences, and your remaining questions, for a session that is all about open and honest discussion. What are you most proud of? What hasn't worked well – and why? What audiences are you targeting – and what do you want them to leave with? Share your experiences, and learn from others, about how Europe's museum community is tackling the most important but most challenging issue of our time.

17.30 – 18.15

**CLOSING EVENT**

Join us for the closing of this year's Conference and mark the handover to our Ecsite Annual Conference 2010 hosts, the DASA in Dortmund, Germany.

20.00 – 23.00

**FAREWELL PARTY**

Before going home, join us for the Farewell Party at the Fondazione Arnaldo Pomodoro and celebrate among fascinating pieces of contemporary art and works by Magdalena Abakanowicz and Lucio Fontana.

For further details see page 56



### THURSDAY 4<sup>TH</sup> JUNE

#### **GALA DINNER** 20.00

The Gala Dinner will take place at the Hippodrome (Galoppatoio), an unusual venue that carries the mark of Leonardo da Vinci in a spectacular sculpture by Nina Akamu. Her monumental horse represents a free interpretation of Leonardo's original project, a symbol of the city's traditional creative spirit. Dinner will be served in an enchanting art nouveau atmosphere.

GALOPPATOIO SAN SIRO  
piazzale dello Sport 16  
[www.ippodromimilano.it](http://www.ippodromimilano.it)

A shuttle bus service will be provided to and from the venue for the participants

### FRIDAY 5<sup>TH</sup> JUNE

#### **HAPPY HOUR** 17.30 – 18.30

The Conference invites exhibitors and participants to meet and come together for an informal aperitivo in the Business Bistro.

#### **NOCTURNE** 20.00 – 23.00

Light and music will plunge the Museum buildings into a magical atmosphere. There will be occasions for chatting, relaxing, discovering collections and messing about with science. End the evening with a drama experience on the history of the Museum.

Game On! – Following last year's success, Ecsite invites you to contribute to the evening with your most inspiring and entertaining games, performances and hands-on or dialogue activities. To participate contact [agiannakopoulou@ecsite.net](mailto:agiannakopoulou@ecsite.net) by 18th March 2009.

Jazz Jam – Bring your instrument and join the Ecsite Jazz-Jam Band. Please contact Michael Bradke for details on the repertoire: [michael@bradke.de](mailto:michael@bradke.de)

MUSEO NAZIONALE SCIENZA E TECNOLOGIA  
via Olona 6 bis  
[www.museoscienza.org](http://www.museoscienza.org)

Public transport:  
M2, bus 50, 58, 94

### SATURDAY 6<sup>TH</sup> JUNE

#### **FAREWELL PARTY** 20.00 – 23.00

The Farewell Party will take place in the beautiful spaces of the Fondazione Arnaldo Pomodoro. The Foundation represents one of the most relevant artistic experiences of the city, effectively embodying its modern creative spirit. The institution is connected to the Museum for both cultural and historical reasons.

The Museum hosts a sculpture by Arnaldo and Giò Pomodoro, once again highlighting the connection between art and technology, between aesthetic significance and industrial production.

The Foundation is located in the recently restored spaces of the ex Riva e Calzoni factory, once managed by Guido Ucelli di Nemi the industrialist who - in 1953 - founded the National Museum of Science and Technology Leonardo da Vinci.

Enjoy the music and the evening among fascinating pieces of contemporary art and works by Magdalena Abakanowicz and Lucio Fontana.

FONDAZIONE ARNALDO POMODORO  
via Andrea Solari 35  
[www.fondazionearnaldopomodoro.it](http://www.fondazionearnaldopomodoro.it)

Public transport:  
M2, tram 14





HIPPODROME



NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY



FONDAZIONE ARNALDO POMODORO

## MILAN

The name alone conjures up images of a city on the move, dynamic and indulgent. It is a place where a rich industrial history meets the latest technologies. Its reputation as a fashion centre is international.

Cultural symbols – the Duomo, La Scala and Castello Sforzesco – dominate the city's historical heart.

Step out after a busy day's Conference and make the most of Milan's famous 'aperitivo' happy hour, where bars offer an aperitif to "open the stomach".

Strut past the fashion houses on the 'Quadrilatero della moda'.

Marvel at da Vinci's Last Supper, located in the Dominican convent of the Santa Maria delle Grazie church.

We invite you to discover new sides to this vibrant and stylish city.



PHOTOS BY ENRICO ARETINI

## TRANSPORT

The Museum works to raise awareness towards sustainable development and the impact of daily choices on the environment. In this perspective the Museum invites Ecsite delegates to use public transport during the conference. This represents a simple, inexpensive and environment-friendly way to get to know the city through its capillary underground and surface transportation network. The service is managed by ATM - Milan city transport company. The conference venue is connected by public transport to all suggested hotels.

## ADDRESS OF THE CONFERENCE VENUE

Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci  
via Olona 6 bis  
[www.museoscienza.org](http://www.museoscienza.org)

## HOW TO REACH THE VENUE

### BY PUBLIC TRANSPORT

Metro M2 station S. Ambrogio  
Bus 50, 58 stop San Vittore  
Bus 94 stop Carducci

### BY CAR

The Museum is in the centre of Milan. Arriving by car is neither simple nor inexpensive, however there are various paid parking areas in the streets around the Museum.



## MILAN

## FROM THE AIRPORTS

### MALPENSA AIRPORT - TERMINAL 1

Take "Malpensa Express" train to Milano Cadorna station (40 min), then Metro M2 direction Abbiategrasso 1 stop, station S. Ambrogio

### MALPENSA AIRPORT - TERMINAL 2

Take "Malpensa Shuttle" bus to Milano Central Station (50 min), then Metro M2 direction Abbiategrasso 6 stops, station S. Ambrogio

### LINATE AIRPORT

Take Bus 73 to piazza S. Babila (20 min), then Metro M1 direction Bisceglie/Rho 4 stops, change at station Cadorna, then Metro M2 direction Abbiategrasso 1 stop, station S. Ambrogio

### ORIO AL SERIO AIRPORT

Take "Orio Shuttle" bus to Milano Central Station (60 min), then Metro M2 direction Abbiategrasso 6 stops, station S. Ambrogio

## HOTELS

Block reservations for Ecsite delegates have been made in several hotels, in different price categories.

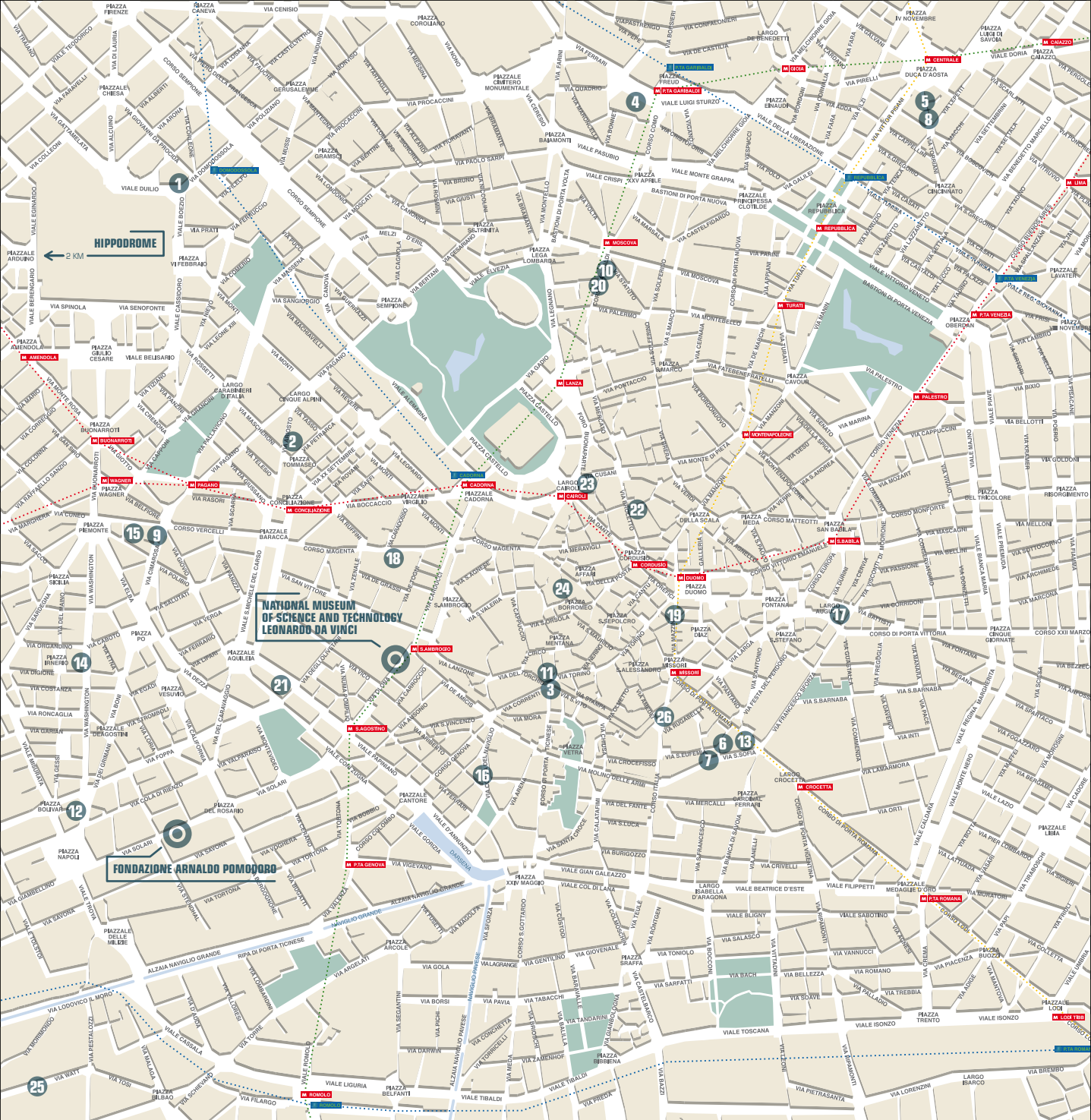
Please note that no shuttle service will be provided during the Ecsite Annual Conference from any of the hotels. Hotels are located in the city centre, where there is an easy access to the museum with public transport (metro, public buses, tram).

## HOW TO MAKE A RESERVATION

Visit the Ecsite Annual Conference at [www.ecsite-conference.net](http://www.ecsite-conference.net) see page "HOTELS" for contact information. Contact the hotel of your choice, mentioning "Ecsite conference".

## DISTANCE FROM THE MUSEUM

<b>10 min</b>	ARIOSTO	via Ariosto 22	walking distance
	ARISTON	largo Carrobbio 2	walking distance
	CARROBBIO	via Medici 3	walking distance
	MILANO CORSO GENOVA	via Conca del Naviglio 20	walking distance
	PALAZZO DELLE STELLINE	corso Magenta 61	walking distance
	SANT'AMBROEUS	viale Papiniano 14	walking distance
<b>15 min</b>	BEST WESTERN ASCOT	via Lentasio 3	bus 94
	CANADA	via Santa Sofia 16	bus 94
	CARLYLE BRERA	corso Garibaldi 84	metro M2
	LLOYD	corso di Porta Romana 48	bus 94
	RITTER	corso Garibaldi 68	metro M2
<b>20 min</b>	ATA EXECUTIVE	viale Luigi Sturzo 45	metro M2
	AUGUSTUS	via Napo Torriani 29	metro M2
	CANOVA	via Napo Torriani 15	metro M2
	NH JOLLY PRESIDENT	largo Augusto 10	bus 94
	STAR	via dei Bossi 5	bus 50 or 58
	UNA CUSANI	via Cusani 13	bus 50 or 94
	VECCHIA MILANO	via Borromei 4	bus 50 or 58
<b>25 min</b>	ADMIRAL	via Domodossola 16	tram 19
	CAPITOL	via Domenico Cimarosa 6	tram 16
	DES ETRANGERS	via Sirte 9	bus 50
	MARRIOTT	viale Washington 66	bus 58
	METRÒ	corso Vercelli 61	tram 16
	RIO	via Giuseppe Mazzini 8	tram 2 or 14
	WATTTREDICI	via Watt 13	tram 2
	ZURIGO	corso Italia 11	bus 94



**CONFERENCE VENUE**  
 NATIONAL MUSEUM  
 OF SCIENCE AND TECHNOLOGY  
 LEONARDO DA VINCI

**GALA DINNER**  
 HIPPODROME

**FAREWELL PARTY**  
 FONDAZIONE ARNALDO  
 POMODORO

**HOTELS**

- 1 ADMIRAL
- 2 ARIOSTO
- 3 ARISTON
- 4 ATA EXECUTIVE
- 5 AUGUSTUS
- 6 BEST WESTERN ASCOT
- 7 CANADA
- 8 CANOVA

- 9 CAPITOL
- 10 CARLYLE BRERA
- 11 CARROBBIO
- 12 DES ETRANGERS
- 13 LLOYD
- 16 MILANO CORSO GENOVA
- 17 NH JOLLY PRESIDENT

- 18 PALAZZO DELLE STELLINE
- 19 RIO
- 20 RITTER
- 21 SANT'AMBROEUS
- 22 STAR
- 23 UNA CUSANI
- 24 VECCHIA MILANO
- 25 WATTREDDICI
- 26 ZURIGO

**ECSITE SPECIAL**

From the 2nd to the 7th of June, delegates of the conference will have the possibility to visit for free the most important Museums in Milan.

If interested do not forget to bring your Conference Badge with you. Please check in advance the details for opening hours and entrance conditions on the single websites.

**MUSEUMS****ACQUARIO**

Aquarium  
viale Gadio 2  
[www.acquariocivicomilano.eu](http://www.acquariocivicomilano.eu)

**CASA-MUSEO BOSCHI DI STEFANO**

Historic house museum  
via Jan 15  
[www.fondazioneboschidistefano.it](http://www.fondazioneboschidistefano.it)

**CASTELLO SFORZESCO**

Castle – several collections  
piazza Castello  
[www.milanocastello.it](http://www.milanocastello.it)

**FONDAZIONE ANTONIO MAZZOTTA**

Modern art exhibitions  
foro Buonaparte 50  
[www.mazzotta.it/fondazione](http://www.mazzotta.it/fondazione)

**FORMA - CENTRO INTERNAZIONALE DI FOTOGRAFIA**

Photography exhibitions  
piazza Tito Lucrezio Caro 1  
[www.formafoto.it](http://www.formafoto.it)

**GALLERIA D'ARTE MODERNA**

19th century Italian art gallery  
via Palestro 16  
[www.gam-milano.com](http://www.gam-milano.com)

**MUSEO ARCHEOLOGICO**

Archaeological museum  
corso Magenta 15  
[www.comune.milano.it/museiemostre](http://www.comune.milano.it/museiemostre)

**MUSEO DEL RISORGIMENTO**

Historical museum  
via Borgonuovo 23  
[www.museodelrisorgimento.mi.it](http://www.museodelrisorgimento.mi.it)

**MUSEO DI MILANO**

Historic house museum  
via Sant'Andrea 6  
[www.museodimilano.mi.it](http://www.museodimilano.mi.it)

**MUSEO DIOCESANO**

Diocesan museum  
corso di Porta Ticinese 95  
[www.museodiocesano.it](http://www.museodiocesano.it)

**MUSEO DI STORIA NATURALE**

Natural history museum  
corso Venezia 55  
[www.comune.milano.it/museostorianaturale](http://www.comune.milano.it/museostorianaturale)

**MUSEO POLDI PEZZOLI**

Historic house museum  
via Alessandro Manzoni 12  
[www.museopoldipezzoli.it](http://www.museopoldipezzoli.it)

**MUSEO TEATRALE ALLA SCALA**

Theatre museum  
piazza della Scala  
[www.teatroallascala.org/it/museoscala](http://www.teatroallascala.org/it/museoscala)

**PINACOTECA AMBROSIANA**

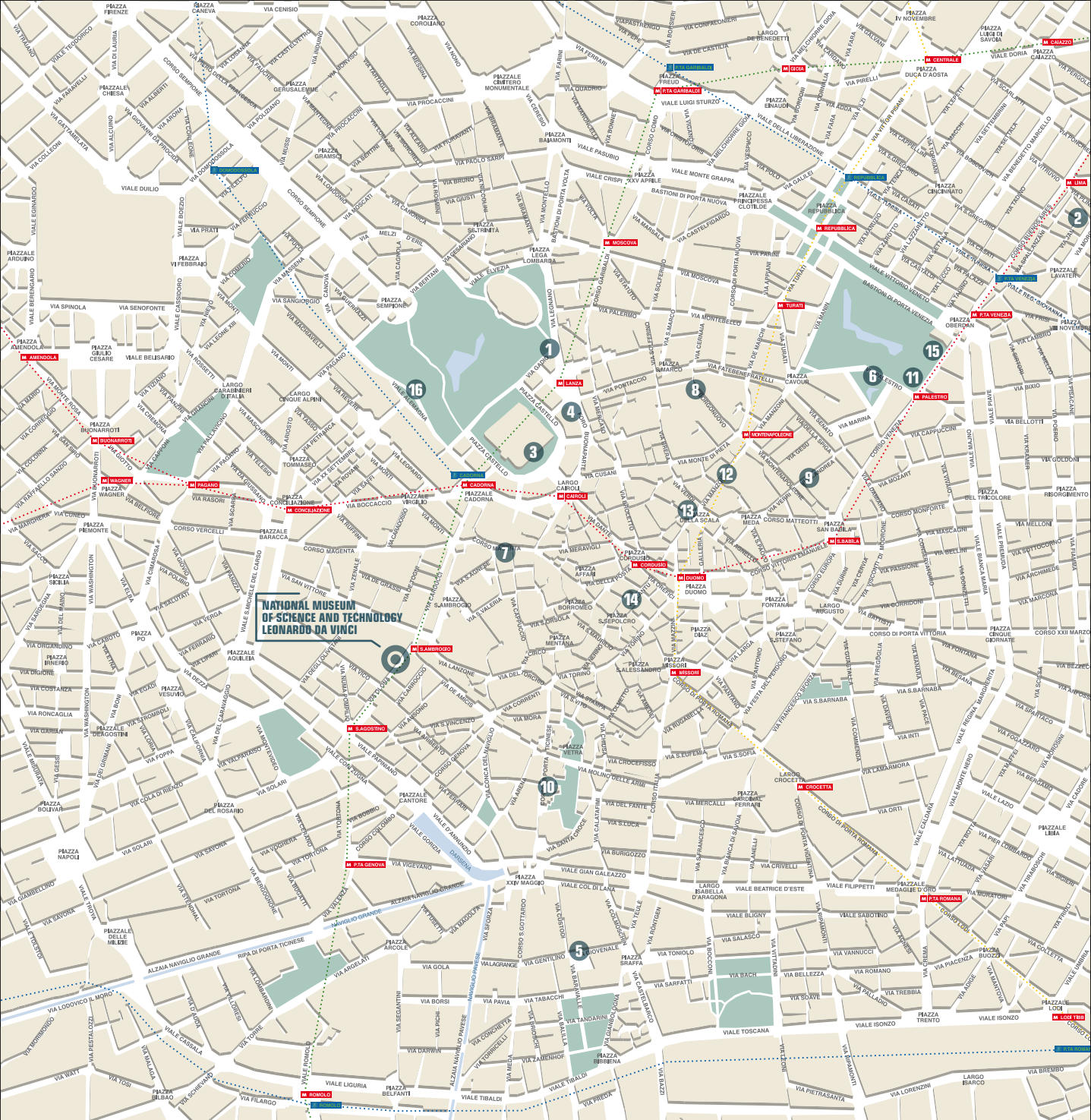
Art gallery  
piazza Pio XI 2  
[www.ambrosiana.it](http://www.ambrosiana.it)

**PLANETARIO ULRICO HOEPLI**

Planetarium  
corso Venezia 57  
[www.comune.milano.it/planetario](http://www.comune.milano.it/planetario)

**TRIENNALE DESIGN MUSEUM**

Design museum  
viale Alemagna 6  
[www.triennale.it](http://www.triennale.it)



**NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI**

**CONFERENCE VENUE**  
**NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI**

**MUSEUMS**

- 1 ACQUARIO
- 2 CASA-MUSEO BOSCHI DI STEFANO
- 3 CASTELLO SFORZESCO
- 4 FONDAZIONE ANTONIO MAZZOTTA
- 5 FORMA - CENTRO INT. DI FOTOGRAFIA
- 6 GALLERIA D'ARTE MODERNA
- 7 MUSEO ARCHEOLOGICO
- 8 MUSEO DEL RISORGIMENTO
- 9 MUSEO DI MILANO
- 10 MUSEO DIOCESANO
- 11 MUSEO DI STORIA NATURALE
- 12 MUSEO POLDI PEZZOLI
- 13 MUSEO TEATRALE ALLA SCALA
- 14 PINACOTECA AMBROSIANA
- 15 PLANETARIO ULRICO HOEPLI
- 16 TRIENNALE DESIGN MUSEUM

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Natural History Museum  
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and Technology Leonardo da Vinci  
Milan  
Italy

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Fax: +32 2 647 50 98

Ecsite website:

www.ecsitemet.net

Ecsite conference website:

www.ecsitemet-conference.net

### GRUNDTVIG GRANT

Grundtvig grants cover registration fees and accommodation for the pre-conference and conference. Applications for the 2009 Milan Conference are already closed so, if interested, please apply well in advance for next year's Ecsite Conference in Dortmund.

Through Grundtvig, the European Commission promotes exchanges of experiences and the development of a European dimension in all sectors of adult education. The Ecsite Annual Conference is officially accredited as one of the training opportunities for individuals that are involved in adult education.

To find more about the grant visit the Comenius – Grundtvig training database: <http://ec.europa.eu/education/trainingdatabase>  
Applications are made through each country's National Agency.

# MEMBERSHIP

## 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.

If you want to become a member fill the form and fax it to the Ecsite Executive Office  
fax +32 2 647 50 98.

Alternatively you can fill it online at the Members webpage on the website:  
[www.ecsite.net](http://www.ecsite.net)

### FULL MEMBERS

€ 1440 / 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 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.

### ASSOCIATE MEMBERS

€ 345 / YEAR

Associate Members are smaller non-profit science communication organisations. They:

- include institutions who share Ecsite's aims and are keen to participate in Ecsite activities.
- receive regular information by email on major 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

€ 720 / YEAR

Sustaining Members are for-profit organisations who create products and services for the sector, 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.

### CORPORATE DONORS

€ 5250 / YEAR

- Corporate donors can have a free stand at the Annual Conference and additional advantages and promotional possibilities.
- Listing and logo in the Annual Conference exhibitor programme.
- 2 full registrations for the Full Ecsite Annual Conference.
- Possibility to register 2 extra people at the Conference at a reduced fee of € 235.
- Logo in the Ecsite Newsletter and in the Ecsite Conference website for the full year.
- One full page advertisement in the Ecsite Newsletter.
- They receive the Ecsite Newsletter 4 times a year.
- They benefit from reduced fee for the Annual Conference.
- They have their own page on the Ecsite website, where they can post news and events.

# MEMBERSHIP

## BECOME A MEMBER OF ECSITE

### INSTITUTION NAME

- PROFIT  NON PROFIT

### TYPE OF INSTITUTION

- SCIENCE CENTRE / MUSEUM  NATURAL HISTORY MUSEUM  
 ASSOCIATION  PRIVATE COMPANY  
 AQUARIUM / ZOO  OTHER

### DESIRED MEMBERSHIP

- FULL – for non-profit science centres and museums € 1440  
 ASSOCIATE – for smaller non profit science communication organisations € 345  
 SUSTAINING – for profit organisations with products, services € 720  
 CORPORATE DONORS – for organisations who support Ecsite € 5250

Offer valid until 21 April 2009. New Full and Associate members benefit from:  
One free registration at the Ecsite Annual Conference 2009.

### INSTITUTION

NAME

WEBSITE

EMAIL

STREET ADDRESS

ZIP CODE

CITY

COUNTRY

PHONE

+

FAX

+

### CONTACT PERSON

TITLE

MS / MR / DR / PROF

FIRST NAME

FAMILY NAME

JOB POSITION

EMAIL

### Description of your institution and services

Please send this information to  
info@ecsite.net  
For more details on Ecsite please  
visit our website www.ecsite.net

# REGISTRATION

## ECSITE ANNUAL CONFERENCE MILAN 09 4-6 JUNE 2009

If you want to register for the conference you can fill in the online form on [www.ecsite-conference.net](http://www.ecsite-conference.net) 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 or to delete them. If you want to do this, please send us an email: [ecsite@ecsite.net](mailto:ecsite@ecsite.net)

## REGISTRATION FOR PRE-CONFERENCE

Registration for the training courses (Two-day training course for explainers, Collaborative Projects Workshop) is open only to Ecsite Members. Number of places is limited, and places will be allocated on first come first served basis. Registration for the T-Nature Group meeting is open to all interested participants.

TITLE	MS / MR / DR / PROF
FIRST NAME*	
FAMILY NAME*	
JOB POSITION	
INSTITUTION*	
WEBSITE	
ADDRESS*	
ZIP CODE*	
CITY*	
STATE/PROVINCE	
COUNTRY*	
PHONE	+
FAX	+
MOBILE	+
EMAIL*	

\* Obligatory fields

- 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

### PRE CONFERENCE TRAINING OPPORTUNITIES

- TWO-DAY TRAINING COURSE FOR EXPLAINERS, JUNE 2-3, 2009 € 175

I would like to register for the training course for explainers (June 2-3 2009).

The fee includes a welcome pack, documentation for the course, lunches, coffee breaks.

- TRAINING WORKSHOP FOR COLLABORATION PROJECTS, JUNE 3, 2009 € 100

I would like to register for the Training Workshop for Collaborative Projects (June 3 2009).

The fee includes a welcome pack, documentation for the course, lunch, coffee breaks.

- T-NATURE GROUP MEETING FREE OF CHARGE

# REGISTRATION

## REGISTRATION TO THE CONFERENCE

I would like to register for the Ecsite Annual Conference 2009 (4 – 6 June). The fee includes entrance to the conference, a welcome pack, programme brochure, lunches, coffee breaks, Gala Dinner, Nocturne and the shuttles.

<input type="checkbox"/> <b>ECSITE MEMBERS</b>	
REGISTRATION BY MARCH 20	€ 415
REGISTRATION FROM MARCH 21 TO APRIL 21	€ 465
REGISTRATION FROM APRIL 22 TO MAY 22	€ 495
REGISTRATION AFTER MAY 23 AND ON SITE	€ 630

<input type="checkbox"/> <b>NEWCOMER MEMBERS</b>	
REGISTRATION BY APRIL 21	€ 370

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.

<input type="checkbox"/> <b>NON-MEMBERS</b>	
REGISTRATION BY MARCH 20	€ 550
REGISTRATION FROM MARCH 21 TO MAY 22	€ 565
REGISTRATION AFTER MAY 23 AND ON SITE	€ 650

<input type="checkbox"/> <b>BUSINESS BISTRO EXHIBITORS</b>	
If your organisation has booked a booth at the Business Bistro of the Annual Conference 2009 select one of the categories below to benefit from the special conditions.	
REGISTRATION FOR A FULL EXHIBITOR BOOTH	<input type="checkbox"/>
REGISTRATION FOR A PARTICIPATING EXHIBITOR BOOTH	<input type="checkbox"/>
REGISTRATION FOR A CORPORATE DONOR	<input type="checkbox"/>

<input type="checkbox"/> <b>STUDENTS</b>	
REGISTRATION BY MAY 22	€ 200

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

<input type="checkbox"/> <b>ONE DAY REGISTRATION</b>	
REGISTRATION BY MAY 22	€ 235

THURSDAY JUNE 4, 2009	<input type="checkbox"/>
FRIDAY JUNE 5, 2009	<input type="checkbox"/>
SATURDAY JUNE 6, 2009	<input type="checkbox"/>

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

# REGISTRATION

## SOCIAL PROGRAMME

If you are registered for the full conference, as member, non member, student, newcomer member or Business Bistro exhibitor, the Gala Dinner and the Nocturne are included in your registration fees.

If you are attending the conference for one day and you want to attend some of the social events, please choose from these categories.

**THURSDAY JUNE 4, 2009**  
I would like to attend the GALA DINNER at the Gallopatio € 75

**FRIDAY JUNE 5, 2009**  
I would like to attend the NOCTURNE at the National Museum of Science and Technology Leonardo da Vinci € 55

If you are registered for the full conference, as a member, non member, student, newcomer member or Business Bistro exhibitor, the Farewell party is not included in your registration fees.

**SATURDAY JUNE 6, 2009**  
I would like to attend the FAREWELL PARTY at the Fondazione Pomodoro € 45

## ACCOMPANYING PERSON

If you are attending the Gala Dinner, Nocturne or Farewell party with a partner or friend, choose from these categories.

I WILL BE ACCOMPANIED BY GUEST(S)  
at the Gala Dinner at the Gallopatio € 75 / guest

I WILL BE ACCOMPANIED BY GUEST(S)  
at the Nocturne at the National Museum of Science and Technology € 55 / guest

I WILL BE ACCOMPANIED BY GUEST(S)  
at the Farewell party at the Fondazione Pomodoro € 45 / guest

## SPECIAL REQUIREMENTS

If you have special requirements please fill these boxes.

### DIETARY REQUIREMENTS

- VEGETARIAN  
 OTHER:

### OTHER SPECIAL REQUIREMENTS (ACCESSIBILITY, ETC)

### COMMENTS

## PAYMENT

A confirmation and invoice will be sent to you within two weeks after your registration. If you do not receive it, please do not hesitate to contact the Ecsite Executive Office at [info@ecsite.net](mailto:info@ecsite.net)

If you would prefer your invoice to be issued in different details please mention the necessary information in the comment box above.

No refund for cancellations after 22 May 2009. Any cancellation before 22 May will be subject to a 10% administration charge.

# ANNUAL CONFERENCE MILAN 2009

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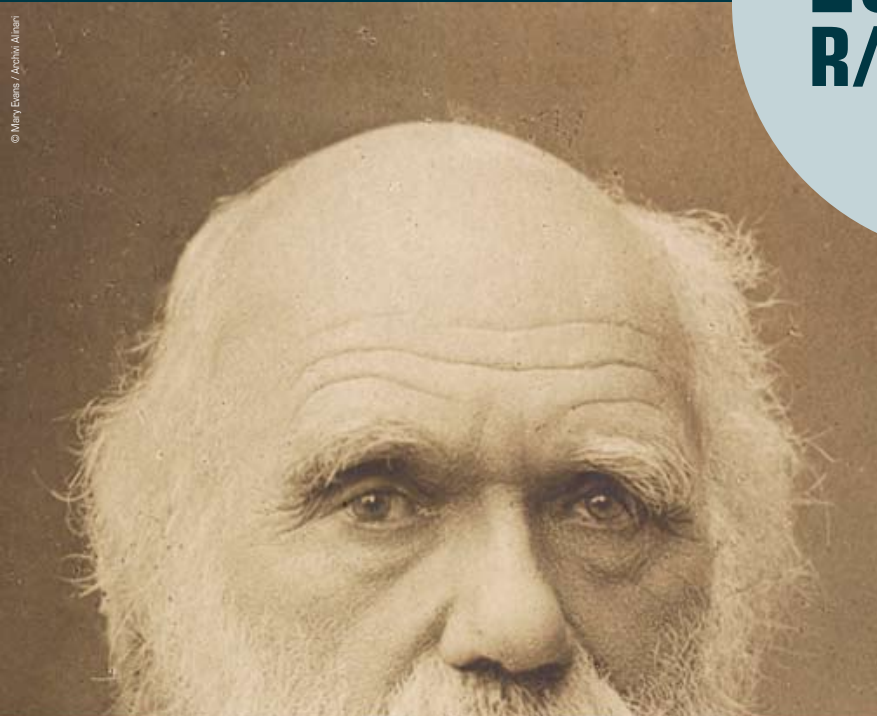
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