



ECSITE ANNUAL CONFERENCE 2013 GOTHENBURG



**PROGRAMME
6-8 JUNE 2013 GOTHENBURG, SWEDEN**

DREAMS
The **SPIRIT**
Of **INNOVATION**



PHOTO: GOTHIA TOWERS/SVENSKA MASSAN

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What's the **ECSITE ANNUAL** **CONFERENCE** *all* **ABOUT?**

Ecsite, the European network of science centres and museums, and Universeum – Sweden's largest science centre – are delighted to invite you to the twenty-fourth edition of the Ecsite Annual Conference in Gothenburg. For more than two decades, the Ecsite Annual Conference has gathered Europe's most renowned science communication professionals and established its position as the most important yearly platform in the field.

The Ecsite Annual Conference is an interactive event on science communication drawing 1,000 professionals from science centres, natural history museums, universities, aquariums, zoos, research institutes and private companies. Come, and benefit from three full days of inspiring sessions and workshops, a rich social programme to remember for years to come and the chance to sample cutting edge products in the Business Bistro trade fair. Famous for stimulating ideas and its fun, casual and friendly atmosphere, the Ecsite Annual Conference is the ultimate networking hub where exchange, debate and laughter shared with colleagues from around the world are the cornerstones of this unforgettable event. In addition, Pre-Conference Workshops offer thorough insight into a variety of science communication dimensions.



ROBERT FIRMHOFER

*President
Ecsite*

*Director Copernicus Science
Centre, Warsaw, Poland*

Dear Colleagues,
The Ecsite Annual Conference offers

a brilliant opportunity for creative brainstorming among the best experts in science communication. This year, our collective brainstorm will explore the spirit of innovation.

Innovation is applied imagination that yields social value. It is critical for a prosperous Europe as well as being significant for the science communication field.

Imagine innovation as a complex social ecosystem; a circuit of relationships involving education, research, invention, funding, industry, public authorities and the creativity of individuals. How can science centres and museums position themselves in this ecosystem? Must we reinvent ourselves in order to be part of this circuitry?

Science centres and museums are renowned for finding innovative ways to engage visitors in discovery through experimentation. But do we nurture this same culture of experimentation outside the exhibition area? Do we allow for failure and make room for risk in our institutions? This conference is an opportunity to get answers to these questions and challenge ourselves in a friendly environment.

We are hosted by Sweden's largest science centre – Universeum in Gothenburg – whose unique ecologically-minded building, experiential exhibitions and creative programmes give inspirational context to our conference theme. A founder of Universeum, Chalmers University, is the home of Graphene – a multinational project recently appointed a prestigious EU Future Emerging Technology flagship. This one-billion-euro project will revolutionize industries and stimulate Europe's economic growth by delivering graphene, a material with amazing properties, from academic laboratories to society. This is a story of innovation.

Welcome to Ecsite 2013 where dreams and innovation will thrive.



CATHERINE FRANCHE

*Executive Director
Ecsite*

Dear Colleagues,
The Ecsite team warmly welcomes you, newcomers and old timers alike, to the Ecsite Annual Conference 2013 in Gothenburg. Our conference,

as you may know, is the largest science communication event in Europe – with roughly 1,000 attendees each year – and second in the world. And because size is not everything, the Ecsite Annual Conference is also where diverse cultures unite to learn from one another and grow professionally.

The Ecsite Annual Conference is open to everyone and, whether you are an Ecsite member or not, you should feel welcome and part of a special community. It has changed over the last years, seeing its attendance increase at a fast pace. This conference has a soul, a special spirit. Many of the delegates come back each year just to breathe in the warm buzzing energy of the Ecsite network.

A remarkably rich programme awaits you. The keynote speakers, the 75 sessions and their 300 speakers, and the 55 companies present at the Business Bistro all promise to open up fresh ideas, new angles of vision, innovative perspectives and effective ways of achieving your personal and institutional objectives. One cannot halt for too long when the rest of the world keeps evolving at a fast pace, so keep yourself and your team on the cutting edge by attending this unmatched professional development event.

Re-invent your dreams, re-create reality, innovate the past, awaken to a multitude of views, and find a problem just for the pleasure of finding a solution. Innovation is everywhere but there will be a tremendous concentration of it in Gothenburg, Sweden, from June 6 to 8, 2013. And if you're game for even more in-depth and hands-on learning, sign up for Pre-Conference Workshops running 4 and 5 June.

The Ecsite Annual Conference is expecting you!



GERT-INGE ANDERSSON

*President of
the Executive Board
Region Västra Götaland*

Welcome to Region Västra Götaland and to the biggest of our science centres – Universeum in Gothenburg!

Our region depends on people's visions, dreams, creative ideas and skills as well as their ability to be open to interaction and live in the spirit of innovation. In the past, this region has witnessed the birth of companies such as Volvo, SKF, Stena and AstraZeneca. Perhaps, you have also heard of MindArk – the company that created the 3D internet virtual universe, Entropia.

Industry, exports and cooperation with others have been vital to this region for decades. We want our region to be a good place wherein future generations can grow up – where their dreams, visions and ideas can transform into innovation. And we need to keep encouraging young people to study and to engage in natural sciences if we want to continue as a strong and competitive region in the future. As president of the Regional Executive Board, I can assure you that we do our utmost to contribute to a thriving Västra Götaland – a good place in which to live and work. Good health and stimulating jobs are important elements of a good life as are access to education, good communications infrastructure and culture. The seas and the lakes must be healthy and the air that we breathe must be clean.

Region Västra Götaland supports museums, creative business environments and six science centres in the region. We want future generations to be engaged in natural sciences and technology. Our science centres operate partly as complements to regular school activities. They make it possible for teachers and students to learn from new activities and experiments.

I wish you all exciting days with creative and inspiring meetings.



CARINA HALVORD

*CEO
Universeum*

Imagine the day when all children have equal opportunity to develop self-confidence, creativity, a capacity to discover their potential and a capacity to innovate, enhance their

strengths, grow and make the most of their lives. This would be for their own good and for long-term sustainable development for society as a whole. Imagine the day when we, together, have helped this come true.

Science centres can be a powerful force for good. Children who visit us are tomorrow's leaders and decision makers. If we can fuel their dreams and their capacity to innovate, they will become critical agents of change and help develop a better future for the world.

One of the key goals of Universeum is to unlock the creativity and inquisitive capacity of our visitors. In 2012, we inspired the minds of more than 600,000 people of all ages. This happened in a wide variety of ways, from school programmes for students and skills development for teachers, to activities for the broader public. Whatever the target group, the task and the goal is to inspire and let them experience science, technology and mathematics. We do so in a building measuring 9,000 m² with everything from a space station and exciting experiments to exhibitions of Swedish wildlife and a complete rainforest. In a fun and inquisitive way, Universeum shows how nature and technical innovation are closely linked.

Innovation drives change and is a critical-to-life activity for any business. It's about being in tune with social, market and customer needs – and being able to come up with efficient solutions to meet those needs. Our hope is that the Ecsite conference in vibrant Gothenburg will unleash possibilities, creativity, new ideas on informal education and new business opportunities that we did not yet realise were achievable. We look forward to meeting and inspiring you at this year's Ecsite conference in Gothenburg!

WELCOME *to* UNIVERSEUM *and* GOTHENBURG

Twenty years ago, companies, universities and schools dreamed of a place where young people could discover science and technology in a way that interested and inspired them. The dream became a reality in 2001, when Universeum in Gothenburg first opened its doors. In a fun and inquisitive way, we show how nature and technical innovation are closely linked.

Universeum is now the Nordic region's most visited science centre and one of the most popular attractions in Sweden. Our task is to positively influence young people's attitudes to science, technology and mathematics, so that more of them will choose to study and work in these fields. This challenge was laid out by our four founders: Chalmers University of Technology, Gothenburg University, the Göteborg Region Association of Local Authorities and the West Sweden Chamber of Commerce. We maintain a close partnership with them, and with other science centres in West Sweden. Within a 150 kilometre radius we have Balthazar, Dalénium, Innovatum, Molekylverkstan and Navet, all of which have unique exhibitions and programmes. Universeum is proud and excited to host Ecsite's 24th Annual Conference, together with the science centres in West Sweden and Region Västra Götaland.

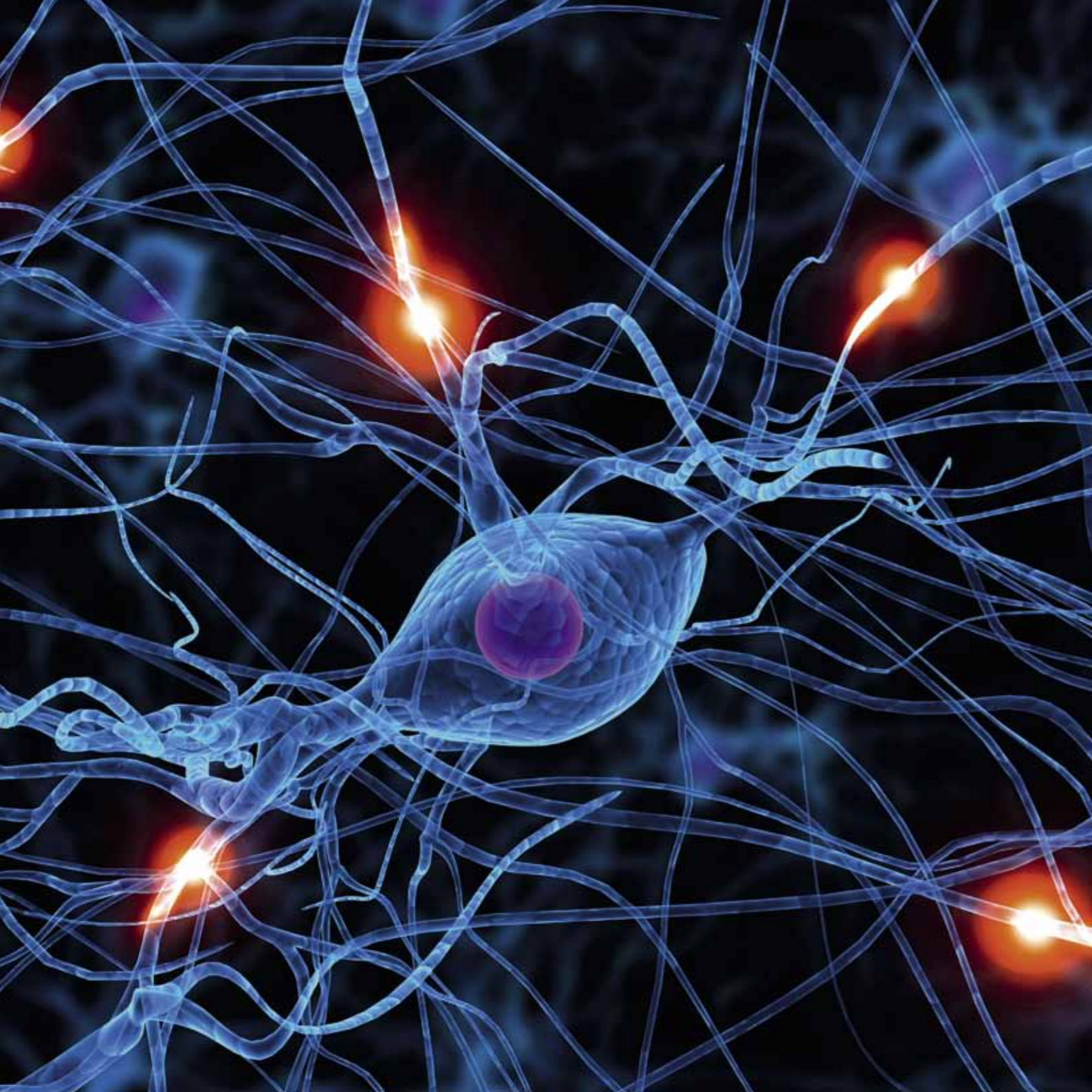
This year the conference will be all about the spirit of innovation. The exciting programme and enjoyable

social events will motivate and inspire a commitment to being innovative and to exploring new ways for science communication to stimulate visitors' dreams.

And where better to do this than in Gothenburg? From its position as one of Sweden's most important ports in the 17th century, Gothenburg sailed into the future on a wave of industrialisation and steam power. The workshops, shipyards and textile factories caused the city's population to explode in the 19th century. In 1907, SKF founder and inventor Sven Wingquist took out a patent on the self-aligning ball bearing and in 1927 the first Volvos rolled out of the car factory in Gothenburg. Today, the loci of growth are creative industries related to environmental technology, information technology and life sciences. One of the world's leading research centres for new technology and communications has been developed at Lindholmen, and the old shipyards now house knowledge-based companies.

Gothenburg is also packed full of attractions, from archipelago adventures to shopping and nightlife. Distances are small and the opportunities huge in Sweden's second city, as proven by Lonely Planet, which has picked Gothenburg as one of the hottest and best value destinations for 2013. Conference venues, shops, hotels and restaurants are all within walking distance of each other and of Universeum, which is located next to the conference centre. A warm welcome to the Ecsite Annual Conference 2013!





DREAMS *enrich* INNOVATION *with* MEANING *and* PURPOSE

Dreaming ideas into reality is the spirit of innovation. Dreams, as sources of uncommon images and ideas, contribute to developing inventions. Once inventions become socially accepted and used, they become innovation. Dreams enrich innovation with meaning and purpose.

Historically, innovation was equated primarily with the development of new products and new technologies. Increasingly, innovation is seen as applying to the development of new service offerings, business models, pricing plans and routes to market, as well as new management practices.

This shift of focus has implications for who “owns” innovation. It used to be the preserve of a select band

of employees – designers, engineers or scientists. Innovation has come to be seen as the responsibility of the entire organization. The new imperative is to view innovation as an “all the time, everywhere” capability that harnesses the skills and imagination of employees at all levels.

The quest for a sustainable world requires a spirit of innovation. How can science centres, museums and science communication professionals help future generations innovate for social well-being? How can we harness the confidence and insight for new approaches to problem-solving?

Where can we find the motivation, inspiration and commitment to turn dreams into reality?

This is **WHERE WE'RE GOING TO** *hang out!*



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UNIVERSEUM

Universeum opened in 2001 and is now the Nordic region's most visited science centre. In 2012, we welcomed 615,000 visitors on school programmes, teacher training courses and activities within the exhibitions. The science centre is located on Korsvägen in the heart of Gothenburg, right next to Svenska Mässan, the congress centre that is hosting the Ecsite Annual Conference, and Liseberg amusement park.

Universeum houses everything from a space station and exciting experiments to Swedish wildlife, shark aquariums and an impressive rainforest. In an exhibition on bionics, you can test the super powers of nature, while others encourage you to explore modern criminology techniques, deadly poisonous animals and Space.

2013 will feature two major new attractions: an underground exhibition of nocturnal animals and a new outdoor exhibition with 16 life-sized dinosaurs.

Universeum will host some of the sessions during the pre-conference and the Nocturne on Friday June 7.

SVENSKA MÄSSAN

Svenska Mässan (the Swedish Exhibition and Congress Centre) is one of the Nordic region's most effective meeting places and the venue for both the pre-conference and the conference itself. Each year over a million visitors come to Svenska Mässan to take part in trade fairs, conferences and congresses. Access is easy from the central train station and main airports or by car.

The exhibition centre enjoys a central location in Gothenburg, within walking distance of Universeum, the fashionable Avenyn, hotels, restaurants and shops. Next to Svenska Mässan stands Gothia Towers, the largest hotel in the Nordic region.



Mässans gata 20 | +46 (0)31 708 80 00 | 57.6972173, 11.9869218

SOCIAL PROGRAMME VENUES

BÖRSEN (1) Opened in 1849, Börsen is located on Gustaf Adolfs Torg in the centre of Gothenburg and is the city's major venue for official engagements. The Speaker's Reception will be held here on Wednesday June 5 for invited guests only.

ERIKSBERGSHALLEN (2) Eriksbergshallen will host all the delegates at the Gala Dinner on Thursday 6 June. Until 1979, Eriksbergshallen housed Eriksbergvarvets Mekaniska Verkstad AB, a former industrial manufacturer and shipbuilder in Gothenburg. Today this is a modern event hall with views across Gothenburg harbour.

LISEBERG (3) The Ecsite Annual Conference 2013 will come to a close at Liseberg, the largest amusement park in the Nordic region. On Saturday June 8, there will be a Farewell party at Lisebergsteatern which was originally a planetarium before being converted into a theatre in 1947.



1) Östra Hamngatan 21 | +46 (0)31 61 10 00 | 57.7077581, 11.9672059
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PROGRAMME

At-a-glance

PRE-CONFERENCE TUESDAY JUNE 4

Registration desk open from 08:00 to 17:30

09:00	BLUE ROOM	ORANGE ROOM	RED ROOM	BROWN ROOM	UNIVERSEUM
	THE Group Pre-Conference Workshop: Facilitating experience DAY 1	REV Group Pre-Conference Workshop: Developing and improving evaluation in your institution DAY 1	Space Group Pre-Conference Workshop: Are you ready for Rosetta? DAY 1	Developing a tinkerer's disposition	Biomimetics – Nature as inspiration for innovation

17:00 Pre-conference day ends

PRE-CONFERENCE WEDNESDAY JUNE 5

Registration desk open from 08:00 to 17:30

09:00	BLUE ROOM	ORANGE ROOM	RED ROOM	BROWN ROOM	UNIVERSEUM	VIOLET ROOM
	THE Group Pre-Conference Workshop: Facilitating experience DAY 2	REV Group Pre-Conference Workshop: Developing and improving evaluation in your institution DAY 2	Space Group Pre-Conference Workshop: Are you ready for Rosetta? DAY 2	Creative inspiration day	Nature Group Pre-Conference Workshop: Toward evolution or extinction? Natural history in museums and science centres in the 2020's	Case studies on innovation and change

17:00 Pre-conference day ends

18:30 Speakers' reception at Börsen

20:30 Ecsite board dinner

CONFERENCE THURSDAY JUNE 6

Registration desk open from 08:00 to 17:30

08:00	Newcomer's breakfast at the Gothia Tower Hotel							
09:30	Opening event, Pink room							
10:30	Opening of the Business Bistro							
11:15	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	RED ROOM
	Bringing Space closer	Innovation through co-creation: Making the reams of a few a reality to many	Citizens participation in policy making	Communicating the science of sustainability: What is our role?	Travelling exhibitions under development: How to sell an idea	A Visitor's dream? Unwrapping the past – Virtual autopsies, live!	Optimizing our activities through gender awareness	Making, Fabbing, Tinkering: New approaches to learning by doing
12:30	Lunch							
13:45	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	RED ROOM
	Pushing limits and authority in science communication: What's allowed?	Sandbox to smartphone: Digital media, interactive exhibits and young visitors	What's new in travelling exhibitions?	Open-ended exhibitions	Crowdfunding: An innovative way to finance innovation	Bridging schools, science centres, and companies with ICT	Researchers' Nights: Local approaches across a continent	Maker Space
15:15	Coffee break							
16:00	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	RED ROOM
	Innovative informal science education through multi-disciplinary thinking	Visitor perceptions of scientists	Visitors: An intelligent body	Marketing campaigns developed with audiences	The museum of our wildest dreams	The anatomy of innovation	Creating dream-like environments in exhibitions	Maker Space
17:30	Conference day ends							
20:00	Gala dinner at Eriksbergshallen							

CONFERENCE FRIDAY JUNE 7

Registration desk open from 08:00 to 17:30

09:00	Keynote: DOMINIQUE PESTRE, "What kind of Innovation for the Anthropocene?", Pink room							
10:00	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	RED ROOM
	Parents supporting science learning	Creative partnerships for teen science learning	Innovating, enriching and extending experiences: Is RFID the answer?	Visitor evaluation, risk-taking and innovation	Adult events at science centres: Good for revenue and awareness	See the unseen: Imaging techniques in science centres	After Exploratorium: The shifting identities of science centres	Maker Space
11:15	Coffee break							
12:00	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	UNIVERSEUM
	Science centres and social inclusion: Are we really on the right track?	Do visitors see what we want them to see?	Innovative Learning Opportunities through Making and Tinkering	Dreaming up the perfect exhibition	Communicating the environment: Conveying dreams or nightmares?	Aiming for perfect exhibition texts?	Teacher power! Science centres fostering innovative classrooms	11.30 – 13.30 ECSITE ANNUAL GENERAL MEETING
13:15	Lunch							
14:30	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	RED ROOM
	Social media: We're all in it together	Science communication and cultural diversity: Innovative approaches	The Role of Industry in the STEM Education Ecosystem.	Increase revenue unconventionally	Evidence-based innovation and science centres	Speedgeeking: Imaginative and innovative exhibitions	Inspiring innovation: The role of staff, spaces and programmes	Maker Space
15:45	Coffee break							
	15:45 – 16:45 Project Showcase in the Business Bistro							
16:30	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	RED ROOM
	New approaches to communicating innovation	Innovation to entice teenagers and young adults	Beyond propaganda and pretty pictures: What art brings to science	Measuring the impact of science centres	Do science centres need objects?	Searching for innovative paths to inclusion	Launch dreams at the Grand Bazaar	Maker Space
18:00	Conference day ends							
18:15	Happy hour at the Business Bistro							
20:00	Nocturne at Universeum							

CONFERENCE SATURDAY JUNE 8

Registration desk open from 08:00 to 17:30

09:00	Keynote: SUSAN GREENFIELD, "The neuroscience of creativity – Making the most of 21st century technology", Pink room							
10:00	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	RED ROOM
	Digital Inquiry and Controversy Mapping – Re-innovating the Interactive Science Centre?	Science Cinema: new museum communication language	Minds-on, hands-on, all senses on!	Dreams can come true: Science centres of South East Europe	Strengthening CEO and Board relationships	Storytelling and games for engaging exhibition experiences	Mobile applications in science centres: Is there added value?	Maker Space
11:15	Coffee break							
12:00	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	RED ROOM
	Dream double acts: Science centres prepare scientists to meet their public	Missing the E in STEM education	Dreaming of the outdoors: Interactive science exhibits in public spaces	Innovative participatory approaches for innovative solutions	Diverse approaches to explainer training	Refining exhibits to encourage comprehension and interaction	Content re-development: academic science museum and freedom of innovation	Maker Space
13:15	Lunch							
14:30	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	RED ROOM
	Playing dumb: Escaping the shackles of smartness	Experiences of external and in-house designers	Science and health: A transforming mix for families and schools	Science centres: Incubators of creativity	Innovation as a sustainable area of business	Growing the social role of botanical gardens	Aftershock: The Aquila ruling and its impact on science communication	Dismantling Maker Space
15:45	Coffee break							
16:30	BLUE ROOM	ORANGE ROOM	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	RED ROOM
	Natural history museums: Rethinking iconic spaces, collections and architecture	Beyond astronomy: New content for planetariums	Set up of the closing Ceremony	Innovation for permanent exhibitions	Leadership for innovation	Tilting mindsets: Artists building capacity for innovation	Socio-scientific decisions and potential for citizen deliberation	Dismantling Maker Space
18:00	Conference day ends							
18:15	The Closing & Handover, Pink room							
21:00	Farewell party at Lisebergsteatern							

SESSION GUIDE

SESSION FORMATS

Panel Session

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

Reverse Session

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

Workshop

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

Roundtable Session

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

Poster Session

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

World Café

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

Project poster showcase

This is a showcase of collaborative projects each described in a poster and presented by one participant. The showcase runs outside the confines of conference sessions in a special reserved timeslot. Each poster describes one non-profit collaborative project.

KEYWORDS

CO Collections

MC Marketing and communications

SS Science in Society

AU Audiences

OU Outreach

LE Learning

PH Professional development and HR

ME Media

RE Research and evaluation

TE Technologies

EX Exhibits

OF Operation and finance

NP Networking and partnerships

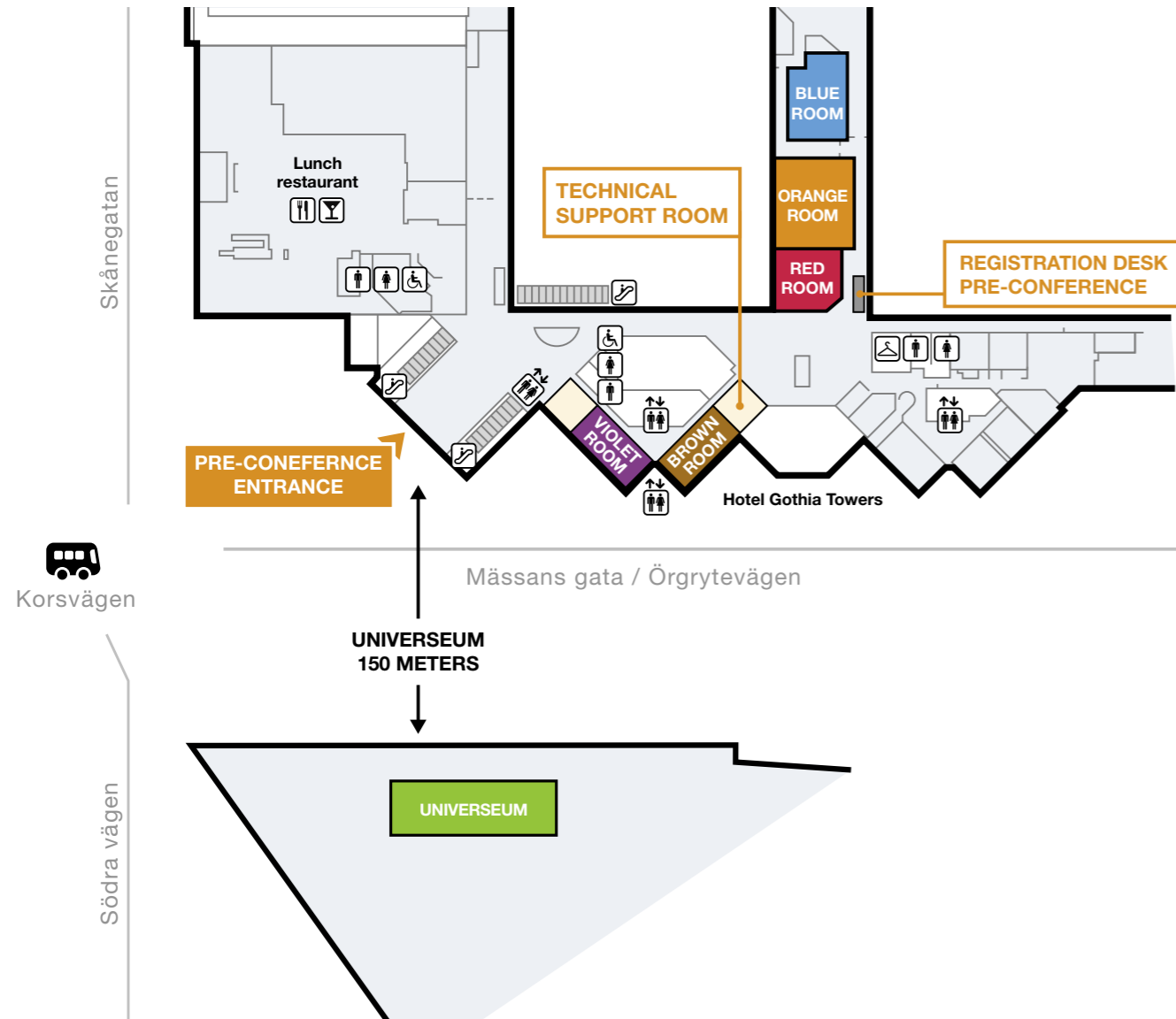
SA Science and the arts

EI Equity and inclusion

DE Design

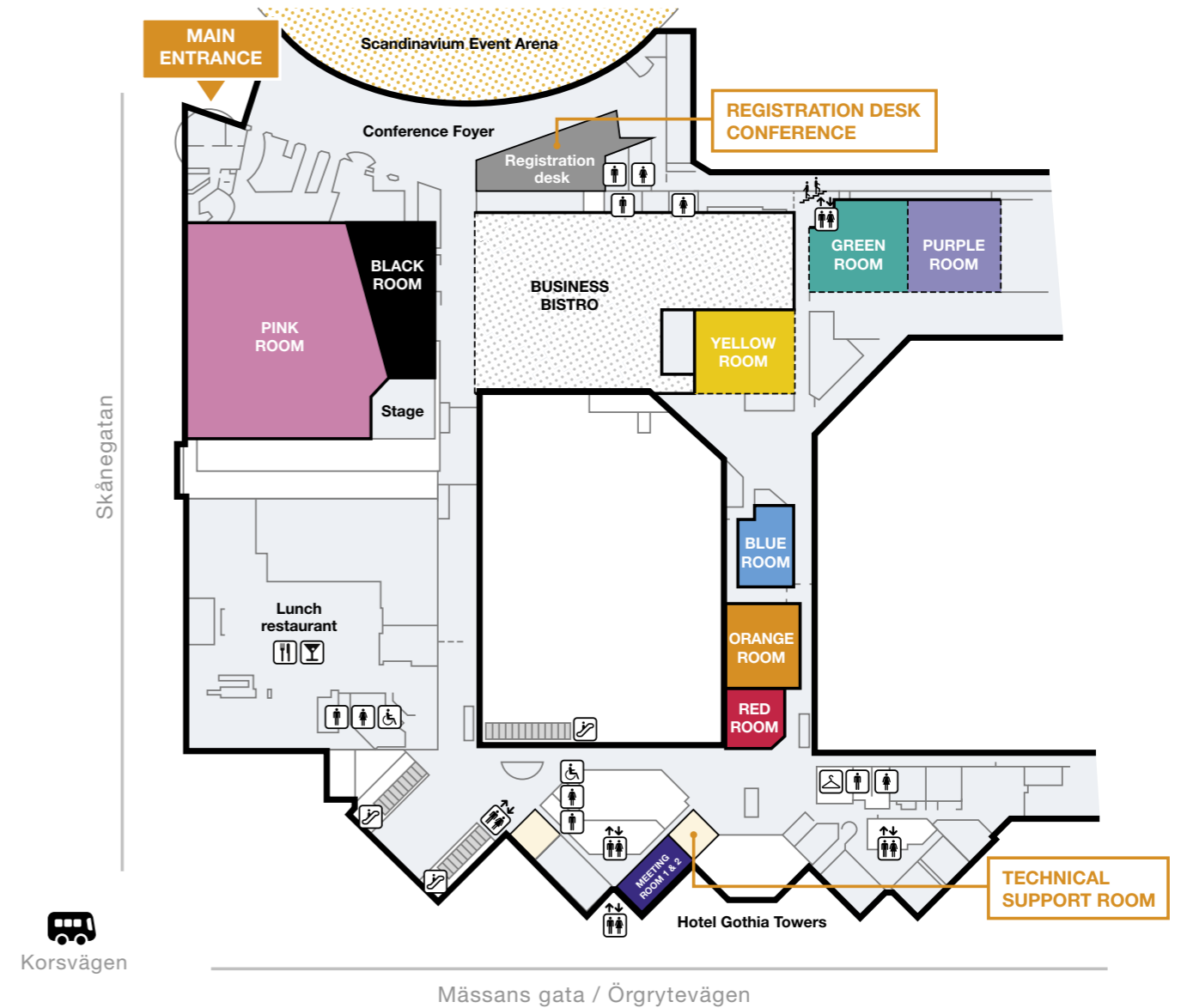
VENUE MAP – PRE CONFERENCE, JUNE 4–5

SVENSKA MÄSSAN – THE SWEDISH EXHIBITION & CONGRESS CENTRE – AND UNIVERSEUM



VENUE MAP – CONFERENCE, JUNE 6–8

SVENSKA MÄSSAN – THE SWEDISH EXHIBITION & CONGRESS CENTRE



Pre-Conference WORKSHOPS

THE GROUP PRE-CONFERENCE WORKSHOP: FACILITATING EXPERIENCE DAY 1

09:00 – 17:00

BLUE ROOM

WORKSHOP

LE

CONVENOR:

Maria Xanthoudaki, Director of Education and of international relations, Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

The Group, Ecsite's thematic group of explainers' professional development organizes a two day training on working with family audiences (with specific attention to parents as facilitators) and on strategies and methodologies for the initial training of explainers.

SPEAKERS:

Helena Lilja & Mia Gulliksson, Teknikens Hus, Lulea, Sweden

Rooske Franse & Jasja van Leeuwen, Science Center NEMO, Amsterdam, Netherlands

Justin Dillon & Heather King, King's College London, UK

Brad Irwin, Natural History Museum, London, UK

Mike Petrich, Director of the Exploratorium Making Collaborative, Exploratorium, San Francisco, USA

Karen Wilkinson, Director of the Tinkering Studio, Exploratorium, San Francisco, USA

Ryan Jenkins, Educator Learning Studio, The Exploratorium, San Francisco, USA

REV GROUP PRE-CONFERENCE WORKSHOP: DEVELOPING AND IMPROVING EVALUATION IN YOUR INSTITUTION DAY 1

09:00 – 17:00

ORANGE ROOM

WORKSHOP

RE

CONVENOR:

Marie Hobson, Learning Evaluator, Natural History Museum, London, UK

In this two-day workshop you have a good opportunity to share and learn from your colleagues, hear about some examples of their evaluation experiences and discuss their implications as well as develop your own set of tools through the skill sharing and training workshops.

Designed for experienced REV members and also for beginners who attended day one of the workshop.

SPEAKERS:

Catherine Elvin, Audience and Programme Developer, Science Museum, London, UK

Jennifer DeWitt, Researcher, King's College London, London, UK

Kayte McSweeney, Audience Advocate and Researcher, Science Museum, London, UK

Alena Suldova, Techmania Science Center, Pilsen, Czech Republic

Nils Petter Hauan, Head of Development, ViIVite, Bergen Vitensenter AS, Bergen, Norway

Aymard de Mengin Fondragon, Head of Evaluation and Prospective, universcience, Paris, France

Pre-conference workshops

SPACE GROUP PRE-CONFERENCE WORKSHOP: ARE YOU READY FOR ROSETTA? DAY 1

09:00 – 17:00

RED ROOM

WORKSHOP

RE

CONVENORS:

Marc Moutin, Exhibitions, Shows and Development Director, Cité de l'espace, Toulouse, France

Ana Noronha, Executive Director, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

In March and November 2013, two comets may come fairly close to Earth and may be visible in the sky, which will provide an ideal occasion to capture the public's attention for comets and Rosetta. This year, the Ecsite Space Group Pre-Conference Workshop will focus on public engagement and education activities related to the Rosetta mission. Be ready to engage your public in space exploration.

SPEAKERS:

Aude Lesty, exhibitions designer, Cité de l'espace, Toulouse, France

Rob van den Berg, Director, Space Expo, Noordwijk, Netherlands

Carmen Guerra, Program Coordinator, Parque de las Ciencias, Granada, Spain

Mark McCaugherean, Head of Research and Scientific Support, Directorate of Science and Robotic Exploration, ESA, Paris, France

Fernando Doblás, Head of communication, ESA, Paris, France

Marjolein van Breemen, Senior project manager education, Science center NEMO, Amsterdam, Netherlands

Aliki Giannakopoulou, External Relations, Science center NEMO, Amsterdam, Netherlands

Simon Davenport, LEGO Education, Billund, Denmark

Preben Struckmann Hansen, LEGO Education, Billund, Denmark

Marie Rådbo, Astronomer at the University of Gothenburg, Sweden

BIOMIMETICS: NATURE AS INSPIRATION FOR INNOVATION

09:00 – 17:00

UNIVERSEUM

WORKSHOP

SS

CONVENORS:

Alexina Thoren Williams, Educator/Project manager, Universeum AB, Gothenburg, Sweden

Jesper Östlund, Educator, Universeum AB, Gothenburg, Sweden

Nature-inspired innovation, or "biomimetics", drives cutting-edge technological progress – from green chemistry to automotive design to video game development. However, it simultaneously has the power to transform people's views of nature as a technological asset. Biomimetics is a topic of growing popularity in science-focused organizations across the world, from the Monterey Bay Aquarium USA to Universeum in Sweden. In this workshop, we will introduce Ecsite participants to fascinating developments in biomimetics, and explore exciting, educational and entertaining ways science museum professionals can introduce this topic to their audiences.

SPEAKERS:

Sam Stier, Director, Learning With Nature, Missoula, USA

Jeroen van der Brugge, Coordinator Content Education, Naturalis – National Museum of Natural History, Leiden, Netherlands

Erik Torstensson, Managing Director, Creatables, Gothenburg, Sweden

DEVELOPING A TINKERER'S DISPOSITION

09:00 – 17:00

BROWN ROOM

WORKSHOP

LE

CONVENORS:

Mike Petrich, Director of the Exploratorium Making Collaborative, Exploratorium, San Francisco, USA

Karen Wilkinson, Director of the Tinkering Studio, Exploratorium, San Francisco, USA

Matteo Merzagora, ICS - SISSA, Trieste, Italy

Maria Xanthoudaki, Director of Education and of international relations, Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

The maker movement is having an impact on museums, but hands-on, assembly-based, make-and-take activities may not be enough to support truly innovative thinking. In what ways can we support the "making" aspect which is inherent to best practices of teaching and learning in order to develop a tinkerer's disposition? This workshop will get participants actively involved as learners using tinkering activities for half the session, and then as designers and educators of such activities for the other half.

Pre-Conference workshops

WEDNESDAY

THE GROUP PRE-CONFERENCE WORKSHOP: FACILITATING EXPERIENCE DAY 2

09:00 – 17:00

BLUE ROOM

WORKSHOP

LE

CONVENOR:

Maria Xanthoudaki, Director of Education and of international relations, Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

THE Group, Ecsite's thematic group of explainers' professional development organizes a two day training on working with family audiences (with specific attention to parents as facilitators) and on strategies and methodologies for the initial training of explainers.

SPEAKERS:

Helena Lilja & Mia Gulliksson, Teknikens Hus, Lulea, Sweden

Rooske Franse & Jasja van Leeuwen, Science Center NEMO, Amsterdam, Netherlands

Justin Dillon & Heather King, King's College London, UK

Brad Irwin, Natural History Museum, London, UK

Mike Petrich, Director of the Exploratorium Making Collaborative, Exploratorium, San Francisco, USA

Karen Wilkinson, Director of the Tinkering Studio, Exploratorium, San Francisco, USA

Ryan Jenkins, Educator Learning Studio, The Exploratorium, San Francisco, USA

REV GROUP PRE-CONFERENCE WORKSHOP: DEVELOPING AND IMPROVING EVALUATION IN YOUR INSTITUTION DAY 2

09:00 – 17:00

ORANGE ROOM

WORKSHOP

RE

CONVENOR:

Marie Hobson, Learning Evaluator, Natural History Museum, London, UK

In this two-day workshop you have a good opportunity to share and learn from your colleagues, hear about some examples of their evaluation experiences and discuss their implications as well as develop your own set of tools through the skill sharing and training workshops.

Designed for experienced REV members and also for beginners who attended day one of the workshop.

SPEAKERS:

Catherine Elvin, Audience and Programme Developer, Science Museum, London, UK

Jennifer DeWitt, Researcher, King's College London, London, UK

Kayte McSweeney, Audience Advocate and Researcher, Science Museum, London, United Kingdom

Alena Suldova, Techmania Science Center, Pilsen, Czech Republic

Nils Petter Hauan, Head of Development, ViIvite, Bergen Vitensenter AS, Bergen, Norway

Aymard de Mengin Fondragon, Head of Evaluation and Prospective, universcience, Paris, France

Pre-conference workshops

SPACE GROUP PRE-CONFERENCE WORKSHOP: ARE YOU READY FOR ROSETTA? DAY 2

09:00 – 17:00

RED ROOM

WORKSHOP

RE

CONVENORS:

Marc Moutin, Exhibitions, Shows and Development Director, Cité de l'espace, Toulouse, France

Ana Noronha, Executive Director, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

In March and November 2013, two comets may come fairly close to Earth and may be visible in the sky, which will provide an ideal occasion to capture the public's attention for comets and Rosetta. This year, the Ecsite Space Group Pre-Conference Workshop will focus on public engagement and education activities related to the Rosetta mission. Be ready to engage your public in space exploration.

SPEAKERS:

Aude Lesty, exhibitions designer, Cité de l'espace, Toulouse, France

Rob van den Berg, Director, Space Expo, Noordwijk, Netherlands

Carmen Guerra, Program Coordinator, Parque de las Ciencias, Granada, Spain

Mark McCaugherean, Head of Research and Scientific Support, Directorate of Science and Robotic Exploration, ESA, Paris, France

Fernando Doblás, Head of communication, ESA, Paris, France

Marjolein van Breemen, Senior project manager education, Science center NEMO, Amsterdam, Netherlands

Aliki Giannakopoulou, External Relations, Science center NEMO, Amsterdam, Netherlands

Simon Davenport, LEGO Education, Billund, Denmark

Preben Struckmann Hansen, LEGO Education, Billund, Denmark

Marie Rådbo, Astronomer at the University of Gothenburg, Sweden

CASE STUDIES ON INNOVATION AND CHANGE

09:00 – 17:00

VIOLET ROOM

WORKSHOP

OU

CONVENORS:

Tim Porter, Project Director, Boston Children's Museum, Boston, USA

At the heart of innovation is the inherent need to embrace change. But change can be difficult for an organization to adopt. Resistance, uncertainty, aversion to risk, and even fear can accompany the challenge of deeply held beliefs or processes. Every museum faces challenges related to change. But it is a rare opportunity to come together as peers and discuss the challenges we face in our work. This interactive workshop will compare learning from a wide range of museums around the world and will give participants the chance to examine their own processes, projects, and ideas for ushering in innovative and effective new methodologies.

SPEAKERS:

Carina Halvord, Managing Director, Universeum AB, Gothenburg, Sweden

Paul Voogt, Director Public, Naturalis – National Museum of Natural History, Leiden, Netherlands

David Kanter, Director, SciPlay; Center for Play, Science & Technology Learning, New York Hall of Science, New York, USA

Yasushi Ikebe, Principal Investigator of Science Communication, National Museum of Emerging Science and Innovation, Miraikan, Japan

CREATIVE INSPIRATION DAY

09:00 – 17:00

BROWN ROOM

WORKSHOP

NP

CONVENORS:

Maarten Okkersen, Head of Communications and Productions, Museon, The Hague, Netherlands

Stan Boshouwers, Designer, Universiteitsmuseumtinker imagineers, Utrecht, Netherlands

Creative inspiration day is a Pre-Conference Workshop for science centre professionals. Together we'll study the major projects everyone is working on. We'll focus on the biggest challenges within those projects. We'll also share our all time science-communication favorites, because we know that by sharing, we learn the most. By combining these reference projects and our personal missions, we'll construct a general framework of themes and trending topics.

Attendees are kindly requested to send an email to the conductor, stan@tinker.nl two weeks in advance, since he has some questions for all participants.

Pre-conference workshops

NATURE GROUP PRE-CONFERENCE WORKSHOP: TOWARD EVOLUTION OR EXTINCTION? NATURAL HISTORY IN MUSEUMS AND SCIENCE CENTRES IN THE 2020'S

09:00 – 17:00

UNIVERSEUM

WORKSHOP

CO

CONVENORS:

Justin Dillon, Professor of science and environmental education, King's College London, UK

Ilse van Zeeland, Senior content developer exhibitions, Naturalis – National Museum of Natural History, Leiden, Netherlands

Scenario planning is a strategic tool for building long-term flexible plans; with a constantly-changing technology environment, a flexible plan can help museums move their legacies toward the future. This session will introduce the basic principals behind scenario planning, help determine which factors will be most important for museums as they head toward the 2020s and beyond and offer tips for how museums can use outputs from the session in their planning.

SPEAKERS:

Jason DaPonte, Managing Director and Executive Producer, THE SWARM, London, UK

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

Anna Omedes, Director, Museu de Ciències Naturals de Barcelona, Barcelona, Spain

Conference PROGRAMME

NEWCOMER'S BREAKFAST AT THE HOTEL GOTHIA TOWERS

08:00 – 09:00

The Newcomer's Breakfast was launched at the Ecsite Annual Conference 2012 in Toulouse, France. Over 70 delegates showed up to make connections and munch on pastries – the coffee wasn't bad, either. Join us in Gothenburg for the 2013 edition and meet members of the Annual Conference Programme Committee who will help you get the most out of our packed three-day conference.

OPENING EVENT

09:30 – 10:30

PINK ROOM

Prof. Anne Glover, Chief Scientific Adviser of the European Commission, Brussels, Belgium

Carina Halvord, CEO, Universeum AB, Gothenburg, Sweden

Gert-Inge Andersson, president of the Executive Board, Region Västra Götaland

Robert Firmhofer, Director, Copernicus Science Centre, Warsaw, Poland – President of Ecsite

Catherine Franche, Executive Director, Ecsite, Brussels, Belgium

BUSINESS BISTRO

10:30 – 11:15

Opening of the Business Bistro

BRINGING SPACE CLOSER

11:15 – 12:30

BLUE ROOM

PANEL SESSION

SS, OU

CONVENOR:

Filip Nicolaisen, Project Manager, NAROM (Norwegian Centre for Space-related Education), Andenes, Norway

Space is vast, but is becoming more attainable. The last decade has opened Space up to mankind, both scientifically and to the public, in a way that we haven't seen since the space race of the 60s. Mars-rovers, exoplanets, public space flights and a digital infrastructure that makes these resources readily available to the public make for an exciting time to be a space communicator. The next decade promises even bigger discoveries, with new space telescopes, visits to other planets and comets, the first affordable tourist routes to Space and a Space community ready to serve new knowledge and experiences to the public. With this session we hope to develop new ideas for space science communication, to involve the public even more in our shared dream for space.

SPEAKERS:

Michaela Livingstone, Special Projects Manager, The Association for Science and Discovery Centres, Bristol, UK

Pål Brekke, Senior Advisor at the Norwegian Space Centre Oslo, Norway

INNOVATION THROUGH CO-CREATION: MAKING THE DREAMS OF A FEW A REALITY TO MANY

11:15 – 12:30

ORANGE ROOM

WORKSHOP

AU, EX

CONVENOR:

Suzy Antoniw, Head of content, Pain Less, Science Museum London, UK

Creating a high-quality exhibition with a group, whether it's a patient group or school children, is a challenge in many ways but it also has the potential to engage audiences on a whole new level. Through role-playing and dialogue, the session will guide the delegate through the challenges, pitfalls, milestones and learning points we have come across along the way. This training tool will equip you with insight from our experiences in collaborating with participating groups, expert networks and internal stakeholders to produce 'Pain Less, the future of relief' the latest contemporary science exhibition at the Science Museum, London. With additional insight from summative audience evaluation of Pain Less this interactive session will use group work, role-play and dialogue to furnish you with a bespoke tool kit for embarking on your own collaborative projects and making your dreams of co-creation a reality.

SPEAKERS:

Jasmine Spavieri, Assistant Content Developer, Science Museum, London, UK

Nicola Burghall, Content Developer, Science Museum London, UK

Kayte McSweeney, Audience Advocate and Researcher, Science Museum, London, UK

CITIZEN PARTICIPATION IN POLICY MAKING

11:15 – 12:30

PINK ROOM

PANEL SESSION

SS, OU

CONVENOR:

Andrea Bandelli, Science communication advisor, Amsterdam, Netherlands

By March 2013, a thousand citizens from all over Europe were involved in a large-scale, formal participation initiative to contribute to the priorities of the new European Research "Horizon 2020" framework programme. This consultation, led by Ecsite, took place in 29 science centres and museums in European countries; the results are now being integrated in the policy making process of the European Commission. At this session we will explain the rationale, the methodology and the results of this breakthrough initiative, as well as discuss the role of science centres and museums in this context.

SPEAKERS:

Gilles Laroche, Head of Unit "Ethics and Gender", European Commission – Directorate-General for Research and Innovation, Brussels, Belgium

Jacqueline Broerse, Professor of Innovation and Communication, Athena Institute – VU University Amsterdam, Netherlands

Marzia Mazzonetto, Senior Project Manager, Ecsite, Brussels, Belgium

Richard Watermeyer, Research Fellow, Cardiff University Cardiff, UK

COMMUNICATING THE SCIENCE OF SUSTAINABILITY: WHAT IS OUR ROLE?

11:15 – 12:30

BLACK ROOM

PANEL SESSION

LE, ME

CONVENOR:

Sharon Ament, Director, Museum of London, London, UK

The UNESCO decade on education for sustainable development is coming to an end – and although the concept of education for sustainable development is gaining more and more credence in formal as well as in informal education, the topic of sustainability is still underrepresented in exhibitions at science museums and science centres. And has anything changed since the Ecsite conference of 2008 which focused on sustainability and the way the topic is handled in our field?

SPEAKERS:

Dorotea Blank, Program Manager, Universeum AB, Gothenburg, Sweden

Hanne Rasmussen, Project Manager, Økolariet, Vejle, Denmark

Christopher Garthe, Head of concept | environmental topics, studio klv, Berlin, Germany

Jens Tanneberg, Head of section Science and Education, Klimahaus Bremerhaven 8° Ost, Bremerhaven, Germany

Dorit Wolenitz, Museum, Director, Man and the Living World Museum, Ramat-Gan, Israel

Conference programme

TRAVELLING EXHIBITIONS UNDER DEVELOPMENT: HOW TO SELL AN IDEA

11:15 – 12:30

GREEN ROOM

WORKSHOP

EX, MC

CONVENOR:

Agnes Ruiz, Marketing manager – Exhibition export/Travelling exhibitions, universcience, Paris, France

Before an exhibition travels the world, marketing managers must promote something that doesn't yet exist. They must also find partners, co-producers and future hosts that must be secured very early in the process. This workshop aims to solve these problems by re-inventing, innovating and sharing best practices in order to help professionals in their decision making process.

SPEAKERS:

Fionn Kidney, Marketing and Communications Manager, Science Gallery, Trinity College, Dublin, Ireland

Maren Krumdieck, Touring Exhibitions Sales Manager, Natural History Museum London, UK

Debbie Donohue, Director of Sales & Operations, Imagine Exhibitions IncAtlanta, USA

Cesar Weigmann, Travelling Exhibitions Manager, Expografic S.A. Barcelona, Spain

Alejandro Mancilla, Touring Manager, Science Gallery, Trinity College, Dublin, Ireland

A VISITOR'S DREAM? UNWRAPPING THE PAST – VIRTUAL AUTOPSY, LIVE!

11:15 – 12:30

PURPLE ROOM

INTERACTIVE SESSION

CO, OU

CONVENORS:

Prof. Anders Ynnerman, Director and founder, Norrköping Visualization Center, Stockholm, Sweden

David Hughes, Manager Solution Development, Interactive Institute C-Studio, Henley on Thames, UK

This interactive session will demonstrate how medical imaging and touch screen computer visualisation systems are being used to create a new class of interactive museum exhibits that have attracted press attention from all around the world. Museum scientists will perform a live virtual autopsy on a 5500 year old Egyptian mummy, from the British Museum and interactively explore a number of remarkable subjects from London's Natural History Museum, including a 20 million-year-old gecko trapped in amber. Presented by world experts from 3 leading institutions from the UK and Sweden, the audience will also be invited to interact with the presenters and steer the investigations.

SPEAKERS:

Dr. Daniel Antoine, Curator of Physical Anthropology, The British Museum, London, UK

Dan Sykes, Micro-CT Specialist, Natural History Museum, London, UK

Elna Nord, Exhibition Producer, National Museums of World Culture, Stockholm, Sweden

Blair Parkin, Managing Director, Visual Acuity Ltd. Stockholm, Sweden

Dr. Anders Persson, Director of Centre for Medical Imaging and Visualisation, University Hospital Linköping, Linköping, Sweden

OPTIMIZING OUR ACTIVITIES THROUGH GENDER AWARENESS

11:15 – 12:30

YELLOW ROOM

PANEL SESSION

EI, SS

CONVENOR:

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

Gender equality continues as a contentious issue in modern society, particularly with regard to women in science and research. Science centres and museums throughout the world play a crucial role in overcoming prejudices about science and technology careers for girls and boys. Activities and exhibitions in science centres and museums – along with their commitment to innovation and engagement – provide forums for all visitors to consciously and subconsciously reconsider gender stereotypes.

SPEAKERS:

Judy Brown, Senior Vice President for Education, Science Centre Miami, Miami, USA

GirlsRISEnet – an initiative to engage minority girls in science

An overview of GirlsRISEnet will be provided, a national initiative in the U.S. to encourage more science centers to engage minority girls in a broad range of science and engineering disciplines.

Sheena Laursen, Director of International Affairs, Experimentarium, Hellerup, Denmark

Twisting away from gender imbalance

Gain inspiration from the activities, exhibits and guidelines that have been developed in the TWIST project (Towards Women In Science and Technology) aiming to change the stereotypical perception of scientists and engineers.

Jennifer DeWitt, Researcher, King's College London, London, UK

Why encouraging girls to pursue science is so challenging

Jen DeWitt will discuss reasons why encouraging girls to pursue science is so challenging, and the way in which aspirations are interwoven with identity and influenced by whether girls can see themselves in science.

MAKING, FABBING, TINKERING: NEW APPROACHES TO LEARNING BY DOING

11:15 – 12:30

RED ROOM

WORKSHOP

DE, LE

CONVENOR:

Karolina Perrin, Experience designer, Karek Design, Cracow, Poland

It is a seductive thought that today we can “make almost anything” if we just use the commonly available tools and the information circulating in the world (wide web). This session is intended to DISPLAY some of the possibilities (and difficulties!?) of making, tinkering and fabbing in museums, exhibitions and other learning environments. A set of presentations will mainly focus on existing examples and ongoing projects. But the session is also conceived to COLLECT open questions and even particular challenges from the audience and use them as raw material or stimuli for further EXPLORATION during Ecsite 2013. This will be possible in situ, at the Maker Space set up by us during the conference. **The Maker Space is set up throughout the conference in the Red Room.**

SPEAKERS:

Jochen Hunger, Scenographer, jh Museum & exhibition design, Erlangen, Germany

Alexey Zemko, Director, AZPI Electronics, Moscow, Russia

Karen Wilkinson, Director of the Tinkering Studio, Exploratorium, San Francisco, USA

Jean-Michel Molenaar, Project Manager, CCSTI Grenoble, Grenoble, France

LUNCH

Conference programme

PUSHING LIMITS AND AUTHORITY IN SCIENCE COMMUNICATION: WHAT'S ALLOWED?

13:45 – 15:15

BLUE ROOM

REVERSE SESSION

SS

CONVENORS:

Leonel Alegre, Head of Education, Science and Culture, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

Ines Montalvao, Science communicator/ exhibition planner
Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

Historically museums have always had a role in defining what's true, beautiful, valuable and worth sharing with visitors. But how do science museums find a balance between the scientific truth and other values and beliefs of social, aesthetic and ethical context? Can they also present uncertainties and controversies or even lies? In this science café-like session we will share some examples of museums that create room for contradiction and different perspectives and present projects that pushed (crossed?) the limits. An open debate will follow, around the decision on what's eligible for a museum to explore and for a visitor to experience.

SPEAKERS:

Jorge Wagensberg, Scientific Director, CosmoCaixa, Fundacio "la Caixa", Barcelona, Spain

Should we present polemic scientific issues as a way to reveal the scientific method? How to proceed museographically? The debate around the extinction of the South American Megafauna will be discussed.

Varda Gur Ben Shitrit, Head of Science and Society, Bloomfield Science Museum, Jerusalem, Israel

Do we tend to censor alternative theories which are not coherent with the museum's rational? How does Bloomfield Science Museum Jerusalem deal with the subject of Evolution in a very religious city, serving ultra-orthodox communities?

Bergit Arends, Curator of Contemporary Art, Natural History Museum, London, UK

How do museums deal with the perception of science within cultures? The Natural History Museum of London works with contemporary artists, bringing fresh perspectives on colonialism and on the European view of science.

Bryndís Snæbjörnsdóttir, Professor, Faculty of Fine, Applied and Performing Arts, Gothenburg University, Sweden

In the exhibition Animal Matter, Science and Art raise questions about human/animal relation and representation – who speaks for them? How can we translate such questions into objects and these objects into new thoughts?

SANDBOX TO SMARTPHONE: DIGITAL MEDIA, INTERACTIVE EXHIBITS AND YOUNG VISITORS

13:45 – 15:15

ORANGE ROOM

REVERSE SESSION

TE, AU

CONVENOR:

Tim Porter, Project Director, Boston Children's Museum Boston, USA

This session will engage participants from all areas of the museum field in conversation about the seemingly dissonant intersection between digital media and interactive museums. If science centres and children's museums are based on engaging experiences with "real" objects or experiments, are digital media a departure from that legacy? Or are there instances where technology can serve as an amplifier of experience, rather than as a distraction?

SPEAKERS:

Bettina Deutsch-Dabernig, Head of Exhibitions, FRida & freD – The Graz Children's Museum, Graz, Austria

David Kanter, Director, SciPlay; Center for Play, Science & Technology Learning, New York Hall of Science, New York, USA

WHAT'S NEW IN TRAVELLING EXHIBITIONS?

13:45 – 15:15

PINK ROOM

TRAVELLING EXHIBITIONS

MC

CONVENOR:

Emma Wadland, Communications Manager and Webmaster, Ecsite, Brussels, Belgium

Preview current and upcoming travelling science exhibitions across Europe. This rapid-fire session will give you a glimpse of the enormous range of exhibitions on offer, leaving it up to you to make contacts and find out more.

SPEAKERS:

Christopher Garthe, Head of concept | environmental topics, studio klv, Berlin, Germany
Howling with the wolves!

Alejandro Mancilla, Touring Manager, Science Gallery, Trinity College, Dublin, Ireland
The Future of Play

Baerbel Auffermann, Deputy Director, Stiftung Neanderthal Museum, Mettmann, Germany
Giants of the Ice Age

Marie-Sophie Mugica, Head of the Export Departement, universcience, Paris, France
"Voice" travelling exhibition from Universcience

Heather Farnworth, Director International Sales, Ontario Science Centre, Toronto, Canada
Two exhibitions from the Ontario Science Centre

Cesar Weigmann, Travelling Exhibitions Manager, Expografic S.A., Barcelona, Spain
Microlife

Debbie Donohue, Director of Sales & Operations, Imagine Exhibitions Inc, Atlanta, USA
Dinosaurs in Motion: Teaching STEAM Topics Using a Proven Brand

Conference programme

Cécile Gerin, Exhibition Development, Royal Belgian Institute of Natural Sciences, Brussels, Belgium
Animal Babies

Sybill Ebers, Director, Westphalian Horse Museum, Muenster, Germany
Horse and War

Gene Bertrand, Head of Program and Cooperations, Continium – Discovery Center Kerkrade, Kerkrade, Netherlands
Feel, perceive, think

Sean Duran, Vice President Exhibition and Design, Miami Science Museum, Miami, US
An exhibition from the Miami Science Museum

Katarina Sperling, Production Manager, Norrköping Visualization Center, Norrköping, Sweden
NANO

Louise Julie Bertrand, Manager Development and Production, Montréal Science Centre, Montréal, Canada
Fallacies

Natalia Sergievskaya, The Polytechnic Museum Development Foundation, Moscow, Russia
ReConstruction of Noise

Ursula Warnke, Director, The National Maritime Museum of Germany, Bremerhaven, Germany
Sailing on the Maritime Silk Road

Susanne Wood, Museum Manager, Turm der Sinne, Nuremberg, Germany
Tour of the senses

Orna Cohen, Partner and CCO (Chief Creative Officer), Dialogue Social Enterprise GmbH, Hamburg, Germany
Archinature!

Domingo Escutia, Director of Sales & Distribution, D3D Cinema, Valencia, Spain
New 3D Film & Family experience tour

Holly Hasted, Exhibition Evaluation Manager, FRida & freD – The Graz Children's Museum, Graz, Austria
Dialogue with Time – An exhibition about the art of aging

OPEN-ENDED EXHIBITIONS

13:45 – 15:15

BLACK ROOM

PANEL SESSION

EX, AU

CONVENOR:

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, UK

With projects such as APE at the Exploratorium in the United States, Curiosity at the Centre for Life in the UK and Do and discover at Naturalis Biodiversity Center in the Netherlands, hands-on exhibitions are moving away from narrow and frustrating learning goals and briefly engaging surprise resolution models toward open-ended engagement that concentrates on scientific process rather than content. It is not correct answers that matter. The activities are aimed at acquiring skills, involving exploring, observing, hypothesizing, reasoning, examining and evaluating. This implies developing a scientific attitude. How has this worked and how are visitors responding?

SPEAKERS:

Krista Leusink, Family Learning Officer, Naturalis – National Museum of Natural History, Leiden, Netherlands

Andy Lloyd, Head of Special Projects, Centre for Life, Newcastle upon Tyne, UK

Kua Patten, Director, Exhibit Services, Exploratorium, San Francisco, USA

CROWDFUNDING: AN INNOVATIVE WAY TO FINANCE INNOVATION

13:45 – 15:15

GREEN ROOM

WORKSHOP

MC, OF

CONVENOR:

Laurent Chicoineau, Director, CCSTI Grenoble, Grenoble, France

Every innovation needs financing. Some (local) governments offer loans or subsidies to researchers to realize their dreams while some people receive investments or gifts from friends and family. But in the current financial crisis it can be difficult to raise enough funds to finance your innovative plans. In this workshop we will discuss the concept of crowdfunding. How did it start? What type of crowdfunding business models are there and how do you crowdfund successfully? Can you use it for all projects and organizations and how does it change the way we work?

SPEAKER:

Ronald Kleverlaan, Crowdfunding Promoter, Amsterdam, Netherlands

Malvina Artheau, Head of digital projects at Science Animation, Toulouse, France

Vincent Ricordeau, CEO & co-founder KissKissBankBank, Paris, France

BRIDGING SCHOOLS, SCIENCE CENTRES, AND COMPANIES WITH ICT

13:45 – 15:15

PURPLE ROOM

PANEL SESSION

LE, RE

CONVENOR:

Ingeborg Krange, Associate Professor, Uma information technology GmbH, University of Oslo, Oslo, Norway

Information communication technology (ICT) has the potential to integrate activities across schools, science centres, and professional companies. How do students use iPads and iPods to document their activities in the science centre? How do they save and share these experiences? How do companies get access to students' experiences in museums and how do they exchange this information? The session promises a lively discussion on how to bridge what is learned in schools and science centres, and how this is communicated to relevant companies who can provide additional and tailored ICT resources.

SPEAKERS:

Jan Alfred Andersson, Manager, Norsk Teknisk Museum, Oslo, Norway

The developing of and the use of ICT tools for the new exhibition Energy Fairground – the future of energy on earth at the Norwegian Museum of Science and Technology, challenges and happy ending?

Sven Bakken, Researcher, University of Oslo, Oslo, Norway

Exploring how ICT may be used for connecting students' experiences in schools and museums. Technologies include iPods, iPads, and SciWork – a shared platform for collecting and sharing information.

Conference programme

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

“Smart Education & Technology Days” is organized by Città della Scienza and the Ministry of Education and broadcasted on TV and the web by RAI School Channel. Teachers, educators, institutions, associations and companies, meet to monitor developments, applications, trends for the School of the Future.

Catherina Voreadou, Head of education, Natural History Museum of Crete, University of Crete, Heraklion, Greece

Natural Europe Pathway Authoring Tool allows school and museum educators to develop online Educational pathways, using the digital collections from Natural History Museums and European library.

RESEARCHERS' NIGHTS: LOCAL APPROACHES ACROSS A CONTINENT

13:45 – 15:15

YELLOW ROOM

POSTER SESSION

SS, OU

CONVENOR:

Stephen Roberts, Nature Live Manager, Natural History Museum, London, UK

One million people and 7,000 researchers meet to explore, discover and discuss dreams in 360 European cities on Researchers' Night (RN). This challenges science communicators at 2,000 organisations to dream, innovate and evolve methods to build relationships between scientists, science, innovation and wider society. RN enables local approaches for local audiences to combine at a continental scale. Show-cases from across the EU will share specific innovation to promote discussion of the benefits of scale, local innovation and the challenges of implementing a central concept across a mixed societal landscape. With aims to integrate science into local communities and culture, raise appreciation and aspiration of science what is the impact of Europe's largest scale science communication event?

SPEAKERS:

Colette Renier, Search Programme Officer European Commission-Research Executive Agency Brussels, Belgium

Researchers' Night is a unique EU-science linked initiative for the public at large and a huge success since 2005. Activity based on “edutainment” focused on researchers with regional characteristics.

Irina Orekhova, Project Manager, Science Centre AHHA Foundation, Tartu, Estonia

Researchers' Night Estonia, celebrated since 2006, has enjoyed immense success. Coordinated by the Science Centre AHHA Foundation, it attracts over 20,000 visitors and boasts ca 300 events each year.

Teresa Barbado, Head of Scientific Information Office, Fundación Madrid para el Conocimiento, Madrid, Spain

Our RN attracts a diverse audience. Plus public at large, an audience interested in the link between science and industry is captured. The poster shows the activities performed to engage this audience

Karin Larsdotter, Project Manager, Vetenskap & Allmänhet, Stockholm, Sweden

ForskarFredag unites 30 RN events around Sweden. Common features are dialogues between researchers and the public, a mass experiment targeting pupils and the Researchers' Grand Prix contest.

Alex Verkade, Creative Director, Discovery Festival, Amsterdam, Netherlands

Discovery Festival: science meets nightlife. The 2012 event took place in 3 Dutch cities and attracted 4500 people, mean age 25. We get people to associate science with values like 'edgy' and 'cool'.

Béla Kardon, Senior Scientific Advisor, Budapest, Hungary

Our RSN 2012 focused on how researchers influence future and their public perception? We present a way to overcome the contradiction between attitudes toward scholars and their fascinating world.

Sara Calcagnini, Education Officer, Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

5400 visitors, 40 activities in one night. A range of themes and means for talking about research to a range of audiences: from the use of technology to look into an old Stradivarius violin to Fab lab

Adalheidur Jonsdottir, Head of Communications, Icelandic Centre for Research, Reykjavik, Iceland

Researchers come out of labs and lecture halls to engage with the public at RN in Iceland. RN draws over 5000 people to interact with researchers through hands-on activities and live science on stage.

Elzbieta Sztorc, Head of Economic Cooperation Team, Marshal's Office of the Malopolska Region, Krakow, Poland

Malopolska RN is an exceptional scientific adventure, the only night of the year when researchers turn not only into guides to the nooks and crannies of research laboratories but also excellent actors, directors and musicians

Karina Angelieva, Director of the Joint Innovation Centre and member of Club of Young Scientist, Sofia, Bulgaria

Atelier of young talents' is a strategic initiative of the Bulgarian RN team to encourage young people to follow a scientific career. It combines research and innovation with education and fun. How?

Ondřej Votruba, Head of projects, Techmania Science Center, Pilsen, Czech Republic

Researchers' Night is one of the biggest multi-location events in the popularization of science with around 25,000 visitors. How to use it to stimulate young people's interest in scientific careers?

Sofia Lucas, Coordinator of the Professional Development Centre for Teachers, Pavilion of Knowledge (Pavilhão do Conhecimento) – Ciência Viva, Lisbon, Portugal

The RN in Portugal had a common theme “Sport & Science” shared by all partners which contributed to the involvement of a wider public. Tools for success: the consortium and adaptation of RN identity.

Stephen Roberts, Nature Live Manager, Natural History Museum, London, UK

Our Researchers' Night involved 21,360 visitors in 107,420 interactions with scientists over three evenings since 2010. This poster outlines new ways to engage audiences and the impact of this effort.

MAKING, FABBING, TINKERING: THE MAKER SPACE

13:45 – 15:15

RED ROOM

WORKSHOP

HOSTED BY:

Karolina Perrin, Experience designer, KarekDesign, Cracow, Poland

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, United Kingdom

Jochen Hunger, Scenographer, jh Museum & exhibition design, Erlangen, Germany

Alexey Zemko, Director, AZPI Electronics, Moscow, Russia

Karen Wilkinson, Director of the Tinkering Studio, Exploratorium, San Francisco, USA

Jean-Michel Molenaar, Project Manager, CCSTI Grenoble, Grenoble, France

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“Start building 3D printer, come and help!”

**DURING COFFEE BREAK: TED TALKS / MAKER CINEMA
+ MAKE IT YOURSELF: COME AND BUILD STUFF**

COFFEE BREAK IN THE BUSINESS BISTRO

INNOVATIVE INFORMAL SCIENCE EDUCATION THROUGH MULTI- DISCIPLINARY THINKING

16:00 – 17:30

BLUE ROOM

PANEL SESSION

LE, EX

CONVENOR:

Heather King, Research Associate, King's College London, London, UK

Science learning is a research subject for many academic disciplines. In this session, we explore how new ways of looking, and new ways of thinking have helped to transform our understanding of informal science education (ISE) and science centre practice.

SPEAKERS:

Roske Franse, Senior Project Manager Education, Science center NEMO, Amsterdam, Netherlands

Marianne Achiam, Assistant Professor, Department of Science Education, University of Copenhagen, Denmark

Maartje Raijmakers, Affiliated Professor University of Amsterdam NCTW/NEMO, University of Amsterdam, Amsterdam, Netherlands

VISITOR PERCEPTIONS OF SCIENTISTS

16:00 – 17:30

ORANGE ROOM

PANEL SESSION

SS, AU

CONVENOR:

Elaine Regan, Research Associate, King's College London, London, UK

This session will be a lively and interactive discussion about visitors' and students' attitudes toward scientists, along with reflections from a practicing scientist. Through this session we hope to further our understanding about our audiences, the attitudes they hold, and the impacts our programmes and exhibitions may have on perceptions of scientists.

SPEAKERS:

Amy Seakins, PhD Student, King's College London, London, UK

Vasilisa Christidou, Professor, University of Thessaly, Department of Preschool Education, Volos, Greece

Ann-Marie Pendrill, Director, National Resource Centre for Physics Education, Lund, Sweden

VISITORS: AN INTELLIGENT BODY

16:00 – 17:30

PINK ROOM

WORKSHOP

DE, LE

CONVENOR:

Michèle Antoine, Exhibition Project Manager, House of European History, Brussels, Belgium

The visitor's body is rarely used as a tool for interpretation at exhibitions. Imagine an exhibition that uses the intelligence of the body as a learning tool? How would this learning differ from other ways of learning? Is such an approach possible? In order to realize this idea, museums need not only to rethink visitors' experiences but also get inspiration from other fields where body is always at work: dance, theater, circus, interactive arts, martial arts, and more. The workshop will be based on case studies related to exhibition insects, disabilities, the human body and evolution. Some messages can be conveyed by mobilizing a visitor's body. A dancer, for instance, will have her own unique interpretation of exhibition messages. From this basis, all participants will work on the transposition/adaptation of the dancer's interpretation in an exhibition context.

SPEAKERS:

Pia Areblad, Director Strategic Alliances, TILLT, Gothenburg, Sweden

Anne Charpentier, Director, Insectarium de Montréal, Montreal, Canada

Sophie Boitsios, Museologist, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Maarten Okkersen, Head of Communications and Productions, Museum, Den Haag, Netherlands

MARKETING CAMPAIGNS DEVELOPED WITH AUDIENCES

16:00 – 17:30

BLACK ROOM

PANEL SESSION

MC, AU

CONVENOR:

Colin Johnson, Cardiff, Wales, UK

Knowledge of our audiences is hard currency. We must know our target groups in order to motivate the public to visit our exhibitions and to attract their attention. How do we best obtain this knowledge so that we ensure that our campaigns have the desired effect? We gather valuable information by using a wide range of methods and media to obtain insight about our audiences. This session will share best practices within the field and reveal information gathered from testing campaigns, research on target groups and of discoveries from using Facebook and other social media.

SPEAKERS:

Meike Moors, Manager Marketing & Communications, Science center NEMO, Amsterdam, Netherlands

Research among teachers

Despite NEMO's growing visitor numbers, primary school visits from hometown Amsterdam were marginal. Research gave us a grip on the hurdles faced by teachers and a clear clue on what makes them tick.

Heli Seppälä, Marketing Manager, Heureka – The Finnish Science Centre, Vantaa, Finland

Facebook marketing Do's and Don'ts

Heureka has launched several campaigns on Heureka's Facebook page. Learn about real-life examples of Facebook posts and advertisements that were a great success and viral hits and of those that flopped miserably.

Verena Cornwall, Director, INTECH Science Centre & Planetarium, Winchester, UK

Katarzyna Modrak, Deputy Head, Copernicus Science Centre, Warsaw, Poland

Media perception in Poland

The Copernicus Science Center will share interesting and valuable reports about how activities are perceived by media in Poland both from a practical and from a theoretical point of view.

THE MUSEUM OF OUR WILDEST DREAMS

16:00 – 17:30

GREEN ROOM

PECHA KUCHA

SS, EI

CONVENOR:

Nathalie Caplet, Responsible for scientific and cultural resources / European networks, Cap Sciences, Bordeaux, France

These ten original speakers have been instructed to leave their comfort zones, stretch their imaginations to the limit and find their inner poet. No 'this-is-what-our-museum-is-doing' or 'best practices' narratives. This session is about fresh ideas, imagination, desire and uncharted waters.

SPEAKERS:

Ioannis Miaoulis, President and Director, Museum of science, Boston, USA

Did you ever dream that your science center could transform the education of your country? Well, it sure can. Let's see why and how!

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

Wake me up, please! The museum of my dreams would be a nightmare.

Diana Issidorides, Senior Scientist & Senior Exhibition Developer, Science center NEMO, Amsterdam, Netherlands

"To see a world in a grain of sand, And a heaven in a wild flower, Hold infinity in the palm of your hand, And Eternity in an hour." – William Blake

Michael John Gorman, Director, Science Gallery, Trinity College, Dublin, Ireland

The Museum without Objects – "I have spread my dreams under your feet; Tread softly because you tread on my dreams." William B. Yeats

Justin Dillon, Professor of Science and Environmental Education, King's College London, UK

"That, if I then had waked after long sleep, will make me sleep again: and then, in dreaming, the clouds methought would open and show riches ready to drop upon me, that when I waked I cried to dream again." Shakespeare

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

Visioning sessions and brainstorming meetings are usually documented, then archived, and then forgotten. What might happen if we actively fostered some of these wild visions, intuitive insights and dreams?

Walter Staveloz, Director International Relations, ASTC, Washington, USA

"I believe in everything until it's disproved. So I believe in fairies, the myths, dragons. It all exists, even if it's in your mind. Who's to say that dreams and nightmares aren't as real as the here and now?" John Lennon

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, UK

I live in a small seaside town outside Newcastle – it has three neighbourhood libraries, what would it be like if there were neighbourhood science centres like that?

Ilse van Zeeland, Senior Content developer Exhibitions, Naturalis – National Museum of Natural History, Leiden, Netherlands

Bernhard Kehrer, CEO, studio klv GmbH, Berlin, Germany
Everything we do, we do for our audiences. But how can they participate? How to build a science center out of our visitors' dreams?

THE ANATOMY OF INNOVATION

16:00 – 17:30

PURPLE ROOM

PANEL SESSION

DE, MC

CONVENOR:

Eric Edblad, Marketing Manager, Universeum AB, Gothenburg, Sweden

The desire to achieve innovation often outweighs the understanding of how to achieve it. There can also be a lot of hype about innovative organizations and a common belief is that you need an innovative leader. In reality, it is a corporate capability to foster and develop innovation. It is not about investing vast resources. What is required is a real understanding of how innovation works and a commitment to create an innovative environment.

SPEAKERS:

Jonas Edblad, Senior Lead Architect, Wingårdhs, Gothenburg, Sweden

As an architect the thought of innovation is always present. I would like to talk about how a certain innovative word, sentence or observation can trigger the mind and start the innovative process and drive the development of big building projects.

Kim Gladstone Herlev, Deputy Executive Director, Experimentarium, Hellerup, Denmark

Within the coming years Experimentarium's vision is to move the science center from being a success to being significant. It comprises a new building with new content based on years of experience.

Jerk Zander, Account Executive, Forsman & Bodenfors, Gothenburg, Sweden

Forsman & Bodenfors is an award-winning advertising agency, both domestic and internationally: it was voted interactive agency of the year 2013 (in the world), and has won countless awards. They will talk about how creativity can not only build a brand, but also make it profitable.

CREATING DREAMLIKE ENVIRONMENTS IN EXHIBITIONS

16:00 – 17:30

YELLOW ROOM

ROUNDTABLE

EX, DE

CONVENOR:

Anne Prugnon, New Media Manager, Science Museum London, UK

In our dreams, we are transported to different worlds, distant times and sometimes unfamiliar places. This session will explore innovative techniques for creating a sense of time and place in exhibitions, using objects, digital interpretation and physical design. Does transporting visitors to different 'worlds' facilitate engagement with the past and present of science?

SPEAKERS:

Elin Simonsson, Interpretation Developer (exhibitions), Natural History Museum, London, United Kingdom

Imagining Antarctica

Elin Simonsson will share how an exhibition about a historic Antarctic expedition used interpretation and design to help visitors imagine the expedition, from daily life to exploration in unfamiliar conditions.

Jessica Bradford, Content Manager, Science Museum London, UK

Techniques for transporting visitors through time and place

Two new exhibitions at the Science Museum will transport visitors to new 'worlds' using design, innovative interpretation and extraordinary objects. What are the challenges of this approach?

Panagiotis Pouloupoulos, Scientific volunteer, Deutsches Museum, Munich, Germany

Sonja Neumann, Scientific employee, Deutsches Museum, Munich, Germany

Can 'Sleeping Instruments 'Awaken' the Senses?

The Deutsches Museum houses a large and varied collection of sound-producing objects. How can design and interpretation enhance knowledge of these instruments, whilst amplifying creativity.

Christina Ritzl Vejlggaard, Project Manager, Swedish Museum of Natural History, Stockholm, Sweden

Lars Werdelin, Professor, Swedish Museum of Natural History, Stockholm, Sweden

Journeys Through Time

The Human Journey exhibition immerses visitors in past environments as a starting point for powerful, personal encounters with our ancestors.

MAKING, FABBING, TINKERING: THE MAKER SPACE

16:00 – 17:30

RED ROOM

WORKSHOP

HOSTED BY:

Karolina Perrin, Experience designer, KarekDesign, Cracow, Poland

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, United Kingdom

Jochen Hunger, Scenographer, jh Museum & exhibition design, Erlangen, Germany

Alexey Zemko, Director, AZPI Electronics, Moscow, Russia

Karen Wilkinson, Director of the Tinkering Studio, Exploratorium, San Francisco, USA

Jean-Michel Molenaar, Project Manager, CCSTI Grenoble, Grenoble, France

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"The DIY Videomicroscope"

GALA DINNER AT ERIKSBERGSHALLEN

20:00

Conference programme FRIDAY

KEYNOTE SPEECH: DOMINIQUE PESTRE

09:00 – 10:00

PINK ROOM



Dominique Pestre is a social and political historian whose current work encompasses the relations between the so-called techno-sciences and society at large, including the economy, politics, and war. He is Director of Research at the EHESS in Paris, and a former Chair of the Research Centre on the History of Science and Techniques in La Villette, and the Centre Koyré (CNRS/EHESS). He is active as an invited professor or fellow in numerous universities and academic bodies all over

Europe and the Americas. He is a member of the Panel for the ERC Advanced Grant. His bibliography is to be found under www.koyre.cnrs.fr/IMG/pdf/Bibliographie_Pestre_complete.pdf

TITLE OF HIS SPEECH:

“What kind of Innovation for the Anthropocene?”

The catchword of our time, innovation is said to be the key to economic success. States invest more today on innovation than during the Cold War. But at a time of Anthropocene, should we not consider which kind of innovation to favour? Do sustainable, distributed, bottom-up or responsible innovations have relevance? Do innovations have politics we could discuss? This lecture will not give definite answers but question our innovation regime, and where it might lead us.

PARENTS SUPPORTING SCIENCE LEARNING

10:00 – 11:15

BLUE ROOM

PANEL SESSION

LE, AU

CONVENOR:

Marzia Mazzonetto, Senior Project Manager, Ecsite, Brussels, Belgium

How can science centres and museums encourage parents to facilitate their child's science learning and engagement? Families are among the most important museum and science centre audiences. Parents can play a key role in the success or failure of their child's science experience, however, they often take the role of supervisor instead of learning facilitator. In this session, different approaches and perspectives will be presented that can lead to a positive and engaging family experience. The ideas discussed are based on what we know about learning and how this knowledge has been developed and tested in museums and science centres.

SPEAKERS:

Heather King, Research Associate, King's College London, UK

Building on research from education and developmental psychology, Heather King will discuss how we can learn from theory to design initiatives to support parental facilitation of children's learning.

Vesna Pajić, Project Manager, The House of Experiments, Ljubljana, Slovenia

Encouraging parents to become active visitors

We have the tools and knowledge to engage parents in the structure of learning experience. The key question is how can we persuade them to join their children in exploring new knowledge?

Conference programme

Tessa van Schijndel, Postdoc, University of Amsterdam
Amsterdam, Netherlands

Family interactions in a preschooler shadow exhibition

In a scientific study we demonstrated a positive relation between parent explanation and preschoolers' exploration of exhibits. This talk will explain the study and its results.

Marjelle van Hoorn, Chief Executive, VSC Association of science centers and science museums, Amsterdam, Netherlands

Improving family friendliness

The Dutch association of science museums and science centers has published a book on family friendliness. Focus is how to increase the time families spend together on the content of our museums instead of wayfinding and facilitating.

Josh Gutwill, Director of Visitor Research and Evaluation, Exploratorium, San Francisco, United States

Parents as Facilitators of Family Inquiry:
The Juicy Question Approach

Josh Gutwill will describe an "inquiry game" called Juicy Question that significantly improved families' inquiry at interactive exhibits in a rigorous, comparative study. Parents facilitate the game.

CREATIVE PARTNERSHIPS FOR TEEN SCIENCE LEARNING

10:00 – 11:15

ORANGE ROOM

WORKSHOP

LE, CO

CONVENOR:

Beth Hawkins, Learning Resources Manager, Science Museum, London, UK

Science is in everything and we dream of a society where science is fully embraced as part of everyday culture and not exclusive to a science museum, classroom or interactive science centre. This workshop will allow participants to explore and get hands-on with some of the creative links, innovative techniques and cross curricular thematic approaches museums are using, to re-examine the potential of our wider cultural heritage as a hook to engage and inspire young people in science. Thematic approaches combining science with art, history and story telling can help students engage with the science revealed by objects in any museum and build emotional, social and ethical awareness, which is harder to achieve in the classroom.

SPEAKERS:

Jane Dowden, Learning Resources Developer, Science Museum, London, UK

Creative ideas from the talk science seminars

A practical forum exploring creative techniques that help teachers and secondary students to engage in science through object rich galleries

Stephen Shaw, Consortium Manager, Quilley School of Engineering, Eastleigh, UK

The science and history of a 16th century ship

Schools and the Mary Rose Trust have collaborated to develop a practical science activity for secondary students in the ship's museum. Explore how historical artefacts can be used in science.

Richard Pering, Learning Resources Project Coordinator, Science Museum London, UK

Building bridges

A new programme for secondary students with a focus on developing scientific literacy and engaging young people with the science around them through outreach events and museum visits.

Dr Rachel Roberts, Education Manager, Great Britain Trust Bristol, UK

Future brunels

The project works with students over five years to stimulate an interest in science and engineering. It takes inspiration from the ship and her engineer Brunel, covering aeronautics to animation.

INNOVATING, ENRICHING, AND EXTENDING EXPERIENCES: IS RFID THE ANSWER?

10:00 – 11:15

PINK ROOM

WORKSHOP

EX, ME

CONVENOR:

Owain Davies, Creative Director, Techniquet, Cardiff, UK

This session will include contributions from those who create and implement radio frequency identification (RFID) technology systems, but also the experiences of those institutions who operate them. We will examine the benefits of this technology as well as alternatives such as QR and bar codes, when and how their use is most appropriate, and will also discuss how we think this approach can be extended to social networking and personal communications.

SPEAKERS:

Joe Martin, KCA, London, UK

Joe will give an exhibit designer's view into techniques that can enrich, personalise and extend the visitor experience. Is RFID a good value future-proof technology in an ever changing industry?

Nathalie Caplet, Responsible for scientific and cultural resources / European networks, Cap Sciences, Bordeaux, France

Nathalie will present the opportunities (and challenges) RFID technology is bringing to Cap Sciences: personalised content, data comparison, audience research, community building.

Anders Figenschow, Multimedia Developer, Expology AS, Oslo, Norway

Anders will explain how RFID works, and show some examples of actual use today, as well as discuss possible future uses of this technology or other forms of identification.

VISITOR EVALUATION, RISK TAKING AND INNOVATION

10:00 – 11:15

BLACK ROOM

REVERSE SESSION

RE, AU

CONVENORS:

Kayte McSweeney, Audience Advocate and Researcher, Science Museum, London, UK

Marie Hobson, Learning Evaluator, Natural History Museum London, UK

When built into development, audience research can foresee potential confusion, help create successful interpretation and remove barriers to engagement, learning and understanding. The session explores examples of where research has been fundamental in helping institutions take risks to be more effective and engaging.

SPEAKERS:

Ana Brajovic, Psychologist, Center for the Promotion of Science, Belgrade, Serbia

Marie Hobson, Learning Evaluator, Natural History Museum, London, UK

Maartje Raijmakers, Affiliated Professor University of Amsterdam NCTW/NEMO, University of Amsterdam, Netherlands

Marjolein van Breemen, Senior project manager education, Science center NEMO, Amsterdam, Netherlands

ADULT EVENTS AT SCIENCE CENTRES: GOOD FOR REVENUE AND AWARENESS

10:00 – 11:15

GREEN ROOM

PANEL SESSION

OF, MC

CONVENOR:

Svein Anders Dahl, CEO, Viivite, Bergen Vitensenter AS, Bergen, Norway

Most science centres increase their income by offering their facilities for meetings and events. Some centres arrange more targeted events for companies and organizations such as team building and holding entertaining competitions in the exhibition. In this session we will present different examples of how science centres can increase their income and expand their market by using exhibitions and facilities beyond their core business focus – and find out what is required to make this change. Content from this session will also be supported by key figures.

SPEAKERS:

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

Anne Tove Koldal, Marketing Manager, Viivite, Bergen Vitensenter AS, Bergen, Norway

Stine Ferguson, Marketing Manager, INSPIRIA science center, Grålum, Norway

Liz Dean, Trading and Operations Director, Centre for Life Newcastle, UK

SEE THE UNSEEN: IMAGING TECHNIQUES IN SCIENCE CENTRES

10:00 – 11:15

PURPLE ROOM

PANEL SESSION

EX, TE

CONVENOR:

Johannes-Geert Hagmann, Curator, Physics, Deutsches Museum, Munich, Germany

This interdisciplinary panel, composed of professionals from science centres/museums, academia and industry, will talk over a series of questions on the present state-of-the-art in microscopy, the potential of modern microscope imaging techniques and their application in the science centre context. Which methods are presently being used in academic research, and which areas of scientific education can be covered? Which new and innovative visitor experiences can be developed? Which models for the collaboration between science centres and academic/industrial partners can be established? And which methods are attractive while remaining both financially and operationally sustainable?

SPEAKERS:

Kristina Yu, Director Living Systems, Exploratorium San Francisco, USA

Out of the Ivory Tower: Developing a microscope facility

The Microscope Imaging Station at the Exploratorium gives visitors the ability to control research microscopes. This talk considers lessons learned working with academic scientists and maintaining instruments in a museum setting.

Göran Mansson, Manager CLICK, Karolinska Institutet, Solna, Sweden

Today's microscopy in research

Biomedical research often make use of state-of-the-art imaging applications. This talk will give a brief overview of many of these advanced and specialized applications.

Kevin Eliceiri, Director LOCI, University of Wisconsin, Wisconsin, USA

Think with Your Eyes – See with Your Brain: Learning Biology through I

We present an open source software system for biological image acquisition, visualization, analysis, annotation, and dissemination. We will discuss science education and outreach applications.

Jochen Tham, Senior Director, Carl Zeiss Microscopy GmbH, Jena, Germany

AFTER EXPLORATORIUM: THE SHIFTING IDENTITIES OF SCIENCE CENTRES

10:00 – 11:15

YELLOW ROOM

PECHA KUCHA

SS, MC

CONVENOR:

Bernhard Kehrer, CEO, studio klv, Berlin, Germany

10–20 representatives of science centres from all over the world will present the main goal of their institution with just two slides! These diverse inputs will open the floor for a broad discussion about the future goals of science centres.

The starting point for the science centre movement were encapsulated in the goals of the Exploratorium in San Francisco, United States. But since these beginnings science centres have developed and evolved. Taking all these developments into account, one must ask if the original goals of the science centre as an institution should be redefined? This session will reflect on the very core of the science centre idea and will try to trigger a fruitful discussion about the general position of science centres in the future.

SPEAKERS:

Kua Patten, Director – Exhibit Services, Exploratorium, San Francisco, USA

Asger Høeg, Executive Director, Experimentarium, Hellerup, Denmark

Goery Delacote, President and Chief scientific Consultant, At Bristol, Bristol, UK

Peter Trevitt, CEO, Techniquet, Cardiff, United Kingdom

Yasushi Ikebe, Principal Investigator of Science Communication, National Museum of Emerging Science and Innovation, Miraikan, Japan

Thorsten-D. Kuennemann, Director, Technorama, Winterthur, Switzerland

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

Ignasi López Verdeguer, Deputy Director – Dpt. of Science, Research and Environment – Foundation “la Caixa”, Cosmo-Caixa, Fundacio “la Caixa” Barcelona, Spain

Robert West, President, Informal Learning Experiences, Denver, United States

Karen Sit Curator, Hong Kong Science Museum, Kowloon, Hong Kong S.A.R., China

Margareta Hallin, Managing Director, Innovatum science Center, Trollhättan, Sweden

Albrecht Beutelspacher, Museum Director, Mathematikum, Giessen, Germany

Ioannis Miaoulis, President and Director, Museum of Science, Boston, United States

Luisa Massarani, Museum of Life/Oswaldo Cruz Foundation, Rio de Janeiro, Brazil

Fiorenzo Galli, Director General, Museo Nazionale della Scienza e della Tecnologia ‘Leonardo da Vinci, Milan, Italy

Linda Conlon, Chief Executive, Centre for Life from Great Britain, Newcastle, UK

Special information session about Noyce Fellowships 10.15–11.15h, Meeting Room 1 (see location on the map)

Noyce Fellowships 2014–15

The Noyce Foundation has announced that it will be taking its final cohort of science centre Fellows in 2014. If you are a member of the senior team in your science centre, and would be interested in applying for a Fellowship – or if you wish to encourage one of your senior colleagues to do so – then please attend this information session. The discussion will be led by Geno Schnell (Program Director) and Colin Johnson (Field Representative). More information at: <http://www.noycefdn.org/leadershipOverview.php>

MAKING, FABBING, TINKERING: THE MAKER SPACE

10:00 – 11:15

RED ROOM

WORKSHOP

HOSTED BY:

Karolina Perrin, Experience designer, KarekDesign, Cracow, Poland

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, United Kingdom

Jochen Hunger, Scenographer, jh Museum & exhibition design, Erlangen, Germany

Alexey Zemko, Director, AZPI Electronics, Moscow, Russia

Karen Wilkinson, Director of the Tinkering Studio, Exploratorium, San Francisco, USA

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“Maker Faire Q&A” with Ian Simmons

**COFFEE BREAK: TED TALKS / MAKER CINEMA
+ MAKE IT YOURSELF: COME AND BUILD STUFF**

COFFEE BREAK IN THE BUSINESS BISTRO

SCIENCE CENTRES AND SOCIAL INCLUSION: ARE WE REALLY ON THE RIGHT TRACK?

12:00 – 13:15

BLUE ROOM

PANEL SESSION

EI, SS

CONVENOR:

Jan Riise, Director, Agadem AB, Onsala, Sweden

Although science centers and science in society activities present themselves as inclusive spaces, they cannot be acquitted from participating in the system of discrimination that perpetuates inequalities and social injustices. From the perspective of placing social commitment at the heart of science centre missions, recognising this reality is a crucial factor. The session will present three cases – ranging from the FP7 project SiS-Catalyst to the plan of a science centre in Croatia – identifying hidden promotion of social injustice in science in society activities, point on positive approaches in listening to, discussing with and empowering our visitors from a social commitment perspective, and discussing indicators that could allow us to evaluate science in society activities in terms of inclusiveness and promotion of social justice.

SPEAKERS:

Claire Ribault, Paris, France

Atelier de jours à venir en Croatie

We will present actions of the association “Atelier des jours à venir” in France and Croatie highlighting how social commitment can be at the core of science in society action. In particular, the experience of the planning of a science centre in Croatia show how it is possible to benefit from funding opportunities for science communication to produce socially relevant impact.

Matteo Merzagora, ICS – SISSA, Trieste, Italy

Listening and Empowering: the SiS Catalyst research action

We will present the result of the action research of the FP7-MML project SiS Catalyst – children as change agents for science in society. The work aimed at identifying how listening and empowering to young people in science in society action can lead to institutional change enhancing social inclusiveness.

Conference programme

DO VISITORS SEE WHAT WE WANT THEM TO SEE?

12:00 – 13:15

ORANGE ROOM

REVERSE SESSION

AU, EX

CONVENOR:

Heather King, Research Associate, King's College London London, UK

How do we present the nature of sciences and maths in our institutions? In this Pecha Kucha-inspired session presenters will speak briefly to describe a range of findings concerning the ways in which visitors and staff perceive the nature of science. A general discussion will follow in which we will explore the implications of such findings on all our efforts to support visitor engagement with science, maths and technology.

SPEAKERS:

Eva Davidsson, Research fellow, Malmö University Malmö, Sweden

Eva Davidsson will discuss the possibilities and difficulties involved in addressing the nature of science within different exhibitions. She will also discuss her research in which she has examined staff members' ideas about what, how and whether to include different aspects of science in the design of new content.

David Lobotka, Edutainer, Techmania Science Center, Plzen, Czech Republic

David Lobotka will share his experiences of developing consensus on what view of science should be presented in their new exhibitions.

Jennifer DeWitt, Researcher, King's College London, UK

Jen DeWitt will present intriguing findings from the Natural History Museum in London. Interviews with families revealed that a substantial proportion did not consider the museum to be a 'science-y' place. They did not know if natural history 'counted' as science. While they viewed the museum as friendly, interesting and fun, they did not regard these characteristics to be compatible with their notions of science.

Sofia Lucas, Coordinator of the Professional Development Centre for Teachers, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

Sofia Lucas will discuss the ways in which she and her colleagues present the nature of mathematics in their exhibitions and programmes, and how their understanding of the nature of maths has informed their approach to inquiry-based learning.

Varda Gur Ben Shitrit, Head of Science and Society, The Bloomfield Science Museum Jerusalem, Israel

Varda Gur Ben Shitrit will share the discussions that she and colleagues have had regarding the nature of science to be presented in their new building. She will recount the challenges faced in addressing the nature of science in a culturally complex setting.

INNOVATIVE LEARNING OPPORTUNITIES THROUGH MAKING AND TINKERING

12:00 – 13:15

PINK ROOM

PANEL SESSION

LE, DE

CONVENOR:

Josh Gutwill, Director of Visitor Research and Evaluation, Exploratorium, San Francisco, USA

Humans have been making things since before recorded history. In recent times, however, with the advent of global production and a shift toward consumerism, "making" at home and in school have become lost arts. Beyond simply learning to use one's hands, making affords the development and evolution of ideas impacting how the world works (Harel & Papert, 1991), often joyfully combining art and science so learners may express their own creativity and aesthetic.

SPEAKERS:

Amito Haarhuis, Deputy Director / Programme Manager, Science center NEMO, Amsterdam, Netherlands

Fostering a Maker Culture

Science Center NEMO has planned a number of activities in 2013 to encourage a nationwide maker culture: an exhibition on "inventions," a "maker lab" and educational engineering activities.

Elin Roberts, Head of Public Engagement, Centre for Life, Newcastle upon Tyne, United Kingdom

From Visitors to Makers

Centre for Life first hosted Maker Faire in '09. It had a lasting impact on the centre's philosophy. We're looking at ways to bring the Maker Faire atmosphere to regular visitors for future galleries.

Karen Wilkinson, Director, the tinkering studio™ Exploratorium, San Francisco, USA

Josh Gutwill, Director of Visitor Research and Evaluation Exploratorium, San Francisco, US

Learning by Tinkering

We will describe design principles for activities, facilitation and environment in the Exploratorium's Tinkering Studio™ and offer evidence for different facets of tinkering-based learning.

DREAMING UP THE PERFECT EXHIBITION

12:00 – 13:15

BLACK ROOM

WORKSHOP

EX, RE

CONVENOR:

Bruno Araújo-Gomes, Exhibitions Coordinator, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

In a perfect world where budgets and feasibility are not obstacles what would exhibits and exhibitions be? Ordered like a school-book or creative-chaotic like a dream? With clear instructions or without guidelines? In color or black and white? With words or just images? Rational or full of emotion? In dreams there are no limits to what we can do, but reality is a different situation. Design, content, technical and accessibility departments will discuss their different perspectives around the table with innovation as the primary goal. This is an opportunity to create the “perfect” exhibition, freely and without limits.

SPEAKERS:

Maarten Okkersen, Head of Communications and Productions, Museon, Den Haag, Netherlands

Nathalie Puzenat, Exhibit developer, universcience, Paris, France

Denham Dunstall, Director – Technology, Design & Development, Scitech Discovery Centre, West Perth, Australia

Owain Davies, Creative Director, Techniquist, Cardiff, UK

COMMUNICATING THE ENVIRONMENT: CONVEYING DREAMS OR NIGHTMARES?

12:00 – 13:15

GREEN ROOM

REVERSE SESSION

SS, AU

CONVENOR:

Didier Laval, Project Manager, Ecsite, Brussels, Belgium

Catherina Voreadou, Head of education, Natural History Museum of Crete, University of Crete, Heraklion, Greece

Environmental science issues, such as climate change, sustainability and biodiversity often project a nightmarish vision of the future. Yet audience research suggests museum visitors respond better to more positive, hopeful messages. This reverse session will explore, through a dynamic discussion with participants, how to communicate sensitive environment science issues in museums and science centres.

SPEAKERS:

Riitta Carlstrom, Teacher, NAVET, Borås, Sweden
Sara Bagge, Developer and teacher, NAVET, Borås, Sweden

Sustainability: Knowledge and sensibility

Fascination for life, and understanding of our part in the great system of Universe is the core of Navet’s sustainable communication. With emotions, knowledge can lead to hope and sustainable actions.

Alex Fairhead, Interpretation Developer, Natural History Museum, London, UK

Making visitors care about extinction

How do we communicate the future of biodiversity? Do we focus on the nightmare or the dream? Developing “Extinction: not the end of the world?” we explored these questions with family groups and have evaluated its success.

Gildas Véret, Science communicator, universcience, Paris, France

Change your Climate!

In 2013 and 2014 the IPCC will publish its 5th Assessment Report. In France, Universcience will be creating innovative, participatory and fun ways to share the scientific content and social issues.

Claudia Gorr, Visitor Research, Heureka – The Finnish Science Centre, Vantaa, Finland

Changing Climate, Changing Attitudes?

Teenagers know little about climate change; yet they fear it a lot. How can science centres mediate the complexities of climate change and elicit changes in teenagers’ attitudes? A study on Heureka’s KLIMA X identified some key factors.

AIMING FOR PERFECT EXHIBITION TEXTS?

12:00 – 13:15

PURPLE ROOM

REVERSE SESSION

EX, DE

CONVENOR:

Gérard Cobut, Museologist, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Can we dream of a perfect exhibition text? Different museums and science centres have different ideas of what a good text is, the scientist whose research is reflected might have other ideas altogether, while in a family of four visitors, there might be five different opinions on the readability of the texts presented.

SPEAKERS:

Mikko Myllykoski, Experience director, Heureka – The Finnish Science Centre, Vantaa, Finland

Minimize the text panels, maximize the content

Digitalizing labels at Heureka opened the panorama of the multilingual exhibition up: a forest of panels was turned into a forest of phenomena – with a field guide in five languages on-demand.

Reinoud Magosse, Researcher, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

(How) Do visitors read our texts?

Based on a combination of observations and interviews in the Museum of Natural Sciences in Brussels, empirical data is gathered around the question “(How) do visitors read Museumtexts?”.

Conference programme

Anna Schaefer, Concept and Research, Archimedes Exhibitions, Berlin, Germany

The perfect text writer?

This talk wants to discuss whether there can ever be a perfect exhibition text writer. Perfect for whom? Who has the best knowledge of the visitor – who should be at the focus of our writing?

Irena Cieślińska, Head of Education and Science Communication Department, Copernicus Science Centre, Warsaw, Poland

Should we avoid texts?

Ninety percent of the Copernicus visitors don't read any text; the remaining 10 percent block exhibit access, standing in front of it and reading everything. To write or not to write?

Junko Anso, Science communicator, National Museum of Emerging Science and Innovation, Koto-ku, Japan

Let's combine short and long texts!

We usually decide on text style depending on visitor's age. But some visitors prefer detailed texts, while others reject them. Is the combination of two text types (short and long) effective?

TEACHER POWER! SCIENCE CENTRES FOSTERING INNOVATIVE CLASSROOMS

12:00 – 13:15

YELLOW ROOM

REVERSE SESSION

LE, SS

CONVENOR:

Beth Hawkins, Learning Resources Projects Manager, Science Museum, London, UK

As science communicators, we can foster innovation in the classroom by giving teachers the tools, skills and confidence to try something new. This session will explore different avenues to promote innovation in the classroom, by helping teachers empower themselves. It will also offer participants the chance to discuss ideas such as sharing best practices, and avoiding 'schoolification' of the science centre/museum experience.

SPEAKERS:

Micol Molinari, Learning Resources Developer, Science Museum, London, UK

Jane Dowden, Learning Resources Developer, Science Museum, London, UK

Dagmara Lipinska, Junior Specialist, Copernicus Science Centre, Warsaw, Poland

Anna Gunnarsson, Teacher/developer, NAVET, Borås, Sweden

Tessa van Schijndel, Postdoc, University of Amsterdam, Amsterdam, Netherlands

Jana Kopfová, VSB – Technical University of Ostrava, Ostrava, Czech Republic

ECSITE ANNUAL GENERAL MEETING

11:30 – 13:30

UNIVERSEUM

The Ecsite Annual General Meeting is open to all members of Ecsite. During the meeting, full members will vote to elect the board and president of Ecsite for 2013 – 2014 and a report will be presented on Ecsite's activities in 2012. Signage at Universeum will show you the way to the meeting room.

LUNCH

SOCIAL MEDIA: WE'RE ALL IN IT TOGETHER

14:30 – 15:45

BLUE ROOM

REVERSE SESSION

MC, AU

CONVENOR:

Bart Van de Laar, Head / project manager, Science LinX – University of Groningen, Netherlands

Most of our institutions have a Facebook and a Twitter account, and sometimes a blog. But these can be set up to work in different ways: one or several official accounts, a person or two hidden behind anonymous accounts; accounts that are deliberately given personality, or many members of staff involved in multiple dialogues. These choices raise many questions: How are we perceived depending on how our social media accounts are managed? Should we mix pushing content (ours, other people's...) and pure communication (such as practical info)? Should we try and control the communication, and if so how? What are the risks, the pitfalls, and the happy surprises? The speakers will each rapidly present their experience and outlook to feed the following discussion with the audience.

SPEAKERS:

Peter Trevitt, CEO, Techniquet, Cardiff, UK

A case study from Techniquet about our uncertain journey from Twitter novice to full user. Is it worth the time? Who are our audiences? Where do you start? What have we learnt? Will we continue?

Nathalie Caplet, Responsible for scientific and cultural resources / European networks, Cap Sciences, Bordeaux, France

What happens when we try and involve many members of staff (including part-time explainers) in the social media presence of our institution? How can we build a strategy from there?

Conference programme

Ann Follin, Museum Director, Tekniska Museet – Teknorama, Stockholm, Sweden

How should museums and science centers adapt to and interact with the younger generation, those that are born with a digital DNA?

Denise Amyot, President and CEO, Canada Science and Technology Museum Corporation, Ottawa, Canada

Social media can be a change management tool. Giving the gift of trust to staff, empowering them to exercise their leadership and make a difference is key to success. Are you up to the challenge?

SCIENCE COMMUNICATION AND CULTURAL DIVERSITY: INNOVATIVE APPROACHES

14:30 – 15:45

ORANGE ROOM

PANEL SESSION

SS, EI

CONVENOR:

Mike Bruton, Director of Imagineering: MTE Studios, Cape Town, South Africa

The primary objective of any science communication institution is the communication of science and technology. This communication can only be effective when the visitor becomes an active participant in the process. This by definition requires two-way communication, a dialogue, between the visitor and the institution. Speakers from different countries (South Africa, Sweden, United States of America and Mexico) will offer a comparative look at similar programmes that are run at their respective institutions and how the programmes have been adapted for the cultural setting in which they operate.

SPEAKERS:

MJ Schwartz, Chemistry Project Leader, University of Zululand Science Centre, Richards Bay, South Africa

Amparo Leyman Pino, Director of Educational Content and Programming, Bay Area Discovery Museum, Sausalito, USA

Eric Siegel, Director and Chief Content Officer, New York Hall of Science, New York, USA

Nils Olander, Curator, Tekniska Museet – Teknorama (National Museum of Science & Technology), Stockholm, Sweden

THE ROLE OF INDUSTRY IN THE STEM EDUCATION ECOSYSTEM

14:30 – 15:45

PINK ROOM

PANEL SESSION

NP, SS

CONVENOR:

Rinske van den Berg, ECB/inGenious Project Manager at EUN Partnership AISBL, Brussels, Belgium

As many countries in Europe are suffering from low achievement and low interest among students in STEM subjects and STEM-related careers, the debate aims to outline key priorities and successful models for scaling up industry contribution to STEM enrichment and enhancement activities within the informal field – e.g. science fairs and festivals – as well as formal STEM education.

SPEAKER:

Mikkel Bohm, Director, Danish Science Communication, Copenhagen, Denmark

STEM education can benefit from strong national public/private partnerships – national platforms (NP). The InGenious project has formed a NP Task Force to inspire new countries to establish such NP's.

Daniel Lexén, Technology Scouting Analyst, Nan-Bio Volvo Group Trucks Technology – Advanced Technology & Research, Gothenburg, Sweden

Tobias Eriksson, Director of Education & Training and Youth communication at The Swedish Association of Engineering Industries, Stockholm, Sweden.

INCREASE REVENUE UNCONVENTIONALLY

14:30 – 15:45

BLACK ROOM

PANEL SESSION

OF, MC

CONVENOR:

Marcus Lidén, CFO/CHR, Universeum AB, Gothenburg, Sweden

Most science centres have a science store and café – restaurant. Can these areas be used to support the science centre's mission and also increase its income? Can a unique science store or restaurant also play an important role as an external arena for outreach which aligns with your science centre's mission?

SPEAKERS:

Linde Vernie Ekberg, Store and Purchasing Manager Universeum AB, Gothenburg, Sweden

“A win win Concept”

Strengthen your trademark and increase profits. Through a new way of thinking, one can reach new opportunities for which can be a way to important economic returns and in turn may be used for the development of your business.

Anette Jensen, Retail Manager, Danfoss Universe, Nordborg, Denmark

Increase sales per guest

Combine Space Management and sales figures to achieve powerful results. A systematic way of thinking and working to ensure a high turnover rate and high earnings per product.

Helena Ahldén, Operation Manager, Universeum AB, Gothenburg, Sweden

How can a carterer support your Science Centers mission?

By strengthen our partnership with Universeum we have made it possible to add exciting values for the visitors from a food and drink perspective. For example is one of our goals to unlock the unquissity of our young visitors.

EVIDENCE-BASED INNOVATION AND SCIENCE CENTRES

14:30 – 15:45

GREEN ROOM

WORLD CAFE

PH, RE

CONVENORS:

Barbara Streicher, Executive Manager, Science Center Netzwerk, Vienna, Austria

Andrea Bandelli, Science communication advisor, Amsterdam, Netherlands

As a research project, we started by reviewing existing literature. What is the equivalent of scientific literature for those working in the science centre field? This is an important question when we start working on a new project. How do we find out if what we intend to do is innovative only for our own institution, for the whole community or for the network at large?

SPEAKERS:

Kate Steiner, Learning Publishing Executive, Science Museum, London, UK

Paola Rodari, European projects manager and exhibitions developer, Sissa Medialab, Trieste, Italy

SPEEDGEEKING: IMAGINATIVE AND INNOVATIVE EXHIBITIONS

14:30 – 15:45

PURPLE ROOM

INTERACTIVE SESSION

EX, CO

CONVENOR:

Maarten Okkersen, Head of Communications and Productions, Museon, Den Haag, Netherlands

This will be an inspiring “speedgeeking” session about innovation, imagination and creativity in exhibitions. Meet experienced designers, exhibition producers and creative directors in an intimate setting. Talk with professionals about the creative process of innovation, listen to their dreams, test your own ideas for content development and find out how these geeks approach innovative design. We have tried this new “speedgeeking” format last year and it worked. The basic idea is to have as many great presentations as possible but also to leave time for questions and discussion. The presentations will be quick and powerful and the presenters will try to go beyond “show and tell”. This session is interesting for newcomers but also for more experienced professionals.

SPEAKERS:

Esther Hamstra, Content Manager, NorthernLight Design, Amsterdam, Netherlands

Ian Russell Director, Ian Russell Interactives, High Peak, United Kingdom

Claudia Schleyer, Consultant for Interactive Exhibits, Berlin, Germany

Laurent Chicoineau, Director, CCSTI Grenoble, Grenoble, France

Michèle Antoine, Exhibition project manager, House of European History, Brussels, Belgium

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, UK

Veronique Hallard, Architect and Museograph, Cité de l'espace, Toulouse, France

Pieter Aartsen, Designer, Naturalis – National Museum of Natural History, Leiden, Netherlands

INSPIRING INNOVATION: THE ROLE OF STAFF, SPACES AND PROGRAMMES

14:30 – 15:45

YELLOW ROOM

PANEL SESSION

LE, PH

CONVENOR:

Anne-Marie Bruyas, International Relations, Fondazione Idis-Città della Scienza, Naples, Italy

Inspiring audiences to innovate and be critical thinkers are aspirations shared by science centres and educators. This panel session will explore different approaches, trends, solutions and lessons learned. The session will bring together speakers from Europe, the Middle East and America, allowing for diverse cultural perspectives and a spread of different experiences.

SPEAKERS:

Amr AlMadani, Director, Mishkat Interactive Center for Atomic and Renewable Energy, Riyadh, Saudi Arabia

Margaret Honey, President and CEO New York Hall of Science, New York Hall of Science, Queens, USA

Sally Montgomery, Chief Executive, whowhatwherewhenwhy – W5, Belfast, UK

Anthony Richards, Head of Gallery Programmes Science Museum, London, UK

MAKING, FABING, TINKERING: THE MAKER'S SPACE

14:30 – 15:45

RED ROOM

WORKSHOP

HOSTED BY:

Karolina Perrin, Experience designer, KarekDesign, Cracow, Poland

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, United Kingdom

Jochen Hunger, Scenographer, jh Museum & exhibition design, Erlangen, Germany

Alexey Zemko, Director, AZPI Electronics, Moscow, Russia

Karen Wilkinson, Director of the Tinkering Studio, Exploratorium, San Francisco, USA

Jean-Michel Molenaar, Project Manager, CCSTI Grenoble, Grenoble, France

The Maker Space in the Red Room runs all through the conference. It conceived to COLLECT open questions and even particular challenges from the audience and use them as raw material or stimuli for further EXPLORATION during Ecsite 2013. This will be possible in situ, at the Maker Space set up by us during the conference. In each timeslot, the limelight will be on a different topic. In this slot it is:

“Sewn and Paper Circuits” with Karen Wilkinson

COFFEE BREAK: TED TALKS / MAKER CINEMA + MAKE IT YOURSELF: COME AND BUILD STUFF

COFFEE BREAK IN THE BUSINESS BISTRO

PROJECTS SHOWCASE PRESENTATION

15:45 – 16:45

BUSINESS BISTRO

TE, EX

CONVENOR:

Maria Zolotonosa, Project Manager, Ecsite, Brussels, Belgium

This is a showcase of collaborative projects each described in a poster and presented by one participant. The showcase runs outside the confines of conference sessions in a special time-slot during an extended coffee break. Each poster will describe one non-profit project involving different institutions. Posters will be displayed for the duration of the conference.

SPEAKERS:

Alessio Scaboro, Educational project, Gruppo PLEIADI, Dolo, Venice, Italy

A dream comes true

“WOW”, the first and new science and game centre of Veneto region will be ready in spring 2013 in Padova, Italy. Conceived from the will to create something stable (Gruppo Pleiadi is travelling since 5 years), it involved a lot of fundraising and researching of partnership. The goals of this project is to create a space for children and their family to entertain them playing with science and to have an area to set up activities which support school programs.

Tomáš Gráf, Ostrava, Czech Republic

Lenka Trojanová, Specialist – Astronomy Educator, Observatory and Planetarium in Hradec Kralove, Czech Republic

Ivana Češková, Project Manager, VSB – Technical University of Ostrava, Czech Republic

Cooperation for the future

A few Czech education institutions have been involved in a two-year EU project called “Cooperation For the Future” with the focus on development of effective methods for

science popularization. The project is based on cooperation of five project partners from the Czech Republic and one from Germany. The paper summarizes some activities, taking place in the first project year, from the perspective of the project partners.

Maria Zolotonosa, Project Manager, Ecsite, Brussels, Belgium

INPROFOOD: Toward sustainable food research

EU has identified food and health as key priorities to respond to the increase in obesity and diet-related chronic diseases. Attempts to raise public awareness of appropriate ways to eat more healthily though do not seem to have led to significant changes in patterns of food purchase and consumption. INPROFOOD aims to foster dialogue and mutual learning between industry, academia and civil society directed towards developing innovative approaches for dealing with the food and health challenge.

Brendan Owens, Astronomy Programmes Assistant, Royal Observatory Greenwich, London, UK

Making science education reflect both science and education

The Science Education team at the Royal Observatory Greenwich aims to inspire the next generation of scientists, engage the next generation of citizens and empower their teachers. We use the intrinsic appeal of cutting-edge astronomy to motivate learning by focusing on exciting areas of active research which draw on skills and concepts in the science and mathematics curricula.

Rossella Parente, Project Manager, Fondazione IDIS – Città della Scienza, Naples, Italy

Dream to reality: NetS-EU, innovative approaches to science education

The use of Inquiry-Based approaches in schools and the development of formal and non-formal institution networks should be actively promoted and supported: a dream or reality? But what is the meaning of inquiry in science education? How could cooperation increase between various actors?

Annika Joy, Acting Head of Audience Research and Advocacy, Science Museum, London, United Kingdom

Audience research gets radical

This poster session will present how the Science Museum London is using audience research, existing intelligence,

organisational experience and expertise to enable institutional experimentation; inviting and facilitating audience-led content in our cultural programme, the collaborative development of exhibitions, our online offer and through interventions in galleries. Ultimately, this poster presents a diagrammatic model of audience engagement that is both active and reflective; the key players, inputs, outputs, techniques and results.

Pär Mauritzson, Multimedia Manager, Innovatum Science Center, Trollhättan, Sweden

The science centre: An agent in shaping the future?

Let us push the science center back in to the city center of relevance and dwell upon the position of the science center in the future society to come. It's about co-creating possibilities for the good life for all citizens, inspiring and creating common motivation and self-confidence, a mission that the science centers share with several other key players in society. It's about reversing top-bottom into equal dialogue.

Alessandra Zanazzi, EU-UNAWA Project Manager, INAF – Osservatorio Astrofisico di Arcetri, Florence, Italy

Lara Albanese, EU-UNAWA Project Manager, INAF – Osservatorio Astrofisico di Arcetri, Florence, Italy

UNAWA Italy: New ways of engaging children in science and astronomy

After experimenting for many years puppet shadow theatre in original contexts such as portable planetariums, we present some recent results about another storytelling technique which proves to be very effective in engaging also very young children (from 3 yrs on) about astronomy and “modern” science issues: an original tale about the search of extraterrestrial life, illustrated by the famous children book illustrator Fuad Aziz.

Oliver Eiss, Age of the Brain, London, United Kingdom

The human brain: Source of innovation

The human brain is the source of our dreams, creativity and imagination. The importance of brainpower and innovation is recognised as crucial to the economy but also to solve the threats to mankind's existence. The Age of the Brain campaign will during the Year of the Brain in Europe in 2014 explore the role that the human brain plays in the process of innovation and how our knowledge of the human brain can be used to stimulate invention.

Derek Fish, Director, Unizul Science Centre, Richards Bay, South Africa

Dreaming of other lands

Many children still only dream of other countries: especially children in Africa. Centres have collaborated to: introduce children to other languages and cultures; break down barriers through live interaction and allow for discussions around climate and weather. FRida & freD (FF) Children's Museum in Austria donated an exhibition to Unizul Science Centre (USC in SA) allowing them to open the first Children's Museum in Africa.

Pawel Zuromski, Project Manager, Instytucja Kultury "EC1 Lodz – Miasto Kultury", Lodz, Poland

Post-industrial heritage sites for promoting science education

Preservation of a post-industrial heritage site for promotion is the great challenge. Interactive Science and Technology Centre (located in Lodz, Poland) is being organized in the historic power plant EC-1. The following problems still have to be solved: How to adapt post-industrial premises for serving new functions? How to develop an attractive exhibition's program integrated with the historic infrastructure? How to adapt original, historic fittings and equipment for purposes of exhibition and experiments?

Joerg Ehtreiber, FRida & freD Children's Museum, Graz, Austria

Hands On! International – The Association for Children Learning in Museums

Didier Laval, Project Manager, Ecsite, Brussels, Belgium

Elisabetta Tola, CEO, formicablu srl, Bologna, Italy

Maite Debry, Project Coordinator, European Schoolnet, Brussels, Belgium

DESIRE: get the best of science education

An open workshop will present the DESIRE European project toolkit, developed to ease the spreading of science education projects results to science communicators and teachers.

Deniz Aytac, B.Sci.Architect, University of Manitoba – Faculty of Architecture, Winnipeg, Canada

Costume culture: A mobile museum for the Costume Museum of Canada

The Costume Museum of Canada (CMC) serves as a repository where Canadian clothing and textile artifacts are being collected, preserved, and exhibited. This poster session will be focused on a mobile museum design for the CMC, which can be set up within existing buildings and spaces. The overarching themes of the project are: disseminating Canadian cultural diversity through mobile museum and utilizing technology to make artifacts communicate to the exhibition goer.

Pavel Konecny, VSB – Technical university of Ostrava, Ostrava, Czech Republic

Week of science and technology in Czech Republic

The scientists from the research workplaces of the Academy of Sciences of the Czech Republic but also from Universities and from cooperating scientific organizations, prepare a wide offer of lectures, presentations, panel discussions, seminars, excursions, exhibitions and discussion evenings, in which they present their research projects, the most modern scientific apparatuses and outline for the attendees the latest trends in the areas of science in the Czech Republic and the world.

Pau Senra, Petit Consultor Cultural, mmaca-museu de matemàtiques de Catalunya, Barcelona, Spain

Daniel Ramos, MMACA member / Mathematics PhD student mmaca-museu de matemàtiques de Catalunya, Barcelona, Spain

Sharing mathematics

Mathematics have strong networks of organized and collaborative professionals; however, these networks are not yet well developed. Museum of Mathematics of Catalonia, aims to weave this network. An excellent related project is the international competition of museum exhibits for Mathematics of Planet Earth 2013, organized by MFO-Oberwolfach and UNESCO. We will show our contribution to this competition, a cartography and spherical geometry exhibit aimed to be a comprehensive set of materials for an exhibition.

Iwona Gin, International Relations, NAUSICAA national Sea Experience Centre, Boulogne sur Mer, France

Manuel Cira, Head of Cultural Services, NAUSICAA national Sea Experience Centre, Boulogne sur Mer, France

Interactive news theatre and web TV

In order to take the public all around the globe, Nausicaá has developed a new tool "The Sea, Live" theatre with an auditorium of 180-seats. It stages games, workshops and events that are scheduled daily. It is also a TV set where programmes and reports for Nausicaa TV are recorded and shown. It is an innovative interactive facility equipped with a voting system that enables the visitors to express their opinions in a friendly atmosphere and take an active part in the visit.

Danel Solabarrieta, Elhuyar Fundazioa, Usurbil, Spain

STIMULA: Stimulating Science/Technology competences with Innovation

STIMULA is a collaborative research project financed by the European commission. STIMULA aims to develop innovative methodologies to foster aspirations towards Science & Technology careers among pupils in secondary level education, using as a strategy the involvement of the world of work in educational activities. We present the methodology of the project, as well as the initiatives designed through the project and the initial results of the validation process.

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

LogicaMente: A national plan for science education in Italy

A three-year national program of Città della Scienza and MIUR, to support logical-mathematical and scientific students' competences, to promote innovation in education, and new relationships among school, science and society.

Inga Specht, Ph.D. Student, TU Munich, TUM School of Education, Munich, Germany

How do museum visitors deal with controversial information?

Science museums are faced with the challenge of having to convey controversial information. Exhibits offering different perspectives on a science topic ideally encourage visitors to join in the public dialogue and form their own opinion. In a series of studies we looked at how text structure and advance organizers – in combination with visitors' personal and situational factors – influence visitors' conflict perception, information processing and standpoint.

NEW APPROACHES TO COMMUNICATING INNOVATION

16:30 – 18.00

BLUE ROOM

PANEL SESSION

CO, SS

CONVENOR:

Kat Nilsson, Head of Contemporary Science, Science Museum, London, UK

Science is no longer perceived as a series of instantaneous innovations, but as a gradual evolution, involving lengthy experimentation and huge numbers of people. How do science museums and science centres present the process of change in science and technology? What techniques do we use to demystify innovation and reveal the processes at work? This session introduces a range of examples and case studies which explore how the concept of innovation is being tackled in museums and science centres today.

SPEAKERS:

Clara Lim, Interactive and Temporary Exhibitions Manager, Thinktank, Birmingham, UK

Framing Innovation in ThinkTank's 'Medical Futures' Gallery

Thinktank's 'Futures' gallery opened in 2001, focusing on cutting-edge science and technology, presented through the lens of the inventors and users – does this approach still work in 2013?

Didier Laval, Project Manager, Ecsite, Brussels, Belgium

Young adults as actors of innovation

Can science centres and museums be the facilitators of citizen-led innovation? By involving teenagers with artists, scientists and business experts, the KiiCS European project enables young citizens to be at the core of innovation.

Conference programme

Jessica Bradford, Content Manager, Science Museum
London, UK

From innovation to use: redisplaying the history of communication

This presentation will discuss the challenges and opportunities of displaying histories of technology from the users-perspective, including impacts on the selection and interpretation of historical artefacts.

INNOVATION TO ENTICE TEENAGERS AND YOUNG ADULTS

16:30 – 18:00

ORANGE ROOM

REVERSE SESSION

AU, RE

CONVENOR:

Laurent Chicoineau, Director, CCSTI Grenoble, Grenoble,
France

Museums and science centres are often cool places for kids. They come with the school and/or their family. But what about grown-ups? We know that enticing teenagers and young adults to science centres is not so easy. Some of us believe that creativity could be a way to achieve that aim; others are trying to mix digital culture and science culture. Some others have organised “adults only” events. Entrepreneurship and the link between innovation and science culture is also experimented, in places such as “Fab Labs” or “Living Labs”. Whatever the way, what good practices can be shared? And beyond that, how does this target audience push us to innovate in order to design new activities that fit their expectations better?

SPEAKERS:

Micol Molinari, Learning Resources Developer, Science Museum, London, UK

Jane Chadwick, Science Gallery, Trinity College, Dublin,
Ireland

Gaëlle Crenn, Assistant Professor in Communication studies
at Lorraine University, Nancy, France

Jean-Michel Molenaar, Project Manager, CCSTI Grenoble
Grenoble, France

BEYOND PROPAGANDA AND PRETTY PICTURES: WHAT ART BRINGS TO SCIENCE

16:30 – 18:00

PINK ROOM

PANEL SESSION

SA, AU

CONVENOR:

Andrea Bandelli, Science communication advisor,
Amsterdam, Netherlands

This session will discuss innovative approaches to bridging art and science around Europe and the world, and report on the results of Studiolab, a project focused on developing innovations through new collaborations between scientists, artists and experimental designers. Is there genuine value to scientists from interactions with artists and designers? How can the public benefit from collaborations between art and science, and does this provide a way to engage new audiences with science and technology?

SPEAKERS:

Clare Matterson, Director, Medical Humanities and
Engagement, London, UK

Collaboration between artists and scientists has a long history, yet the benefits are often depicted as flowing more to the arts than to the sciences. This talk will present outcomes from in-depth discussions with scientists who have worked with artists to explore what art has done for them.

Michael John Gorman, Director, Science Gallery, Trinity
College, Dublin, Ireland

From Precautionary Art to Speculative Design. We have many art critics, but very few science critics. How can artists and designers contribute to the critical discussion around emerging technologies?

Josep Perelló, Associate Professor, Universitat de Barcelona,
Barcelona, Spain

The Open Systems group inside the University of Barcelona aims to move towards an interdisciplinary practice where art and citizen participation are fundamental parts of the way science research is carried out. www.ub.edu/opensystems

MEASURING THE IMPACT OF SCIENCE CENTRES

16:30 – 18:00

BLACK ROOM

PANEL SESSION

RE, SS

CONVENOR:

Per-Edvin Persson, Director, Heureka – The Finnish Science
Centre, Vantaa, Finland

Two studies will be looked at – one commissioned in the UK by the Wellcome Trust and published in November 2012, the other an ongoing international study commissioned by 17 science centres around the globe which is to be completed in autumn of 2013. Both deal with relations between science centres and learning performance.

SPEAKERS:

Stephanie Sinclair, Project Manager, Education,
Wellcome Trust, London, UK

Wellcome Study on Informal Science Learning

The Review of Informal Science Learning in the UK, which organisations and individuals across the sector have contributed to, explores its value to science education and how to measure its impact.

Carina Halvord, Managing Director, Universeum AB,
Gothenburg, Sweden

The importance of evaluation

The importance of evaluation and its expected ROI; from boosted staff morale and better communication of our impact to attracting and retaining support from current and potential funders.

John Falk, Professor/Principal, Oregon State University,
Corvallis, USA

The International Science Centre Impact Study

The International Science Centre Impact Study is investigating the impact of science centre experiences on the public's interest in and engagement with science in and out of school and the workplace.

DO SCIENCE CENTRES NEED OBJECTS?

16:30 – 18:00

GREEN ROOM

REVERSE SESSION

CO

CONVENOR:

Laura Ronzon, Head of Collections and Curators, Museo Nazionale della Scienza e della Tecnologia ‘Leonardo da Vinci’, Milan, Italy

This session will challenge you to take your stance as a jury member in a trial on a controversial subject: the role of objects in science centres.

The debate goes on whether science centers need objects to increase their impact and innovate or if this implies a loss of identity.

Which of our two prominent Devil’s advocates will get your vote? Goery Delacote taking up the cudgels for the pure, exhibit-only approach in science centres or Maarten Okkersen who wants to explore new models (paradigms) using a multi-disciplinary approach including objects?

An open debate where to get directly involved with some of the most appreciated professionals to discover new perspectives and future scenarios of the sector.

Two facilitators are called to encourage a lively discussion with the audience.

SPEAKERS:

Goery Delacote, President, At Bristol, Bristol, UK

Maarten Okkersen, Head of Communications and Productions, Museon, Den Haag, Netherlands

FACILITATORS:

Johannes-Geert Hagmann, Curator, Physics, Deutsches Museum, Munich, Germany

Mikko Myllykoski, Experience director, Heureka – The Finnish Science Centre, Vantaa, Finland

SEARCHING FOR INNOVATIVE PATHS TO INCLUSION

16:30 – 18:00

PURPLE ROOM

INTERACTIVE SESSION

OU, AU

CONVENOR:

G rard Cobut, Museologist, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

The general public is made up of so many different audiences. Some are particularly difficult to reach while others have specific needs – both cases require special attention. Building on the speakers’ experiences, this session aims to reflect on the issues related to reaching various types of specific audiences. Let’s vary our outlook and our approach (and be innovative!) in order to be more inclusive.

SPEAKERS:

Kathrin Unterleitner, Project Manager, Science Center Netzwerk, Vienna, Austria

Our pilots target for example adult oncology patients, who are offered hands-on activities about medicine in hospital, or teenagers in prison, who are visited with outreach activities.

Anna Fisher, Special Events Developer, Science Museum, London, UK

The Science Museum London has begun creating a Deaf-led outreach offer for schools. Hear how the project was conceived, the research and development involved, and where it’s hoping to go.

Nathalie Caplet, Responsible for scientific and cultural resources / European networks, Cap Sciences, Bordeaux, France

Satellite science centres were set up in underprivileged suburbs to connect the local population to the richness and specificity of its territory, whether they are green areas or aeronautic industries.

Peter Bentsen, Senior Researcher, Experimentarium Hellerup, Denmark

Drawing on user-driven innovation, PULSE has challenged itself to design approaches to involve non-users, families from an underprivileged area, in developing new methods to facilitate lifestyle changes.

Bent Johan Poulsen, Project Manager and Developer, Experimentarium, Hellerup, Denmark

Julie B nnelycke, Research Assistant, Experimentarium Hellerup, Denmark

LAUNCH DREAMS AT THE GRAND BAZAAR

16:30 – 18:00

YELLOW ROOM

WORKSHOP

LE, OU

CONVENOR:

Ed Sobey, Outreach instructor, Teknikens Hus, Redmond, USA

Step into the Grand Bazaar to see the mysteries of hands-on science unfold. Wander among the various “action shops” where you can join the building and experimenting. Catch the excitement as science learning accelerates when you actively participate. The Grand Bazaar includes some of the best hands-on educators from around the world. The most difficult task for you is deciding at which “action shop” you should spend your time.

SPEAKERS:

Martin Kulhawczuk, Head of Education, Trondheim Science Centre, Trondheim, Norway

Marcin Chydzinski, Senior Specialist, Copernicus Science Centre, Warsaw, Poland

Dimitrios Kontopoulos, Science Communicator, National Museum of Emerging Science and Innovation, Tokyo, Japan

Fred Engelbrecht, Head of Laboratory, Stiftung Jugend und Wissenschaft Heidelberg GmbH, Heidelberg, Germany

Elin Roberts, Head of Public Engagement, Centre for Life, Newcastle upon Tyne, UK

Ian Russell, Director, Ian Russell Interactives, High Peak, UK

Melissa Finali, Senior Explainer, Gruppo PLEIADI, Padua, Italy

Conference programme

ENGINEER

ENGINEER project has developed 10 hands-on design challenges aimed at primary school children. Each unit focuses on one engineering field and uses inexpensive materials for student-led design problem-solving.

Marjolein van Breemen, Head Science learning, Science center NEMO, Amsterdam, The Netherlands

Miriam Segoviano, Research Assistant, Deutsches Museum Bonn, Bonn, Germany

Jamila Al Khatib, Coordinator of mediation activities Cnam – Conservatoire National des arts et métiers, Paris, France

Varda Gur Ben Shitrit, Deputy Director, Bloomfield Museum of Science, Jerusalem, Israel

David Brostrom, Science Educator / Project leader, Teknikens Hus, Lulea, Sweden

Sara Calcagnini, Education Officer, Museo Nazionale della Scienza e della Tecnologia ‘Leonardo da Vinci’, Milan, Italy

Karoline Barfoed Willadsen, Explainer, Educator & Researcher, Experimentarium, Hellerup, Denmark

Maria Chiara Pascerini & Sara Bernardi, Explainer, Fondazione Marino Golinelli, Bologna, Italy

Linda Andreen, Teacher, NAVET science center, Borås, Sweden

Adam Danielsson, Interaction designer, NAVET science center, Borås, Sweden

MAKING, FABBING, TINKERING: THE MAKER SPACE

16:30 – 18:00

RED ROOM

WORKSHOP

HOSTED BY:

Karolina Perrin, Experience designer, KarekDesign, Cracow, Poland

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, United Kingdom

Jochen Hunger, Scenographer, jh Museum & exhibition design, Erlangen, Germany

Alexey Zemko, Director, AZPI Electronics, Moscow, Russia

Karen Wilkinson, Director of the Tinkering Studio, Exploratorium, San Francisco, USA

Jean-Michel Molenaar, Project Manager, CCSTI Grenoble, Grenoble, France

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“Makey Makey and Scribbling Machines” with Karen Wilkinson

Happy hour: Build your drink / make your cocktail stick

HAPPY HOUR IN THE BUSINESS BISTRO

18:15 – 19:15

NOCTURNE AT UNIVERSEUM

20:00

Conference programme

SATURDAY

KEYNOTE SPEECH: BARONESS SUSAN GREENFIELD

09:00 – 10:00

PINK ROOM



Susan Greenfield is a neuroscientist at the University of Oxford and has been awarded 30 Honorary Degrees from British and foreign universities. She heads a multi-disciplinary research group exploring novel brain mechanisms linked to neurodegenerative diseases. In addition, she has published a neuroscientific theory of consciousness: *The Private Life of the Brain* (2003) and developed an interest in the impact of 21st Century technologies on how young people think

and feel, as discussed in her book *ID: The Quest for Identity in the 21st Century* (2008). She further explores the neurobiological approach to identity in her latest book *You and Me: The Neuroscience of Identity*, (2011).

In 1998 Susan received the Michael Faraday Medal from the Royal Society. She was awarded a CBE in the Millennium New Year's Honours List, and a non-political Life Peerage in 2001. Susan recently served as the Chancellor of Heriot Watt University (2005-2012). In 2000 she was elected to an Honorary Fellowship of the Royal College of Physicians and in 2007 to an Honorary Fellowship of the Royal Society of Edinburgh. In 2011 she joined the Advisory Board of the Kusuma School of Biological Sciences at the Indian Institute for Technology, Delhi and in 2012 she became a Governor of The Florey Institute for Neuroscience and Mental Health.

TITLE OF HER SPEECH:

"The neuroscience of creativity – Making the most of 21st century technology"

DIGITAL INQUIRY AND CONTROVERSY MAPPING – RE-INNOVATING THE IN- TERACTIVE SCIENCE CENTRE?

10:00 – 11:15

BLUE ROOM

PANEL SESSION

LE, SS

CONVENOR:

Mark Elam, Associate Professor, LETStudio, University of Gothenburg, Gothenburg, Sweden

As many of today's science centres wish to foster public engagement with current research, so too are many schools promoting student engagement with so-called socioscientific issues. Aiming to creatively combine these concerns, the Universeum is currently collaborating to launch controversy mapping as an activity for upper secondary school students. Controversy mapping tasks groups of students to gather, analyze and display large amounts of information pertaining to a technoscientific controversy of their choice on a website of their own design. During the session people helping to bring controversy mapping to the Universeum will discuss and demonstrate the promise of digital inquiry for re-innovating the science centre.

SPEAKERS:

Tommaso Venturini, Associate Professor, MediaLab sciences Pro, Paris, France

Designing Controversies for the Public

Catharina Landström, Associate Professor, University of East Anglia, UK

Adapting Controversy Mapping to Different Audiences and Student Groups

Åsa Mäkitalo, Professor, University of Gothenburg Learning and Media Technology Studio

Controversy Mapping and the Re-staging of Socio-Scientific Issues in Science Education

Conference programme

SCIENCE CINEMA: NEW MUSEUM COMMUNICATION LANGUAGE

10:00 – 11:15

ORANGE ROOM

PANEL SESSION

SS, OU

CONVENOR:

Natalia Sergievskaya, Deputy Director, The Polytechnic Museum Development Foundation, Moscow, Russia

Science museums are looking for new forms of public engagement and new ways of talking about contemporary “invisible” science. Science documentary and fiction – a tool to show more opinions than in exhibitions and to start smart discussions. Science film festivals – a way to start new international networking.

SPEAKERS:

Irina Belykh, Programming director, 360° Contemporary Science Film Festival, The Polytechnic Museum, Moscow, Russia

CSFF 360° is a new tool of popularization of science, the key objective of the Polytechnic Museum. By means of cinema the museum creates a unique event.

Michael Feser, Managing Director, Archimedes Exhibitions GmbH, Berlin, Germany

When visitors become the directors of their own scientific movie offering science-related footage in an interactive environment, visitors create different experiences.

Katarzyna Modrak, Deputy Head, Copernicus Science Centre, Warsaw, Poland

Who is interested in watching films about the brain or discussing cultural anthropology and ethnology in July and August? The Copernicus Science Centre want to share their experience in organising an open air cinema at the summer.

Leonid Gusev, Head of Management, All-Russia Science Festival, Moscow, Russia

MINDS-ON, HANDS-ON, ALL SENSES ON!

10:00 – 11:15

PINK ROOM

PANEL SESSION

CO, LE

CONVENOR:

Eric Siegel, Director and Chief Content Officer, New York Hall of Science, New York, US

Can we translate momentous events and concepts in science and technology into experiences that people can enjoy and understand? Many of us have artifact-rich exhibitions with separate ‘family-friendly’ interactive zones. Undoubtedly, the conversations and interactions are very different in each of these set-ups. But what are we suggesting to our visitors? Are we suggesting adults learn via minds-on and children learn by hands-on? Is it too much to dream of a truly all ‘senses-on’ experience? This session answers these questions from the perspective of three different science museums and looks at innovative approaches to merge this divide and create engaging experiences.

SPEAKERS:

Clara Lim, Interactive and Temporary Exhibitions Manager, Thinktank Birmingham, UK

Daniel Wetterskog, Head of Exhibition, Education and Programs, Tekniska Museet – Teknorama (National Museum of Science & Technology), Stockholm, Sweden

Kian Tiong Pang, Manager, Exhibitions Science Centre Singapore Jurong East, Singapore

DREAMS CAN COME TRUE: SCIENCE CENTRES OF SOUTH EAST EUROPE

10:00 – 11:15

BLACK ROOM

PANEL SESSION

SS, AU

CONVENOR:

Barbara Streicher, Executive Manager, Science Center Netzwerk, Vienna, Austria

South East Europe is the home region of many scientists and world-famous minds who have contributed to modern development. It could also be a centre of modern innovation just by increasing public awareness on the importance of natural sciences, technological progress and innovation. How can we communicate science without physically having a science centre? What about persuading policymakers of the value of science centres? How can small science centres have a big impact?

SPEAKERS:

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

Dreams, nightmares and reality

Hiša eksperimentov (the Slovenian Science Centre) was established 17 years ago. There have been quite some experiences specific and some less specific to the geographical area collected up to now. This presentation will contribute to the session by communicating those experiences.

Jelena Filipaj, Executive Director/Project Manager AQUIS, Zagreb, Croatia

Dreaming With The Eyes Wide Open

ZEZ centar (Science Edutainment Centre Zagreb) is a project ready to apply for the EU structure funds and, hopefully, to be launched in mid 2015. Is it just a dream? Data and Croatian people are saying – yes, we can (do it)! The preparatory phase experiences and examples will be presented.

Aleksandra Drecun, Director, Center for the Promotion of Science, Belgrade, Serbia

Center for the Promotion of Science, Serbia
Serbian science center is a young public institution, the first of its kind in the SEE region. There will be a discussion about who were the supporters and who were, surprisingly, the major critics of the project.

Konstantinos Dimopoulos, Computer Science Researcher, South East European Research Centre (SEERC), Thessaloniki, Greece

STRENGTHENING CEO AND BOARD RELATIONSHIPS

10:00 – 11:15

GREEN ROOM

PANEL SESSION

PH

CONVENOR:

Asger Høeg, Executive Director, Experimentarium, Hellerup, Denmark

CEO-Board interaction is a key factor in organizational success. A positive Board-CEO relationship creates synergies that will support fundraising and leverage existing relationships between Board members, science centre interests and personal connections. Four experienced CEOs representing large and small organizations (from Canada, the US, New Zealand and the United Kingdom) will speak about their approach to building the Board and ensuring a respectful relationship.

SPEAKERS:

Linda Conlon, Managing Director, Centre for Life Newcastle, UK

Ioannis Miaoulis, CEO, Museum of Science, Boston, US

Tengku Nasariah, CEO Petrosains, Kuala Lumpur, Malaysia

STORYTELLING AND GAMES FOR ENGAGING EXHIBITION EXPERIENCES

10:00 – 11:15

PURPLE ROOM

PANEL SESSION

EX, LE

CONVENOR:

Benoît Légaré, Consultant in Museology, MCI, Montreal, Canada

Storytelling and games are universal products of the human experience and are present in all cultures. Not only do they provide the groundwork for meaningful social interactions, they also play an essential role in the development of the human brain and in learning. This panel explores ways in which museums use storytelling and games to create engaging exhibition interfaces. Specific case studies will be presented with concrete tips, pros and cons as well as venues for further exploration.

SPEAKERS:

Heather Kelley, Founder, Perfect Plum, Vienna, Austria

Genevieve Angio-Morneau, Designer & Museologist, gsmprjct^o, Montreal, Canada

Poul Kattler, Exhibition developer, Experimentarium, Hellerup, Denmark

Paul Voogt, Head Department Public and Presentation, Director Public Programs at University Museum Utrecht, Utrecht, Netherlands

MOBILE APPLICATIONS IN SCIENCE CENTRES: IS THERE ADDED VALUE?

10:00 – 11:15

YELLOW ROOM

WORKSHOP

TE, EX

CONVENOR:

Johannes-Geert Hagmann, Curator, Physics, Deutsches Museum, Munich, Germany

Mobile applications are increasingly used in all the museums to help visitors discover exhibitions and content. In the particular case of interactive sciences centres, what could be the added value of these tools? Do they bring new content or services? How could they meet visitors' needs? During this workshop, participants will try to list the ideal requirements of this kind of tool, aided by the example of five projects developed in this field.

SPEAKERS:

Christophe Chaffardon, Head of Education, Cité de l'espace, Toulouse, France

Sven Bakken, Researcher, University of Oslo, Oslo, Norway

Daniel Rosqvist, Head of IT, Tom Tits Experiment, Stockholm, Sweden

Houston Wilson, Webmanager, Experimentarium, Hellerup, Denmark

Anna Gunnarsson, Teacher, NAVET, Borås, Sweden

MAKING, FABBING, TINKERING: THE MAKER SPACE

10:00 – 11:15

RED ROOM

WORKSHOP

HOSTED BY:

Karolina Perrin, Experience designer, KarekDesign, Cracow, Poland

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, United Kingdom

Jochen Hunger, Scenographer, jh Museum & exhibition design, Erlangen, Germany

Alexey Zemko, Director, AZPI Electronics, Moscow, Russia

Karen Wilkinson, Director of the Tinkering Studio, Exploratorium, San Francisco, USA

Jean-Michel Molenaar, Project Manager, CCSTI Grenoble, Grenoble, France

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“SURPRISE”

COFFEE BREAK: TED TALKS / MAKER CINEMA + MAKE IT YOURSELF: COME AND BUILD STUFF

COFFEE BREAK IN THE BUSINESS BISTRO

Conference programme

DREAM DOUBLE ACTS: SCIENCE CENTRES PREPARE SCIENTISTS TO MEET THEIR PUBLIC

12:00 – 13:15

BLUE ROOM

REVERSE SESSION

SS

CONVENOR:

Micol Molinari, Learning Resources Developer, Science Museum, London, UK

This session will introduce examples of programmes designed to develop effective science communication skills for scientists. At the end of the session, discussion will be opened for participants to share opinions and expand on past experiences of how to develop more effective and innovative programmes through these 'double acts' with scientists. Our dream is for the ideas exchanged in the session to inspire others to adopt these practices, and enable scientists to cultivate direct and beneficial relationships with society.

SPEAKERS:

Enrico Tombesi, Director, Fondazione POST, Perugia, Italy

Megumi Murashima, Science communicator, National Museum of Emerging Science and Innovation, Tokyo, Japan

Akihiro Osaki, Researcher, Tokyo, Japan

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

Karen Davies, Head of Learning Resources and Outreach, Science Museum, London, UK

Michaela Livingstone, Special Projects Manager, The Association for Science and Discovery Centres, Bristol, UK

MISSING THE "E" IN STEM EDUCATION

12:00 – 13:15

ORANGE ROOM

PANEL SESSION

LE, SS

CONVENOR:

Sheena Laursen, Director of International Affairs, Experimentarium, Hellerup, Denmark

Engineering promotes Problem Solving and Project Based Learning. By using the engineering design process on challenges that are relevant to students' lives, we help advance the 21st century skills needed by all future citizens, encourage interest in scientific studies and promote interest in science careers. Collaboration among key STEM education stakeholders in all relevant sectors is needed.

SPEAKERS:

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

Cooperation among science centers and schools

"ENGINEER" project, new content for science curriculum, based on design challenges in 10 engineering fields, for schools and science museums, developed together by science centers & school teachers in 10 countries in Europe and beyond.

Ioannis Miaoulis, President and Director, Museum of science, Boston, USA

Action plan for advocacy

The Museum of Science, Boston, as the primary champion of introducing engineering in schools worldwide, will share the three components that are needed: Advocacy, Curriculum Development, and Professional Development of teachers.

Michael Dzoga, Corporate Affairs Manager, Central & Eastern Europe, Intel Corporation, Warsaw, Poland

The role of Industry in STEM education

The views on STEM ecosystem and the role of companies' in entrepreneurship IN education, that emerged from Intel Educator Academies organized in 2011 and 2012 with 200 participants from 40 countries from Europe, Middle East and Africa.

David Heywood, Reader in Education, Manchester Metropolitan University, Manchester, UK

Teachers the key to success

The role of Universities in developing teacher pedagogy in engineering, through pre& in-service training. The work will be contextualised within a wider debate on why engineering has remained the 'poor relation' of the STeM agenda.

DREAMING OF THE OUTDOORS: INTERACTIVE SCIENCE EXHIBITS IN PUBLIC SPACES

12:00 – 13:15

PINK ROOM

PANEL SESSION

EX, SS

CONVENOR:

Claudia Schleyer, Consultant for Interactive Exhibits, Berlin, Germany

Outdoor exhibits have the power to reach a wide range of audiences and offer casual contact to people who are not even interested in, or conscious of, science in their daily lives. With great power to engage, they also come with extraordinary challenges.

SPEAKERS:

Clara Lim, Interactive and Temporary Exhibitions Manager, Thinktank, Birmingham, UK

Science Garden: connecting people

Set in Birmingham's city centre, the Science Garden features intriguing large scale interactive exhibits on 2750 m². The presentation focuses on the engagement of local communities and stakeholders.

Julia Ellrich, Interface Designer, Triad, Berlin, Germany

Science Meets Historic City

Since 2012 a trail of interactive exhibits makes science explorable to everyone in the historic center of Lübeck. Ten stops relate to the cities universities and offer individual scientific phenomena.

Conference programme

Pia Bech Mathiesen, CEO, Danfoss Universe, Nordborg, Denmark

Attractiveness of outdoor areas

Universe is a Science Park with 90.000 m² outdoor space, which we use to ensure to attract all kind of families. Presented will be how Universe manages the special challenge outdoor exhibitions give.

Steve Gennrich, Senior Project Manager / Engineer, Exploratorium, San Francisco, US

Weaving ourselves into the fabric of the city

The Exploratorium moved to a new location, including an Outdoor Gallery with 35 exhibits. Presented will be a model for outdoor exhibit development involving scientists, designers and artists.

INNOVATIVE PARTICIPATORY APPROACHES FOR INNOVATIVE SOLUTIONS

12:00 – 13:15

BLACK ROOM

PANEL SESSION

SS, NP

CONVENOR:

Michelle Devaney, Research Assistant, NUI Galway, University Road, Ireland

In order to imagine new solutions, we must bring together different actors (researchers, stakeholders, societal actors) with complementary knowledge and experiences and forge new partnerships using a participatory approach. Environment is one of the three pillars of sustainable development. With three examples focusing on multi-stakeholder processes, this session will discuss some rules and guidelines for a consultation, focusing on innovation related to the environment and the sea.

SPEAKERS:

Ludovic Frere Escoffier, Sea for Society manager, NAUSICAA national Sea Experience Centre, Boulogne-sur-mer, France

Sea for Society consultation towards Blue Society

Sea for Society aims to bring stakeholders, youth and citizens through dialogue and mutual learning to create the “Blue Society”.

Bruna Valettini, Acquario di Genova, Genova, Italy

How to Engage Consumers in a Respectful Way of Choosing their Seafood?

With the “Mr Goodfish” and the «Pesce ritrovato» programs, the regular consultation of all stakeholders has both allowed to make new information available and to mobilise all actors so as to propose new solutions to consumers.

Jean-Jacques Perrier, Coordinator, VivAgora, Paris, France

Responsible Innovators: Stakeholder Management to Ecological Commitment

In some open dialogues, innovators can adopt an ethical attitude and understand that the ocean is not a ground of experiments but a “partner” with whom they can build an ecological commitment and make their innovations beneficial and successful.

Michelle Devaney, Research Assistant, NUI Galway, University Road, Ireland

Marzia Mazzonetto, Senior Project Manager, Ecsite, Brussels, Belgium

DIVERSE APPROACHES TO EXPLAINER TRAINING

12:00 – 13:15

GREEN ROOM

REVERSE SESSION

PH, LE

CONVENOR:

Maria Xanthoudaki, Director of Education and of international relations, Museo Nazionale della Scienza e della Tecnologia ‘Leonardo da Vinci’, Milan, Italy

Explainers’ profile and professional development constitute an ever-evolving topic not only for Ecsite’s THE Group, but also of institutions that employ explainers of diverse ages, preparation times, skill levels, and sometimes even tasks. Their initial or in-service training is among the most important indicator for the quality of their performance, however, there are still a wide variety of approaches. There are as many types of explainer training as the number of museums and science centres. THE Group proposes a session on the different approaches to training to follow last year’s debate about whether explaining is a source of life-time employment.

SPEAKERS:

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

Antonio Gomes da Costa, PLACES Coordinator, Ecsite, Brussels, Belgium

Brad Irwin, Learning Research Manager, Natural History Museum, London, Belgium

Conference programme

REFINING EXHIBITS TO ENCOURAGE COMPREHENSION AND INTERACTION

12:00 – 13:15

PURPLE ROOM

WORKSHOP

AU, EX

CONVENOR:

Philipp Horst, DASA, Dortmund, Germany

In this workshop, animators will bring examples from their work where visitors turned away from exhibits in frustration or simply misused them. Samples will deal with misleading instructions and unclear graphics or physical design. Participants will be asked to work in groups to improve and refine selected exhibits.

SPEAKERS:

Manuel Roca, Production Director, Parque de las Ciencias, Granada, Spain

Movement and perception: four rotating discs that show different optical illusions based on the effect of movement. Initially it allowed an incorrect use. Now it is successfully redesigned.

Ines Prieto, Exhibits design, Cité de l'espace, Toulouse, France

The "Drake equation"

A hands-on exhibit, meant to make visitors wonder about the possible existence of ET life... but too often experienced as a succession of meaningless numbers.

Anna Schaeffers, Concept and Research, Archimedes Exhibitions, Berlin, Germany

Hands-on or Hands-under?

A hands-on exhibit to experience how skin receptors in your skin react to heat, cold, touch, and vibration: But do visitors understand how to interact with the exhibit?

Leonel Alegre, Head of Education, Science and Culture Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

The flying bicycle is a huge success in most science centres. It's funny and engaging. But does excitement leave any space for the understanding of the scientific phenomena? How can we improve this?

CONTENT RE-DEVELOPMENT: AN ACADEMIC SCIENCE MUSEUM AND THE FREEDOM TO INNOVATE

12:00 – 13:15

YELLOW ROOM

INTERACTIVE SESSION

CO, DE

CONVENOR:

Lubov Strelnikova, Editor in Chief, Chemistry and life magazine, Moscow, Russia

The Polytechnic Museum in Moscow is one of the oldest museums of its kind in the world and the largest technical museum in Russia. The modernization project that began in 2010 aims to create a new museum and education centre with advanced museum technologies showcasing achievements in science and technology. The development of the content and design for the re-newel of the Polytechnic Museum in Moscow is exploring ways to move the science museum model forward; it is focused on celebrating our shared human fascination with new ideas, new understanding and innovation and the dreams of generations of scientists and technologists.

Science and technology do not exist in a vacuum. Personal, political, economic, social boundaries all impact the potential for innovation. This session takes a look at diverse projects and institutions which seek to break boundaries. Their aim is to find new ways of working and communicating and, in turn, to realise dreams: for themselves and the world beyond their walls.

SPEAKERS:

Emily Scott-Dearing, Head of Exhibition & Programmes, Science Museum, London, UK

Esther Dugdale, Creative Director, Event Communications, London, UK

Abby Coombs, Project Lead – Interpretation, Event Communications, London, UK

Paul Bowers, Formerly Project Director, Darwin Centre Phase Two Public Offer, London, UK

MAKING, FABBING, TINKERING: THE MAKER SPACE

12:00 – 13:15

RED ROOM

WORKSHOP

HOSTED BY:

Karolina Perrin, Experience designer, KarekDesign, Cracow, Poland

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, United Kingdom

Jochen Hunger, Scenographer, jh Museum & exhibition design, Erlangen, Germany

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"Stereo Photography" with Jochen Hunger

LUNCH

Conference programme

PLAYING DUMB: ESCAPING THE SHACKLES OF SMARTNESS

14:30 – 15:45

BLUE ROOM

PANEL SESSION

SS, SA

CONVENOR:

Alex Verkade, Creative Director, Discovery Festival
Amsterdam, Netherlands

Innovation starts with dreaming. So, to innovate, we need good dreamers. Who are the best dreamers we know? Kids. Artists. Philosophers, maybe. People less confined by the shackles of scientific knowledge. On the other hand, who is more likely to be shackled? People who think they know a lot. What we should be doing is listening to the dreamers. Dismissing the questions and dreams of your audience as 'impossible' is a waste of their 'ignorance'. Wild ideas should instead be embraced – they are the starting points for true 'out of the box' thinking.

SPEAKERS:

Bas Haring, Professor in Public Understanding of Science,
Leiden University, Leiden, Netherlands

Ignorance is a virtue

Jen Wong, Director, Guerilla Science, London, UK

Mixing science with art, music and play

Mark Dingemans, Research Staff, Max Planck Institute,
Nijmegen, Netherlands

Better science through listening to lay people

EXPERIENCES OF EXTERNAL AND IN-HOUSE DESIGNERS

14:30 – 15:45

ORANGE ROOM

REVERSE SESSION

DE, EX

CONVENOR:

Dominique Botbol, Head of Exhibition Project Department,
universcience, Paris, France

Designers will discuss their experiences in the development process of an exhibition as either in-house or external exhibition designers. After each speaker delivers a short presentation about their experiences, participants will be invited to discuss the advantages and disadvantages of one and the other.

SPEAKERS:

Stan Boshouwers, Designer, Universiteitsmuseum,
Tinker Imagineers, Utrecht, Netherlands

The benefits of outsourcing creativity

Fresh ideas, eager consultancy, goal directed people, no strings attached: the case of some science centers who entirely outsourced their design department, resulting in price winning visitor-experiences.

Touko Korhonen, Exhibition Designer, Heureka
– The Finnish Science Centre, Vantaa, Finland

Mikko Kauhanen, Designer, Heureka – The Finnish Science
Centre, Vantaa, Finland

The benefits of using in-house designers

Iteration and prototyping of exhibits in-house is fast and flexible. Design briefs are more open to risk-taking and testing new ideas. We will present our point of view through a couple of productions.

Katell Barthélémy, Engineer Designer, universcience
Paris, France

In-house designer or outsourced, 3 cases studies

I will analyse my experiences through three examples at la Cite des sciences: two with in-house design and one with external design. What are the differences? What are the assets?

Claudia Schleyer, Consultant for Interactive Exhibits,
Berlin, Germany

An experience of outsourced exhibition design in a science center

After being head of a design unit for six years, I now offer consultancy and design services on interactive exhibits. I will present some aspects of my personal view on this external perspective.

SCIENCE AND HEALTH: A TRANSFORMING MIX FOR FAMILIES AND SCHOOLS

14:30 – 15:45

BLACK ROOM

PANEL SESSION

SS, RE

CONVENOR:

Sheena Laursen, Director of International Affairs,
Experimentarium, Hellerup, Denmark

This session will focus on actions and activities that are being developed to promote healthy lifestyles. We will show how science centres are creating transforming experiences aimed at a broad and diverse audience. Education researchers have offered new insight into health promotion and public engagement, which give science centres and museums a chance to play key social roles toward promoting healthy lifestyles. These innovative approaches are being carried out in close collaboration with industry, education institutions and among science engagement and communication experts. Develop your awareness of some innovative examples for transforming experiences, see why we need to focus on this topic, and consider how research is being embedded in the design process.

SPEAKERS:

Justin Dillon, Professor of science and environmental
education, King's College London, UK

Science and health education: towards a reconceptualisation

Health and environmental education are often seen as cross-cutting themes in science education. The general sense of dissatisfaction with the existing science curriculum provides an opportunity to consider a radical reform.

Conference programme

Laura Ronzon, Head of curators and heritage development, Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

Nutrition & Health. A project for and with the community
Leonardo da Vinci, Milan is developing a project on the relationship between nutrition and health, and developing a new permanent exhibition integrating three interactive laboratories on genetics, biotechnology and nutrition.

Mette Stentoft Therkildsen, Project Manager, Exhibition Consultant, Experimentarium, Hellerup, Denmark

Mai Murmann, Post doc, Experimentarium Hellerup, Denmark

An exhibition concept for a transforming family experience
Experimentarium is creating an exhibition concept, which aims to stimulate dialogue and provide a positive, entertaining and shared experience on healthy lifestyles. The concept is the result of a unique collaboration between families (users), developers and researchers.

SCIENCE CENTRES: INCUBATORS OF CREATIVITY

14:30 – 15:45

BLACK ROOM

PANEL SESSION

SS, SA

CONVENOR:

Didier Laval, Project Manager, Ecsite, Brussels, Belgium

Science Centres are excellent places to foster new processes between the arts, science and technology in a spirit of co-creation. They can support innovation processes that associate scientific and creative skills with a view to:

- integrate different disciplines and to stimulate new forms of collaboration
- encourage young people in creative processes
- support entrepreneurship and business development
- give evidence of the positive impact of this interaction on innovation and competitiveness.

SPEAKERS:

Vincenzo Lipardi, Executive Committee, Fondazione IDIS – Città della Scienza, Naples, Italy

Smart Lab Incubator

In September 2012, Città della Scienza opened the "smart lab incubator": an area to host new ideas of business in the field of creativity, science and smart cities, promoting new relationships between creators, scientists, and business experts.

Wiktor Gajewski, Science Communication Specialist, Copernicus Science Centre, Warsaw, Poland

Experimenting new connections.

Copernicus Science Centre creates experimental connections between different disciplines and people, linking young design artists with traditional local craftsmen, or inspiring changes in healthy urban lifestyles by mixing business, art and science.

Maggioni Ludovic, Manager of exhibition, CCSTI Grenoble, Grenoble, France

Mixing art and sciences, a new way for innovation?

The CCSTI of Grenoble will illustrate its long experience in associating artists, scientists and more recently enterprises to generate creativity with two projects: XYZT, Abstract Landscape and KiiCS.

Michael John Gorman, Director, Science Gallery, Trinity College, Dublin, Ireland

From Content Provider to Creative Platform

What are the possible models for combining incubation, innovation and public engagement? How can we transform the science centre from content-provider to creative platform?

INNOVATION AS A SUSTAINABLE AREA OF BUSINESS

14:30 – 15:45

GREEN ROOM

PANEL SESSION

OF

CONVENOR:

Kim Gladstone Herlev, Deputy Executive Director, Director of Development, Experimentarium, Gentofte, Denmark

Great ideas on how to make innovation a sustainable area of business at the science centre or – museum.

One of our key competences as science centres and science museums is to be innovative. We build on the experiences we have gained in order to develop new science communication activities that have the potential to attract more visitors and breed more learning. And we are willing to share experiences and best practices with each other and use these as a platform to do what suits our own target groups the best.

Now it is time to capitalize on this key competence! And we can do that for sure without compromising our main objective about creating interest among people for science and technology. This session gives a number of concrete ideas on how to capitalize our innovative competencies in order to strengthen our economical situation.

SPEAKERS:

Geno Schnell, Director, Noyce Leadership Institute, Baltimore, USA

There are some ways that cultural organizations in the US have used their strengths for helping other businesses and organizations learn and sustain innovation. Several ideas and general principles will be highlighted.

Adam Tobin, Associate Director of Business Development, Exploratorium, California, USA

Tom Rockwell, Director of Exhibits, Exploratorium, California, USA

The Exploratorium's recent relocation and capital campaign has sown the seeds of new business models, both at our new location and world-wide.

Morten Fabricius, Project Manager Innovation Match, Experimentarium, Hellerup, Sweden

A specific method and approach to a unique meeting across sectors makes it possible to open doors to businesses with the focus to facilitate disturbance as a means of business development.

Teis Christiansen, Director of exhibitions, Teknikens Hus, Luleå, Sweden

Anne-Marie Bruyas, International Relations, Fondazione Idis-Città della Scienza, Naples, Italy

GROWING THE SOCIAL ROLE OF BOTANIC GARDENS

14:30 – 15:45

PURPLE ROOM

PANEL SESSION

EI, SS

CONVENOR:

Asimina Vergou, Education Programme Coordinator, Botanical Gardens Conservation International, Surrey, UK

The 21st century has seen increasing awareness and concern about human impact on the environment. Many scientists argue that we are entering the sixth great mass extinction and that anthropogenic climate change is one of the major threats to global biodiversity. In this panel discussion Communities in Nature Partners will share their experiences of running social inclusion projects. They will reflect on how the social role fits their organisation's mission and will debate whether addressing environmental issues in a social inclusion project is a realistic possibility.

SPEAKERS:

Gail Bromley, Consortium partner in INQUIRE / Head of Community Engagement at RBG Kew INQUIRE project, Richmond, UK

Community ambassadors -levering support for inclusion

Gail Bromley will explore the findings from a recent consultation and programme development to engage young families from socially deprived areas; she will also discuss the work of Kew's Access Forum.

Christine Meakin, Learning Supervisor, Westonbirt, The National Arboretum – Forestry Commission, Tetbury, UK

Hidden Voices: Learning from each other

Using our personal connections with trees to explore social and environmental issues how feasible is it to combine both aspects with new groups? A discussion of the challenges and benefits of collaborative projects.

Ian Edwards, Head of Exhibitions & Events, Royal Botanic Garden, Edinburgh, UK

Not for people like us: engaging with hard-to-reach audiences through

Some sectors of Scottish society are under-represented in our audience. Growing, sharing and eating food plants engages hard-to-reach groups in stimulating dialogue on the social and environmental issues that affect people's lives.

AFTERSHOCK: THE AQUILA RULING AND ITS IMPACT ON SCIENCE COMMUNICATION

14:30 – 15:45

YELLOW ROOM

REVERSE SESSION

SS, ME

CONVENOR:

Antonio Gomes da Costa, PLACES Coordinator, Ecsite, Brussels, Belgium

The condemnation of six scientists for "multiple mans-laughter" as a consequence of their failure to warn citizens about the Aquila earthquake in Italy took many by surprise. The ruling, regardless of what happens in the future of this case, will have a serious impact on science communication, the perception of science and discussions about scientific issues. This session will discuss the issues at stake.

SPEAKERS:

Elisabetta Tola, Science and data journalist, formicablu and datajournalism.it, Bologna, Italy

Catherine Franche, Executive Director, Ecsite, Brussels, Belgium

Alexandre Quintanilha, Physicist, President of the Scientific Committee of the Pavilion of Knowledge, Lisbon

Member of the Science and Technology Advisory Council for the President of the European Commission

COFFEE BREAK IN THE BUSINESS BISTRO

Conference programme

NATURAL HISTORY MUSEUMS: RETHINKING ICONIC SPACES, COLLECTIONS AND ARCHITECTURE

16:30 – 18:00

BLUE ROOM

PANEL SESSION

CO, SS

CONVENOR:

Claes Johansson, Architect / Exhibition Designer, CaseStudio, Gothenburg, Sweden

As visitor expectations and technology evolve at a fast rate, how is the design of museum spaces responding to this? What impact does the architecture and the physicality of a space have on the visitor experience? What role do the key iconic spaces within these museums play in not only welcoming visitors to natural history collections but in engaging them with social issues?

SPEAKERS:

Felicity Paynter, Interpretation developer, Natural History Museum, London, UK

Anna Omedes, Director, Museu de Ciències Naturals de Barcelona, Barcelona, Spain

Peter Bartsch, Curator, Museum für Naturkunde Berlin, Berlin, Germany

BEYOND ASTRONOMY: NEW CONTENT FOR PLANETARIUMS

16:30 – 18:00

ORANGE ROOM

PANEL SESSION

TE, AU

CONVENOR:

Anna Öst, Project Manager, Norrköping Visualization Center, Norrköping, Sweden

New interactive tools and technologies that allow non-technical professionals to get better access to the planetarium could potentially broaden available content for planetariums, allowing new stories and new types of storytelling to be tested, evaluated and developed. But what are the required tools and how can we find new ways to communicate science using the planetarium? How do we make the planetarium more interactive and engaging for the audience? In this panel session four speakers, all from the planetarium field, will discuss the possibilities and difficulties of bringing new content to planetariums.

SPEAKERS:

Isabella Buczek, Lecturer & Show Producer, Mediendom at the University of Applied Sciences, Kiel, Germany

Science Visualisation – Why in the dome?

More and more scientific institutions visualize their research for the dome. What are the advantages of a 360° experience in regards to learning? How is a real learning experience in the dome created?

Staffan Klashed, CEO, SCISS Uniview, Stockholm, Sweden

Planetariums are increasingly choosing to expand programming with rapid turnaround realtime productions. We will show works based on live data and discuss production value and daily updated content.

Micky Remann, Lecturer, Fulldome-Festival Jena / Bauhaus-University Weimar, Bad Sulza, Germany

This panellist will introduce a vision for future fulldome theatres where a radical change to building design will allow audiences to float in salt water, completely immersed in the projection above.

Miroslav Andel, Technical Director, Norrköping Visualization Center, Norrköping, Sweden

Creating interactive dome apps doesn't have to be complicated using the right tools. I will talk about how to simplify the production pipeline and the democratization of dome content development.

INNOVATION FOR PERMANENT EXHIBITIONS

16:30 – 18:00

BLACK ROOM

PANEL SESSION

EX, SA

CONVENOR:

Sally Duensing, Visiting Professor and Museum Consultant, King's College London, London, UK

Dialogue and engagement are key elements of innovation in science communication. And dialogue and engagement are more easily integrated in education activities than in permanent exhibitions. This session will focus on the strategies adopted to embed these elements in permanent exhibitions. Traditionally, scientific curators and technical academic knowledge have been the key development ingredients of permanent exhibitions. However, innovation from the past year saw diverse expertise collaborating to create permanent exhibitions.

SPEAKERS:

Dominique Botbol, Head of Exhibition Project Department universcience, Paris, France

An experiential exhibition that will involve visitors

This presentation looks at the development process of a Brain permanent exhibition that will present tests and experiments inspired by scientific work and lead visitors to ask questions they had never thought of.

Sara Calcagnini, Education Officer, Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

Different voices in exhibitions

How to embed in an exhibition different perspectives on the topic? How to engage different developers and audiences? The Milano science and technology museum's experience will be presented.

LEADERSHIP FOR INNOVATION

16:30 – 18:00

GREEN ROOM

PANEL SESSION

PH, EX

CONVENOR:

Eva Jonsson, Deputy Director, Teknikens Hus, Luleå, Sweden

Science centres that want to remain vital for their stakeholders need to innovate and adapt to changing demands and expectations. This calls for proactive and brave leadership that is willing to take risks and test new solutions. This session offers several concrete examples of innovation in science centres and will offer behind-the-scenes stories of success and failure.

SPEAKERS:

Amito Haarhuis, Deputy Director / Programme Manager, Science center NEMO, Amsterdam, Netherlands

After 15 years of existence, NEMO is reevaluating itself to improve the quality of the programs and to keep innovating. Amito talks about some new directions NEMO wants to take, taken into account the changing landscapes around us.

Ailsa Barry, Head of Interactive Media, The Natural History Museum, London, UK

The Natural History Museum has developed flexible multi-skilled teams that will take on content themes and run with it across exhibitions, learning programs, films, events and web apps etc to make the most impact across all channels. Lessons learnt and an understanding of what is working (or not) will be shared.

Patricia Verheyden, Experience Director, Technopolis, the Flemish Science Center, Mechelen, Belgium

Technopolis, the Flemish science centre increased its public area by 33%. The new areas offer exhibitions and programs from a different nature than the main exhibition area. The main focus being: to show youngsters study and career possibilities in science and technology, to allow teenagers to do real experiments and to help teachers with their science and technology classes. The team responsible for the content had to change too with the new offer.

Andrea Durham, Director Exhibits, Museum of Science Boston, USA

The Museum of Science Boston, are developing two new exhibition areas that will be regularly updated and will be jointly run by exhibit and program staff¹. The organizational model implemented to support this constantly changing exhibit/program area and the challenges this brought will be discussed.

Sean Duran, Vice President Exhibition and Design, Miami Science Museum, Miami, USA

The Miami Science Museum is developing a new three-story aquarium. The tanks themselves and the supporting interpretive tools are being designed to function responsively to ever-changing programming opportunities. In turn, leadership is advancing the vision of broadening the parameters of aquarist, interpreter and exhibit designer by conceiving a new model that utilizes a purpose designed tool kit that empowers staff to capitalize on husbandry and visitor engagement opportunities.

TILTING MINDSETS: ARTISTS BUILDING CAPACITY FOR INNOVATION

16:30 – 18:00

PURPLE ROOM

WORKSHOP

SA, SS

CONVENORS:

Pia Areblad, Director Strategic Alliances, TILLT Gothenburg, Sweden

Didier Laval, Project Manager, Ecsite, Brussels, Belgium

By engaging visitors in science topics, tools and applications, science centres and museums are stimulating the taste for innovation. However, to empower the visitors to innovate, it is also necessary to foster their creativity: this statement calls for mixing the artistic approaches to science communication institutions. Could artistic actions make it possible for science centres and museums to become centres of society-led innovation? This workshop will give a flavor of what artist-driven innovation can be like. We will give insight into the artistic process in relation to innovation capacity building. In an experience-based way, we will share cases and outcomes of projects as well as discuss the challenges in these kinds of projects.

Maria Mebius-Schröder, Contemporary Choreographer and Dancer, TILLT, Gothenburg, Sweden

Guillaume Trap, Physics Lecturer, Universcience, Paris, France

Art to expand thinking

The workshop, based on TILLT's incubator in the KiiCS project, will demonstrate how artistic competence relates to innovation and creativity, tackling themes such as convergent and divergent thinking or creative and rational logic.

SOCIO-SCIENTIFIC DECISIONS AND POTENTIAL FOR CITIZEN DELIBERATION

16:30 – 18:00

YELLOW ROOM

PANEL SESSION

SS, OU

CONVENOR:

Yasushi Ikebe, Principle Investigator of Science Communication, National Museum of Emerging Science and Innovation, Koto-ku, Japan

Citizen deliberation can be a strong force in involving everyday citizens in policy making, and in creating an environment in which their thoughts can be deeply innovative. In this session, we will discuss the potential of deliberation among citizens and the role of museums as venues that provide opportunities for such deep dialogues.

SPEAKERS:

Hiromi Kurokawa, Staff, National Museum of Emerging Science and Innovation, Koto-ku, Japan

In Japan, we, Miraikan, made a special effort to manage effective facilitation that assists participants to bring various perspectives on biodiversity and understand biodiversity in their context.

David Sittenfeld, Program Manager Forum, Museum of science, Boston, USA

A group of US WWV partners including the Museum of Science developed a US question for deliberation and created biodiversity-themed products to engage other citizens in informal educational settings.

Luisa Massarani, Museum of Life/Oswaldo Cruz Foundation, Rio de Janeiro, Brazil

Conduct a public consultation as a WWViews was a desire of the Museum of Life in Brazil. We considered the event as a citizenship exercise and we could note that most of the participants felt the same way.

Conference programme

Bjørn Bedsted, Consultant, The Danish Board of Technology, Copenhagen K, Denmark

Danish Board of Technology coordinated the WWViews. The presentation will give an overview of the event, the purpose of making it, the lessons learned, and the future perspectives for the use of the method.

THE CLOSING & HANDOVER

18.15 – 18.45

PINK ROOM

Join us for the closing of this year's conference and mark the handover to the host of the Ecsite Annual Conference 2014 – Museon, The Hague, Netherlands.

FAREWELL PARTY AT THE LISEBERGSTEATERN

21:00 – 00:00

To celebrate the closing of the conference, we are happy to welcome you to the Farewell Party at Lisebergsteatern, which exudes glamour and classic theatricality and occupies an attractive position in the Nordic region's largest amusement park. There will be mingling, music and dancing, accompanied by drinks and light refreshments.

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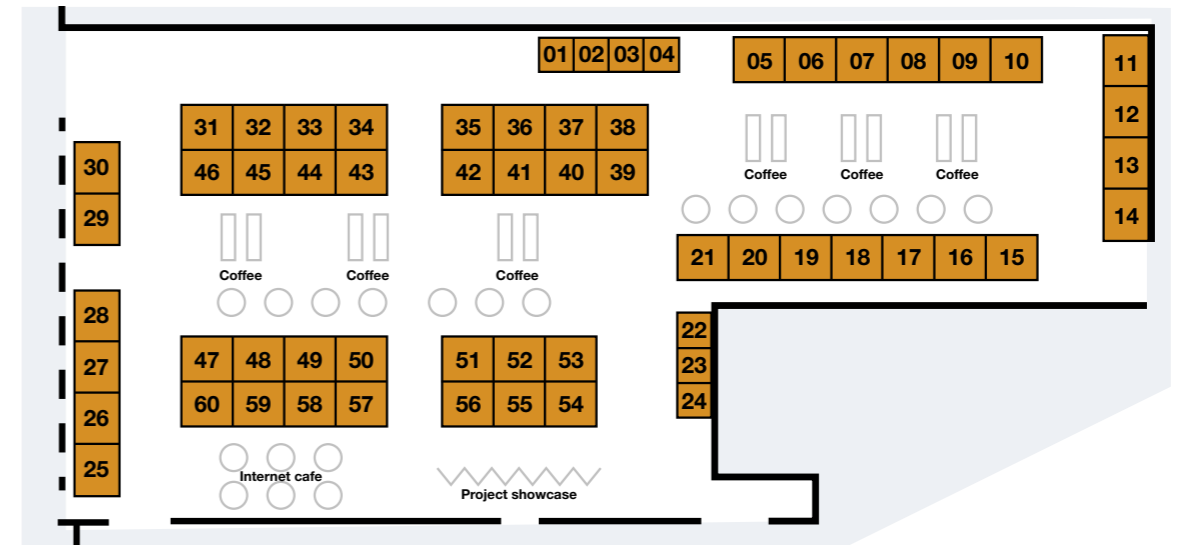
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Business Bistro EXHIBITORS

BUSINESS BISTRO

The Business Bistro brings together the most inspiring new projects, exhibitions, techniques, products and services on the market for science communication institutions. This is the place to present innovative ideas, meet new clients and discuss future collaboration. Sixty booths will be available within the congress centre. All coffee breaks will take place in the exhibition area to ensure maximum business opportunities for our delegates in this lively focal point of the conference.

On Friday afternoon the Bistro will hold its Happy Hour, when participants will be invited for drinks and a relaxed atmosphere for networking.



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01 MINOTAUR MAZES

MINOTAURMAZES.COM

Minotaur Mazes is a Seattle-based, worldwide traveling exhibitions company specializing in complete, interactive exhibition experiences within a maze setting. Mazes are engaging both mentally and physically, and a tactile experience helps visitors young and old retain ideas long after they have left the exhibit. Minotaur is committed to crafting quality, creative exhibitions that introduce ideas of sustainability and personal responsibility for the world and its people.



02 CITTÀ DELLA SCIENZA

CITTADELLASCIENZA.IT

On Monday March 4, 2013, a fire has destroyed the Science Center of Città della Scienza in Napoli, Italy. Investigators are working to determine the causes of the fire. Ecsite is helping Città della Scienza restart its activities by coordinating donations of exhibits. This is to facilitate Città's accumulation of exhibit collections according to the hands-on tradition typical of science centres. Please visit this booth to see what you can contribute to rebuild Città della Scienza.



04 MUSEON THE HAGUE

MUSEON.NL

As an interactive museum for culture and science, in line with its educational mission and inter-disciplinary approach, it is Museon's ambition to continue to inspire people to discover the world. Its impressively large and varied collection was assembled with a view to educational use and comprises no fewer than 273,000 items in the fields of culture and sciences. It aims to introduce the widest possible public to culture and science and, to this end, provides an accessible and attractive learning environment focused on active exploration and direct experience. The Museon expects its conversion to a Global Museum to increase its visitor numbers from its current 170,000 to a steady 200,000 a year. The Museon also acts as a platform for community organizations, enterprises and government departments wishing to focus attention on social issues relevant to the Museon's mission.



05 UNIVERSEUM AB

UNIVERSEUM.SE

Universeum is the Nordic region's largest science centre and host of the Ecsite Annual Conference 2013. Together with artist Emilio Sheikan, Universeum will be presenting the newly produced exhibition The Dinosaurs are Back, showing 16 life-size dinosaurs of nine species in a prehistoric forest setting. The largest, a spinosaurus, is almost six metres tall and 14 metres long. All the

dinosaurs are equipped with sound and animatronics. Many of them are feathered, making the exhibition unique in the world. During the conference you'll have an opportunity to explore the exhibition at Universeum.



06 TEKNIKENS HUS

TEKNIKENSUS.SE

Teknikens Hus is more than a House!

Teknikens Hus develops learning environments and educational programs creating interest in science and technology. Teknikens Hus is a greenhouse for education, training, entrepreneurship and lifelong learning. The holistic approach and the in-house fabrication of our interactive exhibitions have been renowned worldwide.

We expand our production capacity!

After 25 successful years we now take our science center to a new level. Our expansion is an investment in all sectors of activity in the science center and will triple our capacity in exhibition production. This allows us to meet the orders from big as well as small projects.



07 CIÊNCIA VIVA

PAVCONHECIMENTO.PT

The Pavilion of Knowledge – Ciência Viva, in Lisbon, is the largest interactive science and technology centre in Portugal. Major thematic exhibitions about physics, mathematics, technology and other areas of knowledge encourage visitors to experiment the natural phenomena.

Workshops, seminars, scientific laboratories and other activities developed in close relationship with scientific institutions make this place a house of science for everyone. The Pavilion of Knowledge is now working intensively on the production of interactive exhibitions, autonomously or in association with other international science centers.



08 MAGIAN MEDIA STUDIO

MAGIAN.COM

Magian Media Studio has been delivering innovative multimedia and graphic design and production services to science centres, museums and similar institutions since 1993. Our studio offers a comprehensive range of skills, expertise and experience tailored to the specialist needs of cultural institutions. Our staff include project managers, designers, content developers, writers, software designers and developers, as well as specialists in technical infrastructure and hardware specification. The people at Magian take pride in being sensitive to the culture and regulatory requirements of institutions interpreting the world to visitors of all ages. We can provide consultancies as you embark on a project as well as design and production services from concept to completion and deployment.



09 EXPLORATORIUM GLOBAL STUDIOS

EXS.EXPLORATORIUM.EDU

When he created the Exploratorium in 1969, Dr. Frank Oppenheimer saw museums exhibits as links in the chain of understanding. The more links you could experiment with, the better your understanding of the world would be. Exhibit Services continues to follow Oppenheimers vision. Link by link, it offers 40 years worth of creativity and curiosity to use in your museum. This includes exhibit professional development training for staff, master planning custom design and engineering and partnership programmes.



10 VISUALIZATION CENTRE C

VISUALISERINGSCENTER.SE

“Visualization Center C” is a quad helix research and science center in Norrköping, Sweden manifesting leading visualization research and public outreach. Visualization Center C hosts a large-scale arena for public visits including media labs, interactive exhibitions and an immersive 3D full dome theatre. The center offers internationally renowned and award winning interactive exhibits, travelling exhibitions, full dome and 3D film production, custom development, consultant services and research partnerships.



11 NAVET SCIENCE CENTRE

NAVET.COM

Travelling exhibitions from Navet science center Navet science centre in Borås, Sweden, is a place where everyone can experience science, mathematics, technology and sustainable development in a meaningful, playful and creative way. Navet is constantly developing and now contains the only Palace of Mathematics in the world and a new exhibition of 550 m² on sustainable development – opens in May 2013.

Navet focuses on engaging its visitors with different approaches, such as drama, creativity, experiments and discussions. Navet’s ways to communicate has spread to a number of different places with the travelling exhibitions available and we would love to spread it some more! Meet us in the business bistro!



12 AMERICAN MUSEUM OF NATURAL HISTORY

AMNH.ORG

The American Museum of Natural History, founded in 1869 and located in New York City, is one of the world’s preeminent scientific and cultural institutions. The Museum’s 200+ scientists conduct research in a broad range of scientific disciplines, all of which inform the Museum’s permanent and temporary exhibitions, education and public programs. The Museum’s collection of more than 30 million specimens and cultural artifacts includes the world’s largest fossil collection,

and AMNH is the first American museum to be authorized to award its own Ph.D degree. AMNH currently develops two 700 m² traveling temporary exhibitions each year in collaboration with leading institutions from around the world, as well as digital planetarium shows, HD video content, and customized content packages.



13 & 14 SKY-SKAN

SKY-SKAN.COM

Since 1967, Sky-Skan has been offering innovative and multi-media products and services to communicate science using cutting edge technologies. Today, Sky-Skan’s Definiti® theaters immerse audiences in other Worlds. Presenters use our technologies to make a simple show about the solar system become a fantastic voyage through space. Or they might take audiences inside a tree’s leaves to discover an incredibly active micro-sized world! Sky-Skan is continuously pushing the boundaries in technology, offering the highest resolution projection systems on the market. Powering every system is our DigitalSky software, which includes the largest collection of scientifically accurate data sets available. With Definiti and DigitalSky, audiences can journey from the smallest known particles to edge of the known universe. Sky-Skan is proud to be an Ecsite Corporate Partner since 2002. Please stop by our booth to say hello.



15 & 16 SCIENCE PROJECTS

SCIENCE-PROJECTS.ORG

We create interactive exhibits and exhibitions. From exhibition planning to design and fabrication, we’re proud to have delivered quality exhibits for over 180 clients, earning ourselves a reputation of being one of the most experienced and trusted suppliers in the world. We have our own science centre, The Observatory Science Centre in Herstmonceux UK. It used to be home to one of the world’s leading astronomical establishments – The Royal Observatory – and today it continues to be a place of learning and discovery. We also own and operate travelling exhibitions that cover a range of subjects from art to ancient science.



17 GOOGLE LUNAR X PRIZE

GOOGLELUNARXPRIZE.ORG

Get set for a new era of lunar exploration! Google Lunar X PRIZE is offering \$30 million to the first commercial teams to land a robot on the Moon by 2015. To share the adventure with the public, we're launching a full-dome planetarium show in November 2013 (free for digital domes). 'Back to the Moon – For Good' presents current science, future lunar exploration & introduces teams vying for the Prize. Also available is 'MoonBots-in-a-Box', a kit to promote lunar science & robotics through informal education & science centers (includes 3D lunar landscape, LEGO Mindstorms & custom Raspberry Pi).



18 ECSITE

ECSITE.EU

Ecsite, the European network of science centres and museums, links science communication professionals from more than 400 institutions in 50 countries. It also connects member institutions through projects and activities and facilitates the exchange of ideas and best practice on current issues relevant to science communication. Ecsite is also the organizer of this event, the Ecsite Annual Conference which is hosted each year by one of its member institutions and is the largest science communication event in Europe.



19 ALCHEMY STUDIO

ALCHEMYSTUDIO.COM

ALCHEMY studio is an experience and institutional development, design and consulting studio that plans, designs, develops and provides creative direction for science centers and museums around the world. Our goal to create emotional and intellectual impact and inspire action. With twenty four years of experience in the museum and science center field, ALCHEMY studio works with organizations to becoming more impactful to their communities, developing innovative and new exhibition and public programming, experimenting and advancing the experience and science center field.



20 MUSEUM OF SCIENCE AND INDUSTRY, CHICAGO

MSICHICAGO.ORG

As the largest science museum in the Western Hemisphere, MSI is an international leader in interactive exhibits. MSI sells and licenses interactive software, media and exhibit elements from its award-winning exhibitions for use in other institutions.



21 D3D CINEMA

D3DCINEMA.COM

D3D Cinema is a Chicago-based company that offers complete digital 3D cinema solutions and services to museum and attraction industry clients worldwide. We offer a fresh and unique partnership approach to cinema design and 3D content production; a value proposition built around four core capabilities.

- Theater Design and Installation
- Touring Exhibition Theaters
- Award-winning Library 3D Film Content
- Signature Film Production

D3D not only provides its clients with a seamless, "one-stop shop" solution to their film exhibition and programming needs, but can, by bundling both hardware and software, provide digital 3D theater system pricing that none of our competitors can match.



22 EFFEKTSCHMIEDE GMBH

EFFEKTSCHMIEDE.DE

We work with electricity to create electrifying shows and exhibits and, according to your specifications, develop an individualised concept for your exhibition. We implement a secure operating system and ensure that all safety regulations are met. We design and develop the dramatic composition of your installation, program and install your showcontrol. We build individual exhibits items, put them together on site. Our high-voltage installations function reliably and safely for the duration of your show.



23 WOLTERDESIGN.DE

WOLTERDESIGN.DE

We are a German based company specialised in prehistoric life size animals. All models are handmade from fiberglass and are for outside standing. Our clients are leisure parks, museums, towns, shopping malls... We run an own dinopark in Germany and built parks for clients all over Europe. All models are for sale, lease or rent!



24 TECHMANIA SCIENCE CENTRE

TECHMANIA.CZ

Techmania Science Center is one of the most important touristic destinations in Pilsen Region, in the Czech Republic. This free time center is based on exhibits that explain a particular mathematical or physical principle by means of game-like activities. The interactivity involves visitors making the exhibits move, so the natural principle will be demonstrated by the particular process. In these cases, learning is based on personal experience.



25 ENGINEERED ARTS LTD

ROBOTHESPIAN.CO.UK

Engineered Arts are the creators of RoboThespian™, a life size, programmable, interactive humanoid acting robot designed as an engaging and entertaining form of content delivery since 2006. RoboThespian™ is used by NASA's Kennedy Space Center, the national science museums of Australia, Spain, Macau, Israel and many other science centres worldwide. As a state of the art humanoid robot in it's own right, RoboThespian™ is also used by top universities as a platform for research into human-robot interaction.



26 RTD SERVICES

RTD-SERVICES.COM

RTD Services is specialised in the development and management of Research and Technological Development (RTD) and innovation projects. RTD Services serves universities and research institutes, industry, small and medium sized enterprises (SME) and public authorities in all phases of their projects. Most of these projects receive national and/or international funding, typically from the EU Framework Programme and the coming HORIZON 2020. RTD Services is coordinator of a project called BIOPROM where a travelling exhibition on the topic of bioeconomy will be produced.

RTD Services
Bringing science and business together

27 BWC VISUAL TECHNOLOGY

BWCOLOR.COM

BWC VISUAL TECHNOLOGY, Spherical Systems.
Our Products:
Authorized Dealer & Installer for NOAA Science On a Sphere:
A Visualization System using computers & projectors to display images on a 68" Sphere.
Authorized Dealer for iGlobe, a 3 in 1 Projection System: HyperGlobe, Images within a Sphere.
HyperSpace, Images within a Sphere in Front & on Hemispherical screen in Back.
HyperDome, Portable Hemispherical Immersive Theater.
iGlobe 3D, a Desktop Spherical Display.
VIVID Backlit Fabric Exhibit & Traditional trade show portable exhibits.



28 ROBETOY

ROBETOY.SE

Robetoy was founded in 1950 by Robert Holmgren. We are today 15 employees who are doing our best to serve existing and new customers within book and stationary stores, department stores, toy shops, museums, tourist shops amongst others, mainly in Sweden but also elsewhere. Since July 2004 we are located in Partille, just outside Göteborg (Gothenburg). We have 3000 m² offices, warehouses and an exhibition hall.

ROBETOY
TOYS AND GIFTS

29 SKYPOINT

INTERNETADRESSEN.SE

Skypoint srl is an highly specialized company in astronomical instruments and planetariums, one of the biggest company in Europe for telescopes and accessories for professional observatories, schools, universities and science centers. Through our division Skypoint Planetariums, we exclusively represents in Europe some of the best brands in the planetarium market as Evans & Sutherland or Digitalis Education Solutions or we can offer hybrid systems using Megastar products. Skypoint can offer complete solutions for every budget including latest audio and cove light technologies thanks to the partnership with Bowen Technovation, professional Spitz domes or also TecnoDome, our own exclusive domes.

SKYPOINT
Planetariums

34 FABRYKA DEKORACJI

SCENOGRAFIA.COM.PL

We are the largest scenography company in Poland, in operation since 1994. We specialise in design and production of scenography for theatre, television, events, museums and exhibitions. We also prepare technical designs, lease concert scenery and organise arts events, as well as working on film productions and creating visualisations and 3D animations. Our projects and productions are of the highest European standard. We have wide-ranging and in-depth experience at producing scenography using our own designs as well as on contract. We know how to bring the boldest ideas to life!



38 ESA, THE SPACE AGENCY FOR EUROPE

ESA.INT

Since 1975 the European Space Agency, ESA, has been pooling the resources of its Member States and leading cooperation with other nations to build a European space capability. ESA develops launchers, spacecraft and ground facilities needed to keep Europe at the forefront of space activities. ESA launches satellites for Earth observation, navigation, telecommunications and astronomy, sends probes to the far reaches of the Solar System and cooperates in the human exploration of space. Europe has an integrated space industry, excellent laboratories and world-class scientific teams – major assets for Europe's knowledge, innovation, competitiveness and growth. ESA has 20 Member States.



39 EXPOLOGY

EXPOLOGY.COM

Expology is a consultancy that specializes in the science of communicating knowledge. We develop and design experience-based concepts for knowledge intensive arenas such as science centers, museums and brand/identity spaces. Expology has more than thirty employees at our offices in Norway, Sweden, Denmark and Romania, as well as an expansive international network of external collaborators. We work closely with our clients to uncover needs, define strategies and develop ideas using a mix of analytical and creative methods. Expology can be involved in the whole concept development process or at individual stages: from master planning, design and multimedia implementation to operation and support of the finished solution.

expology

40 TECHNOPSIS, THE FLEMISH SCIENCE CENTRE

TECHNOPOLIS.BE

Technopolis®, the Flemish science centre in Mechelen (Belgium) reaches a broad range of target groups. With its exhibitions and numerous outreach projects Technopolis® does not merely raise public awareness or generate more insight but brings about a commitment to science and technology. Technopolis® also takes on a leading role internationally: Several travelling themed exhibitions tour in Europe and beyond. From 17 to 19 March 2014, Technopolis® hosts the Science Centre World Summit 2014, a high level gathering of experts from within and beyond the science centre field.

TECHNOPOLIS



41 EUROPEAN FUSION DEVELOPMENT AGREEMENT EFDA

EFDA.ORG/FUSION-EXPO/

EFDA, the European Fusion Development Agreement, is the umbrella organization of all fusion research laboratories in Europe. It is part of the EURATOM programme of the European Commission. EFDA provides the framework for the use of JET, coordinates European fusion research resources and educates the next generation of fusion scientists. EFDA's Fusion Expo is a travelling exhibition designed to be accessible to the general public, presenting various aspects of fusion as an environmentally acceptable, safe and sustainable energy technology.



42 ARCHIMEDES EXHIBITIONS

ARCHIMEDES-EXHIBITIONS.DE

Archimedes Exhibitions designs multisensual experiences in three-dimensional space. For this, we develop and realise interactive experience platforms and exhibits, scenographies and exhibitions that appeal to all five senses. Our customers include science centres, brand worlds, museums, and research institutions all over the world.



43 HEUREKA OVERSEAS PRODUCTIONS LTD

HEUREKA.FI

Since 1989 Heureka, the Finnish Science Centre has produced 27 touring exhibitions. Our exhibitions have travelled to 25 countries in 88 venues. Heureka's exhibitions have been visited by over 20 million people worldwide. In light of these numbers, it can well be stated that Heureka has a long experience in touring exhibitions and a profound expertise in creating them. Heureka's newest travelling exhibition 20X0 – A Journey into the Future started its tour in February and it is now on display in the Netherlands until the end of August 2013. Other travelling exhibitions available are The Dinosaurs; Move and play!; Ships and the sea; Speed, Science in Motion; and Science Changing the World. For further information please contact Heureka Overseas Productions Ltd.



44 MIRAikan – NATIONAL MUSEUM OF EMERGING SCIENCE AND INNOVATION

MIRAikan.JST.GO.JP

The National Museum of Emerging Science and Innovation (Miraikan) is a venue for visitors to understand the world around us from a scientific perspective, and provides a forum to discuss the future. Visitors experience the ongoing evolution of science and technology on many different levels through hands-on exhibitions, films, science classes, and presentations. Visitors can also enter into dialogues with science communicators while exploring issues ranging from simple everyday problems to the latest technology, global environment, and space exploration. Through these activities, Miraikan aims to share cutting-edge science and technology as a cultural form with all members of society.



45 BODY WORLDS EXHIBITION

BODYWORLDS.COM

BODY WORLDS is the original anatomical exhibition series displaying authentic human bodies, willed by donors through the Institute for Plastination's Body Donor Program, and preserved using a process called plastination. Invented by Dr. von Hagens, plastination is a groundbreaking process in which real human specimens are preserved through the science of plastination. The specimens resulting from the revolutionary process are called plastinates. Plastinates show the inner workings of the body and the striking whole-body specimens show the human body in real-life poses, like never seen before.



46 UNIVERSCIENCE – PARIS

UNIVERSCIENCE.FR

Grouping together Palais de la découverte and Cité des sciences et de l'industrie in Paris, France, Universcience aims to develop science and technology awareness, encourage vocations and foster innovation. The institution shares its expertise and vision in Europe and worldwide. It plays an active role in initiatives for science in society through cooperation, travelling exhibitions and consultancy. Available in different sizes and for all audiences, Universcience touring exhibitions cover a wide range of topics: sustainable development, sexuality, electricity, food... New interactive exhibitions coming up soon: Housing for tomorrow and the Voice. Contact: contactpro@universcience.fr



47 BRUNS

BRUNS.NL

Bruns develops and produces complete exhibitions, scale, presentation and interactive models, interior and exterior specials and showcases for museums and science centres. These products help to visualise physical and scientific phenomena and have an education objective. Bruns, has been in business since 1963, and has grown to produce interactive and innovative exhibits for museums and science centres worldwide. To reach this position, it has become specialised in engineering, technical design, prototyping, production and installation. Bruns is a professional, creative and flexible partner with qualitative solutions.



48 EXHIBITS.NL

EXHIBITS.NL

Exhibits.nl is a leading supplier of interactive exhibits and exhibitions, operating worldwide to the highest quality standards. Our exhibits are innovative, fun, educational and above all, of a world-class quality. The professionalism of the employees is a guarantee for the consistent high quality of all products of Exhibits.nl. Please see our new exhibits in our online catalogue with over 120 hands-on and interactive exhibits for sale. Download all the information on exhibits including Amazing Machines, Air and Space, Human Body, Digital World, Water, Sound and Light, Energy and Electricity, Mother Earth, Nature, Arts and Just Fun.



49 SCIENCE GALLERY

SCIENCEGALLERY.COM

Science Gallery is a new kind of space where science and art collide – a porous membrane between the university and the city. Primarily oriented towards young adults between the ages of 15 and 25 years old, Science Gallery develops an ever-changing programme of exhibitions, events and experiences on broad themes linking science, technology and the arts. To date, Science Gallery exhibitions have ranged from light to love and from contagion to the future of the human species. The diverse and provocative programme encourages people to discover, express and pursue their interests in a friendly, sociable environment.



50 THE FIELD MUSEUM

FIELDMUSEUM.ORG

Since 1893, The Field Museum has dedicated itself to exploring the earth and its people, combining innovative science with award-winning design to create unparalleled international traveling exhibits ranging in topics from geology, anthropology, botany, and zoology. Institutions the world over have enjoyed our engaging exhibits, exceptional service and support.



51 TECHNIQUEST

TECHNIQUEST.ORG

Techniquest is the UK's longest established science centre. We welcome over 250,000 visitors a year to our sites around Wales, and educate and inform thousands more through our educational programmes and community outreach. We provide exhibits, programmes and consultancy to science centres and museums around the world. Our team has expertise in every area of the design and manufacture of hands-on exhibits, development of educational programmes and the operational management of a world-class visitor attraction. We pride ourselves on an outward looking, partnership-based approach.



52 PLANETFIELDS

PLANETFIELDS.COM

Planetfields – Boost your science event. Let your visitors experience a guided walk through a unique true scale solar system model. Exhibited in the dark, the illuminated model gives the public a captivating feeling of really being in space. The model is scaled at 1:10 billions and extends approximately 500 meters. It contains the Sun, all eight planets, our Moon, Pluto, Titan, the four Galilean moons, and is perfect for outdoor science and astronomy events. We also provide smaller models for auditoria use, and custom made versions for permanent indoors display. Contact: info@planetfields.com



53 HÜTTINGER INTERACTIVE EXHIBITIONS

HUETTINGER.DE

Hüttinger is a one-stop shop for exhibition planning, design and fabrication. We develop exhibitions that promote exploration and understanding through multi-sensory experience. Our preferred method of working is the design-and-build approach. This, together with a large in-house capacity, enables us to plan and provide turnkey solutions within a single project cycle, resulting in time savings and cost savings. Where the design-and-build approach is not the preferred option, we are happy to work as designers or fabricators, bidding separately for the different project phases.



54 & 55 NATURAL HISTORY MUSEUM, LONDON

NHM.AC.UK

The Natural History Museum's Touring Exhibitions team has been touring ground breaking exhibitions since 1990. From the world-renowned Wildlife Photographer of the Year exhibition and its outdoor version Wild Planet, amazingly life-like animatronic dinosaur experiences and compelling specimen-rich exhibitions such as Sexual Nature and Extinction: Not the End of the World?; as a leading international research institution, our exhibitions draw on the experience and expertise of the 300 scientists working at the Museum ensure their scientific accuracy.



56 GLOBOCESS AG

GLOBOCESS.DE

Our earth, one of the eight planets which orbit the sun in an eternal course – inaccessibly distant, are finally tangible for us – sensual, of an unprecedented beauty and size as a real three-dimensional image on unique tactile digital globes. The products of Globocess AG emerged from an equally simple yet technically ambitious vision: Planet earth is simulated on “tactile digital globes” in such a realistic way that the diversity and fascination of the original images from space are experienced by the observer.



57 EUROSCIENCE GMBH

EUROSCIENCE.DE

EuroScience GmbH is based in Northern Germany, a medium-sized company and active in exhibition business since 2004. We have about 200 interactive exhibits and puzzling games on offer which we develop and construct together with long-time partners of our region in order to sell or loan them. The exhibits represent natural scientific phenomena, e.g. physical basics, and have a simple but attractive demand as to interactivity. Since we organise and conduct about 100 touring exhibitions in Germany and abroad each year (developed with partners such as Mathematikum and Marum) we can surely say that all exhibits are very stable and functional – with a clear design of mainly stainless steel, varnished MDF and acrylic glass. Our exhibits and exhibitions are generally exciting for all kinds of people and age groups.



59 BENJAMIN RIVER PRODUCTIONS

BENJAMINRIVER.COM

Benjamin River Productions is an audiovisual production and technology development company that is pioneering in production of high definition cinematic-quality video and audio content for full-dome theatres and immersive environments, including 360 degree exhibits.

We produce immersive live-action content that is:

High in image quality – high resolution capture and color contrast with optimal resolution of 5k x 5k;

Cost-efficient – our technology and production process allows us to produce highest quality audiovisual content at competitive costs;

High impact – Our camera allows it to be used in wide array of locations and environmental conditions and to flexibly use creative directing techniques to further enhance the visual impact (steadycam, POV, underwater). Directional surround sound and 3D sound are used to maximize the immersive experience.



60 ANAMNESIA

ANAMNESIA.COM

Innovative design for museums and exhibitions: assistance to the owner, cultural interpretation, audiovisual and multimedia development.

anamnesia
INNOVATIVE DESIGN FOR MUSEUM AND EXHIBITION

Fun **SOCIAL** *events*
to enlighten **YOUR STAY**

SPEAKERS' RECEPTION **WEDNESDAY JUNE 5, 18.30**

By invitation only.

The City of Gothenburg will host the Speaker's Reception for conference speakers and convenors. The reception will take place at **Börsen** where Annelie Hulthén, Mayor of Gothenburg, will welcome you. Drinks and light refreshments will be served.



Östra Hamngatan 21 | +46 (0)31 61 10 00 | 57.7077581, 11.9672059

NEWCOMER'S BREAKFAST **THURSDAY JUNE 6, 08.00**

The Newcomer's Breakfast was launched at the Ecsite Annual Conference 2012 in Toulouse, France. Over 70 delegates showed up to make connections and munch on pastries – the coffee wasn't bad, either. Join us in Gothenburg for the 2013 edition and meet members of the Annual Conference Programme Committee who will help you get the most out of our packed three-day conference. The Newcomer's Breakfast takes place on Thursday morning at 8.00 h. See you at Svenska Mässan.



Mässans Gata 20 | +46 (0)31 708 80 00 | 57.6972173, 11.9869218

GALA DINNER **THURSDAY JUNE 6, 20.00**

Welcome to the Gala Dinner in Eriksbergshallen, an old shipyard building at the water's edge which houses a modern event hall featuring innovative architecture and authentic Scandinavian design. The sixth of June is Sweden's national day, and we will celebrate together with a three-course dinner, music and mingling. Transport will be by boat across the river, giving you a chance to see Gothenburg and the harbour from the water. **At 19.30 the boats depart from Stenpiren (see map).**



Maskingatan 10 | +46 (0)31 779 11 11 | 57.7011119, 11.9139289

BUSINESS BISTRO HAPPY HOUR FRIDAY JUNE 7, 18.15

The Business Bistro Happy Hour is a highlight at the conference venue, Svenska Mässan. The Conference invites exhibitors and participants to come together for a drink among the booths.



Mässans gata 20 | +46 (0)31 708 80 00 | 57.6972173, 11.9869218

NOCTURNE FRIDAY JUNE 7, 20.00

Universeum promises an exciting and memorable Nocturne. You will get the chance to discover Universeum's 9,000 m² of adventure by night. Go on safari in the rainforest, compete against old and new friends in a science quiz and blast off into space with Uniview. Don't miss Universeum's newest exhibitions, the Underworld with its nocturnal animals, and the dinosaurs on our roof terrace. You will also be invited behind the scenes to meet the technicians and animal keepers. We will be serving food and drinks throughout the building, so you don't miss the sharks, the Swedish wildlife or nature's super powers. We also promise music, surprises and amusing challenges!



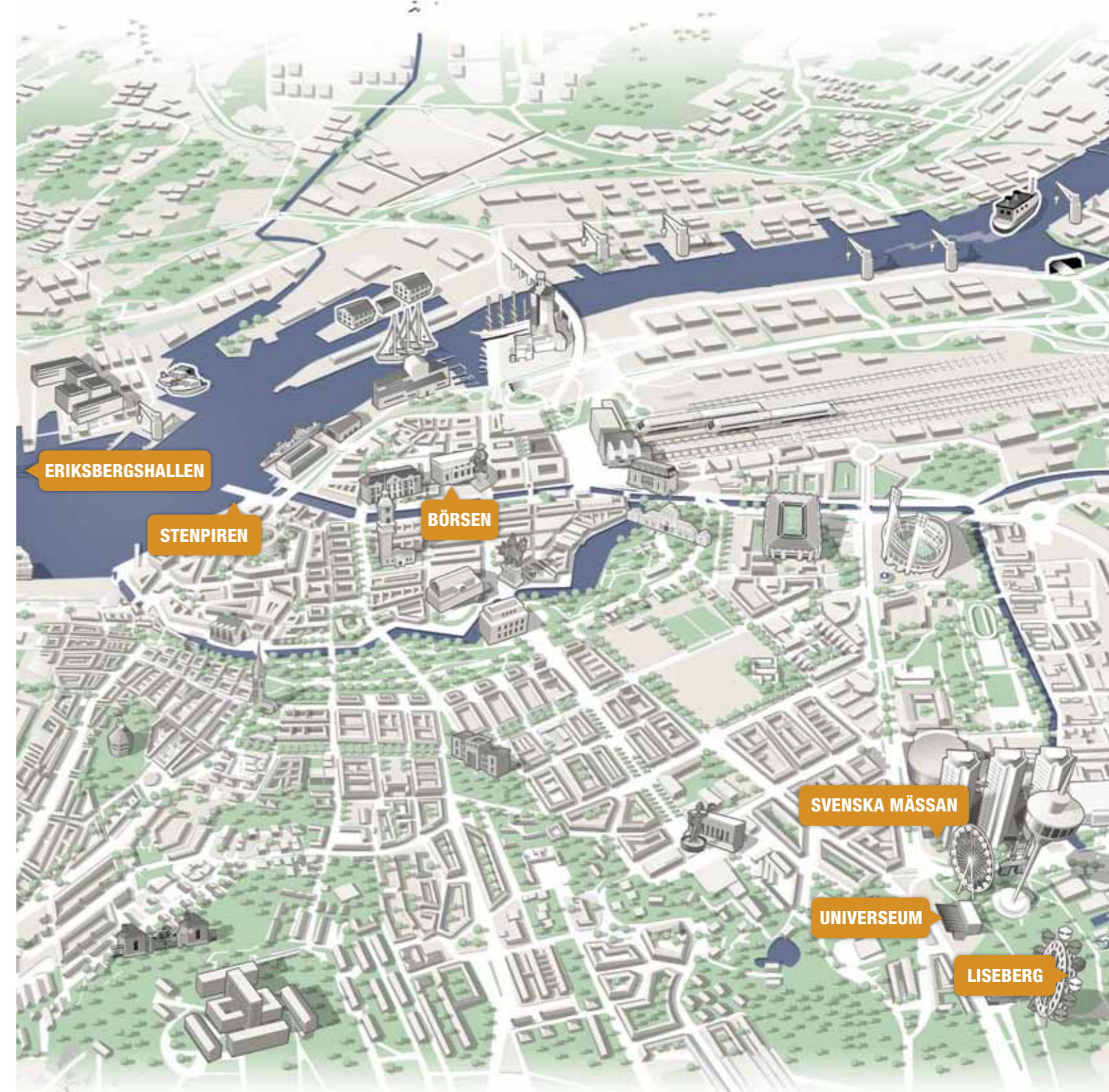
Södra vägen 50 | +46 (0)31 335 64 50 | 57.6958499, 11.9883425

FAREWELL PARTY SATURDAY JUNE 8, 21.00

To celebrate the closing of the conference, we are happy to welcome you to the Farewell Party at Lisebergsteatern, which exudes glamour and classic theatricality and occupies an attractive position in the Nordic region's largest amusement park. There will be mingling, music and dancing, accompanied by drinks and light refreshments. Those who are brave enough can finish with AtmosFear, Europe's highest and perhaps the world's most spectacular freefall! From 146 metres up, drop straight down at 110 km/h before coming to an abrupt stop.



Örgrytevägen 5 | +46 (0)31 40 01 00 | 57.6969997, 11.9910147



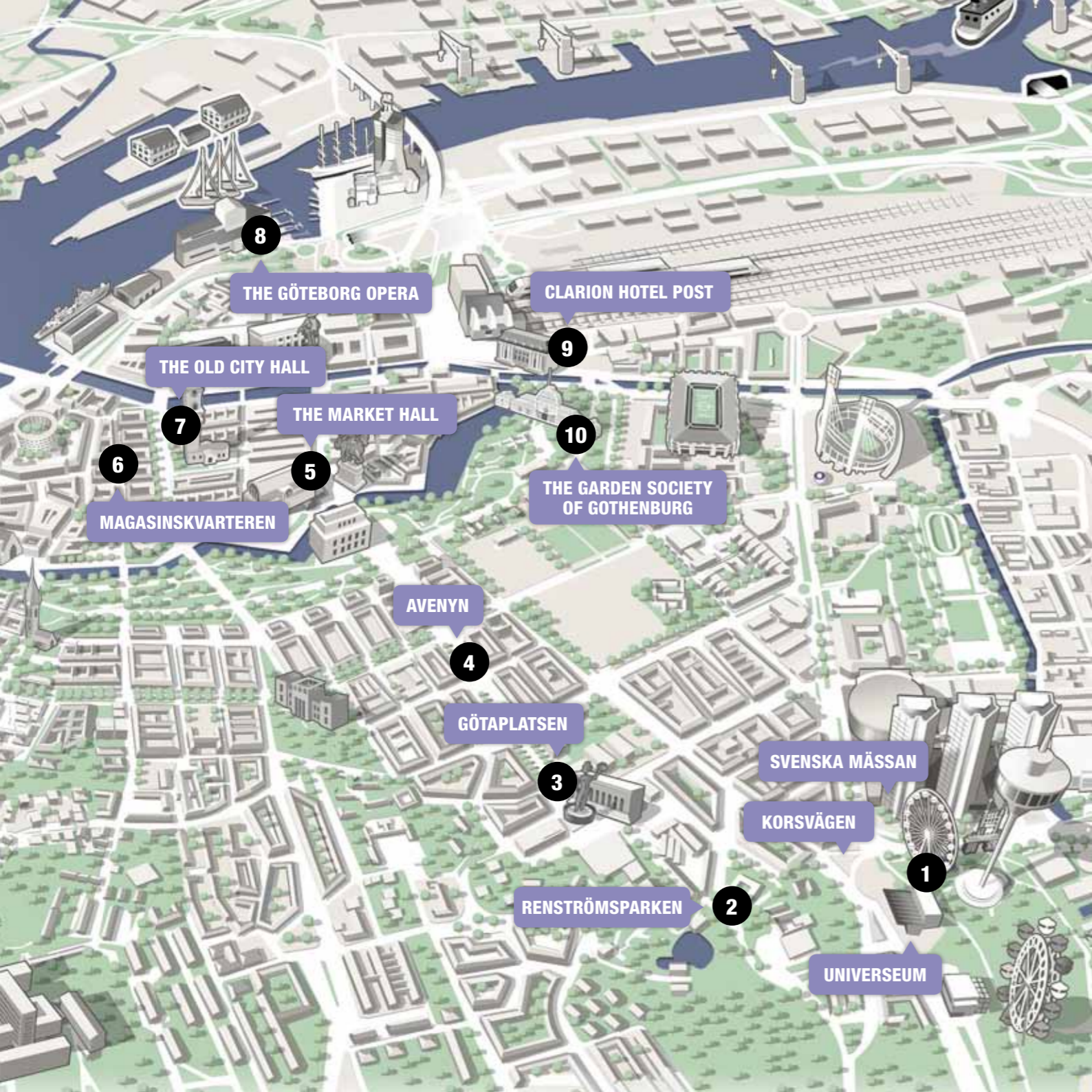
The **ESSENTIAL** *guide* *to* **GOTHENBURG**



PHOTO: JORMA VALKONEN

Sweden's second largest city on the west coast is a true foodie paradise, especially when it comes to fresh shellfish. The restaurant scene stretches from Michelin-starred gourmet to street food and Gothenburg also has plenty to offer when it comes to shopping, sights, culture and music.

Do you have an hour or two to spare during your stay? Explore the city with this mini guide to must-sees and sights. Walking the entire route via all ten stops will take you about an hour, but we suggest you make time for some stops along the way.



1. KORSVÄGEN

There is always something going on in the area around Korsvägen. Enjoy concerts, shows and of course thrilling rides and attractions at Liseberg amusement park or visit the Museum of World Culture where exhibitions reflect on contemporary global issues. Take the opportunity to visit A Day in the World – the largest global photo exhibition ever.

2. RENSTRÖMSPARKEN

The water lily pond at Renströmsparken is embedded in floral splendour and lined with weeping willows. The park behind the Museum of Art was designed for the World Expo in 1923 and the area has architectural treasures in the form of old patrician villas. Today the area also doubles as a scenic university campus for students of the Faculty of Arts and the Academy of Music and Drama.

3. GÖTAPLATSEN

Götaplatsen is the perfect location for culture, with highlights like the city theatre, the concert hall, the art museum and the Hasselblad Centre with photo exhibitions like the New Nordic Photography 2013 on show from June. Pre-theatre or concert dining can be enjoyed at Michelin-starred gourmet restaurant Fond or the new French bistro Mr P, both located next door.

4. AVENYN

The main boulevard Kungsporsavenyn, more commonly named Avenyn, stretches from Götaplatsen to the harbour. The street is lined with restaurants, bars, clubs and shops. A walk down the street will take you past the old Grand Theatre (Storan), with its large outdoor seating area next to the old canal encircling the most central part of the city centre.

5. THE MARKET HALL (SALUHALLEN)

Make sure to make a stop at the newly renovated market hall at Kungstorget. The lunch restaurants here are budget-friendly and the traders have local produce and delicacies on sale for you to try. This is also a good starting-point for shopping and you will find a mix of local fashion brands, independent boutiques and international high street brands along Södra Larmgatan, Vallgatan and Kungsgatan. Don't miss the cosy lane Victoriapassagen, hidden between Södra Larmgatan and Vallgatan.

6. MAGASINSKVARTEREN

Walk down any of the three parallel streets mentioned above and you will end up at the trendy Magasinsgatan. Line up with local office workers and hipsters for fried herring with mashed potatoes at the urban food truck Strömmingsluckan or grab a coffee at da Matteo next door. They have their own roasting house and bakery here too. Explore local fashion brands like Emma & Malena and Velour, along with several other fashion, vintage and interior design shops.

7. THE OLD CITY HALL (KRONHUSET)

On your way to the Old City Hall you walk past the Gothenburg Cathedral (Domkyrkan) and the Antique Halls (Antikhallarna), an antique market and café housed in an old bank building. You will also walk past the mid-18th century building housing the Gothenburg City Museum, previously the home of the Swedish East India Company. Gothenburg was founded in 1621 and the majestic Old City Hall is one of the oldest buildings around, dating back to 1654. Today it is mainly used as a concert hall, with the smaller buildings around the courtyard forming an arts and crafts hub where you can visit a pottery, glassworks and traditional sweet shop.

8. THE GÖTEBORG OPERA

The Göteborg Opera offers a mix of old and modern performances, like the current contemporary take on the classic ballet Swan Lake. The opera house was built in 1994 and the architecture is inspired by its marine setting. The river-front location offers a glimpse of the industrial port, as well as the guest harbour with visiting yachts moored right next to the opera house. If you want to explore the marine heritage you should head for the floating museum Maritiman – an armada of vessels moored at Packhuskajen.

9. CLARION HOTEL POST

Walk via the large mall Nordstan to the Central Station and Drottningtorget where you find the old post house that has been transformed into the chic and trendy boutique hotel Clarion Hotel Post. The amazing interior still has a lot of original features, but with a modern twist. The in-house restaurant Norda Bar & Grill was developed in co-operation with star-chef Marcus Samuelsson and there is also a second restaurant on the premises, vRÅ, offering a Swedish take on exclusive sushi and raw food.

10. THE GARDEN SOCIETY OF GOTHENBURG (TRÄDGÅRDSFÖRENINGEN)

The lush and green park is great for a stroll and for admiring the beauty of the Rose Garden. When you enter from Drottningtorget you have Alfie Atkins' Culture Centre (Alfons Åbergs Kulturhus) on your right. It's a new playful attraction for children and families and the gift shop is stocked up with toys as well as the books about Alfie himself. Take a walk through the park and exit at the Grand Theatre and Avenyn. You can now choose to turn left and go back along the main boulevard or to explore even more of Gothenburg.



8. The Göteborg Opera | +46 (0)31 10 80 00 | 57.7111111, 11.9641667



6. Magasinkvarteren

GOTHENBURG CITY CARD

Get the most out of your visit with a City Card. It gives you free admission to museums, attractions and sight-seeing tours by bus and boat, parking and free travel on public transport. Buy it online at Goteborg.com/en or at the Tourist Information Offices in Gothenburg.

THE PERFECT DAY TRIP

One of the best ways to enjoy a fine summer's day in Gothenburg is to head for the picturesque southern archipelago. The tram ride to Saltholmen, where you catch the ferry, only takes half an hour from the city centre and you can use the same ticket the entire way. The tranquil islands are car-free and perfect for walks or sunbathing and swimming from rocks and beaches. The classic coastal architecture is a reminder of the marine heritage and many of the houses have permanent residents all year round.

MUCH MORE TO EXPLORE

This guide is only a brief introduction to everything that Gothenburg has to offer. Head west for the old Haga district, where cute wooden houses line the cobbled pedestrian street, or explore the restaurant scene in the neighbourhood Linné. The river-ferry gives you a view of the city from the water, all the way from Lilla Bommen to Klippan and the contemporary art centre Röda Sten.

GETTING AROUND

The city centre is pedestrian-friendly and you will find everything you need within walking distance. If you want to rest your feet or get around quicker you can try the popular bicycle loan system Styr & Ställ, with 600 bikes available at 50 stations. An extensive network of buses, trams and ferries are also around to take you wherever you need to go.



DRINK COFFEE LIKE A SWEDE

The Nordic countries have the highest coffee consumption in the world and the daily coffee break is an important and cherished part of the Swedish lifestyle. There is even a special word (fika) referring to the sacred act of sitting down with a coffee and something sweet, in the company of a good friend. Gothenburg has plenty of cafés where you can have a coffee the Swedish way, perhaps paired with a traditional cinnamon bun.

GOTHENBURG FACTS

City founded: 1621

Inhabitants in the Gothenburg region: 1,000,000

Universities: 2

Number of students: More than 60,000

Restaurants with a Michelin star: 4

Green space per citizen: 175 m²

International airports: 2

About
SCIENCE CENTRES
in West Sweden



Västra Götaland – Universeum’s part of Sweden – aims to occupy Europe’s front line for developing and supporting the education system. Local science centres are part of this effort and want to help make Västra Götaland a leading region of knowledge and skills development.

Through active collaborations, we want to strengthen science centres’ links with the region’s work on com-petence platforms and skills provision. A jointly developed science theatre, in-service training initiatives for our teachers and initiatives to promote collaboration with regional businesses are just some examples of what we have done together to become a strong player and an important skills resource in the region.



BALTHAZAR
SCIENCE CENTER

BALTHAZAR

BALTHAZAR.NU

With over 30,000 visitors a year, Balthazar Science Centre is one of Skövde's biggest crowd-pullers. We look forward to welcoming you with a big heart (actually, we think we have the biggest heart in Sweden!)

Despite our modest size, in Balthazar you will find challenges and exciting surprises to arouse your curiosity. People of all ages can play, explore, learn and have fun.

We offer a range of exciting hands-on experiments and displays. You can experiment with water (bubbles are fun!), enter a heart bigger than that of a whale, take a look at the planets in our solar system, put on a helmet and walk into Balthazar's own mine, and much more!

We feel sure you will enjoy the magic and fascination of science and technology. We are very proud of our friendly and specially trained staff, exhibits and displays as well as our "have a go" workshop, where you are free to create with different materials.

Kavelbrovägen 2B | +46 (0)500 49 87 30 | 58.3876359, 13.8520681



Dalénium
SCIENCE CENTER

DALENÍUM

DALENÍUM.COM

The West Swedish idyll of Stenstorp was the birthplace, in 1869, of Gustaf Dalén – an imaginative boy who came up with his first invention at age 13. Many years later, after much creativity and experimentation, he received the Nobel Prize for physics in 1912 for his improvements to lighthouses.

The opening of the Dalénium science centre in May 2001 gives children and young people their own opportunity to discover the joy of exploration and inspires their desire to experiment, investigate and research areas of science and technology. Today, Dalénium is packed with activities for school classes, parents, children and anyone else who is curious and wants to know more about science and technology. During school terms, Dalénium is a popular destination as a complement to the curriculum.

With all its experiments, planetarium stargazing, and its popular shows, the science centre is always busy, offering an educational and exciting visit for old and young alike. For those with a thirst for knowledge, courses and exciting parties are organised for adults and children.

Järnvägsgatan 29 | +46 (0)500 45 70 10 | 58.2744847, 13.7148629

INNOVATUM

INNOVATUM.SE

Innovatum is located in the industrial town of Trollhättan, near some impressive waterfalls and locks. Trains, cars, aerospace and film are natural building blocks in this technology park whose public arena is the science centre. In the big old locomotive sheds, we work with society and technology in a new, punchy and creative way. We focus on the environment, media and production, with imagination and dialogue as our working methods.

The science centre has everything from major exhibitions, such as the Ball Factory, which uses an entire hall, to new virtual interaction spaces such as Caleidoscopica, where the physical meets the imaginary. Our exhibitions and educational initiatives focus on people's dreams and form an unbroken, integrated line through past, present and future. Here, theory and practice go hand-in-hand across different disciplines. But above all, we want everyone to have fun. Come to Trollhättan and see for yourself!



INNOVATUM

Åkerssjövägen 16 | +46 (0)520 28 94 00 | 58.2720647, 12.2767593

MOLEKYLVERKSTAN

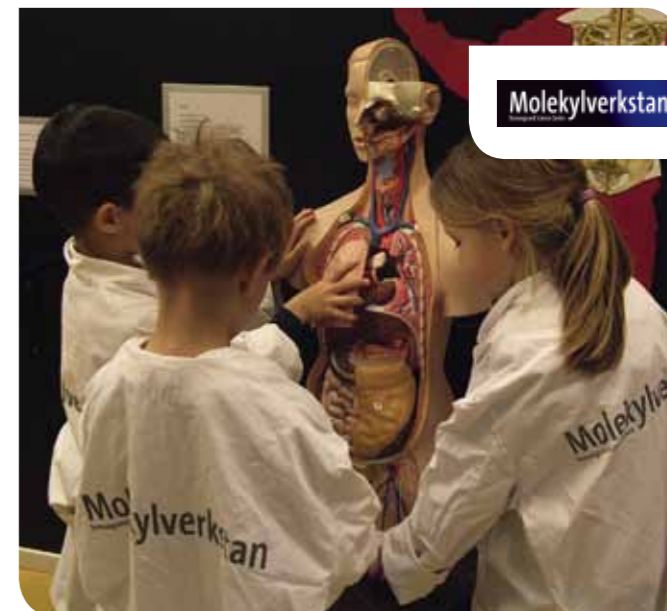
MOLEKYLVERKSTAN.COM

Our challenge is to lay the groundwork for a sustainable future by stimulating increased knowledge in the fields of science and technology.

Our speciality is awakening curiosity and explaining phenomena in chemical reactions, products and materials used in everyday life that originate from plastics and chemicals companies.

We offer inspiring learning opportunities for the public, students, teachers and school heads. We are a national player with strong local roots. You will find us in a beautiful seafront location that is easily reached by bus or train.

Molekylverkstan is owned by five of the world's leading chemical companies: AGA, Akzo Nobel, Borealis, Ineos and Perstorp, and is run in partnership with Stenungsund Municipality.



Molekylverkstan

Fregatten 3 | Sanida Okanovic | +46 (0)303 24 04 40 | 58.066003, 11.8167167



Nybrogatan 9A | +46 (0)33 41 00 09 | 57.7247801, 12.936487

NAVET

NAVET.COM

Navet is Sjuhärads science centre, a place where everyone can experience science, mathematics, technology and sustainable development in a meaningful, playful and creative ways. Here you can visit the only Palace of Mathematics in the world. Navet is constantly developing and will open a new 550 m² exhibition on sustainable development in May 2013.

During weekends and holidays, everyone can visit Navet to be fascinated and inspired to learn new things. During the week, Navet is open to groups from preschools, schools, universities and workplaces. Navet focuses on engaging its visitors with different approaches, such as dramas, experiments and discussions.

Navet welcomes 12,000 teachers every year in in-service training. In its partnership with the University of Borås, Navet creates programs for pre and in-service teachers. Navet works closely with the business world, for example by getting technology companies involved in student technology projects.

Come and discover the fantastic world of Navet!



Södra vägen 50 | +46 (0)31 335 64 00 | 57.6958499, 11.9883425

UNIVERSEUM

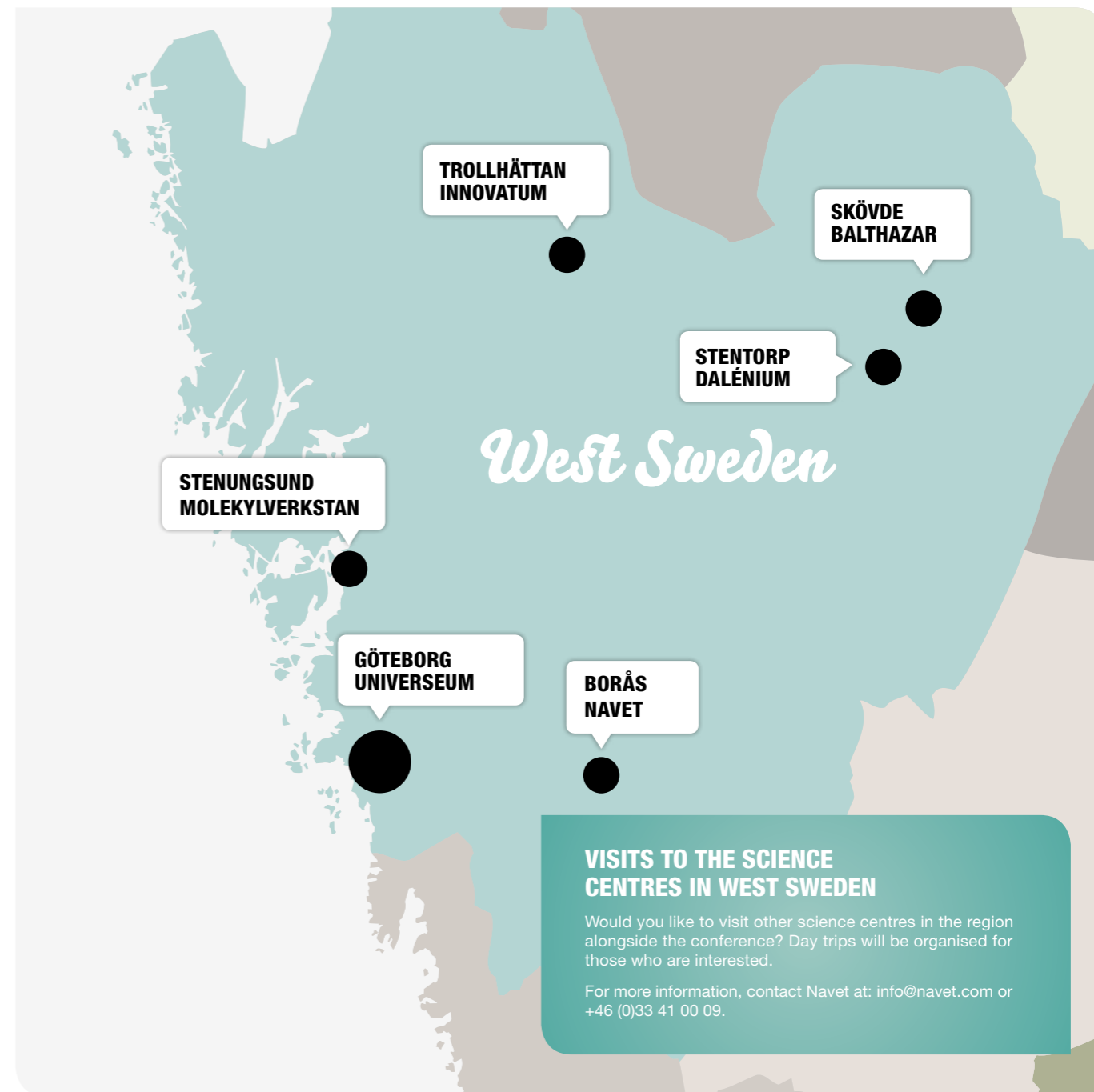
UNIVERSEUM.SE

Universeum is the Nordic region's most visited science centre. Here visitors can explore Swedish wildlife, go on safari in the rainforest, go shark spotting and blast off into space.

Universeum's task is to positively influence young people's attitudes to science, technology and mathematics, so that more of them choose to study and work in these fields. We believe the best way to achieve this is by inspiring and stimulating interest in all our visitors – students and teachers, children and parents, teenagers and grandparents.

Preschools and schools use Universeum and our school programmes to complement traditional education. Teachers come on courses to develop their skills and gain new tools that they can use in the classroom.

And then there is our action-packed programme of activities, which include making ice cream with nitrogen, guessing the willy in a science quiz, visit life-sized dinosaurs and watching a thrilling experiment show.



VISITS TO THE SCIENCE CENTRES IN WEST SWEDEN

Would you like to visit other science centres in the region alongside the conference? Day trips will be organised for those who are interested.

For more information, contact Navet at: info@navet.com or +46 (0)33 41 00 09.

ECSITE

The EUROPEAN NETWORK *of* SCIENCE CENTRES *and* MUSEUMS

Ecsite INFORMATION

Ecsite, European network of science centres and museums, links science communication professionals from more than 400 institutions in 50 countries. Founded over 20 years ago, Ecsite connects member institutions through projects and activities and facilitates the exchange of ideas and best practices on current issues impacting the field.

Members include science centres and museums, science festivals, natural history museums, zoos, aquariums, universities, research organisations and companies communicating and engaging the public in science through accessible, interactive exhibits and programmes.

JOIN THE NETWORK!

If your institution is involved with science communication, come and join us! As a member of Ecsite, you will be able to exchange experiences with the top professionals in the field, collaborate on projects at a European level, participate in high-profile events, and keep abreast of the latest news from other members, EU institutions and much more. Visit our website for more information: www.ecsite.eu

KEY ACTIVITIES

- The Ecsite Annual Conference is the main science communication event in Europe, welcoming 1000 professionals from Europe and the world.
- Ecsite participates with members in collaborative projects and facilitates relations between members and EU institutions.
- Introduced in late 2012, Ecsite Stats is a brand new online tool to compare your institution's activity with other members of the network. Find out more here: www.ecsite.eu/join_network_statistics
- Thematic groups bring professionals together to exchange ideas and best practices on specific topics. THE Group (Thematic Human interface and Explainers) explores and enhances the professional role of explainers. The Nature Group is the thematic group for citizen engagement on contemporary issues about the natural world. The REV Group is the Research and Evaluation thematic group. Ecsite's Space Group was founded in cooperation with the European Space Agency in 2012.
- Ecsite offers professional development and training opportunities in science communication, as well as operating EU-funded programmes and public engagement initiatives.
- Ecsite represents European science centres and museums and raises awareness about relevant issues among EU institutions and international associations.
- Extra is the European online database for scientific travelling exhibitions, allowing institutions to rent, hire, sell, or lend science exhibitions, collections, hands-on and science shows.

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ANNUAL CONFERENCE PROGRAMME COMMITTEE

The Annual Conference Programme Committee (ACPC) is responsible for the content of each Ecsite Annual Conference.

The ACPC follows Ecsite's Internal regulations (see http://www.ecsite.eu/about/governance/board_ecsite).

If you want to know more about the ACPC, you can contact the Chairperson directly (email: camille.pisani@naturalsciences.be)

THE COMMITTEE MEMBERS ARE:

- Two Ecsite office representatives (permanent members).
- Three representatives of the institutions hosting the Conference (from past, current and forthcoming conference hosts).
- Six to eight experts representing the diversity of the competences of our field as well as the diversity of Ecsite's members. These experts are chosen for a three-year mandate, renewable once.

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Science and Technology
"Leonardo da Vinci"
Milan
Italy

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Phone: +32 (0)2 649 73 83

info@ecsite.eu
www.ecsite.eu

PRACTICAL INFORMATION

CONFERENCE REGISTRATION

Visit the Ecsite website and fill in the online form to register for the conference. Registration opens on February 20 and closes on May 19. If you miss the online registration period, you will need to register on site. See below the different rates related to the date of registration.

FEES AND REGISTRATION

	Ecsite Members		Non Members	
	VAT incl.	VAT excl.	VAT incl.	VAT excl.
Pre-Conference (4–5 June 2013)				
One day By 20 May	€ 112.50	€ 90.00	€ 143.75	€ 115.00
Two days By 20 May	€ 225.00	€ 180.00	€ 287.50	€ 230.00
The above registration fees include lunch and coffee breaks.				
Conference (6–8 June 2013)				
Before 20 March	€ 550.00	€ 440.00	€ 737.50	€ 590.00
Before 20 April	€ 612.50	€ 490.00	€ 775.00	€ 620.00
Before 20 May	€ 650.00	€ 520.00		
On site	€ 825.00	€ 660.00	€ 875.00	€ 700.00
Students By 20 May			€ 312.50	€ 250.00
The above fees are for three days conference, including daily hot lunches, coffee breaks, a sit-down Gala Dinner, an exciting Nocturne evening with buffet and other surprises.				
One-day registration	€ 325.00	€ 260.00	€ 325.00	€ 260.00
The above fee includes hot lunch and coffee breaks only.				

All fees indicated above correspond to one registration.

Member rates apply only to staff of current Ecsite member institutions for whom membership fees have been paid prior to conference registration.

All fees are subject to Swedish VAT standard rate of 25%.

HOTELS

As a service for participants, MCI event management company arranges your hotel accommodation at no extra charge. This year a special price is on offer from the Gothia Towers hotel. MCI has chosen 4 hotels at a different price range nearby the Conference Centre. Due to a high rate occupancy rate Gothenburg in June, we strongly advise you to book your room as soon as possible.

The booking link is: <https://b-com.mci-group.com/Registration/130602ECSI.aspx>

GETTING THERE

Göteborg Landvetter airport is Sweden's second largest airport and can be reached in 25 minutes from the city centre. With 25 scheduled airlines and 90 destinations it is very well connected.

FROM THE AIRPORT TO THE CITY CENTRE

By taxi: There is a taxi stand right at the exit of the airport. A taxi to the Swedish Congress Centre costs approximately SEK 450:- which corresponded to € 52.- at the time this programme was published.

By local bus: There is a very comfortable bus to the Swedish Conference Centre and the Gothia Tower hotel. The bus is called "Flygbuss" and also departs right at the exit of the airport, every 20 minutes. The ride takes 20 minutes. Be advised that tickets can only be paid by Credit Card on the bus. The cost SEK 99:- for one way (€ 11.5) Get off at the first stop and you will find yourself directly in front of the Hotel Gothia Tower, the Congress Centre as well as Universeum.

MEETING ROOMS

At the conference centre two meeting rooms will be available for the participants. If you would like to schedule a meeting with your partners, do not hesitate to book a room. You can do that in advance by sending an email to Lucy Schweingruber, Ecsite Events & Fund-raising Manager at lschweingruber@ecsite.eu.

During the Conference days you can still book a room by filling out the form which will be on the door of the meeting rooms. You find their location on the map of the venue.

SPECIAL RATES WITH SAS

Save up to 20% on travel with the Star Alliance network. Star Alliance™ member airlines are pleased to be appointed as the Official Airline Network for the Ecsite Annual Conference 2013. Registered participants plus one accompanying person travelling to the event can qualify for a discount of up to 20%, depending on fare and class of travel booked. Stay tuned for full details www.ecsite.eu/annual_conference

JOIN THE CONVERSATION

Follow us on Twitter and join the conversation by using the hashtag #ECSITE2013

The ECSITE ANNUAL CONFERENCE 2014

The theme: PEOPLE, PLANET, PEACE

Mankind faces enormous challenges. The presence of seven billion people on one small planet poses problems and creates the potential for conflict on issues like the best ways to share raw materials, food and water, or to tackle environmental problems. New scientific knowledge and technological innovation may help to prevent conflict by providing part of the solution. Science centres and museums raise general public awareness of these issues.

This is the reason for choosing 'People, Planet, Peace' as the theme of the 25th Ecsite Annual Conference – a theme that is well-suited both to the Museon and to The Hague, as one of the host cities of the United Nations.

The main theme of the conference will be addressed in sessions and workshops, divided into the usual sub-themes, like 'science & society', 'education' and 'exhibitions'.

One session or workshop might focus, for example, on the question of what method of instruction can best be used by science centres and museums to get visitors to work together ('People'). Another might address the issue of how to ensure the sustainability of museums and society at large ('Planet'). Or perhaps the best form of peace education for 15-year-olds ('Peace').

HOST: MUSEON
PLACE: THE HAGUE, NETHERLANDS
DATE: 22 TO 24 MAY 2014

My dreams and innovations

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My dreams and innovations

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