

FOOD for CURIOUS MINDS

The European Conference for
Science Engagement

TRENTO • ITALY
11 - 13 JUNE 2015

ecsite 
EUROPEAN NETWORK
SCIENCE CENTRES & MUSEUMS

MUSE

FOOD for CURIOUS MINDS

ECSITE ANNUAL CONFERENCE 2015
MUSE • MUSEO DELLE SCIENZE
TRENTO • ITALY 11-13 JUNE 2015





WHAT is the Ecsite Annual Conference?

For more than 25 years, the Ecsite Annual Conference has gathered Europe's most renowned science engagement professionals and established its position as the most important yearly platform in the field. Ecsite and MUSE – Italy's newest Science Museum – are pleased to invite you to the 2015 edition in Trento.

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. It is open to all science engagement professionals, inside and outside Ecsite member organizations. During **three full days** participants enjoy 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.

Renowned for its fun, easy and friendly atmosphere, the Ecsite Annual Conference is the ultimate networking hub to

exchange, debate, partner up and laugh with colleagues from around the world.

Over **75 CONFERENCE SESSIONS** offer thorough insight into a variety of science engagement topics. **7 PRE-CONFERENCE WORKSHOPS** taking place on the two days preceding the conference allow in-depth exploration and training.

Thanks to the outstanding example of MUSE, Trento's new Science Museum, this year's annual conference will offer a unique opportunity for natural history museums, science museums and science centres to appreciate how closely related they are in terms of missions, challenges and activities.

Science museums and science centres are proud to provide their visitors with food for thought. To feed savvy audiences delightful and novel flavours, science engagement professionals need to nurture their own curious minds! Come to Trento to get plenty of food - for body and mind.



MAIN TOPICS

- Science and society
- Exhibits, design and new media
- Audiences, engagement and learning
- Communications and new media
- Operations and management

WHO ATTENDS?

The Ecsite Annual Conference is open to ALL actors in the science engagement sector (no need to be an Ecsite member):

- Exhibition makers and curators
- Facilitators and learning professionals
- Top managers and young professionals
- Communicators and marketers
- Researchers and scientists
- Makers, hackers and gamers
- Businesses and service providers
- Policy makers

THE 2015 CONFERENCE IN NUMBERS

- 3 days of conference + 2 days of pre-conference
- 1,000 participants expected
- 55 countries represented in Europe and worldwide
- 380 speakers and convenors
- 88 sessions
- 60 exhibitors
- 2 keynote speakers
- 3 main social events
- 1 Maker space
- 1 Gaming space

Got something to share? Team up with other speakers via the online Forum and submit a session proposal by 14 October 2014.

http://www.ecsite.eu/annual_conference/call-for-proposal/conference_ideas.



WHAT is the Ecsite network?

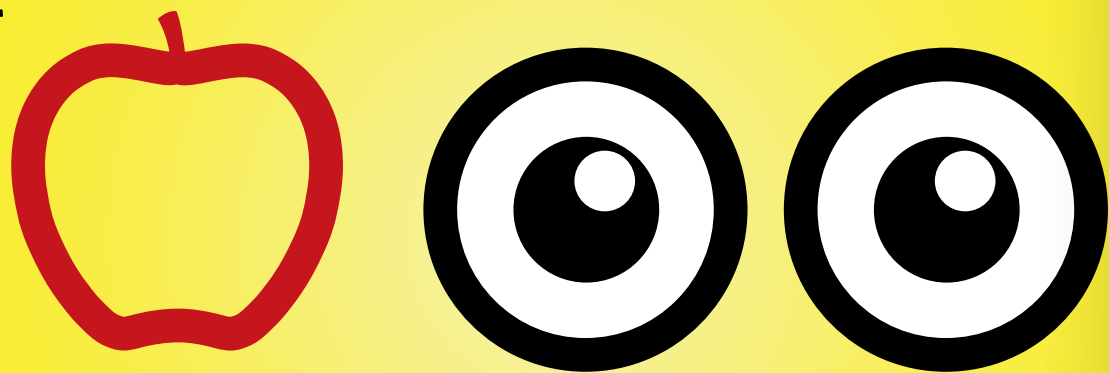
Ecsite is the **European network of science centres and museums**, linking professionals of public engagement with science in more than 370 institutions and 50 countries. For over 25 years, Ecsite has been facilitating collaboration among science centres, museums and related institutions throughout Europe. In this spirit, the network strengthens **citizen engagement and interaction with science**.

Ecsite is the European focal point for institutions who wish to take action in the field of science communication. The network is an intellectual hub connecting culturally and institutionally diverse professionals and networks.



www.ecsite.eu





FOOD for CURIOUS MINDS

ECSITE AC 2015 • TRENTO • MUSE 11-13 JUNE

THEME

WHAT

is the 2015 conference **THEME**?

The title **Food for curious minds** offers room for countless metaphoric interpretations but also invites to tackle the concrete topic of food and energy, a burning global challenge. It echoes the theme of Universal EXPO 2015 in Milan.

CURIOUS MINDS

Taken metaphorically, the food theme relates to intellectual nurture. For decades, science engagement professionals have played a crucial role in sourcing, preparing and serving this “mental food” to hungry audiences. Increasingly, they invite scientists, policy makers, citizens and businesses around the table – or even into the kitchen...

The “Food for curious minds” theme will allow to explore the science engagement community’s contribution to democratic science governance, its role as a source of scientific information and disseminator of knowledge, facilitator of debates and orchestrator of learning experiences, enabler of innovation and bearer of traditions.

Each and every attendee is a curious mind. The Ecsite Annual Conference is our most powerful tool for professional development.

FOOD

Understood more literally, food-related topics provide a powerful angle to raise awareness about global issues. The challenge of providing the world population with healthy, safe and sufficient food touches on scientific, technological but also social, cultural and political questions. Food and nutrition are relevant to each of us – while also raising universal questions. A fertile ground for science communicators...

LOCAL FLAVOURS

The idea that human beings need both literal and intellectual food is at the very core of the MUSE mission. The museum forms the cultural heart of a social and urban project. It has become a lively arena for citizens to lead informed discussions about challenges of the future – or a kitchen where science and society meet and cook up surprising dishes...

The particularly hungry will be able to sink their teeth into more food-related matters at EXPO MILANO 2015 (1 May – 30 October 2015, theme “Feeding the Planet, Energy for Life”), while literal food lovers will enjoy local specialties and Italian cuisine classics.





HOW

can the theme be linked with topics in science engagement?

Here a few keys – participants should feel free to put their own spin on the theme...

SCIENCE AND SOCIETY

- Local food and global village - Facilitating dialogue on complex issues
- Guess who's coming for dinner? Stakeholder management, policy making and social movements
- Food we trust - Providing trustworthy information on contemporary science and technology questions
- Fusion cuisine (1) - Citizen-science, community-based research, innovation incubators, responsible research and innovation (RRI).

EXHIBITS, DESIGN AND NEW MEDIA

- The icing on the cake? Aesthetics and design in science centres and museums
- Fusion cuisine (2) - Co-production and co-authorship
- What's cooking (1)? Food-related exhibitions and experiences using taste and smell
- Given ingredients, new dishes - Harvesting knowledge on museum collections from new sources.

AUDIENCES, ENGAGEMENT AND LEARNING

- Set menu vs. à la carte - Personalization of physical and virtual visitor experiences
- No set recipe? Stimulating curiosity and interest in diverse audiences
- Not hungry? Exploring the limits of engagement and outreach
- What's cooking (2)? Food-related programmes and experiences using taste and smell
- Can everyone be a master chef? Science centres and makers, hackers, gamers.

OPERATIONS, MANAGEMENT, COMMUNICATIONS

- Mouth-watering? PR and marketing
- Putting food on the plate - Income generation
- Putting the food chain on its head - Building capacity for individuals and institutions
- Fusion cuisine (3) - Multidisciplinary teams and internal stakeholder management.



HOW

can I take an ACTIVE PART?

CALL FOR PROPOSALS

Are you inspired to organize a session at the conference? Do you have a topic in mind you would love to tackle?

Visit www.ecsite.eu/annual_conference. You will find detailed guidelines about the call for proposals, session formats and information on how to submit your own session proposal. Have a look at what others are putting forward and exchange ideas in the Forum section.

Deadline for proposals: 14 October 2014.

: Key dates

- **14 August 2014**
Call for session proposals opens
- **14 October 2014**
Deadline for session proposals
- **22 October 2014**
Business Bistro booking opens
- **25 February 2015**
Online conference registration opens
- **25 March 2015**
Deadline for early-bird registration



BEFORE the conference

PRE-CONFERENCE WORKSHOPS, 9 AND 10 JUNE

Pre-Conference Workshops offer participants the opportunity to focus on a particular subject. They run for one or two days and allow in-depth discussions, practical training, exchange of best practice...

Why not run or contribute to a workshop? Proposals by 14 October 2014 – use the ideas forum on the Ecsite website to get a team together! Ecsite's four Thematic Groups will also each offer a workshop on their particular field of expertise.

This year's theme should tantalize your creativity... we count on your mouth-watering ideas to make the Pre-Conference Workshops a very tasty appetizer!

THE 2015 PRE-CONFERENCE IN NUMBERS

- 200 participants expected
- 2 days
- 6-8 sessions
- 4 Ecsite Thematic Groups involved
- 1 venue: MUSE

• A SPECIAL EVENT FOR NATURAL • HISTORY MUSEUMS

The Ecsite Nature Group will be running a special event for professionals working with natural history museums topics and collections. Brand-new MUSE will provide an ideal setting to discuss interpretation and design of topical natural history themes and related public engagement activities.

• THE ECSITE THEMATIC GROUPS

- The **REV** Group stimulates and helps facilitate research and evaluation in science centres and museum across Europe.
- The **SPACE** Group, run with the European Space Agency (ESA), seeks new and exciting ways to communicate European space achievements.
- **THE** Group is a learning community for explainers, a forum where they investigate their own roles, training practices and professional development.
- The **Nature** Group brings together professionals and institutions who engage audiences with nature.

We are here

MUSE
 Museo delle Scienze
 Corso del Lavoro
 e della Scienza, 3
 38123 Trento • Italy
 t. +39 0461 270 311



TRAIN

Direct trains to Trento run from Munich, Verona, Bolzano... Easy connections from Venice, Milan, Bergamo.

CAR

From the A22 motorway, exit at Trento Sud or Trento.

From Padova, Bassano or Belluno take the SS n. 47 Valsugana road.

From the Lombardia side of Lake Garda, take the SS n. 45 Gardesana occidentale road.

You might consider carpooling with other participants – use the forum on the Ecsite website to team up!

MUSE is connected to the train station and city centre by direct buses. It is only a 10 min walk from the city centre and 15 min walk from the train station.

HOW do I get to Trento?

PLANE + TRAIN OR CAR

Airport	Distance to Trento	Car travel time to Trento	Train travel time to Trento	
			Airport - train station	Train station - Trento
Verona	97 km	1 h	• Porta Nuova train station by Aerobus: 15 min	Direct train: 1 h
Brescia - Montichiari	160 km	1 h 30 min	• Brescia train station by Aerobus: 20 min	Train via Verona: 2 h 30 min
Bologna	220 km	2 h	• Verona train station by Aerobus: 45 min • Bologna Central Station by Aerobus: 20 min	Direct train from Verona: 1 h Direct train: 2 h 45 min
Treviso	140 km	2 h	• Venice Mestre station by Aerobus: 50 min	Train via Verona: 2 h 30min
Venice	173 km	2 h	• Venice Mestre station by Aerobus: 17 min	Train via Verona: 2 h 30min
Milan Linate	223 km	2 h 20 min	• Milan Central Station by Aerobus: 25 min	Train via Verona: 3h
Milan Malpensa	250 km	2 h 45 min	• Milan Central Station by Aerobus: 50 min	Train via Verona: 3h
Bergamo Orio al Serio	180 km	2 h	• Milan Central Station by Aerobus: 50 min	Train via Verona: 3h
Innsbruck	177 km	2 h	• Innsbruck train station by shuttle: 20 min	Direct train: 2 h 30min
Munich	233 km	3 h 45 min	• Munich train station by train: 40 min	Direct train: 4 h





WHERE

will the conference be located?

Two closely located buildings will host the meetings and workshops of the Ecsite Annual Conference: MUSE and the Trento Trade Fair premises.

MUSE

The new science museum opened in July 2013 forms the heart of the new Trento quarter designed by Renzo Piano. MUSE tells fascinating stories about mountain environments, from the beautiful local Dolomites through to the tropical setting of the Tanzanian Eastern Arc.

It combines nature, science and technology with current ethical and social issues. Its innovative design intertwines science, arts, society and nature in an evocative building nestled in the Alpine skyline. MUSE has quickly established itself as a lively arena

for citizens to lead informed discussions about challenges of the future. The MUSE building offers the Ecsite Annual Conference a first class location, combining avant-garde architecture designed by a world-class architect with innovative solutions both in terms of sustainable architecture and high technology. It will host the Pre-conference and some sessions during the conference.

TRENTO TRADE FAIR

Located 3 min walk from MUSE, the Trento Trade fair building is an excellent location for business. Some of the sessions will be taking place there, as well as all coffee breaks and lunches during the conference. The Business Bistro will be hosted in these first-class facilities.





HOW

HOW do I register?

FEES AND REGISTRATION

The online registration opens on 25 February 2015 on the conference website www.ecsite.eu/annual_conference

○ PRE-CONFERENCE (9-10 JUNE 2015)

	: Ecsite Members		: Non Members	
	: VAT incl.	VAT excl.	: VAT incl.	VAT excl.
One day by 22 May	€ 109.80	€ 90.00	€ 140.30	€ 115.00
Two days by 22 May	€ 219.60	€ 180.00	€ 280.60	€ 230.00

The pre-conference registration fee includes lunch and coffee breaks.

○ CONFERENCE (11-13 JUNE 2015)

	: Ecsite Members		: Non Members	
	: VAT incl.	VAT excl.	: VAT incl.	VAT excl.
Before 25 March	€ 536.80	€ 440.00	€ 719.80	€ 590.00
Before 24 April	€ 597.80	€ 490.00	€ 756.40	€ 620.00
Before 22 May	€ 634.40	€ 520.00	€ 756.40	€ 620.00
On site	€ 805.20	€ 660.00	€ 854.00	€ 700.00
Students by 22 May	€ 402.60	€ 330.00	€ 402.60	€ 330.00
One day registration	€ 317.20	€ 260.00	€ 317.20	€ 260.00

The three-day conference fee includes daily hot lunches, coffee breaks, a seated Gala Dinner, an exciting Nocturne evening and other surprises.

The one day registration fee includes lunch and coffee breaks.

All fees indicated above correspond to one registration.

Member rates apply to staff of current Ecsite member institutions for whom 2015 membership fees have been paid before registration.

Student rates apply to individuals providing a copy of a valid student card for a course in the field of science communication.

All fees are subject to Italian VAT standard rate of 22%.



WHAT exhibition possibilities are there?

THE BUSINESS BISTRO, 11-13 JUNE

During the 3 conference days, this is the place to present innovative ideas, show how your company turns dreams into reality and meet new clients to discuss future collaborations. Located in the Trento Trade Fair premises, the Business Bistro will benefit from the professional facilities provided by the venue. Take this opportunity to reach the decision makers of science centres and museum with your products and services and to build up future collaboration. 60 booths will be available next to the session rooms.

- : Coffee breaks take place in the Business
- : Bistro to ensure maximum business oppor-
- : tunities between your company and con-
- : ference delegates and lunches are served
- : nearby in the building. The lively Business
- : Bistro Happy Hour will take place in the af-
- : ternoon of Friday 12 June.
- : Spaces are limited and go fast, so book
- : early. **Online registration** will open at
- : www.ecsite.eu/annual_conference on **22**
- : **October 2014**.
- : For Business Bistro inquiries and advance
- : booth reservation contact Lucy Schwein-
- : gruber at lschweigruher@ecsite.eu
- :





ABOUT the Trento REGION

The region of Trento is an ideal touristic destination with its large choice of leisure and sports activities, set in a great variety of landscapes.

In Trentino one can enjoy the Mediterranean landscape and climate of Lake Garda and the multi-colored iridescent Dolomites, UNESCO World Natural Heritage site. Trentino is the very place for climbers and hikers.

Bikers will also find all their needs catered for, with outstanding infrastructure and services. First-rate facilities are also available for trekkers to experience nature, especially in the two superb routes marked "Trentino Trekking circuits", in the

valleys of Adamello Brenta, Fiemme-Fassa and Primiero.
If it's the water pleasures you are looking for, blue lakes offer a range of aquatic sports, from canoeing to windsurfing and rafting. After sport and leisure, relaxation is at hand: let yourself be tempted by the aromas and tastes of regional food. If you want to pamper yourself, there are also eight different spas and a vast choice of resorts and hotels providing clients with state-of-the-art facilities and treatments. From Trento, you can also easily reach trendy Milan, mysterious Venice or scholarly Bologna.





TRENTO

city

At the bottom of the Adige Valley, surrounded by mountains, Trento town (116,000 inhabitants) is a city rich in arts and history, a place where Italian and central European culture meet. It is the city of the Catholic Church Council (1545 - 1563) whose traces you'll discover in the architecture of the old town. The Renaissance also left a strong mark in the urban landscape, with characteristic colors and architecture that make Trento unique in the entire Alpine arc. Come and discover Northern Italy's place of great innovation, of economic dynamism, social cohesion, ranked first Italian city for quality of life in 2014. Throughout history, Trento has played a

- crucial role as artistic and cultural point of reference amid great European capitals.
- Thanks to its geographical position, it has always been a gateway between Southern Europe and the German-speaking world.
- Nowadays Trento is home to one of the most state-of-the-art Italian Universities and a number of International Research centres.
- Just a few minutes away from the city, Monte Bondone offers everything that a tourist could wish for: natural beauty, peace and quiet relaxing spots, as well as mountain trails, lakes, hang gliding and mountain bike trails for sport enthusiasts.

FIVE good REASONS

to be in Trento at Ecsite Annual Conference next year, 11 - 13 June

- Share ideas and catch up with the latest trends at the largest science engagement event in Europe
- Acquire new tools and skills from workshops and training sessions
- Find project and business partners, explore new avenues for funding and income generation
- Pay a visit to our host MUSE, the brand new science museum designed by Renzo Piano
- Enjoy the Trento region, its UNESCO heritage landscapes, rich cultural and gastronomic heritage, affordable accommodation and proximity to Venice and the 2015 Universal Exhibition in Milan.

BEYOND the conference

The POST-CONFERENCE programme : Ecsite Annual Conference participants will offers all Ecsite 2015 Annual Conference participants the opportunity to prolong their stay in the Trento area and surrounding regions. Excursions include a trekking tour to the Dolomitic Valley of Fiemme and Fassa with a mountain guide, a day tour to the Garda Lake, a day tour to Bolzano Oetzi museum and Merano Spa, a two days visit to Venice water town and Verona city of Romeo and Juliet and a day visit to EXPO in Milan.

: get a free entrance pass to visit the museums of Trentino, plus a 10% discount to a number of shops and restaurants.
: Pick and choose from an exclusively tailored offer developed by the appointed local travel agency.
: For more information on post conference programs, contact MUSE.

5 REASONS

BEYOND



ANY

question or curiosity?

- **At MUSE**
 - Antonia Caola
 - Head of International Collaborations & PR
 - Tel: +39 0461 270 307
 - E-mail: antonia.caola@muse.it
 - Send your questions about: hotels, transport, venue, social and post-conference programme.
 - **At Ecsite**
 - Lucy Schweingruber
 - Tel: +32 473 41 45 74
 - Email: lschweingruber@ecsite.eu
 - Send your questions about: payments, registration, speakers, programme.
 - Ecsite Executive office: 89/7, Avenue Louise / Louizalaan, B-1050, Brussels.
- The Ecsite Annual Conference website www.ecsite.eu/annual_conference is regularly updated with useful information such as hotel recommendations, maps, registration, deadlines and more.
- For further assistance please contact:

INFORMATION

WHO

is who?

- The programme of the annual conference is under the responsibility of the programme committee (ACPC). Its members are responsible for the content of each Ecsite Annual Conference.
- **Joanna Kalinowska**, Senior Sponsoring Specialist, Copernicus Science Centre, Warsaw, Poland
 - **Heather King**, Research Associate King's College, London, UK
 - **Maarten Okkersen**, Head of Communications, Museon, The Hague, Netherlands, Host AC 2014
 - **Barbara Streicher**, Executive Manager, Association Science Center-Netzwerk, Vienna, Austria, Host AC 2016
 - **Gerlinde Podjaversek**, Exhibitions & International Projects, FRida & freD children museum, Graz, Austria, Host AC 2016
 - **Vlastimil Volak**, Director, Techmania, Pilsen, Czech Republic
 - **Catherine Franche**, Executive Director, Ecsite, Brussels, Belgium
 - **Lucy Schweingruber**, Member Services Manager, Ecsite, Brussels, Belgium
- **Mikko Myllykoski**, Chairperson, Experience Director, Heureka, Vantaa, Finland
 - **Antonia Caola**, Head of International Collaborations & PR, MUSE, Trento, Italy, Host AC 2015
 - **Laurent Chicoineau**, Director CCSTI, Grenoble, France
 - **Amito Haarhuis**, Deputy Director / Programme Manager, Science Centre NEMO, Amsterdam, The Netherlands
 - **Johannes-Geert Hagmann**, Curator and Cooperation Officer Deutsches Museum, Munich, Germany
 - **Kim Gladstone Herlev**, CEO, Experimentarium, Hellerup, Denmark

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