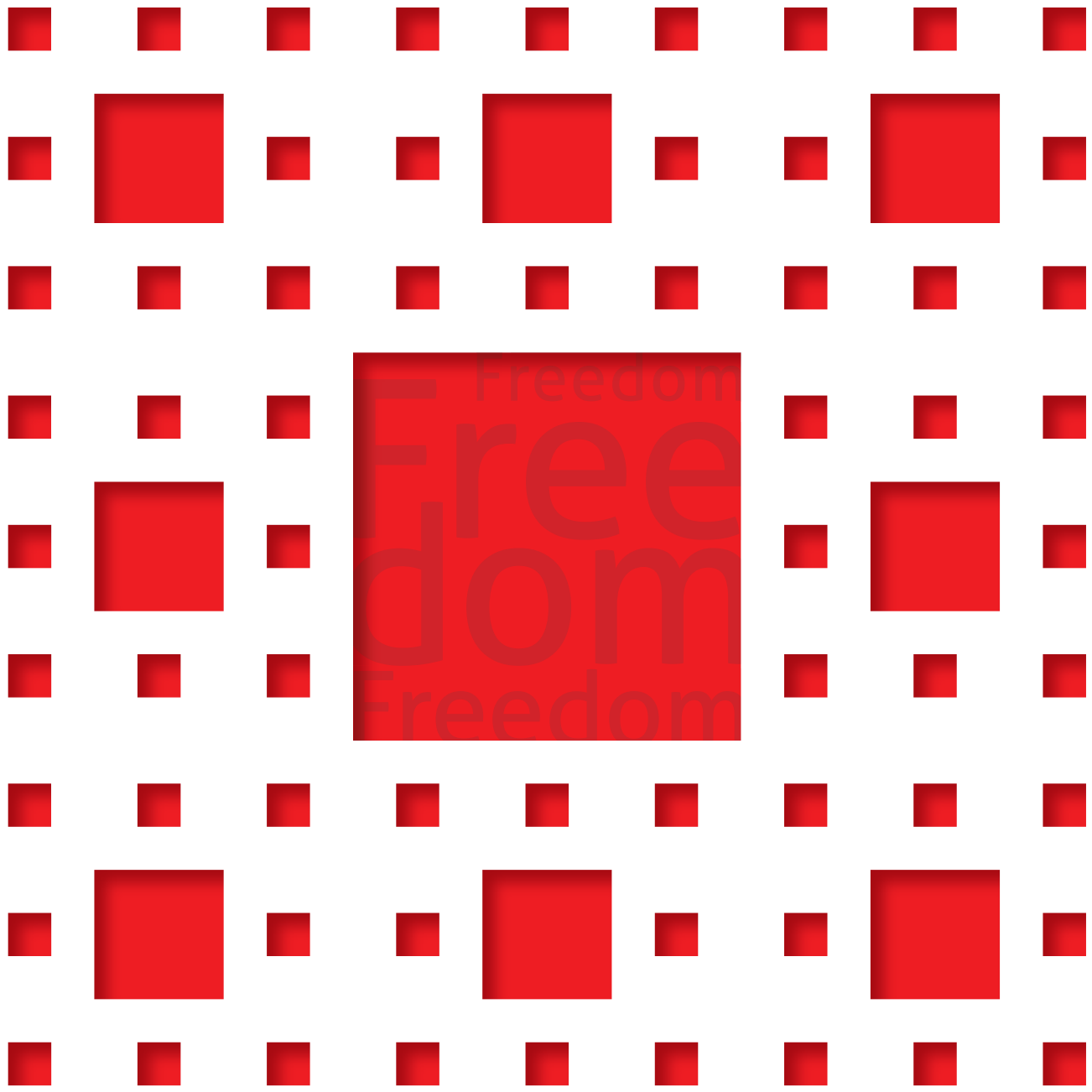


Ecsite – the European network of science centres and museums



**Ecsite Annual Conference 2011, PRELIMINARY PROGRAMME**

26-28 May 2011, Warsaw, Poland, Copernicus Science Centre



**HANS GUBBELS**

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

**Dear Friends,**

Another year has passed and it seems like yesterday that we met in Dortmund to exchange ideas, to learn from each other, to be inspired in workshops and to have great fun in the evening events. I hope you all had the opportunity to bring those new insights into practice during last year and feel ready for Ecsite's 22nd Annual Conference.

This year we are moving more to the east. The Annual Conference 2011 is hosted in Warsaw, Poland, in the recently opened and impressive Copernicus Science Centre. This new institution will give the Polish people the freedom to explore the connections between science, the humanities and art.

Freedom is the theme of the 2011 Annual Conference. Freedom is what we all consider to be one of the most important assets in our lives: freedom to choose, freedom of speech, freedom to access knowledge and freedom to engage with other people. This is what we strive to offer our visitors every day.

We must, however, accept that there is often no ultimate freedom. We are responsible for our world and the constraints and limitations it puts on our freedom. A more integrated view of freedom and morality can enhance our understanding; moral mechanisms have a clear social function that science can help us to understand and improve. We may not be free in the exceptional, ultimate sense we sometimes suppose, but we are more than compensated by pragmatic benefits. The „human spirit“, for example – our dignity, freedom, and power – is in no way threatened by science, it prospers by science.

The conference will offer three days of dynamic sessions, debates, workshops and a great range of social events as well as unique networking opportunities in our Business Bistro area. Before the main conference, two days of pre-conference meetings and workshops will give more in-depth insights into numerous aspects of our field. So, do you really have freedom to choose not to come?

**I hope to meet you all in vibrant  
and dynamic Warsaw!**

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**CATHERINE FRANCHE**  
**EXECUTIVE DIRECTOR OF ECSITE**

## Welcome to the Ecsite Annual Conference!

There is no other conference like it; if you've previously attended you know this already, and if not, we warmly invite you to come and find out. Be it for the pre-conference with its in-depth workshops and trainings, or for the 75 sessions offered during the three following days, come and discover the new trends, catch what European colleagues have tempted and achieved, share your own successes and doubts, promote your activities and products, make business and develop fruitful collaborations. More than just a Conference, it is a professional development opportunity. You will come across 1000 science communication professionals from more than 50 countries. One thousand people, yet a very friendly atmosphere with plenty of occasions to meet and mingle, to debate and discuss, to laugh and learn.

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

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

**Welcome!**

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**ROBERT FIRMHOFER**

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

## Dear Friends,

Welcome to the Copernicus Science Center and to the city of Warsaw, rapidly modernizing capital of Poland where East meets West.

As a brand new science centre, we are honored to host the Ecsite community for its 22nd Annual Conference.

Science centres and museums worldwide have successfully created a unique space for individual discoveries. It is where our visitors can wander freely choosing their own paths, conducting experiments they have selected, and feel free to discover natural phenomena but also free to fail in understanding them.

Freedom perfectly describes our field. It also points at numerous questions and challenges, particularly where opposing freedoms meet and clash. Are scientists free to conduct the research that moves science forward? Is the society free to stop the research violating its social or cultural values? How do we deal with freedom from the influence of governments, industries and sponsors – those who finance research, education and our activities? Are we free enough to change the old and ineffective model of science education?

Warsaw is THE location to discuss freedom. It has struggled for freedom – let me just mention the Warsaw Uprising in 1944 and the Solidarity movement. You will encounter in Warsaw a carefully restored old town, communist-era style communal housing, modern skyscrapers and the Vistula River, plentiful churches and fancy clubs, dynamic entrepreneurs and alternative youth. You will sense rapid transition, energy, a spirit of innovation and adventure. Copernicus Science Center is right at the center of this scene.

During the conference, you may visit our interactive exhibits, laboratories and kinetic art collection and the theater where robots perform on stage and take part in planetarium shows. Stroll through the garden on the roof of the Copernicus building or walk on the promenade alongside the Vistula River bank which is part of our Discovery Park.

We invite you to the inspiring discussions and hope you will enjoy the hospitality of Warsaw.

**Welcome!**

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# CONFERENCE VENUE



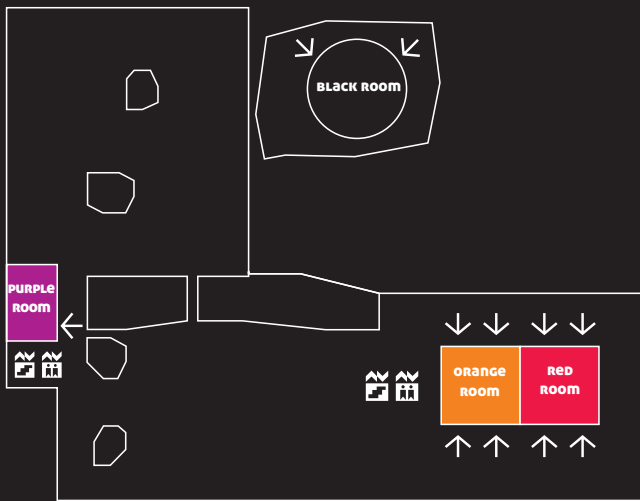
The mission of the brand new Copernicus Science Centre is to inspire curiosity, support individual learning and exploration of the world as well as to facilitate social dialogue on science. The Copernicus Science Centre, which opened in November 2010, covers 20,000 m<sup>2</sup> and houses six galleries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

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

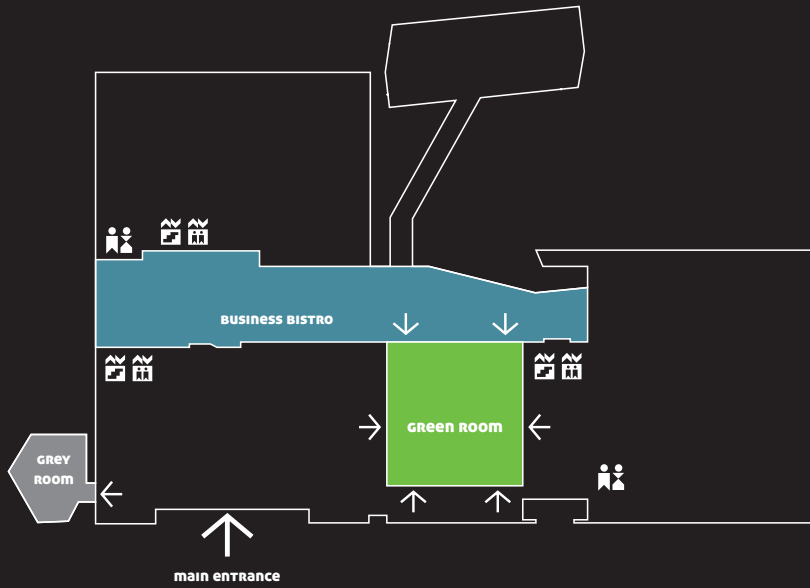
ence demonstrations and thousands of visitors every year. We are happy to invite you to visit the 15th Science Picnic which begins 28 May 2011 – the final day of the Ecsite conference. Please come and participate in this enormous celebration of science.

## **COPERNICUS SCIENCE CENTRE**

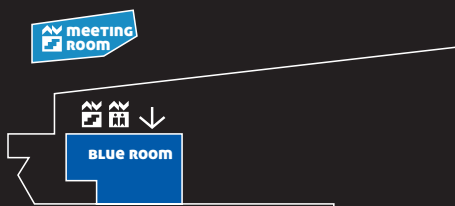
Wybrzeże Kościuszkowskie 20  
00-390 Warszawa, Poland  
Tel : +48 22 492 05 14  
[www.kopernik.org.pl](http://www.kopernik.org.pl)



Level 1



Level 0



Level -1

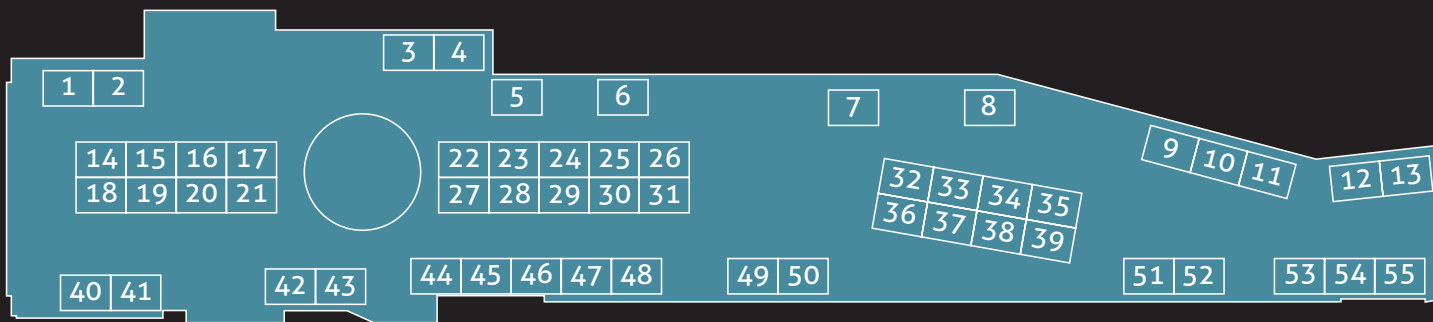
# BUSINESS BISTRO

The Business Bistro brings together the most inspiring new projects, exhibitions, techniques, products and services on the market for Ecsite institutions. This is the place to present innovative ideas, meet new clients and discuss future collaboration. Fifty-five booths will be available within

the science centre. All coffee breaks will take place in the exhibition area to ensure maximum business opportunities for our delegates in this lively focal point of the Conference. On Friday afternoon the Bistro will hold its Happy Hour, when participants will be invited for drinks and a relaxed

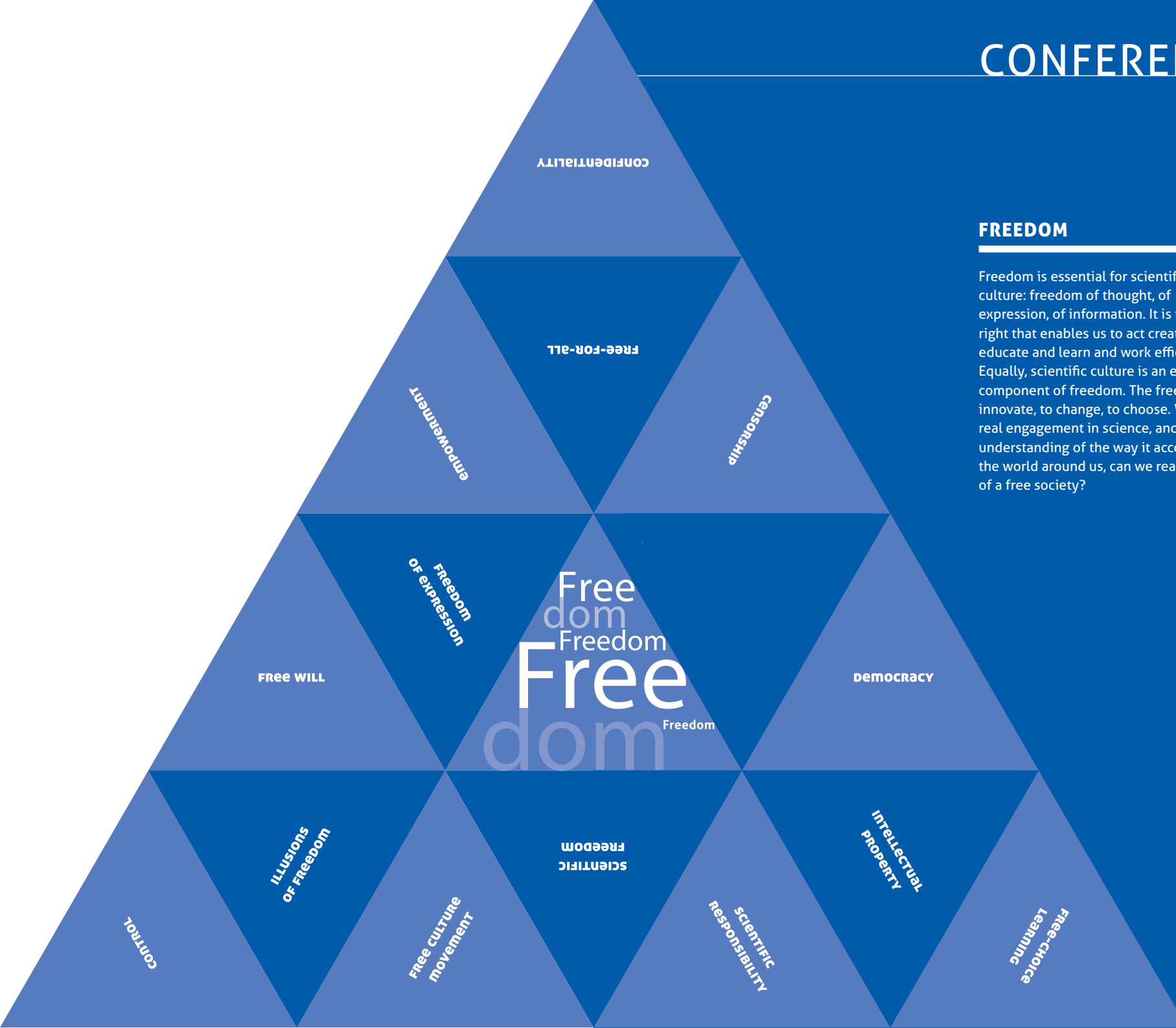
atmosphere for networking. Spaces are limited, so please book early by completing the online registration form for the Business Bistro at [www.ecsite.eu](http://www.ecsite.eu) Please direct questions to Donald Goedheid, Business Bistro Assistant at: [dgoedheid@ecsite.eu](mailto:dgoedheid@ecsite.eu), +32 4 97474993.

## BUSINESS BISTRO





# CONFERENCE FOCUS



## FREEDOM

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

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

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

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

# SESSION GUIDE

## SESSION FORMATS



### PANEL SESSION

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



### REVERSE SESSION

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



### INTERACTIVE WORKSHOP

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



### POSTER SESSION

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



### ROUNDTABLE SESSION

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



### WORLD CAFÉ

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

## KEYWORDS



### EDUCATION

p. 21, 25, 32, 33, 36, 43, 49, 50



### EXHIBITS

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### FINANCE

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### HUMAN RESOURCES

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### MANAGEMENT

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### MARKETING AND COMMUNICATION

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### MEDIA

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### NETWORKING AND PARTNERSHIPS

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### OUTREACH

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### RESEARCH

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### SCIENCE AND ARTS

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### SCIENCE IN SOCIETY

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### TECHNOLOGY

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### THEORY OF SCIENCE COMMUNICATION

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### VISITORS

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# PROGRAMME AT A GLANCE

# 24 MAY

TUESDAY

Registration desk open from 08.00 to 17.30

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

# PROGRAMME AT A GLANCE

# 25 MAY

WEDNESDAY

Registration desk open from 08.00 to 17.30

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

18.30 SPEAKERS' RECEPTION

20.00 ECSITE BOARD DINNER

# PROGRAMME AT A GLANCE

# 26 MAY

THURSDAY

Registration desk open from 08.00 to 17.30

09.30 OPENING EVENT

10.30 OPENING OF BUSINESS BISTRO; COFFEE BREAK

11.15  
-12.30

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

12.30 LUNCH

13.45  
-15.15

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

15.15 COFFEE BREAK

16.00  
-17.30

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

20.00 GALA DINNER

# PROGRAMME AT A GLANCE

# 27 MAY

FRIDAY

Registration desk open from 08.00 to 17.30

**09.00** KEYNOTE SPEECH: MICHAEL JONES, Chief Technology Advocate, Google

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

**11.15** COFFEE BREAK

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

**13.15** LUNCH

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

**16.00** COFFEE BREAK

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

**18.15** BUSINESS BISTRO HAPPY HOUR

**20.00** NOCTURNE

# PROGRAMME AT A GLANCE

# 28 MAY

SATURDAY

Registration desk open from 08.00 to 17.30

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

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

**11.15** COFFEE BREAK

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

**13.15** LUNCH

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

**15.45** COFFEE BREAK

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

**18.00** CLOSING EVENT

**20.15** FAREWELL PARTY

# PRE CONFERENCE PROGRAMME

09.00-18.30

24 MAY

TUESDAY

09.00-18.30

GREY ROOM

## ACCESSIBILITY WORKSHOP

ON REGISTRATION ONLY

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

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

### WORKSHOP LEADERS

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

To enroll in this two-day training course, please register online at [www.ecsite.eu](http://www.ecsite.eu)

Maximum number of participants: 50

Registration fee: € 100

For further enquiries please contact: [ecsite@ecsite.eu](mailto:ecsite@ecsite.eu)

09.00-17.00

RED ROOM

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

ON REGISTRATION ONLY

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

### WORKSHOP LEADERS

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

To enroll for the two-day training course, please register online at [www.ecsite.eu](http://www.ecsite.eu)

Maximum number of participants: 50

Registration fee: € 175

For further enquiries please contact: [ecsite@ecsite.eu](mailto:ecsite@ecsite.eu)

# PRE CONFERENCE PROGRAMME

09.00-17.30

24 MAY

TUESDAY

09.00-17.00

orange room

## THE EXHIBIT LABEL: EXAMINING SOME BELIEFS AND PRACTICES

ON REGISTRATION ONLY

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

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

### WORKSHOP LEADERS

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

To enroll for the two-day training course, please register online at [www.ecsite.eu](http://www.ecsite.eu)

Maximum number of participants: 50

Registration fee: € 175

For further enquiries please contact: [ecsite@ecsite.eu](mailto:ecsite@ecsite.eu)

09.30-17.30

WARSAW UNIVERSITY OF TECHNOLOGY

## TIME FOR nano

BY INVITATION ONLY

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

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

The project develops targeted informal education products:

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



# PRE CONFERENCE PROGRAMME

09.00-18.30

25  
MAY

WEDNESDAY

09.00-18.30

GREY ROOM

ACCESSIBILITY WORKSHOP

09.00-17.00

RED ROOM

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

ON REGISTRATION ONLY

10:00-16:30

GREEN ROOM

OPEN SCIENCE RESOURCES WORKSHOP

FREE ON REGISTRATION

The Open Science Resources (OSR) portal, developed with the support of the European Commission, offers a way of collecting and organising the high quality digital content available in European science centre and museum repositories. Attractive educational pathways connect resources to create meaningful experiences; personal digital assistant (PDA) devices provide a link with the visitor's physical experience in the science centre, while state-of-the-art social tagging tools offer a unique opportunity for engagement.

The workshop will allow participants to build their own educational pathway with resources from the major science centres and museums in Europe and experiment with OSR portal functionalities. Professionals from the OSR consortium will guide workshop attendants through new ways to engage on-site and online visitors with science centres and museums using digital resources. Participants will also learn how the OSR portal can be used in their own science centres and museums as a way to engage visitors from afar and enhance their on-site experience.

## PRESENTERS

JENNIFER PALUMBO, Ecsite, Belgium

MARZIA MAZZONETTO, Ecsite, Belgium

SOFOKLIS SOTIRIOU, Ellinogermaniki Agogi, Greece

# PRE CONFERENCE PROGRAMME

09.00-17.00

25  
MAY

WEDNESDAY

09.00-15.00

orange room

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

**ON REGISTRATION ONLY**

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

13.30-17.00

orange room

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

**OPEN TO ALL ECSITE PARTICIPANTS**

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

## WORKSHOP LEADERS

SUE CAVELL, At-Bristol, UK

JUSTIN DILLON, King's College London, UK

SALLY DUENSING, King's College London, UK

CLARA LIM, Thinktank, Birmingham Science Museum, UK

JUDITH MANN, Effektschmiede GmbH, Germany

TESSA VAN SCHIJNDEL, University of Amsterdam, Netherlands

ANKE SCHWARZWÄLDER, Blackforesters

PETER TREVITT, Techniquet, UK

HEATHER KING, King's College London, UK

# PRE CONFERENCE PROGRAMME

09.00-23.00

25  
MAY

WEDNESDAY

09.00-17.00

PURPLE ROOM

**NATURE GROUP WORKSHOP**

ON REGISTRATION ONLY

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

## WORKSHOP LEADERS

SHARON AMENT, Natural History Museum, UK

MICHÈLE ANTOINE, Royal Belgian Institute of Natural Sciences, Belgium

JUSTIN DILLON, King's College London, UK

ASGER HØEG, Experimentarium, Denmark

MAYA HALEVY, Bloomfield Science Museum Jerusalem, Jerusalem, Israel

To enroll for the workshop, please register online at [www.ecsite.eu](http://www.ecsite.eu)  
Maximum number of participants: 50  
Registration fee: € 50  
For further enquiries please contact: [ecsite@ecsite.eu](mailto:ecsite@ecsite.eu)

13.00-17.30

MEETING ROOM

**ECSITE BOARD MEETING**

BY INVITATION ONLY

09.30-17.30 WARSAW UNIVERSITY OF TECHNOLOGY

**TIME FOR nano**

BY INVITATION ONLY

18.30-20.00

**SPEAKERS' RECEPTION**

BY INVITATION ONLY

20:00-23:00

**ECSITE BOARD DINNER**

BY INVITATION ONLY

# CONFERENCE PROGRAMME

09.30-12.30

26  
MAY

THURSDAY

09.30-10.30

BLUE ROOM

## OPENING EVENT

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

CATHERINE FRANCHE, Executive Director, Ecsite, Brussels, Belgium

HANS GUBBELS, President of Ecsite, Continium Discovery Center, Kerkrade, Netherlands

BARBARA KUDRYCKA, Minister of science and higher education, Poland

10.30-11.15

BUSINESS BISTRO

## OPENING OF THE BUSINESS BISTRO

11.15 -12.30

BLUE ROOM

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



### CONVENOR

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

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

### PRESENTERS

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

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

ROBERT STEPHENSON, Curator, The Tech Museum, San Jose, USA  
NILS OLANDER, Curator, National Museum of Science & Technology, Stockholm, Sweden

# CONFERENCE PROGRAMME

11.15-12.30

26  
MAY

THURSDAY

11.15-12.30

GREY ROOM

## FREEDOM TO PLAY?



CONVENOR

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

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

### PRESENTERS

**ANNE CHARPENTIER**, Director, Insectarium de Montréal, Montréal, Canada

**ANGELA MACFARLANE**, Interim Director Public Engagement and Learning, Kew Garden, London, UK

**SOPHIE BOUGE**, Project Manager, universcience, Paris, France

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

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

**JULIAN KINGSTON**, Head of Education & Programs, Royal Ontario Museum, Toronto, Canada

11.15-12.30

RED ROOM

## DIALOGUE ACTIVITIES FOSTERING DEMOCRACY



CONVENORS

**PAOLA RODARI**, Senior Researcher and Project Manager, SISSA Medialab, Trieste, Italy  
and  
**BARBARA STREICHER**, Director, Science Center Netzwerk, Vienna, Austria

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

### PRESENTERS

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

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

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

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

**LES GILBERT**, Managing Director, Magian Design Studio, Melbourne, VIC, Australia

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

# CONFERENCE PROGRAMME

11.15-12.30

26  
MAY

THURSDAY

11.15-12.30

BLACK ROOM

## CRITICAL DATA FOR SCIENCE CENTRES AND MUSEUMS



CONVENOR

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

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

### PRESENTERS

VLADIMIR DE SEMIR, Observatory of Science Communication, University Pompeu Fabra, Barcelona, Spain

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

BENOIT LÉGARÉ, Vice-president of the Montreal Science Centre, Montreal, Canada

11.15-12.30

GREEN ROOM

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



CONVENOR

JUSTIN DILLON, Professor of Science and Environmental Education Head, Science & Technology Education Group (STEG), King's College London, London, UK

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

### PRESENTERS

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

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

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

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

# CONFERENCE PROGRAMME

11.15-12.30

26  
MAY

THURSDAY

11.15-12.30

ORANGE ROOM

## NATIONAL AND SUB REGIONAL SCIENCE CENTRE NETWORKS IN EUROPE



CONVENOR

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

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

### PRESENTERS

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

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

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

**ACHIM ENGLERT**, Manager, Phänomenta, Flensburg, Germany

11.15-12.30

PURPLE ROOM

## FREEDOM TO EXPLORE



CONVENOR

**IAN SIMMONS**, Science Communication Director, Centre for Life, Newcastle Upon Tyne, UK

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

### PRESENTERS

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

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

12.30-13.45

LUNCH BREAK

# CONFERENCE PROGRAMME

13.45-15.15

26  
MAY

THURSDAY

13.45-15.15

BLUE ROOM

## HOT scene in eastern europe



CONVENOR

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

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

### PRESENTERS

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

**JERZY JAROSZ**, Uniwersytet Śląski, Katowice, Poland

**JAN IWANISZEWSKI**, Centrum Nowoczesności w Toruniu, Torun, Poland

**ALEKSANDRA DRECUN**, Centre for the Promotion of Science, Belgrade, Serbia

**YAROSLAV ALEKSEEV**, Verdant Experimentarium, Moscow, Russia

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

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

13.45-15.15

GREY ROOM

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



CONVENOR

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

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

### PRESENTERS

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

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

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

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

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

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

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

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



# CONFERENCE PROGRAMME

13.45-15.15

26  
MAY

THURSDAY

13.45-15.15

RED ROOM

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



### CONVENOR

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

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

### PRESENTERS

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

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

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

13.45-15.15

BLACK ROOM

## HOW WELL DO WE USE OPEN-ENDED QUESTIONS...?



### CONVENOR

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

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

### PRESENTERS

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

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

# CONFERENCE PROGRAMME

13.45-15.15

26  
MAY

THURSDAY

13.45-15.15

GREEN ROOM

## FREEDOM IN DESIGN AND CONTENT: THE ART OF THINKING SIDWAYS

ex 

CONVENOR

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

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

PRESENTERS

**MICHÈLE ANTOINE**, Head of exhibition department, Royal Belgian Institute of Natural Sciences, Brussels, Belgium  
**PETER ULLSTAD**, Designer, CODesign, Stockholm, Sweden  
**PETER SLAVENBURG**, Designer, Xmedia Lab, Netherlands  
**MIKKO MYLLYKOSKI**, Experience Director, Heureka – The Finnish Science Centre, Vantaa, Finland

13.45-15.15

ORANGE ROOM

## FUNDRAISING FOR SMALL AND MEDIUM-SIZED INSTITUTIONS

mc 

CONVENOR

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

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

PRESENTERS

**GOÉRY DÉLACÔTE**, Chief Executive Officer, At-Bristol, Bristol, UK  
**CARINA HALVORD**, Universeum A.B, Gothenburg, Sweden  
**ASGER HØEG**, Director, Experimentarium, Hellerup, Denmark

# CONFERENCE PROGRAMME

13.45-15.15

26  
MAY

THURSDAY

13.45-15.15

PURPLE ROOM

## FREELANCE AND VOLUNTEER CONTRIBUTIONS TO SCIENCE CENTRE DEVELOPMENT



### CONVENOR

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

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

### PRESENTERS

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

**MARJATTA VAKEVAINEN**, Coordinator, Volunteer Services,  
Heureka – The Finnish Science Centre, Vantaa, Finland

15.15-16.00

## COFFEE BREAK

# CONFERENCE PROGRAMME

16.00-17.30

26  
MAY

THURSDAY

16.00-17.30

BLUE ROOM

## are museums FREE SPACES FOR KNOWLEDGE DEVELOPMENT?



CONVENOR

**JAMIE BELL**, Project Director, Center for the Advancement of Informal Science Education, Association of Science and Technology Centers, Washington, DC, USA

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

### PRESENTERS

**OLLE NORDBERG**, Director, Teknikens Hus, Lulea, Sweden  
**SARA CALCAGNINI**, Education Officer, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy  
**MAY CASSAR**, Professor of Sustainable Heritage, University College London and Director of the Centre for Sustainable Heritage, Bartlett School of Graduate Studies, London, UK

16.00-17.30

GREY ROOM

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



CONVENOR

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

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

### PRESENTERS

**JIM SPADACCINI**, Director, Ideum, Corrales, USA  
**MAARTEN OKKERSEN**, Head of Design & Productions, Museon, The Hague, Netherlands  
**JURIJ PAVLICA BRIDA**, Artist, Brida, Ljubljana, Slovenia  
**SENDI MANGO**, Artist, Brida, Ljubljana, Slovenia  
**TOM KERSEVAN**, Artist, Brida, Ljubljana, Slovenia

# CONFERENCE PROGRAMME

16.00-17.30

26  
MAY

THURSDAY

16.00-17.30

RED ROOM

## SOCIAL NETWORKS: OPENING DIALOGUE BETWEEN PEOPLE AND SCIENCE



CONVENOR

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

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

### PRESENTERS

**AAIKE VAN OORD**, Curator/Educator, Museon, The Hague, Netherlands

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

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

**GEMMA REDOLAD**, Head of Communication Department, Museu de Ciències Naturals de Barcelona, Barcelona, Spain

16.00-17.30

BLACK ROOM

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



CONVENOR

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

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

### PRESENTERS

**EDUARD THOMAS**, Multimedia Director, Kiel University of Applied Sciences, Kiel, Germany

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

# CONFERENCE PROGRAMME

16.00-17.30

26  
MAY

THURSDAY

16.00-17.30

GREEN ROOM

## TRAVELING EXHIBITIONS NOW ON EXTRA – PART ONE



### CONVENOR

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

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

### PRESENTERS

**GRETCHEN BAKER**, Temporary and Travelling Exhibitions, The Field Museum, Chicago, USA  
**KAREY RAWITSCHER**, Founder/Director, Hrá2Objevovat, Ceske Budejovice, Czech Republic  
**VESA LEPISTÖ**, Exhibition Producer, Heureka – The Finnish Science Centre, Vantaa, Finland  
**LAVINIA DEL LONGO**, Head of Development, Museo Tridentino di Scienze Naturali, Trento, Italy  
**ELINOR VERNHES**, Producer, CASTOR & SWAN, Paris, France

16.00-17.30

ORANGE ROOM

## VENTURING OUTDOORS WITH SCIENCE COMMUNICATION



### CONVENOR

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

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

### PRESENTERS

**MASSIMILIANO TREVISAN**, Science communicator, Perugia Science Festival, Perugia, Italy  
**MIHA KOS**, Director, House of Experiments, Ljubljana, Slovenia  
**ROBERT FIRMHOFER**, Director, Copernicus Science Centre, Warsaw, Poland

# CONFERENCE PROGRAMME

16.00-23.00

26  
MAY

THURSDAY

16.00-17.30

PURPLE ROOM

## MOBILIZING FOR SOCIAL ACTION: HOW FAR CAN WE, OR SHOULD WE, GO?



### CONVENOR

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

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

### PRESENTERS

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

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

**CAROL PAUZÉ**, Centre des sciences de Montréal, Montréal, Canada

20.00-23.00

## GALA DINNER

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

# CONFERENCE PROGRAMME

10.00-11.15

27 MAY

F R I D A Y

09.00-10.00

## KEYNOTE SPEECH

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

Michael Jones is Google's Chief Technology Advocate, charged with advancing the technology to organize the world's information and make it universally accessible and useful. Michael travels the globe to meet and speak with governments, businesses, partners and customers in order to advance Google's mission and technology.

10.00-11.15

BLUE ROOM

## LEARNING AND THE VISITOR: TWO PERSPECTIVES



### CONVENOR

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

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

### PRESENTERS

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

**KATE STEINER**, Head of Visitor Research, Science Museum, London, UK



# CONFERENCE PROGRAMME

10.00-11.15

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10.00-11.15

GREY ROOM

## HANDS-ON BIOLOGY



CONVENOR

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

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

### PRESENTERS

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

**CLAUDIA MUTH**, CEO Assistant, Turm der Sinne, Nurnberg, Germany

**SUSANNE WOOD**, Museum Manager, Turm der Sinne, Nurnberg, Germany

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

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

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

10.00-11.15

RED ROOM

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



CONVENOR

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

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

### PRESENTERS

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

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

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

# CONFERENCE PROGRAMME

10.00-13.30

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10.00-11.15

BLACK ROOM

**academic freedom and science museums**



**CONVENOR**

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

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

**PRESENTERS:**

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

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

10.15-13:30

GREEN ROOM

**ecsite annual general meeting**

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

# CONFERENCE PROGRAMME

10.00-11.15

27  
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10.00-11.15

ORANGE ROOM

## SIMPLE MARKETING AND PROMOTIONAL ACTIONS THAT CAN SAVE THE DAY



CONVENOR

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

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

### PRESENTERS

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

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

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

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

**ALAIN T'SYEN**, Marketing Manager, Hidrodoe, Herentals, Belgium

10.00-11.15

PURPLE ROOM

## YOUNG PEOPLE ONLY: A NEW CHALLENGE FOR EXHIBITIONS



CONVENOR

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

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

### PRESENTERS

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

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

**RANDI GUNZENHÄUSER**, Professorship for New Media Institute of English and American Studies, University of Dortmund, Dortmund, Germany

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

# CONFERENCE PROGRAMME

12.00-13.15

27  
MAY

FRIDAY

11.15-12.00

COFFEE BREAK

12.00-13.15

BLUE ROOM

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



CONVENORS

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

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

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

PRESENTERS

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

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

12.00-13.15

GREY ROOM

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



CONVENOR

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

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

PRESENTERS

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

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

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

# CONFERENCE PROGRAMME

12.00-13.15

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12.00-13.15

RED ROOM

**EXPLORE HOW TO COMMUNICATE HEALTH RESEARCH AND SYNTHESIZE A DRUG**

Re 

**CONVENOR**

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

Cutting-edge health research is a challenging topic to teach young people. The complexity of the research and labyrinth of related ethical issues demand a careful approach. This session will look at a range of activities from across Europe, including the use of real research experiments in open labs, online tools and dialogue activities. After brief presentations, participants will be invited to do one experiment. Participants will then break into groups for discussion, and come back together at the end of the session to share their experiences.

**PRESENTERS**

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

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

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

12.00-13.15

BLACK ROOM

**DEALING WITH BROKEN EXHIBITS**

ex 

**CONVENOR**

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

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

**PRESENTERS**

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

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

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

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

# CONFERENCE PROGRAMME

12.00-13.15

27  
MAY

FRIDAY

12.00-13.15

ORANGE ROOM

## TOOLS TO DESIGN THE FUTURE



CONVENOR

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

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

## PRESENTERS

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

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

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

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

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

12.00-13.15

PURPLE ROOM

## COLLABORATIVE PROJECTS BUFFET



CONVENOR

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

Are you part of a collaborative project that you would like to talk about in the Ecsite Annual Conference? Propose it for the Project Buffet, an open poster session organized by Ecsite where 15 posters from collaborative, non-profit projects, will be presented. Bring a poster of your project and put it in the dedicated space. The poster stays up throughout the conference. Presenters will be present at their poster on Friday 27 May, 12.00 and 13.15. If you want to take part in the Project Buffet session, please fill in the application form and send it to Jennifer Palumbo, [jpalumbo@ecsite.eu](mailto:jpalumbo@ecsite.eu), by 8 April 2011.

## PRESENTERS

Positions are open to anyone interested

13.15-14.30

## LUNCH BREAK

# CONFERENCE PROGRAMME

14.30-16.00

27 MAY

FRIDAY

14.30-16.00

BLUE ROOM

## BALANCING SCIENCE CENTRE INTEGRITY AND DONOR OBJECTIVES



### CONVENOR

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

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

### PRESENTERS

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

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

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

14.30-16.00

GREY ROOM

## WORKING WITH TEENS IN SCIENCE CENTRES



### CONVENOR

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

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

### PRESENTERS

RAPHAEL CHANAY, Content Developer, Science Museum, London, UK

MICOL MOLINARI, Youth Engagement Coordinator, 'Who am I?' Project, Science Museum, London, UK

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

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

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

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

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

# CONFERENCE PROGRAMME

14.30-16.00

27  
MAY

FRIDAY

14.30-16.00

RED ROOM

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



## CONVENOR

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

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

## PRESENTERS

**VLADIMIR DE SEMIR**, Observatory Science Communication, University Pompeu Fabra, Barcelona, Spain

**HERBERT MUNDER**, Director, Wissenschaft im Dialog, President, EUSCEA, Vienna, Austria

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

**TIM CAULTON**, Learning and Audience Development Director, Thinktank, Birmingham, UK

14.30-16.00

BLACK ROOM

**TRAVELING EXHIBITIONS NOW ON EXTRA – PART 2**



## CONVENOR

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

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

## PRESENTERS

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

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

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

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



# CONFERENCE PROGRAMME

14.30-16.00

27 MAY

F R I D A Y

14.30-16.00

GREEN ROOM

## CLIMATE SCIENCE: THE WAY PEOPLE THINK



CONVENOR

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

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

### PRESENTERS

**ALEX BURCH**, Project Leader, Atmosphere...Exploring Climate Science Exhibition, Science Museum, London, UK

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

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

14.30-16.00

ORANGE ROOM

## CONTENT FREEDOM: LEAD TO SUSTAINABILITY ?



CONVENOR

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

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

### PRESENTERS

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

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

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

# CONFERENCE PROGRAMME

14.30-16.00

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14.30-16.00

PURPLE ROOM

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



CONVENOR

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

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

PRESENTERS

**VINCENZO LIPARDI**, Executive Committee, Fondazione IDIS

– Città della Scienza, Naples, Italy

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

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

**HASAN DWEIK**, Executive Vice President, Al Quds University, Jerusalem, Israel

16.00-16.45

COFFEE BREAK

# CONFERENCE PROGRAMME

16.45-18.15

27 MAY

F R I D A Y

16.45-18.15

BLUE ROOM

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

ex 

### CONVENOR

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

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

### PRESENTERS

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

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

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

16.45-18.15

GREY ROOM

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

TS ed 

### CONVENOR

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

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

### PRESENTERS

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

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

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

# CONFERENCE PROGRAMME

16.45-18.15

27 MAY

FRIDAY

16.45-18.15

RED ROOM

## FREEDOM OF MOVEMENT: SUCCESSFUL TRAVELING EXHIBITIONS

ex 

### CONVENOR

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

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

### PRESENTERS

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

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

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

16.45-18.15

BLACK ROOM

## INTERNATIONAL RELATIONSHIPS: OPPORTUNITIES, CHALLENGES AND REWARDS

np 

### CONVENOR

**JAMIE BELL**, Project Director, Center for the Advancement of Informal Science Education, Association of Science and Technology Centers, Washington, DC, USA

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

### PRESENTERS

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

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

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

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

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

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

# CONFERENCE PROGRAMME

16.45-18.15

27 MAY

FRIDAY

16.45-18.15

GREEN ROOM

## DIGITAL PLATFORMS FOR COLLABORATION AND SHARING

Te 

### CONVENOR

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

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

### PRESENTERS

**SOFOKLIS SOTIRIOU**, Head of Research and Development Department, Ellinogermaniki Agogi, Pallini, Greece  
**JOHANNES-GEERT HAGMANN**, Curator Physics, Geophysics and Geodesy, Deutsches Museum, Munich, Germany  
**CHUN-YEN CHANG**, Research Chair Professor of NTNU, Director of Science Education Center, Taipei, Taiwan

16.45-18.15

ORANGE ROOM

## SCIENTISTS ENGAGING WITH THE PUBLIC

SS 

### CONVENOR

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

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

### PRESENTERS

**KAT NILSSON**, Contemporary Science Manager, Science Museum, London, UK  
**DENNIS SCHATZ**, Senior Vice President for Strategic Programs, Pacific Science Center, Seattle, USA  
**SIIM PIKKER**, Researcher, University of Tartu, Tartu, Estonia  
**BÉATRICE KORC**, Director, CCSTI du Rhône, Lyon, France  
**MAT HICKMAN**, Special Projects Manager, The UK Association for Science and Discovery Centres, Bristol, UK  
**KATY NEHAMMER**, Informal Learning Manager, At Bristol, Bristol, UK

16.45-18.15

PURPLE ROOM

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

ex 

### CONVENOR

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

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

### PRESENTERS

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

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

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

# CONFERENCE PROGRAMME

18.15-23.00

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**18.15-19.15**

**BUSINESS BISTRO**

## **HAPPY HOUR AT THE BUSINESS BISTRO**

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

**20.00-23.00**

**COPERNICUS SCIENCE CENTRE**

## **NOCTURNE AT THE COPERNICUS SCIENCE CENTRE**

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

# CONFERENCE PROGRAMME

09.00-11.15

28  
MAY

SATURDAY

09.00-10.00

## KEYNOTE SPEECH

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

Derrick de Kerckhove is a Professor in the Department of French at the University of Toronto, Canada, where he served as Director of the McLuhan Program in Culture and Technology from 1983 to 2008. A former Papamarkou Chair in Technology and Education at the Library of Congress, he presently teaches at the Faculty of Sociology at the University Federico II in Naples, Italy, and lectures at the Interdisciplinary Internet Institute (IN3) from the Universitat Oberta de Catalunya in Barcelona. As a single author, he has written a number of books.

10.00-11.15

BLUE ROOM

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



### CONVENOR

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

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

### PRESENTERS

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

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

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

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

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



# CONFERENCE PROGRAMME

10.00-11.15

28  
MAY

SATURDAY

10.00-11.15

GREY ROOM

## FREEDOM ON WHEELS: MAKING MODELS THAT TEACH



CONVENOR

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

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

### PRESENTERS

**MONIKA MĘTRAK**, Senior Explainer, Copernicus Science Centre, Copernicus Science Centre, Warsaw, Poland

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

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

**JON HAAVIE**, Educator, Norsk Teknisk Museum, Oslo, Norway

**MARTIN KULHAWCZUK**, Activity Leader/Exhibition Manager, Trondheim Science Centre, Trondheim, Norway

**SILVIA GRABNER**, Assistant Director, Natur-EriebnisPark Graz, Graz, Austria

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

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

10.00-11.15

RED ROOM

## ENSURING ACCESSIBILITY FOR LARGE AUDIENCES



CONVENOR

**HOELLE CORVEST**, Access Officer for visually impaired people, universcience, Paris, France

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

### PRESENTERS

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

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

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

10.00-11.15

BLACK ROOM

## FROM PRACTICAL TO THEORETICAL: LEARNING IN INFORMAL CONTEXTS



CONVENOR

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

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

### PRESENTERS

**ROOSKE FRANSE**, Senior Project Manager Education, Science Learning Center, Science Center NEMO, Amsterdam, Netherlands  
**JUSTIN DILLON**, Professor of Science and Environmental education, King's College London, London, UK  
**JEAN FRAN CZYK**, Director of Learning, Science Museum, London, UK

10.00-11.15

GREEN ROOM

## KNOWING THE ANCIENTS' WORLD: HOW SCIENCE CENTRES CAN APPROACH ARCHEOLOGY



CONVENOR

**VINCENZO LIPARDI**, Executive Committee, Fondazione Idis-Città della Scienza, Naples, Italy

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

### PRESENTERS

**MOHAMED HEDI BEN ISMAIL**, Director, Tunis Science City, Tunis, Tunisia  
**SONIA HERNANDEZ**, Head of Exhibitions, Museu Agbar De Les Aigues, Barcelona, Spain  
**FRANCIS DURANTHON**, Head of Exhibition, Muséum Laboratoire d'Etude et de Conservation du Patrimoine, Toulouse, France  
**NOEL JACKSON**, Education Department, Centre for Life, Newcastle upon Tyne, UK  
**CHIARA RICCIO**, Childhood Manager, Fondazione IDIS – Città della Scienza, Naples, Italy  
**NICOLAS ST. CYR**, Art Director, Lascaux General Council of Dordogne, Périgueux, France

# CONFERENCE PROGRAMME

10.00-11.15

28  
MAY

SATURDAY

10.00-11.15

ORANGE ROOM

## BUILDING BRIDGES BETWEEN SCIENCE AND THE MEDIA



### CONVENOR

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

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

### PRESENTERS

**MORTEN BUSCH**, Director of News and Television, Experimentarium, Hellerup, Denmark  
**FRANCISCO FRANCO DEL AMO**, Technical Director, Museos Científicos Coruñeses, La Coruña, Spain  
**ALAIN LABOUZE**, Web TV Coordinator, universcience, Paris, France

10.00-11.15

PURPLE ROOM

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



### CONVENOR

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

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

### PRESENTERS

**MARIE AGNES BERNARDIS**, Project Manager, universcience, Paris, France  
**SVEIN SJOBERG**, Professor of science education, Oslo University, Norway and Honorary Professor in the Department of Science Education, Copenhagen University, Denmark and Hong Kong Institute of Education  
**SHEENA LAURSEN**, Director of International Affairs, Experimentarium, Hellerup, Denmark

11.15-12.00

COFFEE BREAK

# CONFERENCE PROGRAMME

12.00-13.15

28  
MAY

SATURDAY

12.00-13.15

BLUE ROOM

## RULES OF ENGAGEMENT: DESIGNING INTERACTIVE EXHIBITS

ex 

CONVENOR

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

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

### PRESENTERS

**MIKE BRUTON**, Director of Imagineering, MTE Studios, Cape Town, South Africa  
**ANNE PRUGNON**, New Media Developer, Science Museum, London, UK

12.00-13.15

GREY ROOM

## EXPLAINER TRAINING, FREEDOM AND PROFESSIONALISM

HR 

CONVENOR

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

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

### PRESENTERS

**ENRICO BALLI**, Chief Executive Officer, Sissa Medialab, Trieste, Italy  
**MATTHEW HICKMAN**, Special Projects Manager, The UK Association for Science and Discovery Centres, Bristol, UK  
**PERE VILADOT**, Activities Service Manager, Natural History Museum of Barcelona, Barcelona, Spain  
**GERALDINE DELAFORGE**, Activities Designer, universcience, Paris, France

# CONFERENCE PROGRAMME

12.00-13.15

28  
MAY

SATURDAY

12.00-13.15

RED ROOM

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



CONVENOR

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

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

PRESENTERS

**SALLY MONTGOMERY**, Chief Executive, whowhatwherewhenwhy – W5, Belfast, UK  
**BARBARA STREICHER**, Executive Manager, Science Center Netzwerk, Vienna, Austria  
**FRANCOIS HOUYEZ**, Manager, Eurordis, Paris, France

12.00-13.15

BLACK ROOM

## MOBILE SCIENCE ASSESSMENT



CONVENOR

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

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

PRESENTERS

**DOMINIQUE JONGEN**, Senior Educator, XperiLAB.be, Royal Belgian Institute of Natural Sciences, Brussels, Belgium  
**SAARTJE LINDERS**, Junior Educator, XperiLAB.be, Royal Belgian Institute of Natural Sciences, Brussels, Belgium  
**GUGLIELMO MAGLIO**, Science Centre Area, Fondazione IDIS – Città della Scienza, Naples, Italy

# CONFERENCE PROGRAMME

12.00-13.15

28  
MAY

SATURDAY

12.00-13.15

GREEN ROOM

## EXPERIMENTING WITH CO-CURATION

VI 

CONVENOR

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

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

PRESENTERS

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

**JEAN FRANCZYK**, Director of Learning, NMSI, Science Museum, London, UK

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

12.00-13.15

ORANGE ROOM

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

EX 

CONVENOR

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

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

PRESENTERS

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

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

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

**SALLY DUENSING**, Consultant and Researcher, King's College London, London, UK

# CONFERENCE PROGRAMME

12.00-13.15

28  
MAY

SATURDAY

12.00-13.15

PURPLE ROOM

## MAKING IT COUNT: SCIENCE CENTRES AND THE MILLENNIUM DEVELOPMENT GOALS



### CONVENOR

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

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

### PRESENTERS

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

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

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

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

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

13.15-14.30

LUNCH

14.30-15.45

BLUE ROOM

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



CONVENOR

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

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

PRESENTERS

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

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

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

14.30-15.45

GREY ROOM

**FREEDOM TO FAIL**



CONVENOR

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

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

PRESENTERS

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

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

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

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

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

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



# CONFERENCE PROGRAMME

14.30-15.45

28  
MAY

SATURDAY

14.30-15.45

RED ROOM

## DEVELOPING YOUR DIGITAL MARKETING STRATEGY



CONVENOR

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

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

### PRESENTERS

**SOPHINA JAGOT**, Marketing Manager, At Bristol, Bristol, UK  
**LYNN SCARFF**, Education & Outreach Manager, Science Gallery, Trinity College, Dublin, Ireland  
**ANTONIA CAOLA**, Head of Media Communication & PR, Museo Tridentino di Scienze Naturali, Trento, Italy

14.30-15.45

BLACK ROOM

## THE FULLDOME MIND BLOWER EXPERIENCE



CONVENOR

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

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

### PRESENTERS

**ROBIN SIP**, Show Producer, Magian Design Studio, Mirage 3D, Melbourne, VIC, Australia  
**GLENN SMITH**, Managing Director, Sky-Skan Europe GmbH, Munich, Germany  
**ISABELLA BUCZEK**, Show Producer/ Multimedia Designer, University of Applied Sciences, Warsaw, Poland

14.30-15.45

GREEN ROOM

### SOCIAL MEDIA: HYPE OR SUBSTANCE?



CONVENOR

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

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

#### PRESENTERS

**SEBASTIAN HARTMANN**, Communication Social Media, Neanderthal museum, Mettmann, Germany

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

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

14.30-15.45

ORANGE ROOM

### EVALUATION: HOW TO OBTAIN THE HIGHEST REVENUES WITHIN YOUR ORGANIZATION



CONVENOR

**ANITA SHAW**, Deputy Chief Executive Officer, Techniquet, Cardiff, UK

In the current economic climate, many museums and science centres are struggling with limited budgets. It is therefore more important than ever for these organizations to wisely prioritize new initiatives. At present, we do not have a united approach to priority evaluation in Europe. Three presentations will serve as a point of departure for a plenary discussion on this key question: How much should we invest in research and evaluation and how does it pay us back? Participants will learn different evaluation approaches including how to conduct visitor tracking studies, measure learning outcomes and identify their own evaluation needs.

#### PRESENTERS

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

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

**CAROLINE THALUND**, Evaluator, Natural History Museum, London, UK

# CONFERENCE PROGRAMME

14.30-15.45

28  
MAY

SATURDAY

14.30-15.45

PURPLE ROOM

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

mc •

## CONVENOR

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

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

## PRESENTERS

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

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

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

**KAREEN GOLDFEDER**, Communications, Royal Belgian Institute  
of Natural Sciences, Brussels, Belgium

**GENE BERTRAND**, Programme and Development, Continium  
– Discovery Center, Kerkrade, Netherlands

**LAVINIA DEL LONGO**, Development Department and MUSE  
project, Museo Tridentino di Scienze Naturali, Trento, Italy

15.45-16.30

COFFEE BREAK

# CONFERENCE PROGRAMME

16.30-18.00

28  
MAY

SATURDAY

16.30-18.00

BLUE ROOM

## DRAMATURGY IN EXHIBITIONS: A HELP OR HINDRANCE?

VI 

CONVENOR

**CLAUDIA SCHLEYER**, Head of Unit Interactive Exhibits, Triad Berlin, Berlin, Germany

Stories are a powerful tool, but exhibitions with firm storylines raise questions about visitors' freedom to explore content on their own. Should science exhibitions suggest paths or simply let visitors create their own journeys? What motivates visitors to explore an exhibition? Is dramaturgy necessary for us to understand what we experience? How can we meet visitors' needs? Is what they want to experience the same as what we want them to experience? These issues bring visitors' and designers' freedom into question.

### PRESENTERS

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

**LUTZ ENGELKE**, Exhibition Designer and Director, Triad, Berlin, Germany

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

**MICHÈLE ANTOINE**, Head of Exhibitions, Royal Belgian Institute of Natural sciences, Brussels, Belgium

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

16.30-18.00

GREY ROOM

## EXHIBITS THAT WERE NEVER MADE

ex 

CONVENOR

**LECH NOWICKI**, Project Manager, Copernicus Science Centre, Warsaw, Poland

The ontogeny of an exhibit commences from fertilization (revelation) which is frequently preceded by an introductory love-play (discussion). The fertilization gives life to the exhibit embryo (idea). Thousands of premature exhibit forms mature (are transformed) through the larval stage (prototypes) until they are mature individuals (exhibits) living (standing) in our exhibitions. But some embryos never come to fruition. This session will be devoted to exhibits that were never constructed because of various obstacles: lack of money, technical troubles, anxieties about political correctness, etc. We will try to help the embryos grow up by producing hormones (advice) that will transform these embryos into colourful butterflies (insightful exhibits). We will try to determine the factors that obstruct their freedom.

### PRESENTERS

**HARRY WHITE**, Science Centre Consultant, At Bristol, Bristol, United Kingdom

**ŁUKASZ BADOWSKI**, Project Manager, Copernicus Science Centre, Warsaw, Poland

**SVEIN ANDERS DAHL**, Managing Director, VilVite, Bergen Vitensenter AS, Norway

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

**JERZY STELMACH**, Chief of Eureka Interactive Exhibition, University of Szczecin, Szczecin, Poland

# CONFERENCE PROGRAMME

16.30-18.00

28  
MAY

SATURDAY

16.30-18.00

RED ROOM

## TESTING FREEDOM IN THE CREATIVE PROCESS



### CONVENOR

**MAJA WASYLUK**, Exhibition Development Project Manager, Copernicus Science Centre, Warsaw, Poland

This session is specially designed for content developers, designers, constructors, communicators and marketing specialists. This workshop session will unite specialists from different fields in a common creative process. The quality of our products depends on our capacity to cooperate within a multidisciplinary team. Imagine an exhibit made by constructors without design or an exhibition sold without marketing. It happens, but it is rarely successful. On the other hand, multidisciplinary cooperation is sometimes full of obstacles and restrictions coming from different partners. This session will help different disciplines understand one another better and improve the overall creative process.

### PRESENTERS

**ANNA LIPIŃSKA**, Project Coordinator, Copernicus Science Centre, Warsaw, Poland

16.30-18.00

BLACK ROOM

## DONORS, FREEDOM AND SCIENCE CENTRES



### CONVENOR

**BRIGITTE ZANA**, Director for development and network, universcience, Paris, France

Science centres and museums—usually non-profit organizations—are currently confronted with the task of finding generous donors. Certain types of funding allow more freedom and focus less on short-term results; this allows science centres and museums the chance to achieve their objectives in a more innovative way. Prospective sponsors, both corporate and individual, are usually interested in supporting causes they perceive as valuable. Therefore, these groups must be approached in a strategic way. In this session we will explore different ways to market fundraising strategies to a wide range of stakeholders from the public and private sectors as well as explore how creating partnerships between museums and companies implies sharing objectives without compromising freedom or integrity.

### PRESENTERS

**KIM GLADSTONE HERLEV**, Vice Managing Director – Director of Development, Experimentarium, Hellerup, Denmark  
**TUOMAS OLKKU**, Development Manager, Heureka – The Finnish Science Centre, Vantaa, Finland  
**DAVID KRAMER**, Chief Executive Officer, Sci-Bono Discovery Centre, Johannesburg, South Africa

# CONFERENCE PROGRAMME

16.30-18.00

28  
MAY

SATURDAY

16.30-18.00

GREEN ROOM

## SCIENCE IN THE NEWS: CAN SCIENCE CENTRES BENEFIT?



CONVENOR

**RICHARD HOUGHTON**, Creative Director, Houghton Neal Design, Margate, UK

How can science centres and museums use current events in scientific research to engage their visitors? Should they be a conduit for research institutions to reach their public? And how can science centres encourage visitors to respond to and debate new research? This session will gather panelists from a variety of institutions to present how they have developed exhibits or programs modeled around scientific research that is 'in the news'.

### PRESENTERS

**CLARENCE SIRISENA**, Assistant Chief Executive, Science Centre Singapore, Singapore, Singapore  
**JANINE EASON**, Exhibitions Director, Thinktank, Birmingham, UK  
**GEORGE FORSTER**, Director, BoostEd, Norwich, UK  
**MARCUS KIRSCH**, New Media Developer, Science Museum, London, UK  
**ELIO CACCAVALE**, Programme Director, MSc Product Design, University of Dundee, Dundee, UK

16.30-18.00

ORANGE ROOM

## BEYOND PAPER AND PENCIL: NEW METHODS IN VISITOR EVALUATION



CONVENOR

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

Museum surveys consisting of seemingly endless questionnaires are already things of the past. Museum researchers are now free to choose from a variety of qualitative and quantitative methods to investigate visitors' experiences and the behaviours. In this session two new approaches to visitor research will be discussed: We will look at a new system, "Talentsuche," which is based on a psychological model of multiple intelligences which continuously collects information about special abilities and skills of a high number of visitors over long period of time. We will also investigate visual attention processes during the museum visits by analyzing visitors' eye-movements via mobile eye tracking.

### PRESENTERS

**CHRISTIAN SICHAU**, Director Exhibition, Experimenta, Heilbronn, Germany  
**CONSTANZE HAMPP**, Research Scientist, Deutsches Museum, Munich, Germany

# CONFERENCE PROGRAMME

16.30-23.00

28  
MAY

SATURDAY

16.30-18.00

PURPLE ROOM

**QUALITY, QUANTITY OR BOTH:  
HOW CAN SCIENCE SHOWS MAINTAIN INTEGRITY?**

VI 

CONVENOR

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

The sheer number of science shows performed at science centres can lead to lower quality presentations. There are several reasons for this, for example routine performances, performers who lack skills as well as too little time for quality control and viewer feedback. Many reasons are closely connected with a performer's skills and personality. The aim of our session is to encourage a professional debate about quality control protocol in science centres and to establish an international network to share our various science presentation experiences.

PRESENTERS

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

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

**KAMIL FADEL**, Head of the Physics Department, universcience, Paris, France

18.00-18.30

**CLOSING EVENT**

Join us for the closing of this year's Conference and mark the handover to the host of the Ecsite Annual Conference 2012 – la Cité de l'espace in Toulouse, France.

18.30-20.00

**SCIENCE PICNIC**

You are invited to join the Science Picnic, a huge outdoor activity organized in Warsaw.

20:15-23:00

**FAREWELL PARTY AT CENTRALNY Basen  
ARTYSTYCZNY – CENTRAL ARTISTIC SWIMMING POOL**

Before going home, join us for the Farewell Party in the popular club that was formerly a swimming pool!

# SOCIAL PROGRAMME

26 MAY, THURSDAY

**GALA DINNER 20.00-23.00**



## KUBICKI ARCADES

The Kubicki Arcades are part of Warsaw's Royal Castle. They were built in 1818-1821 as a route connecting the gardens in the old riverbed of Vistula with the gardens on the scarp. Although the Arcades survived World War II, they fell into ruin after years of neglect. It took almost 15 years to renovate them. Reopened in 2009 the Kubicki Arcades are an amazing historic site. Not only is the venue special, but you will also have an opportunity to try the finest Polish cuisine prepared in accordance with the principles of slow food.

### ADDRESS:

Kubicki Arcades, the Royal Castle,  
pl. Zamkowy 4

**i** stop pl. Zamkowy:  
bus: 116, 178, 180, 222, 503, N44  
stop Stare Miasto:  
bus: 160, 190, 360, 527, N11, N21,  
N61, N71, tram: 4, 13, 23, 26, 46

27 MAY, FRIDAY

**HAPPY HOUR 18.15-19.15**

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

**NOCTURNE 20.00-23.00**

## COPERNICUS SCIENCE CENTRE

During the Nocturne you will test Copernicus' brand new exhibitions, open just since November 2010. Preview the planetarium before its public opening and explore the most fascinating "staff only" places and relax in the roof garden with the magic night view of Warsaw! The Ecsite Jazz Jam Band will also be there – if you would like to participate, bring your instrument and contact Jamie Bell for details on the repertoire: [hopzinho@gmail.com](mailto:hopzinho@gmail.com)



supporter of the Ecsite Jazz Jam Band

### ADDRESS:

Copernicus Science Centre  
Wyrbrzeże Kościuszkowskie 20  
**i** Bus stop: Pomnik Syreny

28 MAY, SATURDAY

**FAREWELL PARTY 20.15-23.00**

## CENTRALNY BASEN ARTYSTYCZNY

The Farewell Party will take place in a popular club that was formerly a swimming pool! Centralny Basen Artystyczny – Central Artistic Swimming Pool. This night will be the last chance to meet, chat and have some fun together. So go with the flow and join us on Saturday night.

### ADDRESS:

Centralny Basen Artystyczny,  
ul. Konopnickiej 6

**i** stop pl. Trzech Krzyży:  
bus: 101, 105, 108, 116, 151, 166,  
171, 180, 195, 222, 503, 517, E-2





# ABOUT WARSAW

Whether you come to Warsaw on a business trip, for a conference, or as a tourist, the city has all the components of a modern European capital: A dynamic and stable business environment, historic and modern meeting facilities, vibrant cultural life and green space covering a quarter of the city. Warsaw will definitely exceed your expectations.

## ECLECTIC

It is a city of many faces: a contrasting blend of past and present with an architectural landscape composed of historical and soc-realist buildings neighbouring post-modern skyscrapers. The past is magnificently represented by the post-war reconstruction of the Old Town which was completely destroyed in WWII. The Palace of Culture and Science, a long-standing symbol of communism, is the epitome of soc-realism style. The post-modern architectural landscape was shaped by such designers as Abraham Epstein, Norman Foster or Daniel Libeskind.

## OPEN & HOSPITABLE

Historically at the crossroads between Western and Eastern Europe, Warsaw grew to become a platform for new dialogue that inspired change and promoted better understanding between different cultures. This openness is what distinguishes Warsaw and creates the city's unique yet modern European style supported by a high standard of services.

## PROGRESSIVE

Being a seat to many important scholarly institutions such as The Warsaw School of Economics, The Warsaw

University or The Centre of Adam Smith, the city has an amazing capacity to influence the young generation of future business leaders. Furthermore, new business initiatives and investments, together with a growing number of international fairs, conferences and meetings held each year, confirms Warsaw's claim as a business hub of Central and Eastern Europe as well as an interesting spot on the map of the global meetings industry.

## INSPIRING

Be inspired by Warsaw citizens' commitment to rebuild their city after WWII destructions. The reconstruction effort, unprecedented on a European scale, gained the appreciation of UNESCO that in 1980 included it on the World Cultural and Natural Heritage List. We invite you to come and admire the historical soul of the city.

## THRIVING

Warsaw is a perfect embodiment of changes that have taken place in Poland in the past 20 years. Business and population growth are constantly reshaping the city skyline. Add to that a vibrant night life with a musical scene responding to all tastes – from swanky clubs and pubs to more alternative places – and you have a fascinating destination to explore.

# ABOUT WARSAW

## HOW TO GET TO THE COPERNICUS SCIENCE CENTRE

### FROM THE AIRPORT

Warsaw Frederic Chopin Airport is located some 10 km south of the center point of the city.

### GETTING TO/FROM THE AIRPORT BY BUS

The easiest way to get to the Copernicus Science Centre is to take the #175 until the stop UNIWERSYTET WARSZAWSKI (University of Warsaw). The trip takes 45-60 minutes, depending on traffic. From that point it is a ten minute walk along Obożna Street down the hill straight to the Copernicus entrance. Buses also stop at some of the major downtown hotels, the old town, the Warszawa Centralna Train Station, and Centrum shopping center. It operates from 4:40 am to 11:00 pm. Buses operate every 15 minutes during rush hour. At all other times, night bus N32 runs between the airport and the Central Train Station, buses N13 and N63 will take you from Train Station to the science centre (bus stop POMNIK SYRENY).

### BY TAXI

Avoid taxi drivers soliciting customers inside the terminal, as they severely overcharge. Instead, use one of the companies recommended by the airport authorities (Merc Taxi, MPT Radio Taxi, Ele, or Sawa Taxi). They are slightly

above market average in terms of prices and stop near the exit from Terminal 1. You can also order a taxi from another corporation by phone (there is no surcharge). A typical fare to a hotel near Warsaw Central station is around 40 zł at night, less in the daytime. You are entitled to a receipt (which must specify the route used) upon request. The Polish word for receipt is RACHUNEK. There is no obligation to tip the taxi drivers, but most won't refuse if you offer. See the Taxis section for a more in-depth explanation of taxi fares.

### BY OTHER MEANS

Some hotels offer a shuttle services to and from the airport, while some will send taxis for you.

### FROM THE TRAIN STATION

There are several train stations in Warsaw but the best option to get to the Copernicus Science Centre is from the Central Train Station (Dworzec Centralny aka Warszawa Centralna). It also has the best connections to all the most important places in the city. All long-distance trains pass through this station and all stop there. **You must pay attention as it isn't the last station on the route!**

The bus station and taxi stop are at the northern entrance to the main hall of the train station. In order to get to Copernicus you need to take bus #102 until the stop Pomnik Syreny (Mermaid's Monument). It runs every 20 minutes and the trip lasts 15-20 minutes.

### BY CAR

The Copernicus Science Centre is situated in Śródmieście (central zone) on the left bank of the Vistula River, on the exit from the Świętokrzyski Bridge. Under the building there is a tunnel of one of the biggest highways in Warsaw E77. **Do not drive into the tunnel or you will pass the museum.**

## GETTING AROUND

### BY CAR

#### PARKING

There is a **paid-parking zone** in the center of the city. This applies **Mon-Fri 8h-18h**. Parking costs **3.00 zł** for the first hour. Subsequent hours cost more although there is no hour limit. The minimum payment is 0.60 zł. You can pay only with coins.

### TAXIS

The maximum base fare (TARYFA 1) is 3.00 zł/km and applies to journeys within the city (zone 1) on weekdays. Taxi drivers can charge 150% of the base fare (TARYFA 2) at night or on weekends and public holidays, and 200% of the base fare (TARYFA 3) for journeys into the suburbs. In addition, there may be a charge of 6 zł initial fee (CLOSING THE DOOR). There are no surcharges for additional passengers (normally up to 4 should fit), or for luggage. A legal taxi will have its number displayed on the front door under the

# ABOUT WARSAW

window (black digits on white), on a TAXI sign (not TAX1 or TAKI), on a sticker with the base fare displayed on the passenger (rear) door window, and on the driver's ID card visible inside the cab.

## PUBLIC TRANSPORT

The public transport system in Warsaw is generally well-developed, with some **200 bus routes** and **30 tram lines**. The route descriptions on the tram stops are easy to follow and the tickets are cheap. There is also a modern underground line going from south to north on the left bank.

## METRO (SUBWAY)

Warsaw's subway runs daily from early morning until midnight at 3-10 minute intervals. On Friday and Saturday, the metro runs until 3 am. Trains and stations are clean and neat. The system currently consists of only one line.

## BUSES

Buses operate usually from 5h00 to 23h; but you should always check the schedule. The intervals depend on the line and time of day but usually you will wait 20 minutes at most. Warsaw has well-developed night bus communication, that will take you basically to every part of city. Most buses start and finish at the back of Central Railway Station (Dworzec Centralny). They start every 30 minutes, hour by hour, at XX:15 and XX:45.

**Requesting a stop** – certain bus stops are request-only (Polish: NA ŻĄDANIE):

- If you want to get off, press the stop (red) button. In certain old buses, the button is located above the door (and it's not red).
- If you want to get on a bus, wave your hand (or star-jump, or do whatever it takes to attract the driver's attention).

All night bus stops except DW. CENTRALNY and CENTRUM are request stops. Signal well in advance as some night bus drivers may be too busy accelerating to notice.

## TRAMS

Although trams are not faster than buses unless there is a heavy traffic jam, they may have some appeal for a tourist as it is easier to predict where they are going – they usually go straight ahead and only rarely turn. It may be worth travelling by tram in the city centre during rush hours.

## TICKETS

Tickets can be purchased in kiosks and ticket machines. Single tickets costs 2.80 zł and there is a 50% concession for ISIC (international student ID) card holders, such tickets cost 1.40 zł. There's also 20-minute ticket for only 2 zł (or 1 zł with ISIC card), which is the best way if you want to travel only a few stops.

## TRAVELCARDS

**24 hour travelcard** – Valid for 24 hours after being validated. The card costs 9.00 zł (normal ticket) or 4.50 zł (50% reduction). **3 day city travelcard** – Valid for 3 days after being validated.

This card costs 16 zł (normal ticket) or 8 zł (50% reduction). **One Week city travelcard** – Valid for one week after being validated. This card costs 32 zł (normal ticket) or 16 zł (50% reduction). Note that the tickets and prices above can only be used for travel within Warsaw. For suburban travel outside Warsaw, a more expensive ticket covering zones 1 and 2 is required.

## HOTELS

The hospitality industry in Warsaw is growing rapidly before it hosts the European Football Championship in 2012 and there are plenty accommodation options at all budget levels. Most of them are located in the central districts and on the way to the airport.

## HOW TO MAKE A RESERVATION

In order to facilitate your choice, the hotels within 20-minute drive from the Copernicus Science Centre have been chosen. All the information can be found on: [www.ecsite.eu/annual\\_conference/hotels](http://www.ecsite.eu/annual_conference/hotels).

KUBICKI ARCADES

COPERNICUS SCIENCE CENTRE

CENTRAL ARTISTIC SWIMMING POOL

SCIENCE PICNIC

WARSAW UNIVERSITY OF TECHNOLOGY

RATUSZ ARSENAŁ

ŚWIĘTOKRZYSKA

CENTRUM

WARSAWA CENTRALNA

POLITECHNIKA

# ECSITE

## European network of science centres and museums

### **ECSITE IS THE EUROPEAN NETWORK FOR SCIENCE CENTRES AND MUSEUMS,**

linking science communication professionals in more than 400 institutions in 50 countries. Ecsite connects member institutions through projects and activities and facilitates the exchange of ideas and best practice on current issues. Members include science centres and museums, science festivals, natural history museums, zoos, aquariums, universities, research organisations and companies communicating and engaging the public in science through accessible, interactive exhibits and programmes.

### **KEY ACTIVITIES**

- The Ecsite **Annual Conference** is the main science communication event in Europe, welcoming 1000 professionals from Europe and the world.
- Ecsite participates with members in **collaborative projects** and facilitates relations between members and EU institutions.
- **Thematic groups** bring professionals together to exchange ideas and best practices on specific topics. THE Group (Thematic Human interface and Explainers) explores and enhances the professional role of explainers. The Nature Group is the thematic group for citizen engagement on contemporary issues about the natural world.
- Ecsite offers professional development and **training opportunities** in science communication, as well as operating EU-funded programmes and public engagement initiatives.
- Ecsite represents European science centres and museums and raises awareness about relevant issues among EU institutions and international associations.
- **Extra** is the European online database for scientific travelling exhibitions, allowing institutions to rent, hire, sell, or lend science exhibitions, collections, hands-on and science shows. [www.extrascience.eu](http://www.extrascience.eu)

### **JOIN THE NETWORK!**

If your institution deals with science communication, come and join us! As a member of Ecsite, you will be able to exchange experiences with the best professionals in the field, collaborate on projects at a European level, participate in high-profile events, keep abreast of the latest news from other members EU institutions and much more. Visit our website for more information: [www.ecsite.eu](http://www.ecsite.eu)

### **CONTACTS**

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