



Ecsite,  
The European  
network of  
science centres  
and museums

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**Space  
and time  
unlimited**

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TOULOUSE, FRANCE  
**31 MAY - 2 JUNE**

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ecsité  
European  
Network  
of Science Centres  
and Museums



ECSITE ANNUAL CONFERENCE  
**2012 TOULOUSE**



# ECSITE ANNUAL CONFERENCE 2012

Conference programme







## Robert Firmhofer

**President of Ecsite and Director,  
Copernicus Science Centre,  
Warsaw, Poland**

Dear Friends and Colleagues,

The time has come again for our field's most prominent gathering of the year. The space is set for you, the sessions are prepared, the social events are arranged, and speakers have been confirmed. And Ecsite will be there to greet long standing friends as well as new faces and exchange experiences about your new activities.

We expect great diversity at this extravaganza: directors of long established and brand new institutions, explainers and exhibit designers, managers and science communication experts. There is something for everyone at this conference, offered over five days, in different locations and in a variety of formats.

Our gracious host, Cité de l'espace, has inspired thousands of young people with science for fifteen years and has worked hard for the past year to prepare a unique experience for all delegates. Participants will have the chance to visit our host venue and experience space and time up close in the enchanting Cité environment.

As we emerge from yet another difficult economic year, we have the opportunity to rethink our models of development and to search for new, improved ways of facing the future. Research, innovation, entrepreneurship, creative thinking and sustainability - values at the heart of Ecsite - are echoing all over Europe. Science centres and museums, science communicators and educators, need to step up and bring new energy to interpreting the signs coming from society and position themselves to become even more useful in this changing world.

Bring your questions, propose solutions, prepare to network, come to learn and get ready to give, let yourselves enjoy and don't be afraid to relax in the refreshing atmosphere of southern France. I extend a very warm welcome to you.



## Catherine Franche

**Executive Director of Ecsite**

Dear colleagues,

There is no other science communication conference like it.

The Ecsite Annual Conference is a reference in time, and over the times. It's permanent, yet never quite the same. No other conference offers such diversity, with 350 speakers, two outstanding keynote speakers, 75 sessions, seven Pre-Conference workshops, 1000 delegates representing 50 countries coming from museums, science centres, universities, cities, associations, working in exhibitions, education, marketing, management, dialogue, research, evaluation. Enfolded in a warm

atmosphere that makes it easy to meet, discuss, or even to challenge people. And to have a good time!

In these years of uncertainty where new ideas are needed, where creativity and deep thinking are sought, we must talk to each other to foster friendly competition and dynamic cooperation. The world needs us - science communicators. Science communication institutions - with their capacity to engage youth and adults, contribute to the European agenda and open dialogue with the public about science, technology and innovation - have much to contribute to society spanning smart, inclusive and sustainable growth. It is our responsibility to collect the best and deliver it to society. This is why, more than ever, the Ecsite Conference is essential.

Over just a few days at the Ecsite Annual Conference you will experience the essence of what has been done, tested, or contemplated in the latest science communication and you will participate in the construction of fresh ideas. From co-development with the public to recent travelling exhibitions, from innovative ways of exhibiting collections to introducing humanities to science centres, developing hands-on exhibits, science shows or unusual science festivals, designing slow spaces, identifying funding schemes, stimulating innovation, learning from research, questioning art and science, defining scientific culture, crafting social media campaigns, engaging with the ever-expanding world of virtual visitors or strategizing on the best ways to effect social change. All topics are addressed up front, with convenors that design interactive sessions and solicit lively discussions.

An event in time is always fleeting but its effects can be long lasting and meaningful; a dot on the calendar, but a whole universe in your life. Welcome to Ecsite 2012.



Ville de Toulouse: Parice Nin

## Pierre Cohen

**Deputy in the French Parliament,  
Mayor of Toulouse, President of Cité  
de l'espace, Chairman of Greater  
Toulouse, France**

Toulouse is proud to host the 2012 Ecsite Annual Conference.

This international event echoes our policy toward scientific culture. Enthusiasm for scientific discovery, emulation in knowledge and its dissemination are all an integral part of our city and its Urban Project, reinforcing the Metropolis of Knowledge.

We are developing venues and events dedicated to promoting knowledge because we believe knowledge contributes to the emancipation of individuals and that the dissemination of scientific culture is vital for future generations.

This is attested by the future 'Quai des Savoirs' next to the Museum of Natural History in the heart of Toulouse; it reflects our ambition to make the university, research and knowledge sharing into driving forces in our city.

Motivated by a genuine educational mission, Cité de l'espace also contributes to this momentum by placing scientific culture within reach of all citizens, regardless of their age. Cité is a remarkable resonance chamber for the Space industry in Toulouse and is completely unique in Europe.

Furthermore, Aéroscopia, a Place of Remembrance under construction near the Airbus A380 workshops, will put into perspective the fabulous story of aeronautics in Toulouse which began a century ago with the pioneering Aéropostale aviation company.

This facility enables us to directly offer science and knowledge to all citizens. This is also the aim of La Novela, the Festival of Shared Knowledge—a meeting that unites art and science and sets the stage for unusual encounters in which researchers and other purveyors of knowledge occupy the city to meet the people of Toulouse.

The city also provides strong support to many associations involved in sharing scientific culture with all the people of Toulouse of all ages and from all walks of life.

Knowledge shapes the wealth and identity of our metropolis, which, in turn, it enriches with momentum and substance.

Welcome to Toulouse.



## Jean Baptiste Desbois

**General Manager, Cité de l'espace,  
Toulouse, France**

Dear friends,

Cité de l'espace will celebrate its 15th anniversary with the opening of the Annual Conference and a completely renovated permanent exhibition. This exhibition is set in a five-hectare park dedicated to astronomy and space. What is its main purpose? Inviting visitors to discover science and attracting young people to scientific professions.

Open to everyone, using an active approach, Cité de l'espace greets 270,000 visitors a year - schoolchildren, tourists, residents,

groups, corporations, neighbourhoods, disadvantaged people, and many more - with whom we hope to share some of the spark that invigorates us.

Cité is also a dynamic learning experience for the field of space, its activities and latest news. It is also a gathering place to space's scientific, educational and economic community including labs, schools and universities, businesses and public institutions. The discipline is mobilised around the conference and will be present in different ways, thereby enabling Cité de l'espace to take its rightful place in the *Toulouse, métropole de la connaissance* (Toulouse, metropolis of knowledge) project.

An Ecsite member since it opened in 1997, Cité de l'espace is proud and pleased to host the 23rd Annual Conference along with the Museum of Natural History and our conference partners. We welcome you to Space and Time, Unlimited, and encourage you to take this opportunity to explore the essence of space adventure and the great discoveries in astronomy.





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Cité de l'espace  
Venue for Pre-Conference Workshops and Nocturne

Opened in 1997, Cité de l'espace is one of the main space theme park to visit in Europe. In its role as both an educational and an entertainment park, the Cité de l'espace aims to encourage the dissemination of scientific culture, working closely with many scientific, industrial and educational partners. Throughout the year, it welcomes up to 270 000 visitors from both the general public and many scholar groups. Located on the east side of Toulouse, Cité de l'espace is an edutainment site offering two planetariums, an Imax® 3D theatre, conference rooms, life-sized spacecraft, and interactive exhibits in a five-hectare park. The park allows visitors to experience every aspect of space: astronomy, life in space, rocket launches, space telecommunications, Earth observation, weather forecasting, etc. Delegates to Ecsite 2012 will attend the Pre-Conference Workshops at Cité de l'espace and will also enjoy a tremendous evening at the centre on 1 June for the Nocturne where they will visit the space park and newly renovated exhibitions, attend shows (among other exciting surprises). Gastronomy, good music and a nice southern atmosphere will be "au rendez-vous" in the social programme.

The Toulouse Museum of Natural History  
Venue for Creating Accessible Experiences Workshop - Day 2

As France's second museum for attendance, the Toulouse Museum of Natural History boasts a long tradition of excellence throughout its two hundred years. Focused on the 21st century, the museum has its finger on the pulse of events and sees itself as a site devoted to educated debate, sharing and distribution of scientific culture and innovation. Looking out over the Botanical Gardens, it is one of France's foremost natural history museums by virtue of the sheer wealth of its collections (two and a half million items). Entirely redesigned (after a ten-year closing period) around the "Man-Nature-Environment" relationship, the exhibition itinerary takes visitors across 3,000 m2 of displays that arouse awareness of the role we play on this planet. Jean-Paul Viguié's new architectural achievement spans an ancient monastery and harmoniously melds brick and glass to encompass the botanical gardens. The collections are acclaimed in paleontology and prehistory and excel in ornithology—thanks to its collection of 4,500 bird specimens from temperate zones and Palearctic regions—and ethnography with its remarkable Oceanic series. Nestling against the curved glass façade of the Museum, there is a beautiful Botanical Garden.

The museum gardens in the Borderouge District  
Venue for "Going green": More than a slogan

Surrounding Maourine pond, this three-hectare site is an invitation to discover the surprising integration of nature in an urban setting. In these protected surroundings which exist according to the seasons, nature is seen in its different states: growing wild or controlled by man.

The Pierre Baudis Congress Centre  
Venue for the main conference

The Pierre Baudis Congress Centre is a modern venue offering high quality facilities for corporate events and conventions and is only 15 minutes from the airport, 15 minutes from Cité de l'espace, and within walking distance of the Place du Capitole in the heart of Toulouse's city centre.

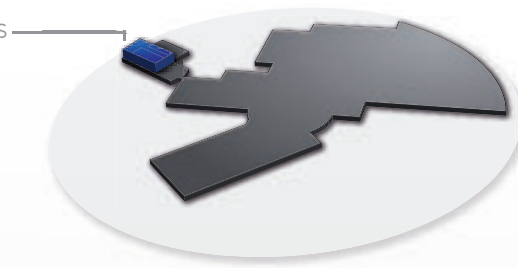




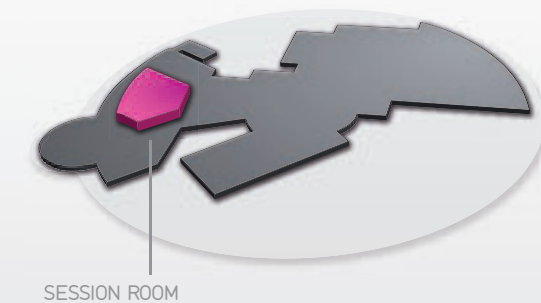
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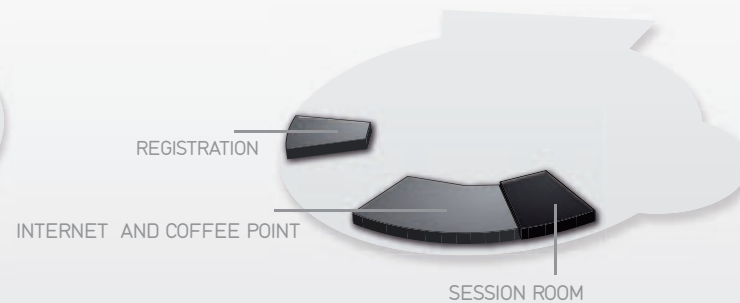
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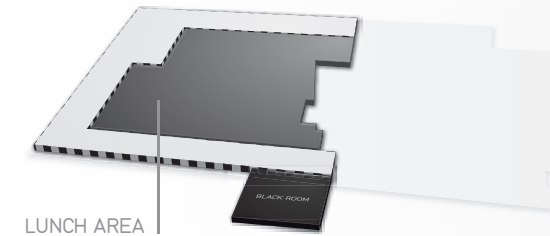
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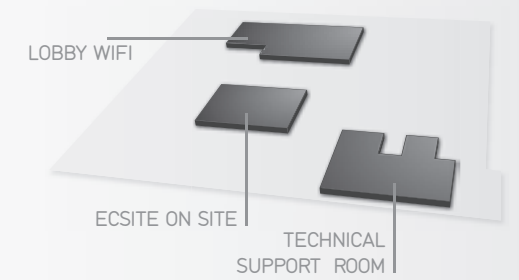
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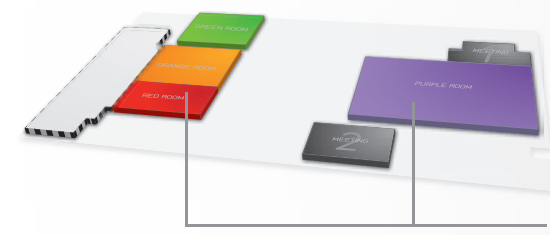
## LEVEL 0



## LEVEL 0,5



## LEVEL 1



## LEVEL 2



## LEVEL 3





PIERRE BAUDIS CONGRESS CENTRE

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.

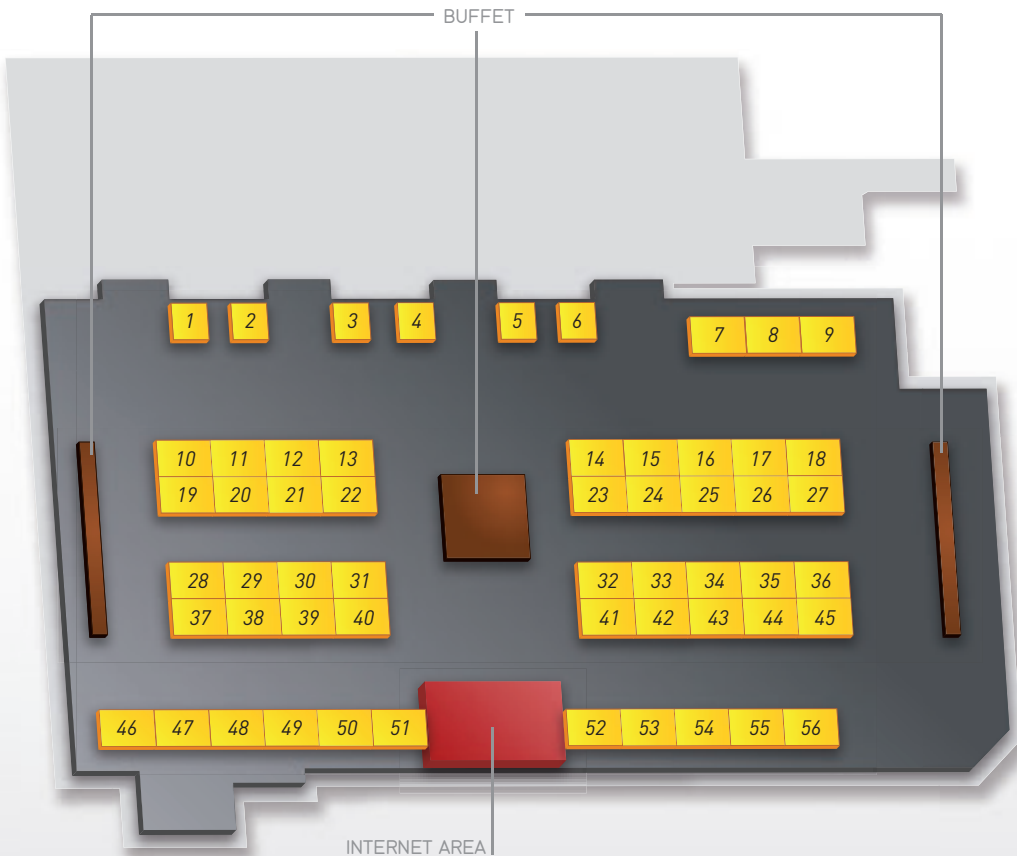
Fifty six booths will be available within the congress centre. All coffee breaks will take place in the exhibition area to ensure maximum business opportunities for our delegates in this lively focal point of the conference.

On Friday afternoon the Bistro will hold its Happy Hour, when participants will be invited for drinks and a relaxed atmosphere for networking.

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 Alikı Giannakopoulou, Conference Coordinator at:

[agiannakopoulou@ecsite.eu](mailto:agiannakopoulou@ecsite.eu) , +32 473414574



- Stands surface :**
- 4 m<sup>2</sup> : n°1-2-3-4-5-6.
  - 6 m<sup>2</sup> : n°7 to 56.



# Space and time unlimited

*Space and time pervade contemporary science and technology; from cosmic exploration to minute nanotechnologies, or the plodding tempo of evolution to the speed of light. Some of the most intriguing scientific inquiry and discovery has, and continues to be, built on principles of space and time.*

These two concepts – literally and symbolically – challenge science centres and museums with endless options and opportunities. We tackle the practical aspects of space and time while overseeing outreach programmes, taking part in projects with consortiums of geographically dispersed institutions or while planning our institution’s management strategy.

Space and time also influence how we keep pace with scientific, technological and social development: For example, when we develop social media campaigns, engage with the ever-expanding world of virtual visitors and exhibitions or strategize on the best ways to effect social change. How can we use time and space to communicate science in new and innovative ways so that we remain relevant to our audiences? Can our institutional spaces keep up with the times in an unlimited way?

Exhibitions and collections, institutional strategizing, communications and marketing, education, learning and social presence – time and space have unlimited influence over all facets of our work.

## SESSION FORMATS

- **Panel Session**

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

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

This type of session is structured for in-depth exploration of one topic. The session is practical, interactive and actively involves all the participants. The workshop can be a science demonstration, a game, a show or a short training course.
- **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 four to 20) wherein each has a short amount of time to present their views. Time is left at the end of the session for discussion.
- **World Café**


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


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


## KEYWORDS


- **Collections**


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- **Marketing and communications**


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- **Science in Society**


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Registration desk open from 08.00 to 17.30

TUESDAY 29 MAY

	PINK ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	RED ROOM	YELLOW ROOM	BLUE ROOM	SKY ROOM
09:00								
09:30								
16:00	Equipping the explainer	Researching and evaluating your institution		*Creating accessible experiences	Building a fundraising strategy			
17:00								
17:30								
	16:00	17:00		17:30	17:00			

WEDNESDAY 30 MAY

	PINK ROOM	BLACK ROOM	GREEN ROOM	ORANGE ROOM	RED ROOM	YELLOW ROOM	BLUE ROOM	SKY ROOM	
08:30									
09:00									
09:30									
13:00	Equipping the explainer	Researching and evaluating your institution		Communicating the European achievements in space	Building a fundraising strategy	Designing interactive mobile experiences	Ecsite Board meeting	*Creating accessible experiences	**"Going green": More than a slogan
13:30			Creative LAB						
17:00									
17:30									
18:30	Speakers' reception								
19:30	Cocktail in the Natural History Museum, Toulouse								
20:00	Ecsite Board dinner								

THURSDAY 31 MAY

	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	BLUE ROOM	ORANGE ROOM	RED ROOM
08:00	Newcomers breakfast welcome (Mercure Hotel)							
09:30	Opening Event							
10:30	Opening of Business Bistro; Coffee Break							
11:15	Building cities of scientific culture : The impact of science centers and museums	Time and space for staff skills development	The European space experience up close	From abstract to concrete: Fab Labs in science centres	Reaching new audiences from a distance	Hands-on exhibit development	Digital media as a medium for learning	
12:30	Lunch							
13:45	Managing change in your institution	Challenges and opportunities of social inclusion	Time, space and sponsorship	Let's stay in touch 2.0	Standing the test of time : Smart design for sturdy exhibits	Exhibiting time spans	The science of everyday life	
15:15	Coffee break							
16:00	Putting research on learning into practice	Transforming visitors with the Gesamt Concept	Ancient topics in modern times	Mixing it up: Sharing experience to improve exhibitions	Science centres as spaces for innovation	Science centres and Europe 2020	What constitutes interactivity?	
	17:30							
20:00	Gala Dinner at the Ernest Wallon rugby stadium							

\*Creating accessible experiences is hosted at the Natural History Museum, Toulouse, and "Going green" : More than a slogan, will take place in the gardens of the Natural History Museum.



Registration desk open from 08.00 to 17.30

FRIDAY 1 JUNE								
	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	BLUE ROOM	ORANGE ROOM	RED ROOM
09:00	Keynote speaker : Carlo Ratti, Director, Senseable City Laboratory, Massachusetts Institute of Technology (MIT), USA							
10:00		Science centres and the legible city	Breaking gender barriers	Communicating the science of climate change	Multimedia guides and smartphone applications: Usability and accessibility	Science centres and times of change in the Mediterranean	Hands-on approaches to math	Time to bridge the gap: Making collection objects interactive
11:15	Coffee Break + Children's Conference poster presentation							
12:00	Ecsite Annual General Meeting (1130-1330)	Cultivating scientists of the future	From research and evaluation to informed exhibit design	Organizing events in exhibition spaces	Demystifying Biodiversity for children	A complex relationship: Science centres and their local communities	Sign language: Visual learning in science centres	
13:15	Lunch + Children's Conference poster presentation							
14:30		Do the humanities have a place in science centres?	What does the future hold for explainers?	What makes science spaces memorable?	The planetarium: Theatre of space and time	Exhibitions without text	It pays to play: Creative fundraising for your institution	Art and science: A winning combination for children
15:45	Extended Coffee Break and Projects Showcase							
16:45	Citizen participation in research : Gimmick or paradigm change?	Selling sustainability	Endless inspiration : Presenting outer space in science centres	Refining how visitors interact with exhibits	Going the distance with travelling exhibitions	Science centres and science governance: Real experiences	Biology and chemistry for all the senses	
18:15								
18:15	Happy hour at the Business Bistro							
20:00	Nocturne at Cité de l'espace							

SATURDAY 2 JUNE								
	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	BLUE ROOM	ORANGE ROOM	RED ROOM
09:00	Keynote speaker : Sir Martin Rees, cosmologist and astrophysicist UK, (tbc)							
10:00	What's new in travelling exhibitions ?	Seeking common ground : Science for religious audiences	Keeping pace with "slow spaces"	Smart PLACES : ICT and access to knowledge	Big science on display	Science shows : Variations on a theme	Exploring insights from the Classics	
11:15	Coffee Break							
12:00	Science centres and museums : Spaces of scientific culture?	Inquiry based science education and teacher training	Renewing, reinventing and reopening the right way	Exhibits, outreach and the evolution of public opinion on climate change	Matters of space and social Learning	More than just festivals : Science events and social engagement	Everything you always wanted to know about exhibitions but were afraid to ask	
13:15	Lunch							
14:30	Extending time and space : Social media and the visitor experience	Making time and space for teenagers	Bringing research closer to the public	Communicating science with a multicultural team	The European Exhibition Evaluation Tool (EET) pilot project	Visualization for creative learning	A hands-on approach to space and time	
15:45	Coffee Break							
16:30	Science journalism and the Internet : Implications for science centres	Big benefits of nature in science education	Concerning small science centres	Creating a culture of engagement with health research	Developing accessible exhibits	Unique offerings : Teacher training by science centres and museums	Scientific thought in flux : The changing nature of "fact"	
18.00								
18:00	Closing Event							
20:00	Farewell Party at Espaces Vanel							

PRE-CONFERENCE PROGRAMME

09:30 – 16:00 | by registration only

Pink room at Cité

Pre-Conference Workshop:  
Equipping the explainer



Convenor:

**Maria Xanthoudaki**, Director of education and of international relations, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy  
Brought to you by Ecsite’s THE Group, this workshop will focus on the explainers’ profession and their work with visitors. Training will be provided through interactive activities, contributions from keynote speakers and from your fellow participants.

Speakers:

- Paola Rodari**, European Projects Manager and exhibitions developer, Sissa Medialab, Trieste, Italy
- Marcin Chydzinski**, Senior Specialist, Copernicus Science Centre, Warsaw, Poland
- Heather King**, Research Associate, King’s College London, London, United Kingdom
- Sally Duensing**, Visiting Professor and Museum Consultant, King’s College London, London, United Kingdom
- Jennifer Correa**, Senior Manager of Explainers, New York Hall of Science, Corona, United States
- Matteo Pompili**, Tecnoscienza.it, Bologna, Italy
- Barbara Streicher**, Executive Manager, Science Center Netzwerk, Vienna, Austria
- Anne Lise Mathieu**, Project Manager, universcience, Paris, 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: €180

09:30 – 17:00 | by registration only

Black room at Cité

Pre-Conference Workshop:  
Researching and evaluating your institution



Convenor:

**Holly Hasted**, Exhibition Evaluation Manager, FRida & freD - The Graz Children’s Museum, Graz, Austria  
The development and implementation of innovative approaches in research and evaluation is essential for improving the experience of our visitors. How can we think outside-the-box? How can we collaborate with colleagues from different departments and institutions? How can we realise a visitor oriented focus? The new Thematic Group for Research and Evaluation (REV) was launched last year and marked expanding interest in this vital field. This two-day interactive workshop is for everyone interested in research and evaluation who wishes to develop and discuss innovative and collaborative ideas for practice. Time will be set aside for participants to nominate and elect the REV steering committee and other roles as necessary. Depending on interest a concurrent session Evaluation 101 for beginners will also be offered. Please visit the Ecsite PreConference web page for the full programme.

Speakers:

- Amy Seakins**, King’s College London; Natural History Museum, London, United Kingdom
- Christine Reich**, Boston Museum of Science, Boston, United States
- Jina Kim**, King’s College London, London, United Kingdom
- Maartje Raijmaker**, University of Amsterdam, science center NEMO, Amsterdam, Netherlands
- Marianne Mortense**, University of Copenhagen, Copenhagen, Denmark
- Marie Hobson**, Science Museum London, London, United Kingdom
- Marion Poetz**, Copenhagen Business School, Copenhagen, Denmark
- Tessa van Schijndel**, University of Amsterdam, Amsterdam, Netherlands

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: €180

09:00 - 17:30 | by registration only

Orange room at Cité

Pre-Conference Workshop:  
Creating accessible experiences



Convenor:

**Fatima Alves**, Access Coordinator Pavilhão do Conhecimento - Ciência Viva, Lisbon, Portugal  
**Nathalie Puzenat**, Exhibit developer, universcience, Paris, France  
This workshop will explore and discuss accessibility, both in a science centre (Cité de l’espace) and in a natural history museum, (Museum de Toulouse). It will engage participants to a creative challenge, thinking in new ways, with accessibility in mind, finding solution often enhancing museum experience for all visitors. The first day will make participants sensitive through experience, understand the global approach of accessibility and explore how new technologies can be used. It will provide keys to create displays accessible for all through sharing ideas and experiences, analysis of interactive exhibits and prototyping. The second day will focus on measuring of exhibition accessibility, access of information or web communication provided by the participants. The workshop is aimed at exhibit developers or explainers, both interested in designing accessible projects.

Speakers:

- Olivier Fidalgo**, Access expert for hard of hearing and deaf persons, universcience, Paris, France
- Chantal Leloup**, Access Manager, Cité de l’espace, Toulouse, France
- Anne Cazalet**, Manager, visitors with cognitive disabilities and visual impairment, Museum of Toulouse, Toulouse, France
- Marie Hamida**, visitors with cognitive disabilities and visual impairment, Museum of Toulouse, Toulouse, France
- Jeremy Martinat**, Manager, heard of hearing and deaf visitors, Museum of Toulouse, Toulouse, France
- Antonio Serpa**, Toulouse Institute of Computer Science Research Technologies interface and accessibility, Toulouse, France
- Helen Petrie**, Professor of Human Computer Interaction, University of York, York, United Kingdom
- Marcus Weisen**, Consultant, Jodi Mattes Trust, LE CHEYLARD, France
- Hoelle Corvest Morel**, in charge of accessibility for visually impaired persons, universcience, Paris, France
- Francis Duranthon**, Director Museum, Museum de Toulouse, Toulouse, France
- Tate Greenhalgh**, Interpretation Developer, Natural History Museum, London, United Kingdom
- Eric Lawrin**, in charge of accessibility, universcience, Paris, 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: €180

09:30 – 17:00 | by registration only

Red room at cité

Pre-Conference Workshop:  
Building a fundraising strategy



Convenor:

**Cecilia Fantoni**, Fundraising consultant - Transparency International Secretariat in Berlin, United Nations Environmental Programme (UNEP), United Nations Office for the Coordination of Humanitarian Affairs (OCHA)  
After an overview of the fundamentals of fundraising for museum staff and volunteers, work with other participants to identify your centre or museum’s constituency, and learn how to make your funding community grow. Develop new fundraising ideas and activities, and see how these fit into your funding strategy to ensure long term sustainability. Learn best practices from your peers, share and brainstorm new ideas together in this fun and highly interactive two day workshop. The programme includes: The many faces of fundraising, community-raising, three peer case studies, strategic design, planning for sustainability, ensuring management and accountability.

Speakers:

- Jennifer Palumbo**, Senior project manager, Ecsite, Brussels, Belgium
- Michel Bouffard**, Club Galaxie Toulouse, Toulouse, France
- Francesca Conti**, Partner, Formicablu Science Communication, Rome, Italy
- Giovanni Crupi**, Director of development, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy
- Carina Halvord**, Deputy Managing Director/Head of Development, Universeum AB, Gothenburg, Sweden

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: €180



# PRE-CONFERENCE PROGRAMME

09:30 – 17:00 | by registration only

**Pink room at Cité**

Pre-Conference Workshop:  
Equipping the explainer - Day 2

PH

Convenor:

**Maria Xanthoudaki**, director of education and of international relations, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

Brought to you by Ecsite’s THE Group, this workshop will focus on the explainers’ profession and their work with visitors. Training will be provided through interactive activities, contributions from keynote speakers and from your fellow participants.

Speakers:

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

**Marcin Chydzinski**, senior specialist, Copernicus Science Centre, Warsaw, Poland

**Heather King**, Research Associate, King’s College London, London, United Kingdom

**Sally Duensing**, Visiting Professor and Museum Consultant, King’s College London, London, United Kingdom

**Jennifer Correa**, Senior Manager of Explainers, New York Hall of Science, Corona, United States

**Matteo Pompili**, Tecnoscienza.it, Bologna, Italy

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

**Anne Lise Mathieu**, Project manager, universcience, Paris, 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: €180

09:30 – 17:00 | by registration only

**Black room at Cité**

Pre-Conference Workshop:  
Researching and evaluating your institution Day 2

RE

Convenor:

**Holly Hasted**, Exhibition Evaluation Manager, FRida & freD - The Graz Children’s Museum, Graz, Austria

The development and implementation of innovative approaches in research and evaluation is essential for improving the experience of our visitors. How can we think outside-the-box? How can we collaborate with colleagues from different departments and institutions? How can we realise a visitor oriented focus? The new Thematic Group for Research and Evaluation (REV) was launched last year and marked expanding interest in this vital field. This two-day interactive workshop is for everyone interested in research and evaluation who wishes to develop and discuss innovative and collaborative ideas for practice. Time will be set aside for participants to nominate and elect the REV steering committee and other roles as necessary.

Speakers:

**Amy Seakins**, King’s College London; Natural History Museum, London, United Kingdom

**Christine Reich**, Boston Museum of Science, Boston, United States

**Jina Kim**, King’s College London, London, United Kingdom

**Maartje Raijmaker**, University of Amsterdam, science center NEMO, Amsterdam, Netherlands

**Marianne Mortense**, University of Copenhagen, Copenhagen, Denmark

**Marie Hobson**, Science Museum London, London, United Kingdom

**Marion Poetz**, Copenhagen Business School, Copenhagen, Denmark

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

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: €180

13:30 - 17:30 | by registration only

**Green room at Cité**

Pre-Conference Workshop:  
Creative Lab

DE

Convenors:

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

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

The Creative LAB will focus on how to manage the process of creating new concepts for exhibitions, shows, demonstrations, educational materials and other products, whether they target the various audiences at the science centre and museum or those in the community at large. We believe that managing creativity is a matter less of thinking than of doing and urge professionals of all kinds to take part in this workshop. It will begin in the minds of the participants and focus on creating ideas. But imagination is not enough; real creativity is sparked by action – when you stop planning and start implementing. It is not just designers and art directors who can be creative – everybody can! We emphasize that controlled failures are an important stepping stone to success. Innovation means taking risks.

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

Maximum number of participants: 50

Registration fee: €30

09:30 – 17:00 | by registration only

**Orange room at Cité**

Pre-Conference Workshop:  
Communicating European achievements in space

Convenors:

**Marc Moutin**, Director of Exhibitions, Cité de l’Espace, Toulouse, France

**Maria Menendez**, Head of ESA Exhibitions and Images, European Space Agency, Paris, France

**Ana Norhona**, Director, Ciência Viva Lisbon, Portugal

This Ecsite inaugural workshop that is focusing on space will highlight collaborations between the European Space Agency (ESA) and museums and science centres across Europe. Together we will collect feedback and will start developing future space-themed collaborations open to various museums and science centres across Europe. Representatives from space industries and national space agencies will also share their expertise and ideas in this workshop.

Speakers:

**Fernando Doblas**, Head of the Communication Department, European Space Agency

**Hugo Marée**, Head, Policy and Coordination Unit, Education Office, ESA/ESTEC, Netherlands

**Philippe Collot**, Responsible for public events & exhibitions, CNES, France

**Rob van den Berg’s**, Director of Space Expo Noordwijk, Netherlands (tbc)

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

Maximum number of participants: 50

Registration fee: €90

20

21

WEDNESDAY 30 MAY

PRE-CONFERENCE PROGRAMME

09:30 – 17:00 | by registration only

Red room at Cité

Pre-Conference Workshop:  
Building a fundraising strategy - Day 2



Convenor:

**Cecilia Fantoni**, fundraising consultant - Transparency International Secretariat in Berlin, United Nations Environmental Programme (UNEP), United Nations Office for the Coordination of Humanitarian Affairs (OCHA).

After an overview of the fundamentals of fundraising for museum staff and volunteers, work with other participants to identify your centre or museum’s constituency, and learn how to make your funding community grow. Develop new fundraising ideas and activities, and see how these fit into your funding strategy to ensure long term sustainability. Learn best practices from your peers, share and brainstorm new ideas together in this fun and highly interactive two day workshop. The programme includes: The many faces of fundraising, community-raising, three peer case studies, strategic design, planning for sustainability, ensuring management and accountability.

Speakers:

**Jennifer Palumbo**, Senior project manager, Ecsite, Brussels, Belgium

**Michel Bouffard**, Club Galaxie Toulouse, France

**Francesca Conti**, Partner, Formicablu Science Communication, Rome, Italy

**Giovanni Crupi**, Director of development, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

**Carina Halvord**, Deputy Managing Director/Head of Development, Universeum AB, Gothenburg, Sweden

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: €180

08:30 – 17:00 | by registration only

Yellow room at Cité

Pre-Conference Workshop:  
Designing interactive mobile experiences



Convenor:

**Christophe Chaffardon**, Head of Education, Cité de l’espace, Toulouse, France.

As smartphones and tablets become more and more popular with visitors, museum professionals face multiple challenges in designing and evaluating interactive mobile experiences around these devices. This workshop will focus on deploying mobile applications as part of exhibitions and educational programmes by presenting examples developed in various science centres.

Speakers:

**Nathalie Cimino**, PASS science Adventures Park, Exhibitions Department, Frames, Belgium

**Peter Slavenburg**, Director, Northern Light, Amsterdam, Netherlands

**Hannes Kaufmann**, Vienna University of Technology, Interactive Media Systems Group, Vienna, Austria

**Areti Damala**, CNAM, Paris, France

**Fotis Kouris**, Ellinogermaniki Agogi, Athens, Greece

**Maria Roussou**, University of Athens, Athens, Greece

**Stefan Rennick Egglestone**, Mixed Reality Lab, University of Nottingham, Nottingham, United Kingdom

**Ilaria Valoti**, Cité de L’Espace, Toulouse, France

**Laia Pujol Tost**, Project officer, Acropolis Museum, Athens, Greece

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

Maximum number of participants: 50

Registration fee: free

13:00 - 17:00 | by invitation only

Ecsite Board meeting at Blue room

09:00 – 17:00 | by registration only

Sky room at Natural History Museum Toulouse

Pre-Conference Workshop:  
Creating accessible experiences - Day 2



Convenors:

**Fátima Alves**, Access Coordinator Pavilhão do Conhecimento - Ciência Viva, Lisbon, Portugal

**Nathalie Puzenat**, Exhibit developer, universcience, Paris, France

This workshop will explore and discuss accessibility, both in a science centre (Cité de l’espace) and in a natural history museum, (Museum de Toulouse). It will engage participants to a creative challenge, thinking in new ways, with accessibility in mind, finding solution often enhancing museum experience for all visitors. The first day will make participants sensitive through experience, understand the global approach of accessibility and explore how new technologies can be used. It will provide keys to create displays accessible for all through sharing ideas and experiences, analysis of interactive exhibits and prototyping. The second day will focus on measuring of exhibition accessibility, access of information or web communication provided by the participants. The workshop is aimed at exhibit developers or explainers, both interested in designing accessible projects.

Speakers:

**Olivier Fidalgo**, access experts for hard of hearing and deaf persons, universcience, Paris, France

**Chantal Leloup**, access manager, Cité de l’espace, Toulouse, France

Accessibility team, Museum de Toulouse , France

**Antonio Serpa**, Toulouse Institute of Computer Science Research Technologies interface and accessibility, Toulouse, France

**Helen Petrie**, Professor of Human Computer Interaction, University of York, York, United Kingdom

**Marcus Weisen**, consultant, Jodi Mattes Trust, LE CHEYLARD, France

**Hoelle Corvest Morel**, in charge of accessibility for visually impaired persons, universcience, Paris , France

**Francis Duranthon**, Director of Museum, Museum de Toulouse, Toulouse, France

**Tate Greenhalgh**, Interpretation Developer, Natural History Museum, London, United Kingdom

**Eric Lawrin**, in charge of accessibility, universcience, Paris, 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: €180



# PRE-CONFERENCE PROGRAMME

09:00 – 17:30 | by registration only

Gardens Natural History Museum Toulouse

Pre-Conference Workshop:  
"Going green": More than a slogan



Convenor:

Michèle Antoine, Head Exhibitions, Royal Belgian Institute of Natural Sciences, Chair of the Nature Group, Brussels, Belgium.

Sustainable development will be high in political and media agenda with the Rio+20 Conference coming up in June 2012. This is a wonderful opportunity for our institutions not only to reinforce public awareness of environmental issues but also to reinvent the way we work. To promote sustainable development we first have to model good practices ourselves. But how can we adapt our buildings to reduce our environmental impact? How can sustainable development perspectives transform the way we are working inside our institutions? How could we address sustainable development issues in our programmes? The Nature Group will try to start answering those questions, and more, thanks to keynote lectures, case studies, discussion and a workshop. The session is dedicated to directors, science communicators, designers, architects, explainers, and managers. The session will take place in the Gardens of the Natural History Museum in Toulouse.

Speakers:

Lionel Larqué, Head of the Intercultural Department of "Les Petits Débrouillards", trustee of the "Sciences Citoyennes" Foundation, and coordinator of the European platform Young People and Science in Society Issues

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

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

Maximum number of participants: 50

Registration fee: €90

18:30 - 19:30 | by invitation only

Speakers' Reception

Speakers and convenors, the Ecsite board and Annual Conference Programme Committee, Ecsite and host venue staff are invited to this reception by the city of Toulouse for a welcome drink and light snacks.

19:30 | by invitation only

Visit at the Natural History Museum Toulouse

The speakers reception will be followed by a visit to the Natural History Museum of Toulouse where delegates will have the chance to take in the sights of this impressive venue and enjoy aperitifs and snacks.

20:00 - 23:00 | by invitation only

Ecsite Board dinner



# CONFERENCE PROGRAMME

08:00 – 09:00

Mercure Hotel

## Newcomers’ welcome breakfast

This event is an opportunity for newcomers to learn more about Ecsite and the Annual Conference and enlarge their professional networks. Firsttime conference delegates and newcomer Ecsite members are invited to join experienced members of the Ecsite network for an informal mentoring introductory session around a coffee or a cup of tea. Registration for this event will be available via the online conference registration form.

09:30 – 10:30

Pink room

## Opening Event

**Jean Baptiste Desbois**, General Manager, Cité de l’espace, Toulouse, France  
**Pierre Cohen**, Deputy in the French Parliament, Mayor of Toulouse, President of Cité de l’espace, Chairman of greater Toulouse, France  
**Robert Firmhofer**, Director, Copernicus Science Centre, Warsaw, Poland  
**Catherine Franche**, Executive Director, Ecsite, Brussels, Belgium

10:30 - 11:15 | Business Bistro

## Opening of the Business Bistro

11:15 – 12:30

Pink room

## Building cities of scientific culture: The impact of science centres and museum



### Convenor:

**Catherine Franche**, Executive Director Ecsite, Brussels, Belgium  
Science centres and museums are becoming instrumental in the economic, cultural and social development of cities. This broad impact of science communication institutions will be discussed based on three presentations. First, a look at the German Cities of Science and the involvement of science communication institutions, the objectives of the cities aiming for that title and the practical strategies supporting the winning cities’ proposals. A second study captures the perspectives of different European actors on Cities of Scientific Culture: main drivers, possible funding schemes, promotion of the concept to elicit public participation, and future challenges facing these cities. Thirdly, concrete examples will be presented on the cooperative relationships that science communication institutions are establishing with local policymakers and other stakeholders to develop long-term science communication policies.

### Speakers:

**Antonio Gomes da Costa**, PLACES Coordinator, Ecsite, Brussels, Belgium  
**Rainer Lisowski**, Visiting Professor, Faculty of Social Sciences and Economics, University of Applied Sciences, Osnabruck, Germany  
**Tim Caulton**, Principal, Museum Intelligence, Near Sheffield, United Kingdom

11:15 – 12:30

Black room

## Time and space for staff skills development



### Convenor:

**Owain Davies**, Creative Director, Techniquet, Cardiff, United Kingdom  
Confident, experienced staff is the key ingredient to operating a successful science centre. They are essential in all areas, from front of house explainer roles to managerial and administrative staff. But how can new teams be developed in a new centre – or one which is rapidly expanding – where existing expertise is limited and the potential for ‘on the job’ training is either absent or highly restricted? How can the next generation of science centre staff pick up the skills needed? This session will present the experiences of newly established science centres: How did they recruit and train their staff? What were their greatest challenges, and what surprised them about what they learnt as their teams became accustomed to their roles? What do they think their recent experiences can teach others in our field?

### Speakers:

**Bjørn Winther Johansen**, Managing Director, INSPIRIA science center, Sarpsborg, Norway  
**Hannah Crookes**, Director of Science Learning and Public Engagement, Sensation Dundee, Dundee, United Kingdom  
**Leila Schembri**, Producer, KCA Lodnon, London, United Kingdom






# CONFERENCE PROGRAMME

11:15 – 12:30

Green room

The European space experience up close

Convenor:

**Michel Bouffard**, Former Director, EADS-Astrium, Toulouse, France

With a vast number of challenging space missions and a wealth of discoveries in recent years, space is providing innovative tools for a rapidly changing world. In this dedicated session, we invite you to a series of lively presentations on: Space for future human endeavour; Space for a better understanding of our Earth and its environment; Space to unveil the origins of life. At the end of the presentation, a question-and-answer session will give the audience the opportunity to address specific questions to the speakers.

Speakers:

**Paolo Nespoli**, Astronaut, European Space Agency (Italc)

**Sylvestre Maurice**, Astronomer, Mars specialist, Centre d'Etude Spatiale des Rayonnements/Observatoire Midi-Pyrénées, Toulouse, France

**Gil Denis**, Earth Observation expert, EADS-Astrium, Toulouse, France

**Christophe Bonnal**, Launchers expert, CNES Centre National d'Etudes Spatiales, Toulouse, France

11:15 – 12:30

Purple room

From abstract to concrete: Fab Labs in science centres

Convenor:

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

The popular fabrication and “maker” movement seems to be the next big thing in the field of digital culture and new technologies. Stemming from both the academic field (MIT, Boston) and from more underground networks (i.e. hackerspaces), this move is now reaching the general public through media reports and the opening of Fabrication Laboratories (Fab Labs) everywhere in Europe and abroad. A Fab Lab is a place where people make or even print in 3D objects that they designed, or whose design they downloaded from the internet through websites. So, what about opening a Fab Lab in a science centre? Through different experiences, this session will discuss the opportunity for our field to interact more with makers and hackers.

Speakers:





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

**Renske de Jongen**, Science LinX, Groningen, Netherlands

11:15 – 12:30

Yellow room

Reaching new audiences from a distance

Convenor:

**Peter Trevitt**, Chief Executive Officer, Techniquet, Cardiff, United Kingdom

The role of science centres is not limited to the four walls of a building. They have the expertise to make their engagement activities work from a distance, to go to where the people are, and to reach wider and new audiences, switching them on to science using different methods. This session will look at strategies than can be used and assess their effectiveness.

Speakers:

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

**Pedro Pombo**, Director, physicist at Physics Department of University of Aveiro, Fábrica Science Centre, Aveiro, Portugal




**Moeko Tabata**, Science communicator, National Museum of Emerging Science and Innovation (Miraikan), Kohto-ku, Japan

**Ed Sobey**, Outreach instructor, Technichus, Redmond, United States

11:15 – 12:30

Blue room

Hands-on exhibit development

Convenor:

**Tim Holdsworth**, Head of Design & Production, Science Projects, London, United Kingdom

A group from different science centres is getting together for a week of collaborative hands-on learning focused on exhibit development and fabrication in June 2012. Before we start building our exhibits, we are seeking your critiques and advice. Join us at this interactive poster session where we will present our ideas - the science we want to communicate and our concepts to engage, excite and challenge users. We will bring our sketches, maquettes, and more importantly, lots of art boards and bits and pieces so you can help shape our ideas and take them a step further before we start building!

Speakers:

**Nils Kristian Rossing**, Project leader, Trondheim Science Centre, Trondheim, Norway

**Clara Lim**, Interactive and Temporary Exhibitions Manager, Thinktank, Birmingham, United Kingdom

**Jon Haavie**, Exhibition designer, Norsk Teknisk Museum, Oslo, Norway

**Maja Wasyluk**, Exhibition project manager, Cité de l'espace, Toulouse, France

**Gisle K. Sverdrup**, Developer and Explainer, VilVite, Bergen Vitensenter AS, Bergen, Norway

**Alexandra Lang**, exhibition manager, Welios® - OÖ Science Center Wels , Wels, Austria

# CONFERENCE PROGRAMME

11:15 – 12:30

Orange room

## Digital media as a medium for learning



Convenor:

**Jamie Bell**, Project Director, Center for the Advancement of Informal Science Education Association of Science and Technology Centers, Washington, D.C., United States

Informal science centres are great places to use media in education and training. In this session we will highlight informal science initiatives that promote digital and media competence at different levels of education. Participants will have an opportunity to work together to identify strategies for developing educational media programs at their institutions.

Speakers:

**Gabriel Picot**, Education manager, universcience, Paris, France

**Tanja van der Woude**, Project leader, Science LinX - University of Groningen, Groningen, Netherlands

**Priya Mohabir**, Supervisor of Explainer Development, New York Hall of Science, New-York, United States

12:30 - 13:45

Lunch Break

13:45 – 15:15

Pink room

## Managing change in your institution



Convenor:

**Kim Gladstone Herlev**, Vice Director of Development, Experimentarium, Hellerup, Denmark

Most science centres and museums are dynamic institutions that are continuously changing to optimize their space. Change management is an extremely relevant challenge throughout this continuing process. Some changes are easy to manage but very often changes are disruptive to the organization, the staff and the community. Even disruptive changes can be opportunities if they are handled well. In this intensive session, nine leaders from science centres and museums who completed the Noyce Leadership Programme in 2011 will tell their own stories of institutional change. Each story will be brief and will end with a challenging question to be discussed in small groups.

Speakers:

**Guy Labine**, Chief Executive Officer, Science North, Ontario, Canada

**Steven L. Snyder**, Vice President of Exhibit and Program Development The Franklin Institute, Pennsylvania, United States

**Concetta Bencivenga**, Executive Vice President Please Touch Museum®, Pennsylvania, United States

**Ray Vandiver**, Vice President, Center for Learning Experiences Oregon Museum of Science and Industry, Oregon, United States

**Julie Bowen**, VP - Content, TELUS Spark, United States

**Judy Gradwohl**, Associate Director for Education and Public Programs, National Museum of American History, Smithsonian Institution, United States

**Eva Jonsson**, Deputy Director, Teknikens Hus, Luleå, Sweden

**Kirsten Ellenbogen**, Senior Director, Lifelong Learning, Science Museum of Minnesota, St. Paul, United States

**Ellen McCallie**, Deputy Director, Carnegie Museum of Natural History, Pittsburgh, United States

13:45 – 15:15

Black room

## Challenges and opportunities of social inclusion



Convenor:

**Naomi Haywood**, King’s College London, London, United Kingdom

Why do some people visit science centres and museums while others do not? How can science centres and museum be inclusive in their own governance? What do visitors and non-visitors have to say? This panel session examines whether science centres and museums are inclusive institutions from three different perspectives: As inclusively governed organisations, as unwelcoming organisations, and how to address these issues in practice. The session will conclude with a discussion of how museums and sciences centres can become more inclusive institutions.

Speakers:

**Andrea Bandelli**, Science communication advisor, Amsterdam, Netherlands

**Emily Dawson**, PhD student, King’s College London, London, United Kingdom

**Holly Hasted**, Exhibition Evaluation Manager, FRida & freD - The Graz Children’s Museum, Graz, Austria

13:45 – 15:15

Green room

## Time, space and sponsorship



Convenor:

**Alain Coine**, General Delegate, universcience Parterns, Paris, France

Some enterprises, institutions and research centres want, through science centers, to promote scientific and technical culture to the general public and in particular to the youth and wish to have key issues, challenges and themes addressed in a credible way to the same public. The interest of this session is to invite representatives from two enterprises (international groups) and an European organization which have a long experience of working with science centers and museum to express their experience. Moreover, the moderator will give the result of a survey which will be conducted with some important European groups on this specific topic. At the end of the session, representatives of science centers and museums will express their point of view, raise questions, express their frustrations and expectations. This part will be animated by a representative of a museum. Space and time issues will remain in the center of the debate.

Speakers:

**Maria Menendez**, Head of Exhibitions & Images Office, European Space Agency, Paris, France

**Franklin Boitier**, Technical communication manager, TOTAL, France

**Damien Rebours**, Director of communication, SIEMENS, France

**Sharon Ament**, Director Public Engagement, Natural History Museum, London, United Kingdom



CONFERENCE PROGRAMME

13:45 – 15:15

Purple room

Let’s stay in touch 2.0



Convenor:

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

The web and its social networks - they are the ultimate tools to reach beyond time and space. But once we’ve got the website, the blog, the profile, what should we do then? How can we get the most out of these resources? Experiences from diverse institutions around the world will bring concrete examples and analysis of what is and can be done to get to know our audiences and connect with them. The session promises a lively discussion on the relationship between our institutions, our visitors and the web.

Speakers:

**Kirsten Ellenbogen**, Senior Director, Lifelong Learning, Science Museum of Minnesota, Minnesota, United States

**Sophina Jagot**, Head of Marketing, At Bristol, Bristol, United Kingdom

13:45 – 15:15

Yellow room

Standing the test of time: Smart design for sturdy exhibits



Convenor:

**Anna Schaefers**, Concept and Research, Archimedes, Berlin, Germany

Your worst nightmare: The exhibits are broken, the visitors are frustrated, the museum staff does not know what to do, and the creative company is far away. What can we do, before an exhibition is even opened, to avoid such situations and make sure that all will run smoothly? This session will present concrete, tested methods of designing exhibitions that aim to reach these ambitious targets. Sustainable design, intelligent use of technology, thorough documentation and handover, remote control of computer exhibits – these are some of the measures that ensure little need for repairs and easy maintenance.

Speakers:

**Dorota Kulawik**, Designer, Copernicus Science Centre, Warsaw, Poland

**Hanne Haack Larsen**, COO, Experimentarium, Hellerup, Denmark

**Gunnar Behrens**, Head of Operations, Archimedes, Berlin, Germany

13:45 – 15:15

Blue room

Exhibiting time spans



Convenor:

**Baerbel Auffermann**, Deputy Director, Stiftung Neanderthal Museum, Mettmann, Germany

This session will present examples of attempts to exhibit huge spans of time. What media and exhibits are used to demonstrate great temporal distances, for example in dinosaur shows, history museums or archaeological exhibitions. Are the exhibition makers aware of the problem? Are the visitors interested or do they just want to get insight into the past, regardless of time spans? Can we expect all visitors to have the same perspective of time spans? From which age are visitors able to grasp such abstract notions? What do visitors actually absorb from installations illuminating time spans?

Speakers:

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

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

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

**Annette Hasselmann**, managing director, Erlangen, Germany

**Raphael Chanay**, Content developer, Science Museum, London, United Kingdom

**Kerstin Pannhorst**, Research assistant, Stiftung Neanderthal Museum, Mettmann, Germany

**Claudia Pingel**, Museum educator, Stiftung Neanderthal Museum, Mettmann, Germany

**Vincent Blech**, Exhibition developer, universcience, Paris, France

**Bettina Pfaff**, Director, Arche Nebra, Nebra, Germany

**Iris Ott**, Museums paedagogist, Natural History Museum Vienna, Vienna, Austria

13:45 – 15:15

Orange room

The science of everyday life



Convenor:

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

Natural sciences and technology influence our daily lives in many ways. Nevertheless, many young people need to be particularly motivated to engage in science and technology. Doing practical experiments is one way to motivate this audience. In this practical “Place du Marché” workshop, partners from many educational institutions in Europe and the US show examples of such experiments covering the fields of physics, chemistry, biology and technology. Participants may perform experiments themselves or watch demonstrations of experiments.

Speakers:

**Moshe Rishpon**, Director, Clore Garden of Science - Weizmann Institute, Rehovot, Israel

**Revital Duvdevani**, Director, Weizmann-Institute, Rehovot, Israel

**Carla Puglia**, Associate Professor, Universit t Uppsala, Uppsala, Sweden

**Matti Rossi**, Director of Learning, Heureka - The Finnish Science Centre, Vantaa, Finland

**Pia M kel **, Senior Inspirer, Heureka - The Finnish Science Centre, Vantaa, Finland

**Anna Gunnarsson**, Teacher, NAVET, Bor s, Sweden

**Rosina Malagrida**, Technical director of science business development, Barcelona Science Park, Barcelona, Spain

**Miha Kos**, Director, Ustanova Hisa eksperimentov - The House of Experiments, Ljubljana, Slovenia

**Luka Vidic**, Activities Editor, Ustanova Hisa eksperimentov - The House of Experiments, Ljubljana, Slovenia

**Kua Patten**, Director - Exhibit Services, Exploratorium, San Francisco, United States

**Petra Mohr**, Head of Exhibition, Stiftung Jugend und Wissenschaft Heidelberg GmbH, Heidelberg, Germany

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

**Sarah Robinson**, Education Manager, Centre for Life, Newcastle upon Tyne, United Kingdom

**Karin Garber**, Vienna Open Lab, Vienna, Austria

**Anke Neuhaus**, Laboratory, TECHNOSEUM - Landesmuseum f r Technik und Arbeit in Mannheim, Mannheim, Germany

**Raffaella Spagnuolo**, Fondazione Marino Golinelli, Bologna, Italy

**Andreas Hecker**, scientific and pedagogical coordinator, Dynamikum Pirmasens e.V, Pirmasens, Germany

# CONFERENCE PROGRAMME

15:15 - 16:00  
Coffee Break

16:00 – 17:30

Pink room

## Putting research on learning into practice



Convenor:

**Jennifer DeWitt**, Researcher, King’s College London, London, United Kingdom  
This session will explore and explain how key ideas and findings emerging from academic research can inform practice in museums and science centres. Summaries of contemporary research will be offered, including a look at their implications, and concrete examples of how research has been directly commissioned to guide science centre programmes and exhibitions. We will also offer tips and insight into making sense of the research literature, interpreting research results, and responding to the need for research-led, evidence-based practice.

Speakers:

**Heather King**, Research Associate, King’s College London, London, United Kingdom  
**Kirsten Ellenbogen**, Senior Director, Lifelong Learning, Science Museum of Minnesota, St. Paul, United States  
**Paola Rodari**, European projects manager and exhibitions developer, Sissa Medialab, Trieste, Italy  
**Sandra Martell**, Program Director, Arlington, United States

16:00 – 17:30

Black room

## Transforming visitors with the Gesamt Concept



Convenor:

**Asger Høeg**, Executive Director, Experimentarium, Hellerup, Denmark  
Pine and Gilmore (1999) introduced the concept of the «transformation offering», where the customer is the product. Science centers and museums want to stimulate and transform visitors’ interests in science and technology. To conduct this transformation, we need to introduce exhibitions with a broader concept. Speakers will introduce THE answer to this challenge: The Gesamt Concept, where we merge many different cultural institutions’ concepts into one exhibition that stimulates all senses and cognitions. «The Gesamt Concept» is inspired by Richard Wagner.

Speakers:

**Jill Scott**, Professor, Zürcher Hochschule der Künste, Zurich, Switzerland  
**Colleen Schmitz**, Curator and Head of the Exhibition and Registrar’s Office, Stiftung Deutsches Hygiene-Museum, Dresden, Germany  
**Daniel Wetterskog**, Head of Education, Exhibitions & Program, Tekniska Museet - Teknorama (National Museum of Science & Technology), Stockholm, Sweden

16:00 – 17:30

Green room

## Ancient topics in modern times



Convenor:

**Sharon Ament**, Director Public Engagement , Natural History Museum, London, United Kingdom  
Some science centres and many natural history museums run exhibitions about palaeontology and archaeology, using modern methods, exhibits and new technologies to catch public attention. This session will highlight specific examples of how science centres handle palaeontology and archaeology topics in their exhibitions, offering their visitors real experiences from ancient times. These ancient experiences also allow visitors to learn about environmental changes that have taken place in other periods and help them reflect on the human impact on the environment.

Speakers:

**Meng Qingjin**, Director, Beijing Museum of Natural History, Beijing, China  
**Francis Duranthon**, Director, Museum de Toulouse, Toulouse, France  
**Vincenzo Lipardi**, Executive Committee, Fondazione IDIS - Citta della Scienza, Naples, Italy

16:00 – 17:30

Purple room

## Mixing it up: Sharing experience to improve exhibitions



Convenor:

**Iara Dos Santos**, Exhibitions design, Cité de l’espace, Toulouse , France  
The session will mix juniors and seniors from various exhibition fields. In these fields, seniors could be seen as representatives of established and efficient methods and juniors as messengers of innovative ideas which can help exhibitions evolve. This session will couple the best aspects of experience (seniors) and innovation (juniors) to rethink our ways of working. It will also allow these two kinds of professionals (especially juniors) to share their points of view on an equal footing. Several mixed groups will work together on a question or problem related to a case study.

Speakers:

**Aude Lesty**, Exhibitions Designer, Cité de l’espace, Toulouse, France  
**Esther Hamstra**, Content Manager, NorthernLight CoDesign, Amsterdam, Netherlands  
**Owain Davies**, Creative Director, Techniquet, Cardiff, United Kingdom  
**Nathalie Puzenat**, Exhibit Developer, universcience, Paris, France



# CONFERENCE PROGRAMME

16:00 – 17:30

Yellow room

## Science centres as spaces for innovation



Convenor:

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

How do science centres link with the innovation sector (companies, research institutions, etc.)? Do we go beyond treating partners as potential sponsors by inviting them as active subjects in shaping our content? Do we convey to our audiences that science centres are spaces for innovation? Examples of cooperation and discussion on how to create cooperative models between science centres and the innovation private sector will be the focus of this session.

Speakers:

**Laurence Muller**, Head of exhibitions and cultural engineering, PASS - Parc d'Aventures Scientifiques - SCRLFS, Frameries, Belgium

**Bernard Alaux**, Director, Cap Sciences, Bordeaux, France

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

**Antonia Caola**, Head of international affairs, MUSE. Museo delle Scienze, Trento, Italy

16:00 – 17:30

Blue room

## Science centres and Europe 2020



Convenor:

**Maria Xanthoudaki**, Director of education and of international relations, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy

What is Europe 2020 Strategy? And what is Horizon 2020? The European Union has launched a new strategy that impacts the work of organisations involved in science communication. This workshop will give an insight on the new objectives of the EU, some new funding programmes and will invite participants to discuss the role of their institutions within the new Europe 2020 framework.

Speakers:

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

**Gilles Laroche**, Head of Unit, Ethics and Gender, Research and Innovation, European Commission, Brussels, Belgium

16:00 – 17:30

Orange room

## What constitutes interactivity?



Convenor:

**Maarten Okkersen**, Head of Design and Productions & Project manager of Exhibitions, Museon, The Hague, Netherlands

Is every interactive exhibit 'hands-on'? Is every hands-on exhibit truly interactive? Which 'immersive experiences' could be considered interactive? Should every interactive exhibit be didactic? How often do we allow didacticism to spoil interactivity? Can old-fashioned glass-case exhibits sometimes be interactive? After each speaker presents their (strictly timed) 'statement', participants will discuss the content with the panel and vote to accept or reject what was presented. The aim is to stimulate a lively, highly participative, 'reverse session' on an extremely important question.

Speakers:

**Ed Sobey**, Outreach instructor, Technichus, Redmond, United States

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

**Judith Mann**, Chief Executive Officer, Effektschmiede GmbH, Cologne, Germany

**Clara Lim**, Interactive and Temporary Exhibitions Manager, Thinktank, Birmingham, United Kingdom

**Michael Bradke**, Director and Driver, Mobiles Musik Museum, Duesseldorf, Germany

**Anne Prugnon**, New Media Developer, Natural History Museum, London, United Kingdom

**Jan Alfred Andersson**, Manager Oslo Science Centre, Norsk Teknisk Museum, Oslo, Norway

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

**Patricia Verheyden**, Experience director, Technopolis, the Flemish Science Center, Mechelen, Belgium

**Mario Campanino**, Responsible for Science Education and Communication, Fondazione IDIS - Città della Scienza, Naples, Italy

20:00 - 23:00

## Gala Dinner at the Ernest Wallon rugby stadium

Address:

Stade " Ernest Wallon "  
114, rue des Troènes  
BP 42 354  
31022 Toulouse Minimes cedex 2

Access info:

Metro A to « Marengo Snct » station or Metro B to "Compans Caffarelli" station, then bus number 16 "Ernest-Wallon".

**Please note:** there are two number 16 buses - the correct bus is labeled "Ernest-Wallon". Do not take the number 16 to "Sept-Deniers". Special Ecsite shuttle transportation will be offered from the Pierre Baudis Congress Center to the Gala Dinner at Stade Wallon.

# CONFERENCE PROGRAMME

09:00 – 10:00

Pink room

Keynote lecture:  
Future Cities

Speaker:

**Carlo Ratti**, Professor, Queensland’s 2009 innovator in residence, director, SENSEable city laboratory, MIT, Massachusetts , United States

Future Cities  
The real-time city is now real! The increasing deployment of sensors and hand-held electronics in recent years is allowing a new approach to the study of the built environment. The way we describe and understand cities is being radically transformed - alongside the tools we use to design them and impact on their physical structure. The presentation will discuss these changes from a critical point of view based on the work of the SENSEable City Laboratory, a new research initiative at the Massachusetts Institute of Technology.

10:00 – 11:15

Red room

Time to bridge the gap: Making collection objects interactive



Convenor:

**Patricia Verheyden**, Experience director, Technopolis, the Flemish Science Center, Mechelen, Belgium

How can institutions overcome barriers between curatorial and interactive exhibit departments? How can we move beyond ways of thinking that prevent us from considering objectives and interactions as a community? What are the practical challenges involved and how can they be dealt with? Each of our speakers will briefly present a different approach to this challenge.

Speakers:

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

**Paulo Mota**, Reitoria da Universidade de Coimbra, Coimbra, Portugal

**Anne Prugnon**, New Media Developer, Natural History Museum, London, United Kingdom

**Jan Alfred Andersson**, Manager Oslo Science CentreNorsk Teknisk Museum, Oslo, Norway

**Alexey Zemko**, Director, AZPI Electronics, Moscow, Russia

10:00 – 11:15

Black room

Science centres and the legible city



Convenor:

**Eli Kuslansky**, Chief Strategist, Unified Field, New York, United States

Legible Cities is a trend where the virtual world of image and data is overlaid on the physical world of environment, structures and vehicles. In Legible Cities, inhabitants, through sensors, displays, visualizations, and installations get access to data to redefine their experience of the city in space and time. As science centres develop new models of engagement, expand their audience and enhance their relevance, legible cities offer science centres a channel of engagement, new content distribution, and greater public awareness. The question is - are these the societies we want to live in and what role should science centres play?

Speakers:

**Carlo Ratti**, Professor, Queensland’s 2009 innovator in residence, director, SENSEable city laboratory, MIT, Massachusetts , United States

**Katherine Goodall**, Director of Institutional Advancement, ASTC, Washington, United States

**Trent Lethco**, Associate Principal, Arup, New York, United States

10:00 – 11:15

Green room

Breaking gender barriers



Convenor:

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

Sometimes an exhibition or a programme of activities seems to attract more of one gender than the other. What can we do about this? Initiatives taking place across Europe are shining light on this important issue for science centres and museums. They are exploring ways of attracting visitors of both genders to our exhibitions and activities, and designing materials that respond to the diversity of our potential audiences. This session offers examples of how exhibitions and programmes have been developed to address the gender issue. We will share lessons learned and address questions yet to be solved.

Speakers:

**Marie-Agnès Bernardis**, Project manager, universcience, Paris, France

**Michaela Riccio**, International Projects and Relations- Planner, Fondazione IDIS - Città della Scienza, Naples, Italy

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



# CONFERENCE PROGRAMME

10:00 – 11:15

Purple room

## Communicating the science of climate change



Convenor:

**Svein Anders Dahl**, Chief Executive Officer, VilVite, Bergen Vitensenter AS, Bergen, Norway

How can we produce enough food for the planet’s population? How can we save the forest and the sea to ensure the bio-diversity? How do we cope with the expected sea level rise? How can we supply the world with enough energy? The science of climate change is extensive and multidisciplinary and therefore not easy for any science centre to tackle. Science centres can, however, play an important role in keeping the public focused on these issues. In this session we will look at how three science centres are approaching climate change.

Speakers:

**Nils Petter Hauan**, Head of Development, VilVite, Bergen Vitensenter AS, Bergen, Norway

**Marie-Christine Hergault**, Curator, universcience, Paris, France

**Michal Piadlowski**, Younger specialist, Copernicus science centre, Warsaw, Poland

10:00 – 11:15

Yellow room

## Multimedia guides and smartphone applications: Usability and accessibility



Convenor:

**Helen Petrie**, Professor of Human Computer Interaction, University of York, York, United Kingdom

Multimedia handheld guides and smartphone applications offer many new possibilities for interaction between audiences and science museums – prior to, during and after a visit. To make the best use of these new technologies we need to understand how they work for audiences in terms of usability and total user experience. Not only do multimedia guides and smartphone applications need to be designed carefully to meet the needs and preferences of disabled and older audiences, but multimedia can also be used to overcome some of the difficulties encountered by these audiences. This session will present a range of views that explore the accessibility, usability and user experience of multimedia guides and smartphones for both mainstream, disabled and older audiences.

Speakers:

**Christopher Power**, Lecturer in Human Computer Interaction, University of York, York, United Kingdom

**Kamal Othman**, Department of Computer science, University of York, York, United Kingdom

**Marcus Weisen**, Director, Jodi Mattes Trust, UK

**Nathalie Puzenat**, Exhibit Developer, universcience, Paris, France

**Gabriel Picot**, Exhibit Developer, universcience, Paris, France

**Hoelle Corvest Morel**, in charge of accessibility for visually impaired persons, universcience, Paris, France

10:00 – 11:15

Blue room

## Science centres and times of change in the Mediterranean



Convenor:

**Brigitte Coutant**, Director of national and international development, universcience, Paris, France

A new age of hope for empowerment across Mediterranean countries has begun which is inspiring social mobilization elsewhere, including in Europe. The session will reflect on how science centres are part of this transformation. Institutions from both sides of the Mediterranean will illustrate through concrete examples of programs, projects or activities, how they contribute to a sustainable and inclusive economic development in the Mediterranean. The session will also look at how science centres advance the democratization of science in their country, facilitate dialogue among communities, promote the advancement of women, and how they foster knowledge and innovation about specific scientific issues in the Mediterranean such as environment and energy.

Speakers:

**Khaled Ghedira**, Director General, Cité des Sciences, Tunis, Tunisia

**Ernesto Paramo**, Director, Parque de las Ciencias, Granada, Spain

**Hoda Elmikaty**, Director, Bibliotheca Alexandrina ALEXploratorium, Alexandria, Egypt

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

**Vincenzo Lipardi**, Executive committee, Fondazione IDIS - Città della Scienza, Naples, Italy

10:00 – 11:15

Orange room

## Hands-on approaches to math



Convenor:

**Noel Jackson**, Head of Education, Centre for Life, Newcastle, United Kingdom

Mathematics is an intriguing science yet it is usually dismissed as tool by the numerate and as boring by the rest of the world. But the time is right for maths to take their rightful place in the world of science communication. In this session, science communicators who regularly explain maths share some of their favourite hands-on activities. The presenters are determined to demonstrate that maths are relevant, creative, challenging and above all, fun.

Speakers:

**Ed Sobey**, Outreach instructor, Technichus, Redmond, United States

**Michael Bradke**, Director and Driver, Mobiles Musik Museum, Duesseldorf, Germany

**Anna Gunnarsson**, Teacher, NAVET, Borås, Sweden

11:15 - 12:00 | Business Bistro

Coffee Break

# CONFERENCE PROGRAMME

11:15 - 12:15  
Children’s Conference presentation

Every year, Cité de l’Espace organizes the “Children’s scientific congress” which brings 150 ten year-old-pupils from Toulouse to participate as real researchers. The congress proposes 20 short sessions on an annual theme (for example, “Exploring Mars” in 2012), including poster sessions, plenary conferences and oral presentations which are made by the pupils themselves. They are helped in designing their presentations by Toulouse University PhD students. This initiative is supported by the French Ministry of Education and the City of Toulouse.

11:30 – 12:30

Pink room

Ecsite Annual General Meeting

The Ecsite Annual General Meeting is open to all conference delegates. During the meeting, Ecsite full members will vote to elect the board of Ecsite for 2012-2013 and a report will be presented on Ecsite’s activities in 2011-2012.

12:00 – 13:15

Black room

Cultivating scientists of the future



Convenor:

Anne-Marie Bruyas, Responsible for International Relations, Fondazione IDIS - Città della Scienza, Naples, Italy

At its heart, science is a practical, hands-on subject. Scientists must explore, test, experiment and investigate over time and across nations to gain new insight into the workings of humans and the planet. However, exciting career opportunities in science are not always conveyed in the way science is taught in school. In particular, the practical science in schools often lags behind the amazing and intriguing work happening in science labs and universities. This session looks at this challenge and its implications.

Speakers:

Ana Noronha, Executive Director, Ciência Viva, Lisbon, Portugal

Penny Fidler, Chief Executive Officer, The Association for Science and Discovery Centres, Bristol, United Kingdom

Tânia Margarida Costa, Professor/ Director, Federal University of Minas Gerais - PONTO UFMG Itinerant Museum, Belo Horizonte, Brazil

12:00 – 13:15

Green room

From research and evaluation to informed exhibit design



Convenor:

Sally Duensing, Visiting Professor and Museum Consultant, King’s College London, London, United Kingdom

Three case studies will explore applying research and evaluation insights into exhibit design. Analysis will cover unexpected outcomes as well as intended aims to highlight the tools and theories applied in a variety of environments. Presentations will look at how visitors sometimes surprising ideas about ancient man are enlightening the form of a new exhibition on ancient humans; how measurement is being applied in the design and development of a new exhibition in development on testing and measurement; and some unexpected results revealed by research and evaluation studies of exhibits designed to promote visitor inquiry.

Speakers:

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

Diana Alderoqui Pinus, Curator of Visitors, The Bloomfield Science Museum Jerusalem, Jerusalem, Israel

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

12:00 – 13:15

Purple room

Organizing events in exhibition spaces



Convenor:

Lech Nowicki, Senior specialist, Copernicus science centre, Warsaw, Poland

An exhibition is a set of exhibits wherein the visitor walks through, touching and experiencing one after the other. From time to time, however, our visitors like to have real person-to-person contact. The visitor wants to talk, demonstrate their ability, participate in a group, compete or be recognized or distinguished. Do we want to offer visitors these opportunities in our exhibitions? Some science centres do it. Let’s exchange our best practices and determine the pros and cons for events that can enliven our exhibitions.

Speakers:

Tomonori Hayakawa, Science communicatorNational Museum of Emerging Science and Innovation (Miraikan), Kohto-ku, Japan

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

Michael Bradke, Director and Driver, Mobiles Musik Museum, Duesseldorf, Germany

Fabrice Jouvenot, Exhibition designer, universcience, Paris, France



# CONFERENCE PROGRAMME

12:00 – 13:15

Yellow room

## Demystifying biodiversity for children



Convenor:

**Grace Kimble**, Learning Programme Developer/ PhD student, Institute of Education, London, United Kingdom

Biodiversity became popular in popular media space in 2010. A massive amount of messages surrounded us : endangered species, climate change, proliferation, preservation, etc. But how do scientists study biodiversity in the field and in the lab? How do species relate to each other? Is it easy to classify species? This session explores activities developed with kids to learn about classification. Knowing species is the basis for young people to develop understanding of how more complex factors interact, such as adaptation to the environment, life cycle duration and spatial geography.

Speakers:

- Savita Custead**, Chief Executive - Bristol Natural History Consortium, Bristol, United Kingdom
- Thierry Brassac**, Science & culture department, Université Montpellier II Sciences et Techniques du Languedoc, Montpellier
- Coralie Boeykens**, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

12:00 – 13:15

Blue room

## A complex relationship: Science centres and their local communities



Convenor:

**Kati Tyystjärvi**, Head of Audience Development, Heureka - The Finnish Science Centre, Vantaa, Finland

The role of a science centre in its local community is a many-sided issue. Recently it has been discussed in connection to PLACES, a European project developing a common platform for science centres and museums, local actors and citizens. Examples are presented from experiences of connecting science centres with their local communities.

Speakers:

- Philippe Droneau**, Programme Deputy Director, Cité de l'espace, Toulouse, France
- Bernhard Kehrer**, Managing Director, Studio klv, Berlin, Germany
- Julie Moskalyk**, Senior Manager, International Sales, Science North, Calgary, Canada
- Liisa Juustila**, Regional coordinator, Heureka - The Finnish Science Centre, Vantaa, Finland

12:00 – 13:15

Orange room

## Sign language: Visual learning in science centres



Convenor:

**Eric Lawrin**, in charge of accessibility, universcience, Paris, France

The place of sign language in science museums is an area of concern for deaf and hard of hearing visitors. Using gesture and visual communication, sign language allows special needs visitors access to science exhibits in different ways: through human mediation, multimedia interaction, films, interpretation, subtitles, closed caption, etc. We will discuss how to improve access of the deaf and hard of hearing public to museums by working with the Deaf National Associations in Europe. Creating new signs related to scientific concepts using the linguistic research of sign language is another avenue of exploration. The aim is to increase knowledge about deaf accessibility and understand sign language as a visual mode to easily convey complex ideas in science.

Speakers:

- Sevinc Kisacik**, Family Programmes Coordinator, Science Museum, London, United Kingdom
- Nasreddine Charb**, accessibility departement, Musées des arts et métiers, Paris, France

13:15 - 14:30  
Lunch Break

# CONFERENCE PROGRAMME

14:30 – 15:45

Black room

Do the humanities have a place in science centres?



Convenor:

**Lech Nowicki**, Senior Specialist, Copernicus science centre, Warsaw, Poland  
What can we gain by introducing the humanities to science centres, including philosophy, languages, literature, history, visual arts, music and theater? What goals can we achieve and what can we lose? Can we clothe a philosophical or literature subject in an interactive costume?

Speakers:

**Yvan Mathevet**, Responsible for public, Musée des Confluences, Lyon, France  
**Laurence Muller**, Head of exhibitions and cultural engineering, PASS - Parc d'Aventures Scientifiques - SCRLFS, Frameries, Belgium  
**Massa Mufti-Hamwi**, Education Management Consultant, Massar Discovery Centres, Damascus, Syria  
**Laurent Chicoineau**, Director, CCSTI Grenoble, Grenoble, France

14:30 – 15:45

Green room

What does the future hold for explainers?



Convenor:

**Maria Xanthoudaki**, Director of education and of international relations, National Museum of Science and Technology Leonardo da Vinci , Milan, Italy  
Explainers are among the professions present in almost all museums and science centres around the world. However, their tasks, training, backgrounds, length of stay on the job – even the name used to define them – varies across different institutions. We can certainly say that we are far from a homogeneous situation. But do we need homogeneity? Do we need standards, formal certification or cohesion in training? Is this a lifetime job? Or should we opt for short professional experiences for university students, young graduates or professionals at the start of their career? The session engages debate about the need for standards and formal training for explainers versus the idea of a temporary job and will examine the pros and cons of the different points of view.

Speakers:

**Heather King**, Research Associate, King’s College London, London, United Kingdom  
**Paola Rodari**, European Projects Manager and exhibitions developer, Sissa Medialab, Trieste, Italy  
**Beth Stone**, Head of Face to Face Learning, Natural History Museum, London, United Kingdom  
**Anne Lise Mathieu**, Project Manager, universcience, Paris, France

14:30 – 15:45

Purple room

What makes science spaces memorable?



Convenor:

**Aliki Giannakopoulou**, Conference Coordinator, Ecsite, Brussels, Belgium  
Speakers will each have five minutes to discuss their favourite science centre or museum and share why this place is distinct for them. The stories will be based on places that they visited often or maybe they have just been once, it might be the museum that shocked them the most or inspired them, made them laugh or even cry. This session will inspire serious reflection on what makes our institutions memorable. After presentations, session participants will be also asked to characterize their favourite science centre or museum and share their thoughts in the session. A report will be created based on the findings from this session.

Speakers:

**Antonio Gomes da Costa**, PLACES Coordinator, Ecsite, Brussels, Belgium  
**Sara Calcagnini**, Education Officer, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy  
**Matteo Merzagora**, ICS - SISSA, Trieste, Italy  
**Sharon Ament**, Director Public Engagement, Natural History Museum, London, United Kingdom  
**Michel Claessens**, Head of Communication, ITER organization, St PaulHéz-Durance, France

14:30 – 15:45

Yellow room

The planetarium: Theatre of space and time



Convenor:

**Milene Wendling**, Head of Planetarium, Université de Strasbourg / Jardin des Sciences, Strasbourg, France  
How do planetariums integrate with their environment? What are their links with an exhibition hall, heritage museum, or scientific workshop room? How do planetariums distinguish themselves and draw audiences? This session will be a discussion about the different ways to run a planetarium and explore new perspectives on how to make these theatres a cultural venue for everyone.

Speakers:

**Ignasi Lopez Verdeguer**, Vice Director of sciences area, Investigation, la Caixa Foundation, Barcelona , Spain  
**Charles Bishop**, Chief Executive, National Space Centre, Leicester, United Kingdom  
**Valentina di Sarno**, Exhibitions area, Fondazione IDIS - Città della Scienza, Naples, Italy



# CONFERENCE PROGRAMME

14:30 – 15:45

Blue room

## Exhibitions without text



### Convenor:

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

The methodology used in the development of exhibitions is strongly influenced by "word culture", language and literacy. The starting point, which is usually a scientific text, is organized into a narrative. Text also occupies an important place in the exhibitions to name objects, convey the subject, organize the appropriation of space or content and give instructions for how to use activities. But how should we approach children who are not yet readers? How do we develop appropriate communication without using words? What kind of information can we transmit? What kind of activities can we create that convey not only the meaning of the exhibition but also information? How can toddlers learn autonomously in an exhibition, at their own pace, with or without an adult's help?

### Speakers:

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

**Grichka Redjala**, PhD student , Museology, Université Sorbonne Nouvelle, Paris, France

**Cécile Gerin**, Museologist, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**Maja Wasyluk**, Exhibition Project Manager, Cité de l'espace, Toulouse, France

**Laurent Carrier**, Designer, toboggan design, Montréal, Canada

14:30 – 15:45

Orange room

## It pays to play: Creative fundraising for your institution



### Convenors:

**Joanna Kalinowska**, Sponsoring Specialist, Copernicus science centre, Warsaw, Poland

**Brigitte Zana**, Director for development and network, universcience, Paris, France

Time is money. And for most science centres it is time to think about ways of obtaining unrestricted funds. Where do you look for money if your budget is running low? Do you rob a bank? Are you becoming a pickpocket? This is a session dedicated to the experience exchange of how we get unrestricted funds. What are the methods in use among Ecsite institutions and are there possibilities for developing new schemes? An interactive game will open dialogue among fundraisers and allow them to talk openly about the methods they use. This session's aim is to exchange experience and create a network of fundraising ideas that can be developed among Ecsite fundraisers.

14:30 – 15:45

Red room

## Art and science: A winning combination for children



### Convenor:

**Ed Sobey**, Outreach instructor, Technichus, Redmond, United States

This panel aims to show some innovative approaches linking art, science, and creativity for kids and schools. The connection between art and science is developed on a double track process: through a hands-on method - typical of the teaching of the experimental sciences - and through an experimental approach to the didactics of art. The main aim is to show how the infinite connections between art and science could be useful tools in the education and training of the next generations.

### Speakers:

**Anna Porro**, Project manager, Fondazione IDIS - Città della Scienza, Naples, Italy

**Giorgia Bellentani**, Education programme supervisor, Fondazione Marino Golinelli, Bologna, Italy

**Pedro Pombo**, Director of Fabrica Science Center , physicist at Physics Department of University of Aveiro, Fábrica Science Centre, Aveiro, Portugal

**Stan Boshouwers**, Designer, Universiteitsmuseumtinker imagineers, Utrecht, Netherlands

15:45 - 16:45

## Coffee Break

15:45 – 16:45

Business Bistro

## Projects showcase presentation

### Convenor:

**Alikì Giannakopoulou**, Conference Coordinator, Ecsite, Brussels, Belgium

This is a showcase of collaborative projects each described in a poster and presented by one participant. The showcase runs outside the confines of conference sessions in a special reserved timeslot-during an extended coffee break on the afternoon of Friday, 1 June. Each poster will describe one non-profit collaborative project involving different institutions. Posters will be displayed for the duration of the conference.

### Speakers:

**Matthijs Vegter**, Project leader Exhibitions, Naturalis - National Museum of Natural History, Leiden, Netherlands

**Gail Bromley**, Consortium partner in INQUIRE / Head of Community Engagement at RBG Kew, INQUIRE project, Richmond, United Kingdom

**Juliette Walma van der Molen**, Director, Research Center on Science Education and Talent Development, founder, science hub Twente Academy Young, Stichting Techniekpromotie University of Twente, Enschede, Netherlands

**Eveline Holla**, Project Manager Wetenschapsknooppunt Delft, Science Center Delft, Delft, Netherlands

**David Kramer**, Chief Executive Officer, Sci-Bono Discovery Centre, Johannesburg, South Africa

**Alessandra Drioli**, Art and Science activities Coordinator, Fondazione IDIS - Città della Scienza, Naples, Italy

**Michaela Livingstone**, Special Projects Manager, The Association for Science and Discovery Centres, Bristol, United Kingdom

**Gholamhossein Rastegarnasab**, Teacher- Head of Zakaria Razi Student Research Center, Centre for Science Education (CSE), Rey City- Tehran, Iran

**Mariana Back**, Curator, Tekniska Museet - Teknorama (National Museum of Science & Technology), Stockholm, Sweden

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

**Hedia Ben Chenaia Jaouadi**, General director, Monastir Sciences Palace, Monastir, Tunisia

**Hannu Salmi**, Director of Research, Heureka - The Finnish Science Centre, Vantaa, Finland

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

**Chiara Piccolo**, Project Manager, MENON Network, Brussels, Belgium

**Michael Peter**, Chief Operating Officer, Sci-Bono Discovery Centre, Johannesburg, South Africa

**Genevieve Angio-Morneau**, Designer - museologist, X3 Productions, Montreal, Canada

**Inés Prieto**, Exhibitions project manager, Cité de L'Espace, Toulouse, France

# CONFERENCE PROGRAMME

16:45 – 18:15

Pink room

## Citizen participation in research: Gimmick or paradigm change?



Convenor:

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

Scientific research is undergoing a slow transformation characterized by openness to civil society and transparency of its methods and findings. This is being driven by a growing commitment to sustainable development and society’s involvement in critical thinking and decision-making. Through many projects, from citizen science promoted by associations and institutions, to research promoted by the European Commission in Mobilizing Mutual Learning projects, the link between science and citizens is slowly changing. The citizen is now recognized as a bearer of valid intrinsic knowledge suitable for research material. Science centres and museums can become effective mediators, encouraging the circulation of knowledge between scientists and citizens. The aim of this session is to give voice to a variety of positions, both for and against citizen participation, and come away enlightened about this new approach to science.

Speakers:

**Justin Dillon**, Professor of Science and Environmental Education, King’s College London, London, United Kingdom

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

**Michele Lanzinger**, Chief Executive Officer, MUSE. Museo delle Scienze, Trento, Italy

16:45 – 18:15

Black room

## Selling Sustainability



Convenor:

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

Oceans are today recognized as the fundamental element of life on Earth: for our climates, our life, economy, and our society. We’ll discuss how certain science centres and museums have evolved into agents of change who actively contribute to national policies and better ocean governance.

Speakers:

**Bruna Valettini**, Acquario di Genova, Genova, Italy

**Francisco Franco del Amo**, Aquarium Finisterrae, Spain

**Ludovic Frere**, IUCN Marine Panel, France

**Ricardo Migueis**, Ciência Viva - Agência Nacional para a Cultura Científica e Tecnológica, Lisbon, Portugal

16:45 – 18:15

Green room

## Endless inspiration: Presenting outer space in science centres



Convenor:

**Ana Noronha**, Executive Director, Ciência Viva, Lisbon, Portugal

The cosmos has always been a source of inspiration for mankind. Science and technology have produced spacecraft, robots, telescopes and antennas, making space exploration a reality and bringing space applications into our daily lives. Could that inspiration be used to promote scientific culture and science careers? And can science centres mobilize the public to become active users of scientific data, interacting with scientists and contributing to the evolution of science?

Speakers:

**Marjolein van Breemen**, Senior Project Manager Education, Science center NEMO, Amsterdam, Netherlands

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

**Pedro Russo**, Universe Awareness International Project Manager, Leiden University, Leiden, Netherlands

16:45 – 18:15

Purple room

## Refining how visitors interact with exhibits



Convenor:

**Gunnar Behrens**, Head of Operations, Archimedes, Berlin, Germany

You only have so much time to help visitors understand how to use an exhibit before they turn away in frustration. How can 3D design, graphics and text be used to help visitors engage with your exhibit without patronizing or asking too much of them? This workshop will look at failed and successful examples. The animators will bring real exhibit ideas from their own experience for participants to discuss in groups. The groups will present their results, and then the original solutions will be shown. Participants are invited to suggest their own design challenges for discussion.

Speakers:

**Anna Schaefers**, Concept and Research, Archimedes, Berlin, Germany

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

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

# CONFERENCE PROGRAMME

16:45 – 18:15

Yellow room

## Going the distance with travelling exhibitions



Convenor:

**Julie Moskalyk**, Senior Manager, International Sales, Science North, Calgary, Canada

Travelling exhibitions have many challenges. What happens when borrowing and lending parties have different expectations regarding prices? Is there a risk of important information being lost in translation? What are standard staffing and insurance requirements? After years of professional experience on the road, we have all encountered both the expected - and unexpected – on the international touring market. This humorous and fast-paced session gives a glimpse into both the bumpy and rewarding process of touring travelling exhibitions.

Speakers:

**Joerg Ehtrieber**, Director, FRida & freD - The Graz Children’s Museum, Graz, Austria

**Stephen Pizzey**, Director, Science Projects, London, United Kingdom

16:45 – 18:15

Blue room

## Science centres and science governance: Real experiences



Convenor:

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

Science centres and museums are promoting themselves as platforms for governance, citizen participation and dialogue on the relationship between nature, science and society. What are examples of success, in which museums and science centres have made a concrete impact on science and technology governance? On the other hand, this session will also look at examples of science centres that have experienced failures, problems, and obstacles in their science in society work. This reverse session aims to collect opinions and experiences for the development of an "instant" state-of-the-art overview of the field.

Speakers:

**Andrea Bandelli**, Science Communication Advisor, Amsterdam, Netherlands

**Paola Rodari**, European Projects Manager and Exhibitions Developer, Sissa Medialab, Trieste, Italy

16:45 – 18:15

Orange room

## Biology and chemistry for all the senses



Convenor:

**Fatima Alves**, Access Coordinator, Pavilhão do Conhecimento - Ciência Viva, Lisbon, Portugal

Are museums prepared to welcome visitors with special needs at the same time or in the same spaces as other visitors? This challenge is met by some museums where the tools developed for that aim could be relevant for all. Some experiences developed in different countries and contexts will be demonstrated. We will discuss how to create experiences using each sense, which allows any visitor, whoever they are, to handle true experiments and absorb difficult scientific concepts without looking at the usual pictures or drafts.

Speakers:

**Tommaso Nastasi**, Science Education officer, European Molecular Biology Laboratories, Monterotondo, Italy

**Elodie Touzé**, Science Communicator, universcience, Paris, France

**Stéphanie Kappler**, Science Communicator, universcience, Paris, France

**Dominique Jongen**, Edutainer, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

**Shana Turakhia**, Programme and Gallery Interpretation Manager, Science Museum, London, United Kingdom

18:15 - 19:15

## Happy Hour in the Business Bistro

Join us for a glass of french wine at the business bistro for a relaxing hour of networking with other delegates.

20:00

## Nocturne at Cité de l’espace

Cité de l’espace promises you an unforgettable experience for this Nocturne. In a night full of music, local food and drinks you will get the chance to discover the museum with its numerous exhibits, theatres, gardens and immersive experiences.

Address:

Cité de l’espace  
Avenue Jean Gonord  
31500 Toulouse  
Périphérique sortie 17



# CONFERENCE PROGRAMME

09:00 – 10:00

Pink room

Keynote speech:

Speaker:

Martin Rees, Astronomer and Astrophysicist, United Kingdom (tbc)

10:00 – 11:15

Pink room

What’s new in travelling exhibitions?



Convenor:

Emma Wadland, Communications Officer and Webmaster, 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).

Speakers:

Christopher Garthe, concept | text, studio klv, Berlin, Germany

Maarten Okkersen, Head of Design and Productions & Project manager of Exhibitions, Museon, the Hague, Netherlands

Susann Zehl, Project Manager Operations, Archimedes, Berlin, Germany

Patricia Homs, University of Barcelona and Arts Santa Monica, Barcelona, Spain

Josep Perelló, Responsible of the Science Area in Arts Santa Mònica on behalf of Universitat de Barcelona

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

Maren Krumdieck, Touring Exhibitions Sales Manager, Natural History Museum, London, United Kingdom

Patricia Verheyden, Experience Director, Technopolis, the Flemish Science Center, Mechelen, Belgium

Philipp Horst, Project Manager, Temporary Exhibitions, DASA, Dortmund, Germany

Baerbel Auffermann, Deputy Director, Stiftung Neanderthal Museum, Mettmann, Germany

Asger Høeg, Executive Director, Experimentarium, Hellerup, Denmark

Louise Julie Bertrand, Manager, Development and Production, Montreal Science Centre

Michael Bradke, Director and Driver, Mobiles Musik Museum, Germany

Will Summerfield, Project Manager, Techmania Science Center, Plsen, Czech Republic

Marie-Sophie Mugica, Head of international affairs department, universcience, Paris, France

10:00 – 11:15

Black room

Seeking common ground: Science for religious audiences



Convenor:

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

How much are you prepared to change your message to meet the needs of an audience? In this reverse session, speakers describe problems of delivering astronomy shows to ultra-orthodox Jewish communities, translating a secular exhibition devised in Northern Europe to a Catholic, Eastern European country, and setting up a science centre in a place with a strong fundamentalist Muslim community. Is it possible to pass on a science message to audiences with firm religious beliefs? This session will be chaired by Maya Halevy, who is no stranger to the conflicting demands of different faiths. The panelists will speak briefly but are unanimous in their belief that there is more to be gained from exploring common ground than from emphasizing differences.

Speakers:

Noel Jackson, Head of Education, Centre for Life, Newcastle, United Kingdom

Anna Gunnarsson, Teacher, NAVET, Borås, Sweden

Yusuf Ulcay, Project Consultant, Bursa Science and Technology Center, Bursa, Turkey

10:00 – 11:15

Green room

Keeping pace with "slow spaces"



Convenor:

Anne Solli, Project Manager, Universeum AB, Gothenburg, Sweden

One idea of ‘slow spaces’ is to rethink slowness and see it as an opportunity for people to be creative, focused and social. The concept of ‘slow’ can be seen as a hindrance in a world which highly values speed. In today’s culture, there is a premium of material reward for realizing ideas and projects that increase the movement and speed of objects from one given point to another. This session will examine the conditions for defining slow spaces from a different perspective.

Speakers:

Claes Johansson, Architect / Exhibition Designer, Universeum AB, Gothenburg, Sweden

Alexina Thorén Williams, Pedagog, Universeum AB, Gothenburg, Sweden

Kua Patten, Director - Exhibit Services, Exploratorium, San Francisco, United States

# CONFERENCE PROGRAMME

10:00 – 11:15

Purple room

Smart PLACES: ICT and access to knowledge

TESSNP

Convenor:

**Bart Van de Laar**, Head CCD / project manager, Science LinX - University of Groningen, Groningen, Netherlands

In this high energy workshop of speed dates, group discussions and one-on-one assignments, participants will analyze cases of smart ICT use (co-created data-bases, smartphones) and try to apply it in their own situation on topics of their choosing. For example, how can we bridge the distance to scientific subjects? Should we personalize access to knowledge? Build interfaces that invite the audience to co-create data? Or support storytelling to show researchers more than just research?

Speakers:

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

**Sébastien Cursan**, Responsible for Cap Sciences’ digital project, Cap Sciences, Bordeaux, France

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

**Marco Berni**, Museo Galileo - Istituto e Museo di Storia della Scienza, Florence, Italy

10:00 – 11:15

Yellow room

Big science on display

SSDEEX

Convenor:

**Jan Riise**, Director, Agadem AB, Onsala, Sweden

This session is about the specific challenges of communicating the «big science» of large-scale research infrastructures. It will include aspects such as public understanding and acceptance as well as the challenges of talking about cutting-edge science. Panelists will look at outreach and communication activities related to research infrastructures and will also discuss how science centres and museums can be partners in cutting-edge research. The members of the panel represent some of the most well-known research facilities in the world, as well as science and visitors centres.

Speakers:

**Michel Claessens**, Head of Communication, ITER organization, St Paul-lez-Durance, France

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

**Marie-Pauline Gacoin**, Head of communications, synchrotron SOLEIL, Saint-Aubin, France

10:00 – 11:15

Blue room

Science shows: Variations on a theme

LEAUOU

Convenor:

**Miha Kos**, Director, Ustanova Hisa eksperimentov - The House of Experiments, Ljubljana, Slovenia

We are living in a time when visitors expect content to be more and more entertaining. Should we focus more on the "show" or on the "science" in order to deliver our message? Written scripts of science shows can help inexperienced communicators in this dilemma, but sooner or later they have to improvise. Does improvisation improve dynamics or is it dangerous because it steers away from the well-rehearsed script? How much freedom does the performer of the science show have? Do the visitors prefer classic, jazz or pop? Should we hold back from punk and heavy metal?

Speakers:

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

**Luka Vidic**, Activities Editor, Ustanova Hisa eksperimentov - The House of Experiments, Ljubljana, Slovenia

**Didier Laval**, Science explainer, universcience , Paris, France

**Harri Montonen**, Senior Inspirer, Heureka - The Finnish Science Centre, Vantaa, Finland

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

10:00 – 11:15

Orange room

Exploring insights from the Classics

SSEXPH

Convenors:

**Sally Duensing**, Visiting Professor and Museum Consultant, King’s College London, London, United Kingdom

**Andrea Bandelli**, Science communication advisor, Amsterdam, Netherlands

This session offers participants time to explore in-depth ideas from a classical text which participants will read in advance of the session. This experimental seminar-style session is aimed at encouraging all participants to be actively involved in the discussion. The goal is not to reach consensus or conclusion, but rather to deepen understandings of important insights gained from literature that can be applied to our profession. The reading, Gulliver’s Travels by Jonathan Swift, is available in multiple languages for e-readers and in hard copy.

11:15 - 12:00

Coffee Break

# CONFERENCE PROGRAMME

12:00 – 13:15

Pink room

## Science centres and museums: Spaces of scientific culture?



Convenor:

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

In this session, we will explore what "scientific culture" means for science communication institutions: Is it a form of culture, specific to scientists and researchers that science centres and museums should make available to their audiences? Or is it more related to scientific literacy and empowering citizens? How does scientific culture relate to two operational models we have been using in the field of science communication: Public Understanding of Science and Public Engagement with Science and Technology? To what extent are science centres and museums different from schools in dealing with the notion of scientific culture? Are we the ideal places to foster the development of scientific culture in social contexts? Finally, data concerning Cities of Scientific Culture which is emerging from the PLACES project will be discussed.

Speakers:

- Suzanne de Cheveigné**, Senior Researcher, CNRS / Centre Norbert Elias, Marseille, France
- Ilan Chabay**, Director of the Göteborg Center for Public Learning and Understanding of Science, Chalmers University of Technology / Göteborg University, Gothenburg, Sweden
- Vladimir de Semir**, Director, Science Communication Observatory / University Pompeu Fabra, Barcelona, Spain

12:00 – 13:15

Black room

## Inquiry based science education and teacher training



Convenor:

**Hannu Salmi**, Director of Research, Heureka - The Finnish Science Centre, Vantaa, Finland

According to the literature, science centres tend to achieve meaningful motivational and learning results among school groups only if teachers have prepared for the visit using both pre- and post-visit materials. Teacher training is key in this process. Data, theory, and practical models from Austria Scotland and Finland will be presented.

Speakers:

- Andrea Frantz-Pittner**, Natur-EriebnisPark Graz, Graz, Austria
- Silvia Grabner**, Natur-EriebnisPark Graz, Graz, Austria
- Louise Hayward**, University of Glasgow, Glasgow, United Kingdom
- Liisa Suomela**, University of Helsinki, Helsinki, Finland

12:00 – 13:15

Green room

## Renewing, reinventing and reopening the right way



Convenor:

**Erik Jacquemyn**, Chief executive officer, Technopolis, the Flemish Science Center, Mechelen, Belgium

Renewing a permanent exhibition in whole or in part is a common task for employees in science museums and science centers. To tap the full potential of a reopening and avoid the associated pitfalls different issues should be considered: How can an established institution reinvent itself? How can a conglomerate of exhibits and topics which evolved over a long period of time be transferred into a new and coherent concept? What should we conserve - what should we eliminate? How many resources are necessary and what do they cost? Which adaptations are possible during regular visitation? Is a temporary closure an option? How should communication and public relations departments be involved in the process?

Speakers:

- Aude Lesty**, Exhibitions Designer, Cité de l'espace, Toulouse, France
- Laurence Muller**, Head of exhibitions and cultural engineering, PASS - Parc d'Aventures Scientifiques - SCRLFS, Frameries, Belgium
- Ellen McCallie**, Deputy Director, Carnegie Museum of Natural History, Pittsburgh, United States
- Kua Patten**, Director - Exhibit Services, Exploratorium, San Francisco, United States
- Antonia Caola**, Head of international affairs, MUSE. Museo delle Scienze, Trento, Italy
- Bernhard Kehr**, Managing Director, studio klv, Berlin, Germany
- Jennifer Martin**, President, Chief Executive Officer, TELUS Spark, Calgary, Canada
- Ulrich Kernbach**, Deutsches Museum, Munich, Germany

12:00 – 13:15

Purple room

## Exhibits, outreach and the evolution of public opinion on climate change



Convenor:

**Leonard Sonnenschein**, President, World Aquarium, St. Louis, United States

Though the science is clear that anthropogenic actions are creating climatic change throughout the planet at an unprecedented rate compared to normal geological history, there is a need to better inform the public about how lifestyle changes can significantly affect the future. In 2002, the World Aquarium began surveying the public regarding their understanding of environmental issues. Further research with students indicated they have grave concern for their inheritance of responsibility for the planet. In this session, we expect to discuss the evolution of public opinion regarding climate change, specifically motivational opportunities for greater public awareness and actions through exhibits and outreach efforts.

Speakers:

- Kim Gladstone Herlev**, Vice CEO, Director of Development, Experimentarium, Hellerup, Denmark
- Prabhjot Sodhi**, National Coordinator, GEF Small Grants Programme, United Nations Development Programme, Centre for Environment Education, New Delhi, India
- Valentina Maglich**, Professor, Belarusian State University, St. Louis, United States



# CONFERENCE PROGRAMME

12:00 – 13:15

Yellow room

## Matters of space and social learning



Convenor:

**Sally Duensing**, Visiting Professor and Museum Consultant, King’s College London, London, United Kingdom

This session will focus on museum practice and research insight for designing spaces appropriate for social situations and why this matters when thinking about spaces that facilitate learning. Presentations will discuss intentions and outcomes to explore what has worked and what hasn’t for encouraging social interaction in museum spaces. Presentations will include studies on ways to encourage inter-generational interaction as well as social learning design factors from local and multicultural points of view. Also included will be insights from learning research studies on how social engagement is increasingly being seen as an integral part of learning.

Speakers:

**Orna Cohen**, Partner and Director Research & Development, Dialogue Social Enterprise GmbH, Hamburg, Germany

**Eva Jonsson**, Deputy Director, Teknikens Hus, Luleå, Sweden

**Gillian Thomas**, President/CEO, Miami Science Museum, Miami, United States

12:00 – 13:15

Blue room

## More than just festivals: Science events and social engagement



Convenor:

**Leonardo Alfonsi**, Director Perugia Science Fest, Psiquadro scarl, Perugia, Italy

Science events are a highly engaging tool to foster citizen participation in science and technology. Over the past 15 years the number of events increased as well as the variety of profiles that characterise a science event. What’s the state of the art all around Europe? What do we really mean by science events and how will they develop in the future? Some examples will be presented to address these questions.

Speakers:

**Mario Raffa**, Founding Member, Fondazione IDIS - Città della Scienza, Naples, Italy

**Herbert Muender**, President of EUSEA, Director, Universum, Bremen, Germany

12:00 – 13:15

Orange room

## Everything you always wanted to know about exhibitions but were afraid to ask



Convenor:

**Maarten Okkersen**, Head of Design and Productions & Project manager of Exhibitions, Museon, the Hague, Netherlands

It’s like creative speed dating: Meet exhibition makers and designers in an intimate setting and talk about managing creativity, content development, succesful design and management of exhibitions and exhibits. This new format will stuff as much content into one session as possible with enough time for questions and discussion. The presentations will be quick and powerful and the presenters will try to go beyond presenting "best practices" by also presenting failures. This session is not just about "old school" facts for the new kids on the block, but also about fresh inspiration for more experienced professionals.

Speakers:

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

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

**Esther Hamstra**, Content Manager, NorthernLight CoDesign, Amsterdam, Netherlands

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

**Claudia Schleyer**, Head of Unit Interactive Exhibits, Triad Berlin Projektgesellschaft mbH, Berlin, Germany

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

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

**Peter Ullstad**, Architect, codesign, Stockholm, Sweden

**Anne Billaut**, Cultural Manager, Le Vaisseau, Strasbourg, France

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

14:30 – 15:45

Pink room

## Extending time and space: Social media and the visitor experience



Convenor:

**Marjelle van Hoorn**, Chief executive, Vereniging Science Centra Nederland, Amsterdam, Netherlands

Social media is everywhere. Individuals and institutions use it all the time. Social media can influence the way people perceive time and space. The ideas of time and space are changed through social media; the museum space gets bigger and bigger, together with the museum’s influence on aspects such as public debate. The online space is less limited in time: discussing themes with the museum and asking questions become less restricted. How can and should museums use social media to add value to the online and on-site visitor? Is the visitor’s experience different when social media is used before, during and after a museum visit?

Speakers:

**Vera Bartels**, Online Communication Manager, Museum Boerhaave, Leiden, Netherlands

**Denise Amyot**, CEO, Canada Science and Technology Museums Corporation, Canada

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

13:15 - 14:30



Lunch Break

# CONFERENCE PROGRAMME

14:30 – 15:45

Black room

Making time and space for teenagers



Convenor:

**Steven Vols**, Marketing & communications Director, Technopolis, the Flemish Science Center, Mechelen, Belgium

The core age groups that visit our institutions are younger than 14 or older than 20. Visitors between 14 and 20 are notoriously hard to reach. It is imperative that we do reach them, however, because they are on the cusp of deciding what direction to take their education and career. And if we have created an attractive offer how can we then convince this age group to participate? What kind of marketing strategy and actions can we deploy? What can we learn from fellow institutions that have already tried to target teenagers?

Speakers:

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

**Zuzanna Ligowska**, Supervisor of the gallery for Youth, Copernicus Science Centre, Warsaw, Poland

**Katrina Nilsson**, Contemporary Science Manager, Science Museum, London, United Kingdom

**Jan Willem Overdijk**, Deputy Director, Science center NEMO, Amsterdam, Netherlands

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

14:30 – 15:45

Green room

Artistic experimentation: Bringing research closer to the public



Convenor:

**Ignasi López Verdeguer**, Deputy Director - Dpt. of Science, Research and Environment, Fundacion "La Caixa" - CosmoCaixa Madrid, Barcelona, Spain

A new generation of artists is emerging who are highly skilled in science and technology and who are keen to be involved in scientific research dynamics since they already perceive art along the same parameters. They are in fact already contributing in the same science system in several ways by breaking disciplinary boundaries and including a more emotional dimension in their conceptualisation of scientific knowledge. In reference to the space-time constraints of a science museum, it is interesting to juxtapose this art-and-science practice with the notion that visitors are no longer consumers of the output of science; they are no longer left only to decide whether they are closed or open to the new ideas, but could also become a driving force within research.

Speakers:

**Josep Perelló**, Responsible of the Science Area in Arts Santa Mònica on behalf of Universitat de Barcelona, Universitat de Barcelona, Barcelona, Spain

**Patricia Homs**, University of Barcelona and Arts Santa Monica, Barcelona, Spain





**Irene Hediger**, Co-Head Swiss artists-in-labs program, Zürcher Hochschule der Künste, Zürich, Switzerland

**Horst Hörtner**, Director, Ars Electronica FutureLab, Linz, Austria

14:30 – 15:45

Purple room

Communicating science with a multicultural team



Convenor:

**Lukasz Badowski**, Project Manager, Copernicus Science Centre, Warsaw, Poland

Can you imagine an exhibition produced by a German company, dealing with local cultural issues in Poland, and developed in a team that can only communicate in English? Do you cooperate in a team of people from different countries and - more importantly - different cultures? Do you often face problems related to content localisation? We will address these issues through a selection of case studies. Do zobaczenia! See you soon! À bientôt!

Speakers:

**Harry White**, Science Centre Consultant, At Bristol, Bristol, United Kingdom

**Anna Schaefers**, Concept and Research, Archimedes, Berlin, Germany

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

14:30 – 15:45

Yellow room

The European Exhibition Evaluation Tool (EEET) pilot project



Convenor:

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

Evaluation of what our visitors actually are doing during their walk through our exhibitions is not yet performed to an acceptable level. One problem is that - when we observe our visitors - they are not acting normally. Many methods can be used to minimize this obstacle. You can make a video footage. Or you can use a spyglass camera or an infrared camera and supply these observations with interviews based on a mind map. This session will include an input from an expert on evaluation techniques, a presentation of results from video footage and will also present The European Exhibition Evaluation Tool. EEET is a pilot project that was launched to develop an easily employed toolbox to assess visitor behaviour, investigate whether science centre exhibitions can be considered as potentially meaningful learning materials and identify important design factors that gives exhibits the intended impact on visitors.

Speakers:

**Gisle Sverdrup**, Project Coordinator, VilVite, Bergen, Norway

**Alena šuldova**, Techmania, Pilsen, Czech Republic

**Helena Jedrzejczak**, Sociologist, Copernicus Science Centre, Warsaw, Poland

**Priya Mohabir**, Manager, New York Hall of Science, New York, United States

# CONFERENCE PROGRAMME

14:30 – 15:45

Blue room

## Visualization for creative learning



Convenor:

**Sara Summers**, Physical Scientist, National Oceanic and Atmospheric Administration, Boulder, United States

How do we communicate scientific information effectively through colors, shapes, animations, and other visual means? Visualization enables visitors to think in creative ways about the information in front of them, bringing brand new perspectives to otherwise traditional observations. We will discuss creative ways to present information related to natural and physical sciences. Real examples will be shown and participants will be invited to share ideas and techniques. Results from this session will ideally be shared with the wider science communication community.

Speakers:

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

**Dave Patten**, Head of New Media, Science Museum, London, United Kingdom

**Lavinia Del Longo**, Head of Development Dept., MUSE. Museo delle Scienze, Trento, Italy

**Moeko Tabata**, Science communicator, National Museum of Emerging Science and Innovation (Miraikan), Kohto-ku, Japan

14:30 – 15:45

Orange room

## A hands-on approach to space and time



Convenor:

**Ed Sobey**, Outreach instructor, Technichus, Redmond, United States

Space and time are abstract concepts until they are measured. Children estimate distance and time poorly and have little practice in measuring either one, yet these two issues are fundamental to experiments and understanding science. Immediate and effective learning of the concepts of space and time await you in this active learning session.

Speakers:

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

**Michael Bradke**, Director and Driver, Mobiles Musik Museum, Duesseldorf, Germany

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

**Martin Kulhawczuk**, Head of Education, Vitensenteret i Trondheim (Trondheim Science Centre), Trondheim, Norway

**Susanne Rehn**, Curator, Deutsches Museum, Munich, Germany

15:45 - 16:30  
Coffee Break

16:30 – 18:00

Pink room

## Science journalism and the Internet: Implications for science centres



Convenor:

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

Thanks to online social media such as blogs, social networks, or curating tools (like scoop.it), lots of news has been published, commented, re-published, re-commented, etc. One no longer needs to graduate from journalism school to be a science editor or reporter. That is to say that a new generation of science web journalists and science content managers is appearing. How does this evolution of the traditional role of a mediator impact our behaviour in science museums and centres? How could we benefit from a renewed relationship with these science web journalists? This panel session will give voice to innovative experiences at the crossroads of social media, web journalism and science centres.

Speakers:

**Alexandre Marcat**, CAP Sciences, Bordeaux, France

**Morten Bush**, Experimenarium, Hellerup, Denmark

16:30 – 18:00

Black room

## Big benefits of nature in science education



Convenor:

**Lars Rehnman**, Managing Director, Universeum AB, Gothenburg, Sweden

Having live animals and plants as an active part of your science centre brings many advantages, including: Nature can be a wonderful inspiration for technological innovations that can benefit people and the environment. Nature attracts an audience that otherwise would not visit science centres. The interest in animals stimulates media attention and there is usually room for passing on relevant scientific information. Nature enables you to reach more children and young people with scientific and technical information. Being active in environmental issues and conservation gives your science centre a good reputation and contributes to a better world.

Speakers:

**Grace Kimble**, Learning Programme Developer/ PhD student, Institute of Education, London, United Kingdom

**Jan Westin**, Scientific Director, Universeum AB, Gothenburg, Sweden



CONFERENCE PROGRAMME

16:30 – 18:00

Green room

Concerning small science centres

EX OF AU

Convenor:

Stephen Pizzey, Director, Science Projects, London, United Kingdom

This session is an opportunity for those involved in the operation of small science centres to exchange ideas, learn new developments and renew contacts. Centres with astronomy, space science or related themes will be approached for contributions.

Speakers:

Tove Marienborg, Director, Nordnorsk vitensenter, the science centre of Northern Norway, Norway

Miha Kos, Director, Ustanova Hisa eksperimentov - The House of Experiments, Ljubljana, Slovenia

Olle Nordberg, Director, Teknikens Hus, Luleå, Sweden

Sandra Voss, Science Director, Science Projects, Hailsham, United Kingdom

16:30 – 18:00

Purple room

Creating a culture of engagement with health research

SS LE NP

Convenors:

Mireia Bes, Science Communication Officer, Barcelona Science Park, Barcelona, Spain

Marzia Mazzonetto, Project Manager, Ecsite, Brussels, Belgium

The field of health research engagement of citizens, and particularly of local communities, is not only a very important focus of actions financed by the European Commission (as stated in Horizon 2020). Partnerships between organizations such as science centres, universities, research networks and schools are very effective at engaging diverse audiences with health research. This interactive session offers presentations of best practices that highlight the contributions partnerships make to developing a culture of engagement with health research. Session participants have the opportunity to join breakout groups lead by the presenters.

Speakers:

Rosina Malagrida, Director for Public Engagement, Barcelona Science Park, Barcelona, Spain

Hannah Crookes, Director of Science Learning and Public Engagement, Sensation Dundee, Dundee, United Kingdom

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

Nora Maddock, Content Developer, Centre of the Cell, London, United Kingdom

Jennifer Newman, Consumer Liaison Manager, National Institute for Health Research, Liverpool, United Kingdom

16:30 – 18:00

Yellow room

Developing accessible exhibits

EI DE EX

Convenor:

Nathalie Puzenat, Exhibit Developer, universcience, Paris, France

Widening access to all visitors can be achieved from the start of a project and all along development processes. Making improvements over time will be questioned through case studies of institutions at different stages of addressing access. Including accessibility team from the first steps or going on innovating to make collections as accessible as possible will be compared with the point of view of fabricators who deal with many different structures and different cultures all over the world. We will discuss different methods and priorities to implement accessibility into the exhibits, to evaluate and how can institutions learn from the experiences of others.

Speakers:

Bruno Araújo-Gomes, Coordinator of Exhibition Team, Pavilhão do Conhecimento - Ciência Viva, Lisbon, Portugal

Fatima Alves, Access Coordinator, Pavilhão do Conhecimento - Ciência Viva, Lisbon, Portugal

Tate Greenhalgh, Interpretation Developer, Natural History Museum, London, United Kingdom

Owain Davies, Creative Director, Techniquet, Cardiff, United Kingdom

Benny Beringer, Project Manager, Kurt Hüttinger GmbH, Nuremberg, Germany

Alexandra Burch, Head of Audience Research, Science Museum, London, United Kingdom

16:30 – 18:00

Blue room

Unique offerings: Teacher training by science centres and museums

PH LE EI

Convenor:

Heather King, Research Associate, King's College London, London, United Kingdom

What kind of teacher training and professional development do informal science institutions offer that other providers do not? What resources, experiences and expertise can we provide that are better than that available elsewhere? In this session three speakers share insight from their innovative teacher professional development programmes which build on unique sets of resources to empower teachers in the areas of gender equity and inclusion, inquiry-based science, new science content, and new teaching approaches.

Speakers:

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

Marjolein van Breemen, Senior Project Manager Education, Science center NEMO, Amsterdam, Netherlands

Elaine Regan, Research Associate, King's College London, London, United Kingdom

# CONFERENCE PROGRAMME

16:30 – 18:00

Orange room

## Scientific thought in flux: The changing nature of "fact"



Convenors:

**Micol Molinari**, Learning Resources Developer (talk science), Science Museum, London, United Kingdom

**Beth Hawkins**, Learning Resources Manager, Science Museum, London, United Kingdom

It is vital to remember that science is never ‘fact’ but comprises a set of models that best explain the way the world works. Will these theories change? Only time will tell. As scientists and science communicators, we must always keep the possibility of change in mind. By appreciating how scientific ideas have changed over time and will continue to do so, we can better understand the nature of science and engage with it ourselves. The Science Museum’s Talk Science team models this concept in a hands-on workshop. Come try it out and be inspired by the dynamic nature of scientific thought.

Speakers:

**Sam Spicer**, Learning Resources Developer, Science Museum, London, United Kingdom

**Jane Dowden**, Learning Resources Developer, Science Museum, London, United Kingdom

**Beth Hawkins**, Learning Resources Manager, Science Museum, London, United Kingdom

18:00 - 18:30

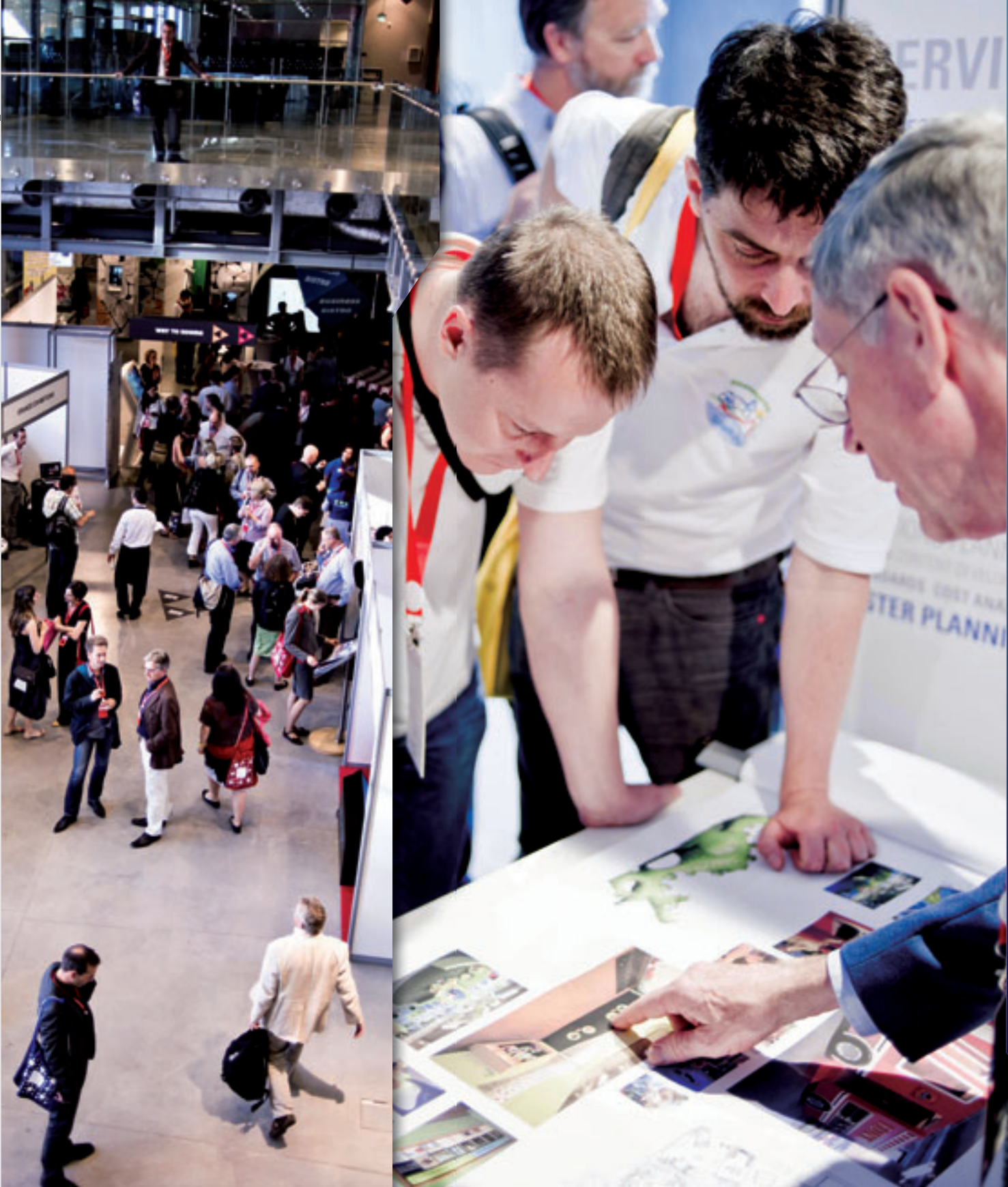
Closing Event

Join us for the closing of this year’s conference and mark the handover to the host of the Ecsite Annual Conference 2013—Universeum, Gothenburg, Sweden.

20:00 - 23:00

Farewell party at the Arche Marengo buiding

Mingle with conference delegates in a relaxed and informal atmosphere at the farewell party while enjoying a magical view of the city of Toulouse from the Espaces Vanel terrace.





Thursday 31 May 2012

20.00-23.00 - Gala Dinner

Toulouse is Europe’s capital of rugby thanks to the performance of its home team, Stade Toulousain . The city’s rugby temple, the Ernest Wallon Stadium, is proud to open its doors to Ecsite Conference delegates for this year’s Gala Dinner.

The Ernest Wallon stadium is where Stade Toulousain built its legendary winning record of 18 French and four European championship victories. Feel the spirit of victory in the air as you dine on some truly memorable local cuisine.

**Address:** Stade “ Ernest Wallon ”  
114, rue des Troènes  
BP 42 354  
31022 Toulouse Minimes cedex 2

**Access info:**  
Metro A to « Marengo Snct » station or Metro B to “Compans Caffarelli” station, then bus number 16 “Ernest-Wallon”.

**Please note:** there are two number 16 buses – the correct bus is labeled “Ernest-Wallon”. Do not take the number 16 to “Sept-Deniers”. Special Ecsite shuttle transportation will be offered from the Pierre Baudis Congress Center to the Gala Dinner at Stade Wallon.

Friday 1 June 2012

18.15-19.15 - Business Bistro Happy Hour

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.



20.00-23.00 - Nocturne - Cité de l’espace

Get on board the Soyouz vessel, visit the Mir Station, experiment with a Moon or Mars walk and fly to the International Space Station with European astronauts. With totally renewed permanent exhibitions, astronomy gardens and theatres for immersive experiences, Cité de l’espace proposes you an unforgettable Nocturne where food , drink and music will transport you to heaven and make your experience a space and time unlimited evening. Buses for delegates will be available from the Congress Center Pierre Baudis

**Address:** Avenue Jean Gonord, B.P 25855, 31506 Toulouse  
**Bus stop:** Number 37 from the metro station: Jolimont, direction La Plaine, stop: Cité de l’espace

Saturday 2 June 2012

20.15-23.00 - Farewell party - Espaces Vanel

To celebrate the closing of Ecsite’s AC 2012 and to share a memorable moment of friendship and relaxed entertainment, Toulouse is happy to host you at a modern space: On top of the 6th floor of the renowned Arch of Marengo- Médiathèque José Cabanis , the “Espaces Vanel”. Party the night away while taking in the wonderful view overlooking Toulouse and its skyline. It’s an easy place to reach as it is centrally located at the crossroad of Jean Jaurès Avenue and the Canal du Midi. .

**Address:** Arche Marengo  
1, allée Jacques Chaban Delmas  
31500 Toulouse

**Stop :** metro station Marengo-SNCF.

Buses are available

Why Toulouse ?

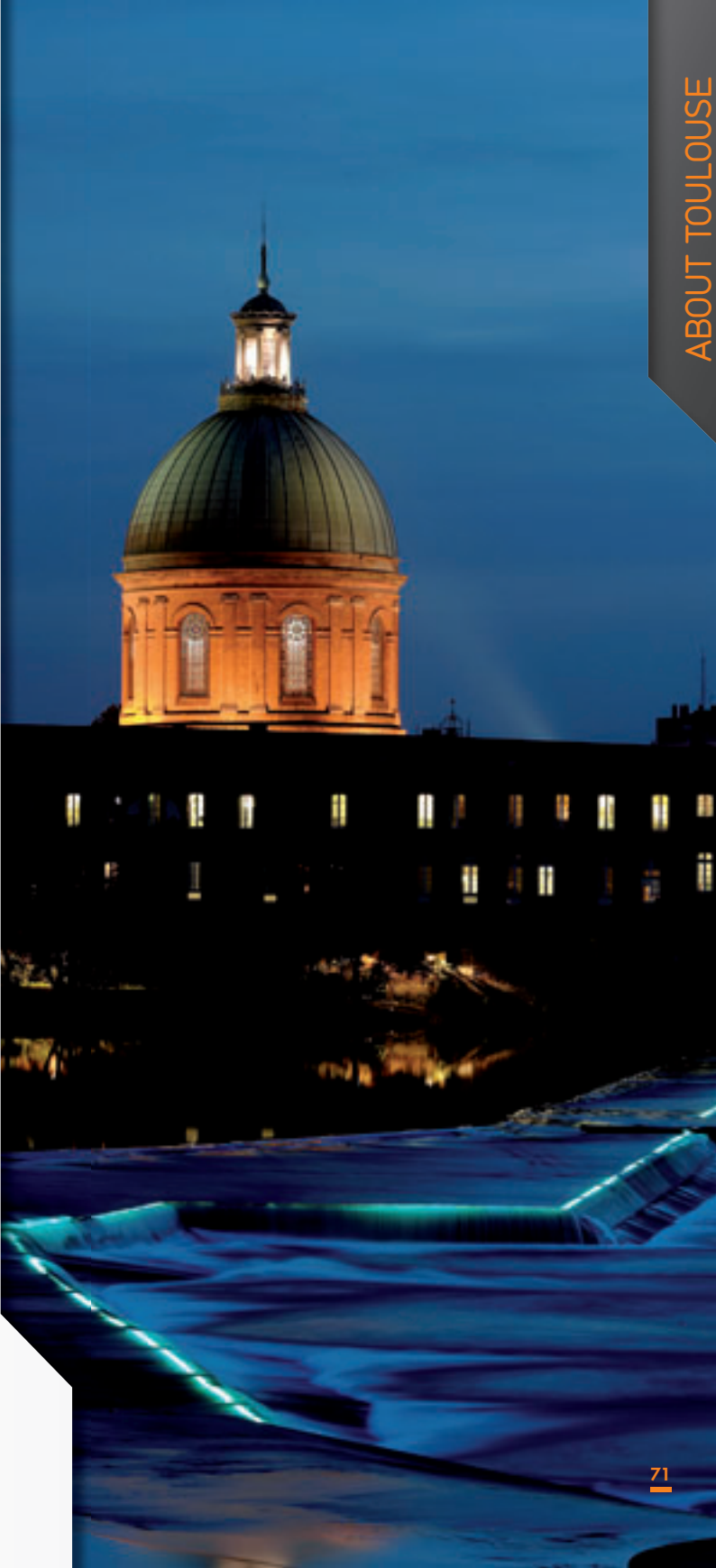
The architecture of Toulouse is characterised by its warm, rosy-coloured brickwork which gave the city its nickname Ville Rose (pink city). Bricks were introduced by the Romans in the first century BC, as the remains of the Roman ramparts in Place Saint-Jacques clearly show. Toulouse is also known as the «City of Violets» . The city’s charm and identity are also enhanced by it having been built on the banks of the majestic Garonne River.

Home to Airbus, Toulouse is now one of Europe’s high-tech cities with a large number of cutting-edge businesses in the aeronautics, information technology and space industries, as well as many research institutes. It is also an important university town with prestigious cultural centres such as the Pierre Baudis Conference Centre, José-Cabanis Multimedia Library, Zénith Concert Hall, the Abattoirs Museum of Modern and Contemporary Art, Cité de l’espace, Toulouse National Theatre, and Capitole National Orchestra to name a few.

Toulouse is featured twice in the UNESCO World Heritage list for the Canal du Midi and the Saint Sernin Basilica–Europe’s largest standing Romanesque church.

It is also the historic birthplace of the aviation company L’Aéropostale, founded by Pierre-Georges Latécoère in 1918 and associated with the famous pilots Antoine de Saint-Exupéry, Jean Mermoz and Henri Guillaumet.

Toulouse is undergoing rapid demographic expansion and is the fastest-growing urban centre in France - and even Europe - with over 850,000 inhabitants. It is considered one of the largest medium-sized European cities along with Lyon, Marseille, Florence, Hamburg and Zurich.If Toulouse’s demographic expansion continues at the current rate, its urban centre will soon join French cities with over a million inhabitants, thereby surpassing Nice and Lille. Recent studies classed Toulouse as the French town with the second best quality of life.







### Museums

Toulouse's twelve museums, thirty-plus art galleries and over fifty private historic mansions open wonderful opportunities for those who love to learn. Often housed in magnificent buildings, the collections displayed in these venues cover many different periods in history and communicate real stories about people, art and culture.

### Capital of Culture

Toulouse has amassed a magnificent collection of monuments, buildings and works of art over the centuries dating as far back as when the Volcae Tectosages found refuge on the banks of the Garonne River in the third Century B.C.. This diverse array of cultural artefacts will spark your curiosity.

### Sustainable Toulouse

"We do not inherit the earth from our ancestors; we borrow it from our children." This quote, believed to be from Saint-Exupéry, illustrates the concept of sustainable development and what is at stake - preserving natural resources that are becoming scarcer and scarcer and striving for more equitable economic development. Toulouse and its citizens value this principle.

### A Sporting City

Toulouse has always displayed its love of sport. Construction of the Nakache complex on the Île du Ramier at the beginning of the 20th century is a testament to the city's past, where sport already held an important position. Since then, the creation of green areas and the construction of a number of sporting venues are proof that Toulouse has the means of implementing its sports policy. Toulouse deserves its place on top of the podium and was recently

named top sporting city in France by L'Équipe Magazine. The city promotes performance at the highest level of competition and supports this with a proactive policy of encouraging sport for everyone. To this end, the city offers extensive facilities and the financial support of community groups. When it comes to rugby, the Stade Toulousain team has been uniting generations and rousing their spirits for more than 100 years and boasts the best record of achievements in France and Europe.

Toulouse Football Club is also hugely popular with both fans and members.

### Local products and local people

With a decidedly Pyrenean influence, Toulouse's unique and exquisite cuisine is a symphony for the sense of taste, composed by local traditions and produce. Toulouse, with its poultry, sausage and fruits of the earth is proud to bring you the wonderful flavours of South-Western France.



### Toulouse: Economic Powerhouse

#### 2nd largest university in France

- Toulouse has 97,000 students in 16 institutions of higher learning (universities, engineering schools and Grandes Écoles).
- 8,000 degrees are awarded every year.

**Foreign students:** One in ten students in Toulouse is foreign, so the town has truly international ties in its education system. There are a number of agreements in place for working alongside universities abroad, including the Massachusetts Institute of Technology (MIT), Berkeley, Stanford, Oxford, the University of Tokyo, Georgia Tech, and others.

Toulouse and its twinned cities: Toulouse has long standing links with other cities all over the world: Atlanta (USA), Bologna (Italy), Chongqing (China), Elche and Saragossa (Spain), Kiev (Ukraine), Tel Aviv (Israel), N'Djamena (Chad) and Hanoi (Vietnam).

Toulouse has also set up close economic ties, not only with the cities

mentioned above, but also with cities in the C6 network including Barcelona, Palma de Mallorca, Valence, Saragossa and Montpellier.

### Hi-Tech Toulouse

#### Main business sectors

**Three global competitive clusters:** "Cancer research-bio-health", "aeronautics, space, and on-board systems" and "agrimip innovation".

**Aeronautics:** A global leader in production.

**Space:** European capital (French space agency: CNES; space industries and research laboratories; Astrium, Thales Alenia Space, ONERA; and many other contributors to the space industry).

**Information Technology:** National Complex.

**Health:** Major producer of biotechnology, medical and pharmaceutical equipment.

#### Cancer Centre («Cancéropôle») for South-Western France

This centre for the fight against cancer includes a major research centre. The Cancer Centre for South-western France has an influence that extends far beyond the Midi-Pyrénées, Centre, Aquitaine and Languedoc-Roussillon Regions.

#### Satellite navigation

Satellite navigation systems first took off in Europe with EGNOS in Toulouse. The story continues today as Galileo (the satellite navigation system currently being built by the European Union (EU) and European Space Agency) set up headquarters in Toulouse and innovative applications are being developed in the city.

Toulouse is en route to becoming one of the world capitals of satellite navigation.

#### Aerospace Valley

Aerospace Valley is a competitive cluster in the Midi-Pyrénées and Aquitaine Regions of France, which is centred in the Aerospace Campus in Toulouse. It is the leading employment pool in Europe for aeronautics, space and on-board systems industries and is the global leader in the following markets:

- civil aircraft with more than 100 seats
- luxury business aircraft
- gas turbines for helicopters
- landing gear
- remote detection, data collection and localisation.

#### AeroConstellation

Set up by Greater Toulouse for work on the A380, AeroConstellation represents:

- the largest aeronautical work site in Europe
- 940 acres
- more than 700 million euro of private and public investment





### AIRBUS, an EADS company

Airbus is a leading aircraft manufacturer whose customer focus, commercial know-how, technological leadership and manufacturing efficiency have propelled it to the forefront of the industry.

Airbus' modern and comprehensive product line comprises highly successful families of aircraft ranging from 107 to 525 seats: the single-aisle A320 family, the wide-body long-range A330/A340 and the all-new next-generation A350 extra-wide body family, and the ultra-long-range, double-decker A380 family (whose upper deck extends the entire length of the fuselage). The company also continues to broaden its scope and product range by applying expertise to the military and freight markets.

Nearly 11,500 people are employed at facilities in the Toulouse area, where final assembly lines are located for the A320 family, A330/A340 and A380, and approximately 40,000 in the aeronautical industry in the Haute-Garonne department.

The activity at Toulouse is expanding once again with the creation of a new state-of-the-art final assembly line for the A350 aircraft.

### CNES French Space Agency in Toulouse

CNES is a public establishment in charge of proposing and implementing the space policy of France in Europe. Its responsibilities include submitting proposals to the government, implementing the space policy of France in the service of Europe, and functioning as a main contractor and systems architect in charge of innovating and designing new space systems. The Space Centre of Toulouse pools over 1,700 engineers and managers

and conducts orbital system projects, satellite launches and maintenance operations. With a strong presence in the region, it is at the origin of the Regional Space Plan which brings together players in the space field of the Midi-Pyrénées Region.

### Météo-France

Météo-France is the national weather service for metropolitan France and overseas, with 3,500 engineers, researchers and technicians studying the atmosphere, snow cover and ocean surface 24/7. They rely on the Veille météorologique mondiale (World Weather Watch) and a network of meteorological observations, one of the densest in Europe.

The site of the Météopole in Toulouse groups the technical core of Météo-France with teams dedicated to research, development, teaching and operational activities. In thirty years, the Météopole has become an exceptional site and an essential tool for the country's security and economic life. The Toulouse site has some 1,500 officers (of a total of 3,500).

### ASTRIUM, an EADS company

Astrium is a one hundred per cent subsidiary of EADS dedicated to civil and military space systems and services. Present in France, Germany, the UK, the Netherlands and Spain, where it has 15,000 employees, it is the top space enterprise in Europe and the third worldwide.

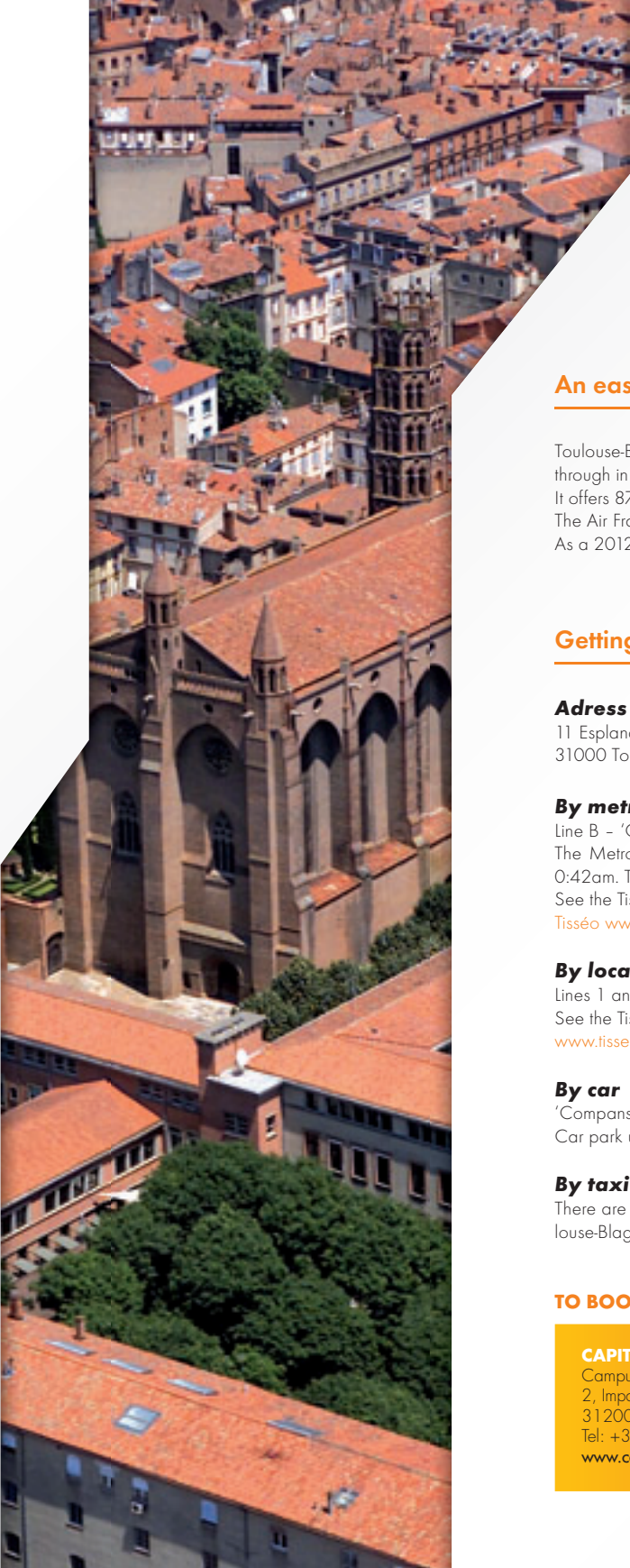
The Astrium site in Toulouse is specialised in project management, design, assemblage, integration and testing for telecommunication, Earth observation and science satellites. Other key skills include: optical instruments, avionics, embedded software and ground systems. Toulouse is also an expertise centre for the growing field of space services and covers the entire offering for communications and geo-information.

### ONERA, the French Aerospace Lab

Onera, is the leading French aerospace research organization, a public establishment reporting to the Ministry of Defense, with eight majors facilities in France and 2000 employees.

As a bridge between basic and technology applications, Onera is a multidisciplinary organization covering the full spectrum of competencies in energetics, aerodynamics, materials and structures, flow physics, electromagnetism, optics, instrumentation, space and atmospheric environment physics, information processing, complex systems, long-term design and system integration.

Onera's Toulouse site employs 420 people including 280 scientists, engineers and technicians, and hosts permanently 90 PH.D students.



### An easily accessible city

Toulouse-Blagnac airport, the fifth largest airport in France with almost 7 million passengers passing through in 2011, can be reached in 15 minutes from the Toulouse city centre. It offers 87 regular flights, including 72 international flights. The Air France shuttle offers many direct flights each day between Toulouse and Paris (over 1/hour). As a 2012 Ecsite Conference partner, Air France proposes special rates to conference attendees.

### Getting to Centre de Congrès Pierre Baudis

#### Adress

11 Esplanade Compans Caffarelli  
31000 Toulouse

#### By metro

Line B - 'Compas Caffarelli' Metro station.  
The Metro runs from Sunday to Thursday from 5:15am to midnight and Friday and Saturday until 0:42am. Trains run every six minutes - every 1 min 20 sec during rush hour.  
See the Tisséo website for maps of the Toulouse metro:  
[Tisséo www.tisseo-urbain.fr/horaires](http://www.tisseo-urbain.fr/horaires)

#### By local bus

Lines 1 and 63 have stops near Centre de Congrès Pierre Baudis.  
See the Tisséo website for bus maps and timetables:  
[www.tisseo-urbain.fr/horaires](http://www.tisseo-urbain.fr/horaires)

#### By car

'Compans Caffarelli' underground car park.  
Car park under Centre de Congrès Pierre Baudis - 1,000 spaces.

#### By taxi

There are taxi stands at Place du Capitole, Place Wilson, Matabiau SNCF railway station and Toulouse-Blagnac Airport.

### TO BOOK A TAXI

#### CAPITOLE TAXI

Campus Trafic  
2, Impasse Alphonse Bremond  
31200 Toulouse  
Tel: +33 (0)5 34 250 250  
[www.capitole-taxi.com](http://www.capitole-taxi.com)

#### TAXIS RADIO TOULOUSAINS

18, Rue de la Digue  
31300 Toulouse  
Tel: +33 (0)5 61 42 38 38

#### LA TOULOUSAINE DE TAXIS

2, Rue du Dr Schweitzer  
31200 Toulouse  
Tel: +33 (0)5 61 20 90 00





## ADRESSES AT A GLANCE

- 1**

**Centre de Congrès Pierre Baudis**  
11 Esplanade Compans Caffarelli  
31000 Toulouse  
tel. 05 62 30 40 00
- 2**

**Espaces Vanel**  
Arche Marengo  
1, Allée Jacques Chaban Delmas  
31500 Toulouse  
tel. 05 81 31 30 24
- 3**

**Stade Ernest Wallon**  
114 rue des Troènes  
31200 Toulouse  
tel. 08 92 69 31 15
- 4**

**Musée d'Histoire Naturelle**  
35 Allée Jules Guesde  
31000 Toulouse  
tel. 05 67 73 84 84
- 5**

**Cité de l'espace**  
Avenue Jean Gonord  
31500 Toulouse  
tel. 08 20 37 72 23

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Ecsite - The European network of science centres and museums

Ecsite, European network of science centres and museums, links science communication professionals from more than 400 institutions in 50 countries. Founded over 20 years ago, Ecsite connects member institutions through projects and activities and facilitates the exchange of ideas and best practices on current issues impacting the field. Members include science centres and museums, science festivals, natural history museums, zoos, aquariums, universities, research organisations and companies communicating and engaging the public in science through accessible, interactive exhibits and programmes.

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. The REV Group is the Research and Evaluation thematic group.
  - 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**

JOIN THE NETWORK!

If your institution is involved with science communication, come and join us! As a member of Ecsite, you will be able to exchange experiences with the top professionals in the field, co-laborate on projects at a European level, participate in high-profile events, and keep abreast of the latest news from other members, EU institutions and much more. Visit our website for more information: **www.ecsite.eu**

CONTACTS

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**www.ecsite.eu**

CONFERENCE REGISTRATION

Visit the Ecsite website and fill in the online form to register for the conference.

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