

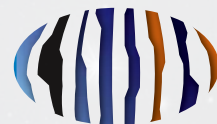


Ecsite,
The European
network of
science centres
and museums

Space and time unlimited

TOULOUSE, FRANCE
31 MAY - 2 JUNE 2012

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.



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

Chief Executive Officer,
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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PRE-CONFERENCE PROGRAMME

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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.

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 lmax® 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 Viguier'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

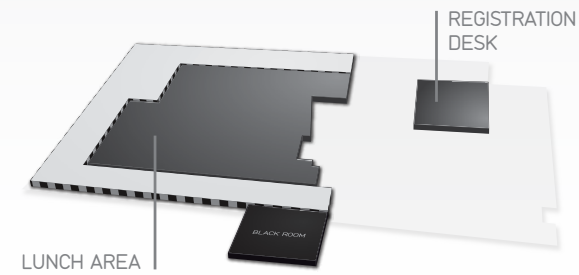
Surrounding Maourine pond, this three-hectare site is an invitation to discover the surprising integration of nature in an urban setting. In these protected surroundings which exist according to the seasons, nature is seen in its different states: growing wild or controlled by man.

Participants are asked to meet at Cité de l'Espace for registration before the workshop. A shuttle will leave from downtown Toulouse (Jean Jaurès Station) at 8:00 am to take participants to the Museum Gardens. Participants must find their own transportation back to Toulouse after the workshop.

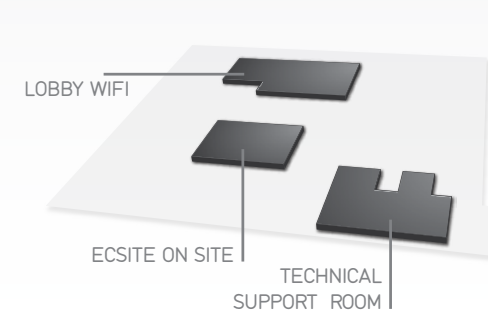


PIERRE BAUDIS CONGRESS CENTRE

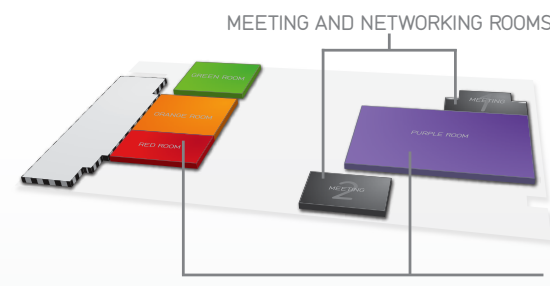
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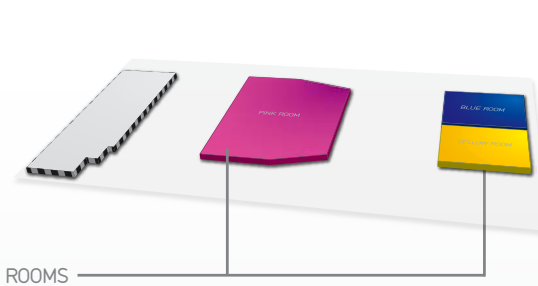
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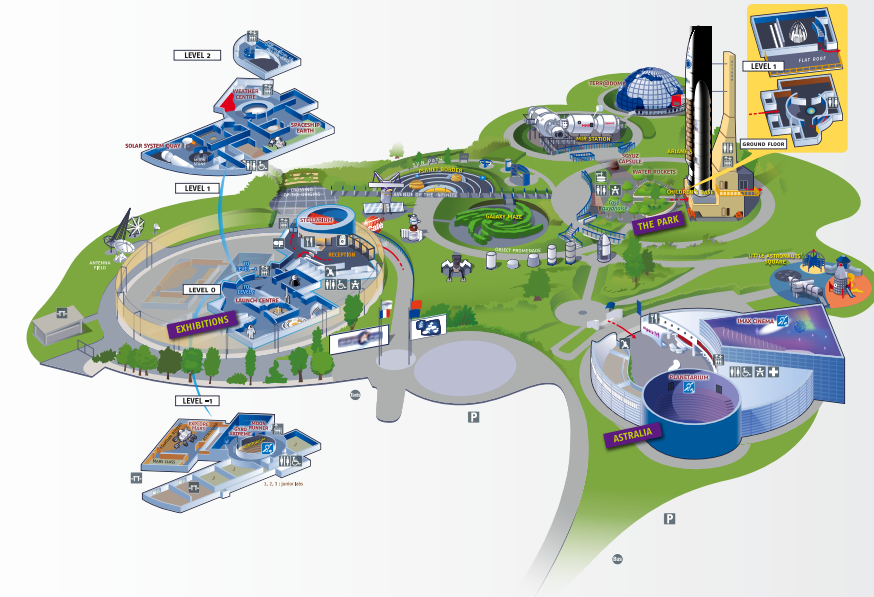
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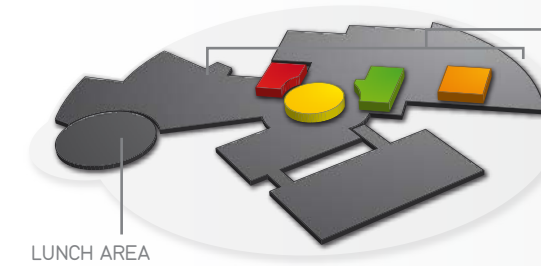


CITÉ DE L'ESPACE



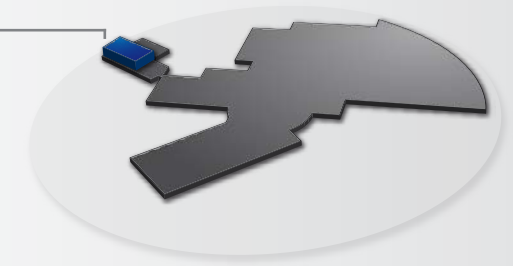
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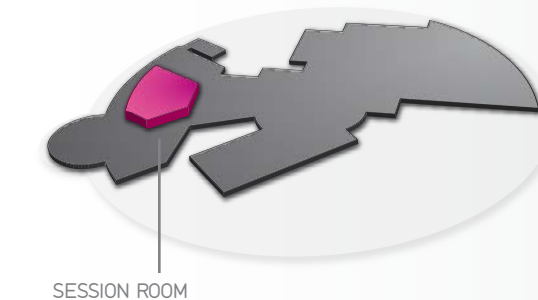
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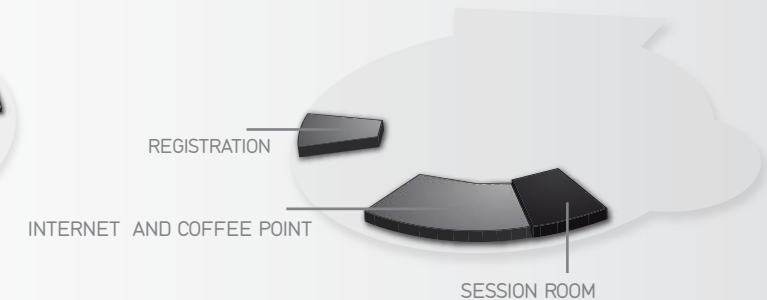
LEVEL 2

(MAIN BUILDING)



LEVEL 0

(ASTRALIA)



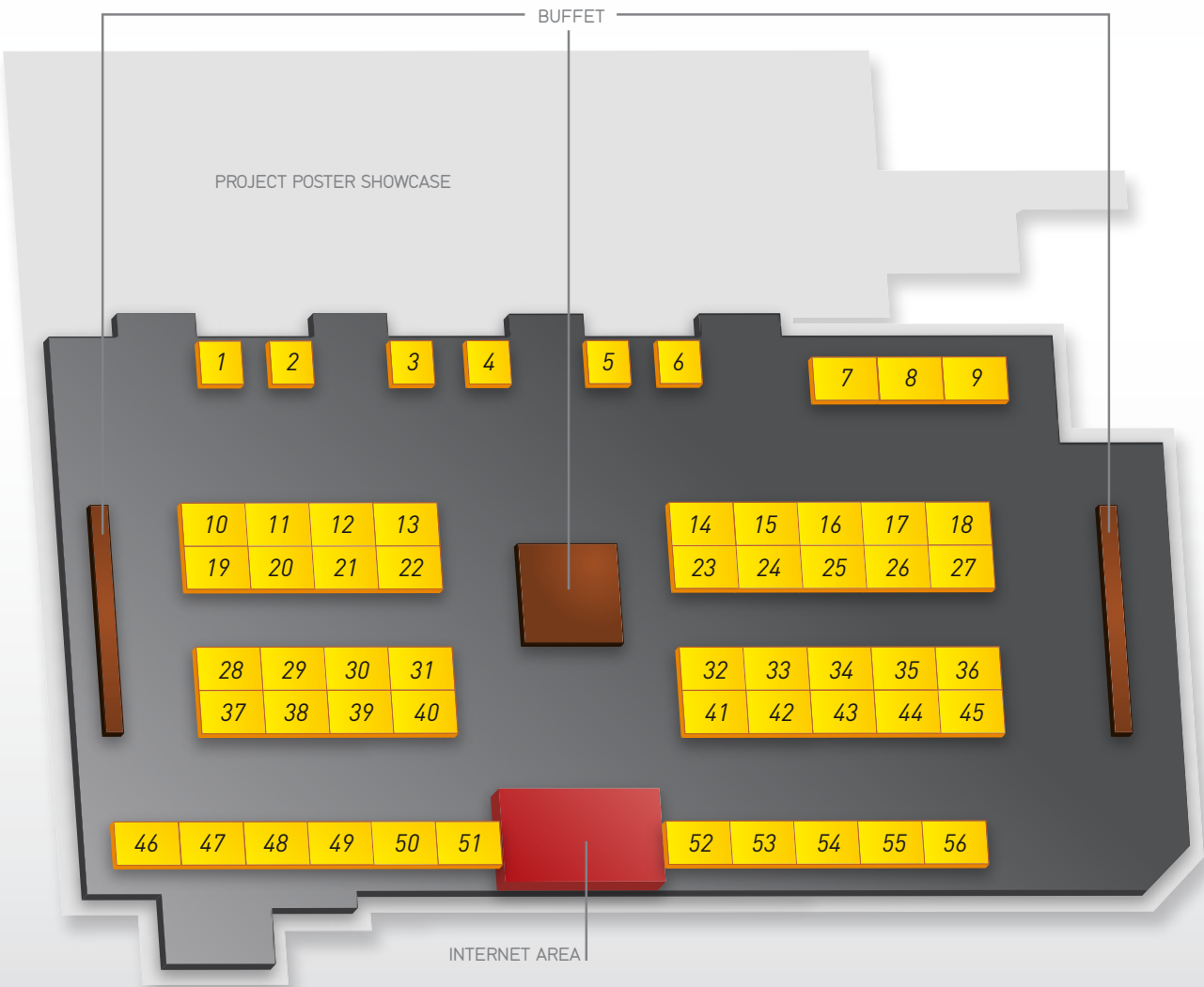
PIERRE BAUDIS CONGRESS CENTRE

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 discover innovative ideas, make contacts and discuss future collaboration.

All coffee breaks will take place in the exhibition area to allow you to explore everything our exhibitors have to offer in this lively commercial focal point of the conference.

The Business Bistro opens at 10:30 am on Thursday 31 May. At 18:15 pm on Friday 1 June, the Business Bistro will hold its Happy Hour.



BUSINESS BISTRO INDEX BOOTHS

- 1 • IMA Solutions
- 2 • MeterMorphosen GmbH
- 3 • ROBETOY
- 4 • Effektschmiede GmbH
- 5 • Aurea
- 6 • Minotaur Mazes
- 7 • Engineered Arts Ltd
- 8-9 • Science Projects
- 10 • Techmania Science Center o.p.s
- 11 • BW Color Prints, LLC
- 12 • Meade Instruments Europe GmbH & Co. KG
- 13 • Skypoint srl
- 14 • BRUNS
- 15 • National Oceanic and Atmospheric Administration (NOAA)
- 16 • European Space Agency
- 17-18 • Universcience
- 19 • Exploratorium
- 20 • European Schoolnet
- 21 • Master Films
- 22 • Techniquet
- 23 • Exhibits.nl
- 24 • SMG Science Center Services GmbH
- 25 • Peckerson
- 26 • ATELIER DAYNES
- 27 • D3D Cinema
- 28 • EXPOGRAFIC
- 29 • Tietronix Europe
- 30 • The Field Museum
- 31 • Triad Berlin
- 32 • Heureka Overseas Productions Ltd
- 33 • Kurt Hüttinger GmbH & Co. KG
- 34 • nWave pictures
- 35-36 • Natural History Museum, London
- 37 • American Museum of Natural History
- 38 • Ecsite
- 39 • Mapcards.net
- 40 • Interactive Productline IP AB
- 41 • Expology
- 42 • RSA Cosmos
- 43 • TechnoFrolics
- 44 • Universeum AB- Ecsite Host 2013
- 45 • Tourwest
- 46 • Bernd Wolter Design GmbH
- 47 • Magian Media Studio
- 48 • ANAMNESIA
- 49 • Imaginvest
- 50 • De pinxi
- 51 • Archimedes Exhibitions
- 52 • Evans & Sutherland
- 53 • Google Lunar X PRIZE
- 54 • Digiteyezer
- 55-56 • Sky Skan

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

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- **SS 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, NHM
09:00								
09:30	Equipping the explainer	Researching and evaluating your institution		Creating accessible experiences	Building a fundraising strategy			
16:00								
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, NHM
08:30								
09:00								
09:30								
13:00	Equipping the explainer	Researching and evaluating your institution		Communicating European achievements in space	Building a fundraising strategy	Designing interactive mobile experiences	Ecsite Board meeting	*Creating accessible experiences
13:30			Creative LAB					**"Going green": More than a slogan
17:00								
17:30								
18:30	Speakers' reception, by invitation only							
19:30	Cocktail at the Natural History Museum, Toulouse, by invitation only							

*Creating accessible experiences is hosted at the Natural History Museum, Toulouse, and "Going green": More than a slogan, will take place in the Museum Gardens in the Borderouge district (see page 7).

THURSDAY 31 MAY

	PINK ROOM	BLACK ROOM	GREEN ROOM	PURPLE ROOM	YELLOW ROOM	BLUE ROOM	ORANGE ROOM	RED ROOM
08:00	Newcomers Welcome Breakfast at the Mercure Toulouse Compans Caffarelli hotel							
09:30	Opening Event							
10:30	Opening of Business Bistro; Coffee Break							
11:15	Managing change in your institution	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	Building cities of scientific culture: The impact of science centres and museums	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							

Noyce Leadership Institute (NLI) Information Sessions, 7:30 am, 1 and 2 June, Mercure Toulouse Compans Caffarelli hotel.

Meet in hotel lobby for insight into the NLI's yearlong executive education programs for leaders of science centres and science-based institutions. Meet NLI Alumni for overviews of the program. Learn about the application and selection processes, and the yearlong fellowship. Please contact nli.cohort6@gmail.com to confirm attendance. All are welcome to attend.

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 speech, Pink room: 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		Oceans of opportunity for action and stakeholder partnership	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?	Do the humanities have a place in science centres?	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 speech, Pink room: Martin Rees, Baron Rees of Ludlow, Professor of Cosmology and Astrophysics, University of Cambridge, UK							
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, Pink room							
20:00	Farewell Party at Espaces Vanel							

PRE-CONFERENCE WORKSHOPS

09:30 – 16:00 | by registration only

Pink room at Cité

Pre-Conference Workshop:
Equipping the explainer – Day 1



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

09:30 – 17:00 | by registration only

Black room at Cité

Pre-Conference Workshop:
Researching and evaluating your institution
Day 1



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
- Jin 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

09:00 - 17:30 | by registration only

Orange room at Cité

Pre-Conference Workshop:
Creating accessible experiences – Day 1



Convenor:

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 Darasse**, Deputy Director - Access Manager, Museum de Toulouse, Toulouse, 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
- Benny Berringer**, Exhibit Designer, Huttinger GmbH, Nuremberg, Germany

09:30 – 17:00 | by registration only

Red room at Cité

Pre-Conference Workshop:
Building a fundraising strategy – Day 1



Convenor:

Roland Csaki, WWF International, Global Membership Initiative
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 Projects Coordinator, 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

PRE-CONFERENCE WORKSHOPS

09:30 – 17:00 | by registration only

Pink room at Cité

Pre-Conference Workshop: Equipping the explainer - Day 2



Convenor:

Roland Csaki, WWF International, Global Membership Initiative
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:

- Jennifer Palumbo**, Senior projects coordinator, Ecsite, Brussels, Belgium
- 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

09:30 – 17:00 | by registration only

Black room at Cité

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



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

13:30 - 17:30 | by registration only

Green room at Cité

Pre-Conference Workshop: Creative Lab



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.

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
- Dominique Huard**, Head of communications EADS Astrium
- Rob van den Berg's**, Director of Space Expo Noordwijk, Netherlands

PRE-CONFERENCE WORKSHOPS

09:30 – 17:00 | by registration only

Red room at Cité

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



Convenor:

Roland Csaki, WWF International, Global Membership Initiative
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.

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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

08:30 – 17:30 | 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, Frameries, 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

09:00 – 17:00 | by registration only

Sky room at Natural History Museum Toulouse

Pre-Conference Workshop:
Creating accessible experiences - Day 2



Convenors:

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.

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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, Access Expert for hard of hearing and deaf persons, Universcience, Paris, France
Benny Berringer, Exhibit designer, Huettinger GmbH, Nuremberg, Germany

13:00 - 17:00 | by invitation only

Ecsite Board meeting at Blue room

PRE-CONFERENCE WORKSHOPS

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

William Scott, Honorary Professor of Education, University of Bath, Bath, United Kingdom

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

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

Cocktail and 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.



CONFERENCE PROGRAMME

08:00 – 09:00

Mercure Toulouse Compans Caffarelli

Newcomers’ welcome breakfast (by registration only)

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.

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
Paolo Nespoli, Astronaut, European Space Agency, Italy
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

Managing change in your institution



Convenor:

Kim Gladstone Herlev, Vice CEO, 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, CEO, Science North, Ontario, Canada

New leadership - new challenges

How do you affect change in an organisation that has decades of experience with the same leadership? Guy Labine, the new CEO of Science North, will share some of the challenges and opportunities in managing change in an organisation that has been led by the same CEO for 27 years.

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

Leaving it all behind

This is the story of how a major building expansion served as the spark for refocusing a museum’s attention away from its physical plant and out into the community. The trials of letting go while simultaneously building up caused a rethinking of the museum’s role and intent.

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

Visitor-driven change

What happens when you give the authority to your audience.

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

Renovating more than a building: How to use physical change to alter

This story focuses on how a history museum used a major building renovation project to rethink its operations, especially public programs, outreach and visitor services. Changes made in these areas helped contribute to a dramatic rise in visitation that continued to grow after the inaugural year. The disruptions caused by construction forced new and strategic thinking about museum goals and outcomes.

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

From success to significance

Teknikens Hus started off 24 years ago as an innovative newcomer and has over the years become a renowned institution. In the midst of moving the organisation to a position of greater relevance for the community, what are the challenges?

Kirsten Ellenbogen, This story captures a one month period of intense change in programme and budget management that takes place within the context of an organizational restructuring. A budget crisis prompted the month long negotiations and intensified the need to fully embrace the restructuring that integrated six distinct departments into a collaborative group. Highlights of the story include the processes used to manage the crisis as well as the positive and negative outcomes at both the programme and organizational level.

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

Changing minds by changing galleries or experimental galleries

This story focuses on how a natural history museum actively responded to visitor and community requests by reconsidering the relevance of its work and the passion of its staff. The results are two new galleries that are increasing repeat visitation and changing the atmosphere and thinking of both museum visitors and staff.

CONFERENCE PROGRAMME

11:15 – 12:30

Black room

Time and space for staff skills development

PH

RE

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

INSPIRIA science center: our staff are honestly our greatest asset

Bjørn Winther Johansen, Managing Director of INSPIRIA science center, will share his experience and thoughts about how INSPIRIA recruited and trained its staff during its transition from a small (700 m2) work-shop based exhibition into a 5.400 m2 full-size flagship science center. He will describe how staff, with different professional backgrounds and experience, have been combined into a strong and motivated team developing and embracing INSPIRIA’s mission.

Linda Leuchars, Science Learning Manager, Sensation Dundee, Dundee, United Kingdom

Inspiring learning in the community by acting as learners ourselves

Linda Leuchars, Science Learning Manager from the Dundee Science Centre, will discuss the Scottish science centres’ ‘Learning Journey’ initiative, and also the professional development of staff through their involvement in workplace-based evaluative inquiry projects.

Leila Schembri, Producer, KCA Lodnon, London, United Kingdom

Mishkat: developing a team to operate Riyadh’s first science centre

Marwa Al-Madani, Content Manager of Mishkat Interactive Center for Atomic & Renewable Energy, and Leila Schembri, lead producer of KCA London, will share the challenges and results of structuring, recruiting and training over 50 members of staff to operate the first science discovery in Riyadh, Saudi Arabia.

11:15 – 12:30

Green room

The European space experience up close

SS

OU

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:

Gil Denis, Astrium Satellites, Toulouse, France

Earth observation : role, benefits and achievements

In 40 years, earth observation satellites have become a major tool for the earth sciences and the monitoring of natural resources and human activities. Through recent examples in various thematic areas, the presentation will review the benefits and the performances of the remote sensing satellites, for short term and long term issues, from global to local scales: understanding of ocean circulation, climate change, atmospheric chemistry, vegetation monitoring, agriculture, urban development, etc. The specific role in emergency response in case of major crisis will also be highlighted, both for natural disasters, security and humanitarian crisis. In conclusion, an overview of current trends and some innovative ideas of new data collection systems will sketch the future developments.

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

The Mars Science Laboratory Mission (MSL)

Mars is an ordinary planet with an extraordinary destiny in the mind of many scientists: it is an open book on the processes that lead to the possible emergence of a habitable world. The science community is expecting much of the next NASA mission to Mars: MSL . Curiosity, the most advanced rover ever built by NASA , is a veritable science laboratory with 85 kg of scientific instruments . Curiosity will investigate the Martian surface to determine whether Mars is or ever was habitable to microbial life. Curiosity is en route to Mars and is scheduled to land in Gale Crater on August 6th, 2012. This presentation will describe how Curiosity was designed , including the IRAP contribution and what it can do .

Christophe Bonnal , launcher Senior Expert in CNES , Paris , France

After a brief recall of the key problems associated to the access to Earth orbit and a short historical overview, the current European launchers are presented together with the European Spaceport in French Guyana. The expected evolution in the domain for the coming years or decades is described together with the key hypotheses and major unknowns concerning the market, commercial and institutional.

Paolo Nespoli, Astronaut, European Space Agency, Italy

11:15 – 12:30

Purple room

From abstract to concrete: Fab Labs in science centres

DE

TE

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

Fabrice Lourie, FabLab manager, universcience, Paris, France

11:15 – 12:30

Yellow room

Reaching new audiences from a distance

OU

AU

EI

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

CONFERENCE PROGRAMME

11:15 – 12:30

Blue room

Hands-on exhibit development

EX

DE

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, ViVite, Bergen Vitensenter AS, Bergen, Norway

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

11:15 – 12:30

Orange room

Digital media as a medium for learning

LE

TE

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, univscience, Paris, France

Univscience is beginning a new initiative where they will be using digital media to help pupils become actors of their own learning. Over the next few months, they will be exploring ways in which digital media and technology can be embedded into the informal science experience, lead training sessions for teachers and other educators and lead several test sessions with pupils.

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

In 2011 Science LinX, the science center of the University of Groningen, developed the Molecular City, a smartphone application that makes molecules come to life in various places. Through use of this app users discover the daily world of molecules in 3D and learn more about the characteristics of those molecules. Teachers of secondary schools used the app to challenge their pupils to build artistic models of the molecules. The content of the app is flexible and currently Science LinX is in the process of making a Protein City, expanding their use of mobile apps.

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

The New York Hall of Science's signature program, the Science Career Ladder provides high school and college students with meaningful work experience and professional development as Explainers. In addition to being floor facilitators, Explainers are involved in projects where they learn media and ICT skills. In one project, Explainers as Designers, Explainers learn how to design a mobile application that can be used to further visitor interaction at exhibits. Through participation in projects such as this, Explainers are deepening their use of technology and in the process learning science content and developing educational products that will benefit the institution.

12:30 - 13:45

Lunch Break

13:45 – 15:15

Pink room

Building cities of scientific culture: The impact of science centres and museums

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NP

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

Science centres and museums: Forums for innovation

Throughout Europe, science communication institutions are establishing long-term relations with local authorities and regional stakeholders. These relations go well beyond economic agreements and concern local-level science communication policies dealing with urban development, healthy cities, innovative economic development, environment and sustainability, improved governance and citizen's engagement. We will look at how these partnerships help redefine the role of science communication institutions as providers of knowledge and services other than education, how they are active actors in the policymaking aspects of communities, establishing themselves as main drivers for change and as forums for innovation and active citizenship at local level.

Tim Caulton, Principal, Museum Intelligence, Near Sheffield, United Kingdom

Defining the characteristics of cities of scientific culture

Tim Caulton presents the findings of a research project conducted in the summer of 2011 on behalf of ERRIN for the PLACES project. The primary objective of the research was to capture systematically the defining characteristics of cities of scientific culture across Europe. What are the major drivers? Who are the main actors? How are activities organised and funded? What is the impact of the diversity of different parts of Europe? What do respondents themselves make of the term cities of scientific culture? The research showed that whilst scientific cultural activities are thriving, the term 'scientific culture' has different meanings across Europe.

Richard Tuffs, Director, European Regions Research and Innovation Network (ERRIN)

Smart specialisation: what role for science communication?

Future structural fund programmes from 2014-2020 will require each region to draw up a research and innovation strategy for smart socialization (RIS3) in order to obtain European structural funds. According to the European Commission, the elaboration of this strategy should involve stakeholders such as universities, local industry, research and technology centres, innovation agencies and social partners, etc. Does the 'etc.' include science centres? The smart socialization strategy will involve setting research and innovation priorities for cities and regions which then can then be funded via future structural funds more focussed on research and innovation or through the future research and innovation policy 'Horizon 2020'. This session will stimulate debate on the role of science centres in smart specialisation in both the process and the product of the regional strategy.

13:45 – 15:15

Black room

Challenges and opportunities of social inclusion

EI

AU

RE

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

The role of the public in the governance of science centres

Several science centers and museums claim that they play an important role as platforms to connect citizens to science and technology policy decisions. They aim to advance the scientific citizenship of their visitors, and support the view in which the public is part of the governance of science. However the evidence that science museums actually include the public in their own governance is scarce. I will discuss the results of my research on the barriers that prevent such inclusion, and the new strategies to achieve structural participation of the public in the governance of science museums.

Emily Dawson, PhD student, King's College London, London, United Kingdom

Social exclusion in science communication practice

Social exclusion—the prevention of some people from full participation in society—is not a new problem. But despite attempts by museums and science centres to be more inclusive, little has changed. For some people, museums and science centres remain very unwelcoming places. So what's going on? Drawing on research with four groups of 'non-visitors', I will outline the problems people faced in practice that led them to conclude museums and science centres were 'not for us'. I will also suggest how some of these issues could be addressed.

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

Visitors unlimited? Access and inclusion at children's museums

With eight international borders, social inclusion is a highly relevant topic in the Austrian arts and science education scene. How can a museum address inclusion? In summer 2011 the FRida & freD team visited several neighbourhoods to find out what visitors and 'non-visitors' had to say about children's museums, informal learning and leisure time. This is what they said (and did not say)...

CONFERENCE PROGRAMME

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

Maria will explain how European science museums are important for the European Space Agency as one of its main targets is to make sure that European citizens continue to benefit from investments realized in the Space field (General public / Innovation). She will illustrate this key relationship by commenting some past and existing partnerships with some institutions. Maria will also emphasize that ESA, as a European organization, has to respect some strict rules and conditions prior embarking into any project with a science museum or a science center.

Franklin Boitier, Technical communication manager, TOTAL, France

Franklin will explain why Total group and its foundation are interested in developping partnerships with science museums and science centers worldwide. He will give several examples of different projects especially based in Europe but he will also refer to a specific project in China. Franklin will underline how it is important for a group employing a great number of engineers to give to the young generation the taste and the desire to embark into scientific and technical careers.

Stephen Whittaker, Director of Corporate Communication, SCHLUMBERGER, France

Stephen will explain that Schlumberger, world leader in Geosciences, is a group in which innovation is a key factor of success and consequently has the target to establish bridges between Universities, research centers and science museums. He will illustrate this approach by giving examples of different actions and projects in particular in Europe (science trucks, exhibitions, events ...). As a true multinational group, Schlumberger experience and expertise will be particularly interesting for Ecsite members.


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

Sharon will represent the field of science centres and museums. She will refer to her experience at national History Museum and raise questions to the speakers and ask other science centers representatives to give their point of view.

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

Audience development 2.0

Hear about the Science Museum of Minnesota’s efforts to use social media and new programs to grow a segment of their audience with low interest in science. In addition to new programs focusing on science and art, we developed a partnership to pilot a program extending our work over space and time. Experimonth is a month-long interactive blogging experiment that brings artists, scientists and citizens together to use data and observations to make meaning through online and face to face programming. The presentation will focus on the intersection of our audience research and social media we used to change our programming approach.

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

Linking beyond space and time

At-Bristol has developed online relationships with visitors and non-visitors using a variety of tools, from social media to a website called Explore More. Visitors can log in to find photos, videos and stats about their experience in At-Bristol. The Explore More website also allows any web visitor to find out about the science behind some of the exhibits. Both Explore More and the main At-Bristol site have interactive areas where people can play games and try out their own experiments. This session will talk about At-Bristol’s social media, websites and how At-Bristol plans to develop online.

Jasper Visser, Digital strategist, Utrecht, Netherlands




Sustainable relationships on social media

How do you build long-lasting relationships with your audience on platforms as volatile as social media? How do you transform online passers-by into an active community? To answer these questions is to understand that the relationship between an institution and an online visitor continuously changes. Different strategies are needed to attract, interest, engage and empower different visitors. In this presentation a model will be presented that helps institutions increase both the quantity and the quality of their relationships with visitors. Case studies will provide hands-on advice to design and evaluate strategies that create sustainable relationships between institutions and visitors on social media.

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 hand-over, 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

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

Exhibits: Reliability and design

For the purpose of this talk, we see the continued functioning of an exhibit as a key feature for successful exhibitions, thus exhibits have to be long lasting. Durability, however, does not necessarily have to imply a sturdy appearance. Several aspects have to be considered during the production process of an exhibit. We will present a brief analysis of this process and the first year of use of exhibits in the exhibition “Re: Generation” at the Copernicus Science Centre in Warsaw. This joint talk of designer and client will illustrate part of the development process.

Hanne Haack Larsen, COO, Experimentarium, Hellerup, Denmark

Exhibits: Optimisation of resources

Science Centers need to optimise resources to keep as many exhibits running as possible. At Experimentarium, a database has been developed to support this work on a daily basis. It has been running for a year, and lessons will be shared. Further, currently a conceptual framework is being developed, showing factors and processes during the life time of exhibits, which need to be considered when optimising resources to minimise the downtime of the exhibits. The framework focuses on three dimensions: prevention of breakdown of exhibits, repair, and maintenance of exhibits.

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

Patrick Maury, Exhibitions manager , universcience, Paris, France

The great story of the Universe at la Cité des Sciences, Paris

To explain the complexity of the Universe, the Cité des Sciences has taken a «genealogical» approach to objects, with the Earth as reference. This approach takes visitors back in time so that they can understand the notion that the Earth, which just like life, has not always existed. By establishing a link between light and matter, «genealogy» continues in the stars, leading visitors to the idea that these stars take shape, evolve and change. By getting them to reflect on the matter making up the first stars, this journey in time ultimately allows visitors to understand a Universe before the stars and grasp the notion that atoms have their own history.

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

The biography of the Earth at the Museu Blau (NHM Barcelona)

Evolution is not just the “natural selection of organisms”. It is a planetary process resulting from the interaction between the environment and life forms. This is the central concept of the new permanent exhibition of the Natural History Museum of Barcelona, Planet Life, which opened in February 2012 . It explains the uniqueness of our planet, its combination of biology and geology, and the particular form of evolution that the Earth has undergone throughout its history. It provides a chronological overview divided into seven periods up to the present day. In each period, there are references to the passing of time in relation to the evolution of life and geological changes.

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

Lost in time: How to deal with vast time spans in exhibitions

As a natural history museum, many of the stories and subjects we cover in our exhibitions and displays deal with depths of time. This poster session will look at different methods currently being considered to make time easier to comprehend when telling the story of ancient humans in Britain. It will also consider some approaches we have used to convey deep time in relation to other subjects bound in deep time, for example, dinosaurs.

CONFERENCE PROGRAMME

Annette Hasselmann, managing director, Erlangen, Germany

Time: An expedition into the fourth dimension

A temporary exhibition at the «experimenta» in Heilbronn, Germany tries to answer questions surrounding the phenomena of time. Annette Hasselmann and Matthias Kutsch from “impuls-design” will present the concept of the exhibition, the combination of a very emotional approach and interactive exhibits, the challenge to involve all age groups in an abstract subject that is hard to grasp.

Jessica Bradford, Content developer, Science Museum, London, United Kingdom

Approaches to time in making modern communications

Making Modern Communication at the Science Museum in London takes a bold approach to the concepts of time, chronology and historical change. The gallery, content is approached through ‘transforming events’, which illustrate singular moments in time when technology and society converged, to bring about significant change in users’ lives. Transforming events immerse visitors in the live experience of change, and from this point, transport them both backward and forward in time to explore the wider historical context. Jessica Bradford from the Science Museum will reflect on the challenges and opportunities of this approach.

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

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

Ancient, very old and kind of old: Visitors’ perceptions of time

We evaluated two exhibits from our permanent exhibition focusing on time and time spans. In this status quo evaluation, we followed two separate lines of data-collection. Using a semi-structured observation, we took note of visitors’ reactions and their handling of the exhibits. Our goal was to ascertain whether visitors understand how to make use of the exhibits. In a questionnaire, we presented to visitors at the end of their visit, we asked them whether they understood the conceptual design of the two exhibits and what information they took home with them. Our goal was to see what remained of the conceptual design once it was put into practice.

Vincent Blech, Exhibition developer, universcience, Paris, France

The Gauls: So close and so far

What temporal distance separates us from the Gauls, a pre-Roman civilisation? Judging from the general perception among the French, they were primitive, rather wild tribes living in huts, good at fighting and banqueting. They were also conquered by the Romans in 58-52 B.C., as reported by Cesar in the “Gallic Wars”. The distorted perception of temporal distance, originating from successive biased interpretations of the Gauls over 2000 years, was clarified by rescue archeologists. We developed tools such as a portraits gallery, a multiple-entry timeline and multimedia actuated by a time-wheel to help visitors perceive their temporal proximity, and the same time their surprising modernity.

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

As time goes by, do museums give enough space for everybody’s time?

More than 100.000 exhibits tell the story of 4.5 billion years of Earth’s history in a single museum. The objects stand for various time spans, hard to compare and even harder to imagine. Scientists and curators do their best to explain the abstract subject of «time spans» and try to involve all age groups with various interactive and multimedia exhibits. Iris Ott will reflect on the reaction of visitors to some of the didactic activities at the Natural History Museum of Vienna. She will present a project that gives young visitors the space and time for their concepts of exhibiting «time».

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:

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

Pia Mäkelä, Senior Inspirer, Heureka - The Finnish Science Centre, Vantaa, Finland

Programming for Children

Robotics and programming are technologies we are facing every day. How to teach them to children and teenagers? The Finnish Science Centre Heureka will show a demonstration from workshop called Chain reaction. In the workshop children between the age 11-15 make a chain reaction with the robots created by themselves. The robots will be programmed using a simple user interface, which children can learn to use without earlier experience. While making a chain reaction children will also use recycled materials, various craft materials and lots of creativity.

Anna Gunnarsson, Teacher, NAVET, Borås, Sweden

Science, Dragons and Bats

When we want more children to have an interest in science, it is important to start out with the real thing when they are very young. And when real science for kids is presented in a playful way, with lots of exploring possibilities, it becomes fun and very easy for kids to learn. With the help from the characters Berta the Dragon and Tunda the Bat, activities in Chemistry and Physics are presented for kids from 4-8 years. Their great adventures start in storytelling and end up in exciting experiments. Want to join the fun?

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

Marzia Mazzonetto, Project Manager, Ecsite, Brussels, Belgium

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

Take part in a research on atherosclerosis!

How could you involve youngsters in an experiment on current health research? Join us and learn how to carry out a bacterial transformation in a lab by following a line of biomedical research which focuses on the study of the development of a drug against atherosclerosis. The experiment protocol presented was developed under the EU funded Xplore Health project. It represents an opportunity for science centres / museums and schools to replicate an experiment done in a real lab doing research on drug discovery. Visit www.xplorehealth.eu and explore other protocols as well as dialogue activities and multimedia tools on topics related with European research on health.

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

Having made it myself, I know!

Demonstrations with surprising outcomes are very memorable. Each demonstration can be presented in this way. Sometimes by just using the right words. Ten bonus points if one makes them out of materials which can be easily find at home.

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

Touch the Universe

A lot of attempts try to explain the amazing ranges of our solar system to visitors in planetariums and astronomical exhibitions. Usually the enormous distances and quantities just overcharge the visitors. A new form of explanation fills this gap. The visitors just have to abstain from seeing. The surprising result: The loss of visibility is the key to better understanding.

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

Simulating HIV infections and their spreading

Infections with the human immunodeficiency virus (HIV) still belong to the most dangerous infections humans are exposed to all over the world. In this workshop we want to present an experimental approach how to attract young people for natural sciences addressing a subject of strong relevance. Simulating HIV infections and their spreading between people, the participants are then testing in an ELISA their status of infection before and after “contact” with an unknown person.

Karin Garber, Vienna Open Lab, Vienna, Austria

DIY – How to produce lactose-free milk

Increasing numbers of people suffer from food sensitivity and intolerance, the most common one being lactose intolerance (the inability of breaking down sugars found in milk). There are various reasons that may cause food intolerance responses. Almost as varied are the approaches in modern food production to circumvent these causes. Not only people affected by lactose intolerance may wonder how regular milk is converted into lactose-free milk. Within the scope of our workshop we will demonstrate an experiment (suitable for 6th grade and older) that illustrates how lactose-free milk is produced. Besides, we will show how one can present the underlying mechanisms in a lively manner.

Anke Neuhaus, Laboratory, TECHNOSEUM - Landesmuseum für Technik und Arbeit in Mannheim, Mannheim, Germany

Flettner rotors and light bulbs

The contribution of TECHNOSEUM shows excerpts from the project “Sitec: Schüler im Technoseum - Mit Technikgeschichte Umweltbildung fördern (Pupils in TECHNOSEUM - Promote environmental education with history of technology)” which was developed in cooperation with the school of education in Heidelberg. Examples from the history of technology such as Flettner-Rotor or light bulb are used to develop a slightly different approach to energy. Wind powered cars can be tested in the session and different forms of lighting can be investigated.

Raffaella Spagnuolo, Fondazione Marino Golinelli, Bologna, Italy

Lafranco Masotti, Director, Fondazione Marino Golinelli, Bologna, Italy

Good Appetite!

Why myonnaise sets or soufflé swells? In 1992 the term “molecular gastronomy” was coined to identify a discipline, known since antiquity, that investigates and explains the chemical and physical principles behind the transformation of ingredients into food. Later, the term has been used to describe a new style of cooking in which chefs, employing science, develop a new cuisine. In this lab, using science lab equipment and natural ingredients people will prepare a “scientific” and stylish food.

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

Pocket Spectroscopy

Most people think, light is just bright. Indeed there is nothing more colourful but light. The optical spectrum reaches from the invisible infrared light via the colours of the rainbow to the ultraviolet light. With a few easy experiments and a self-made pocket spectroscope we show a way to teach children about what we see.

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

15:15 - 16:00

Coffee Break in the Business Bistro

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

Heather King, a research associate at King’s College London, is involved in an innovative project to distill research papers into readable summaries for use by informal sector practitioners. Based on this work, Heather will identify some of the most important research studies published in the last two years and discuss their implications. In this way, she will draw out some key recommendations from research for practice within the informal sector.

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

Kirsten Ellenbogen is the Senior Director for Lifelong Learning at the Science Museum of Minnesota. She is immersed in examining how to support life-long, life-wide and life-deep learning. Her presentation will focus on research about facilitating learning in Web 2.0 environments. Spaces that take the museum beyond its typical audience and programmes. She will draw upon a recent project that was integrated into Science Buzz, the SMM’s Web 2.0 learning space which studied the learning outcomes of different facilitation approaches.

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

Paola Rodari from Medialab in the International School of Advanced Studies (SISSA) in Trieste will discuss some of the ways in which she uses contemporary research to inform her involvement with science communication projects. In particular, she will share her experience of conducting research, involving focus groups with a broad range of ages, to steer the development of a permanent exhibition in Trento.

Sandra Martell, Program Director, Arlington, United States


Sandra Toro Martell is a Program Director at the National Science Foundation. She will discuss current trends and future directions in research on teaching and learning funded by the NSF’s Informal Science Education (ISE) and Research & Evaluation on Education in Science and Engineering (REESE) Programmes.

CONFERENCE PROGRAMME

16:00 – 17:30

Black room

Transforming visitors with the Gesamt Concept

 EX SA CO

Convenor:

Asger Høeg, Executive Director, Experimentarium, Hellerup, Denmark

This session will present the idea of mixing exhibits from all kind of cultural institutions: Science center hands-on exhibits, artifacts from natural history museums, artifacts from technical museums, pieces of art from art museums, living animals from Zoo's, fish from aquariums etc. We call it the Gesamt Concept, inspired by Richard Wagner. The visitor experience is staged with the help of exhibits from all kind of cultural institutions that creates a synthesis and immerse the visitor into flow and guide the visitor through a transformation.

Speakers:

Colleen Schmitz, Curator and Head of the Exhibition and Registrar's Office, Stiftung Deutsches Hygiene-Museum, Dresden, Germany

This session contribution investigates Richard Wagner's idea of the «Gesamtkonzept» - which conceived the «Musikdrama» (music theatre concept) as a unity of poetry, acting, stage design and music - as a tool for creating immersive exhibition experiences. It postulates that a «Gesamtkonzept» in regard to the literary style of texts/labels, types of objects/exhibits, their juxtaposition and embeddedness in the exhibition design, can create a theatrical unity and aesthetic wholeness (the exhibition as an embodiment of the themes and subjects to be conveyed so to speak) that trigger an emotional engagement in the visitor and lead to an enriching cognitive, perceptual, cultural experience.

Daniel Wetterskog, Head of Education, Exhibitions & Program, Tekniska Museet - Teknorama (National Museum of Science & Technology), Stockholm, Sweden

How can art, science and technology fit together? Many institutions are either museum, science center or art galleries. What happend if you combine all three of them? Tekniska Museet are in the middle of the process to implement a separate science center into the museum. Also from 2012 there will be separate galleries just for art with a close relation to science and technology. A collaboration with the Museum of Modern Art in Sweden has been initiated for this purpose. The aim is to show the wonderful connections between art, science and technology and also to use artists more in the daily work with exhibitions to provide a more sensual touch to the relatively hard objects that Tekniska Museet normally displays.

16:00 – 17:30

Green room

Ancient topics in modern times

 NP

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

The wordless chronicle of prehistoric life in the Hall of Paleontology

Fossils constitute tangible evidence of the prehistoric evolution of life. With its exquisite fossils, Beijing Museum of Natural History curated a paleontology exhibition on such themes as The Origin of Life and Early Evolution, The Evolution of Invertebrates, The Prosperity of Dinosaurs, The Evolution of Ancient Mammals, showcasing the records of the fascinating stories of life on earth through the remote geological ages. Since its inauguration in 2003, the exhibition has enjoyed consistent popularity and has been regularly updated to incorporate recent finds by the museum, like the restored plumage color of a feathered-dinosaur and the earliest placental mammal.

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

From field work to exhibition, the (re)construction of ancient times

Dealing with ancient times in a science centre is a real challenge. It is probably easier in a Natural History Museum because collections about this topic are usually stored in this kind of institution. In this session, I will present the exhibition Prehistory: The Investigation. It has drawn crowds in both Toulouse and Paris and has been acclaimed for its entertaining manner of educating and informing. It has proved to be of enormous appeal to families and school groups through a mix of all kind of medias and new technologies.

Vincenzo Lipardi, Executive Committee, Fondazione IDIS - Citta della Scienza, Naples, Italy

Exhibition project in the archeological site of Pompeii

Over the years, a study has been developed on the ruins and the history of ancient Pompeii. Citta della Scienza is running new projects in collaboration with the «Sovrintendenza ai Beni Archeologici», the government agency in charge of the protection and management of Ancient Pompeii. The aim of the project is to promote this massive corpus of knowledge by translating it into languages that can be understood by visitors from different backgrounds, of all ages or coming from different countries where there is not the same sensitivity to classic knowledge.

16:00 – 17:30

Purple room

Mixing it up: Sharing experience to improve exhibitions

 EX

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

16:00 – 17:30

Yellow room

Science centres as spaces for innovation

 NP SS TE

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 sentres and the innovation private sector will be the focus of this session. Examples will include: the South East Europe project SEE SCIENCE, the Belgian Parc d'Aventures Scientifiques, Cap Sciences from Bordeaux and Heureka from Finland.

Speakers:

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

Exhibit co-development with an innovation company

Pass initiated a new partnership strategy about 3 years ago. Regarding partnership with private companies (and universities), we have experienced collaborations aiming to develop new exhibits illustrating technological innovation in a very active way. We propose to discuss the case study of a project in which our team and a small innovative start-up involved in the audiovisual industry have co-developed an interactive exhibit featuring ultra-slow motion pictures. The project has been a success although we had to face unexpected difficulties, especially in the challenging implementation of professional technology into a visitor-friendly exhibit.

Bernard Alaux, Director, Cap Sciences, Bordeaux, France

Cap Sciences as platform for regional innovation

Cap Sciences is becoming a platform for regional innovation as it is implementing a new approach focused on the integration of public and private organisations as partners at an earlier stage of its projects. Cap Sciences generates social and cultural benefits. Through collaborative research projects, Cap Sciences has developed expertise in the conception of accessible and efficient tools designed to help research and corporate institutions to experiment and evaluate the usability of the innovative services or devices that they are developing. Cap Sciences recently renovated an exhibition hall specifically dedicated to the research and the industrial sector in the region. It is a remarkable facility to disseminate research results and promote innovation to the region.

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

The Finnish honeymoon case history: Companies for partners

Heureka, The Finnish science center, has had a successful chain of fruitful partnerships that have resulted in innovative exhibitions like «About a Coin» planned with the Mint of Finland, celebrating its 150th anniversary. These kinds of anniversaries offer an opportunity for both parties to create something unique for the audiences. Now, new kinds of partnerships are being born. Heureka will expand by building an «Idea Smithy» where the innovations will be sparked more in dialogue with the visitor. The Idea Smithy will be a platform for workshops, testing prototypes and events.

CONFERENCE PROGRAMME

Antonia Caola, Head of international affairs, MUSE. Museo delle Scienze, Trento, Italy
SEE science centres as catalysts of innovation
Innovation is a challenge: a complex and sensitive issue related to the development and the transformation of society. The SEE Science European project, which originates from the need to enhance the role that cultural actors can play in promoting innovation, questions the nature and the practical content that it takes when referred to science centres. In order to enhance the possible role of science centres as catalysts of innovation, it is developing a number of tools (e.g. service portfolio card game) and roles (Science Center Agent) that could serve as new means of collecting and disseminating information and thanks to their innovative principles and structures, could also be suitable for stirring thoughts among museums professionals.

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

The European Union has launched a new strategy that impacts the work of organisations involved in science communication, this strategy is called Europe 2020. A new Framework Programme for Research and Innovation, will also be introduced post-2013, this will be the Horizon 2020. With two presentations, and a short workshop we aim to give an insight on the new objectives of the EU, information on some new funding programmes and provide the opportunity for participants to discuss the role of their institutions within the new Europe 2020 framework.

Speakers:

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

In the Europe 2020 Communication, the Commission has defined and listed the societal challenges with which the Union will be confronted. Against this background, the following questions come to the fore: How to address future Challenges? How to ensure that replies will be adequate for Society in the long run? In fact, who better than societal actors themselves to determine whether correct answers are brought to future Challenges?

Europe 2020 challenges can only be tackled effectively if all societal actors are fully engaged in a co-building mode in the research and innovation process. All stakeholders have a joint responsibility to provide the right solutions for the European challenges. The Commission's proposal for a regulation establishing Horizon 2020 highlights responsible research and innovation and societal engagement throughout the programme.

Alikì Giannakopoulou, External relations, science center NEMO, Amsterdam, Netherlands





Europe 2020. What is it?

Europe 2020: the European Union's growth strategy for the coming decade. The EU has set five ambitious objectives - on employment, innovation, education, social inclusion and climate/energy - to be reached by 2020. The session focuses on these targets and on the seven EU 'flagship initiatives' as these are seen with the eyes of science centres and museums. What do these new aims mean for our institutions? Where do we fit in this new era? The presentations aim to identify the elements relevant to our field and their potential implications for our strategies, our activities and our future targets. We will aim to make you familiar with the EU terms, to give you some information on funding programmes and to provide some thoughts regarding the impact that the Europe 2020 strategy will have for science centres and museums.

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

Access info:

Metro A to « Marengo SnCF » 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.

There will be two points of departure for Ecsite shuttles:

- At 19:15: Boulevard Lascrosses, in front of Hotel Mercure Compans , same side of the road, adjacent to the Congress Centre
- At 19:15 : Boulevard Strasbourg next to the Jean-Jaurès Métro Station, in front of the Air France agency

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

Small, physical interactives as ‘add-ons’ to displayed objects

To almost any museum object display it is possible to add a physical interactive feature that clearly relates to the object, attracts, engages and holds people’s attention and directs people’s attention to it. There are also ways to communicates an important principle relating to the object, broaden its appeal to different target audiences and enhance multi-level engagement of family groups. Various examples will be illustrated.

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

Using museum objects in interactive exhibitions

The Science Museum, Coimbra University has been dealing with the issue of using museum objects in interactive exhibitions. It has been a continuous challenge to find good solutions to provide visitors with an environment dealing with concepts and objects.

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

Innovative object interpretation

The Science Museum, London, is working on a new object-rich gallery, with the ambition to have innovative object interpretation, including objects within showcases. Some will be done through digital interactives, some through mechanical or digitally enhanced mechanical interactives. The collaborative processes between all involved parties will be outlined.

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

Making a display of old scientific equipment interactive

The Norwegian Museum of Science, Technology and Medicine just opened a new exhibition on the history of Science in Norway. Fine examples from the collection of scientific apparatus are integrated within interactive replicas. Will the public understand what they can and cannot do? How will this interactivity influence the way people move around the exhibition? Do they behave differently in such an exhibition, compared to the science centre or an ordinary gallery of artifacts?

Alexey Zemko, Director, AZPI Electronics, Moscow, Russia

Hands-on models, multimedia and artifacts in a corporate museum

How could a corporate museum communicate the company’s history, the science of its product (natural gas) and key features of its technological processes most efficiently in a tiny area (220 sq. metres)? The solution was to balance the best combination of collection objects (artifacts), modern multimedia and hands-on exhibits.

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:

José-Carlos Arnal, Managing Director, Fundación Zaragoza Ciudad del Conocimiento, Zaragoza, Spain

Open data, digital public space and new century cities. The Zaragoza Milla Digital work in progress

The city of Zaragoza launched some years ago an innovative urban development program devoted to created a «digital district» in the land recovered from former railway uses: Milla Digital. While the business and real estate development has stalled due to the crisis, other projects have made progress in the road to create new environments involving citizens in the phenomenon of digital city. Digital Water Pavilion offers a new type of public space flexible, programmable, accesible and responsive to the presence of people. Next step will be Etopia. a center to make digital city more readable, inclusive and open to entrepreneurs.

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

Kate Goodall will present two opposing views of Legible Cities, one in support of the argument that this is a trend that science museums should be on the cusp of, and that moving beyond their walls in this way is essential to the future of the field, with the other view being that this is not part of science centre’s core mission and operations, and would detract from their more substantive work.

Trent Lethco, Associate Principal, Arup, New York, USA

Trent Lethco is an Associate Principal with Arup’s Transportation Planning Group in New York. He has over twelve years of experience working in New York, San Francisco, Chicago and Los Angeles. He has led transportation planning projects both large and small, most of which emphasized multimodal transportation solutions and sustainable street designs. Trent’s areas of specialization are Transit Oriented Development (TOD), multimodal corridor studies, downtown master plans, transportation policy, and funding issues. He is the Arup project lead on Innovate Oakland, a Legible City’s project that he will present as a case study on.

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

What about a gender reading of some Universcience exhibitions?

Do you encounter gender stereotypes when visiting a museum? What role do the museums themselves play in these representations? A study is being conducted at Universcience to answer these questions, improve the current situation and actively react to these representations. Groups of experts in gender issues, members of NGOS promoting women and master degree students in sociology carried out an analysis focusing on gender issues in various exhibition spaces. Marie-Agnès Bernardis will give some examples on the first outcome of this research.

Anne Marie Bruyas, International Projects and Relations, Fondazione IDIS - Città della Scienza, Naples, Italy

Showcasing the TWIST exhibition

Anne Marie from Città Della Scienza will showcase an exhibition developed by partners within the TWIST project celebrating female scientists and challenging people’s stereotyped biases. The exhibition module, displayed in the seven science centres, includes a European and multilingual database to convey positive role models and a virtual puppet that engages the public in dialogue on gender stereotypes. Some feedback on this new communication tool will be reported during the session looking at the experience of project partners with visitors.

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

Promoting scientific and technical training and careers for girls

For eight years, Cap Sciences has been involved in promoting scientific and technical training and careers for girls. For this year’s 20th anniversary of the girls’ scientific and technical vocation award, we suggested 20 different subjects to the press (sexism in toys, initiatives within different professional associations to attract more girls, people to interview, etc.). You will hear about all these and a potential future project to reach much younger children.

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

Combining exhibition and computer gaming to communicate the CO2 issue
The “Antilantis, Age of Engineers” project is a game dealing with the challenges of energy supply and climate change. It uses the science centre exhibition as a board game. A computer game leads users through a learning experience where they have to consider the demand for energy, ways to reduce the demand and explore the possibilities and dangers of geo-engineering. The mission is to supply the new continent, Antilantis, with sustainable energy. Cellular phones are used as interface between the exhibits and the computer game.

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

The ocean, the climate and us - or how to exhibit climate change?

It is a fact that climate change is caused by human activities. And yet this change affects the ocean, an important climate regulator. We must anticipate and, in order to adapt, it is better to understand the ocean and its role in climate change so we are able to implement feasible solutions that are acceptable to exposed populations. The Cité des Sciences exhibition deals with this intimate and fragile relationship between climate, the ocean and us. The exhibition focuses on three themes: the ocean influences the climate, the ocean is changing and adapting to change. In this session, I will report on the museographic and scenographic choices we made to address this big issue of climate change. I will outline how we have chosen to portray science in progress as well as the uncertainties that it holds.

Michal Piadlowski, Younger specialist, Copernicus science centre, Warsaw, Poland
Box with the climate

The «Box with climate” is a set of ten simple experiments produced by the Copernicus Science Centre for the Ministry of the Environment as a part of the “Partnership for Climate” programme. The main issue for the package is to draw interest from students in climate and climate change. Kits were distributed at workshops for science teachers. During these sessions, multidisciplinary groups of teachers were able to try out all experiments and work out possible usage of the boxes. After several months we measured the effects of work during live interviews with teachers.

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:

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

Now is the time. Contributions for cooperation in the Mediterranean

The «Parque de las Ciencias» in Granada is dedicated to cooperate with similar projects, especially in the Mediterranean area. The staff training, exchange of management experiences and best practices are effective instruments in the service of common interest. But also the exchange of heritage items for exhibitions in common projects can also be a bright way to work together. Cooperation is sustainable only if both parties consider it really useful.

Hoda Elmikaty, Director, Bibliotheca Alexandrina ALEXploratorium, Alexandria, Egypt
The Spring of change

The Mediterranean basin is undergoing drastic changes on a political, economic and social front. The South of the Mediterranean is witnessing a major transformation that will affect generations to come. Science should be at the forefront of these transformations, capitalising on the moment to raise awareness about the importance of mainstream science in decision making on all levels and sectors. It is the role of formal and informal science educational bodies to be actively engaged in the dawn of this new era.

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

The demonstrations that swept up young Israelis during the summer of 2011 marked a turning point in our society. The struggle was focused on the economic gap, searching for paths towards change. Informal science education institutions have a unique opportunity to play an important role, moving the obstacles from all sectors. The Bloomfield Science Museum in Jerusalem took this role and developed a wide spectrum of programmes, with sensitivity towards those who are excluded, like Ultraorthodox Jews, Arabs from East Jerusalem and girls from all sectors.

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

Empowering actors of science communication in the Mediterranean

In this era of change in the Mediterranean, ECSITE and NAMES are working together

on new projects in the region. A successful and long-standing collaboration requires a better mutual understanding and a strong dialogue between members. The proposal is to launch Summer Schools for actors in science communication from both shores of the Mediterranean. The objective is to reinforce their capacities of development, but also strengthen dialogue among institutions to build a growing community of actors in the region and maximise their potential impact as agent of change for society.

CONFERENCE PROGRAMME

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 nume- rate 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

11:15 - 12:15
Children’s Conference Poster Presentation

Pierre Baudis Saint Exupery Foyer

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 - 13:30

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
Scientific Research Internships - inspiring secondary school students
Ciência Viva promotes internships in scientific laboratories for secondary education students during the summer holidays. Students work in research laboratories, where they are given simple scientific tasks in a research group. The aim is to give them a clear idea of the reality of research, in topics as diverse as mathematics, biotechnology, robotics or cancer research. Several of the best Portuguese scientific institutes participate in this initiative on a regular basis, and both students and researchers find it a very positive experience. This initiative now involves some of the best scientific institutions across the country and more than 9000 secondary school students have had the opportunity to participate since 1997.

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

A creative, curious and energetic science base
If we want a creative, curious and energetic science base for our nations in the future, we must remedy this. We must also make policy makers aware of the need to invest in science centres that can deliver this for their nations. This session looks at this challenge and its implications and celebrates a national project, run by the UK Association for Science and Discovery Centres to make high-end molecular biology accessible to thou- sands of students across the UK. In partnership with three UK science centres, this project is giving all the equipment and training needed to enable 15 new science centres across England, Scotland, Wales and Northern Ireland to run amazing workshops that let students delve into the latest hands-on biomedical techniques in use in the labs.

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

Ponto UFMG Itinerant Museum is an interactive science and technology museum that, because it is built in a mobile unit, can visit schools and towns in the state of Minas Gerais which usually do not have access to this kind of activity. It aims to achieve some goals: making science more popular, reaching the audience in its own space and time. It is a tractor trailer adapted into different rooms. Travelling science is challenging, specific and unlimited: you have to be creative because of the reduced space, you need a sharp didactical approach because of the short time and you must go straight to the point because you can afford just a few exhibits.

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 enlight- ening 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
What did they eat? Shaping an exhibition about ancient humans
Evaluation is an important part of exhibition development, particularly during the early stages when results can make a real difference in shaping the exhibition. In this session, we will look at a work-in-progress case study. The Natural History Museum is develop- ing an exhibition about humans in ancient Britain. Findings from recent evaluation highlighted that these audiences could not distinguish between 500,000 and 50,000 years ago, and they perceived these humans as unintelligent grunting cavemen. But, they were also deeply curious about their ancient relatives. As well as looking at the methods used, the presentation will show how these findings are shaping the development.

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

Embedded evaluation tools in a testing exhibition
Varda Gur Ben Shitrit, Head of Science and Society at the Bloomfield Science Museum, will speak about development plans for a new exhibition on Testing and Measurement including embedded tools for evaluating visitors’ attitudes and behaviour. The exhibition, now in the design stage, is being developed by the Bloomfield Science Museum Jeru- salem together with the Franklin Institute, with professionals in the field of measurement from the U.S. and Israel. We believe that the tools can be implemented in other exhibi- tions as well. Practitioners and researchers will be able to use the results of this study to conduct formative and summative evaluations in informal science learning environments.

Laura Martin, Senior Director of Strategic Initiatives, Arizona Science Centre, Arizona, USA

Busy bones: Evaluating a gallery lab program
Laura Martin, will present «Busy Bones», a 30-minute activity at the Arizona Science Centre targeting children 6 to 12 years old and their families. Visitors to a human biol- ogy gallery join a cow bone dissection lab. They discover that bones are dynamic tissue and learn how bones heal themselves. The presentation will review approaches to evaluate the appeal and benefits of the activity and invite discussion about attracting people to engage in “active prolonged engagement».

CONFERENCE PROGRAMME

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

A Moonlight Party

The moonlight party is a Miraikan annual event celebrating the autumn's Harvest Moon (Chushu no Meigetsu). Visitors are given opportunities to participate in a variety of encouraging and exceptional, never-to-be-repeated events. We additionally offer new interactive experiences by taking advantage of the subtle, hidden connections between our permanent exhibits and moon science. In this session, I will share our past cases and exchange ideas that may help other science centers organize more successful events. We will discuss what might be the advantages and challenges of each, and how to discern and then apply solutions.

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

Soundpainting

Sound and music are related to many exhibition themes and can enrich an museum experience in many ways, bringing hands on activities to untouchable objects like paintings or difficult substances like water to dry grounds. Such events make visitors become performers or an eager audience of sudden sound outbreaks. Examples of composed soundpaintings and soundscapes for museums or exhibitions of art, geology or water will be presented and discussed.

Fabrice Jouvenot, Exhibition designer, universcience, Paris, France

Immersive theatre events to highlight cultural places

Live action is a way to use exhibitions and cultural places in a new perspective. Visitors aren't just spectators anymore, but actors of their own experience by interacting with performers, discovering the place or communicating with other participants. Using narrative transmedia methods, audience can be reached beyond the limits of an institution to invite them to come and learn in a unique playful way. What better manner to learn poetry than dining with Mme de Pompadour inside a XVIIIth century castle, or to understand physics than helping Sir Isaac Newton in his own laboratory?

Barbara Domaradzka, Specialist , Copernicus Science Centre, Warsaw, Poland

Socialization is useful and practical

Barbara Domaradzka Science-center visitors likely participate in events organized within spaces of exhibits since direct interpersonal contact is frequently more attractive than individual interaction with exhibits. Examples of events in which visitors are asked to participate in manual activities that require also co-operation with other visitors and/

or with animators will be presented. The socializing character of the events seems to be the important feature that can be used to deepen enchantment of scientific subjects.

Alexandra Lang, Specialist , Copernicus Science Centre, Warsaw, Poland

Energiathlon. Benefits of an open house day

What can we do to attract visitors to enjoy a very special day in the exhibition? The Welios took advantage of having varied exhibits in the exhibition including some competition-evoking exhibits and invited groups (3-6 people) to take part in an adventure which we called "Energiathlon". The different groups had to compete against each other on certain exhibits to win the Welios-trophy. The presentation will highlight the event as such and will discuss the outcome: What are the potential benefits, which risks did we take and which troubles did we encounter?

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

Bristol Festival of Nature

The Bristol Festival of Nature is an annual event that draws together partners from the Bristol Natural History Consortium to offer a huge range of activities to engage young people with Biodiversity. Talks, activities, forums and entertainment makes this the largest Festival devoted to biodiversity education for schools. Partners include the Avon Wildlife Trust, BBC Natural History Unit, Bristol Zoo, Natural England and WWT. This presentation will share insights from organising and sustaining biodiversity activities for young people across a range of partners, at a large scale event.

Thierry Brassac, Science & culture department, Université Montpellier II Sciences et Techniques du Languedoc, Montpellier

Plush toy operation

Using plush toy animals as species examples, the University of Montpellier has developed young people's understanding of the scientific skills of observation, comparison, identification and communication. Over 800 new plush species were used to demonstrate how scientists build up their understanding of species distribution and classification. This project is built up in collaboration with scientists and students at the university. Children record their species using an original geolocalisation software to understand and explore this imaginary and unique ecosystem. NOTE : a special gift will be offered to any holder of a plush toy endemic or rare specie brought with him at the session.

Coralie Boeykens, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Playing with biodiverCITY

At the occasion of the Year of Biodiversity in 2010, a new gallery called BiodiverCITY opened in the Museum of Natural Sciences, in Brussels. As suggested by its name, the exhibition focusses on the concept of biodiversity illustrated by urban examples, biotopes, fauna and flora. Guided tours and workshops offered to school groups have been supplemented by a game developed by members of our educational service. The game has been designed as a traditional board game to be played in small groups. It serves as a pedagogical starting point to address important ecological notions in an entertaining and active way. A major goal is to drive students to think about the biodiversity of their own near environment and the role they play in it. Eventually, they should realize that everyone can contribute to the preservation of biodiversity by means of small, daily actions.

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

Linking science centre with suburb citizens

The speaker presents his experiences on how to link a space cultural centre with people who do not seem interested in space, scientific culture or problematic science issues. This session will present scientific culture, the space activities or interests in the heart of the discriminated suburbs.

Bernhard Kehrer, Managing Director, Studio klv, Berlin, Germany

Science centers – a tool for fostering local identity

When building a science centre, close cooperation with the community deserves the most attention. This participation process should include working with local stakeholders and authorities like city marketing, city development and local industries alike. If science centers are deeply rooted in the local consciousness, they can foster the identity of local communities. Case studies from different institutions will be presented.

Liisa Juustila, Regional coordinator, Heureka - The Finnish Science Centre, Vantaa, Finland

New methods for successful participation and influence

In the PLACES project, Heureka and the City of Vantaa are using new methods to help residents in the Hakunila area to actively communicate with the science centre. 'Citizen Navigation' is a collection of drama-based methods which helps citizens to find and bring out their own opinions. Participants in the session will be invited to test the method in practice.

CONFERENCE PROGRAMME

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:

Nasreddine Chab, accessibility departement, Musées des arts et métiers, Paris, France

Creating scientific signs

The Conservatoire National des Arts et Métiers is a museum which showcases technological innovations. As a deaf person Naserddine Chab works in human mediation in French sign language. The deaf community does not use scientific signs in «everyday» language. Using the principles of linguistic iconicity the signs are created to adapt scientific terminology. The presentation will show how adolescents, teachers and visitors adopt new signs and broadcast them after their visit.

Sevinc Kisacik, Family Programmes Coordinator, Science Museum, London, United Kingdom

SIGNtific programme: Developing events for deaf visitors

The Science Museum in London recently won the highly commended ‘Positive Parenting’ award from Deaf Parents UK charity. While working with the deaf community, we developed a highly successful events programme specifically designed for deaf and users of British sign language as well as being fully inclusive for hearing visitors. Sevinc Kisacik will take you through the revolutionary approach that the museum has taken to the training and development of all the events and the participants of this unique programme.

Jeremy Martinat, Explainer, Museum de Toulouse, Toulouse, France

A beginning to set up accessibility in Museum de Toulouse

The museum of Toulouse started to organise visits in sign language one year ago with a group of deaf children visiting the collections. Jeremy Martinat is a hard of hearing person. The museum decided then to launch sign language opportunities. The first step was to adapt guided visits proposed by others explainers. Specific workshops and guided visits were developed with schools and associations. The presentation will describe the aims and difficulties of this new and successful experience.

13:15 - 14:30
Lunch Break

13:45 – 14:45

Pierre Baudis Saint Exupery Foyer

Children’s Conference Poster presentation

14:30 – 15:45

Black room

Oceans of opportunity for action and stakeholder partnership



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

Fishscale - a long-term partnership in the entire seafood value chain

The Fishscale project aims to raise awareness to the general public and fish industry professionals about sustainable seafood consumption, in order to preserve the marine biodiversity and reduce overfishing.

Francisco Franco del Amo, Aquarium Finisterrae , Spain

Mr.Goodfish, a partnership with fishermen and local authorities

Mr.Goodfish is a partnership with fishermen and local authorities to educate the general public and foster sustainable seafood purchasing choices. It is a part of an international programme developed simultaneously in Spain, Italy and France. The ultimate goal is to upgrade the general public’s knowledge of sustainable fish consumption and empower them to take concrete actions to reduce human pressure on fisheries.

Ana Noronha, Executive director, Ciencia Viva, Lisbon, Portugal

Ocean literacy as part of the national school curriculum

Important issues about the ocean are scattered across modules for different formal education levels, with little guidance for teachers. In this way, Ciência Viva has partnered with marine research institutions, public bodies and educators in Portugal to set up a guide to ocean literacy across the national curriculum. A roadmap was produced helping educators to “navigate” with their students through basic principles of ocean literacy and corresponding resources. This project results from a collaboration with North-American institutions, who developed a large scale consultation on ocean literacy involving scientific institutions, museums and aquaria.

Ludovic Frere Escoffier, Project Manager, IUCN, Marine Panel, and Sea for Society, France

NGOs, science centres & aquariums’ influence on marine policies

The presentation will discuss how NGOs, science centres and aquariums have influenced governance and marine and education policies through the Grenelle de la Mer in 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

Heather King has studied the nature of Explainers’ practices in institutions across Europe and explored arguments for and against the professionalisation of this particular group of museum / science centre staff. As the discussant for this session, she will highlight the key themes and issues raised by each protagonist and introduce further considerations for the field.

Paola Rodari, European Projects Manager and exhibitions developer, Sissa Medialab, Trieste, Italy

Paola Rodari has designed and taught many international training programmes for explainers, and has studied roles, practices and training schemes across Europe. In this session she will act as the «devil’s advocate», bringing considerations in favour of the variety of explainers’ profiles.

Beth Stone, Head of Face to Face Learning, Natural History Museum, London, United Kingdom

The Natural History Museum is developing a competency framework to provide a consistent platform from which to recruit, appraise and develop education staff within the Museum. If you aspire to excellence, then you will require your staff, to be competent in a number of areas on entry and to develop their abilities over time using objective and measurable criteria. Managed well, a competency framework will not only encourage employees to develop individual success, but it will also increase the likelihood of retaining the talent that will ensure the success of the organisation. Beth will be advocating for institutions across our sector to consider adopting this sort of framework in order to develop a degree of consistency of practice across the field.

Anne Lise Mathieu, Project Manager, universcience, Paris, France

Universcience and seven partners from the educational, science communication, and adults training fields have joined forces to create a professional network for training the science explainers. The project “Ecole de la mediation” has for main objective to capitalise the expertise of the “mediateurs”, and to formalize their “savoir-faire”, in order to design short training sessions fitting their training needs. The acknowledgement of the skills required to do this job and the key position of these staffs in the diffusion of science must lead to a professionalisation of their training

CONFERENCE PROGRAMME

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

Michael Jones, Chief Technology Advocate, Google

Michel Claessens, Head of Communication, ITER organization, St Paul-lez-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:

Javier Hidalgo Science, Research and Environment, la Caixa Foundation, Barcelona, Spain

3D or not 3D ? That's the question.

After seven years, the Cosmocaixa Planetarium in Barcelona closed its doors to the public to upgrade its projection system. Now a new Definiti 3D-4K Digital Planetarium has been put in place with a full-dome projection system. The Sky-Skan multimedia system has improved the graphic quality of screenings, while maintaining the versatility afforded by a digital system. What's more, its most outstanding new feature is that the system incorporates the latest 3D stereo projection technology. The Planetarium now retains its essence as a planetarium and its use as an immersive projection space has been enhanced.

Charles Bishop, Chief Executive, National Space Centre, Leicester, United Kingdom

The Planetarium: «It's not what I expected !»

This presentation suggests that many people that have not been to a planetarium before have little understanding of what it might be like. A widely-held perception is that it is educational and boring: not the sort of thing for a fun family day out. This creates a marketing challenge. How do operators drive volume and ensure their planetarium is a commercial success and/or achieve target visitor numbers? The reality is that planetarium content is getting ever more exciting and expectation is almost always exceeded. The presentation summarises how this can be exploited for commercial benefit.

Valentina di Sarno, Exhibitions area, Fondazione IDIS - Città della Scienza, Naples, Italy

Stellar events

The Città della Scienza planetarium is one of the most appreciated and stunning attractions at the Science Centre. The spectacular effects of new technology along with the charm of the starry sky, make it as a special theater for presenting educational and entertaining programmes. You can enjoy a live concert or a theater show including a show on the myths and the legends surrounding the moon, the stars and the constellations. For astronomy week, the planetarium mixed science and art while for Christmas, it showcased the story of the star of Bethlehem thanks to an all-involving multimedia show and a faithful reconstruction of the sky at that time.

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 Ehrtreiber, Director, FRida & freD - The Graz Children's Museum, Graz, Austria

Target? Toddlers

A toddler's curiosity seems endless. But does it help when programming an exhibition for children from three to eight years old. What are the success criteria? What are the pitfalls to avoid? Listen to the thoughts of a children's museum director.

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

Learning without reading

Even if they know that learning is not only cognitive but also emotional and sensorimotor, exhibition developers usually have messages and often have information to convey to the public. How are they perceived and understood by little children? What do they learn in the exhibition? What do they remember afterward? Reflections from a researcher in pedagogy.

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

Dumb Stories

Story telling is a powerful way to reach young children? But, how do you do it in an exhibition when the public is unable to read? Are we doomed to use only audio? Not necessarily. Comic strips can be part of the solution but they have to be developed with children to minimise the impact of adult visual literacy and check if the stories are correctly understood. Feed back about a survey on comic strips for non-readers.

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

Parents allowed

Children don't visit exhibitions alone. What is the role of the parent and educator in a child's experience? How to help them become facilitators rather than guides, respect and increase a child's learning autonomy? The experience of an exhibition developer.

Laurent Carrier, Designer, toboggan design, Montréal, Canada

Intuitive space

Words are often used in exhibition signage. They thematically structure the space. They give a clue about the hierarchy of the topics. They help visitors to find their way in the exhibition space. How can they be replaced by non-verbal signals? How to organise the space in such a way that children intuitively understand the space organisation. Some thoughts from a designer.

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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

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

Brigitte Zana, Director for development and network, universcience, Paris, France
Brigitte Zana, will focus on the process of getting donors and the necessary time it takes to convince a prospective partner to give. She will propose some keys points to succeed and to keep funders for longer by building indepth relationship and stewardship programmes.

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

Arcimboldo and eye logic: A case study at Città della Scienza

For many years at Città della Scienza in Naples, we have dedicated laboratories to the topics of art and science. In these laboratories, we look at the relationship between art and science to introduce scientific arguments using art and vice versa. For example, in the “Arcimboldo” laboratory, we observe the masterpieces of several artists through optical illusion. In the lab, children make a sculpture using fruit and vegetables and at the same time we can talk about Arcimboldo and about how his vision works.

Pier Francesco Bellomaria, Project Assistant , Fondazione Marino Golinelli, Bologna, Italy

Connecting art and science for children’s education

At START – Creative Culture Lab, the coreart and science area has been conceived with an exhibition developed in collaboration with the Peggy Guggenheim Collection in Venice. Young researchers, artists, art historians and children trainers were involved in selecting artworks in the planning stages. Keeping in mind the educational potential of each art piece, interactive guided visits were designed for children from 5 to 13 years old. The exhibition has become a space to bring together school children in a hands-on lab. Thanks to these creative and practical experiments, children can approach art and its connections with biology, mathematics, astronomy, understanding the topics artists were working on.

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

Holography: when Art meets Science

In recent years, Fabrica Science Center, in collaboration with the Physics Department at the University of Aveiro, has developed a project on holography and its connection between Art and Science. It has implemented several holography labs at schools, creating a network of 30 schools in Portugal. With the help of science communicators and teachers, art students and science students can work together in the same topic to produce different types of holograms. The general public can participate at workshops on art and science techniques to produce holograms and learn several scientific topics and procedures. The centre also promotes teacher training sessions and holotalks and produced a temporary traveling exhibition on holography.

Stan Boshouwers, Designer, Universiteitsmuseumtinker imagineers, Utrecht, Netherlands

Sustainability, a creative issue

How to turn sustainability into something interesting and stimulating? This problem can be approached by focusing on the future as a creative domain. Because children are the inhabitants of this future, they are eager to shape it in their personal form. Sustainable objects were given an expressive, imaginative form. Further, a 360 degree projection theatre was built with elements that were created by an artist. In other words, children are stimulated to build the future using their imagination and consumer wishes. www.museum.uu.nl / reset the future.

15:45 - 16:45

Coffee Break in the Business Bistro

15:45 – 16:45

Business Bistro

Projects showcase presentation

Convenor:

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

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

Cell Zoomer reveals hidden world of cells

Visitors of Naturalis can explore the hidden world of cells with a new exhibit called the Cell Zoomer. The exhibit consists of an enormous touch screen that allows visitors to zoom in 500,000 times on the tiny body of a zebra fish. By playing with the touch screen, visitors explore a landscape that most of them have never seen before: life at the cellular level. It’s where we are all alike. Naturalis developed the exhibit in close cooperation with the Microscopic department Electron Microscopy at Leiden University Medical Centre and the University of Leiden.

Juliette Walma van der Molen, Director , Research Center on Science Education and Talent Development , Stichting Techniekpromotie University of Twente, Enschede, Netherlands

Twente Academy Young

In October 2010 the “Platform Bèta Techniek” in the Netherlands funded 11 “Science Hubs” where Dutch universities were asked to form alliances with schools for primary education. Through these alliances, children found the opportunity to discover the world of science and technology at an early age to discover and develop their talents in science. The University of Twente decided to take its science hub to the next level and combine outreach activities for children with teacher development. In this way, a unique network of schools for primary education and the university was developed.

Eveline Holla, project manager Wetenschapsknooppunt Delft, Science Center Delft, Delft, Netherlands

Designed by kids

A classroom of twenty 11-year olds got a real life assignment from a big Dutch Educational editor to design a game to teach mathematical tables in a fun way. Guided by their teachers and two industrial designers, they developed different game-concepts, one of which will be on the market soon. Last January, a new assignment was given to five schools on a new learning goal. We present the design methodology and classroom approach used to enable children to become truly creative designers. The process and techniques used are similar to those used by students at the Delft University of Technology.

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

Nets.EU

NetS-EU aims to collect, elaborate, diffuse and exploit ways of applying non-formal methods and an Inquiry-Based Learning approach to science education at schools

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in Europe. Network activities include building a social network to connect people interested in non-formal science learning, organising three International Comenius Conferences to connect and exchange information among all Comenius activities working in the field of science education and organising school teacher workshops to encourage the use of social networks and apply non-formal and Inquiry-Based Learning at school.

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

Hands-on DNA: Bridging the gap between science and students
How do you bridge the gap between scientific research and the classroom? How do you get more children involved in practical science? How do you offer such opportunities at a national level and link geographically-distinct organisations? The Hands-on DNA: Exploring Evolution project is a national, collaborative project, involving 19 partners, supported by the Wellcome Trust, with the aim of enabling students across the UK to use cutting edge equipment and the latest molecular techniques to explore evolution and their own DNA. 15 science centres were trained and equipped to achieve this. Evaluation with students and teachers is currently underway and be will be presented.

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

Science students in Iran collaborating on nanotechnology
The research centre is developing and establishing currently new parts. The students coming to our centre bring new ideas . In the past, we established an astronomy part. After that we added a nano part to our center and the students presented news ideas about this and in addition they did a number of experiments. They have now progressed in nano sized material by the cooperation of my colleagues and me. This activity has had a great effect in the development of science in students in Iran.

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

Theo Jansen - Moving Boarders
Become familiar with a project based on principles in Theo Jansen’s constructions; the “Beach beasts.” A modern kinetic artist, Jansen’s astonishing sculptures have captured the interest of children and adults around the world, including us representatives from four different Baltic science centers. Our goal is to develop new cross-border cooperation via an exhibit and educational challenges for students in the areas of math, science, innovation, art and philosophy. Besides sharing our plans we also hope to awe you with images and models from Theo’s works. You will also get a chance to test “Theo’s wheel,” during the session

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

Sea for Society, a new Mobilisation and Mutual Learning action plan
The “Sea for Society” MML action plan is a new FP7 project at DG Research. It will tackle the societal challenge “Marine resources, inland activities and sustainable development” to collect public perception of the future marine research and governance in Europe. 20 partners and 9 associated partners will organise participatory activities to improve the dialogue among scientists, economic stakeholders and civil society in 12 countries. They will identify the cross-cutting challenges, make known their expectations and put forth proposals for a new ambitious vision of Blue Society in the spirit of sustainability, well-being and equity for mankind in harmony with the World Ocean.

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

Discovery room: New space at Monastir Sciences Palace to make science accessible to children
The new discovery room will include: Aquaculture Space , a Boat /Mechanics exhibition, a simulation of ship maneuvering, a flight Simulator, a Solar Energy exhibition, an Astronomical Space, Optical Systems instruments that allow seeing celestial objects with the naked eye and a 3D Movies Show Space.

Maya Halevy, Director, The Bloomfield Science Museum Jerusalem, Jerusalem, Israel
ENGINEER - building bridges across geographic and cultural boundaries
ENGINEER is a new EU SiS project to develop learning environments, incorporating engineering topics in elementary school science and technology teaching. Engineering create bridges between different disciplines of science and math. ENGINEER activities build bridges between children and science by making it more relevant to their life. They encourages girl to engage with science because of its added values to society and builds bridges between schools and museums, formal and informal intuitions and international partners from north and south, east and west Europe, the US and the Middle East.

Chiara Piccolo, Project Manager, MENON Network, Brussels, Belgium
It’s lab time - connecting schools and universities, fostering IBL
UniSchoolLabS aims at improving quality in science education in Europe, by providing secondary schools with remote access to universities science laboratories. The main outcome is the development of a toolkit which includes a catalog of remote/virtual labs, guides for teachers and students, a pedagogical plan and a lab notebook. The project hopes to set up solid collaboration among different actors involved in science education in general, formal and informal settings. These include schools, teachers and students as direct target groups, Universities, as indirect target groups and science centres and museums as final beneficiaries.

Julia Willison, Director of Education, Richmond upon Thames, United Kingdom
Botanical inquiry?
The INQUIRE project aims to reinvigate inquiry based science education in the formal and informal educational systems across Europe through CPD courses using the experience of a consortium of 14 partners. Training courses are helping to develop greater inquiry skills for teachers, educators and students and understand better the importance of biodiversity and climate change.

Alessandra Zanazzi, EU-UNAWWE Project Manager, arcetri observatory inaf, Florence, Italy

Lara Albanese, arcetri observatory inaf, Florence, Italy
EU-UNAWWE Italy
EU-UNAWWE is an FP7th financed project, a unique programme for inspiring children with our wonderful cosmos, providing a platform for sharing ideas and resources between educators, organising teachers’ training sessions and developing innovative educational resources.

Leo van den Bogaert, General director, The Unschooled Mind Company, Amsterdam, Netherlands

Marieke Hohnen, director projects, The Unschooled Mind Company, Amsterdam, Netherlands

Odysseus
The Odysseus project aims to engage and inspire students in Europe by coordinating and implementing a pan-European scientific contest on space exploration themes, combining creativity, intelligence and innovation. Next to the contest, there will be a closing event and a small exhibition of some of the students work. Students aged 14 to 18 years will participate with their teacher as a coach. The categories of the competition are: Solar system, spaceship, co-evolution of life.

Ines Prieto, Exhibitions development, Cite de l’Espace, Toulouse, France
Origins Route
The Origins Route is a collaborative project mixing archeology paleontology and astronomy. This project is programmed in the Operative Program for Territorial Cooperation Spain France Andorra 2007-2013 of the EU.

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

Where’s the science in ‘citizen science’?
Public involvement in scientific research dates back to at least 1880 when lighthouse keepers began collecting data about bird strikes. Increasingly, the museum sector is finding ways to engage the public in science through ‘citizen science’ initiatives. But, is this authentic science or are the public merely unpaid technicians? What sort of image of science are we portraying through ‘citizen science’? And who benefits from the process?

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

The Dark side of citizen science
Naturalis has been running a project called ‘LiveScience’ for one year now. The project is about ‘opening our museum’ and contains several participation projects for general audiences and schools. All looked great on paper, but did it meet up to the expectations? Is visitor participation or citizens science meeting up to its promises? During this presentation Ilse van Zeeland will reveal the dark side of LiveScience.

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

Towards a distributed knowledge and participation
From their origins, natural history museums relied on volunteers’ curiosity and knowledge to build and document their collection. It’s still the case in many local and small museums. This everlasting contribution can be pointed in many fields: work on excavation site, study of birds migration, floristic mapping, astronomy... New technologies and web 2.0 will more and more support this two ways relation between citizens and museums in the future. With will and creativity, citizen participation can become part of a renewed mission for the museums.

CONFERENCE PROGRAMME

16:45 – 18:15

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:

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

Science-friction

The idea that science is part of Culture as well as philosophy, the arts or human sciences and should therefore be addressed via a multidisciplinary approach of everyday life issues is the core of Pass' project. The "frictions" between so-called "hard" and "soft" sciences, ethics and the arts are almost everywhere in our themed exhibitions. Through a certain number of appealing pictures, sounds or other surprising material from our museum we will try and discuss the "whether (or not)", the "why" and the "how" of leaving a place to humanities in science centers and museums.

Massa Mufti-Hamwi, Education Management Consultant, Massar Discovery Centres, Damascus, Syria

Have you ever asked yourself «So What»?

Based on the exploration and discussion of several science-based topics such as environment, genetic engineering, robotics and plastic surgery...participants will discover through a «mind mappings» game that humanities are inherently integral part of science learning. Participants will realize in no time that the science leaning is not isolated from value-based judgment and questioning, but rather is very much reconnected to subjects such as philosophy, history, religion and most importantly to human values in order to comprehend and make a choice with regards to the impact of science and technology in our society today.

Laurent Chicoineau, Director, CCSTI Grenoble, Grenoble, France

Humanities should be placed in the back office

The most important place for the humanities in Science Center is not in the showcase, as any other exhibit of natural sciences, but in the back-office. Of course social sciences have results to disseminate and their methods can usefully be learned, practiced and even criticized by the public. But the most important role they have, from my point of view, lays in the many accurate inputs they can give to professionals working on making exhibitions, science workshops, participatory events, and so on. Because the way they look at the public and its relationship to science and innovation is much more rich and complex than the way we, science centers' professionals, are often doing.

Sally Montgomery, Chief Executive, whowhatwherewhenwhy - W5, Belfast, United Kingdom

See today through eyes on the past

Young people accept technological advancement as it appears, without thinking. In a recent project W5 used historical photographs of the building of RMS Titanic with

2,000 young people exploring ship building and construction 100 years ago and how things occur now. The program involved creative thinking with simple creative techniques related to story telling. It was then applied with their ideas and narration being used to develop a 32 page comic telling the story of RMS Titanic from conception to the current day.

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

Wendy van den Putte, Senior Project Manager, Science center NEMO, Amsterdam, Netherlands

Exploring the extent of space in the classroom

Space education is not confined to space travel and astronomy and can be used to teach almost anything: the human body, the scientific method, basic natural laws, earth sciences, etc. NEMO has developed several hands-on space projects for the classroom that add an extra dimension to the regular STEM curriculum, bringing informal elements into the classroom. They are easy to adapt and can offer inspiration for other space related projects.

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

Let the children talk

Two youngsters involved in the third "Children scientific Conference" talk about their experience, with the help of a PhD student. This event is organised by Cité de l'Espace. 200 children take part presenting poster sessions, plenary conferences and oral presentations as real researchers do. The theme this year is Mars exploration.

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

Science centres and observatories as information gatekeepers

The latest developments in technology are changing the way we handle and process scientific data. The information gatekeepers are no longer a select group of scientists, as scientific databases are nowadays available on the Internet. Making use of these data for education and dissemination is a key challenge for science centers in the near future. Will science centers 2.0 become information gatekeepers?

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 Cieřlińska, 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:

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

Travels with an exhibition

Travelling exhibitions can boldly go with missionary zeal, taking science-for-all to new frontiers and this is the spirit in which we began, first with a travelling science centre complete with tent and floor travelling to the furthest shores and cities of the UK and then with an exhibition to the Middle East and Ethiopia, courtesy of the British Council. The exhibition toured for three years, never returning home and became the inaugural exhibition for a science centre in Addis Ababa. These were truly adventurous times. Since then, with the expansion and maturing of the Science Centre sector, the scene has become more formal, possibly less adventurous and probably a lot safer for all concerned. This contribution draws on personal experiences as our own organisation has grown and speculates on where the new frontiers may be.

Olle Nordberg, Director, Teknikens hus, Lulea, Sweden

The exhibition story - a universal tale?

To build an exhibition is to tell a story. And storytelling like exhibition making has its roots an origins, often in the world around us. Familiar values and notions build up the plot. But what happens when the same story is told in another setting and in another culture? Are the values and notions the same? An exhibit that is familiar and intuitive in one context may be strange and inconceivable in another. Physics and science are universal but the way we interpret it and the way it is described in society may vary. How can we bridge the gap?

Antonia Spanos, Director , Exhibition Agency , London, UK

Cultural diplomacy or culture clash: how to make your international tour a success

The Exhibitions Agency is a travelling exhibitions specialist which handles the international touring exhibitions of many institutions and exhibition producers worldwide. From Korea to Kuwait to Kansas and plenty of great locations in between, we have experienced every aspect involved in touring exhibitions of different sizes, budgets and themes. In this presentation you will find out the inside story on working with museums across borders, what common problems to avoid and which tried and tested methods can be used to help make your international tour a success.

Joerg Ehtrieber, Director, Friday & freD - The Graz Children's Museum

Since opening in 2003, FRida & freD has been travelling its award-winning interactive exhibitions throughout Europe and even across the pond. Currently FRida & freD has four exhibitions on tour. For a small to medium-sized institution such as FRida & freD this presents both enormous opportunities as well as challenges. In this fast-paced and sometimes humorous presentation we will present the complex realities of putting exhibitions on tour - from overcoming language barriers, to signing a contract, to supporting staff members who often spend weeks at a time away from home. We hope to offer personal tips and tricks to institutions considering putting exhibitions on the road as well as new angles and insights for the more experienced.

Alan Draeger, Director, Asia Pacific and Middle East Global Business Development, American Museum of Natural History, New York, USA

Traveling Exhibitions: Worth the Effort!

The American Museum of Natural History, New York (AMNH) creates two new traveling exhibitions every year, each of about 700 square meters. After showing in New York, each exhibition goes on the road, with currently about 16 traveling internationally. The trick is finding what is of interest in different countries and venues and also adapting the business model : collaboration, rental, licensing the intellectual property. With a new installation or takedown every 10 days the logistical challenge is considerable, and our contracts have grown to cope with all foreseeable contingencies. Openings in different countries set a gratifying seal on the enterprise.

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

Different levels of governance

Science centers increasingly exert influence on the governance of science at different levels. This can be done by re-defining their own governance and the relationship between the public and science, by shaping the way research and science is done by the scientists who work with or in museums, and in some cases with direct actions that affect local, national or international policy making. This framework will be described and used to stimulate the discussion among the participants

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

European framework of governance-related activities in science centres

How do activities related to governance issues in science and technology, carried out by science centres/museums, engage the public? How do they impact on scientific research? Come join us and share examples and best practices, discuss results of such activities and their impact on the public and on science centres and museums. Help us update and validate a European framework of governance-related activities in science centres and museums, which takes into account the different possible impacts these activities can have on public engagement and society at large, as well as the policy of research and the policy of the museum itself.

16:45 – 18:15

Orange room

Biology and chemistry for all the senses



Convenor:

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

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:

Elodie Touzé, Science communicator, univscience, Paris, France

Stéphanie Kappler, Science communicator, univscience, Paris, France

DNA lab and scientific police

A DNA lab and sensibilisation to scientific police activities has been developed for blind and visually impaired persons and first tested with visitors. Specific programs and models have been created to let blind persons understand the different scales body and cells and spit content to DNA molecules component. The aim was to tackle with short and reliable techniques used by analysis laboratories and to approach ethic questions.

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

Molecular biology Learning lab for non expert public

Learning complex biological concepts can be a challenging task to complete through traditional teaching methodologies. Our experience indicates that young people and students with learning disabilities, constituting a significant 5% of school population and by far the largest group of people with special education needs, may benefit from facilitated interactive educational experiences. Exploiting the potential of collective learning approaches and developing whole body interactive experiences can increase the levels of interest and at the same time provide these groups with more accessible paths to understanding scientific concepts. Lessons learned in the education field may prove useful for improving accessibility to complex biological concepts by larger audiences.

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

Royal Belgian Institute of Natural Sciences - Brussels PaleoLAB

The PaleoLAB is a discovery room, where children, teenagers and adults will acquire a taste for paleontology. They'll explore the «lost world», using drawings, puzzles, maps, audiovisuals, plasticine, shovels, brushes and real fossils! PaleoLAB gives a unique multi-sensory opportunity. The keyword in this Lab is: «Touch everything!» That's of course the reason why PaleoLAB is also a paradise for visually impaired and blind people. An adaption work was carried out with the help of a blind teenager. Since then, several groups of visually impaired and blind people have been hosted in this discovery room. Story of this adventure and scenario with a few examples.

CONFERENCE PROGRAMME

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

Access, from policy to practice – making a difference on the floor
The Science Museum, London welcomes nearly 3 million people a year. We have disability guidance, an action plan and an ambition to work inclusively with new and diverse audiences. What does this mean for our Explainers and performers on the floor? How can they become skilled at delivering to audiences with a range of needs and how do we raise their expertise and awareness? By involving you in one of our ‘make and take’ workshops, developed as part of our Learning Programme, Shana will give you insights into the type of training and experiences that we are developing.

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.

- There will be two points of departure for Ecsite shuttles:**
- **At 19:15:** Boulevard Lascrosses, in front of Hotel Mercure Compans , same side of the road, adjacent to the Congress Centre
 - **At 19:15 :** Boulevard Strasbourg next to the Jean-Jaurès Métro Station, in front of the Air France agency

09:00 – 10:00
Pink room

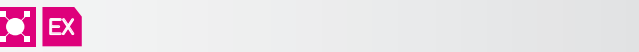
Keynote speech

Speakers:

Martin Rees, Baron Rees of Ludlow, Professor of Cosmology and Astrophysics, University of Cambridge, Cambridge, United Kingdom.
Space exploration, life and the cosmos
The space age is little more than 50 years old but space technology already pervades our lives. It has also been crucial for science. Unmanned probes have visited the planets of our Solar System. But will human explorers follow? Or will space be only an arena for robots and fabricators? By probing far beyond our Solar System, telescopes, have revealed a vast universe, containing billions of galaxies, each containing billions of stars, whose history can be traced back to some mysterious ‘beginning’ nearly 14 billion years ago. We now understand in outline the emergence of atoms, galaxies, stars and planets – and how, on at least one planet, life emerged and developed a complex biosphere of which we are part. We wonder, indeed, whether our ‘big bang’ was the only one. And we have learnt that many other stars are orbited by retinues of planets – some resembling our Earth. Will we find life on them? What is our future on Earth? This illustrated lecture will attempt to address such issues.

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.

Speakers:

Christopher Garthe, concept | text, studio klv, Berlin, Germany
Howling with the wolves!
Wolves are re-migrating to Germany. What is a great success for wildlife conservation and nature protection, could pose problems for various land users. This interactive travelling exhibition focusses on research on wolves in Germany and how research findings could inform the management as well as the communication strategy accompanying the re-migration of wolves to Germany.

Maarten Okkersen, Head of Design and Productions & Project manager of Exhibitions, Museon, the Hague, Netherlands
Hi tech Romans!
2000 years ago, the Romans ruled over a great empire. How did they become so successful? The Romans were curious, inventive and practical. They borrowed many ideas from nearby cultures. How did they manage it without computers, motors and electricity? Find out what they were capable of, follow in their footsteps and be inspired by the high-tech Romans. Like the Romans, we are also faced with issues that require a creative approach, cooperation and technology.

Susann Zehl, Project Manager Operations, Archimedes, Berlin, Germany
Science Tunnel 3.0
Science Tunnel 1.0 and 2.0 and soon 3.0: the exhibition on basic research at the Max-Planck Society is not only one of the most successful science exhibitions ever. For 11 years, its themes and content have also promoted Germany internationally as a location for innovation. An exhibition about science and research has become a brand in itself.

Patricia Homs, University of Barcelona and Arts Santa Monica, Barcelona, Spain
Josep Perelló, Associate Professor , University of Barcelona, Barcelona, Spain
Antarctica, condensed matter, living systems, invisible fields
We are presenting several projects through the boundaries of scientific, artistic and educational practices. Mireya Masa. Antarctica is an exhibition based on the outcome of fieldwork carried out during 2006 at Argentine bases in Antarctica in collaboration with the marine ecologist Mercedes Masó. Condensed matter exhibition invites visitors to look at cooking, gastronomy and nutrition through the scientist’s eyes. The Living Systems exhibition develops interactive interfaces that apply principles of the theory of living systems related to ecology, artificial life and the complexity science. Invisible Fields explores how the understanding of our world and our cosmos has been transformed by the study of radio waves.

CONFERENCE PROGRAMME

Alessio Scaboro, Educational project, Gruppo PLEIADI, Dolo, Italy
Experia: An interactive exhibition of physics
Experia is a small interactive exhibition of physics, suitable for audiences from 4 years old. It is made up of 30 exhibits about sound, light, magnetism and the forces with the possibility of having a traveling digital planetarium. Experia was born from an idea of Gruppo Pleiadi which decided to organise exhibition and interactive events in a small town to communicate science as much as possible in a simple and funny way. It occupies an area of 200 square metres.

Maren Krumdieck, Touring Exhibitions Sales Manager, Natural History Museum, London, United Kingdom
Extinction - surviving the 21st Century
Take an intriguing journey through the compelling topic of extinction. If 99.9% of species that lived on Earth are already extinct, how long have we got until Homo Sapiens goes the way of the dodo? Encounter the winners and losers of extinctions in Earth's history, and find out what they can tell us about our future. A new touring exhibition from the Natural History Museum premiering in London in February 2013 and available to hire from late 2013 onwards.

Patricia Verheyden, Experience director, Technopolis, the Flemish Science Center, Mechelen, Belgium
Imitation
Imitation is a travelling theme exhibition where visitors will discover different aspects of imitation. We learn by imitating others, we get inspired by the creations of other people. Sometimes imitation goes too far and then leads to counterfeit. The 35 interactive exhibits range from robots that imitate human behaviour, through counterfeit objects and spare parts for humans. The exhibition will inspire visitors to make and share their own creations. Imitation is a co-production of Technopolis®, the Flemish Science Center, Museon, Vilvite and Expology.

Philipp Horst, Project Manager, Temporary Exhibitions, DASA, Dortmund, Germany
CV - a biographical exhibition
This exhibition installation uses an highly interactive, artistic approach to visualise the flexibility you need in today's work environment. It is primarily aimed at young people looking for work. Through six to seven stations, the journey of working life takes us from 'dreams' to 'possibilities', through 'obstacles' and finally tries to individually and emotionally define a 'sense of life'. The design was developed in cooperation with the stage design / scenography department of Technical University Berlin.

Baerbel Auffermann, Deputy Director, Stiftung Neanderthal Museum, Mettmann, Germany
Looking at apes
The exhibition sheds light on the cultural historical aspects of our perception of apes: From the "gentle savage", to the idea of the "monster" and the demand for human rights for the great apes. It does also inform about how apes live, which kind of social structures they developed, whether they use tools and much more. Audio, video and strong images supplement the presentation of select objects that are able to tell a story.

Asger Høeg, Executive Director, Experimentarium, Hellerup, Denmark
Your brain - use it or lose it!
This hands-on, minds-on and heart-on exhibition consists of 35 exhibits all related to the visitor's own brain. The exhibition asks the visitor to sign in and put a few questions concerning the visitor's personal profile. Then the exhibition suggests a path through the exhibition. The exhibition has been shown in three countries and will go to Norway in October 2012. It is free to rent from October 2013. Some other exhibits include Emotion controls Memory, What is missing in the Doll House? and Don't lose Focus.

Michael Bradke, Director and Driver, Mobiles Musik Museum, Germany
Boing! sounds, colors, shapes and forms
Music and the visual arts have a lot in common. They deal with colors, forms and shapes, rhythms and rows and can copy things exactly or alter reality. Also they play

around with the principles of chaos and order. Spaces cover from 100 to 400 square metres for 20 to 60 visitors from 6 years up and a family audience. 10 interactive sound sculptures and a collection of great kids paintings are also available. Visit: www.musikmuseum.com

Will Summerfield, Project Manager, Techmania Science Center, Plsen, Czech Republic
Top Secret
The Top Secret exhibition reveals the thrilling and mysterious world of spies. Throughout the exhibition visitors are recruited for secret missions and they learn whether they have got what it takes to be a spy. Once inside they are frequently surprised and confused as nothing is truly as it seems. Finding out what is true and what is false, who and what can be trusted is all part of the challenge. Visitors will find many opportunities to develop their spying skills. While visitors play their way through the exhibition, they not only experiment with spy and police techniques, they also learn about the real world of spying and the real gadgets that are used.

Marie-Sophie Mugica, Head of international affairs department, universcience, Paris, France
Housing of the future and my raw earth for building tomorrow
The question of our future housing conditions is at the heart of challenges on a human, societal and planetary level. Housing problems, health requirements and comfort, organising housing networks, adapting to changes in society or respecting the environment, visitors are given the chance to discover the housing conditions of the future. **My raw earth for building tomorrow** * «A hands-on exhibition which is fun, educational, physical and contemporary» where visitors can experiment, observe and learn. Used for the construction of houses and buildings since time immemorial, earth is a promising material for both conventional and innovative applications. From the raw material to construction, from understanding the matter to innovation, from tradition to eco-building, the exhibition allows visitors to observe and study the behaviour of raw earth.

Louise Julie Bertrand, Manager, Development and Production, Montréal Science Centre, Montréal, Canada
Music, the brain and emotions
In this exhibition, visitors aged from 8 to 14 years old compose a piece of music with a touch-screen media player. Through interactive experiences, they learn about musical concepts and their bases in physics, mathematics, technology and neurology. They also create musical tracks that they integrate into their composition. Scientists and musicians virtually appear to assist and advise them. In the end, visitors will have learned that musical experience is a delicate mixture of art, science and emotion.

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
Working with the Orthodox Jewish Community
Gateshead sits on the opposite side of the Tyne to Newcastle and has a long history as a centre of orthodox jewish scholarship. The Centre for LIFE has been working with rabbis and Jewish teachers to define a programme of astronomy that does not offend orthodox Jewish beliefs. It has been a journey for both parties to understand each others understanding of truth and to devise a learning experience that does not compromise either parties beliefs.

Anna Gunnarsson, Teacher, NAVET, Borås, Sweden
To meet the similar differences
In a science centre, we focus on showing the visitors things we find interesting and even challenging, but we can not be sure about their reactions until they are participating in our activities. To be able to meet them successfully, it's most important to focus on why we are interested in having them with us. They need to feel important, unique, in the centre of our attention and most of all welcome! When that happens, people in a multicultural society with different backgrounds and religious beliefs can meet, discuss, learn and exchange opinions in order to let important things happen - and it will do so if we keep an open mind!

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
What can we learn from architecture when working with exhibitions?
As a consequence of their complexity, cities can bewilder and frustrate us through their endless fascination. Taking the standpoint of the contemporary city, an intricate system of layers, can only be understood as a subjective interpretation. It will lead us to a multitude of stories when trying to explain it. Starting with that perspective, this presentation will discuss some practices of slow space - the 'flaneur' and the 'derive' as practices of constructing subjective narratives as well as new understandings.

Alexina Thorén Williams, Pedagog, Universeum AB, Gothenburg, Sweden
Mimicking nature in slow speed workshop
I will present an upcoming workshop within our Biomimicry exhibit. A space for playful "model making", mimicking biological adaptations in nature. The theme will be "Sustainability and recycling". We want the workshop to allow for a quiet, reflective dialogue - A Slow space atmosphere. A workshop that is characterised by openness, where facts are challenged without censoring, and that is inclusive and sustains more than one entity of thinking. The role of the traditional visitor is altered from a viewer to co-creative participant. Documentation of the workshop will be a start of a memory bank that is available for other Science centers.

Kua Patten, Director - Exhibit Services, Exploratorium, San Francisco, United States
Slow spaces - opportunities for rest, reflection and re-engagement
Many science centres are filled with experiences that are designed to excite the visitor. However, in the quest to create excitement about science, it is far too easy to overwhelm the visitor. Do visitors have the time and opportunity to absorb all the content that is provided? I will share how, at the Exploratorium, we incorporate new spaces around the floor that provide opportunities for visitors to pause, rest and reflect on their experience and decide on what to do next during their visit. I will also share how we are using the concept of "slowing down" to provide a relaxed and informal environment where people can explore together in meaningful ways enabling them to build an evolving understanding of the world.

CONFERENCE PROGRAMME

10:00 – 11:15

Purple room

Smart PLACES: ICT and access to knowledge



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 databases, 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



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

Communicating ITER: can big science be transparent?

Michel Claessens, Head of Communications at ITER Organization, will share his professional experience and personal interpretation of transparency in cutting-edge technologies and scientific research. With complex scientific and technological projects addressing key challenges for humanity (and attracting huge amounts of funding), there is an increasing and legitimate demand from the public for better information and dialogue. Can big science be transparent? The presentation will take ITER (the international fusion reactor being built in Cadarache, in the South of France) as an example to show the factors that can promote or obstruct science communication.

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

From the lab to the exhibition hall

The human brain is the subject of intensive research throughout the world. Research takes place in academic institutions and hospitals. As with any endeavor of this type, the public has little knowledge of the processes and results, until they appear in the popular press. The gap between the research and the public can become a source of antagonism based on lack of knowledge. This exhibition links what transpires in the laboratory, with the public at large. It presents up-to-date brain research in an accessible manner, describes and illustrates the research process and the methods scientists use in their work.

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

Soleil Synchrotron and the public dialogue

The SOLEIL synchrotron is a large research facility. What is the role of a research centre like SOLEIL in the dialogue between science and society? Why and how can this sort of science facility contribute to the work of local authorities, outreach associations and science museums? Marie-Pauline Gacoin will discuss the basis, the results and the development prospects of the outreach and scientific communication experience in the last ten years.

10:00 – 11:15

Blue room

Science shows: Variations on a theme



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

«Science» or «show» - do I really have to choose?

How to train presenters, so they are good at improvisation? How to choose the experiments? Luka Vidic, Activities Editor, Ustanova Hisa eksperimentov - The House of Experiments, Ljubljana, Slovenia

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

Wanna play? How?

If you want to be a good jazz player you have to be first a master musician. You can really improvise on a theme only after you have mastered the original. Whether you want to play a piece in an entertaining way or use a more classical approach is your choice. But decide on the fly upon interacting with the audience and using eye-contact and play it by the ear.

Didier Laval, Science explainer, universcience , Paris, France

Out of Control

In performance and theatre art as well as in science explainers practise, more and more works are dedicated to uncontrolled situations. Many propositions tend to get out of the planned tracks in order to build a strong relationship with the audience. These "lost control" situations may provoke a stimulating feeling of danger, a participative piece of work or individual creativity.

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

Soundtrack: Eddie & The Hot Rods: Do anything you wanna do

To grab people’s attention in the world of overflowing information, disinformation and entertainment, we have to use all means possible. Presenters have to be able to improvise and adjust to any audience. We have to be aware of any performance technique there is. We have to know all the facts and details so we can occasionally forget them and concentrate on the moment. The times when Science was Serious Business are long gone, so when ever it’s Showtime: connect with the audience, impress them and never waste their time.

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

A Devil’s Advocate perspective on science shows

This short communication will mainly raise two questions: are science shows conveying the right idea of science? And are they helping the public to have the right perception of science centres?

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10:00 – 11:15

Orange room

Exploring insights from the Classics



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 classic book which participants must 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. The discussion will focus on the last two chapters of the book, A Voyage to Laputa, and A Voyage to the Country of the Houyhnhnms.

11:15 - 12:00
Coffee Break in the Business Bistro

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

The origins of the expression «Scientific Culture»

The notion of «scientific culture» is used to refer to an ideal model of the relation between Science and Society. The term appears to have originated in French, as «culture scientifique». The term was not really equivalent to the English expressions of «public understanding of science» or «scientific literacy» an, for a long time, the literal translation «scientific culture» was not used. We shall discuss the way the expression emerged in the 1970s as well as some of the implications of taking the word «culture» in an anthropological sense.

Vladimir de Semir, Director, Science Communication Observatory / University Pompeu Fabra, Barcelona, Spain

Scientific culture: emerging data from the PLACES project

In light of the PLACES project, a course of actions are being carried out which together, aim to define the concept of “scientific culture” and “cities of scientific culture”. Specifically, UPF coordinates a group of 28 researchers from diverse backgrounds, (all currently specialised in the study of Science and Society) who have been given the assignment of developing a toolkit which will be used to carry out a series of case studies whose results will be made public at the end of 2013. The toolkit itself and results of this first task, will assist in the development of future guides and recommendations for the European Commission and those responsible for carrying out initiatives in the field of communication and scientific culture.

Jose Vitor Malheiros, Science Communication Consultant

Science and media: marriage of convenience or true love?

Science’s courtship of Media has grown from nonexistent to occasional flirting, reciprocal attraction, passionate fire, marriage, boring routine, guilty betrayal and marriage counselling. They say they know they need each other, but the flame may be gone forever - if it was ever there. If a divorce happens, there may be a scandal looming. «Scientific Culture», the top selling book the couple was supposed to have written together, may have been written only by one of them - and we know that both claim the sole authorship. What do their common friends may tell us about this troubled relationship? What is Media telling his friends about Science in her back?

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:

Liisa Suomela, University of Helsinki, Helsinki, Finland

Teacher as tutors in Open Learning Environment

The PRE-Visit-POST -model by the University of Helsinki Teacher education Department and Heureka will be presented. The necessary link to the school curriculum will be implemented. However, the main pedagogical idea is to give enough freedom for the teacher as a pedagogical expert to use the science centre exhibitions as an open learning environment. One of the key findings while analysing the successful PISA-results in Finland was that teachers should not have the right but also obligation to apply the curriculum by themselves. We attempt to move from individualistic and personal approaches to one in which traditional ideas are tested and where necessary changed. Web-based solutions have offered new options for and solutions to this process.

Louise Hayward, University of Glasgow, Glasgow, United Kingdom

Engineering science, and education

The long history of science and engineering forms the background for the cooperation between the University, Science Centre and Teacher Career development in Glasgow as part of the Fibonacci - disseminating Inquiry Based Science and Mathematics education in Europe.

Andrea Frantz-Pittner, Natur-ErlebnisPark Graz, Graz, Austria

Silvia Grabner, Natur-ErlebnisPark Graz, Graz, Austria

Science centre didactics - elementary enquiry-based education

The science centre network of Austria is one of the most active in Europe bridging the universities, teacher education, science centres and researchers. The recently published book «Science Center didaktik» by several authors contains new, evidence-based deas for further developing the models created by the National network, University of Klagenfurt and Natrue Erlebnis Park.

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:

Ole Weber, Deutsches Museum, Munich, Germany

The Future Initiative of the Deutsches Museum

After more than 100 years since the opening of the Deutsches Museum, the Future Initiative was launched in 2008 to reshape the museum for the 21st century. In the largest renovation project since its rebuilding after the Second World War, the entire facility will be modernised and a central storage facility hosting the collections will be built. This short talk gives an overview on the present status of the Future Initiative and introduces the next milestones in the project.

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

Exploratorium - A new beginning!

In the Spring of 2013, the Exploratorium will open on its new nine acre campus at Pier 15, in the heart of San Francisco’s waterfront. I will share what the process has been to get us to this point and how we are planning to use our new campus as an expansion of our programs to better serve education, our community and the science museum field.

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

MUSE - The new science museum

MUSE, the new science museum was designed by Renzo Piano and is due to open in 2013. The Museo delle Scienze will move there, both transferring our heritage and constructing new exhibits. To prepare for this big leap, we recently attempted to renew the permanent galleries, where we tested visitor’s satisfaction. Is this process of building up a new museum, reinforcing the identity of the museum, enlarging its scope, or is it betraying its historic essence, transforming it into an undetermined “blob”? The joy and pains of an ongoing process will be explained.

Bernhard Kehrher, Managing director, studio klv, Berlin, Germany

The New Spectrum - Relaunching Germany’s first science center

The Spectrum science center at the German Technical Museum was a pioneer when it opened operations. It has now run for over 20 years without any major renewal, but

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with successive addition of exhibits. The relaunch will comprise in re-organising themes and exhibits and a new design of the science center. In close cooperation with the neighbouring German Technical Museum, the complete profile of the Spectrum is under revision.

Jennifer Martin, Chief Executive Officer, TELUS Spark, Calgary, Canada
TELUS Spark – building on 44 years of history, but changing the game
From a Planetarium in 1967, to a science centre of the 70s and 80s, TELUS Spark (Calgary, Canada) is now a full 21st century experience, and a platform for community engagement. A completely new facility, new location, and over 4,800 m2 of new exhibit and program experiences, it has been a radical re-positioning in our vision. With a successful opening in October 2011, many lessons have been learned from visitor engagement and exhibit development processes through to organisational culture and transition challenges. Beyond the budgets and timelines, learn more about how a small group of people can affect major change.

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:

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

Denmark has since the 1990s been active on climate change. Danish politicians have had the opinion that the industrial parts of the world carry serious responsibility to reduce the CO2 emissions. Denmark hosted the COP15 conference in Copenhagen in 2009, and the national public attention on climate change was huge. Experimentarium used this attention to launch a number of science communication activities such as exhibitions, outreach programs, websites, conferences in order to maintain and strengthen public awareness. We have collected some experience about best practice that we will share in this session.

Robert Mac West, Informal Learning Experiences, Washington, USA

Climate Change Exhibitions – Opportunity and Controversy
Climate change science, accepted in most scientific circles, is controversial in many public arenas. Science museums confront the challenge of clearly presenting the science while at the same time showing how personal lifestyles may have environmental impacts. Different museums take different approaches to balancing factual presentations with advocacy. Museums have generated adverse public reactions as well as stimulating public advocacy on behalf of reduction of climate change impact. This examines climate change initiatives in various science museum exhibit programs, in the U.S. and elsewhere, to assess their several outcomes. In addition, it looks at strategies developed by creationists and evolution-deniers that are adapted, often quite successfully, by climate change deniers who challenge science museum presentations and recommendations.

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

Unlocking the Pandora’s Box - science centres and social learning
For decades museologists and exhibition designers have discussed the need to engage different communities, including marginalised people, to encourage social learning. However, only a small percentage of visitors from marginalised backgrounds pass the high threshold of cultural and educational institutions. What are the reasons for this avoidance? How to communicate social learning to the other sides? What are the role models for social learning? What can be learned from community work outside museums? Is a museum still the best choice for social interaction? Concrete examples from Science of Sharing, HerolmaginationProject, and Dialogue with Time will give some initial answers.

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

Context matters!
As an area for learning, the “spaces-in-between” and the setting can be as important as the exhibits themselves. A holistic approach and an associative context create interaction and broaden the perspective. In Teknikens Hus, the technology of the real world is the starting point. In the exhibition, social spaces are designed where people can meet, identify, explore and learn. The social interaction between people and the meetings with science centre staff are recognised as equally important as the exhibitions. This presentation will explore how social spaces and design ideas can enhance (or sometimes distract) learning in a science centre.

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

Community context
The Miami Science Museum is a meeting place for the whole community, a diverse mix with differing social needs. The exhibition furniture and its spatial arrangement can have a significant impact on how people experience the space, how long they stay, how they interact with others and how comfortable they feel in experiencing this diversity. This presentation will highlight ways in which people sit and take time to relax within an exhibition space, interacting or not with others, leading to consider how to enhance social interaction both within inter-generational family groups and between visitors.

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

Futuro Remoto, the space adventure
In 2012 the FUTURO REMOTO festival will be dedicated to space research in correspondence with the International Astronautical Congress. The event will tackle the journey between science and science fiction, the exploration of space and the most advanced applications for observation systems, extraterrestrial life and the future of research in this field. The session will present the 2012 edition looking at main innovations from the last 25 years of experiences in terms of partnerships, formats and public participation.

Jan Riise, Director, Agadem AB, Onsala, Sweden

The third place
The third place is a concept for community building and democracy, introduced by Ray Oldenburg around 1990. Such places are not at home or at work – hence the “third”. They are important for fostering engagement and civil society development. It is also easily accessible, and low cost. In a society where public engagement and scientific literacy are becoming crucial ingredients for inclusive and innovative communities and empowered citizens, science events and science centers have important roles to play. With excellent relationships “upstreams” to policy-makers and “downstream” to visitors and public, festivals and centers may be the perfect “third places”.

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

The Qu3 arts and science pavilion
This summer, Science LinX at the University of Groningen science center will cross borders again with Groningen municipality, schools, and medical centre in ‘Qu3’. A temporary arts and science pavilion at ‘Noorderzon’, the city’s Performing Arts Festival. Last year, Qu3 turned out to be the talk of the town, with almost six thousand visitors in ten days. In this panel session we will discuss the concept of a temporary arts and science pavilion, a program to show the creativity behind science and technology, and opportunities and threats for transfer to other locations.

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

La Novela , a science festival in Toulouse
La Novela is a free autumn event in Toulouse. It is not only a science festival but a festival of shared knowledge. An alliance of creative, scientific and artistic creations, it offers everyone the chance to approach science differently, through the wonder, beauty, the

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joy of discovery and encounters. Many items are proposed to the public, from robots to a cabinet of curiosities and public conferences and a digital forum.

Herbert Muender, General Manager, Universum Managementges GmbH
Science festivals – future trends
In the last decade, the concept of science communication has developed more and more towards engaging the public. Today, politicians require a stronger participation from the public in the scientific process. Therefore, different event formats have been developed for different age groups such as citizen conferences or student parliament. Science festivals are an ideal “third place” for these new formats. The precondition for these formats is a better understanding of the science process and not only of scientific results. This is the future challenge of science festivals and science communicators.

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
Creating a new permanent exhibition

Laurent Chicoineau, Director, CCSTI Grenoble, Grenoble, France
How to co-design an exhibition with stakeholders and the public

Esther Hamstra, Content Manager, NorthernLight CoDesign, Amsterdam, Netherlands
An autistic view on content development: using content schedules

Ian Russell, Director, Ian Russell Interactives, High Peak, United Kingdom
Promoting exploratory behaviour

Claudia Schleyer, Head of Unit Interactive Exhibits, Triad Berlin Projektgesellschaft mbH, Berlin, Germany
Fiction, fun and faillures: first encounter

Michèle Antoine, Head Exhibitions Department, Royal Belgian Institute of Natural Sciences, Brussels, Belgium
Using space in exhibitions

Pieter Aartsen, Designer, Naturalis - National Museum of Natural History, Leiden, Netherlands
Beam me up Scotty!

Peter Ullstad, Architect, codesign, Stockholm, Sweden
Designing experiences with pedagogical aim

Anne Billaut, Cultural Manager, Le Vaisseau, Strasbourg, France
Being original or not in new exhibitions

Ian Simmons, Science Communication Director, Centre for Life, Newcastle Upon Tyne, United Kingdom
Getting visitors doing science, not telling them about it

13:15 - 14:30
Lunch Break

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:

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

Social media as transforming channels of communications to connect
Denise Amyot will explore the many dimensions of how social media are used to transform science centres and museums. They extend and deepen the visitor experience, transform museum relevance to community trends, mobilise and engage new audiences in new way. Social media also pose a culture challenge to leadership, management and authorities. Social media transcend lines of authority, information gate keeping, democratise the expression of opinions and the sharing of content.

Olle Nordberg, Director, Teknikens hus, Lulea, Sweden
Facebook IRL!
When renewing an exhibition area, we explore the possibilities of adding real experiences and information and create individual tags for visitors. This will happen on site in the science centre but will give visitors opportunity to extend and share their experience after the visit. Social media will of course be the platforms for this sharing. How can social media be a tool for branding science centres? At Teknikens Hus, the Facebook Europe server farm is an enormous facility the size of several football fields with 460 000 servers. What happens when a small science centre cooperates with a social media giant? Will independence and credibility get lost? Or will this just create new ways to interact and spark visitors curiosity, leading them to explore in the centre? And can science centre visits be extended with a “technical visit” to Facebook IRL!

Claude Farge, Director of Publishing and Innovative Media Content Division, universcience, Paris, France

Social media for museums: content first!
It has become a reflex to open a social media company account and most of the museums are now on Facebook. The Palais de la Découverte and for the Cité des Sciences were among the first in France to do so. It is important to understand the big difference between “communication” and “animation”. We propose to present our experience in the use of social media for museums as a tool for creating links with our communities and promote our physical activities. The session is an opportunity to discuss the future of such networks and open up a debate with all participants.

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
Once upon a time... the popularisation of science
The young and their families are the main recipients of Science Centre activities in a world where the incentives from culture and information, the tools of communication, the technologies available, are becoming increasingly sophisticated. This presentation will focus on the relationship between museums and young people during an age when «popularisation of science» is giving way to a «dialogue on science» in which even the experts have much to learn. Città della Scienza will present its strategies for attracting young audiences, making them the main characters, giving them useful information through appropriate media and language, and combining marketing and content.

Zuzanna Ligowska, Supervisor of the gallery for Youth, Copernicus Science Centre, Warsaw, Poland
RE:generation
To start talking about attracting teenagers, we have to get to know them first - many of the stereotypes are often outdated. This presentation will outline recent Polish research on teenagers and how the Copernicus Science Centre uses this knowledge to attract them. The RE:generation gallery is a space especially designed for young people. This talk will also focus on the activities and the role of on hundred explainers who work there. What does it mean to successfully work with teenagers and has the centre achieved its objective?

Katrina Nilsson, Contemporary Science Manager, Science Museum, London, United Kingdom
Science News with Teen Appeal
The Contemporary Science team reinvented the Antenna Science News gallery that covers the latest contemporary issues and emergent technologies. Our aim was to create a social space for groups of young people to dwell. Visitor interactions were created to mirror social media to make science feel relevant and personal, encouraging visitors to engage with science, to talk and to share their thoughts.

Jan Willem Overdijk, Deputy Director, Science center NEMO, Amsterdam, Netherlands
Night of the Nerds
Celebrating the Nerds of the Netherlands is becoming a tradition. NEMO in Amsterdam already organised two very successful «Night of the Nerds» events. The target

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audience is 16 to 20 year olds, which is normally hard to attract. However, a very attractive program and an extensive media campaign worked great.

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

A report on evaluating 160 teenagers

A final report on an evaluation survey carried out from 2008 to 2010 on 160 teenagers from Sweden and Norway visiting 11 science centers in Europe and looking at 37 different exhibits. This material reveals many interesting things about what teenagers relate to. They mostly do not relate to the same things we think we want them to relate to. Are we in the same «time and space» as our 16 to 19 year old visitors? Who owns the science center space? An important message that teenagers give us is that the more the place is designed for children, the less appealing it is for them.

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

Intimate science and collective experiments

The notion of Intimate Science describes an autodidactic, heuristic approach to understanding the world. Several artists are engaged in non-disciplinary inquiry: they are not allied to the customs of any single field, and therefore have license to reach beyond conventions. This practice hinges on up-close observation, experimental learning, and inventing new ways for the public to participate in research. Artistic exploration can have a scientific impact when artists act as designers and catalysers of collective experiments. The experiments allow the public to be part of research, including playful experimentation and creating spaces to start collaborative dynamics.

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

Think art – act science

Initiated in 2003, the Swiss artists-in-labs programme provides a framework for artists to investigate relations between contemporary art practice, science, and society through long-term interactions with scientific research. The intention of the programme is to generate a free flow of ideas and expertise that is based on the inspiring nature of curiosity, and the shared goal of learning from each other’s field of knowledge and point of view. The process of the “hybrid lab space” collaborations and bridging it with the “hybrid exhibition space” and the public will be subject of this talk, giving insight into process based practices and developments.

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! Ą bientôt!

Speakers:

Harry White, Science Centre Consultant, At Bristol, Bristol, United Kingdom
Stranger in a Strange Land

Science Centres are at origin a North American phenomena. But to succeed with it’s public a Science Centre or Children’s Museum must be rooted in, and express, the culture it represents. So to advise effectively a Consultant must understand the culture like a native, but you can’t. However if a Consultant can create a Centre in their own culture and successfully bridge the gap between scientist and public there, then perhaps they have already made the biggest leap of the imagination.

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

Working on exhibitions across borders

How do you communicate with a business partner from a different culture? How can you know what an exhibit should look like for another culture? This talk gives examples of how conversations went between a German company and their international clients. It shows where it might be more sensible to produce a specific content directly in the cultural environment the exhibition is aimed at and where content can be transferred from the culture of origin.

Łukasz Badowski, Project manager , Copernicus Science Centre , Warsaw, Poland
We’re all the same in being different!

As an intermedium between other speeches, set of mindboggling examples will be given to the audience as a puzzle to stir imagination and warm up brain cells. Sure we ARE different... but can we communicate science though? Pitfalls and opportunities are usually mixed together so keen eye and clear mind are often developer’s best friends.

Mike Bruton, Director of Imagineering, MTE Studios, Cape Town, South Africa
Stranger in a Strange Land

Modern science centres are a North American phenomenon. To succeed in another culture, a science centre or children’s museum should be rooted in, and express, the culture of its host country. So to advise effectively a consultant must understand the culture like a native, but this is difficult. However, if a Consultant can create a Centre in their own culture and successfully bridge the gap between scientist and public there, then they have made the leap of faith that is necessary to bridge cultures.

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:

Nils Petter Hauan, Head of Development Sverdrup, Project Coordinator, VilVite, Bergen, Norway

Alena ťuldova, Techmania, Pilsen, Czech Republic

The European Exhibition Evaluation Tool (EEET) pilot project

The European Exhibition Evaluation Tool (EEET) pilot project set out to develop a user-friendly toolbox to assess visitor behaviour, investigate whether science centre exhibitions are meaningful learning experiences and identify design elements that have the intended impact on visitors. The pilot project delved into different video-capturing techniques cushioned by a solid theoretical framework to automate analysis at the highest degree. This session will disclose the findings of the pilot project and present a plan for widespread implementation in Europe and possibly worldwide.

Helena Jedrzejczak, Sociologist, Copernicus Science Centre, Warsaw, Poland
Playing, Teaching or Just Drinking Coffee? – What the Teachers do?

The role of teachers and other educators in Science Centres is very important. They are the people, who bring students to the Science Centre, explain the world and the exhibition to them, and talk to them about their visit. However, we know nothing about their presence in the Centre. We would like to get this knowledge. We carried out a two-way research project on this theme. Firstly, through a questionnaire, we asked teachers what they do in the Copernicus during the visit. Secondly, in a pilot project called “educator spy”, we followed the educators from the beginning to the end of their visit through the Science Centre and took note of their behaviour.

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

Visualising climate change

Klima X at Heureka is based on an exhibition concept that explains the human impact on climate change and how we can adapt to its inevitable consequences. The sights, sounds and different temperatures of the exhibition give visitors a memorable, multi-sensory experience and leave a permanent trace in the minds of visitors. The exhibition incorporates animated infographs, newspaper headlines and models made to scale and projected on a wall. Visitors wear rubber boots to wade through 40,000 litres of water and a melting 8 cubic-metre ice cube. They can also leave their imprint by painting a message on the wall.

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

So what is data visualisation?

Data and information visualisation is not new, but the increase of powerful computers allows us to process and display information. New display technologies allow us to bring powerful datasets to life in ever more interesting ways. They allow us to demonstrate elements of scientific processes in action. Museums have always used data visualisation from simple graphs to printed infographs, but computer visualisations allow visitors to interact with data bringing it to life.

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

Time and Movement Experiences

Exhibits can immerse visitors in the past, present or future. Time Machine takes visitors back in time to everyday prehistoric life, projecting images at 360 degrees in a confined space. This exhibit also gives visitors an opportunity to interact with scientific data using their own body movement. The «Science on a Sphere» exhibit allows visitors to interact directly with global and planetary data displayed on the sphere, by moving their arms in the space in front of the sphere.

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

Experiencing Your Future

Songs of ANAGURA gives visitors an opportunity to experience their own future by using spatial information science, animation and music. This exhibition fully engages visitors by projecting animations onto the floor and the walls, creating a world filled with information. An animated shadow guides visitors and enables them to experience their future using their own personal information to take them through the space.

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 in the Business Bistro

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:

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

Reinventing journalism with science centre audiences

This session will be an opportunity to explain why Cap Sciences hired a formally-trained journalist and what added value a good journalist brings to a science centre. Our journalist/editor is now part of our digital team, rethinking how we can use the Internet to create content and value. In addition to various websites, we use a blog, Twitter and Facebook for different purposes. We have gained expertise in covering events with live blogging. But the limit between content journalism and communication can be blurry and worth discussing. I look forward to sharing experiences and views on this new frontier.

Morten Bush, Experimenarium, Hellerup, Denmark

Science news across borders, place and time

Experimentarium is – as the first science centre in the world – planning to start a Science Media Centre to ensure greater and more credible research coverage in the media. In turn, this will increase public awareness of science and technology, and strengthen public support for research and research funding. This is one way for science centres to build bridges between science and the media. Furthermore, the international network of science media centres will enable science news to travel across borders, place and time.

Olivier Sanguy, Editor in chief, enjoyspace, Cite de l'espace, Toulouse, France

Outreach beyond the «walls»

Devoted to space, the Cité de l'espace have, like all parks, its own «walls», physical limits inside which visitors experience its outreach mission. The Cité de l'espace uses web and social media to expand its outreach mission beyond these limits. That is why a French-English space news website, Enjoy Space, have been created with a former press magazine editor in chief to produce and manage content. More, the content of the website is «going back» to the park, being used to automatically update its exhibits with the latest informations.

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

PhD research assesses the benefits for primary pupils of 3 different methods of learning about the science of the natural world; (1) habitat exploration, (2) natural history collection handling and (3) live animal experiences. The question arose after surveying 40 organisations who were involved in International Year of Biodiversity (2010). Frequently the 3 different experiences are used interchangeably by teachers to meet the same curriculum objectives (habitats, adaptation and classification). What are the specific differences in impact for pupils when habitat exploration, specimen handling and/or live animal experiences are used to teach about biodiversity? Initial results show there are implications for partnerships between organisations involved in natural science communication.

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

Universeum consists of two main divisions: The Living environments and the Experimental sections.

We try where possible to blur the boundaries between the two sections by presenting technologies for animal studies in the living environment and nature inspired technique in the experimental sections. An example of the first is the interactive booth that shows the anatomy of individual animals in the adjacent aqua-terrarium. An example of the latter is our new exhibition on biomimetics «Nature's super powers.»

CONFERENCE PROGRAMME

16:30 – 18:00

Green room

Concerning small science centres

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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
Nordnorsk vitensenter, The Science Centre of Northern Norway, has gone from a tiny to a small Science Centre, but the region is still huge. With subjects such as The Sky Above, Climate, Weather, Energy and the Environment in the far North, we want to engage a population of 470 000 (9,5 % of the Norwegian population) living in an area of 112 946 sq km (about 35 % of the Norwegian mainland). Is this possible and how best can we we achieve it?

Miha Kos, Director, Ustanova Hisa eksperimentov - The House of Experiments, Ljubljana, Slovenia
Size matters!
Having a smaller Science Centre gives us an opportunity to look at our Science Centre as only one of the environment where our activities are taking place. Some other environments like the pedestrian zones, bridges and public transportation will be explored as the temporary enlargement of the Science Centre. Using the outside world is more economical and ecological – you use it only when you need it. In the session some of the activities taking place outside our Centre will be presented namely Icecreamology, Sciencetival and Busology.

Olle Nordberg, Director, Teknikens Hus, Luleå, Sweden
From innovative newcomer to established institution – a shift of paradigms?
Teknikens Hus is ready to take the next step. We are expanding the building, expanding the offer – providing more of everything. 24 years have passed since opening, the science centre has developed, society has changed and with that the expectations from visitors and stakeholders. Does the “idealistic non-profit” model still rule? How can we keep our identity and the spirit in the walls when expanding? Is it “Business as usual” or “get used to business”?

Jo Harris, Observatory science centre, Hailsham, United Kingdom

This section reviews the activities and events which take place at and around the Observatory Science Centre with an emphasis on astronomy and space science. These include the annual astronomy festival, telescope viewing evenings, rocket making workshops and many other events. The staffing and organisation of such events will be discussed.

16:30 – 18:00

Purple room

Creating a culture of engagement with health research

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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:

Linda Leuchars, Science Learning Manager, Sensation Dundee, Dundee, United Kingdom

Engaging schools and local communities with research and innovation
Linda Leuchars will discuss partnerships aimed at engaging schools and local communities with science research and innovation. Through leadership of the Dundee Science Festival partnership, Dundee Science Centre coordinates an annual celebration of science, reaching over 10,000 members of the local community across a two-week programme of events. Through another collaborative model, Dundee Science Centre: Science Learning Institute provides high-quality and interprofessional training for practicing professionals and those in further and higher education, to enhance learning for all across our region and facilitate public engagement with science.

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

European Schoolnet promoting collaborations in STEM education
Maité Debry (Project Coordinator, European Schoolnet) will represent the network of Ministries of Education in Europe, involved in a large number of STEM education and awareness-raising projects for schools, based on the use of ICT tools. She will highlight the key role of the collaboration between schools, Ministries of Education, research institutions as well as science centres and museums in this context. She will share best practices and in-depth views on the collaborative use and development of inquiry-based learning materials.

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

Engage schools, and local communities with health research
Nora Maddock (Content Developer, Centre of the Cell, England) will discuss partnerships aimed at engaging schools, young people and local communities with science and health research. Centre of the Cell is a science education centre and outreach project located within a medical research institute at Queen Mary, University of London. Science communicators and designers collaborate with scientists, young people and educators to develop unique outreach events, digital exhibits and online educational experiences.

Jennifer Newman

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

The Children Research Network and new examples of partnership
Jenny Newman (Consumer Liaison Officer, Medicines for Children Research Network) will present examples of partnerships between young people, patient networks and researchers focused on raising awareness about clinical research and surrounding ethical issues.


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

Explore Health: Engaging young people in European health research
Rosina Malagrida will share examples and best practices from one of the most innovative and inclusive EU-funded projects in the field: Xplore Health. Project partners collaborating on the project include outreach units within research institutions (the Barcelona Science Park and Centre of the Cell) and European networks such as Ecsite and the European Schoolnet. Xplore Health is promoted through a strong outreach programme with face-to-face interaction with scientists and hands-on activities, which are run in science centres, museums and schools over Europe. The educational materials developed include multimedia tools and guidelines for hands-on and dialogue activities aimed at young people (www.xplorehealth.eu).

16:30 – 18:00

Yellow room

Developing accessible exhibits

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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

Designing inclusive exhibitions
During the last eleven years, the Pavilion of Knowledge – “Ciência Viva” has made efforts to turn exhibitions into accessible experiments for blind and visually impaired visitors, deaf visitors, and people with mental disabilities. These procedures always consisted in adapting the existing exhibits, sometimes on a good budget, sometimes not. But, why should we adapt instead of doing from scratch? So, for the first time, the Pavilion of Knowledge – “Ciência Viva” is working on a new exhibition imagined, designed

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

Innovative access to treasures
The Natural History Museum’s new Treasures gallery will open in Autumn 2012. It will showcase some of the most important of the Museum collections. We see this gallery as an opportunity to continue the high standard set by our last permanent installation Images of Nature for accessibility. The fragile nature of many of the specimens that will be displayed means that there is a need to find innovative ways of making objects in glass cases as accessible as possible to the widest audience.

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

How to make designers and builders produce accessible exhibits?
Being a project manager at a design and fabrication company you deal with many clients from all over the world. All of them have different methods and priorities to implement accessibility to exhibits. What is the most effective one and how can institutions learn from the experiences of others? How can you guide fabricators to follow your rules? What are the most cost effective ways to implement accessibility to exhibits? Join the session and hear more from the experiences and conclusions of a fabricator.

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

Evaluation of accessible exhibits
In 2010, the Science Museum redeveloped its contemporary biomedical science gallery. As part of this, we wanted to make the content and the experiences more accessible. Two key challenges presented themselves – how to present a bio-medical topic which

CONFERENCE PROGRAMME


reflected the social model of disability and how to increase access in a redevelopment project where changes to design and layout were constrained. The audience research team worked with the project team to help them adopt creative approaches. The evaluation showed that access been increased for deaf visitors and for all our visitors.

Leila Schembri, Producer, KCA, London, United Kingdom
Engaging visitors with autism: A developer’s perspective
The presentation will give insight into how a developer creates engaging experiences for visitors with autism. This experience built after 12 years of working in and with attractions, and from having a brother with autism and learning difficulties. This has also recently applied to advise attractions in the Middle East.

16:30 – 18:00

Blue room

Unique offerings: Teacher training by science centres and museums



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
Building teacher competence and confidence
The National Museum of Science and Technology Leonardo da Vinci devised in-service training courses to empower teachers as facilitators of their students’ learning. The use of museum objects, the opportunity to explore and experiment with ideas and misconceptions, and the continuous support from our staff play a vital role in helping teachers to create more effective learning environments.


Marjolein van Breemen, Senior Project Manager Education, Science center NEMO, Amsterdam, Netherlands
Meie van Laar, Project Manager, Science centre NEMO, Amsterdam, Netherlands
Encouraging teachers to be gender aware
As part of the European-wide TWIST (Towards Women in Science and Technology) project, the team at NEMO has developed an innovative professional development programme aimed at primary school teachers with special exhibits on role models, gender experts and short clinics. This is having a positive impact on the teachers’ awareness of gender and science. The result: more gender inclusive and confident teachers.

Elaine Regan, Research Associate, King’s College London, London, United Kingdom
Fostering inquiry-based science
Teacher training courses run by botanic gardens can help to develop key inquiry skills for both teachers and students, and support content acquisition in the areas of biodiversity and climate change. The INQUIRE collaboration of botanic gardens has developed a unique professional development programme that also aims to create, support and sustain communities of reflective practitioners.

16:30 – 18:00

Orange room

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



Convenor:

Micol Molinari, Learning Resources Developer (talk science), 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:

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

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

18:00 - 18:30

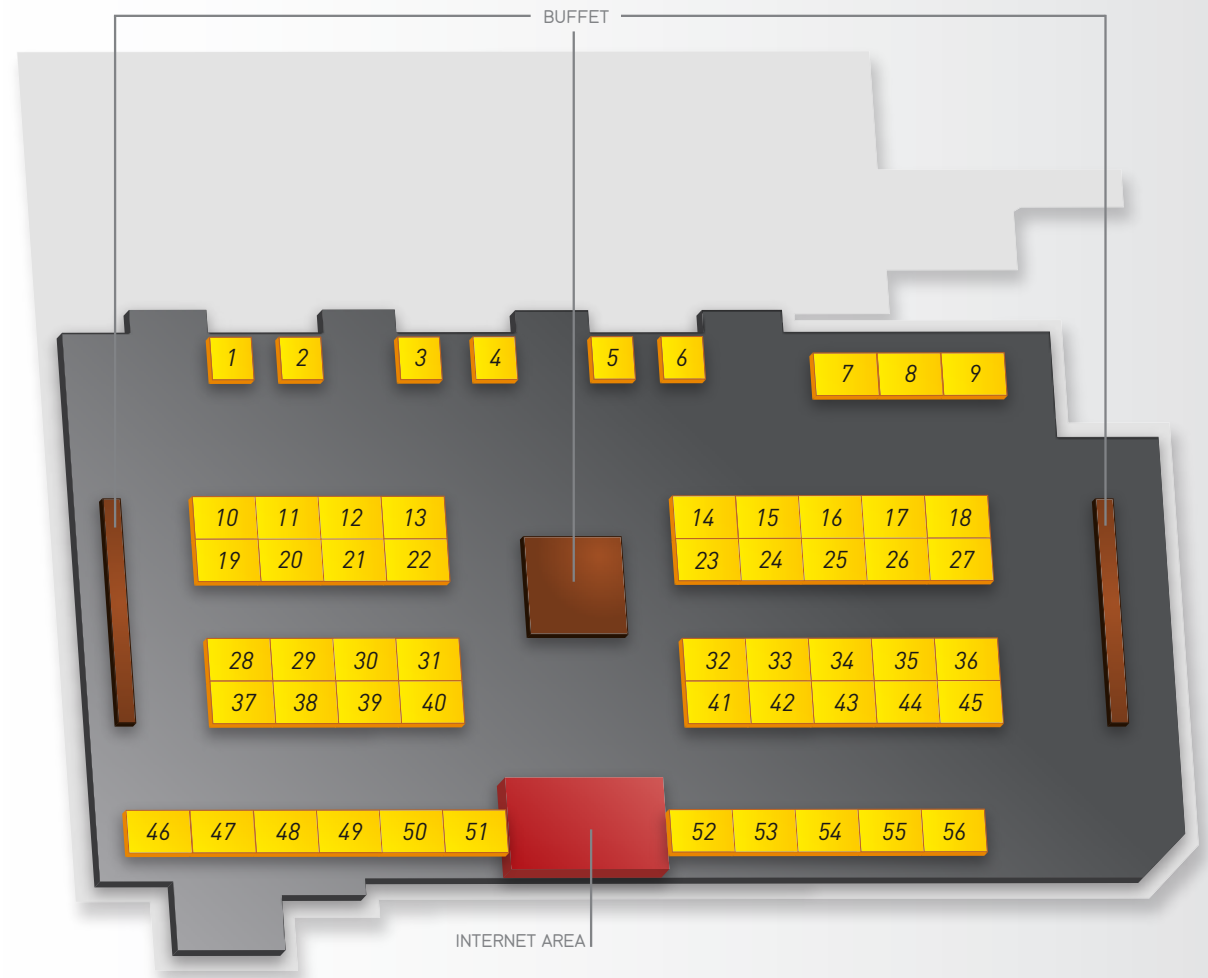
Closing Event

20:00 - 23:00

Farewell party at Espaces Vanel

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.

Enjoy the magic view of the city of Toulouse from the Espaces Vanel terrace. Attend the farewell party and muggle with the conference delegates in a relaxed and informal atmosphere.

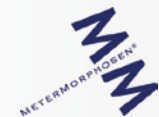


1 IMA Solutions

IMA Solutions
3D scanning & multimedia

IMA Solutions is specialised in 3D scanning, new technologies and multimedia for cultural heritage, museums and audiovisual production.
www.ima-solutions.fr

2 MeterMorphosen GmbH



We design appropriate products perfect for Museum Shops worldwide. We became famous for our ruler HISTORY BY THE METER - 2000 years of world history beside of 2000 Millimeters. This wooden object received different contents in the last 13 years: art history, technological history, the history of our planet. We create not only personalised rulers, but also other objects for museum stores like memo games, magnets, wrapping paper, books and other. We can also become partners for museums who want to make a product out of the content of the museum. Based in Frankfurt, Germany, we have distributors in 38 countries.
www.metermorphosen.de

3 ROBETOY

ROBETOY
TOYS AND GIFTS

Founded in 1950, ROBETOY is a family-owned toy wholesaler from Gothenburg, Sweden. At our booth, there will be a wide assortment of classic toys suitable for all museum shops.
www.robetoy.se

4 Effektschmiede GmbH

**EFFEKT
SCHMIEDE**

We work with electricity to create electrifying shows and exhibits and, according to your specifications, develop an individualised concept for your exhibition. We implement a secure operating system and ensure that all safety regulations are met. We design and develop the dramatic composition of your installation, program and install your showcontrol. We build individual exhibit items, put them together on site. Our high-voltage installations function reliably and safely for the duration of your show.
www.effektschmiede.de

5 Aurea

Aurea Exhibitions creates and designs touring exhibits, from the original idea, to the production and installation. They cover every cultural, educational and technical detail, providing marketing support, besides logistics and operation guideines. They also adapt exhibitions according to Museum needs, the size of the venue and budgets. All their exhibitions are created and curated by world-renowned scientists from the Azara Foundation. With 20 years experience in the entertainment industry, Aurea Exhibitions promote, book and produce live events, touring with international artists and exhibitions.

www.aureaexhibitions.com



minotaur mazes

6 Minotaur Mazes

Minotaur Mazes is a Seattle-based, worldwide travelling exhibition company specialising in complete, interactive exhibition experiences within a maze setting. Mazes are engaging both mentally and physically, and a tactile experience helps visitors, young and old, retain ideas long after they have left the exhibit. Minotaur is committed to crafting quality, creative exhibitions that introduce ideas of sustainability and personal responsibility for the world and its people.

www.minotaurmazes.com

7 Engineered Arts Ltd

Engineered Arts are the creators of RoboThespian: a life-sized, fully programmable humanoid acting robot designed to inspire, communicate, interact and entertain. Now in its third generation and with six years of continuous development behind it, RoboThespian is a tried and tested platform, trusted by science centres and visitor attractions worldwide.

www.engineeredarts.co.uk

**8 9 Science Projects**

Science Projects is an organisation specialising in interactive exhibits and exhibitions. From exhibition planning to design and fabrication. They have worked on hundreds of projects around the world, earning themselves the reputation of being one of the most experienced, reliable and trusted suppliers in this field. Seventeen years ago, they set up the Observatory Science Centre in Herstmonceux, UK, the former home of The Royal Observatory and one of the world's leading astronomical establishments. Science Projects also owns and operates a range of travelling exhibitions that cover a wide range of subjects from art to ancient science.

www.science-projects.org

10 Techmania Science Center o.p.s

The Top Secret exhibition reveals the thrilling and mysterious world of spies. Throughout the exhibition, visitors are recruited for secret missions and they learn whether they have got what it takes to be a spy. Visitors will find many opportunities to develop their spying skills. They can learn how the mysterious enigma works, or test their ability to slip through airport security. While visitors play their way through the exhibition, they not only experiment with spy and police techniques, they also learn about the real world of spying and the real gadgets that are used.

www.techmania.cz

11 BW Color Prints, LLC

BW Color Prints, LLC is an authorised dealer for Science On a Sphere, a unique technology that uses a combination of high-power computer rendering and video projectors to seamlessly display imagery on a spherical display surface. Audiences can experience global and planetary data with from a true 360-degree 3D perceptive. BW Color Prints, LLC also developed PersonalPlanet which uses a special light diverging optical layer in front of a flat panel display to create highly accurate 3D image representations of the Earth, celestial bodies or other interpretive content.

www.bwcolor.com

12 Meade Instruments Europe GmbH & Co. KG

MEADE Instruments Europe GmbH & Co. KG is one of the biggest manufacturers of optical products as binocular, spotting scopes, telescopes, microscopes, magnifier and weather stations. New on the product front are amateur domes for telescope observation and professional planetariums from Digitalis and Konica Minolta which can show an image up to 30m diagonal. The proprietor structure allows Meade Europe to not only position themselves properly for the current market situation, but also with best outlooks for the future; they combine Manufacturer, R&D and Distributor to a very competitive worldwide operation.

The BRESSER Group has sales offices in Germany, China, USA, Spain and France to cover the whole globe.

www.meade.com

**13 Skypoint srl**

Skypoint is one of the biggest companies in Europe for telescopes and accessories for professional observatories, schools, universities and science centers. Through Skypoint Digital Planetariums, it distributes Digitalis Educational, the leader for educational planetariums, across Europe. Skypoint, a Konica Minolta certified partner, is also the distributor for Konica Minolta Planetarium for Europe and official Sciss distributor for Uniview software. Skypoint can offer complete solutions for every budget including latest audio and cove light technologies, professional Spitz domes and TecnoDome, its own exclusive fiberglass domes.

www.digitalplanetariums.com

www.mediaglobeplanetarium.eu

14 BRUNS

Bruns develops and produces complete exhibitions, scale, presentation and interactive models, interior and exterior specials and showcases for museums and science centres. These products help to visualise physical and scientific phenomena and have an education objective. Bruns, has been in business since 1963, and has grown to produce interactive and innovative exhibits for museums and science centres worldwide. To reach this position, it has become specialised in engineering, technical design, prototyping, production and installation. Bruns is a professional, creative and flexible partner with qualitative solutions.

www.bruns.nl

15 National Oceanic and Atmospheric Administration (NOAA)

At the National Oceanic and Atmospheric Administration (NOAA), we work toward greater stewardship of the Earth by pursuing a better understanding of Earth's system. We believe it is important to inspire our next generation of scientist and advance environmental literacy by educating communities about changes occurring in the atmosphere, oceans and ecosystems, and in our weather, climate and environment. Our programs reach out to people of all ages, covering a wide range of Science, Technology, Engineering and Mathematics (STEM) fields. We believe that an informed society with an understanding of the Earth's system will help make good decisions regarding stewardship.

www.noaa.gov

16 European Space Agency

For several decades, Europe has been actively involved in spaceflight. Since 1975, the European Space Agency (ESA) has been pooling the resources of its Member States to build European space capability to undertake programmes and activities far beyond the scope of any single European country. ESA develops the launchers, spacecraft and ground facilities needed to keep Europe at the forefront of global space activities. Today, it launches satellites for Earth observation, navigation, telecommunications and astronomy, sends probes into the Solar System, and cooperates in the human exploration of space. ESA has 19 Member States.

www.esa.int

17 18 Universcience

As a national pole of excellence for science culture and a promotional platform for French expertise, Universcience aims to develop science and technology awareness, encourage vacations and foster innovation. The institution shares its expertise and vision in Europe and worldwide. It plays an active role in initiatives for science in society through cooperation, travelling exhibitions and consultancy. Available in different sizes and for all audiences, there are 30 touring exhibitions covering a wide range of topics. These include sexuality, electricity, raw material, water and food. There are some new interactive exhibitions coming up this year including Did you say chemistry?, From digs to labs: the case of the Gauls, Housing of the future and more.

www.universcience.fr

19 Exploratorium

When he created the Exploratorium in 1969, Dr. Frank Oppenheimer saw museums exhibits as links in the chain of understanding. The more links you could experiment with, the better your understanding of the world would be. Exhibit Services continues to follow Oppenheimers vision. Link by link, it offers 40 years worth of creativity and curiosity to use in your museum. This includes exhibit professional development training for staff, master planning custom design and engineering and partnership programmes.

exs.exploratorium.edu

20 European Schoolnet

European Schoolnet (EUN) is a network of 30 Ministries of Education in Europe and beyond. EUN was created 15 years ago to bring innovation in teaching and learning to its key stakeholders: Ministries of Education, schools, teachers and researchers. European Schoolnet's activities are divided among three areas of work: Policy, research and innovation Schools services Learning resource exchange and interoperability.

www.eun.org

21 Master Films

Masterfilms is a unique structure in the Midi Pyrenees' region. With over 30 years of experience in image and multimedia, it represents 8 millions turnover per year. It is composed of a permanent team of more than 50 employees, including freelance teams and counts more than 5000 commissioned films to its credit. Film Master is a modern company that tries to be at the forefront of new technologies including 3D filming.

www.masterfilms.fr

22 Technquest

Technquest, based in Cardiff, Wales, is the UK's longest established science centre. Our mission is to engage people with science and to motivate them to learn more. We welcome over 250,000 visitors a year to our sites around Wales, educate and inform thousands more through our educational programmes and community outreach. We provide exhibits, programmes and consultancy to science centres and museums around the world. Our team has expertise in every area from designing and manufacturing hands-on exhibits, developing educational programmes and the operational management of world-class visitor attractions.

www.technquest.org

23 Exhibits.nl

Exhibits.nl is a leading supplier of interactive exhibits and exhibitions, operating worldwide to the highest quality standards. Our exhibits are innovative, fun, educational and above all, of a world-class quality. The professionalism of the employees is a guarantee for the consistent high quality of all products of Exhibits.nl. Please see our new exhibits in our online catalogue with over 120 hands-on and interactive exhibits for sale. Download all the information on exhibits including Amazing Machines, Air and Space, Human Body, Digital World, Water, Sound and Light, Energy and Electricity, Mother Earth, Nature, Arts and Just Fun.

www.exhibits.nl

24 SMG Science Center Services GmbH

SMG Science Center Services offer structural change solutions for public and private cultural and educational visitor attractions. By joining a strong and proven management network, your facility remains unique while profiting from the efficient management systems and operational know-how of SMG.

www.odysseum.de

25 Peckerson

Founded in February 2011, Peckerson is specialised in developing and designing exhibits and offering a full support for exhibitions. Starting from the beginning with the development of exhibits, building and designing them, until the technical support during operation. In addition to this, it also offers IT and planning support for exhibitions and events. One of its projects is the well-known Klimahaus 8°Grad Ost in Bremerhaven (Germany).

www.peckerson.de

**26 ATELIER DAYNES**

As the number of human fossils has increased over the last decades, scientists and paleoartists have been working closely to communicate the latest knowledge in human evolution. With more than one hundred anthropological sculptures, Elisabeth Daynès is a leading expert in hominid reconstructions. Through scientific collaborations, she combines art and the most advanced technologies to bring the latest anthropological discoveries back to life. Her sculptures of Toumaï, Australopithecus, Paranthropus, Habilis, Erectus, Flore-siensis, Neanderthals, Sapiens are all based on fossils. More recently, sculptures of Tutankhamun, Einstein and Darwin have been displayed in the most famous museums worldwide.

www.daynes.com

**27 D3D Cinema**

D3D Cinema is a Chicago-based company that offers complete digital 3D cinema solutions and services to museum and attraction industry clients worldwide. We offer a fresh and unique partnership approach to cinema design and 3D content production. This a valuable proposition built around four core capabilities including theatre design and installation, touring exhibition theatres, an award-winning library of 3D film content and signature film production. D3D is the only company in the rapidly emerging digital 3D market that operates in both the exhibition and production domains.

www.d3dcinema.com

**28 EXPOGRAFIC**

Located in the city of Barcelona, we specialise in communicating science, technology and environment issues. We are experts in using exhibitions to present our clients' products and services. Since 1987, we have explored different markets and worked on a large number of projects in the museographic, educational and multimedia sectors. Our latest venture is our department for international touring exhibitions. Based on our extensive experience, we design innovative communication strategies for companies and institutions. In short, Expografic is the perfect partner when it comes to creativity, professionalism and flexibility with multiple high-standing solutions.

www.expografic.es

**29 Tietronix Europe**

Tietronix Europe is a group of companies specialised in 3D and virtual reality, augmented reality and simulation. It will present a virtual interactive 3D aquarium, which is ready to be installed at the Oceanopolis Museum in Brest.

tietronix.com

30 The Field Museum

Since its foundation in 1893, The Field Museum has been dedicated to exploring the Earth and its people. The Field Museum is one of the leading scientific and educational institutions in the world with more than 25 million artefacts representing the fields of botany, zoology, anthropology, and paleontology and a distinguished corps of scientists working on all seven continents. The Field Museum combines its scientific strengths with an award-winning design team to create innovative exhibitions on an intriguing variety of topics from the world's most famous dinosaur to the natural history of chocolate.

www.fieldmuseum.org

31 Triad Berlin

Today, Triad Berlin is one of Germany's most successful communication agencies. Founded in 1994, Triad creates engaging and captivating exhibitions, interactive exhibits, engages in brand development and produces trade fair stands and events featuring cutting-edge interactive, digital, audiovisual and educational content. For us, each exhibition represents a new challenge to develop unique storytelling and portrayal formats. This creates a structured experience, which informs and touches the visitor at the same time. It is our belief that only a well-told story makes a lasting impression.

www.triad.de

32 Heureka Overseas Productions Ltd

Heureka, the Finnish Science Centre, has produced 27 touring exhibitions since 1989. Our exhibitions have travelled to 25 countries in 83 venues. Over 20 million people worldwide have visited our exhibitions. These numbers also reveal Heureka's long experience in touring exhibitions and a profound expertise in creating them. A new travelling exhibition, entitled 20X0 - A Journey into the Future, was opened by Heureka last fall. I will be available for rental in February 2013. Other travelling exhibitions available are The Dinosaurs, Move and play!, Ships and the sea, Speed, Science in motion, and Science Changing the World. For further information please contact Heureka Overseas Productions Ltd.

www.heureka.fi

33 Kurt Hüttinger GmbH & Co. KG

We develop environments that promote exploration and understanding through a multi-sensory experience. As a multi-disciplinary firm, we can provide full-range design, communication and production services to museums, corporations and themed attractions around the globe. Our services include feasibility study, master planning, programme development, scientific research, conceptual design, interactive media design, architectural and interior design, design development and specifications, project management and exhibit fabrication. Our Design/Build Approach along with a large in-house capacity allows us to plan and deliver solutions within a single project cycle, resulting in time and cost savings and, ultimately, a far more satisfactory exhibition.

www.huettinger.com

34 nWave Pictures

nWave Pictures is the first fully integrated digital studio in the world specialised exclusively in producing and distributing content for the location-based institutional and entertainment market. Today nWave Pictures boasts the largest library of independently-produced 3D/4D attraction films and 2D/3D ride simulation films.

www.nwave.com

35 36 Natural History Museum, London

The Natural History Museum draws on its vast scientific research, collections and experience as a major visitor attraction to provide family-blockbuster touring exhibitions featuring amazing life like animatronics, stunning wildlife photography as well as specimen-rich art science installations. The exhibitions' strong storylines regularly draw huge audiences to the Museum and host institutions worldwide. We also provide a unique consultancy service offering interpretation and design skills to assist clients with developing natural science attractions.

www.nhm.ac.uk

37 American Museum of Natural History

The American Museum of Natural History's (AMNH) Travelling Exhibitions bring its long tradition of excellence in exhibition content and design to your institution. Developed by a staff of over 200 research scientists and our renowned design, media, engineering, and exhibition teams, AMNH's award-winning travelling programs have appeared worldwide. AMNH currently develops two 7000 square foot temporary exhibitions per year, created in collaboration with leading institutions from around the world. AMNH provides digital planetarium shows and HD video content, as well as customised content packages, media, and expertise in space science, paleontology, ocean life, earth science, biodiversity, anthropology, and much more.

www.amnh.org

38 Ecsite

Ecsite, the European network of science centres and museums, links science communication professionals from more than 400 institutions in 50 countries. Ecsite connects member institutions through projects and activities and facilitates the exchange of ideas and best practice on current issues.

www.ecsite.eu

39 mapcards.net

mapcards.net provides 3D prints, a wide catalogue of products thematically connected to science centres and planetaria, on demand production, true 3D prints out of single photographs and museum quality products.

www.mapcards.net

40 Interactive Productline IP AB

Interactive Productline has been delivering products to schools and science centers since 2003. We produce simple, interactive products such as our Mindball Game and Mindball Trainer. This year, we will bring out a new product called the ReMind Mirror - a mirror that shows your reflection a few seconds later, as a reminder.

www.mindball.se

41 Expology

Expology is the leading Nordic exhibition and experience consultancy. We create concepts and deliver solutions for knowledge-based meeting places, including science centres, museums, experience centres and brand/identity spaces. Our speciality is to communicate complex content in engaging ways through experimental learning and communication. Expology believes that by involving the visitor in creating the experience, and by enabling the visitor to store and share the experience, we enhance learning and the effect of communication. Expology can deliver the entire value chain from concept development, master planning, design and multimedia to operation and support of the finished solution.

www.expology.com

42 RSA Cosmos

RSA Cosmos designs optical and digital planetarium systems for a large scope of projects: Museums, Theme Parks, Casinos, Digital Theatres, Observatories, Schools... Using high-end technologies since 1986, RSA Cosmos develops hardware and software applications to create breathtaking visual experience to your audience. Specialised in projection and computer systems, the company tailors visual simulation solutions fulfilling your needs and turning your dreams into reality.

From design to maintenance, through innovative development and multimedia integration, RSA Cosmos is a world-wide partner which will add value to your project, and deliver turn-key solutions. For more than 20 years we have been innovating to deliver the best technology. Dream your planetarium and we will deliver it!

www.rsacosmos.com

43 TechnoFrolics

Our mission is to bring beauty, emotional richness, comprehension, and humor to complexity. Our interactive educational experiences: We create exhibits and exploration tools, which like our FrameGlide™ video explorer & Spin Browser™ dial, encourage curiosity and wonder, providing new ways to experience the world. Our dancing artworks: Combining technology and (e)motion, our choreographed science-artworks mesmerize with movements from silent duets, to exuberant dances to music. Writing about our Dancing Trees choreographed iron dust piece: "...nothing can quite prepare you for the ticklish charm and wacky inventiveness..." Boston Globe Magazine

www.technofrolics.com

44 Universeum AB- Ecsite Host 2013



Universeum is located in the heart of Gothenburg with 8000 m2 of adventure. Experience the ocean's depths, the humid heat of the rainforest and cool experiments. The region offers a mix of coastline, lakes and forests, providing visitors everything including great outdoor activities and easy access to another five science centres.

Gothenburg is the gateway to West Sweden. It is a coastal city with a lively cultural scene, stylish shopping and great food. The city is small but therein lays its beauty. Discover quaint canals, the cobbled streets of historical Haga and countless green open spaces.

www.universeum.se

45 Tourwest



Tourwest have had over twenty years' experience in developing, designing and touring exhibitions to museums, science centres, zoos and other venues all over the world. In addition to their own products, principally aimed at the family market, Tourwest have collaborated with such institutions as London's Victoria and Albert Museum and Science Museum, and the Rock and Roll Hall of Fame in Cleveland, to bring new exhibitions to new markets. Current exhibitions include dinosaurs, insects and music, and exhibitions in development are featured on their website. If you're thinking about hosting temporary exhibitions, come to the Tourwest stand and see what we're working on.

www.tourwest.co.uk

46 Bernd Wolter Design GmbH



Bernd Wolter Design GmbH is a full-service exhibition company that focuses on themes like The future is wild, bionic, Mystical Monsters, Dinosaurs, Giants of the sea, Ice age and the five million year human. With 300 models in stock, it is possible to rent just one model to attract your own exhibition or a full exhibition with up to one hundred models. Rental time is free of choice from a few days up to several years. All models can be used outside, have fire certificates and static calculation

www.wolterdesign.de

47 Magian Media Studio



Magian designs and produces the very best in multimedia using the most advanced and appropriate technologies. We work with all forms of interactive, on-line and hand-held multimedia, video, audio, soundscapes as well as social media and specialised software development. We hold collaboration as a core value and work closely with our clients, exhibit designers and architects to design, develop and produce multimedia exhibits. We also design the supporting technical and hardware infrastructure. The wide range of skills at Magian enable us to integrate the design and production of a project from conceptual design to technical engineering, from pre-production to commissioning.

www.magian.com

48 Magian Media Studio



We are a for-profit company specializing in the definition, design and production of multimedia and interactive installations for museums, exhibitions and interpretive centers.

49 Imaginevest



IMAGINVEST is the exclusive distributor in Europe for the company Funovation, the inventor of the Laser Maze Challenge. This unique attraction has been installed in several science centres (Singapore, USA) and in more than 100 sites in the world. It uses only 4m x 6m space, with a very high attractivity with all ages, for children and adults alike.

www.imaginevest.com

50 de pinxi



de pinxi creates spectacular interactive experiences, systems and digital exhibitions aimed at the worlds of education, leisure, tourism and communication. Audiences discover, play and experiment by means of their own actions within the experiences. Since 1993, we have put into daily use worldwide the unique concept of group interaction, making individuals and teams work together. We work for science, mathematics, energy, fine arts, museums, cultural and tourist destinations. de pinxi also has a unique experience in realistic 3D computer graphics reconstructions for historical and archaeological purposes.

www.depini.be

51 Archimedes Exhibitions



Archimedes creates exhibitions that invite the visitor to participate, offer an exciting exhibition scenography and communicate science in a playful way. So far, over 10 million people have visited our travelling exhibitions in Europe, the Americas, Asia and Africa. From our base in Berlin, we work for clients such as the Max Planck Society, the Copernicus Science Centre in Warsaw and various other Science Centres. We also work for global players like Siemens and Bayer Health Care. Years of experience and a highly interdisciplinary team help provide an extraordinary degree of creative and technical expertise and craftsmanship.

www.archimedes-exhibitions.de

52 Evans & Sutherland



Evans & Sutherland (E&S) in conjunction with its fully owned subsidiary, Spitz Inc., creates innovative digital planetarium systems and cutting-edge, full-dome show content. E&S has developed Digistar 4, the world's leading digital planetarium with full-dome video playback, real-time computer graphics, and a complete 3D digital astronomy package fully integrated into a single theatre system. As a full-service system provider, E&S also offers Spitz domes, SciDome, hybrid planetarium systems and a full range of theatre systems. E&S markets include planetariums, science centres, themed attraction venues, and premium large-format theatres. Its products have been installed in over 1,300 theatres worldwide.

www.es.com

53 Google Lunar X PRIZE



The Google Lunar X PRIZE is igniting a new era for lunar exploration by offering the largest international incentive prize of all time. A total of \$30 million worth of prizes are available to the first privately funded teams to safely land a robot on the surface of the Moon, have this robot travel 500 meters over the lunar surface, and send video images and data back to the Earth. Teams must be at least 90% privately funded, though commercially reasonable sales to government customers are allowed without limit.

www.googlelunarxprize.org

54 Digiteyezer



Digiteyezer is an innovative company whose goal is to offer the creation and use of 3D to the consumer markets by developing easy to use and low cost scanning solutions. Today, Digiteyezer presents EASYtwin, the first turnkey 3D scanning solution that creates a lifelike 3D face of a visitor or customer in one-click and in less than 30 seconds. The 3D virtual visitor can be then used immediately in many applications such as integrating the visitor into a film, an animation or an attraction, printing 3D figurines or customized objects, creating 3D avatars for video games or multimedia products.

www.digiteyezer.com

55 56 Sky-Skan



Sky-Skan has been synonymous with innovative products for planetariums since 1967. From special effect projectors in the early days, to one of the world's first multimedia theatre automation systems in the 1980s, to the cutting edge, high-resolution full-dome display systems of today. Sky-Skan has continuously pushed the limits and led the way with innovative and expertly engineered solutions for its customers. Now in its 10th year as an Ecsite Corporate Partner, it is also proud to supply the 2011 Ecsite host venue with its new state-of-the-art planetarium.

www.skyskan.com

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

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.

There will be two points of departure for Ecsite shuttles:
• **At 19:15:** Boulevard Lascrosses, in front of Hotel Mercure Compans , same side of the road, adjacent to Congress Centre
• **At 19:15:** Boulevard Strasbourg next to the Jean-Jaurès Métro Station : in front of the Air France agency

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

20.15-24.00 - 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.

Please note that public transportation runs until 01:00am, (a complete list of Taxi companies is provided in the delegate bags)

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. 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

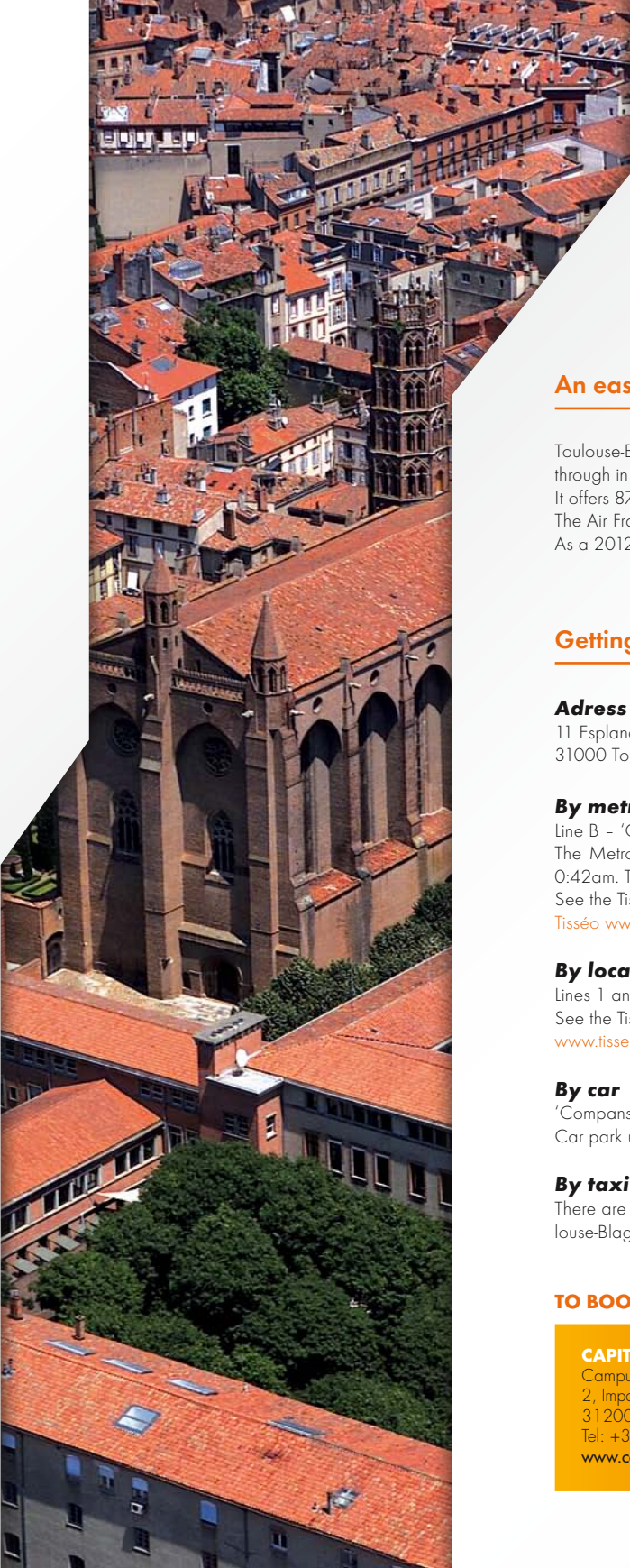
Astrium is a one hundred per cent subsidiary of EADS dedicated to civil and military space systems and services. Present in France, Germany, the UK, the Netherlands and Spain, where it has 15,000 employees, it is the top space enterprise in Europe and the third worldwide.

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.

Research Laboratories

The Observatoire Midi Pyrénées (OMP) groups 8 research laboratories dedicated to the Sciences of the Universe, Planet Earth and the Environment (360 researchers, 325 engineers, technical and administrative staff, 200 doctoral students). Its primary mission is the continuous systematic observation of the Earth and the Universe through the development and utilisation of space instrumentation, digital modelling and space and environmental databases. One of the main research units is the Institute of Research in Astrophysics and Planetology (IRAP).

The French Aerospace Lab (ONERA) is the leading French Aerospace Research organization, a public establishment reporting to the Ministry of Defence, with eight major facilities in France. ONERA is a multidisciplinary organization covering the full spectrum of competencies in physics, instrumentation, information processing, complex systems, long-term design and systems integration. ONERA's Toulouse site employs some 1,000 scientists, engineers and technicians, and hosts 90 PhD students permanently.



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

Address

11 Esplanade Compans Caffarelli
31000 Toulouse

By metro

Line B - 'Compans 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

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

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

- | | |
|---|---|
| <p>1 Centre de Congrès Pierre Baudis
11 Esplanade Compans Caffarelli
31000 Toulouse
tel. 05 62 30 40 00</p> <p>2 Espaces Vanel
Arche Marengo
1, Allée Jacques Chaban Delmas
31500 Toulouse
tel. 05 81 31 30 24</p> <p>3 Stade Ernest Wallon
114 rue des Troènes
31200 Toulouse
tel. 08 92 69 31 15</p> | <p>4 Natural History Museum (Musée d'Histoire Naturelle)
35 Allée Jules Guesde
31000 Toulouse
tel. 05 67 73 84 84</p> <p>5 Cité de l'espace
Avenue Jean Gonord
31500 Toulouse
tel. 08 20 37 72 23</p> <p>USEFUL CONTACTS DURING THE CONFERENCE</p> <ul style="list-style-type: none"> • For Ecsite: Alikì Giannakopoulou, +32 473 414 574 • For the Host: Guadalupe Ramirez, +33 671 366 032
HOTLINE, 05 34 36 85 75 |
|---|---|

Citizens of science

From 31 May 31 to 2 June 2012, Science will be in Toulouse. The city will welcome 1500 young people from the Midi-Pyrénées region. There will be workshops, meetings, interactive shows and almost 50 scientific and technical project presentations prepared by pupils for Exposcience, a Meteorology Regional Meeting for young people and Solar Challenges. More than 150 scientists, association volunteers and the 32 organising associations of «Citizens of sciences» will meet the public and students in a festive atmosphere. This festival, coordinated by CIRASTI Midi-Pyrénées and supported by the city of Toulouse is free and open to all

Where: Esplanade Compans Caffarelli in Toulouse

Time: from 10.00 am to 4.00 pm

Information: www.cirasti-mp.fr

Partner organisations

- | | |
|--|--|
| <ul style="list-style-type: none"> • Académie de l'Air et de l'Espace • Académie de Toulouse • Artilect • Association des Anciens de la Météo • Associances • CEMEA Midi-Pyrénées • CIRASTI Midi-Pyrénées • Cité de l'espace • CNES • CNRS • Délires d'encre • Escambiar • GREP Midi-Pyrénées • Ic@re • InCOGnu • InfoClimat | <ul style="list-style-type: none"> • Inkari • INRA • INSERM Midi-Pyrénées, Limousin • Les Chemins Buissonniers • Les Francas Midi-Pyrénées • Ligue de l'enseignement - Fédération Haute-Garonne • Météo France • Observatoire Midi-Pyrénées • Petits Débrouillards Midi-Pyrénées • Planète Sciences Midi-Pyrénées • Plume • PRES - Université de Toulouse • RAMIP • Science Animation Midi-Pyrénées • Sens actifs • Société Météorologique de France |
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The Annual Conference Programme Committee (ACPC) is responsible for the content of each Ecsite Annual Conference. The ACPC follows Ecsite's Internal regulations (see http://www.ecsite.eu/about/governance/board_ecsite).

The committee members are:

- Two Ecsite office representatives (permanent members),
- Three representatives of the institutions hosting the Conference (from past, current and forthcoming conference hosts)
- Six to eight experts representing the diversity of the competences of our field as well as the diversity of Ecsite's members. These experts are chosen for a three-year mandate, renewable once.

If you want to know more about the ACPC, you can contact the Chairperson directly (email: camille.pisani@naturalsciences.be)

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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, collaborate on projects at a European level, participate in high-profile events, and keep abreast of the latest news from other members, EU institutions and much more. Visit our website for more information: www.ecsite.eu

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ECSITE ANNUAL CONFERENCE 2013

The dates

Pre-conference workshops: June 4 – 5
Main conference: June 6 - 8

The Host

Universeum AB, Gotenburg, Sweden

The Theme: Dreams, the spirit of innovation

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

Innovation calls for thinking in flexible, integrative and multidisciplinary ways; it requires an ability to synthesize humanity’s diverse cultural and economic realities to face the future in a proactive way.

Innovation was once only associated with new the development of new products and technologies. But innovation now encompasses new ways of offering services, fresh business models and management practices, as well as new processes, pricing plans and routes to market.

Once attributed to a select group of professionals – designers, engineers or scientists–innovation has now come to be viewed as the responsibility of entire organizations and sectors. The imperative is for innovation to engage people’s skills and imaginations as often and in as many places as possible.

If innovation was traditionally directed by the producers, it is now increasingly led from the opposite direction with users or consumers in the innovation driver’s seat. With this in mind, informal learning environments must make way for innovative methods and new technologies in order to remain vital in the 21st Century. We realize that society’s participation in our various processes and offers is crucial. How can our communities initiate innovative endeavors in all aspects of our work?

Science communicators must play a double role as agents of creativity and as the interface between invention and user. Can science centres and museums afford not to be at the heart of this process? More than ever, science communication organizations are needed as leaders and dreamers of innovation amid our world’s changing demographics, evolving meanings and perceptions, threatened natural world, shaken economy, imbalanced access to resources, power de localization, and blurred areas of trust.

How can science centres, museums and science communication professionals help future generations innovate for social well-being? How can we harness the confidence and insight for new approaches to problem-solving? Where can we find the motivation, inspiration and commitment to turn dreams into reality?

Be actively involved in the Ecsite Annual Conference 2013 by organizing a conference session. Watch for the call for proposals at www.ecsite.eu/annual_conference• www.ecsite.eu/annual_conference
Proposal deadline: October 2012

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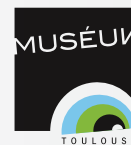
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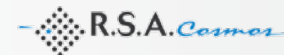
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