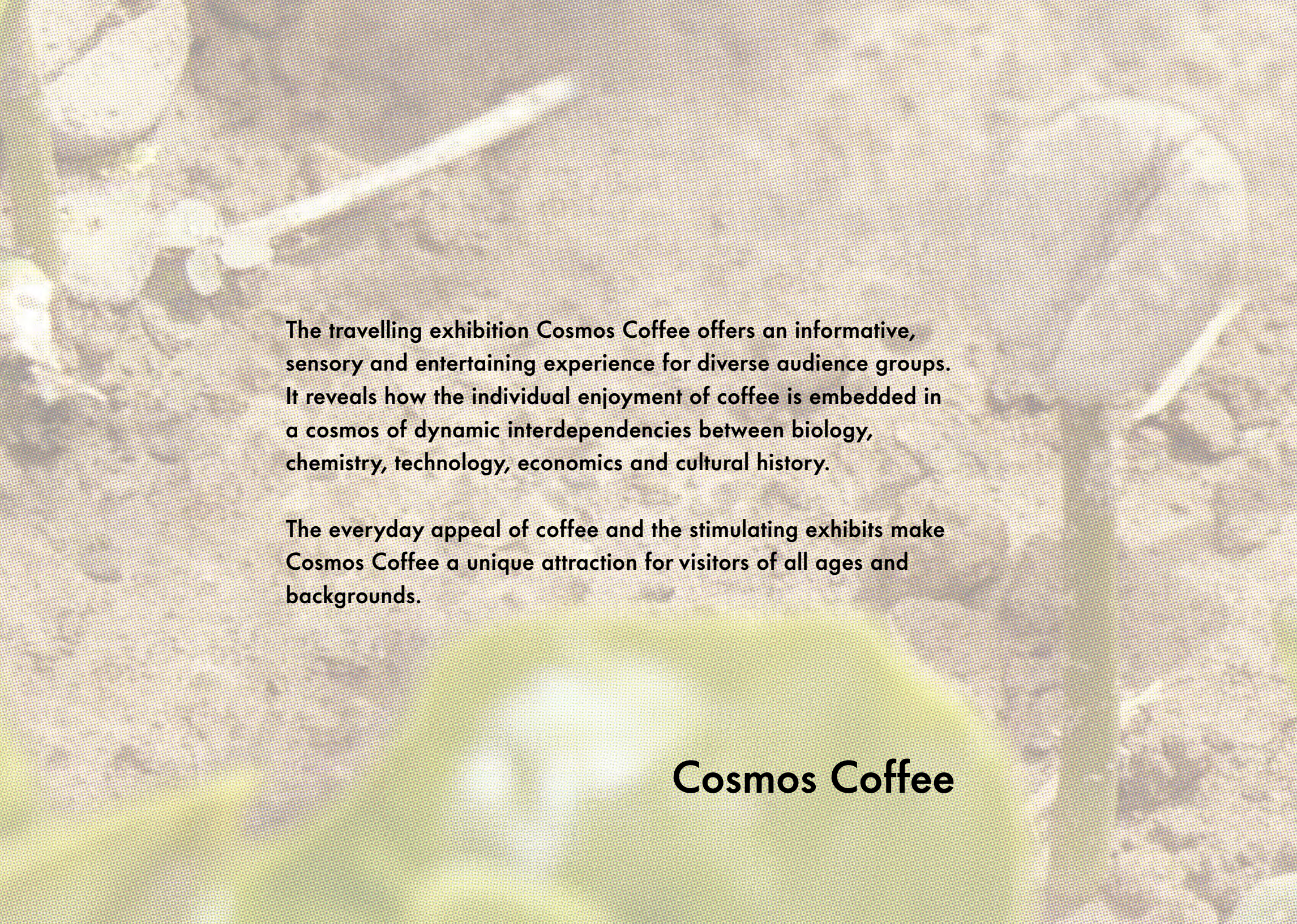




Cosmos Coffee

A TRAVELLING EXHIBITION

Deutsches Museum 



The travelling exhibition Cosmos Coffee offers an informative, sensory and entertaining experience for diverse audience groups. It reveals how the individual enjoyment of coffee is embedded in a cosmos of dynamic interdependencies between biology, chemistry, technology, economics and cultural history.

The everyday appeal of coffee and the stimulating exhibits make Cosmos Coffee a unique attraction for visitors of all ages and backgrounds.

Cosmos Coffee

Coffee makes the world go round



Coffee is one of the most traded commodities in the world. From cultivation and trade to processing and consumption, coffee connects millions of people around the globe. Although many of us drink coffee every day, we know surprisingly little about this multifaceted and fascinating beverage.

The exhibition presents historical developments, informs about technological and scientific advancements and offers insights into the current issues facing one of our favourite drinks.

At the heart of the exhibition are the manifold interdependencies inherent in coffee: a natural product, yet highly engineered and economised; handicraft-based, yet a globalised mass product; a social lubricant, yet also a means of distinction; a source of everyday pleasure, yet a culturally charged consumer good with a revolutionary social history.

Cosmos Coffee takes the visitor on a sensory and emotional journey, enabling a deeper understanding of the complexities behind coffee.



In addition to its biological base, visitors can explore coffee's unique chemical complexity. They can wander through different global coffee cultures, gaining an insight into different roasting techniques and the economics behind this multi-billion-dollar industry.

From the open space at the centre of Cosmos Coffee, the exhibition fans out into five sections covering biology, chemistry, technology, economics and culture. Each section can be explored either as part of a tour or according to personal interest.



From bean to cup – this striking installation hangs above the exhibition's central rest and relaxation area.



All thematic areas lead back to the exhibition's central rest and relaxation area.









Thematic Areas

Biology – *an engineered natural product*

Visitors can stroll through realistic coffee plantations savouring the scent of the blossoms, surrounded by the sounds of a coffee forest. They can discover the differences between various cultivation methods and use an iPad with a specially developed app to plant a coffee seedling.





Chemistry – *the fascination with aromas*

The pharmacist's cabinet explores the many myths and tales told over the centuries about coffee and its supposed effects on human health. The drink has been alternately hailed as a cure for all ills and condemned as a toxic brew. More recently, major studies have shown that coffee can indeed be beneficial for our health.



Technology – a delectable experience

A highlight of the exhibition is the fluidised-bed roaster, which is regularly used in live demonstrations to demonstrate the roasting process. Afterwards, visitors can take home their very own package of coffee beans – still warm from the roaster – to sample for themselves!



Alle physikalischen Zubereitungsprinzipien

- Unterdruckextraktion
- Überdruckextraktion
- Hochdruckextraktion
- Filtration
- Infusion



Thematic Areas



Economics – *a valuable commodity*

Coffee is a global multi-billion-dollar business shaped by colonial history and conflicts of interest. This area explores trade routes, pricing and different areas of work in the coffee industry.

Here, visitors can delve into the history of advertising and times of crisis, in order to discover the high economic value and prestige with which the beverage is associated.



Thematic Areas

Culture – *one drink, a thousand variations*

Countless myths surround the origins of coffee and how it conquered the world. Nowadays, this beverage is enjoyed throughout the world in many different forms. A large-scale multimedia station invites visitors to trace the progress of coffee from its origins in the Ethiopian highlands to today's global commodity for mass consumption.



Outer Panels



When approaching the exhibition, the central theme “from bean to cup” is colourfully depicted on large outer panels. These allow fleeting glimpses of Coffee Cosmos and alternative access routes into the exhibition.





Botany & Cultivation
Harvesting & Processing
Climate Change & Sciences

App

With the interactive Cosmos Coffee app, visitors can show off their green fingers in a playful way!
The app is also available for free download from the App Store and Google Play.



Social Media

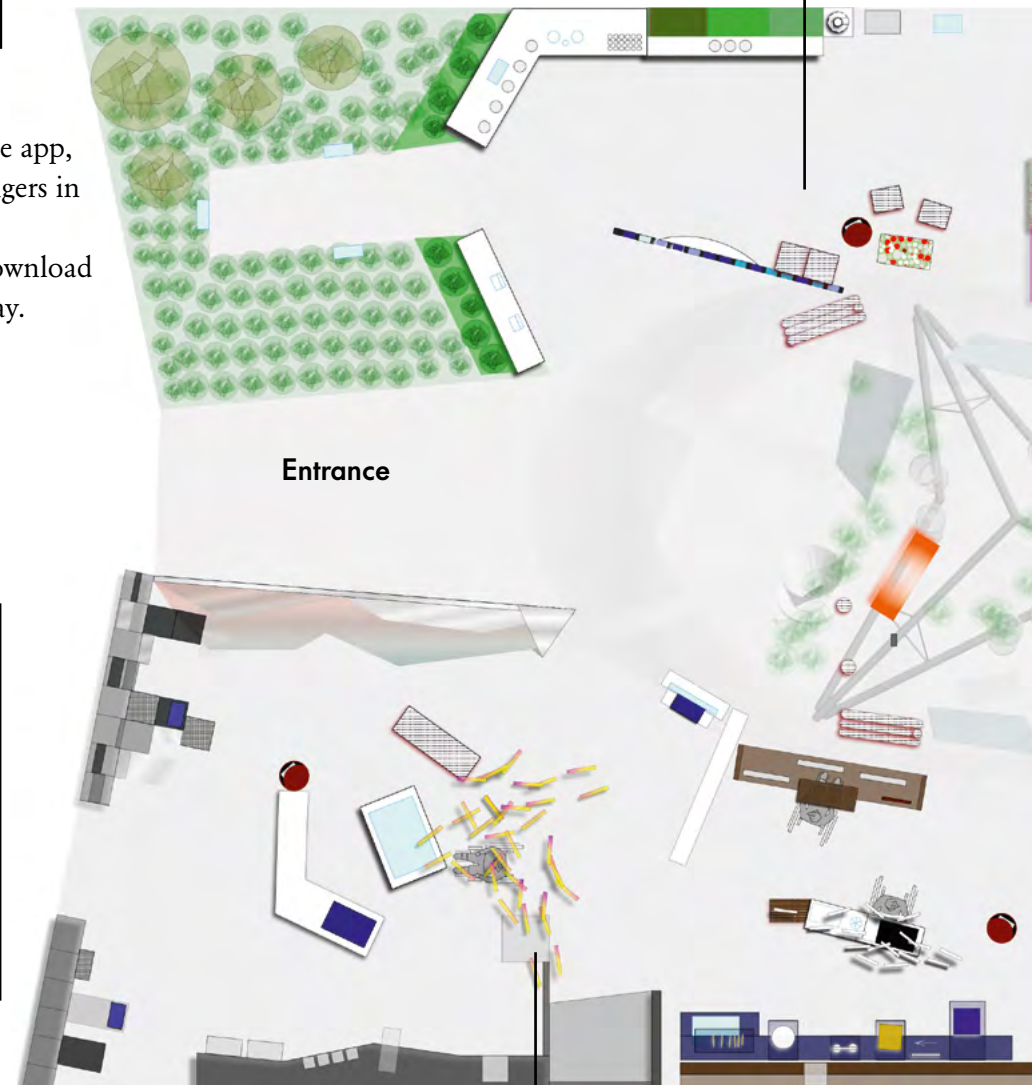
The photo booth gives visitors the opportunity to try on clothes associated with different types of coffee connoisseur.
#cosmoscoffee



Global Coffee Culture(s)
Coffee in Politics & Media
Coffee in Gender & Society

Exhibition Layout

Biology



Culture

Chemistry

Flavor & Fragrance
Aroma & Compounds
Caffeine & Health



Tongue

Interactive exhibits enable visitors to discover exactly what happens to our body when we drink coffee.

Technology

Roasting, Grinding & Brewing
Innovations & Patents



Live Roasting

During the live demonstration of the shop's roaster, visitors will gain interesting insights into the roasting process and receive a unique giveaway!



Economics

Trade & Labor
Fields of work & Advertising
Crises & Profits



Newspaper

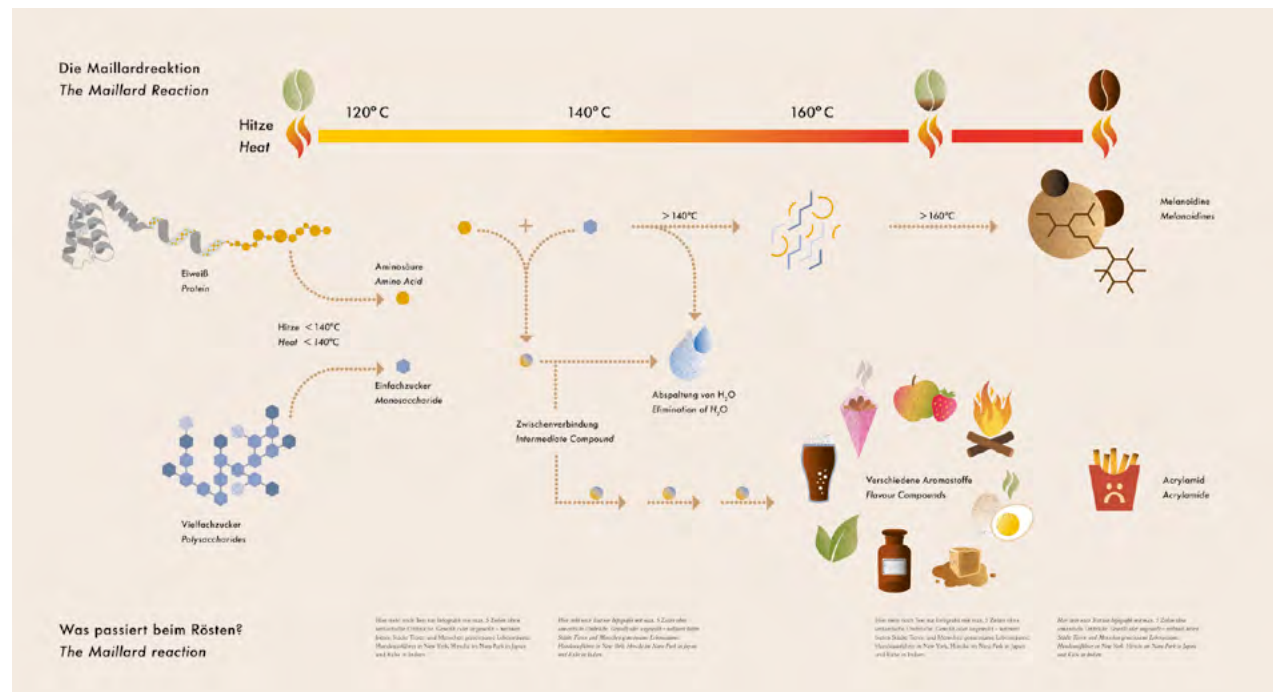
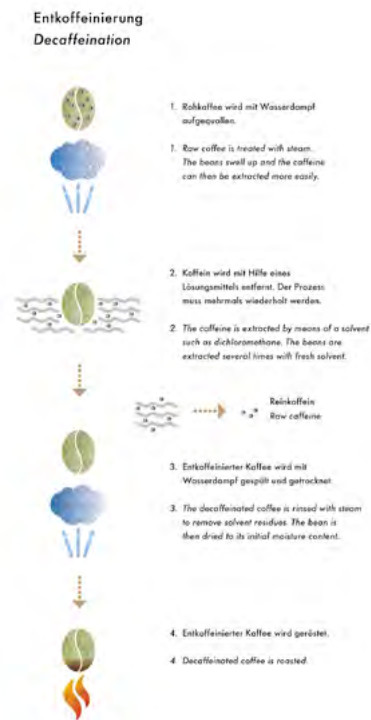
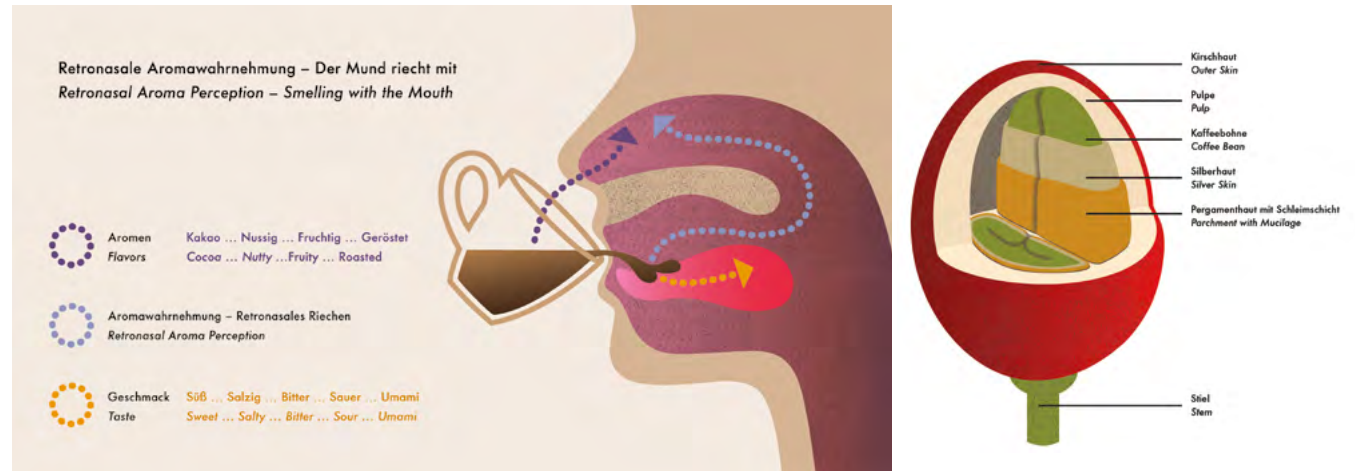
The Cosmos Coffee newspaper is full of narratives and is easy to adapt. Translate it to tell your own story!

Exhibition Graphics

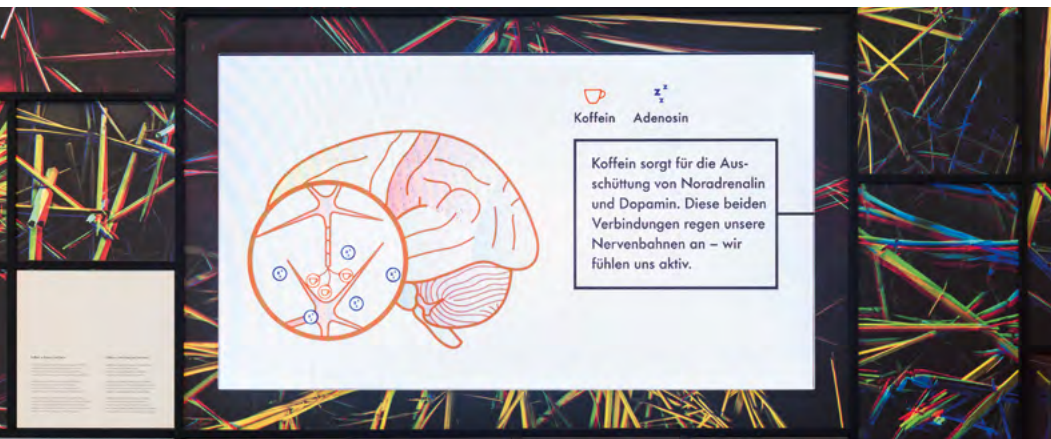
The recurring filter structures in the striking graphics create the link to coffee. Here, the room graphics are roughly rastered as if they have been sieved and the explanatory graphics appear to be printed on coffee filters.

The exhibition's colour scheme reflects the vividness of the coffee universe!

Colorful explanatory graphics visualize complex facts in a way that is easy for all ages to grasp.



Animated Graphics



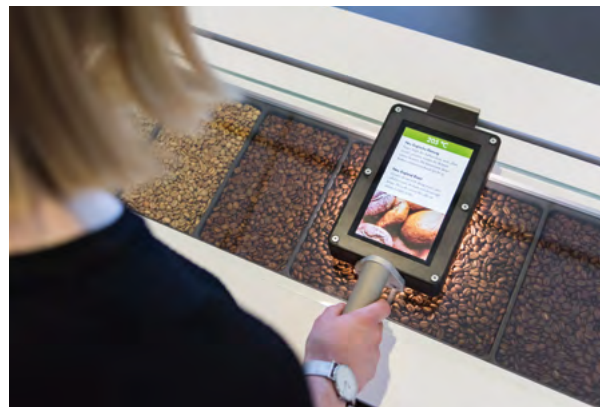
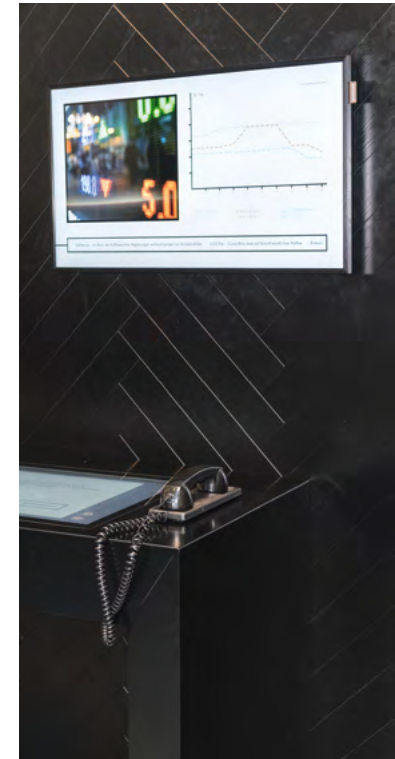
Cosmos Coffee incorporates a wide range of media. From database-based media stations to films, audio stations and games and even scenically large-scale video installations.



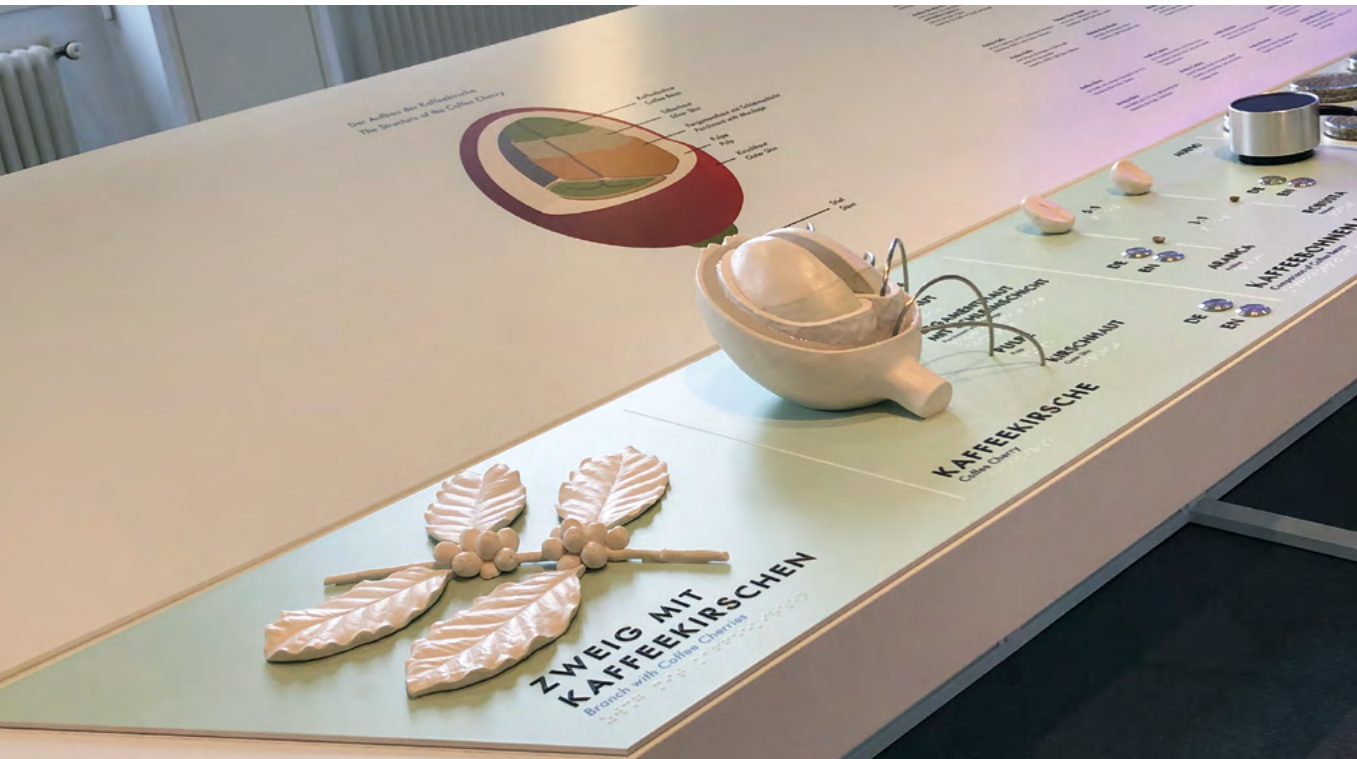
Interactive Exhibits

The exhibition is highly interactive and invites visitors to explore coffee using all of their senses. For example, to smell the different compounds produced during the coffee-roasting process, or to see and discover more about the different roasting stages in an interactive display case.

Sophisticated interactive exhibits encourage visitors to experiment by themselves.



Accessibility



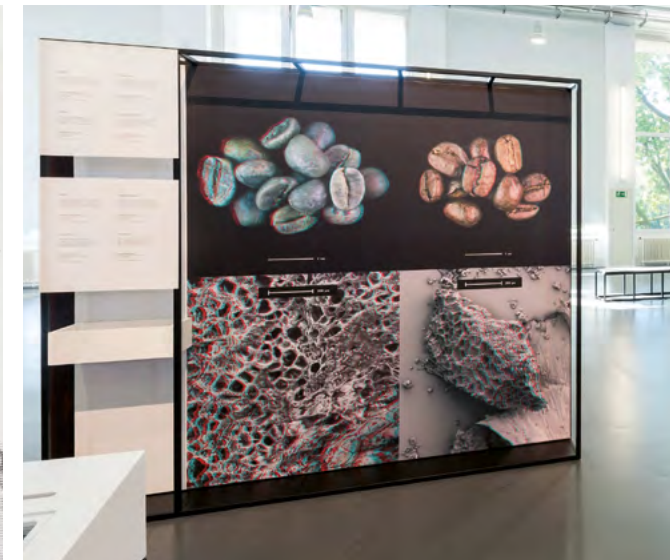
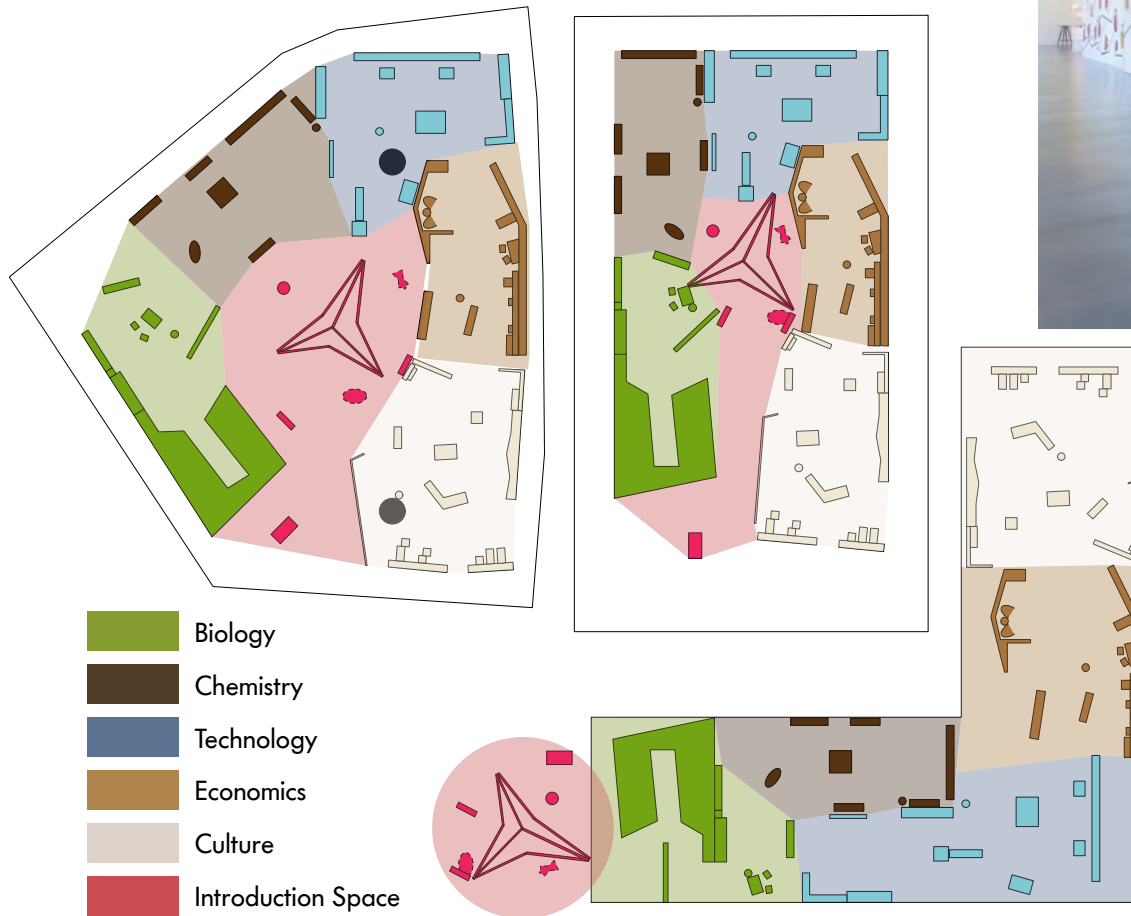
Inclusive tactile models with audio stations bring the coffee universe to life for the visually impaired. Made of polymer gypsum, tactile models such as this branch of the coffee plant can be touched many thousands of times without damage.

The exhibition has received very positive feedback on the accessibility of its tours for those with varying degrees of disability.



Travelling Exhibition

Its modular construction makes the exhibition highly versatile; different areas can be moved around to better accommodate the space available. The exhibition's individual modules, which consist of tubular steel frames and painted medium density fibreboard, can be easily dismantled for transportation. The power supply for all parts is via plug type F (Schuko) and is suitable for a 120/230 V grid.



Facts and figures

What we deliver:

All exhibits, objects, models, etc.

All exhibition furniture and walls, which modular and part of the travelling exhibition.

The majority of exhibition elements with incorporated lighting.

First-hand experience of running the exhibition, as well as planning assistance

Not included in the scope of delivery:

- La Pavoni, "La Cornuta" by Gio Ponti
Replacement: La Pavoni, "Lilliput" in chrome and gold
- Libri rari: rare, historical books
Replacement: if possible, from borrower's own collection
- Coffee rust, infested leaves from Cylon (outside Germany)
Replacement: photo (replica)
- Living plants (outside Germany)
Replacement: artificial plants or own procurement by the borrower
- Science Café
Replacement: responsibility of the borrower

Fact Sheet – Exhibition

Size: 550–800 m²

Height: min. 4 m (13.1 feet), optimal 5 m (14.7–16.4 feet)

Floor plan comprises six sections and is adjustable.

Graphic layout is bilingual throughout the exhibition:
currently in English and German.

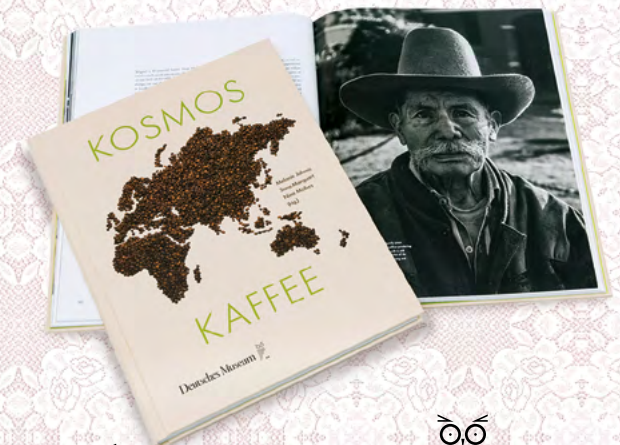
Contents

- 198 exhibits (185 originals, 13 models)
- 16 interactive stations
- 22 media, film, audio and play stations
- 20 information graphics
- 180 pictures, graphics and reproductions

Price on request.

A detailed catalogue of the exhibits as well as
further drawings are available on request.

A richly illustrated exhibition book is also available
in English or German.



Deutsches Museum



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