



Science
engagement
& digital
media:
meant to be?



by
universcience
Paris

4-6 October 2017

Ecsite

Directors

Forum

#EcsiteDF2017



**Bruno Maquart,
Chairman and CEO
of Universcience**

On 13 March 1986, the day the Giotto space probe reached Halley's comet, the Cité des sciences et de l'industrie was officially opened. From the beginning the mission of the Cité des sciences et de l'industrie was to bridge the gap between science, industry and society. It offers many ways into science, including exhibitions, our multimedia resource centre, lectures and dedicated children's area. It uses the latest technology and aims to always be at the forefront of innovation.

The second venue of Universcience, the Palais de la découverte, was designed by Physics Nobel Prize Jean Perrin, as an original tool for the promotion of scientific research. Praised by the public of the International Exhibition for Arts and Techniques in 1937, the Palais is now recognized as a French and international flagship venue. Thanks to its novel approach – to engage the public in interactive experiences exploring the fundamental principles of science – it has, from its opening, shaken the French scientific and museographical sector. Eighty years and thirty five million visitors later, the Palais de la découverte offers a unique visitor experience. Thanks to around sixty demonstrations led by our facilitators, science interacts with the public like nowhere else.

It is this forward-looking mindset that we want to celebrate with our European partners. We have opened a new chapter in our history with a special programme spanning two anniversaries: Cité des sciences et de l'industrie's 30th last year and Palais de la découverte's 80th in May 2017. We are delighted to welcome you for the 2017 Ecsite Directors Forum and hope to cater you with food for thought, on the topic of digital media.

Digital technologies are natural objects and media in many of our institutions. Besides being presented as a topic per se, they have been used to enhance the visitor experience, to enrich and diversify access to knowledge, to create worlds.

Let's step back and question the way fast-evolving digital and social media have transformed society and impacted on our organisations and our relationship with visitors. Is the digital age calling for new values? Are digital media redefining the role of science communication professionals in society? What does learning mean in the digital age? Is a new era of science engagement called for?

A few hours to think about the pros and the cons of digital media without taboos.



THE HOST VENUE

The Cité des sciences et de l'industrie successfully met the challenge of creating a forum to link science, industry, technology, innovation and society in Northeast Paris. Designed by Adrien Fainsilber and opened in 1986, the architectural ensemble plays on contrasts between the main monumental parallelepiped and the dazzling, faceted silver sphere of La Géode, housing a giant hemispheric screen. The specific identity of the Cité des sciences et de l'industrie draws on its public areas rooted in society, its museographically innovative exhibitions, a resource centre, and spaces dedicated to children, new technologies and experimentation. An impressive gateway in the heart of a 35.5 hectare park with multiple cultural venues, the modern Cité des sciences et de l'industrie's building has become a unique setting for visitors to grasp issues of science, technology, innovation, society and everyday life, and so respond to contemporary challenges more effectively.





PROGRAMME

WEDNESDAY 4 OCTOBER

- 15.30 > 17.30 Registration at the Cité des sciences et de l'industrie
- 17.30 > 18.15 Welcome drink
- 18.15 > 19.15 **Setting the scene.** After an introduction by the Chairman and CEO of Universcience and the President of Ecsite, snapshot tour of Ecsite Full members' take on this year's theme
- 19.30 > 21.15 Dinner
- 21.15 > 22.15 **Visit of the Cité des sciences et de l'industrie**, including permanent and temporary exhibitions

THURSDAY 5 OCTOBER

- 8.45 > 9.15 Welcome at the reception desk
- 9.15 > 10.30 **Keynote 1 by Milad Doueihi: Digital materialism**
- 10.30 > 11.15 Coffee break
- 11.15 > 12.30 **Keynote 2 by Marie-Paule Cani: Expressive 3D modelling: A creative media for scientific communication**
- 12.30 > 14.00 Lunch at the Rest'O, Cité des sciences et de l'industrie
- 14.00 > 15.00 **Provocation session from the 2017 Mariano Gago Ecsite Award winners**
Two parallel workshops run by "Dialogue Social Enterprise and TRACES - Espace Pierre-Gilles de Gennes".
- 15.00 > 15.30 Coffee break
- 15.30 > 16.45 **Parallel workshops**
- Digital technology as a tool for interpretation
 - Digital Gender Gap
 - The body in a digital age museum
 - How does artificial intelligence affect our jobs?
- 18.00 > 19.00 Guided tour of the **Philharmonie de Paris**
- 19.15 > 20.15 Cocktail dinner at the Philharmonie
- 20.30 > 22.30 Concert at the Philharmonie

FRIDAY 6 OCTOBER

- 9.30 > 10.30 **Peer discussions**
On how our institutions practice and promote social inclusion, equity and diversity
- 10.30 > 11.00 Coffee break
- 11.00 > 12.30 **Time with the Ecsite Board**
Post-truth - does it affect our mission? Are we adjusting to this new reality? A workshop.
- 12.45 > 14.00 Lunch and take leave or participate to the opening and activities of the French National Science Festival



PARALLEL WORKSHOP 1

Digital technology as a tool for interpretation

The introduction of digital technology in science museums and centres is not a new phenomenon. As early as the seventies, the Palais de la Découverte put IBM computers on display. But digital media have also been changing the way we engage visitors with scientific contents in the past 25 years. A growing number of interpretive tools based on digital sciences and technologies have been developed in parallel to the display of scientific instruments, machines (static or in motion) and exhibits derived from laboratory experiments. Is this a simple extension of the field or a fundamental renewal of the way to engage audiences? Does this digital transformation impact the way visitors perceive, receive, transform, use and contribute to museum contents?

PARALLEL WORKSHOP 2

Digital Gender Gap

Despite some evolutions, the digital world at large remains a masculine world. Developers and coders are massively males. But our society is increasingly digital. Work, leisure, culture, knowledge, every sector of society will be affected by the digital revolution. Leaving women out of these transformations could have dramatic consequences on gender equity and on the social balance. Moreover, the situation could also weaken digital technologies themselves, as a diversity of thinking modes has been shown to enrich their development. In the same way they had to address the question of gender in STEM education and careers, science engagement organisations need to tackle this new issue. What is our sector currently doing to stimulate girls' curiosity for and skills in digital technologies and coding? What are the obstacles? How could we combine our efforts to meet this challenge?





PARALLEL WORKSHOP 3

The body in a digital age museum

The body (of the visitor) is an essential and constitutive component of museography. Basis of the Freudian self, our body is what makes the relationship with the Other possible. Thanks to senses and perceptions, it is our vector to discover the tangible world, i.e. the marker of reality. The body has its own silent memory, heavily mobilised in exhibition design, in particular for children. The increasing presence of virtual reality in museums raises questions about the role and the status of the body in the exhibition. What is the place of body language in an increasingly virtual space? How does learning unfold when the body also becomes an interface? How can co-education happen if we don't share a common experience of the world around us? How do we build our connection to reality if we can be both here and elsewhere at the same time?



PARALLEL WORKSHOP 4

How does artificial intelligence affect our jobs?

Artificial or robotic intelligence is gradually invading our everyday life. Beyond the scientific, technological and ethical issues we must engage audiences with, the AI revolution will also be impacting our jobs, as it will be impacting other sectors in the industry and services. It will change the way we get in touch with audiences, personalise their visit or experience, welcome them, manage circulation spaces if we have a physical building – in short, how we interact with and engage audiences. What values do we want to preserve and thus translate and implement into the realm of artificial intelligence? Do we need to set certain limits?



Milad Doueihi

KEYNOTE SPEAKERS

Milad Doueihi (born in 1959) is an American cultural and intellectual historian. He is Professor of Digital Humanities at Paris-Sorbonne University. He is in particular responsible of the “Humanum” academic chair gathering young researchers working on innovation and digital challenges at stake for human and social sciences. He is considered as a specialist of digital culture and has theorized the “digital humanism” in order to highlight the human dimension of digital technology.



Marie-Paule Cani

Marie-Paule Cani (born in 1965) is Professor of Computer Science at Ecole Polytechnique. Her research belongs to the field of Computer Graphics, with contributions ranging from implicit surfaces to efficient physically-based models and hybrid representations for the creation of interactive, animated virtual worlds. She has been recently searching for efficient ways to create 3D contents, which she expresses as the “expressive modeling” paradigm. She received the Eurographics outstanding technical contributions award in 2011 and a Silver medal from CNRS in 2012 for her work, and has been a member of Academia Europaea since 2013.



Forest Hill Paris La Villette
28 Ter Avenue Corentin Cariou
75019 Paris



RECOMMENDED ACCOMMODATION

A special price for participants and accompanying persons at the Forest Hill Paris La Villette Hotel **** has been negotiated. The hotel is located a 5-minute walk away from the Cité des sciences et de l'industrie, and a 20-min subway ride away from the city centre.

Single room: €168/night (accommodation and breakfast)

Double room: €177/night (accommodation and breakfast)

+ Tourist tax: €2,48 per person per night

The same rate applies for the nights before and/or after the event.

Deadline to book: 15/09/2017

Reference: DF2017

Prepayment when booking.

Email: villette@foresthill.tm.fr

REGISTRATION

Registration is open until 15 September.
 €250 excluding VAT per person.

All information and the link to the registration form can be found on the Ecsite website, in the events section (<http://bit.ly/2pjL6FK>).

MORE INFORMATION

For registration and programme

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PRACTICAL INFORMATION ABOUT PARIS

Paris Region is the world's leading tourist destination with 47 million of visitors per year. Visits to monuments and museums, strolls through the city's streets and cruises on the Seine: Paris' illustrious heritage is an everyday, everywhere experience. World capital of fashion, shopping and dining, Paris is always on the move. Paris is also a scientific capital at the heart of Europe. With its 143,800 researchers and technicians and more than 3% of regional GDP spent each year on Research and Development, it is not surprising that Paris Region has the highest concentration of researchers in Europe, with 8.9 researchers out of 1,000 inhabitants. For more than a quarter of a century, Paris has been the trade-show, convention and congress capital of the world. This leadership position is a just reward for the city's on-going commitment to improving the hospitality it extends to its visitors, particularly business professionals. In 2016, the city welcomed 1,118 association meetings, which gathered 761,430 delegates.

HOW TO GET TO PARIS

Paris is mainland Europe's largest air transport hub with two international airports, Roissy-Charles-de-Gaulle and Orly, and 14,000 flights a week. Roissy Charles-de-Gaulle is located at 26km (North) from the Cité des sciences et de l'industrie, and Orly is located at 23km(South).



Cité des sciences et de l'industrie
30, Avenue Corentin Cariou
75019 Paris

Metro: line 7
Station Porte de la Villette

Tramway: T3b
(Porte de Vincennes -
Porte de la Chapelle),
Station Porte de la Villette

If you are flying and reaching the Cité des sciences et de l'industrie by public transport, you first need to get to a metro station from the airport using a shuttle or the RER train – details on the right.

PARIS-CHARLES DE GAULLE AIRPORT

23km North of Paris by A1 motorway. Estimated journey time, all means of transport: 45-60min.

By shuttle

- **Air France coaches**
(online prices: <http://www.lebusdirect.com/en/>)
Every day
Line 2: Porte Maillot, 5:45 - 23:00, every 30min.
€17 single, €29 round trip
Line 4: Gare de Lyon/Gare Montparnasse, 6:00 - 22:00, every 30min.
€17.50 single, €30 round trip
- **Roissybus** - €11 single
Paris-Opéra (every 15-20min)
Starts from 5:15 - 23:00

By train

- **Free airport shuttles**
Every day. Every 5-8min., to RER stations
- **RER B**
4.56am to 11.56pm. Every 4-15min. €10 single

By taxi

Between €40 and €60

PARIS ORLY AIRPORT

14km South of Paris by A6 motorway. Estimated journey time, all means of transport: 30-35min.

By shuttle

- **Air France coaches**
(online prices: <http://www.lebusdirect.com/en/>)
Every day
Line 1: Gare Montparnasse/Invalides/Étoile
6:00 - 23:30, every 20-30min.
€12.50 single, €21 round trip
- **Orlybus** - €7.70 single
Denfert-Rochereau (every 15-20min)
Starts from 6:00 - 23:30

By train

- **Free airport shuttles**
Every day. 6:00 - 23:00, every 4-8 min to RER stations.
- **RER B**
5:08 - 0:12, every 4-15min. €12.05 single

By taxi

Between €35 and €50