

PROGRAMME

**PEOPLE PLANET PEACE
ECSITE ANNUAL
CONFERENCE 2014**

25TH EDITION



20-24 MAY 2014
THE HAGUE
THE NETHERLANDS

ecsite 
EUROPEAN NETWORK
SCIENCE CENTRES & MUSEUMS



ECSITE ANNUAL CONFERENCE
25TH EDITION

PROGRAMME

PEOPLE PLANET PEACE

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20-24 MAY 2014
THE HAGUE
THE NETHERLANDS

CONTENT

PREFACE	05 - 09
CONFERENCE VENUES	10 - 17

PROGRAMME

TUESDAY MAY 20	23 - 27
WEDNESDAY MAY 21	29 - 37
THURSDAY MAY 22	39 - 70
FRIDAY MAY 23	71 - 115
SATURDAY MAY 24	117 - 151

BUSINESS BISTRO	153 - 174
SPEAKERS LIST	177 - 182
SOCIAL EVENTS	185 - 188
ABOUT THE HAGUE	189 - 192
DUTCH SCIENCE MUSEUMS	193

PRACTICAL INFO	195 - 206
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ecsite 
EUROPEAN NETWORK
SCIENCE CENTRES & MUSEUMS

MUSEON 

EC SITE
COPERNICUS SCIENCE CENTRE, POLAND



PREFACE

TWENTY-FIVE YEARS OF EUROPE'S PREMIERE SCIENCE COMMUNICATION CONFERENCE

Ecsite and Museon, Museum for culture and science, are delighted to invite you to a milestone 25th Ecsite Annual Conference in The Hague, Netherlands. Join over 1,000 fellow science communicators in this celebration of scientific culture.

For more than two decades, the world's most renowned science communication professionals have gathered at the Ecsite Annual Conference and set the precedent for Europe's leading science communication event.

A sophisticated programme, diverse delegates, and unparalleled networking potential make the Ecsite Annual Conference a cornerstone of the science communication field in Europe and the rest of the world. It is the quintessential event at which to exchange on all conceivable aspects of the science communication profession.

WELCOME

ROSALIA VARGAS
PRESIDENT
ECSITE



Dear friend,

If you happen to be reading these words it might just mean that we are likely to see each other one day soon. Ecsite members are well known for the enjoyable and engaging experiences they provide for their visitors and this year they are getting together to explore better ways to empower people to work for a peaceful planet. Let me show you around.

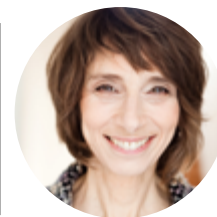
I will start by presenting you to the largest crowd of creative experts ever gathered in a science communication event in Europe. You will find people from all cultures and professional backgrounds. Educators, designers, scientists, managers, they are all here to connect and share information in lively innovative ways. That is what you get when professionals from so many science centres, museums and other science communication institutions get together in one place. They co-design exhibitions, try new inspiring tools, engage in collaborative problem-solving, show their talents and share their skills, always in a vibrant and friendly atmosphere.

And what a place! You will be amazed by the World Forum Convention Centre. Our host, Museon, has mobilized a world-class congress centre in The Hague, a city where so many international institutions work to achieve peace and justice across the world. We could not have chosen a better place to inspire our conference theme: People, Planet, Peace.

The extraordinary developments in science and technology in recent years offer new opportunities to address these challenges. Your participation in this annual conference will help us with our efforts to promote the application of relevant developments in science and technology to the complex issues of sustainability, inclusiveness and peace that are so critical for the well-being of the world.

Welcome to the Ecsite Annual Conference 2014.

CATHERINE FRANCHE
EXECUTIVE DIRECTOR
ECSITE



Europe's science communication community will come together in The Hague this spring to influence and motivate each other at the twenty-fifth edition of our conference. It's a conference that many of you already know and love, while others will be discovering for the first time: May all of you grab hold of the ideas and energy you're sure to uncover at this celebration of European science engagement.

Join me in counting down the weeks before to the year's greatest science communication event; your conference host, Museon, makes this easy with the Ecsite Conference Anniversary Videos available on the conference website. Tune in every Monday for a new clip.

The Maker Space, an undeniable hit at last year's conference in Gothenburg, returns this year – please, tinker and innovate to your heart's content. New this year is the Gamification Space which promises to challenge what you thought you knew about serious games.

Under the European Commission's new funding programme, Horizon 2020, increased lines of funding related to science in society topics will impact many actors attending this year's conference. With that in mind, this year's event will be the ultimate arena to get information and connect with prospective project partners.

Diversity is a prized attribute of the Ecsite network and one of its strongest qualities. That's why representatives from natural history museums, science centres, science museums, aquariums, research centres, universities, the private sector and civil society organizations are invited to approach our conference as their platform for exchange. All institutional backgrounds and areas of professional expertise are viewed as assets at the Ecsite Conference. Great ideas are, quite often, born from unexpected and unconventional collaboration. Will you add your ideas to the mix?

See you in The Hague.



**MARIE CHRISTINE
VAN DER SMAN**
GENERAL DIRECTOR,
MUSEON



People, Planet, Peace

Mankind faces enormous challenges. The presence of seven billion people on one small planet poses problems and creates the potential for conflict on issues like the best ways to share raw materials, food and water, or to tackle environmental problems.

New scientific knowledge and technological innovation may help to prevent conflict by providing part of the solution. Science centres and museums raise general public awareness of these issues. This is the reason for choosing People, Planet, Peace as the theme of the 25th Ecsite Annual Conference – a theme that is well-suited both to the Museon and to The Hague, as one of the host cities of the United Nations.

Over the next few years, the Museon (a museum for culture and science that receives 190,000 visitors a year) will be turning itself into a Global Museum. As such, it will address worldwide issues and reveal how each of us is linked in all sorts of unexpected ways with people and areas in other parts of the world. Although the issues are serious, the approach will be positive and future-oriented: even as individuals, each of us can help to make the world a better place and keep it that way.

With this message in mind, I wish the members of Ecsite a delightful visit to The Hague and a pleasant and fruitful 25th Ecsite Annual Conference. The city of The Hague, with its comfortable hotels, interesting museums and beautiful beaches, and the high professional standards of the World Forum conference centre will together guarantee an agreeable stay in the Netherlands and a productive conference.

I shall be proud to welcome you to The Hague on 22 May in the company of Her Majesty Queen Máxima of the Netherlands!

MUSEON

MUSEUM FOR SCIENCE AND CULTURE

The exhibits and activities in Museon tell the fascinating story of humankind and its world in word, photo, film and sound. How did the Earth come into existence, when did the dinosaurs live, what did the first human beings look like, where does our energy come from?

Museon explores all aspects of science from communication and computers, distant peoples and cultures, the environment and humankind's development to agricultural tools and rock formations, science and technology and our solar system.

Permanent exhibition

In addition to changing exhibition, Museon presents the permanent exhibition *'Your world, My World'*. Here you can discover how life came into being on Earth, what your ancestors might have looked like, how big an Andrewsarchus was, how energy is stored and why humans can or cannot be cloned. *'Your World, My World'* is a wonderful voyage of discovery that reveals many unexpected relationships and poses questions instead of providing answers.

Please touch!

Many exhibits in Museon are interactive. You can learn about humankind and its world by watching, listening, smelling, pushing buttons and playing games. The stories behind the objects come to life in texts, sounds, illustrations, video and computer programmes, slides and films.



WORLD FORUM - HOSTING THE WORLD

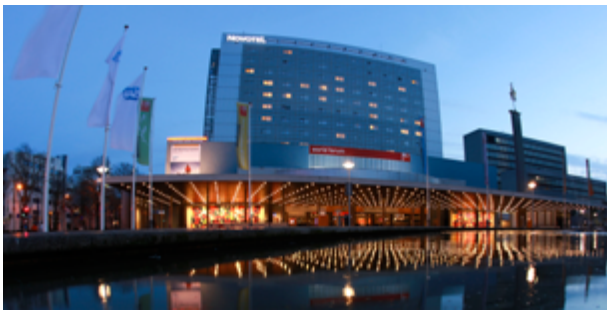
The World Forum is the leading international convention centre in The Hague and is perfectly situated between the city centre and the beach.

It successfully hosted the largest peace conference held in the Netherlands since the Second World War: the UN summit on Afghanistan in 2009. This summit attracted 73 delegations from around the world and was attended by Hillary Clinton and Ban Ki-moon. This year the World Forum hosted the largest summit in the history of the Netherlands: the Nuclear Security Summit 2014. This international conference will be attended by the leaders or heads of state of more than 50 countries. It attracted around 3,000 delegate members and hundreds of journalists to The Hague.

It is through events such as these that the World Forum demonstrates that it is fully capable of hosting top-level international conferences. The venue provides a safe, secure and flexible environment. The World Forum has become a leading specialist in this area due to the extensive knowledge and experience it has gained in this field over the past decade.

The World Forum features a unique combination of a multifunctional auditorium surrounded by 27 break-out rooms and a spacious exhibition area. It has 15,000 square metres of rooms, 10,000 square metres of which can be used for exhibitions. As a compact venue, the World Forum creates a natural setting for networking thanks to the intimate atmosphere.

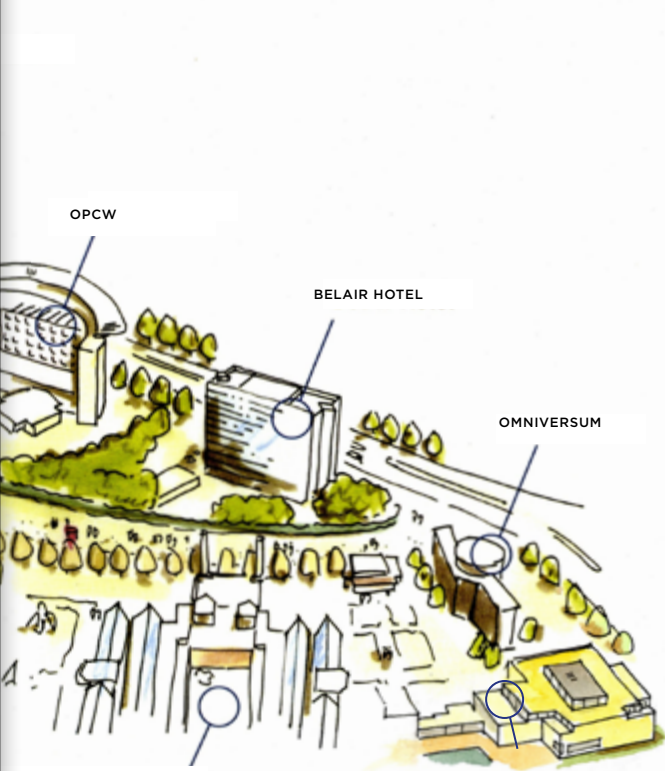
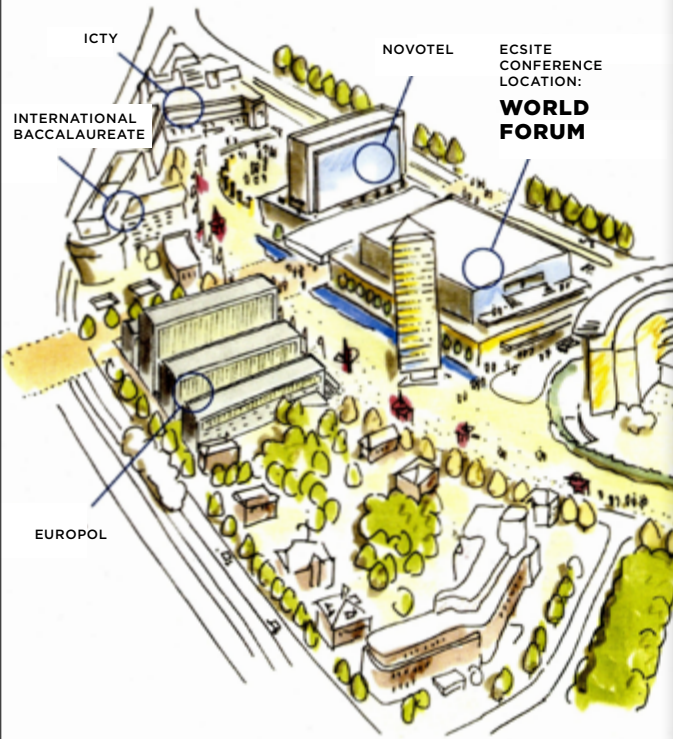




WORLD FORUM



OPCW

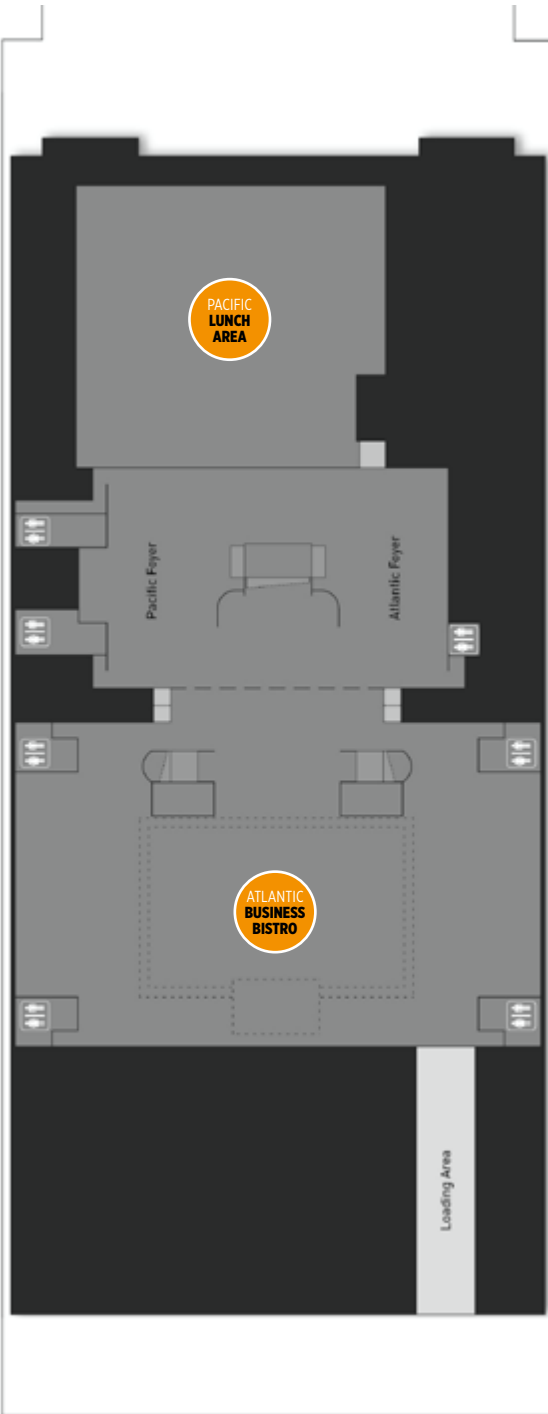


GEMEENTEMUSEUM

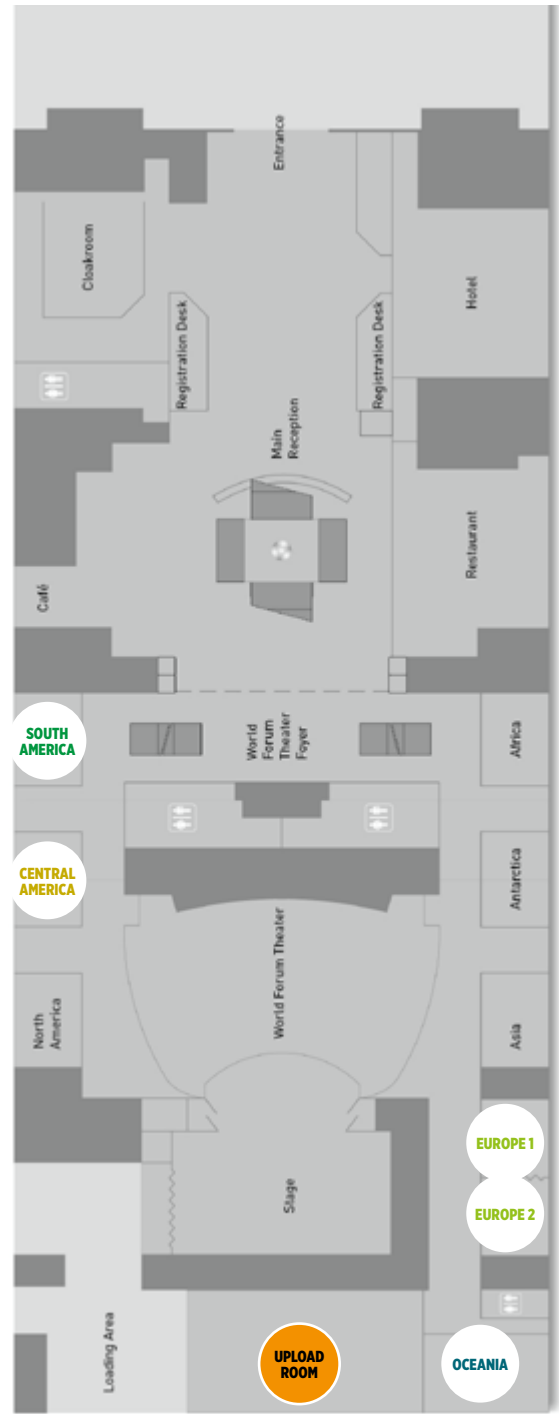


MUSEON

WORLD FORUM
FLOOR -1 **OCEANS**



WORLD FORUM
FLOOR 0 **CONTINENTS**



WORLD FORUM
FLOOR 1 **RIVERS**



MUSEON
FLOOR 0 / -1

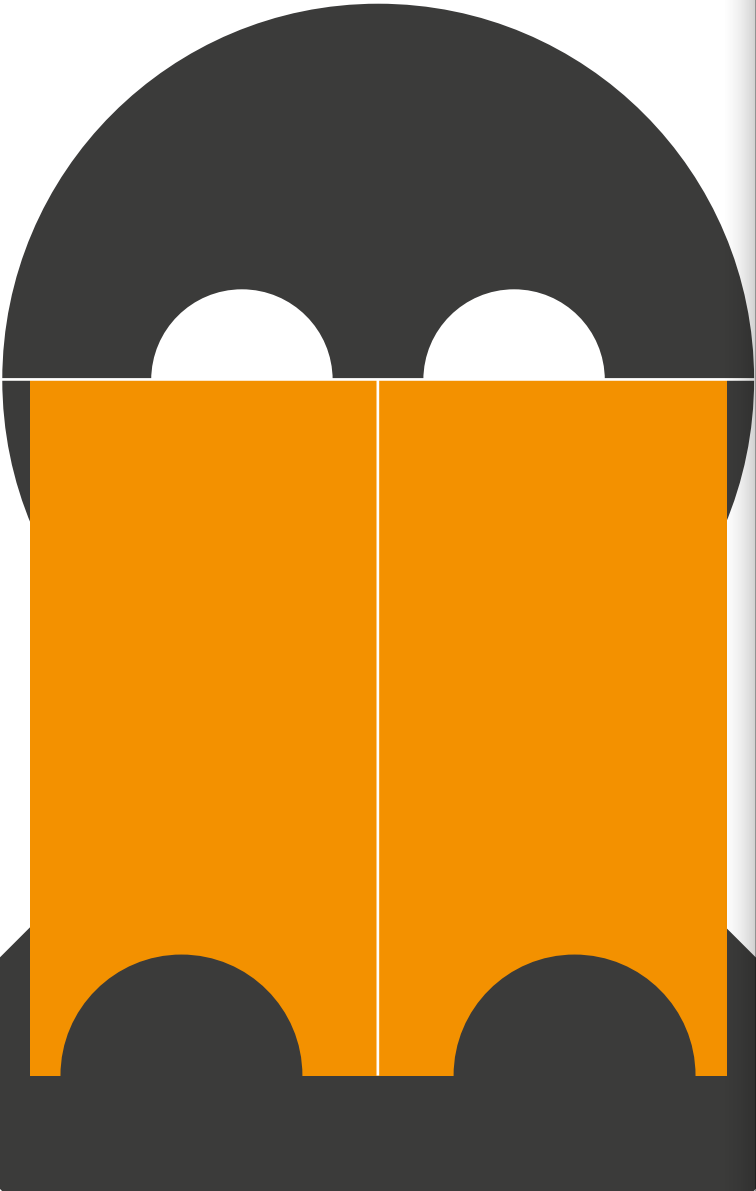


FLOOR 1



FLOOR 2





PROGRAMME



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THE HAGUE
THE NETHERLANDS

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PROGRAMME

KEYWORDS

AUDIENCES AND LEARNING

43, 44, 46, 49, 53, 54, 55, 62, 66, 78, 80, 83, 89, 90, 93, 94, 96, 100, 108, 110, 112, 114, 121, 123, 128, 129, 138, 139, 142, 145, 147, 149

COLLECTIONS

42, 48, 58, 68, 79, 99, 106, 122, 125, 134, 141, 143

EQUITY AND INCLUSION

45, 63, 65, 67, 72, 98, 120

EXHIBITS AND DESIGN

41, 47, 56, 59, 61, 69, 75, 82, 88, 95, 109, 113, 127, 131, 146

MARKETING AND COMMUNICATION

57, 64, 76, 77, 84, 97

NETWORKING AND PARTNERSHIPS WITHIN AND ACROSS SECTORS

51, 73, 85, 86, 92, 118, 130, 136, 137

OPERATIONS AND FINANCE

52, 105, 124, 140, 148

RESEARCH AND EVALUATION

74, 87, 111, 119, 133, 150

SESSION GUIDE

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.

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.

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.

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.

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TUESDAY
MAY 20

TUESDAY MAY 20

MUSEON MINI-AULA

WORKSHOP

TIME
09.00 - 17.00

CONVENOR

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

SPEAKERS

Marjolein van Breemen, Manager Science Learning Center, Science Centre NEMO, Amsterdam, The Netherlands

Inka de Pijper, Project manager education Science Learning Center, Science Centre NEMO, Amsterdam, The Netherlands

Maria Adlerborn, Science Educator, Teknikenshus, Lulea, Sweden

Ethly Brezner, Head of Education, The Bloomfield Science Museum Jerusalem, Jerusalem, Israel

Angela Damery, Project Manager for Exhibition Interpreters, Museum of Science Boston, US

Dave Heywood, Reader in Education, Doctor of Education Programme Leader, Manchester Metropolitan University, UK

Lydia Beall, Design Challenges Program Manager, Museum of Science Boston, US

PRE-CONFERENCE

SOCIAL INCLUSION AND ENGINEERING DESIGN PROCESS BY THE GROUP

THE Group organizes a two-day workshop devoted to the professional development of explainers. It mainly addresses facilitators and educators, but also managers of explainers and exhibition designers interested in face-to-face contact with the public. The workshop concentrates on two thematic areas: Engineering Design Process and Social inclusion.

Day one

During day one, 'Engineering Design Process' (EDP) will be introduced through applications to museum-based Education activities developed by the Engineer EU-funded project. EDP is a tool for developing a problem-solving disposition. It is an open-ended process aiming to promote personal and creative solutions to scientific and technological challenges rather than guiding people to predefined solutions. Participants will experiment activities directly, discuss the methodology at their root, and build facilitation skills based on EDP. The main focus will be on how to create open-ended visitor experiences that inspire the public to create and invent.

PRE-CONFERENCE

WHO ARE YOUR VISITORS? BY THE REV GROUP

Do you know who is walking through your doors? Most evaluation happens post-visit and focuses on measuring the impact of the visitor experience but how can you measure and increase this impact if you do not know who your audience is or what 'cultural baggage' (i.e. thoughts, opinions, experiences, motivations, learning preferences etc.) they hold pre-visit?

Join our practical two-day workshop to learn how to segment your audience and how this can be used to cater for and market to your visitors. Hear about real life examples and participate in group work. The workshop is designed for those developing visitor experiences and those who market and research them.

MUSEON PANORAMA

WORKSHOP

TIME
09.00 - 17.30

CONVENOR

Marie Hobson, Learning Evaluator, Natural History Museum, London, UK

SPEAKERS

Alena Suldova, Evaluation Coordinator, Techmania Science Center, Plzeň, Czech Republic

Aymard de Mengin, Evaluation and Prospective, Unverscience, Paris, France

Emily Dawson, King's College London, London, UK

Marie Hobson, Learning Evaluator, Natural History Museum, London, UK

Mikko Myllykoski, Experience director, Heureka – the Finnish Science Centre, Vantaa, Finland

Helena Jedrzejczak, Specialist in evaluation department, Copernicus Science Centre, Warsaw, Poland

Anne Tove Koldal, Marketing manager, VilVite, Bergen Vitensenter AS, Bergen, Norway

**MUSEON
STUDIO**

WORKSHOP

TIME

09.00 - 17.00

CONVENOR

Marc Moutin, Exhibitions,
Shows and Development
Director, Cité de l'espace,
Toulouse, France

Ana Noronha, Executive
Director, Pavilion of
Knowledge - Ciência Viva,
Lisbon, Portugal

SPEAKERS

Juan de Dalmau,
Head of ESA/ESTEC
Communication Office,
Paris, France

Jasper Wamsteker, Head
of Communication
and Education, Netherlands
Space Office (NSO), The
Hague, Netherlands

Markus Bauer,
ESA Science and Robotic
Exploration Communication
Officer, Paris, France

Carmen Guerra, Program
Coordinator, Parque de las
Ciencias, Granada, Spain

Aude Lesty, Exhibitions
designer, Cité de l'espace,
Toulouse, France

Wendy van den Putte,
Senior project manager
education, Science
center NEMO,
Amsterdam, Netherlands

PRE-CONFERENCE

**BEYOND THE HORIZON
SPACE FOR SCIENCE
CENTRES AND
MUSEUMS BY
THE SPACE GROUP**

This year the Space Group will be generous : beyond sharing the latest and future space achievements with the European Space Agency (ESA), the space group will present and offer you the toolkit built to tackle ESA's Rosetta mission through events, exhibitions and educational activities. Moreover, participants of the Space pre-conference workshop will visit the ESTEC – the engineering core of ESA – and Space-Expo on the second day. The workshop will also be an opportunity to define and trigger the next collaborative projects for the Space Group.

PRE-CONFERENCE

**APÉRO FOR THE
ECSITE THEMATIC
GROUPS
ON INVITATION**

**BRASSERIE
BERLAGE**

TIME

17.30 – 19.00

Brasserie Berlage is
located in the garden of
the Museon

PROGRAMME



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WEDNESDAY
MAY 21

WEDNESDAY MAY 21

**MUSEON
MINI-AULA**

WORKSHOP

TIME
09.00 - 17.00

CONVENOR

Matteo Merzagora,
TRACES / Espace des Sciences
Pierre-Gilles de Gennes, Paris,
France

SPEAKERS

Emily Dawson, Lecturer in Science
Engagement & Communication,
King's College London, London, UK

Andrea Motto, After School
Program Director, Yale University
and Peabody Museum of Natural
History, New Haven, US

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

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

Kathrin Unterleitner, Project
manager, Science Center Netzwerk,
Vienna, Austria

PRE-CONFERENCE

**SOCIAL
INCLUSION AND
ENGINEERING
DESIGN PROCESS
BY THE GROUP**

THE Group organizes a two-day workshop devoted to the professional development of explainers. It mainly addresses facilitators and educators, but also managers of explainers and exhibition designers interested in face-to-face contact with the public. The workshop concentrates on two thematic areas: Engineering Design Process and Social inclusion.

Day two

Day two is devoted to issues concerning the interaction with visitors from underprivileged groups, low socio-economic backgrounds, ethnic minorities, etc. After presenting current research on the role of science centres and museums in fighting or unintentionally reinforcing exclusion mechanisms, a series of case studies will highlight ways in which floor staff have sought to create inclusive experiences. A set of practical activities will then help participants reflect on facilitation skills, training needs for explainers, and specific issues concerning exhibition design and programs development that can make science centres and museums more inclusive.

PRE-CONFERENCE

**WHO ARE YOUR
VISITORS? BY
THE REV GROUP**

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**MUSEON
PANORAMA**

WORKSHOP

TIME
09.00 - 17.30

CONVENOR

Marie Hobson, Learning Evaluator,
Natural History Museum, London,
UK

SPEAKERS

Alena Suldova, Evaluation
Coordinator, Techmania Science
Center, Plzeň, Czech Republic

Aymard de Mengin, Evaluation and
Prospective, Unverscience, Paris,
France

Ingrid Eikeland, Inspiria Science
Center, As, Norway

Marie Hobson, Learning Evaluator,
Natural History Museum, London,
UK

Nils Petter Hauan, Head of
Development, ViVite, Bergen
Vitensenter AS, Bergen, Norway

Marzia Mazzonetto, Senior
Project manager, Ecsite,
Brussels, Belgium

Andrew McIntyre, Director, Morris
Hargreaves McIntyre, Manchester,
UK

Esthy Brezner, Head of
Education, The Bloomfield Science
Museum Jerusalem, Israel

**MUSEON
STUDIO**

WORKSHOP

TIME

09.00 - 17.00

CONVENOR

Marc Moutin, Exhibitions, Shows and Development Director, Cité de l'espace, Toulouse, France

Ana Noronha, Executive Director, Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal

SPEAKERS

Juan de Dalmau, Head of ESA/ESTEC Communication Office and an ESA Astronaut, Paris, France

Rob van den Berg, Director of the Museum, Technical Centre ESTEC, Noordwijk, Netherlands

PRE-CONFERENCE

**BEYOND THE HORIZON
SPACE FOR SCIENCE
CENTRES AND
MUSEUMS BY
THE SPACE GROUP**

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PRE-CONFERENCE

**SPECIMENS AND
COLLECTIONS
IN MUSEUMS
COMMUNICATION
BY NATURE GROUP**

Using specimens makes natural history museums unique in science communication. But presents a paradox, because these museums deliver a message about life while using dead specimens!

The effect that real specimens have on visitors before they even start knowing what they are or what is it that is explained about them, is an often overlooked factor that we should not oversee at museums.

In this workshop we will this year try to dig in to the heart of science communication of natural specimens and collections. Can the fascinating world behind the scenes, ruled by the curators and the taxonomist, be displayed and presented to the general audience? And how do we communicate about specimens and collections in an interesting and timely way?

Often we use a hands-on approach and careful manipulation in educational labs. Hands-on exhibits work well in the discovery of processes. But these methods are difficult to use when dealing with real objects. This workshop is useful for natural history museums, science museums and science centres alike because all three increasingly use specimens in their exhibitions and through other types of communication.

**MUSEON
LEVI LASSEN**

WORKSHOP

TIME

09.00 - 17.00

CONVENOR

Henrik Sell, Deputy Director, Natural History Museum, Aarhus, Denmark

Gerard Cobut, Head of Exhibition Development, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Michele Lanzinger, Director, Museo Tridentino di Scienze Naturali, Trento, Italy

Anna Omedes, Director, Natural Sciences Museum of Barcelona, Spain

SPEAKERS

Cécile Gerin, Museum of Natural Sciences, Brussels, Belgium

Henrik Sell, Deputy Director, Natural History Museum, Aarhus, Denmark

Michele Lanzinger, Director, Museo Tridentino di ScienzeNaturali, Trento, Italy

CONVENOR

Marzia Mazzonetto, Senior Project manager, Ecsite, Brussels, Belgium

SPEAKERS

Marzia Mazzonetto, Senior Project manager, Ecsite, Brussels, Belgium

Jacqueline Broerse,

Professor of “Innovation and communication in the health and life sciences” and Head of the Athena Institute, VU University, Amsterdam, Netherlands

PARTICIPATIVE METHODOLOGIES AND NEW APPROACHES TO GOVERNANCE

This workshop focuses on participatory techniques which can be used by science centres interested in playing a role in governance processes. The approaches and methods presented are innovative ways of engaging the public and incorporating citizen voices in research and innovation, but are also a powerful tools for museums to internally target strategies and content to visitor expectations. In the first part of the workshop, best practices from the field are presented, including EU-wide public consultations, local experiences from museums implementing participatory approaches, and stakeholders using similar processes for science policy making and social innovation at local and international levels. In the second part, practical training is provided on a specific participatory method: Focus groups.

CREATIVE LAB: THE POWER OF OBJECTS

The Creative LAB is a workshop for science centre and museum professionals during the Pre-Conference. This session will be in Museon and we'll use real objects from the museum's collection as a starting point for the workshop. Participants will be able to work hands-on with these objects. We believe in the power of objects and think they can be used in many ways.

There are several museum and science centre experts in this session who will share their all-time favourite objects. By combining these reference projects we'll try to construct new ways of using objects for interactivity and storytelling. In the first part of the session we'll discuss the way we use objects now and in the second part we'll use creative thinking to discover new meanings, stories and ways of presenting objects. This is a workshop designed for science centre and museum professionals including curators, exhibition designers, educators, facilitators and managers.

CONVENOR

Maarten Okkersen, Museon, The Hague, The Netherlands

FACILITATOR

Stan Boshouwers, Tinker Imagineers, Utrecht, The Netherlands

SPEAKERS

Allison Boyle, Science Museum, London, UK

Johannes-Geert Hagmann, Deutsches Museum, Munich, Germany

Jaap Hoogstraten, Field Museum, Chicago, US

Laura Ronzon, Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci, Milan, Italy

Bram Roth, Museon, The Hague, The Netherlands

**MUSEON
GARDEN**

WORKSHOP

TIME

09.00 - 17.15

CONVENOR

Aliki Giannakopoulou,
External Relations, Science
Centre NEMO, Amsterdam,
The Netherlands

SPEAKERS

Adalheidur Jónsdóttir,
Head of Communications,
The Icelandic Centre for
Research - RANNIS
Reykjavík, Iceland

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

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

PRE-CONFERENCE

**GETTING THE MOST
OUT OF HORIZON
2020**

This workshop will bring together representatives, National Contact Points and science communicators. The workshop is aimed at professionals who already have some experience with EU projects and wish to write a proposal, coordinate a project or head a work package. The workshop will aim to not only present the structure of Horizon 2020 but to give an in-depth understanding of the parts that relate to science and society. Throughout the day, via a combination of presentations and workshops, participants will get good insight into what it takes to write a successful proposal and what are the main rules of management of a project for coordinators. Finally, the workshop will inform professionals from science centres, museums and other organisations involved in public engagement of science about existing open calls for proposal in DG Research and will explore current opportunities for collaboration.

**SHELL
HEADQUARTERS**

**ENGINEERING
EDUCATION
EVENT**

**(ON REGISTRATION
ONLY)**

TIME

14.00 - 17.30

**SPEAKER'S
RECEPTION
(ON INVITATION)**

TIME

18.00 - 20.00

**ECSITE
BOARD
DINNER**

TIME

20.30



PROGRAMME

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THE HAGUE
THE NETHERLANDS

**THURSDAY
MAY 22**

THURSDAY MAY 22

WORLD CAFE

NEW-COMERS BREAKFAST

(ON REGISTRATION)

TIME
08.00 - 09.00

WORLD FORUM THEATER

OPENING CEREMONY

WITH THE PRESENCE OF HER MAJESTY QUEEN MÁXIMA OF THE NETHERLANDS

TIME
09.30 - 10.30
Doors open at 9.00 and will close at 9.15
Due to the attendance of Her Majesty the doors will be closed at 9.15, no one is allowed to enter the room after this time. So kindly come on time.

SPEAKERS

Irina Bokova,
Director-General
UNESCO

Marie Christine Van der Sman, General
Director, Museon

Rosalia Vargas,
President Ecsite

Catherine Franche,
Executive Director
Ecsite

ATLANTIC

BUSINESS BISTRO OPENING

TIME
10.30

EXHIBITS & DESIGN

BIO-HACKING FOR THE NON-SCIENTIST

Synthetic biology is an emerging, exciting and occasionally alarming field that brings together a diverse group – engineers, scientists, designers, artists and hackers focusing on making life “designable”. As in any new field, the language we use to talk about synthetic biology is still being transcribed and the debate is being framed: is this scenario a magic panacea, ticking time bomb or something in between? This session will focus on empowering non-scientists to become bio-hackers. Through a hands-on workshop using cell design programmes, participants will appreciate how practical experiments lead to a deeper understanding of the impact that emerging technologies may have on society. The speakers will show how experimentation - whether led by artists or citizens - changes the way we grasp crucial ethical issues.

AMAZON

WORKSHOP

TIME
11.15 - 12.30

CONVENOR

Luisa Marino, Project
Manager, Ecsite, Brussels,
Belgium

SPEAKERS

Lucas Evers, Head of
programme, Waag Society,
Amsterdam, Netherlands

Joseph Roche, Research
Projects Coordinator,
Science Gallery, Trinity
College, Dublin, Ireland

Jurij Krpan, Art curator,
Kapelica Gallery, Ljubljana,
Slovenia

MISSISSIPPI

WORKSHOP

TIME

11.15 - 12.30

CONVENOR

Johannes-Geert Hagmann,
Curator, Physics, Deutsches
Museum, Munich, Germany

SPEAKERS

Marieke Meijers,
Projectleider Publiek en
Presentatie, Museum
Boerhaave, Leiden,
Netherlands

Claire Pillsbury, Project
Director, Exploratorium, San
Francisco, US

Gert-Jan van Rijn, Curator,
Museum, The Hague,
Netherlands

Claudia Schleyer,
Consultant for Interactive
Exhibits, Claudia Schleyer |
Consultant for Interactive
Exhibits, Berlin, Germany

Katell Barthélémy,
Engineer designer,
Universcience, Paris, France

COLLECTIONS

USING (MUSEUM) COLLECTABLES IN INTERACTIVES AND HANDS-ON EXHIBITS

This session will start with a series of very short presentations with case studies of hands-on exhibits or interactives that integrate (museum) collectables. In the second part of the session, speakers and participants will form small workshop groups to brainstorm ways to combine the use of museum collectables and interactives. Finally, the results of the workshop groups will be presented and discussed with all participants.

AUDIENCES & LEARNING

DIRTY HANDS, INSPIRED MINDS: RAISING THE NEXT GENERATION OF SCIENTISTS

How can science centres inspire a new generation of scientists? We present three programs that are exposing youth to science, scientists, and research methods and skills: A school-visit program, an intense week of work with scientists, and a yearlong research program. Youth get their hands dirty in ways that most visitors do not, for example, by using real scientific data, methods and tools, which allows them ownership of their work. Each program takes advantage of various institutional resources to go beyond what schools can offer. We will discuss structures and benefits of both short and long programmes along with lessons learned.

YANGTZE 1

PANEL

TIME

11.15 - 12.30

CONVENOR

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

SPEAKERS

Brian Levine, Manager of
Youth Programs, American
Museum of Natural History,
New York, US

Sally Collins, Senior
Learning Programme
Developer, Natural History
Museum, London, UK

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

PANEL

TIME

11.15 - 12.30

CONVENOR

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

SPEAKERS

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

Diana Escobar, Science
Dissemination Program
Responsible, Barcelona
Science Program, Culture
Institute of Barcelona, Spain

Livio Riboli-Sasco, Atelier
des Jours à Venir, Paris,
France

Herbert Muender, General
Manager, Universum
Managementges GmbH,
Bremen, Germany

Massimiliano Trevisan,
Psiquadro scarl, Perugia,
Italy

FROM LIQUID NITROGEN TO SOCIAL INCLUSION: THE EVOLVING IDENTITY OF SCIENCE EVENTS

How will science events innovate their content and structure over the next ten years to avoid becoming dinosaurs? After a decade of rapid and constant development worldwide, science events are starting to diversify, focusing on specific science communication styles and formats or trying to address new issues and engage new audiences. This session will present five experiences from around Europe to focus on different strategies developed to become more relevant at local and national level. What if a science event becomes a key tool to dealing with social conflicts and trigger innovative solutions in the process? And what happens when creativity, interdisciplinarity and collaboration with other cultural events generates new ideas and helps to reach new audiences?

SCIENCE CENTRES AND MUSEUMS: INCLUSIVENESS FOR SOCIAL CHANGE

How do science centres and museums contribute to social change and fight against social exclusion? Which projects help the more vulnerable sectors of the community? This session will showcase a few initiatives: The Science Museum of London experiments by strategies to tackle these questions, based on past experience of successes and challenges in its community outreach work. The Gruppo PLEIADI aims at upgrading a neighborhood in a socially problematic area by opening a building to become a science centre. The Museo Civico di Zoologia in Rome is a partner of the EU project DIAMOND—Dialoguing museums for a new cultural democracy, which aims to involve marginalized people in science engagement. The Natural Sciences Museum of Barcelona's inclusiveness involves programming for the youngest, for prison and hospital groups and for neighboring communities among others.

PANEL

TIME

11.15 - 12.30

CONVENOR

Anna Omedes, Director,
Natural Sciences Museum of
Barcelona, Barcelona, Spain

SPEAKERS

Alessio Scabro,
Educational project, Gruppo
PLEIADI, Padua, Italy

Richard Pering, Learning
Resources Project
Coordinator, Science
Museum, London, UK

Cristina Da Milano,
President, Eccom -
European Centre for
Cultural Organisation and
Management, Rome, Italy

Pere Viladot, Head of
Education and Activities,
Natural Sciences Museum of
Barcelona, Barcelona, Spain

WORKSHOP

TIME

11.15 - 12.30

CONVENOR

Noel Jackson, Head of Education, Centre for Life, Newcastle, UK

SPEAKERS

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

Joakim Sandström, PhD in Experimental Physics Educator, Navet science centre, Borås, Sweden

Guido Ramellini, Vice-president, mmaca-museum de matemàtiques de Catalunya, Barcelona, Spain

COMPLEX PROBLEMS, SIMPLE MATH: RICH TASKS FOR COMMUNICATING MATHEMATICS

Rich Tasks are a key tool in mathematics teaching. In Rich Tasks, students gain experience of using simple maths by applying them to solve complex problems in real situations. These tasks are still novel for math teachers but many educationalists in science centres have already developed successful Rich Tasks as part of their programmes. This workshop showcases a variety of activities that are hands-on, engaging and mathematical. Participants will not be allowed to sit and watch - they will be expected to take part and get hands-on.

SCENOGRAPHY IN SCIENCE CENTRES: DISTRACTION OR BENEFIT?

Many science centres are very critical of using scenography or atmospheric room design. The main concern is that the visitor will be distracted from the interactive exhibit itself. However, other science centres feel the necessity to upgrade their rooms with scenographic installations to keep up with the growing competition for visitors. Another point of view is to view scenography and atmospheric room design as an appropriate medium to embed the single interactive exhibit in an overall thematic context and to create a more sustainable visitor experience. This session will discuss these different views.

PANEL

TIME

11.15 - 12.30

CONVENOR

Nicolas Köster, Project Manager, Triad, Berlin, Germany

SPEAKERS

Michał Buława, Main Exposition Specialist, ECI - Łódź Miasto Kultury, Łódź, Poland

Kathrin Meyer, Director Brandlands & Exhibitions, Ars Electronica Solutions, Linz, Austria

Susanne Nawrath, Scientific Exhibition Manager, Klimahaus® Bremerhaven 8° Ost, Bremerhaven, Germany

Silke Petzold, Authorised Signatory, Erlebniskontor GmbH, Bremen, Germany

Jochen Hunger,
Scenographer, jh Museum &
exhibition design, Erlangen,
Germany

Karolina Perrin, Experience
designer, KarekDesign,
Cracow, Poland

Jean-Michel Molenaar,
Project manager, CCSTI
Grenoble, Grenoble, France

Ryan Jenkins, tinkering
studio coordinator,
Exploratorium, San
Francisco, US

BANDWIDTH OF MAKING AND INTRO TO THE MAKER SPACE

Let's take a good hard look at the expanding universe of people doing things because it is POSSIBLE, it's FUN and it can be done with OTHERS.

The session provides a quick orientation for anybody who is interested in the maker movement. We will try to open a panoramic discussion on the reasons of the rise of making, and possible benefits for science communication and society.

We will offer surprising viewpoints on activities which existed even before the first maker space or fab lab was on the horizon, and zoom in on terms like making, hacking, tinkering, which describe making today.

Each member of the Maker Space team will speak about their own work and their contribution to the pop-up maker space at Ecsite and we'll have a participatory discussion to generate questions that we'll grapple with throughout the three days of the maker space.

GAMING SPACE

Most of us don't have the time to try out many serious games. We might have tried a couple of them and have gotten discouraged by their poor quality, or, let's say it, because we got bored. Time consuming, unequal quality: it doesn't really triggers the desire to go further. And yet we might end up with a serious video game project in our hands. The game space is an opportunity to spend the time we usually lack to play. What better ways to get our opinion about serious game straightened than trying a few before getting into the adventure of making one of our own?

From the compilation work done by Universcience, we have selected 10 videogames for you. Come and try them out during coffee breaks, between sessions etc. Selected games cover a variety of topics, levels, duration and design. The Gaming space is open on Thursday & Friday.

Malvina Artheau, Head of
the digital department,
Science Animation Midi-
Pyrénées, Toulouse, France

Marc Jamous, Multimedia
producer, Universcience,
Paris, France

PACIFIC

LUNCH



TIME

12.30

Maison van den Boer

is pleased to be your culinary host.

THE CHEF'S CHOICE

WORLD FORUM THEATER

SCIENCE SHOW FOR KIDS

TIME

11.30 - 12.30

NETWORKING & PARTNERSHIPS

HORIZON 2020 FOR BEGINNERS

This session will introduce participants to the new financial framework of the European Commission - Horizon 2020. The experienced speakers will give insight into the new framework, a representative from the National Contact Points network will explain how institutions can find support at the national level in a European project. Additionally, a museum that has successfully participated in numerous projects will provide tips on how to increase chances of being chosen for a European project. The session is aimed at professionals with no or little experience of EU projects who would like to join in a proposal in Horizon 2020.

AMAZON

WORKSHOP

TIME

13.45 - 15.15

CONVENOR

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

SPEAKERS

Vesna Pacij, Project
manager, House of
Experiments, Ljubljana,
Slovenia

Adalheidur Jónsdóttir,
Head of Communications,
The Icelandic Centre for
Research - RANNÍS
Reykjavík, Iceland

Michael Creek, Freelance
Project Manager, Brussels,
Belgium

PANEL

TIME

13.45 - 15.15

CONVENOR

Antonietta Monteleone,
Director, Distribution,
National Geographic

Entertainment, New York,
US

SPEAKERS

Mark Katz, President,
Distribution, National
Geographic Entertainment,
New York, US

Laurent Dondey, President,
EUROMAX, Paris, France

Berend Reijnhoudt,
Executive Director,
Omniversum, The Hague,
Netherlands

Meg Wilson, Vice President,
Business Development,
RealD, Beverly Hills, US

Jessica Christensen,
Manager, Swedish Museum
of Natural History,
Stockholm, Sweden

THE MUSEUM CINEMA EXPERIENCE

The business of entertainment has never been so educational. With digital cinema projection equipment now very affordable and easily acquired, cinemas in museums and science centres are programming mission-related documentary films which are a beneficial new business opportunity. The business of exhibiting short documentary films enhances learning for students and general audiences, adds new revenues for the institution from public, school and corporate clients, and can extend the time a visitor spends in your institution. Leading experts from museums will share experiences of how to successfully program and operate cinemas in their museums.

SCHOOL VISITS: NEW APPROACHES TO OLD CHALLENGES

How can informal learning sites provide optimal learning experiences without placing demands on teachers? This session will move beyond familiar conversations about how to encourage/force/support teachers toward desired behaviours. Instead, presenters from different countries will offer local contexts and approaches to supporting learning for well-prepared as well as unprepared student groups. Small group round-table discussions will follow which will challenge participants to think of creative ways to address constraints facing teachers. The desired result is a robust learning experience for students. Participants will vote for the most creative and practical ideas.

ROUNDTABLE

TIME

13.45 - 15.15

CONVENOR

Isabel Chagas, Instituto de
Educação da Universidade
de Lisboa, Lisbon, Portugal

SPEAKERS

Marianne Achiam,
Assistant professor,
Department of Science
Education, University of
Copenhagen, Denmark

Jennifer DeWitt,
Researcher, King's College
London, London, UK

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

Inês Oliveira, Education
Officer - Explainer Team
Coordinator, Pavilion of
Knowledge - Ciência Viva,
Lisbon, Portugal

**Ana Alexandra Valente
Rodrigues,** Assistant
Professor, University of
Aveiro - Department of
Education & Research
Centre Didactics and
Technology in Education of
Trainers, Aveiro, Portugal

Cláudia Faria, Researcher,
Lisbon, Portugal

REVERSE

TIME

13.45 - 15.15

CONVENOR

Robert West, President, Informal Learning Experiences, Denver, US

SPEAKERS

Dominique Botbol, Deputy Director of exhibitions, Universcience, Paris, France

Mike Bruton, Director of Imagineering, MTE Studios, Manama City, Bahrain

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

Asger Høeg, Executive Director, Experimentarium, Hellerup, Denmark

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

SHAKING THINGS UP: ADDRESSING CONTROVERSIAL TOPICS IN SCIENCE CENTRES

Why and how do science museums engage with sensitive and/or controversial topics in exhibitions and public programmes? Museum locations, governmental relationships, funding sources, political, social and religious environments, and local events and media all affect how a topic is handled. What benefits or challenges arise? The session examines several variables as they play out in different settings. Topics to be considered include: race or gender issues, obesity, mental health, interpretation of religious texts, medical treatments, sexuality and reproductive biology, and current research on evolution, stem cells and climate change. Participants present real situations which they have initiated, contended with, or unexpectedly encountered that led to creative, satisfactory, and sometimes unpleasant, outcomes.

THE GRAND BAZAAR

The Grand Bazaar returns this year following its success at the Ecsite Annual Conference 2013. There is much more to science communication than just discussion! This highly informal 'tabletop' event will offer a varied selection of hands-on activities, experiments and demonstrations. Walk around exploring the tables and meet our international assortment of independent presenters. Let each of them share their ideas and involve you in something different. Real, engaging phenomena are the lifeblood of popular science communication - come and develop your literacy in "actual reality".

SPEAKERS

Marina D'Alessandro, Scientific explainer, Gruppo PLEIADI, Cadoneghe (PD), Italy

Elin Roberts, Head of Public Engagement, Centre for Life, New-castle, UK

Ian Russell, Director, Ian Russell Interactives, High Peak, UK

Noel Jackson, Head of Education, Centre for Life, Newcastle, UK

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

Sara Calcagnini, Head of Science and Citizens Programs, Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

John Downey, Senior Educator, Balthazar Sinnenas Verkstad, Skövde, Sweden

Esthy Brezner, Head of Education, The Bloomfield Science Museum Jerusalem, Israel

WORKSHOP

TIME

13.45 - 15.15

CONVENOR

Melissa Finali, Head of Explainers, Gruppo PLEIADI, Padova, Italy

Vasso Siameti, Educator, Navet science centre, Borås, Sweden

Vassilis Papakonstantinou, Head of Interactive Science & Technology Exhibition, Eugenides Foundation, P. Faliro, Greece

Lydia Beall, Design Challenges Program Manager, Museum of Science, Boston, US

Wendy van den Putte, Senior project manager education, Science center NEMO, Amsterdam, Netherlands

David Brostrom, Director of Education, Teknikens Hus, Lulea, Sweden

Didem Aydinmakina, Manager, Eskisehir Science & Experiment Center of Metropolitan Municipality and Sabanci Planetarium, Eskisehir, Turkey

REVERSE

TIME

13.45 - 15.15

CONVENOR

Jan Alfred Andersson,
Manager, Norsk Teknisk
Museum, Oslo, Norway

SPEAKERS

Peter Trevitt, CEO,
Techniquet, Cardiff, UK

Baudouin Hubert,
Managing Director,
exhibition and services
development, Scientastic
NEW PROJECT, Brussels,
Belgium

Gunnar Behrens, Managing
Director, Archimedes
Exhibitions, Berlin,
Germany

Kayte McSweeney,
Audience Advocate and
Researcher, Science
Museum, London, UK

Holly Hasted, Analyst for
Cultural Enterprises,
Collective Experiences,
Tromsø, Norway

WHAT MAKES A GREAT INTERACTIVE EXHIBIT?

Assessing what makes a good exhibit is an important issue but definitely not an easy one. Defining objectives and assessment criteria for developing or purchasing an exhibit can easily become a wish list which isn't easily attained. The purpose of this session is to provide a balanced view of an exhibit over its lifetime, starting with its selection, then its maintenance and finally its evaluation. The conversation will focus on getting achievable and measurable results as well as developing awareness of trade-offs and the need to prioritize. This session will begin with short background presentations. The first two presentations will provide examples of criteria used for selecting and developing exhibits. The next one will give us more in-depth knowledge on one important criteria for all interactive exhibits: "longevity-maintenance". The last two presentations will explain the importance of evaluation and its methods in order to continue to improve exhibits. Group work and discussions will follow. Specific interest areas may be: exhibition themes, the level of abstraction of an exhibition, a pedagogical approach, the age of the targeted audience, and more.

USING POP CULTURE TO POPULARIZE SCIENCE

Pop culture is by definition popular - so why not use it to convert potential audiences? Popular recognizable characters can act as a hook for attracting new audiences by providing a face and voice. Universcience, for example, shares their experience of using 'Titeuf' to tackle the potentially awkward topic of sex. But what about the view that using brands means 'lowering intellectual content'? Thinktank argues that the science doesn't have to be compromised and the key is working with partners who share the same values. A brand owner, Aardman Animations, creators of Wallace and Gromit and Shaun the Sheep, shares their motivations for engaging with science communication and the value they place on knowledge sharing and opportunities for inspiring a future workforce. Additionally, Science Centre Singapore shares how they capitalized on popular recreational activities as a bridge to draw audiences into science engagement.

PANEL

TIME

13.45 - 15.15

CONVENOR

Clara Lim, Science
Communicator, Singapore

SPEAKERS

Lorna Williams, Exhibitions
Officer, Thinktank,
Birmingham, UK

Sean Clarke, Head of
Aardman Rights & Brand
Development, Bristol, UK

Dorothee Vatinel, Curator,
Universcience, Paris, France

Jochen Hunger,
Scenographer, jh Museum &
exhibition design, Erlangen,
Germany

Matthias Rudloff,
Projectmanager, Kurt
Hüttinger GmbH & Co. KG,
Nürnberg, Germany

Jon Haavie, Project
developer of interactive
exhibitions, Oslo Maker
Faire, Tekniskmuseum Oslo
Norway

ARE PROTOTYPES THE NEW EXHIBITS?

We use the background of the Maker Space as a stimulus for a session about exhibit prototypes. What exactly is a prototype today? What is its role in the process of developing good working interactive exhibits? And does the availability of tools for rapid prototyping in the consumer sector change the way we conceive, test and produce exhibits? Finally: What kind of interaction with materials, with properties of matter and with other people do visitors expect - and what can we offer? We expect answers from exhibit developers inside museums, and outside. And from you!
Challenge: At least one real exhibit which does not work "quite well" will be presented during this session. Together we will try to make improvements. Results will be presented on the last day. Some fun with trying and testing of some examples will also be involved in the session.

USING GAMIFICATION TO MEET THE DIGITAL GENERATION

When the behaviour of a target group changes, we need to change with them.
With a gamification project called "The Mission", Tom Tits Experiment in collaboration with Uppsala University and Expology, seeks to meet the expectations of an increasing group of visitors with experience of digital platforms and games being part of their everyday life. How can we find new and engaging ways of interacting with our existing exhibitions as well as encouraging return visits?
The session will begin with a quick introduction of the project from four speakers with different areas of expertise, followed by a workshop. We would like to challenge the participants with tasks and discussions on the many different topics encountered during the design and deployment of the project.

Daniel Rosqvist, Tom Tits
Experiment, Södertälje,
Sweden

Lisa Månsson, Director of
Exhibits & Program, PhD,
Tom Tits Experiment,
Södertälje, Sweden

Sofia Grebius, Senior
Advisor Exhibitions,
Expology, Stockholm,
Sweden

Annika Waern, Professor,
Uppsala University,
Uppsala, Sweden

**BUSINESS
BISTRO**

**COFFEE
BREAK**

TIME
15.15

EXHIBITS & DESIGN

**INTERACTIVE
EXHIBITS:
THE GOOD, THE BAD
AND THE UGLY**

Once again, in the ever-popular, entertaining and thought-provoking Pecha Kucha session, each speaker will present 20 slides. Each slide will be automatically advanced after 20 seconds while the speaker follows. The subject is interactive exhibits and the speakers will illustrate their various personal views on the differences between great ones, not-so-good ones, and total failures. What are the factors affecting visitor engagement, educational effectiveness, accessibility and practical reliability? How can successes be achieved and how can failures be avoided? Between them, in total, this year's Pecha Kucha speakers have been working on their answers to such questions for well over a century!

AMAZON

PECHA KUCHA

TIME
16.00 - 17.30

CONVENOR

Maarten Okkersen, Head of Communications, Museon, The Hague, Netherlands

SPEAKERS

Harry White, Science Centre Consultant, At Bristol, Bristol, UK

Claudia Schleyer, Consultant for Interactive Exhibits, Berlin, Germany

Michel Junge, CEO, phaenog GmbH, Wolfsburg, Germany

Sally Montgomery, Consultant, DSM Consulting, Castlewellan, UK

Asger Høeg, Executive Director, Experimentarium, Hellerup, Denmark

Ian Russell, Director, Ian Russell Interactives, High Peak, UK

THURSDAY MAY 22

THURSDAY MAY 22

PANEL

TIME

16.00 - 17.30

CONVENOR

Justin Dillon, Professor of science and environmental education, King's College London, London, UK

SPEAKERS

David Brostrom, Director of Education, Teknikens Hus, Lulea, Sweden

Marianne Achiam,

Assistant professor, Department of Science Education, University of Copenhagen, Copenhagen, Denmark

Maria Xanthoudaki,

Director of education and of international relations, Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

Pere Viladot,

Head of Education and Activities, Museu de Ciències Naturals de Barcelona, Barcelona, Spain

CRAFTING TEACHING-LEARNING MODELS FOR MUSEUMS AND SCIENCE CENTRES

This session will present the teaching-learning models of four different museums and science centres with a particular focus on how to underpin the work of the institution. The teaching-learning model includes aspects related to the design, instruction and assessment of activities focusing on what to teach, how to teach it, how the visitor is involved, and in what context the teaching-learning process occurs. In other words, what must be taken into account when planning and implementing activities. Join this session to appreciate new teaching-learning models for science museums that can be adapted to improve practice, and discuss the essential elements of a museum's educational activities.

TOWARDS A "COMPETENT REBELLION": SOCIAL INCLUSION AND INNOVATION IN SCIENCE COMMUNICATION

In our efforts to foster socially inclusive science communication approaches, innovative and challenging strategies can be particularly relevant. For instance, involving under-served populations with scientists in the co-construction of research projects is highly empowering. Interestingly, Helga Nowotny, president of the ERC, recently offered to train such "competent rebels" who are able to raise questions and make constructive proposals. Moving activities to unexpected places in deprived areas can also allow under-served audiences invent their own approach to science. Based on such examples, we will invite participants to consider how to develop radically new approaches to strengthen their impact on society - not only in terms visitor diversity, but also in terms of visitors' experiences.

REVERSE

TIME

16.00 - 17.30

CONVENOR

Livio Riboli-Sasco, Atelier des Jours à Venir, Paris, France

SPEAKERS

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

Jan Riise, Director, Eusea European Science Events Association, Onsala, Sweden

Cyril Dworsky,

Kinderbuero Universitaet Wien (Vienna University Children's Office) Vienna, Austria

PANEL

TIME

16.00 - 17.30

CONVENOR

Michał Buława, Main
Exposition Specialist, ECI
- Łódź Miasto Kultury, Łódź,
Poland

SPEAKERS

Pilvi Kolk, Member of the
board, Science Centre
AHHA Foundation, Tartu,
Estonia

Bruno Blumenschein, PR
and Marketing Manager,
AQUIS, Zagreb, Croatia

Lorna Williams, Exhibitions
Officer, Thinktank,
Birmingham, UK

Aleksandra Drecun,
Director, Center for the
Promotion of Science,
Belgrade, Serbia

SCIENCE CENTRES AND THE CITY CENTRE

How should a science centre fit into the centre of a city? How should it cooperate with municipal authorities and local communities? And how should it use the surrounding public spaces? Bruno Blumenschein will try to answer these questions from the AQUIS (Zagreb, Croatia) point of view of project management and setting up a new science centre. Pilvi Kolk from AHHA in Tartu, Estonia, will share the experience of organizing traffic, being visible and making the city more attractive for tourists. Aleksandra Drecun will talk about the activities of the Center for the Promotion of Science which often take place in central Belgrade, Serbia. Lorna Williams from Thinktank will talk about encouraging local communities into their city centre's Science Garden and negotiating operational decisions to satisfy stakeholders.

ACTION OR RESTRAINT? ACTIVISM, SCIENTIFIC EVIDENCE AND SOCIAL CHANGE

Many activists use scientific evidence to promote social change. Other pressure groups deny or distort scientific evidence to support irrational or religious beliefs. As experts in science communication, where do science centres and museums stand in relation to science-based activist movements? When scientific evidence is used for social change, should science centres “step in” or can they “hold back”? Which competences and strategies are needed during times when active citizen involvement in science is a de facto reality? The speakers - activists and members of pressure groups - will present their points of view on three hot topics: HIV, stem cell treatments, and the environment. Case studies will start a reverse session where activists let us know how they perceive science centre professionals and we will reflect and discuss on how our institutions handle (or don't handle) activist science.

REVERSE

TIME

16.00 - 17.30

CONVENOR

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

Andrea Bandelli, Science
communication advisor/
PhD Researcher, VU
University, Amsterdam,
Netherlands

SPEAKERS

Elisabetta Tola, Director,
formicablu srl, Bologna,
Italy

Leo Schenk, Activist, Hiv
Vereniging Nederland,
Amsterdam, Netherlands

Wouter Langhout, EU
Nature Policy Officer,
BirdLife, Brussels, Belgium

PANEL

TIME

16.00 - 17.30

CONVENOR

Hannah Sundqvist, Editor & Web Manager, Universeum AB, Gothenburg, Sweden

SPEAKERS

Louise Archer, Professor of Sociology of Education, King's College London, London, UK

Farid Nolen, Project manager, West Sweden Chamber of Commerce, Gothenburg, Sweden

Ricardo Mutuberia, Assistant Director of Sales, American Museum of Natural History, New York, US

Sarah Funk, Project Manager, Science Center Netzwerk, Vienna, Austria

HOW DO YOU "TEENGAGE"? CAPTURING A HARD-TO-REACH AUDIENCE

Not all young people engage science equally. Science centres engage well with children, but reaching teens more effectively is an ongoing project. This session discusses barriers to, and solutions for, engaging teens. We take a look at some examples of alternative, functional ways to capture teenagers' attention, including engaging them as explainers in science workshops and exhibitions. We present a new approach to teaching mathematics that successfully creates young mathematics ambassadors in an open and free-standing concept introduced in 140 cities and 22 countries. You will be presented with the result of a longitudinal study, providing research evidence about what shapes young people's science and career aspirations.

INNOVATION: A POTENTIAL TO ACHIEVE A BLUE SOCIETY

Our planet is our home. However, it is a finite world which will have to satisfy the needs of 12 billion people by 2100.

How can we foster innovation so as to help make our planet a better place to live for all? How can we generate new activities by making a better use of the wealth of the oceans? How can we shift the current ecological, social, economic and cultural paradigms toward a Blue Society?

The Blue Society concept brings together organizations and people around a new vision of society, which incorporates the Ocean in a sustainable way to enable an equitable distribution of its richness.

Members of the Blue Society Expert Group (Sea for Society), and the Blue Society Lab (Fr.), will share their vision of the Blue Society, and discuss with participants some opportunities for Ecsite members to engage with the public and stakeholders.

PANEL

TIME

16.00 - 17.30

CONVENOR

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

SPEAKERS

Robert Sanders, Head of International projects, European Business & Innovation Centre Network, Brussels, Belgium

Carole Martinez, Coordinator, European Union Representative Office IUCN (International Union for Conservation of Nature), Brussels, Belgium

SOUTH AMERICA

WORKSHOP

TIME

16.00 - 17.30

CONVENOR

Jean-Michel Molenaar,
Project manager, CCSTI
Grenoble, Grenoble, France

Ryan Jenkins, tinkering
studio coordinator,
Exploratorium, San
Francisco, US

Jon Haavie, Project
developer of interactive
exhibitions, Oslo Maker
Faire, Tekniskmuseum, Oslo,
Norway

Sara Calcagnini, Head of
Science and Citizens
Programs, Museo Nazionale
della Scienza e della
Tecnologia 'Leonardo da
Vinci', Milan, Italy

MAKER SPACE

ANATOMY OF A CHAIN REACTION

Building a chain reaction contraption involves experimentation with electricity, physics, and art. In this hands-on session we will begin the process of constructing our own chain reaction machine, to be continued throughout the conference.

The process of building allows participants to pose interesting problems, work with familiar materials in unfamiliar ways, and contribute to a collaborative work-in-progress. We'll reflect on the materials, facilitation, and environment that supports this activity and share tips and ideas for trying it out at your own institution.

GAMING SPACE

GAMIFICATION IN SCIENCE CENTRES

In the past few years, science centres have been trying to develop their exhibits by taking hints from "gamification". By doing so, we can reach visitors emotionally and personally so that the messages we want to convey get imprinted in them through their experiences. But gaming can easily get into conflict with the science we want to share, online experience with on site visit. How to find the right balance between gaming and scientific knowledge? Between on site and online experience? This question is rather new, and science centres still experimenting on the matter. Speakers have been facing those issues in different contexts. They will invite you to get hands on their project to find new and innovative solutions that could be useful to anyone willing to get into an exhibit gamification project.

CENTRAL AMERICA

WORKSHOP

TIME

16.00 - 17.30

CONVENOR

Megumi Okuya, National
Museum of Emerging
Science and Innovation
(Miraikan), Tokyo, Japan

SPEAKERS

Paweł Barczyński,
University of Lodz and ECI,
Instytucja Kultury "ECI Łódź
- Miasto Kultury", Lodz,
Poland

Vincent Jouanneau, Cap
Sciences, Bordeaux, France

Malvina Artheau, Head of
the digital department,
Science Animation Midi-
Pyrénées, Toulouse, France

Micol Molinari, Learning
resources developer (talk
science), Science Museum,
London, UK

Marc Jamous, Multimedia
producer, Unverscience,
Paris, France

GROTE KERK

**GALA
DINNER**

TIME

Doors open 19.30

Start 20.00

PROGRAMME

**PEOPLE PLANET PEACE
ECSITE ANNUAL
CONFERENCE 2014**

25TH EDITION



20-24 MAY 2014
THE HAGUE
THE NETHERLANDS

**FRIDAY
MAY 23**

FRIDAY MAY 23

THURSDAY MAY 22

PANEL

TIME

09.00 - 10.15

CONVENOR

Holly Hasted, Analyst for Cultural Enterprises, Collective Experiences, Tromsø, Norway

Suzy Antoniwi, Head of content, Pain Less, Science Museum, London, UK

Matteo Merzagora, TRACES / Espace des Sciences Pierre-Gilles de Gennes, Paris, France

Åsa Lindgren, Project manager, Tekniska Museet - Teknorama (National Museum of Science & Technology), Stockholm, Sweden

Irene Lapuente Aguilar, Director, La Mandarina de Newton, Barcelona, Spain

THE DEMOCRATIC EXHIBITION: PUTTING CO-PRODUCTION FIRST

Whose voices? Whose interests? Science centers are increasingly involving diverse publics in the production of exhibition content. This session brings together professionals from Barcelona, London, Stockholm and Paris who have put audience engagement into the heart - not only of their product - but of their development process as well. The range of co-creation methods are increasingly diverse in scope and scale. Case studies examine audience collaboration on single exhibits all the way to the co-production of a new science centre. What are the difficulties and benefits of co-producing? How do we manage expectations from both sides? Finally, could democratic values - representation, participation, transparency and accountability - help us 'keep the peace' in our co-production endeavours?

LASTING PARTNERSHIPS BETWEEN SCHOOLS AND MUSEUMS

The session explores formal-informal partnerships by sharing models of how to work together to support the core curriculum of schools and to advance the core mission of science centres. Three cases will illuminate the topic: Urban Advantage - a multi-institution partnership program in New York City; The Copernican Revolution - change in science teaching methods in primary schools in Poland; the ENGINEER project - a multinational initiative for one common goal in ten European countries, and one overview from the Netherlands. The session will try to address questions such as what role science centres can play to support the school curriculum? How can informal educators work with teachers in a sustainable partnership? How can museums become agents of change to help transform learning and teaching in schools?

PANEL

TIME

09.00 - 10.15

CONVENOR

Maria Xanthoudaki, Director of education and of international relations,

Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

SPEAKERS

Marjolein van Breemen, Head of Education/Science Learning Center, Science center NEMO, Amsterdam, Netherlands

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

Jim Short, Director, Gottesman Center for Science Teaching and Learning, American Museum of Natural History, New York, US

Robert Szczesny, Copernicus Science Centre, Warsaw, Poland

PANEL

TIME

09.00 - 10.15

CONVENOR

Linda Conlon, Chief Executive, Centre for Life, Newcastle upon Tyne, UK

SPEAKERS

John Falk, Professor/Principal, Oregon State University/John H Falk Research, Corvallis, US

Rosalia Vargas, Director, Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal

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

INSIDE THE INTERNATIONAL SCIENCE CENTRE IMPACT STUDY

Although science centres have long asserted their critical role in supporting science engagement, learning and attitudes of the public, comprehensive data to support these claims are limited. This session will describe the International Science Centre Impact Study (ISCIS) which was specifically designed to determine if and in what ways experiences at science centres: support an enhanced public knowledge and understanding of science, interest in, and engagement with, science in and outside of formal education and the workplace, and support creativity and problem solving. Findings are based on data from over 13,000 adults and youth from across 13 countries involving six European and 11 other science centres from North America, Asia, Australia and Latin America. Collectively, the results provide a much clearer and more detailed understanding of the ways in which factors like the number of visits, how recently someone visited, and exactly what someone did during a visit impacted, or had no effect on, these major outcomes. Results also give insight into how demographics and other key variables influenced outcomes. Participants will learn the rationale for the study, its design, and key findings.

REAL OBJECTS, REAL LABS

In museums and science centres we engage our visitors through exhibitions and activities wherein they explore phenomena, representations and artifacts/specimens. Often, we present content to a passive audience, but then visitors miss the chance to really appreciate how scientists work - how they make phenomena understandable, prepare objects or specimens for display, how they research or use equipment and artifacts. There are, however, many opportunities for visitors to have real scientific experiences. In this session we will analyse some experiences developed by Parque de las Ciencias, DASA, and the Natural History Museum and will discuss the challenges related to these activities.

REVERSE

TIME

09.00 - 10.15

CONVENOR

Carmen Guerra, Program Coordinator, Parque de las Ciencias, Granada, Spain

SPEAKERS

Emma Pegram, Head of Learning Evaluation and Research, Natural History Museum, London, UK

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

Gregor Isenbort, Director, DASA, Dortmund, Germany

PANEL

TIME

09.00 - 10.15

CONVENOR

Robert Firmhofer, Director,
Copernicus Science Centre,
Warsaw, Poland

SPEAKERS

Davor Komericki, Founder
& CEO, AQUIS, Zagreb,
Croatia

Jan Riise, Director,
European Science Events
Association (Eusea), Onsala,
Sweden

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

Natalia Sergievskaya ,
Deputy Director, The
Polytechnic Museum
Development Foundation,
Moscow, Russia

Nino Dvalidze,
Head of the Office of
Development and Foreign
Relations at Ilia State
University, Tbilisi, Georgia

Miruna Amza, Founder at
Scientifica, Education
Program Manager,
Bucharest, Romania

DOES REACHING DECISION-MAKERS BOOST CREATIVITY?

When setting up a new science centre one has to approach decision makers in order to get funding for the project. Looking for support from different stakeholders and confronted with their expectations, we often wonder: Are the decision makers from a totally different planet? Not knowing accurately what the “traditional” science centre is, they expect us to meet demands not addressed usually by our field. In this session we will explore how the difficult process of meeting the objectives of key stakeholders makes us more creative and innovative and thus can eventually lead to new ideas impacting the whole field. Leaders of emerging science centres and projects from across Europe will share their strategies and engage in lively discussion with participants on the very nature of innovative approach to the science centre.

SCIENCE CENTRES AND THE MEDIA

Image and public recognition are benefits of good media relations. However, hard data from media monitoring show that journalists have their own logic to evaluate attractiveness of news proposed by science centres. Media love events – even those which are rather far from the core program of the institution. Should our media strategies be influenced by the fact that a science centre’s anniversary celebration usually draws more media attention than a lecture from a Nobel prize winner? When do media events make sense? Should the image created by media influence a centre’s mission? If so – how do we evaluate the value of media coverage? These questions and other issues will be discussed within this session.

WORKSHOP

TIME

09.00 - 10.15

CONVENOR

Ilona Iłowiecka-Tańska,
Manager, Copernicus
Science Centre, Warsaw,
Poland

SPEAKERS

Katarzyna Modrak, Deputy
Head, Copernicus Science
Centre, Warsaw, Poland

Elisabetta Tola, Director,
formicablu srl, Bologna,
Italy

Asger Høeg, Executive
Director, Experimentarium,
Hellerup, Denmark

WORKSHOP

TIME

09.00 - 10.15

CONVENOR

Noel Jackson, Head of Education, Centre for Life, Newcastle, UK

SPEAKERS

Andrea Bandelli, Science communication advisor/ PhD Researcher, VU University, Amsterdam, Netherlands

Kathrin Unterleitner, Project manager, Science Center Netzwerk, Vienna, Austria

Toni Hamill, Education Officer, Centre for Life, Newcastle-upon-Tyne, UK

Maria Zolotonosa, Project Manager, Ecsite, Brussels, Belgium

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

PLAYING TO DECIDE: DIALOGUE GAMES AND POLICY-MAKING

This interactive session offers a review of different dialogue activities in its multiple applications. In light of the shift towards Responsible Research and Innovation, will dialogue activities such as Playdecide become even more widely used by policy-makers? Or is there a need for a new format?

Various projects, such as INPROFOOD and many others, will be presented, and Playdecide will be compared to other formats.

The session will be delivered as a hands-on version of the games with participant speakers acting as group facilitators, providing commentary at each stage of the session.

“MAKE IT WORK” - TINKERING AND DESIGN THINKING AT YOUR MUSEUM

Starting a tinkering space can be simultaneously exciting, invigorating ... and overwhelming. Join us for a deep dive into the practical tips for staffing, storage, and safety.

We'll hear from three different maker spaces that have been tinkering with hands-on activities, environments, and facilitation and get the chance to connect with peers who may be facing similar challenges.

PANEL

TIME

09.00 - 10.15

CONVENOR

Ryan Jenkins, tinkering studio coordinator, Exploratorium, San Francisco, US

SPEAKERS

Jean-Michel Molenaar, Project manager, CCSTI Grenoble, Grenoble, France

Paolo Cascone, Urban Fab Lab, Naples, Italy

Monika Mayer, Science Education Specialist at Lawrence Hall of Science, UC Berkeley, San Francisco, US

Lydia Beall, Design Challenges Program Manager, Museum of Science, Boston, US

**CENTRAL
AMERICA**

OPEN SPACE

TIME

09.00 - 10.15

CONVENOR

Malvina Artheau, Head of the digital department, Science Animation Midi-Pyrénées, Toulouse, France

Marc Jamous, Multimedia producer, Universcience, Paris, France

GAMING SPACE

**GAMING
SPACE**

Most of us don't have the time to try out many serious games. We might have tried a couple of them and have gotten discouraged by their poor quality, or, let's say it, because we got bored. Time consuming, unequal quality: it doesn't really trigger the desire to go further. And yet we might end up with a serious video game project into our hands. The game space is an opportunity to spend the time we usually lack to play. What better ways to get our opinion about serious game straightened than trying a few before getting into the adventure of making one of our own?

From the compilation work done by Universcience, we have selected 10 video games for you. Come and try them out during coffee breaks, between sessions etc. Selected games cover a variety of topics, levels, duration and design. The Gaming space is open on Thursday & Friday.

**WORLD FORUM
THEATER**

**KEYNOTE SPEECH
INDIVIDUAL AND
COLLECTIVE WISDOM
AND FAILURE**

TIME

10.30 - 11.30

SPEAKER

**Professor
Ian Goldin**, Director,
Oxford Martin School,
University of Oxford,
UK



Professor Ian Goldin is Director of the Oxford Martin School and Professor of Globalisation and Development at Oxford University. Ian was previously Vice President of the World Bank and its Director of Development Policy after serving as advisor to President Mandela and Chief Executive of the Development Bank of Southern Africa. He has a BSc and BA(Hons) from UCT, MSc from LSE and Doctorate from Oxford University. He has published 17 books, his most recent being *Divided Nations* (Oxford), *Exceptional People on Migration* (Princeton) and *Globalisation for Development* (Oxford) and has been knighted by the French Government.

www.oxfordmartin.ox.ac.uk/director

**BUSINESS
BISTRO**

**COFFEE
BREAK**

TIME

11.30

AMAZON

REVERSE

TIME

12.00 - 13.15

CONVENOR

Frank Dittmann, Curator,
Deutsches Museum, Munich,
Germany

SPEAKERS

Suzy Antoniwi, Head of
content, Pain Less, Science
Museum, London, UK

Ann Follin, Museum
Director, Tekniska Museet
- Teknorama (National
Museum of Science &
Technology), Stockholm,
Sweden

Åsa Lindgren, Project
manager, Tekniska Museet
- Teknorama (National
Museum of Science &
Technology), Stockholm,
Sweden

Tina Kubot, Curator,
Deutsches Museum, Munich,
Germany

Otmar Moritsch, Curator for
Information and
Communication Technology,
Technisches Museum Wien,
Wien, Austria

EXHIBITS & DESIGN

WORK IN PROGRESS: ILLUMINATING EXHIBITION DEVELOPMENT

Developing and designing an exhibition is a challenging and creative process. Visitors, and often colleagues, only get to see the final results. The idea of this session is to illuminate the process of creating an exhibition. What was the original idea? How was it developed? What are the constraints (e.g. design, money, resources) which led to changes? How much did constraints influence the idea? Short presentations from speakers about their exhibitions should enlighten the exhibition process: from the seed of an idea to the physical setup.

AUDIENCES & LEARNING

IN SEARCH OF AN IN-DEPTH EXPERIENCE

Visitors to science centres and museums choose their preferred activities and design their own learning experiences. To support visitors, most institutions aspire to an environment that combines learning with enjoyment. While many such environments have been found to provide effective learning experiences, particularly in the affective domain, it is not clear whether visitors gain deep or in-depth knowledge from enjoyable situations. Our question for this session is thus: how can we systematically create an enjoyable experience, which meaningfully integrates visitors' personal context and that also supports in-depth learning about science and technology? This will be a truly reverse session with small-group discussions kicked-off with a presentation and a closing plenary discussion.

MISSISSIPPI

REVERSE

TIME

12.00 - 13.15

CONVENOR

Marie Hobson, Learning
Evaluator, Natural History
Museum, London, UK

SPEAKERS

Maria Xanthoudaki,
Director of education and of
international relations,
Museo Nazionale della
Scienza e della Tecnologia
'Leonardo da Vinci', Milan,
Italy

Heather King, Research
Associate, King's College
London, London, UK

Justin Dillon, Professor of
science and environmental
education, King's College
London, London, UK

Rooske Franse, Senior
Project Manager Education,
Science center NEMO,
Amsterdam, Netherlands

Maartje Raijmakers,
Affiliated Professor
University of Amsterdam
NCTW/NEMO, University of
Amsterdam, Netherlands

Asger Høeg, Executive
Director, Experimentarium,
Hellerup, Denmark

PANEL

TIME

12.00 - 13.15

CONVENOR

Svein Anders Dahl, CEO, ViIVite, Bergen Vitensenter AS, Bergen, Norway

SPEAKERS

Cecilia Hartikainen, Director of education, Tom Tits Experiment, Södertälje, Sweden

Cathrine Strøm Nøstvold, Advisor Marketing, ViIVite, Bergen Vitensenter AS, Bergen, Norway

Elina Vesanen, School Relations Coordinator, Heureka - The Finnish Science Centre, Vantaa, Finland

Harrie Schlechtriem, Developer, Education, Continium - Discovery Center Kerkrade, Kerkrade, Netherlands

MARKETING TO TEACHERS

Teachers in primary and secondary schools are one of the science center's most important target groups. In this session, Heureka (Finland), Tom Tits Experiment (Sweden), ViIVite (Norway) and Continium - Discovery Center Kerkrade (Netherlands), will each present their own projects, focusing on understanding this valuable group of costumers in order to adapt marketing, activities and offers to align with the curriculum and teachers' needs. Based on surveys and experience, combined with high customer involvement and the use of different marketing channels, these centres have experienced a closer customer relationship and higher support from teachers.

EXPANDING ROLE AND IDENTITY: MUSEUMS AS FORUMS FOR CITIZENS, POLICY MAKING AND SCIENCE COMMUNICATION

Policy making is often associated with bureaucratic and boring decision-making processes, where citizens are nothing but the victims of a system outside of their direct control. And yet, policy making (and having an impact there) is now the buzzword in science, technology, education and innovation – all areas of crucial importance to science centres and museums. Policy making requires being comfortable with temporary, contested and “fuzzy” knowledge - this can create frictions with the accepted role (and self-perception) of science centres as resources for education and learning. Speakers will present best practices, research findings, challenges experienced in science centres. Participants will be invited to respond to the discussion points creating a “salon” gathering that will be both engaging and informative.

REVERSE

TIME

12.00 - 13.15

CONVENOR

Sally Duensing, Visiting Professor and Museum Consultant, King's College London, London, UK

SPEAKERS

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

Andrea Bandelli, Science communication advisor/ PhD Researcher, VU University, Amsterdam, Netherlands

Robert Firmhofer, Director, Copernicus Science Centre, Warsaw, Poland

Michiel Buchel, General Director, Science center NEMO, Amsterdam, Netherlands

PANEL

TIME

12.00 - 13.15

CONVENOR

Ana Noronha, Executive Director, Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal

SPEAKERS

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

Marzia Mazzonetto, Project Manager, Ecsite, Brussels, Belgium

Ignasi López Verdeguer, Deputy Director - Dpt. of Science, Research and Environment - Foundation “la Caixa”, CosmoCaixa, Fundacio “la Caixa”, Barcelona, Spain

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

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

FROM ENGAGEMENT TO CO-DEVELOPMENT: A NEW ROLE FOR SCIENCE CENTRES AND MUSEUMS IN RRI

In this panel we will debate how science centres and museums can play a key role in promoting Responsible Research and Innovation (RRI) using their skills and networking capabilities. Citizen debates and stakeholder consultations led by science centers are contributing to the European research agenda on neuro-enhancement (NERRI), urban waste processing (VOICES), and the sustainable use of marine and maritime ecosystem services (Sea for Society). Other examples are an exhibition to engage the public with the RRI dimensions of science and technology (PIER) or the resources and tools to address these issues (RRI Tools), currently being developed.

“WHAT IF?” VISIONS FOR THE NEXT 25 YEARS OF ECSITE CONFERENCES

Our community is known for advocating curiosity and engagement through innovative science communication. But are we innovative enough in the way we communicate among ourselves? Do we dare explore alternatives if established session formats and social programmes of the past 25 years have served us well? We invite colleagues with experiences from the Ecsite Annual Conference, and other conferences, to question established approaches. “What if...” will be the leading question guiding this common brainstorming effort. While the session is not meant to revolutionize the conference, participants are invited to strive for better and use the discussion as an evaluation and development opportunity. You are all invited to debate, think and brainstorm about the future 25 years of Ecsite via #beyondEcsite25 on Twitter. Stay tuned, whether you join the session or not!

OPEN SPACE

TIME

12.00 - 13.15

CONVENOR

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

SPEAKERS

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

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

REVERSE

TIME

12.00 - 13.15

CONVENOR

G rard Cobut, Head of Exhibition Development, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

SPEAKERS

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

Cornelia Reichert,

Freelance science writer, Freelance Science Writer, Bremen, Germany

Irena Cie lińska, Head of

Education and Science Communication Department, Copernicus Science Centre, Warsaw, Poland

Kathrin Unterleitner,

Project manager, Science Center Netzwerk, Vienna, Austria

Joonas Juutilainen, Senior

Graphic Designer, Heureka - The Finnish Science Centre, Vantaa, Finland

Miha Kos, Director,

Ustanova Hisa eksperimentov - The House of Experiments, Ljubljana, Slovenia

BEYOND CLASSIC MEDIA: ACCESSIBILITY AND THE EXHIBITION TEXT

Participants pinpointed a need to explore less classic media during last year's session on the perfect exhibition text. The aim with exhibition text is to improve a general audience experience while also improving accessibility for people with disabilities. How can texts be made more accessible? What are text alternatives to explain an exhibit, a scientific phenomenon or experiment? Can we skip all printed words and choose different paths to improve the visitor experience? Personal contact can help in understanding a subject, so should we focus more on explainers? Seven speakers will give short introductory presentations to provide talking points in this reverse session. Possible alternatives or tested solutions will be brought forward as case studies. A structured discussion on selected topics will follow.

THE MAKER FAIRE - BRINGING THE MAKER MOVEMENT TO YOUR SCIENCE CENTRE/ MUSEUM

Maker Faire is the world's greatest festival for creativity and making. This is where technology, art and science meet. It is a festival where inventors, artists, hackers, enthusiasts, geeks, craftsmen and tinkerers can show others what they have made. The festival also has talks, courses, workshops, shows and activities where you can participate. The Maker Faire was first organized 8 years ago in Silicon Valley. This year, the festival is held over 100 different places in the world, some of them with more than 100,000 visitors.

The presenters in this session have hosted Maker Faires at their museums and science centers. They will share their first-hand experience with you and let you know how your institution can become an arena for the "maker movement!"

PANEL

TIME

12.00 - 13.15

CONVENOR

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

SPEAKERS

Sabina Barucci, Fablab Manager, MUSE - Museo delle Scienze, Trento, Italy

Patricia Verheyden,

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

Jon Haavie, Exhibition

designer, Norsk Teknisk Museum, Oslo, Norway

Ian Simmons, Science

Communication Director, Centre for Life, Newcastle Upon Tyne, UK

G ne Bertrand, Head of program and co-operations, Continium - Discovery Center Kerkrade, Kerkrade, Netherlands

CENTRAL AMERICA

OPEN SPACE

TIME

12.00 - 13.15

CONVENOR

Malvina Artheau, Head of the digital department, Science Animation Midi-Pyrénées, Toulouse, France

Marc Jamous, Multimedia producer, Universcience, Paris, France

GAMING SPACE

GAMING SPACE

Most of us don't have the time to try out many serious games. We might have tried a couple of them and have gotten discouraged by their poor quality, or, let's say it, because we got bored. Time consuming, unequal quality: it doesn't really trigger the desire to go further. And yet we might end up with a serious video game project into our hands. The game space is an opportunity to spend the time we usually lack to play. What better ways to get our opinion about serious game straightened than trying a few before getting into the adventure of making one of our own?

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PACIFIC

LUNCH



TIME

13.15

Maison van den Boer is pleased to be your culinary host.

LET'S GO THAI

PANEL

TIME

14.30 - 15.45

CONVENOR

Alexandre Quintanilha,
Physicist, Member of the
Science and Technology

Advisory Council for the
President of the European
Commission, Lisbon,
Portugal

SPEAKERS

Mao Imaizumi, Manager,
Exhibition Development
Division, Department of
Museum, National Museum
of Emerging Science and
Innovation (Miraikan),
Koto-ku, Japan

Leonel Alegre, Head of
Education, Science and
Culture, Pavilion of
Knowledge - Ciência Viva,
Lisbon, Portugal

Sophie Bougé, Curator,
Universcience, Paris, France

Carmen Guerra, Program
Coordinator, Parque de las
Ciencias, Granada, Spain

SCIENTISTS AND SCIENCE CENTRES WORKING TOGETHER: COLLABORATIVE MODELS

When developing a new exhibition most science centres rely on scientists and scientific institutions. But what do we expect from them? Expertise and skill, validation and acknowledgment, creativity and inspiration, or even money? In this session we will present different collaboration models between science centres and the scientific community and explore their pros and cons. What happens if the science centre doesn't agree with the scientist's idea, or vice-versa? How far should scientists take part in the process? If companies and sponsors are part of the scientific committee, does this raise questions about neutrality?

DO YOU REALLY KNOW YOUR VISITORS?

Do you know who is walking through your doors? Do you know what motivates your guests to visit? Do you know their prior knowledge, their benefits and attitudes? Do you know what their learning preferences are? Can we really learn from investigating personalities? There are different theories on how to categorize visitors as well as different evaluation methods. How can you measure and increase the impact post-visit if you do not know who your guests are or what 'cultural baggage' they hold pre-visit? Audience segmentation seems promising, however, we will also raise the question - can we really put people into boxes? In this session we will present some of the discussions from this year's REV Group Pre-Conference Workshop.

PANEL

TIME

14.30 - 15.45

CONVENOR

Wenche Fivelsdal, Manager
of Exhibition and Featured
Experiences, VilVite, Bergen

Vitensenter AS, Bergen,
Norway

SPEAKERS

Emily Dawson, Lecturer in
Science Engagement &
Communication, King's
College London, London,
UK

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

Ingrid Eikeland, PhD-
student, INSPIRIA science
center, Ås, Norway

OTHER

TIME

14.30 - 15.45

CONVENOR

Nathalie Caplet,

Responsible for scientific and cultural resources / European networks, Cap

Sciences, Bordeaux, France

SPEAKERS

Alessandra Crusi, Sognando al Museo project coordinator, Fondazione POST, Perugia, Italy

Tijana Popovic, International Cooperation Coordinator, Center for the Promotion of Science, Belgrade, Serbia

Peter Trevitt, CEO, Techniquet, Cardiff, UK

Scott Mckenzie-Cook, Special Events Manager, Science Museum, London, UK

Elin Roberts, Head of Public Engagement, Centre for Life, Newcastle upon Tyne, UK

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

Dorotea Blank, Head of Programs/Education, Universeum AB, Gothenburg, Sweden

Samuela Caliarì, Head of Public Programs, MUSE - Museo delle Scienze, Trento, Italy

UNCONVENTIONAL WISDOM: ATTRACTING VISITORS WITH LATE EVENTS

Science centres and museums need to innovate to attract new audiences and compete with other places that draw children and adults. Evening/night events appear to be quite successful for our institutions, as well as turning up in unexpected places. Seven speakers from Serbia, the UK, Italy, Germany and Sweden will discuss events organised by their museum or science centre outside usual opening hours (adult-only parties on exhibition floor, sleep overs for children, and more). Speakers will offer advice for starting similar activities, reveal why they endeavored these activities, and weigh in on the difficulties and successes.

MUSIC HELPS WHEN INSPIRATION FAILS

What would happen if exhibition designers used music as a conceptual trigger and creative constraint? Music and exhibitions share some characteristics: Listening to music and visiting an exhibition happen over time, in varying tempos, in dense sequences and empty spaces, going through different movements or zones. Just like in an exhibition, music is built from the transformation of melodic or thematic figures declined in recurring formal patterns. In the same way that interpreting the exhibition is the result of a negotiation between the content, form and the visiting context, musical interpretation also requires constant negotiation tools from musicians to jointly create meaning or emotion. The session will explore how music composition and interpretation could feed visitor experience and exhibition design.

REVERSE

TIME

14.30 - 15.45

CONVENOR

Jamie Bell, Project Director, Center for the Advancement of Informal Science

Education, Association of Science and Technology Centers, Washington, D.C., US

SPEAKERS

Dominique Botbol, Deputy Director of exhibitions, Universcience, Paris, France

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

Louise Julie Bertrand, Manager, Development and Production, Montréal Science Centre, Montréal, Canada

Michèle Antoine, Exhibition project manager, House of European History, Brussels, Belgium

PANEL

TIME

14.30 - 15.45

CONVENOR

Amy Seakins, PhD student,
King's College London,
London, UK

SPEAKERS

Marianne Fokkens,
Projectleader exhibitions,
Naturalis Biodiversity
Center, Leiden, Netherlands

Catharina Thiel Sandholdt,

PhD-student,
Experimentarium, Hellerup,
Denmark

Kevin von Appen, Director,
Science Communication,
Ontario Science Centre,
Toronto, Canada

OPEN DOOR POLICY: CHALLENGES AND BENEFITS OF OPEN MUSEUMS

Museums and science centres often aim to 'open up' their spaces to visitors. Join us for a discussion on how to share the wonders of science research, scientific collaboration, and museum development with visitors. Speakers from Netherlands, Denmark, the UK and Canada share how they have 'opened up' their centres and the scientific work going on behind-the-scenes to their visitors. We will present examples including co-curated projects, citizen science programmes, scientist presentations with links to other researchers all over the world, and galleries where visitors can interact with scientists working 'on show'. Discuss to what degree visitors should be able to participate in science and exhibition development, and the opportunities and challenges being an 'open museum' brings.

A FINE BALANCE: STRATEGIC PARTNERSHIPS WITH BUSINESS

Partnerships with business are something we all dream about. But is it possible? How can we turn sponsorship into partnership and what do we base it on? The aim of this session is to present cooperation with business from the perspective of developing exhibitions together. Is it just pure sponsorship? What is the goal for business and what is the goal for the science centre? Cases of such cooperation (successful and not) will be presented. How were the projects designed? What were the pitfalls and the bright moments in the process? How does one maintain balance between marketing goals of a business partner and good science communication?

PANEL

TIME

14.30 - 15.45

CONVENOR

Joanna Kalinowska,
Sponsoring Specialist,
Copernicus Science Centre,
Warsaw, Poland

SPEAKERS

Blanka Fijolek, CSR &
Sponsorship Manager,
Samsung Electronics
Poland, Warsaw, Poland

Dave Patten, Head of New
Media, Science Museum,
London, UK

WORKSHOP

TIME

14.30 - 15.45

CONVENOR

Matteo Merzagora, TRACES

/ Espace des Sciences

Pierre-Gilles de Gennes,

Paris, France

**EXPLAINERS AND
SOCIAL INCLUSION**

This interactive session is run by the Ecsite thematic group on human interfaces and explainers, THE Group. Prepare to examine the role of explainers in fighting exclusion of underrepresented groups - including those from underprivileged areas, low-income backgrounds, ethnic minorities, etc. If it is our aim that science centres are active in promoting and propagating social justice and a more inclusive society, our explainers can play a fundamental role. Why? Because direct human contact often affects whether a particular group of people feels welcome or excluded from a science centre. The session will be a peer-learning workshop. After a general introduction, social inclusion issues that emerged in past Ecsite sessions and during THE Group Pre-Conference Workshop will be shared among small working groups to seek solutions and suggestions for inclusiveness involving explainers.

**HACKATHONS:
WHAT ARE THE
POSSIBILITIES
OF HACKING
MARATHONS?**

Hackathons are disruptive events that boost new initiatives. Copernicus Science Centre will explain how they developed the idea of “quantified self movement”. Discovery Center Continium will show how “Science Hack Days” promoted creativity and problem solving thinking. Science Communication Observatory will present the results of connecting neuroscience, technology and music at “neuro-Music Hack Day”, the Music Technology Group from UPF. The three speakers have developed their activities inside the European project KiiCS.

PANEL

TIME

14.30 - 15.45

CONVENOR

Núria Saladié, coordinator of KiiCS project, Observatori de la Comunicació Científica

- Universitat Pompeu Fabra, Barcelona, Spain

SPEAKERS

Gène Bertrand, Head of program and co-operations, Continium – Discovery Center Kerkrade, Kerkrade, Netherlands,**Anna Charko**,

Communication coordinator of KiiCS project, Copernicus Science Centre, in Warsaw, Poland

**CENTRAL
AMERICA**

WORKSHOP

TIME

14.30 - 15.45

CONVENOR

Malvina Artheau, Head of the digital department, Science Animation Midi-Pyrénées, Toulouse, France

SPEAKERS

Marc Jamous, Multimedia producer, Universcience, Paris, France

Beth Hawkins, Learning Resources Projects Manager, Science Museum, London, UK

Micol Molinari, Learning resources developer (talk science), Science Museum, London, UK

Grozdana Erjavec, PhD student, Laboratory CHART, Saint-Denis, France

GAMING SPACE

**HANDS ON
SERIOUS GAMES**

Serious games are a mean of sharing scientific contents in a new way. As gaming gets the player emotionally and personally involved, serious games have been shown to enhance the efficiency of a given message. But designing one implies to reach the perfect balance between a good gameplay and the scientific content to be shared. A great deal of attention (and budget) must be given to technical and playful aspects of the game as the gamers are harder and harder to please on quality. As B. Hawkins puts it “teenagers can smell educational game miles away”. Come to a speed dating experience with serious-game designers, a scientist working on the instructional effectiveness of video games and a project manager of a serious game database. And get your hands on designing an innovative game.

**KILIMANJARO
1&2 (2nd FLOOR)**

**ECSITE
ANNUAL
GENERAL
MEETING**

TIME

14.30 - 16.30

The Ecsite Annual General Meeting is open to all Ecsite members. It consists of various presentations about the achievements of Ecsite in 2013 and reports on the financial results, election of new board members and approval of the budget by the Ecsite Full Members.

**BUSINESS
BISTRO**

**COFFEE
BREAK**

TIME

15.45

BUSINESS BISTRO

TIME
15.45 - 16.45

CONVENOR

Maria Zolotonosa, Project Manager,
Ecsite, Brussels, Belgium

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

SPEAKERS

Thierry Brassac, Head of
Science&Culture Dpt, Science
University, Montpellier, France

ATOM HÔTEL: an interactive and cultural periodic table

1869: Dmitri Mendeleiev managed to sort the 63 known chemical elements. By 2013, 114 elements are officially confirmed. A lot of our common human history is hidden in the periodic table: metals, history of discoveries, radioactivity, atomic bombs, nature...

Let's blow away dust from it! We will display a juvenile, visually attractive, collaborative multimedia web-platform dedicated to chemical elements, each of them « adopted » by a researcher.

Carmel Bar, Head of online science

PROJECT SHOWCASE

enrichment programme, Davidson
Institute of Science Education,
Rehovot, Israel

Children Communicating Science – The Nobel Prize Laureates on the Map Competition

Last year we piloted an innovative online competition: Nobel Prize Laureates on the Map, aimed at exposing 3-9 grade students to scientific research. Sixty teams of students from around the world entered. They created and presented a multimedia project describing a Nobel Prize laureate of their choice. The competition resulted in impressive presentations, empowerment of participants, a boost to self-learning and many insights into online competitions, science learning and evaluation.

Jana Bittnerová, Program manager,
iQLANDIA science center Liberec,
Czech Republic

iQLANDIA science center Liberec

iQLANDIA science centre was opened in Liberec, Czech Republic, in March 2014, replacing the science center iQpark (since 2007). Visitors can visit a 3D planetarium and 10 exhibition halls with topics such as geology, astronomy, human body, human senses, science at home, natural

elements and water playground with over 400 new exhibits. A hall shows temporary exhibitions – there is a popular exhibition about sexual life: Sexmission. The broader program: A Science Café, new experimental shows and worksheets for the exhibits.

Marina D'Alessandro, Senior
Explainer & Lucio Biondaro, Head of
Communication

Gruppo Pleiadi, Padova, Italy SGULP! The experience of Explainers at the service of a publishing project

SGULP! is an editorial project with a strong focus on school world. It is an insert with strong scientific evidence, for children aged 5-10, published every week in seven different Italian newspapers. We will focus on two aspects in the history of this project: the development of its contents, the result of interaction between the editorial staff and faculty, and its implementation. The insert is a successful synthesis between the experience of those who work in schools and of those who communicate through printed paper.

Daniel Ramos, MMACA member /
Mathematics PhD student, mmaca-
museu de matemàtiques de
Catalunya, Barcelona, Spain

Mathematics arrive to the museums

The Museum of Mathematics of Catalonia has opened its doors this year. See our open and collaborative approach to create a highly manipulative and interactive museum, patiently forged along eight years of itinerant exhibitions, generating our own materials and expertise. The presence of Mathematics is definitely strengthening in the

museum scene. Our colleagues of Imaginary are spreading out a wealth of open source exhibitions of museum-quality exhibits of mathematics. We present a two-fold poster showing these two projects.

Marzia Mazzonetto, Project Manager,
Ecsite, Brussels, Belgium

Sea for Society, empowering society to engage towards a Blue Society

Sea for Society is a EU project focused on the societal challenge “Marine resources, inland activities and sustainable development”. It is currently at the core of its activities: its partners have worked on collecting public perceptions and expectations of the future of marine research and governance in 12 different EU countries. Outcomes of this groundbreaking participatory process, which involved citizens and stakeholders, have been used to identify cross-cutting challenges which are now being implemented in the development of new ambitious mobilization actions.

Kaja Vembe Swensen, Master
Student, Department of Education,
University of Oslo, Norway

Using tweets as a tool for mobilizing and developing knowledge across science museums and schools

Twitter-like tools provide ways of working with knowledge that are informal and to the point. The use of hashtags and similar marking can provide users with ways of maneuvering complex curricular matters. It can help students in the process of structuring and analysing information, and the single tweet value can become greater when put

together with other tweets in a larger cluster. We will present data from a project called MIRACLE, which shows how students' activities at school can be better linked to activities in science centres.

Roman Ondracek, Head of Foreign and Administrative department, Centre for Administration and Operations of the Academy of Sciences of the Czech Republic
Science communication activities of Academy of Sciences

Week of Science and Technology is a scientific festival in the Czech Republic that brings the world of sciences closer to students and the general public through lectures, excursions, exhibitions and interactive presentations. SCIAP is a competition electing the most successful science popularization activities in the Czech Republic. Open Science is a two-year internship for high school students, providing them with the opportunity to do research work directly at institutes of the Academy of Sciences and scientific workplaces. Venturing in the new informal education business since 2002, the PSC is offering its services to exchange expertise to enforce science centers networking and boost the role of informal education.

Reem Sabry, Head, Design and Fabrication Section (DFS) Planetarium Science Center (PSC), Bibliotheca Alexandrina Shatby, Alexandria, Egypt
Offer of informal education
The Planetarium Science Center (PSC) is an affiliate center of the Bibliotheca Alexandrina (BA). Since its

inauguration in 2002, the development of the center's human resources and infra-structure has been ongoing. The staff has received trainings on national and international levels to operate the PSC complex. Venturing in the new informal education business since 2002, the PSC is offering its services to exchange expertise to enforce science centers networking to boost the role of informal education.

Rinske van den Berg, Project Manager, European Schoolnet, Brussels, Belgium
inGenious : partnerships for STEM education

Contact between schools and other actors is becoming an increasingly common practice, to help pupils understand the value, impact and application of science. inGenious, the EU Coordinating Body in Science, Technology, Engineering and Maths, brings together main stakeholders and best practices to facilitate collaboration between teachers and industry, university, research and science centers. inGenious will present activities and contents relevant to Ecsite members working in collaboration with schools.

AMAZON

ROUNDTABLE

TIME

16.30 - 18.00

CONVENOR

Colin Johnson, Educational consultant (former CEO, Techniquet science discovery centre, Cardiff, Wales, UK)

SPEAKERS

Harry White, Science Centre Consultant, At Bristol, Bristol, UK

Robert Firmhofer, Director, Copernicus Science Centre, Warsaw, Poland

Michiel Buchel, Director, Science Center NEMO, Amsterdam, Netherlands

Sally Montgomery, Consultant, DSM Consulting, Castlewellan, UK

Erik Jacquemyn, CEO, Technopolis®, Mechelen, Flanders, Belgium

Julie Becker, Communications Manager, Ecsite, Brussels

OPERATIONS & FINANCE

PLANNING TO OPEN A NEW SCIENCE CENTRE?

Are you planning to set up a new science centre? If so, this is the session for you. We won't give you all the answers, but we will introduce you to some key people who have started new centres and/or helped others with new science centre projects. You will hear about where it's possible to attend a training course, what Ecsite offers by way of professional support, how to ask the right questions about exhibit procurement, who can help you in approaching sponsors, and how you might go about planning and managing your business. This session will open the doors for you, but of course there is no time to give all the answers. Come and share your experience, and ask the questions that others are afraid to ask!

MISSISSIPPI

TRAVELLING EXHIBITIONS

TIME

16.30 - 18.00

CONVENOR

Marc Moutin, Exhibitions, Shows and Development Director, Cité de l'espace, Toulouse, France

Preview current and upcoming travelling science exhibitions across Europe. This fast-paced session will give you a glimpse of the enormous range of exhibitions on offer, leaving it up to you to make contacts and find out more.

SPEAKERS

Marie-Sophie Mugica, Head of the export department, Universcience, Paris, France
"Risk – a daring exhibition"

Maren Krumdieck, Sales Manager – Touring Exhibitions, Natural History Museum, London, UK
Extinction: Not the End of the World?

Iris Ott, Exhibition&Education, Natural History Museum Vienna, Austria
Kingdom of Salt. White Gold of the Celts.

Isolde Erricher-König, BIOPROM Project Dissemination, rtd services OG, Innsbruck, Austria
Mission Possible – Will Bio-Economy save the world?

COLLECTIONS

WHAT'S NEW IN TRAVELLING EXHIBITIONS?

Gemma Levett, Exhibitions Tour Manager Science Museum, London, UK
Collider

Yiotis Ioannidis, CEO, Tetragon, Thessaloniki, Greece
Ancient Greek Technology

Albrecht Beutelspacher, Director, Mathematikum, Giessen, Germany in cooperation with EuroScience, Germany
Puzzles and Riddles

Karen Schuessler-Leipold, Director of Exhibitions Marketing, Arts & Sciences Exhibitions and Publishing GmbH, Heidelberg, Germany
Decide! The Exhibition About Life in the Supermarket of Choices

Bärbel Auffermann, Deputy director, Neanderthal Museum, Mettmann, Germany
MEAT. Stone-Age hunters, fishers and trappers

Olivier Retout, CEO, SPL Lascaux Intern. Exhibition, Perigueux, France
Lascaux international exhibition

Kate Elder, Director of Communications and Marketing, Scitech, Perth, Western Australia
Playing with Light

Gène Bertrand, Head of program, development and cooperation, Discovery Center Continium, Kerkrade, Netherlands
The Inventor Factory

Anssi Ahlgrén, Designer. Heureka, the Finnish Science Centre, Vantaa, Finland
Let's Go Underground

Mia Magnusson, Educator, Navet science centre, Borås, Sweden
Within the dodecahedron

Lara Pollato, Project Leader, GRUPPO PLEIADI scs, Cadoneghe, Italy
Like Leonardo

Gretchen Baker, Director of Exhibition Programming and Operations, The Field Museum of Natural History, Chicago, US
The Machine Inside: Biomechanics

Bruno Araújo-Gomes, Exhibitions Coordinator, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal
Once upon a time... Science for story lovers

Javier Medina, Director of Science and Education Area, Parque de las Ciencias, Granada, Spain
Museum animals. The art of Taxidermy

REVERSE

TIME

16.30 - 18.00

CONVENOR

Maarten Okkersen, Head of Communications, Museon, The Hague, Netherlands

SPEAKERS

Ian Brunswick, Exhibitions & Events Manager, Science Gallery, Trinity College, Dublin, Ireland

Sherry Marshall, Director, Oklahoma Museum Network, Science Museum Oklahoma, Oklahoma City, US

Andy Lloyd, Head of Special Projects, Centre for Life, Newcastle upon Tyne, UK

Leonel Alegre, Head of Education, Science and Culture, Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal

Laurent Chicoineau, Director, CCSTI Grenoble, Grenoble, France

Monika Mayer, Director of Ingenuity Programs, Lawrence Hall of Science, University of California, Berkeley, US

SOCIAL EPIDEMIOLOGY OF THE MAKER MOVEMENT AND OTHER TRENDS

The first museums were, in a way, a consequence of the Enlightenment movement and the liberal ideals of the French Revolution. The first science museums were perhaps part of the Industrial Revolution. The world kept spinning since then and new (perhaps more discrete) revolutions are happening today. Are we alert to these changes? How do they influence the way science centres and museums communicate science and technology and the way they connect with their audiences? In this session we will reflect on new trends that are emerging in society and “infecting” science centres, in particular the do it yourself (DIY) and maker cultures. We will make an effort to identify the origin of the virus, isolate it, study the routes of contagion and, if we are successful, infect our audience.

LANGUAGE AND TRANSLATION IN SCIENCE CENTRES

Language and translation policies and practices are an easily overlooked sector in the functions of a science centre. Who reads exhibition texts anyway, let alone the different language versions? As far as accessibility is concerned, intelligible exhibition texts in a range of languages are incredibly valuable. However, do the number of available languages indicate prestige, or are there situations in which the variety is just a nuisance? There are also many different ways and conventions to treat and display different languages and each science centre has its own approach to the issue. This session will be particularly useful for those wishing to share their language-related experiences and ideas as well as for evaluating existing policies and practices at one's own science centre.

REVERSE

TIME

16.30 - 18.00

CONVENOR

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

SPEAKERS

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

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

Päivi Garner, Exhibition Secretary, Heureka - The Finnish Science Centre, Vantaa, Finland

Dorothee Vatinel, Curator, Universcience, Paris, France

LECTURE

TIME

16.30 - 18.00

CONVENOR

Emily Dawson, Lecturer in Science Engagement & Communication, King's College London, London, UK

SPEAKERS

Louise Archer, Professor of Sociology of Education, King's College London, London, UK

Hannu Salmi, Professor of Science Centre Pedagogy, University of Helsinki, Finland

SCIENCE CAPITAL:
WHAT IS IT AND HOW
DOES IT SHAPE
SCIENCE
ENGAGEMENT?

This session looks at the concept of 'science capital' - science-related qualifications, knowledge, literacy and social contacts, which were developed in the ASPIRES project to help understand patterns in young people's science aspirations. We explain the concept of science capital and how it relates to participation in informal science learning (ISL). We discuss how science capital might be measured (to help assess the effectiveness of interventions and out-of-school ISL experiences) and explore which elements of science capital may be more (or less) amenable to intervention. Illustrations are provided from the Enterprising Science project which seeks to build science capital with students, teachers and families. In addition, empirical comparative results from science exhibitions in several European countries and the effects of learning, motivation and attitudes in context of science careers are presented for discussion.

WHAT'S HOT, WHAT'S
NOT? INDOOR VISITOR
TRACKING IN
MUSEUMS AND
SCIENCE CENTRES

Where do guests spend most time when they visit museums and science centres? What occupies wild girls and what engages shy boys? What are the 'hit' and 'miss' places in your science centre? In this session, we investigate how to measure these elements and look at state-of-the-art methods currently in use or under development in Europe. What potential do these technologies have? Four different takes on the potential of indoor tracking technologies will be presented, leading to an open discussion where session participants can ask, challenge and share with speakers.

PANEL

TIME

16.30 - 18.00

CONVENOR

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

SPEAKERS

Amelia Robinson, Senior Audience Researcher and Advocate, Science Museum, London, UK

Lærke Mygind Grønfeldt, Student research assistant, Steno Health Promotion Center, Gentofte, Denmark

Jonas Wang, Applying for industrial PhD, Experimentarium, Copenhagen, Denmark

Julia Ellrich, Interface Designer, TRIAD, Berlin, Germany

PANEL

TIME

16.30 - 18.00

CONVENOR

David Carlson,
CarlsonWorks, Boulder, US

SPEAKERS

Inga May, Event
Organisator/ Content
Manager, MUNDOLogia /
internetstores, Stuttgart,
Germany

Matteo Cattadori,

Coordinator of edu projects,
MUSE - Museo delle
Scienze, Trento, Italy

Sandra Vanhove, Head

science education
department IPF Polaris
Centre, Brussels, Belgium

Jose Xavier, University of

Coimbra, Portugal

Patrícia Azinhaga,

Scholarship, IMAR
-Universidade de Coimbra,
Portugal

MELTING THE ICE: POLAR TOPICS FOR CONVEYING CLIMATE CHANGE

Amid the urgent challenges of climate change, educators must provide effective information tied to recognizable features of our planet. By combining compelling images of melting ice and snow and of key species in polar ecosystems with authentic voices of polar researchers and Arctic residents, polar topics offer an accessible framework for conveying fundamental principles about complex changes. Building on activities from the International Polar Year 2007-2008, this session will introduce research and practical examples on using polar topics to implement environmental and climate issues into science, technology, engineering and math education in schools and science centres. These examples offer ideas and directions for reshaping science communication, building stronger networks for dialogue between science and society, making global challenges clearer and more accessible, and improving our ability to share knowledge about our changing planet.

GENERAL MAKING SESSION

What's a maker space without time to actually build things?

This "General Making Session" will be filled with possibilities to help us build the Rube Goldberg machine, to learn how to use a 3D printer or a laser cutter, to solder, tinker, invent, share, and get a real idea of what making is about and how you can integrate these ideas in your science center or museum. Come with questions about anything we do in the maker space, and get active!

WORKSHOP

TIME

16.30 - 18.00

CONVENOR

Jochen Hunger,
Scenographer, jh Museum &
exhibition design, Erlangen,
Germany

Karolina Perrin, Experience
designer, KarekDesign,
Cracow, Poland

Jean-Michel Molenaar,

Project manager, CCSTI
Grenoble, Grenoble, France

Ryan Jenkins, tinkering

studio coordinator,
Exploratorium, San
Francisco, US

SPECIAL GUEST
PRESENTATION

Paolo Cascone, Urban Fab
Lab, Naples, Italy:

African Fabbers is a non-profit project with the aim to create a dynamic of social innovation. The project is based on the idea of bridging the African and the European makers communities through workshops, collaborative projects, talks etc.

CENTRAL AMERICA

WORKSHOP

TIME

16.30 - 18.00

CONVENOR

Malvina Artheau, Head of the digital department, Science Animation Midi-Pyrénées, Toulouse, France

Marc Jamous, Multimedia producer, Universcience, Paris, France

GAMING SPACE

GAMING SPACE

Most of us don't have the time to try out many serious games. We might have tried a couple of them and have gotten discouraged by their poor quality, or, let's say it, because we got bored. Time consuming, unequal quality: it doesn't really trigger the desire to go further. And yet we might end up with a serious video game project into our hands. The game space is an opportunity to spend the time we usually lack to play. What better ways to get our opinion about serious game straightened than trying a few before getting into the adventure of making one of our own?

From the compilation work done by Universcience, we have selected 10 video games for you. Come and try them out during coffee breaks, between sessions etc. Selected games cover a variety of topics, levels, duration and design. The Gaming space is open on Thursday & Friday.

BUSINESS BISTRO

HAPPY HOUR

TIME

18.15

The *Business Bistro Happy Hour* is a networking highlight at the Conference venue. Ecsite invites participants to come together for a drink among the booths. Traditionally the exhibitors bring specialties from their countries.

MUSEON

NOCTURNE

TIME

Doors open 19.30

Programme

20.00 - 00.00

PROGRAMME



**PEOPLE PLANET PEACE
ECSITE ANNUAL
CONFERENCE 2014**

20-24 MAY 2014
THE HAGUE
THE NETHERLANDS

25TH EDITION

**SATURDAY
MAY 24**

SATURDAY MAY 24

**SPEED-DATING
SESSION**
SPEED (OF LIGHT)
DATING

TIME
09.00 - 10.15

CONVENOR

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

SPEAKERS

Aude Lesty, Exhibitions
designer, Cité de l'espace,
Toulouse, France

Carmen Guerra, Program
Coordinator, Parque de las
Ciencias, Granada, Spain

Noel Jackson, Head of
Education, Centre for Life,
Newcastle, UK

Linda Leuchars, Science
Learning Manager, Dundee
Science Centre, Dundee, UK

Ana Noronha, Executive
Director, Pavilion of
Knowledge - Ciência Viva,
Lisbon, Portugal

Elizabeth Roche,
Astronomy Education
Manager, Royal Observatory
Greenwich, London, UK

**PEACE, LOVE AND
SPACE**

Space missions are crucial to care for the planet, support populations and preserve peace. From the use of satellites at the international level in cases of natural disasters, to tracking endangered species, and from monitoring populations during war to deforestation measurements, space technologies are widely used to prevent or mitigate crises. The Ecsite Space Group invites you to dive into this vital field by meeting professionals who use Space to save the world. The aim of this speed-dating session is to give an overview on how Space science can help and support our world, to trigger new networks and partnerships, as well as build new ways for the Space community to collaborate with science centres and museums.

**UNUSUAL SUSPECTS:
BRINGING SCIENCE
ENGAGEMENT TO
MARGINALIZED
GROUPS**

Science centres and museums play a major role in getting people involved in science and technology. In this session we explore new and different ways of bringing science and technology to "the unusual suspects": Science and technology programmes for seriously ill children, children in third world countries, marginalized neighborhoods or unexpected collaborations. Such programmes not only spread knowledge about science, but also help raise morale, self-esteem and self-reliance in difficult environments. But in these programmes, learning is a two-way street. What can science centres and museums learn from these projects? Can inspiration be gained? Can unexpected outcomes lead to new ways of thinking?

PANEL

TIME
09.00 - 10.15

CONVENOR

Erik Roupe, Learning
Officer, Malmö Museums,
Malmö, Sweden

SPEAKERS

Joachim Lerch, President,
Science & Technologie e.V.,
Rust, Germany

Hans Gubbels, Director,
Continium - Discovery
Center Kerkrade, Kerkrade,
Netherlands

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

Hugo Vrijdag, Co-Director
Ontdekfabriek, Eindhoven,
Netherlands

PANEL

TIME

09.00 - 10.15

CONVENOR

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

SPEAKERS

Heidrun Schulze, Project
Manager, Science Center
Netzwerk, Vienna, Austria

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

Rick Hall, Director of
Programmes, Ignite!,
Nottingham, UK

SCIENCE CENTRES UNPLUGGED: THE POP-UP EXPERIENCE

If they don't visit us – let's go visit them! Find out what happened when four science organisations chose to be temporarily present in local communities, offering free, playful learning opportunities in empty spaces of under-served urban areas, partnering with community organisations. The results were low-tech, low-cost, flexible and fun initiatives that succeeded in engaging new target groups and offered great potential for social advancement. Be inspired by: the “Pop-up Museum” of the Boston Children’s Museum, bringing its mission and activities to a local community; “3-2-1-Ignition*” from Nottingham, exploring a new potential of citizen science; the “Knowledge°Rooms” of the Austrian ScienceCenter-Netzwerk, becoming valued spaces in migrant communities; and “Heureka comes to town” in rural areas of Finland.

TOWARD A BIODIVERSITY MASTERPLAN

Twenty-ten was the International Biodiversity Year and the peak effort to raise awareness about biodiversity and its importance for human well-being. The outcomes were somewhat disappointing as the biodiversity loss is far from being halted. However, the IBY2010 was successful in putting the word “biodiversity” into common language on a European scale. It is therefore worth implementing the lessons learned. The main outcome is that addressing such a complex issue requires an integrated, multifaceted, well organized programme in the long run – a masterplan for biodiversity involving all kinds of activities inside and outside the museum. Three speakers from France, Italy and Netherlands will share their experiences and discuss projects with participants.

PANEL

TIME

09.00 - 10.15

CONVENOR

Camille Pisani, Director,
Royal Belgian Institute of
Natural Sciences, Brussels,
Belgium

SPEAKERS

Jean-Marie Sani, Project
Director, Muséum National
d'Histoire Naturelle, Paris,
France

Caroline Breunese, Head
of Exhibitions, Naturalis
Biodiversity Center, Leiden,
The Netherlands

Michele Lanzinger, CEO,
Museo delle Scienze
(MUSE), Trento, Italy

PANEL

TIME

09.00 - 10.15

CONVENOR

Kinga Grege, Travelling exhibitions Manager, Muséum National d'Histoire Naturelle, Paris, France

SPEAKERS

Ilaria Valoti, Travelling exhibitions coordinator, Museum de Toulouse, Toulouse, France

Sacha Mitrofanoff, Chief of exhibition, Muséum National d'Histoire Naturelle, Paris, France

Audrey Chang, American Museum of Natural History, New York, US

Jan English, Head of Sales and Operations - Touring, Natural History Museum, London, UK

Christophe Dufour, Director, Muséum d'histoire naturelle de Neuchâtel, Switzerland

COLLECTIONS AND DESIGN FOR TRAVELLING NATURAL HISTORY EXHIBITIONS

Travelling exhibitions require important decisions regarding collections and design. All of the aspects easily managed in the home museum are difficult to control when an exhibition travels. Decisions on the selection of collections require close collaboration between curators and designers to find optimal solutions for preserving the exhibition's core scientific content. Choices regarding museographical elements can also deeply impact the final design. Should authentic artifacts and specimens always be included in the design? If so, what are the constraints on the exhibition site and design? What types of collections or artifacts may be replaced by replicas? What types of displays can be replaced by text panels? How does the display of specimens vs replicas affect exhibition design?

COLLABORATIVE PRODUCTION WITH VISITORS: WHAT WORKS, WHAT DOESN'T?

Visitors are taking part in creating exhibitions in science centres around the world. This collaboration can be done in many ways. We will focus on two: First, science centres created mainly through public engagement and, second, projects in which visitors are asked to invent an exhibit. The aim of the session is to learn good practices and dead ends when engaging the public in building science centres, exhibitions and exhibits. During the workshop we will exchange experiences, work out a prescription for a successful public engagement, and list the approaches to avoid.

REVERSE + WORKSHOP

TIME

09.00 - 10.15

CONVENOR

Helena Jedrzejczak, Specialist in evaluation department, Copernicus Science Centre, Warsaw, Poland

SPEAKERS

Jan Brzeski, Specialist, Copernicus Science Centre, Warsaw, Poland

Lisa Söderlund, Educator, Tekniska Museet - Teknorama (National Museum of Science & Technology), Stockholm, Sweden

PANEL

TIME

09.00 - 10.15

CONVENOR

Asger Høeg, Executive Director, Experimentarium, Hellerup, Denmark

SPEAKERS

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

Svein Anders Dahl, CEO, VilVite, Bergen Vitensenter AS, Bergen, Norway

Pilvi Kolk, Member of the board, Science Centre AHHA Foundation, Tartu, Estonia

Asger Høeg, Executive Director, Experimentarium, Hellerup, Denmark

MORE EGGS, MORE BASKETS: DIVERSIFYING YOUR INCOME SOURCES

We have seen science centres become dependent on large financial contributors. But if this contributor fails, centres suddenly miss a large amount of their normal income. Therefore, a science centre should diversify and stand on at least three or four legs. The session will present cases from four science centres where the CEO describes the economic situation of the institution and reveals how they navigate financial waters.

THE DANGEROUS LIAISONS OF ART, SCIENCE, BUSINESS AND MAKERS MOVEMENT

The workshop is based on a methodology for incubating innovative ideas. It will show how inspirations from the makers movement help in creating new links between art, science and business.

Participants will learn how to plan a collaborative design process, connect neuroscience and music and help creative entrepreneurs run their start-ups. Speakers will share their experience from the European project KiiCS (Knowledge Incubation and Creation for Science), a 3-year European Commission-funded initiative.

PANEL

TIME

09.00 - 10.15

CONVENOR

Wiktor Gajewski, coordinator of KiiCS project, Copernicus Science Centre, Warsaw, Poland

SPEAKERS

Valeria Fascione, coordinator of KiiCS project, Fondazione IDIS | Citta della Scienza, Naples, Italy

Anna Charko, Communication coordinator of KiiCS project, Copernicus Science Centre, in Warsaw, Poland

Núria Saladié, coordinator of KiiCS project, Observatori de la Comunicació Científica - Universitat Pompeu Fabra, Barcelona, Spain

Karolina Perrin, Experience designer, KarekDesign, Cracow, Poland

**WORLD FORUM
THEATER**

KEYNOTE SPEECH

TIME
10.30 - 11.30

SPEAKER

Ahmet Üzümcü,
Director general of
the Organisation for
the Prohibition of
Chemical Weapons
(OPCW)
The OPCW is the
winner of the Nobel
Peace Prize 2013



H.E. Mr Ahmet Üzümcü was appointed Director-General of the OPCW in December 2009 by the 14th Session of the Conference of the States Parties to the Chemical Weapons Convention and began his first term of office on 25 July 2010. He was reappointed for a second term at the 18th Session of the Conference of State Parties in December 2013. Ahmet Üzümcü is a Turkish career diplomat with vast experience in multilateral diplomacy. During the past decade he has represented Turkey at the North Atlantic Treaty Organization (NATO) Council, the Conference on Disarmament, the United Nations and other international organisations in Geneva. Ambassador Üzümcü chaired the Conference on Disarmament in March 2008 and attended various disarmament-related meetings and conferences in Geneva, Brussels and elsewhere. He has a thorough understanding of and considerable expertise in political-military affairs, disarmament and non-proliferation issues.

**BUSINESS
BISTRO**

**COFFEE
BREAK**

TIME
11.30

EXHIBITS & DESIGN

**PEOPLE, PLANET,
PEACE:
EMERGING MUSEUMS
AND EXHIBITIONS**

Humanity and its relationship with the environment is an important topic at the intersection of science centres, civilization museums and natural history museums. To understand this complex relationship, we must use multidisciplinary approaches. Currently, we all know humans are changing climate on the earth and this change has a big impact on biodiversity and more and more peoples' lives. Helping visitors understand these issues is key to proposing a new pact between humanity and nature. How big is our ecological footprint? How can we lessen our impact? Can we solve global pollution? How can we understand the relations between mankind and the earth? How do we inspire the visitor to take action on a personal level? We must create innovative projects of exhibitions or museums to help visitors make sense of these questions. Speakers will show how new projects in Europe can serve as examples to illuminate different aspects of these themes.

AMAZON

PANEL

TIME
12.00 - 13.15

CONVENOR

Aaïke van Oord, Program
Manager / Curator, Museum,
The Hague, Netherlands

SPEAKERS

Jean-Marie Sani, Project
Director, Muséum National
d'Histoire Naturelle, Paris,
France

Michele Lanzinger, C.E.O.,
MUSE - Museo delle Scienze,
Trento, Italy

Fabrice Jouvenot,
Exhibition designer,
Universcience, Paris, France

Gerlinde Podjaversek,
Exhibition Officer, FRIDA &
freD - The Graz Children's
Museum, Graz, Austria

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

Nina Möllers, Curator and
Project Manager, Deutsches
Museum, Munich, Germany

Diederik Veerman,
Program manager / curator,
Museum, The Hague,
Netherlands

Mao Imaizumi, Manager,
Exhibition Development
Division, Department of
Museum, National Museum
of Emerging Science and
Innovation(Miraikan),
Koto-ku, Japan

MISSISSIPPI

PANEL

TIME

12.00 - 13.15

CONVENOR

Sophie Bougé, Curator,
Universcience, Paris, France

SPEAKERS

Rémi Jeannin, Economist,
Banque de France - DMCEM,
Paris, France

Megumi Okuya, National
Museum of Emerging
Science and Innovation
(Miraikan), Tokyo, Japan

Fabienne Thomas,
Scientific mediator,
Universcience, Paris, France

AUDIENCES & LEARNING

COMMUNICATING ECONOMICS IN SCIENCE CENTRES

Citizens are more and more concerned with economic subjects such as globalization, environment, the economic crisis, and their implications for the everyday life. Can the subject of economics be approached in science centres and museums with the same tools used for sciences and technology? We'll explore the question through the examples of the exhibition "Economie, Krach, Boom, Mue?" (Cité des sciences et de l'industrie, Paris), the activity "La bourse ou la vie" run alongside this exhibition, and the exhibition "It's All about Money : Confront Yourself through 10 Experiences" (Miraikan, Tokyo), and from the point of view of an economist involved in an exhibition project (Cité de l'économie et de la monnaie, Paris).

AUDIENCES & LEARNING

FAIR PLAY: KEEPING THE PEACE WITH DISCUSSION GAMES

Games can give a real sense of fun, playfulness and excitement to motivate and engage teenagers. Games encourage interaction, participation and discussion. Games can simulate real life scenarios by testing our willingness to take risks in a safe environment. Can games reflect real science without oversimplifying it? How can we manage the competition games often encourage? What kinds of thinking and learning do games promote? How can points and rewards lead to intrinsic motivation to discover more about science? Four short presentations from our panel will outline new ideas for teenage discussion games. We will play some of the games in groups and reflect on the questions above. Finally, participants will decide the best ways to use games to get young people talking about science.

YANGTZE 1

WORKSHOP

TIME

12.00 - 13.15

CONVENOR

Jane Dowden, Learning
Resources Project
Coordinator, Science
Museum, London, UK

SPEAKERS

Kathrin Unterleitner,
Project manager, Science
Center Netzwerk, Vienna,
Austria

John Downey, Senior
Educator, Balthazar
Sinnenas Verkstad, Skövde,
Sweden

Aniek Bax,
Universiteitsmuseum,
Utrecht, Netherlands

Kat Nilsson, Head of
Contemporary Science
Science Museum
London, UK

WORKSHOP

TIME

12.00 - 13.15

CONVENOR

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

SPEAKERS

Melanie Smallman, University College London, London, UK

Marzia Mazzonetto, Project Manager, Ecsite, Brussels, Belgium

Maria Zolotonosa, Project Manager, Ecsite, Brussels, Belgium

Norbert Steinhaus, Coordinator International Science Shop Contact Point, Bonn Science Shop, Bonn, Germany

Ilse Marschalek, Senior researcher, project coordinator, Centre for Social Innovation, Vienna, Austria

STAKEHOLDERS AND EMERGING TECHNOLOGY: COLLABORATION FOR RRI

Are we successful at involving different stakeholders in the debate on emerging technologies? At what stage of the research process should stakeholders be involved? These issues are part of the new European challenge of Responsible Research and Innovation (RRI). This interactive session will start with short presentations from some existing initiatives that address multiple stakeholders (nanOpinion, PERARES, VOICES). A "World Café" will follow, where participants will split into groups to discuss key elements of the presented projects, reflect on their own experiences with stakeholder involvement, and suggest improvements on how to better promote RRI. The session will end with a discussion on collectively assessing a preliminary checklist of RRI components being developed within the RRI TOOLS project.

BEYOND SCIENCE: EXHIBITION AESTHETICS FORM AND DESIGN

Science centres disseminate science culture by using a senses-on approach, encouraging our audience to look, touch, smell and hear through our exhibits. But is this enough? Is it just the science content and interactive technology of the exhibits that makes a science centre attractive and engaging? Is it enough to devote resources to designing the function of our exhibits? Have we neglected the value of what beautiful form could bring to our exhibits? With people becoming more familiar with technological progress and its incorporation into everyday use, science centres face the challenge of being educational and informative while also becoming aesthetically exciting. In order to build out niche and individuality, we need to produce exciting, memorable and, above all, educational exhibitions. This session discusses the value of architecture, design and aesthetics underlying visitor experience and how these contribute to our original purpose of disseminating science culture.

PANEL

TIME

12.00 - 13.15

CONVENOR

Clara Lim, Science Communicator, Singapore

SPEAKERS

Yiotis Ioannidis, CEO, Tetragon Ltd., Thessaloniki, Greece

Maarten Okkersen, Head of Communications, Museon, The Hague, Netherlands

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

Michèle Antoine, Exhibition project manager, House of European History, Brussels, Belgium

Jorge Wagensberg, Scientific Director CosmoCaixa, Fundacio "la Caixa", Barcelona, Spain

PANEL

TIME

12.00 - 13.15

CONVENOR

Gène Bertrand, Head of program and co-operations, Continium - Discovery

Center Kerkrade, Kerkrade, Netherlands

SPEAKERS

Mikael Mangyoku, Project Manager Cite du Design, St Etienne, France

Lynn Scarff, Programme Manager, Science Gallery, Trinity College, Dublin, Ireland

Björn Källström, Aquarium Manager, Maritime Museum and Aquarium, Gothenburg, Sweden

Dick van Dijk, Creative Director, Waag Society, The Hague, Netherlands

Hugo Vrijdag, Co-Director Ontdekkfabriek, Eindhoven, Netherlands

Ana Garcia, Project Manager, Brussels, Belgium

LIVING LABS: ARE THEY THE FUTURE FOR SCIENCE CENTRES?

A living lab is a research concept. A living lab is a user-centered, open-innovation ecosystem, integrating research and innovation processes within a public-private-people partnership. The concept is based on a systematic user co-creation approach integrating research and innovation processes. Are living labs possible “common grounds” with research institutions and companies? Are these labs environments for empowerment and awareness of science and technology in society? This session explores the possibilities of integrating living labs into science centres or exhibitions. Experts from different fields present their experiences, possibilities or pitfalls. Opportunities will be investigated, including new ways of working with the public in co-creation, co-design or test environments. Are living labs the future or “the Emperor’s new clothes”?

A CURIOUS CASE OF INTEREST: WHAT IS VISITOR INTEREST AND HOW CAN IT BE NURTURED?

“Interest” is a key concept in the field of science education and engagement. Science centres, museum exhibitions, programmes and interventions are designed to stimulate the interest of visitors. But what exactly is interest and how does it relate to curiosity? What makes something interesting? Are there different types of interest? What factors breed curiosity? And how do we measure these factors? Interest as a concept is ill-defined. All too often its meaning is taken for granted and based on intuitive assumptions. Furthermore, interest has often been conflated with the notion of curiosity – although the two are not always the same. This poses problems not only for programme development but also for evaluation, as interest has been shown to come in a variety of different flavours and stages of development. This session aims to unpack the notions of interest and curiosity, applying insights and understandings from the field of psychology, in addition to findings from new research into STEM engagement. The presentations will challenge and redefine participants’ understanding of these concepts, aiding development and evaluation of STEM programmes focused on these concepts in the future.

PANEL

TIME

12.00 - 13.15

CONVENOR

Marianne Achiam, Assistant professor, Department of Science Education, University of Copenhagen, Denmark

SPEAKERS

Alexander Moss, PhD Student, King’s College London, London, UK

Amy Seakins, PhD student, King’s College London, London, UK

Tessa van Schijndel, Postdoc, University of Amsterdam, Netherlands

SOUTH AMERICA

WORKSHOP

TIME

12.00 - 13.15

CONVENOR

Jochen Hunger,

Scenographer, jh Museum & exhibition design, Erlangen, Germany

Karolina Perrin, Experience designer, KarekDesign, Cracow, Poland

Jean-Michel Molenaar, Project manager, CCSTI Grenoble, Grenoble, France

Ryan Jenkins, tinkering studio coordinator, Exploratorium, San Francisco, US

MAKER SPACE

GENERAL MAKING SESSION

What's a maker space without time to actually build things?

This "General Making Session" will be filled with possibilities to help us build the Rube Goldberg machine, to learn how to use a 3D printer or a laser cutter, to solder, tinker, invent, share, and get a real idea of what making is about and how you can integrate these ideas in your Science Center or museum. Come with questions about anything we do in the maker space, and get active!

PACIFIC

LUNCH



TIME

13.15

Maison van den Boer

is pleased to be your culinary host.

MEET THE SPECIALS OF THE HOUSE

REVERSE

TIME

14.30 - 15.45

CONVENOR

Penny Fidler, CEO, The Association for Science and Discovery Centres, Bristol, UK

SPEAKERS

Rosalia Vargas, Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal

Robert Firmhofer, Director, Copernicus Science Centre, Warsaw, Poland

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

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

THE ADDED VALUE OF REGIONAL/NATIONAL NETWORKS

Many science communication practitioners engage in regional networks, using the multiplier effect for broader reach. The idea is to engage more people with science and technology more locally and more effectively. How can we set up such networks and what kind of facilitation do they require? What is the special value of regional connections and organizational diversity? How can we engage network partners in knowledge sharing and dissemination? How can we sustain regional networks? In this reverse session, four national/regional networks - Portugal (Ciencia Viva), Austria (ScienceCenter-Network), Italy (UmbriaScienza) and Poland (Explorers Clubs Network) - will share their experiences on network formation and governance, network theory, political relevance and rapidly expanding partnerships.

STAFF SWAP: FACILITATING KNOWLEDGE EXCHANGE AMONG INSTITUTIONS

To work in a science centre or museum may sometimes seem like an exotic profession. Yet, while each institution faces different challenges, the professional knowledge acquired through many years of experience can benefit other actors in the field. But to really swap knowledge, a one-day visit or a meeting in a conference is not enough. Professional exchange programmes between staff members of partnering institutions give the opportunity to communicate best practices and convey new perspectives to the science centre or museum. This interdisciplinary panel, composed of speakers from various backgrounds, will report personal experiences in recent bilateral staff exchange programmes. The speakers will address those who seek to establish similar activities.

PANEL

TIME

14.30 - 15.45

CONVENOR

Johannes-Geert Haggmann, Curator, Physics, Deutsches Museum, Munich, Germany

SPEAKERS

Yuko Okayama, Manager, National Museum of Emerging Science and Innovation (Miraikan), Tokyo, Japan

Caroline Turre, International Affairs Officer, Universcience, Paris, France

Marit Teerling, Press Officer, TECHNOSEUM - Landesmuseum für Technik und Arbeit in Mannheim, Mannheim, Germany

PANEL

TIME

14.30 - 15.45

CONVENOR

Peter Slavenburg,
NorthernLight Design,
Amsterdam, Netherlands

SPEAKERS

Gideon Ruig, Manager
Commercial Development &
Innovation Schiphol,
Schiphol, Netherlands

Robin Hoyle, Director of
Science, Glasgow Science
Centre, Glasgow, UK

Alessandra Crusi,
Sognando al Museo project
coordinator, Fondazione
POST, Perugia, Italy

Svein Anders Dahl, CEO,
VilVite, Bergen Vitensenter
AS, Bergen, Norway

SCIENCE STEPS OUT: UNCONVENTIONAL LEARNING LOCALES

We are all involved in developing experience platforms for lifelong science, technology, engineering and math (STEM) learning. It seems only natural to design such platforms for museums, science centres, or schools. But learning is not restricted to the classroom or an exhibition. Acquiring knowledge in order to make sense of the world is one of humanity's intrinsic drives. By hiding our experiences in the black boxes of our institutions we do not share knowledge as widely as we'd like. How can we reach those that won't set foot in a science centre? How can we enrich the everyday environment of our communities? Why not develop science centre exhibitions in strategic high traffic locations, such as shopping malls, urban parks, airports and hospitals?

CLEAR, SIMPLE AND WRONG: MISCONCEPTION AND OVERSIMPLIFICATION IN SCIENCE CENTRES

"For every complex problem there is an answer that is clear, simple and wrong" journalist H. L. Mencken observed. In science centres, it is not easy to be educational and entertaining while remaining scientifically accurate at all times. As a rule of thumb we can follow Einstein's recommendation: "Simplify as much as possible but no further." But what is oversimplification? What if we use phenomena to illustrate our point even if it supports a misconception? For example, the popular Bernoulli ball exhibit has as much to do with the Bernoulli principle as the melting cheese in the microwave with the speed of light: not much. Feel free to bring your own examples to this workshop session. Together we will attempt to put them to trial and come up with explanations that are clear, simple and correct.

WORKSHOP

TIME

14.30 - 15.45

CONVENOR

Ana Noronha, Executive
Director, Pavilion of
Knowledge - Ciência Viva,
Lisbon, Portugal

SPEAKERS

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

Aaïke van Oord, Program
Manager / Curator, Museum,
The Hague, Netherlands

Paweł Wojcik, Copernicus
Science Centre, Warsaw,
Poland

Laszlo Robert Zsiros,
Science communicator,
Pavilion of Knowledge -
Ciência Viva, Lisbon,
Portugal

PANEL

TIME

14.30 - 15.45

CONVENOR

Stan Boshouwers, Creative director, Tinker Imagineers, Utrecht, Netherlands

SPEAKERS

Anna Schäfers, Head of Concept and Research, Archimedes Exhibitions, Berlin, Germany

Michael van der Meer, Director, Science Centre Delft, Netherlands

Christel van Rongen, National Defense Museum, Soesterberg, The Netherlands

Maarten Taborski, Project director, Bruns, Utrecht, The Netherlands.

Loi La, Architect - exhibition design, Deutsches Museum, Munich, Germany

LIFE IS A PITCH AND THEN YOU BUY

Selecting designers and other agencies in creative projects can be an ordeal on both sides of the table. Especially in a time when resources are scarce, we look for efficient ways of selecting and contracting. Classical pitches and modern European legislation are far from efficient. Nevertheless, some organizations find ways to stimulate selection processes which are profitable for all partners. Together we will discuss these methods.

BE HERE IN 2015: CRAFTING A SUCCESSFUL SESSION PROPOSAL

In this workshop you will get an insight into what is happening behind the scenes of the Annual conference Programme Committee (ACPC). Representatives of Ecsite and the ACPC will guide you in how to create a successful session for any future Ecsite Annual Conference. Learn how to develop a session idea, find good speakers and write a good abstract. You will also learn about the criteria in the selection process of the ACPC as well as other insider's tips.

WORKSHOP

TIME

14.30 - 15.45

CONVENOR

Lucy Schweingruber, Member Services Manager, Ecsite, Brussels, Belgium

SPEAKERS

Camille Pisani, Director, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Maria Xanthoudaki, Director of education and of international relations, Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

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

PANEL

TIME

14.30 - 15.45

CONVENOR

Maarten Okkeren

Head of Communications
 Museon, The Hague,
 Netherlands

SPEAKERS

Ahmet Üzümcü, Director
 general, the Organisation
 for the Prohibition of
 Chemical Weapons (OPCW),
 The Hague, Netherlands

Vincenzo Lipardi, Vincenzo
 Lipardi, CEO, Città della
 Scienza, Italy

**Marie Christine van der
 Sman**, Director, Museon,
 The Hague, Netherlands

PEOPLE, PLANET, PEACE, HOW CAN SCIENCE CENTERS AND MUSEUMS CONTRIBUTE TOWARDS A PEACEFUL SOCIETY?

Mankind faces enormous challenges. The presence of seven billion people on one small planet poses problems and creates the potential for conflict on issues like the best ways to share raw materials, food and water, or to tackle environmental problems. New scientific knowledge and technological innovation may help to prevent conflict by providing part of the solution. Science centres and museums raise general public awareness of these issues. This is the reason for choosing People, Planet, Peace as the theme of the 25th Ecsite Annual Conference. This session will focus on the role that our institutions can play in promoting a peaceful society and the importance of scientific literacy and citizen science.

MAKER SPACE WRAP-UP (ALL)

Join in our recap and presentation from this year's maker space. This will be the last chance to share projects, photos and work created over the course of the conference. We'll finish up our conversations about making and tinkering for now and informally help plan your next steps when you get back home.

We'll set off the Rube Goldberg machine, quickly solder our last LED's, connect to the people that will be able to help us set up our own Fab Lab or maker space and we'll plan ahead.

There will be cake, things might explode, a chain reaction will surprise you and this is your last chance to hook up with this new way of doing things.

REVERSE

TIME

14.30 - 15.45

CONVENOR

Jochen Hunger,

Scenographer, jh Museum &
 exhibition design, Erlangen,
 Germany

Karolina Perrin, Experience
 designer, KarekDesign,
 Cracow, Poland

Jean-Michel Molenaar,
 Project manager, CCSTI
 Grenoble, Grenoble, France

Ryan Jenkins, tinkering
 studio coordinator,
 Exploratorium, San
 Francisco, US

TIME
15.45

A VOLUNTARY
EFFORT:
MAKING USE OF
SOCIAL
PARTICIPATION IN
SCIENCE CENTRES

In recent years the number of social participation projects related to science has increased dramatically.

Does this surge come as a result of the media? Do social participation projects in science have a positive effect on society in that they may sensitize citizens to science topics? This panel will report on projects developed by the speakers and their institutions, discussing the role of science volunteers and their importance for researchers. After presentations, participants will be invited to answer a poll to gauge their views on social participation.

PANEL

TIME
16.30 - 18.00

CONVENOR

Joanna Kalinowska,
Sponsoring Specialist,
Copernicus Science Centre,
Warsaw, Poland

SPEAKERS

David Tombolato, Curator,
MUSE - Museo delle
Scienze, Trento, Italy

Natalie Ireland, Museum of
Science & Industry in
Manchester, Part of Science
Museum Group, Manchester,
UK

Giota Makri, Business
Development Director,
Agro-Know Technologies,
Athens, Greece

Paulo Mota, Museu da
Ciência da Universidade de
Coimbra, Coimbra, Portugal

Erinma Ochu, Wellcome
Trust Engagement Fellow,
The Wellcome Trust,
Manchester, UK

PANEL

TIME

16.30 - 18.00

CONVENOR

Esther Hamstra, Content Manager, NorthernLight Design, Amsterdam, Netherlands

SPEAKERS

Shin'ichiro Suzuki, Science Communicator & Exhibition Developer, National Museum of Emerging Science and Innovation (Miraikan), Koto-ku, Japan

Alison Boyle, Science Museum, London, UK

Rogier van der Heide, Vice President & Chief Design Officer, Philips Lighting, Eindhoven, Netherlands

Michael van der Meer, Director science centre Delft, Science Centre Delft, Netherlands

COMMUNICATING RESEARCH AND INNOVATION THROUGH OBJECTS AND EXHIBITIONS

Science museums and science centres are largely dominated by objects and hands-on exhibits that demonstrate the trophies of technology, and well-established scientific principles and phenomena. The iterative, ongoing nature of scientific research and innovation has been explored more successfully in live formats such as science cafés, festivals, and public debates. But as exhibitions and objects are often the core of our institutions, how can we innovate the traditional science centre concept to address this challenge in temporary and permanent spaces? Underlying themes to be discussed: Collaboration with science and technology institutes, staff expertise, communicating uncertainties, tension between objects and the nature of innovation, staying “hot”.

EARLY IMPACT: ENGAGING AND EMPOWERING YOUNG CHILDREN

Each child is unique and their learning processes are complex. Furthermore, children in their early years vary widely in their stages of growth and development. How can we create situations and environments that address childrens' unique physical, emotional, intellectual and social needs? How can we facilitate carers' to optimally support exploration and learning during a visit to our institution? We use the lenses of academic research and practice to answer these questions and discuss recent scientific literature on the impact of adult guidance. For example, which child-parent conversations support or impede a child's exploration and learning? Also, from special events to exhibits, we look at what has been done for young children in different places to scaffold their learning journeys as they develop.

PANEL

TIME

16.30 - 18.00

CONVENOR

Richard Houghton, Creative Director, HKD Ltd, Margate, UK

SPEAKERS

Clara Lim, Science Communicator, Singapore

Tessa van Schijndel, University of Amsterdam, Netherlands

Joe Martin, Exhibit Design Manager, London, UK

Rebecca Caswell, Strategic Lead Play & Early Years, Eureka ! The National Children's Museum, Halifax, UK

REVERSE

TIME

16.30 - 18.00

CONVENOR

Steve Pizzey, Director,
Science Projects, London,
UK

SPEAKERS

Didem Aydinmakina,
Manager, Eskisehir Science
& Experiment Center of
Metropolitan Municipality
and Sabanci Planetarium,
Eskisehir, Turkey

Ian Russell, Director, Ian
Russell Interactives, High
Peak, UK

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

**GREAT LIMITATIONS,
GREAT
EXPECTATIONS!**

Many Ecsite conference delegates are not from the 'big name' science centres. This session will discuss how small and medium-sized science centres manage financial constraints. It will also highlight some of the unique opportunities and advantages of smaller projects. How can small-budget science centres use their resources efficiently? Where can they obtain exhibits? How can they provide shows, activities and events with limited staff? How can they satisfy the high expectations of the public? And for a smaller science centre, what difference does it make to work in a 'family' atmosphere without inter-departmental communication problems? What difference does this make to the visitor experience? What benefits can it bring to exhibit development and maintenance?

**WITHOUT LIMITATIONS:
THINKING ABOUT
SCIENCE CENTRE AND
MUSEUM WEBSITES**

We are in the midst of a new era in communication. How should museums react to virtual reality, for example? Are there new opportunities to captivate audiences and extend museum activities? How could a museum website be a tool to meet unusual and complex goals? How do websites help when a museum building is closed for renovation or doesn't exist? How can we use our websites to initiate community science talks or build science and technology partnerships? This session will share practices and ideas for science centre and museum websites - without time, territory and content limitations.

PANEL

TIME

16.30 - 18.00

CONVENOR

Lidia Lobanova, Project
manager, The Polytechnic
Museum Development
Foundation, Moscow, Russia

SPEAKERS

Ekaterina Bolotina,
Editor-in-chief, polymus.ru
Polytechnic museum,
Moscow, Russia

Michele Marini

Explainer ed exhibit
designer, Fondazione POST
- Perugia Officina della
Scienza e della Tecnologia,
Perugia, Italy

PANEL

TIME

16.30 - 18.00

CONVENOR

Nathalie Caplet,

Responsible for scientific and cultural resources /

European networks, Cap Sciences, Bordeaux, France

SPEAKERS

Anne Tove Koldal,

Marketing Manager, VilVite, Bergen Vitensenter AS, Bergen, Norway

Alberta Giovannini, MUSE

- Museo delle Scienze, Trento, Italy

Tiina Brunetto, Manager,

Customer services, Heureka - The Finnish Science Centre, Vantaa, Finland

KEEPING THE (STAFF) PEACE: NURTURING HUMAN RESOURCES IN OUR INSTITUTIONS

Are our institutions the best places for peaceful work? Science centres and museums are definitely qualified for peace by the experiences they offer: joyful, collaborative, empathetic and lively. This kind of experience is facilitated by relational approaches, or human connections. In our institutions, staff make the difference and are the main assets. Without our smart personnel, marvelous collections and exhibits would have little impact. But how much do we care for staff well-being? Are there examples of innovative initiatives linked with human resources in our field? Three different case studies from three different European countries will offer good human resource practices and stimulate discussion among participants. Let's share our recipes for staff peace and happiness.

THE CLOSING & HANDOVER

TIME

18.15

Join us for the closing of this year's conference and mark the handover to the host of the Ecsite Annual Conference 2015 - MUSE, Trento, Italy.

FAREWELL PARTY

(ON REGISTRATION)

TIME

21.00



PROGRAMME

PEOPLE PLANET PEACE
ECSITE ANNUAL
CONFERENCE 2014

25TH EDITION



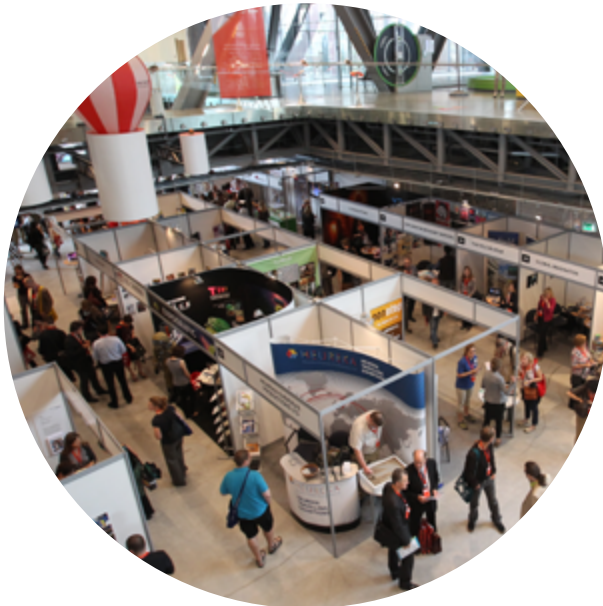
20-24 MAY 2014
THE HAGUE
THE NETHERLANDS

BUSINESS BISTRO
INTERNETLOUNGE

ATLANTIC

BUSINESS BISTRO

The Ecsite Business Bistro is the social and commercial hub of the Ecsite Annual Conference; part coffee bar, part trade show, it's a relaxed environment in which to explore cutting-edge products and strike commercial deals.



ATLANTIC

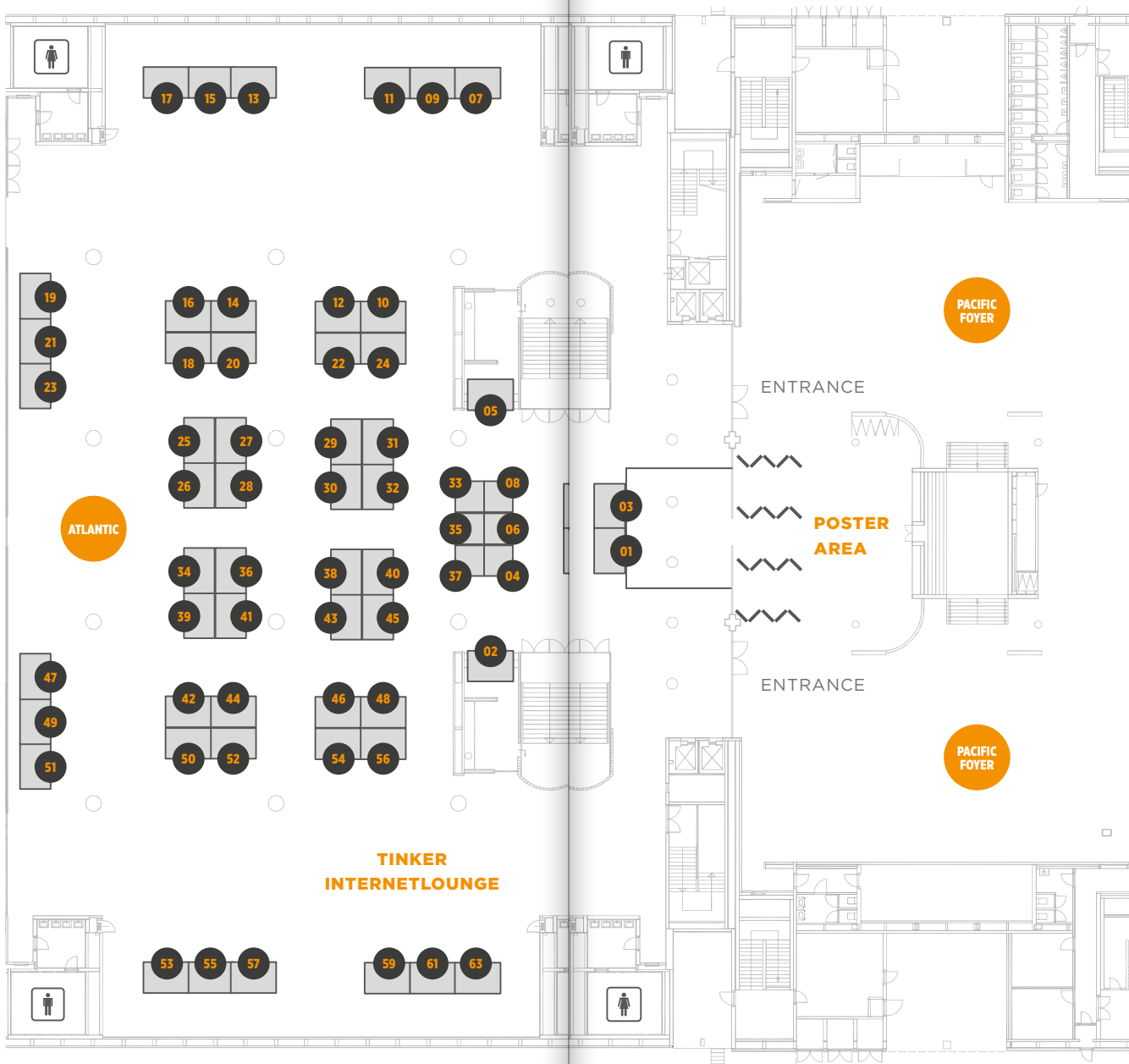
TINKER INTERNETLOUNGE

A great place to meet other people and share online experiences. This Internet cafe is sponsored by Dutch experience designer, Tinker imagineers. (And a Dutch experience it will be.) Use our PCs or bring your own laptop. Browse through different design books on our reading table. In this zone, meet real, live tinkerers, who can help you tackle any creative question or craze that's on your mind.



BUSINESS BISTRO

FLOOR PLAN





01

AUREA EXHIBITIONS

Aurea Exhibitions creates and designs touring exhibits, from an original idea, to the production, and installation in venues. Covering every cultural, educational and technical detail, providing marketing support, besides logistics and operation guidelines. We adapt exhibitions according to Museum needs, venue size and budgets. All our exhibitions are created and curated by world recognized scientists from Azara Foundation, providing the support and background needed for these exhibits. With 20 years experience in the Entertainment industry, we promote, book and produce live events, and organize tours with International Artists and Exhibitions.



02

EUROMAX AND THE GIANT SCREEN CINEMA ASSOCIATION (GSCA)

Euromax and the Giant Screen Cinema Association (GSCA) represent the business of educational cinema experiences worldwide. Their members include theatres in science centres and museums, filmmakers, distributors and suppliers. Whether you are considering adding a theatre, or have one and need film content, Euromax and GSCA are your resource for educational film and cinema technology. Visit us at booth 2 to learn how educational film experiences can help your institution earn more revenue and extend the visitor learning experience. Join our Trailers Breakfast at Omniversum on Friday at 7:45 am.



03

EXPONA - TRAVELLING EXHIBITION NETWORK

Expona is an international network for Museums and Exhibition Centres interested in the exchange and the creation of scientific-based, visitor-oriented, temporary exhibitions. We are located in Italy and manage profit and non-profit projects.

04



AGRO-KNOW TECHNOLOGIES

Agro-Know Technologies is a knowledge management company that employs state of the art technologies to help museums provide multimedia-rich experiences to visitors in both physical & virtual environments. We design, develop and deploy solutions that help museums bring cultural collections and educational experiences to the fingertips of their users.

05



ENGINEERED ARTS LTD

Engineered Arts are the creators of RoboThespian™, a life size, programmable, interactive humanoid acting robot designed as an engaging and entertaining form of content delivery since 2006. RoboThespian™ is used by NASA's Kennedy Space Center, the national science museums of Australia, Spain, Macau, Israel and many other science centres worldwide. As a state of the art humanoid robot in it's own right, RoboThespian™ is also used by top universities as a platform for research into human-robot interaction. Engineered Arts are the creators of RoboThespian™, a life size, programmable, interactive humanoid acting robot designed as an engaging and entertaining form of content delivery since 2006. RoboThespian™ is used by NASA's Kennedy Space Center, the national science museums of Australia, Spain, Macau, Israel and many other science centres worldwide. As a state of the art humanoid robot in it's own right, RoboThespian™ is also used by top universities as a platform for research into human-robot interaction.

06



MUSE

Visit nr. 6 booth to get a preview of Trento 2015 AC at MUSE new science museum, designed by Renzo Piano. "Food for curious minds" is the theme ECSITE would like to tackle with you in the new Italian Science Museum. The topic refers directly to world EXPO 2015 in Milan, and allows wide interpretation of food, both literally and metaphorically. Don't miss to be part of AC 2015 in Trento: you will visit MUSE, enjoy the land of Dolomite mountains, get priority to visit EXPO 2015, taste good wine and great food, enjoy arts and science. Information about the location, and on how to get to Trento will be provided.

07



SKYPOINT PLANETARIUMS

Skypoint is an highly specialized company in astronomical instruments and planetariums, one of the biggest company in Europe for telescopes and accessories for professional observatories, schools, universities and science centers. Through our division Skypoint Planetariums, we exclusively represents in Europe some of the best brands in the planetarium market as Evans & Sutherland or Digitalis Education Solutions or we can offer hybrid systems using Megastar products. Skypoint Planetariums can offer complete solutions for every budget including latest audio and cove light technologies thanks to the partnership with Bowen Technovation, professional Spitz domes or also TecnoDome, our own exclusive domes.

08



TECHMANIA SCIENCE CENTER

Techmania Science Center is based on exhibits that explain a particular mathematical or physical principle by means of game-like activities. The interactivity involves visitors making the exhibits move, so the natural principle will be demonstrated by the particular process. In these cases, learning is based on personal experience. Very important part of science center is the 3D Planetarium. The goal of the project Techmania Science Center is to help the public, especially young people, get more familiar with the development of human knowledge and show how it is used in technology. The next aim is to introduce the present limits of human knowledge and point out the unanswered questions for which the next generation, the young visitors of the science center, will find answers. The science center Techmania plays important role in educational system in the Pilsen Region and also became very attractive touristic destination for thousands of visitors.

09



TEN TWELVE LTD

Ten Twelve provides museums and science centres with a full exhibition design and building service. We turn novel exhibition ideas into unforgettable visitor attractions, using our extensive knowledge and international experience on what should be the attractions to maximize the success of an exhibition. Combining the effort of our team of designers, engineers; programmers and project managers we deliver results that are visually appealing and functional at the same time.

10



EXPOLOGY AS

Expology create concepts that aim to engage people at a personal level, involve the senses and stimulate learning. We create concepts and solutions for knowledge based arenas such as science centres, museums, visitor centres and branding arenas.

11



ASPIRED

Aspired Ltd. encourages children, youth and adults to aspire after knowledge using technology and hands-on activities. Aspired Ltd. creates and produces interactive exhibits, interactive games and augmented reality solutions for science centres, museums as well as stands and exhibits to demonstrate products of various industries. Aspired Ltd. also develops and organises different STEM based workshops for children, youth and adults thus encouraging their creativity and interest in technologies.

12



EMILIO'S CREATIONS AB

Emilio's Creations is specialized in creating high quality, customized, large scale exhibitions for rent or sale. We have close collaborations with scientists, engineers and artists, making the exhibitions scientifically correct, safe and visually pleasing for the audience. Through our extensive experience, comprehensive knowledge and passion for perfection, we can serve all your needs, creating the exhibition you desire. Emilios Creations - Adding life to dreams.

13



ARCHIMEDES EXHIBITIONS

Archimedes Exhibitions designs multisensual experiences in three-dimensional space. For this, we develop and realise interactive experience platforms and exhibits, scenographies, and exhibitions that appeal to all five senses. Our customers include science centres, international companies, museums, research institutions all over the world, and even the German Parliament. Archimedes develops location-based shows but also tours its exhibitions across the globe.



SCIENCE PROJECTS

We create inspiring interactive exhibits and exhibitions. Science Projects have been continuously designing and building exhibits for venues around the world since 1986. We have worked with science centres, museums, aquariums, visitor centres and schools to develop hands on exhibits and exhibitions that engage and educate audiences of all ages. We also have our own science centre - The Observatory Science Centre in Herstmonceux UK and we operate travelling exhibitions that cover a range of subjects from art to ancient science.



EFFEKTSCHMIEDE GMBH

Our customized high voltage installations and exhibits function reliably and safely for the duration of your show or exhibition. According to your specifications we create electrifying shows and exhibits, developed on individualized concepts. We work with fog, fire and water and bring an extraordinary atmosphere to your institution.



ORGANISATION FOR THE PROHIBITION OF CHEMICAL WEAPONS (OPCW)

The Organisation for the Prohibition of Chemical Weapons (OPCW) is the implementing body of the Chemical Weapons Convention, which entered into force in 1997. The OPCW has 190 Member States, who are working together to achieve a world free from chemical weapons. They share the collective goal of preventing chemistry from ever again being used for warfare, thereby strengthening international security. The OPCW has overseen the destruction of more than 80% of the global stockpile of chemical weapons. The OPCW received the 2013 Nobel Peace Prize for its extensive efforts to eliminate chemical weapons.



TECHNOPOLIS

Technopolis®, the Flemish Science Centre offers 6 travelling exhibitions: Long may you live, about health and quality of life. Illusions, what happens when your brain gets in its own way? 1-to-Make, challenging visitors to turn their own ideas into reality. Co-productions: Plantastic!, about the secret life of plants (co-production between Museon, National Museums of Liverpool, Le Vaisseau and Technopolis®) Imitation, inspiring visitors to create and share their own imitations (coproduction between Museon, Vilvite, Expology en Technopolis®) High Tech Romans, about fascinating Roman technologies that are often still in use today. (coproduction between Museum het Valkhof, LVR-LandesMuseum, Museum and Technopolis®)



HEIJMERINK WAGEMAKERS MAKES IT HAPPEN!

With over twenty-five years of experience, Heijmerink Wagemakers is a strong co-creator in the field of engineering and building of interactive exhibits and exhibitions.

Integrating various technical disciplines like mechanics, electronics, hardware and software, in keen engineering solutions. Adding value for our customers by every step we take in the process. Combined with intensive testing, strong project management and budget control, these key elements result in reliable and lasting solutions. This is how we do it; we can make it happen for you!



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; a value proposition built around four core capabilities.

23



HÜTTINGER INTERACTIVE EXHIBITIONS

Hüttinger is a one-stop shop for exhibition planning, design and fabrication, working for clients throughout Europe and on an international scale. We develop exhibitions that promote exploration and understanding through multi-sensory experience.

24



MAPCARDS.NET

We produce postcards with true 3D effects. We focus on motives from nature, space and science such as animals, sea creatures and planets. True 3D postcards can be also produced on request by using supplied photos, with your logo included. Competitive prices, free displays.

25



MIRAGE3D

Mirage3D, established in 1999, produces immersive full-dome films and clips for full-dome theaters and science centers.

Mirage3D made the first 4K planetarium film in 2007, and the first 3D planetarium film "DAWN OF THE SPACE AGE 3D" in 2008. Mirage3D films play in over 500 full-dome theaters and science centers around the world.

Mirage3D produces films and clips for its own production as well as for its clients. Mirage3D provides subject research, storyboard development, animatic development, script development, modeling, texturing & animation, rendering, post production, soundtrack design and so on.

26



HEUREKA OVERSEAS PRODUCTIONS LTD

Since 1989 Heureka, the Finnish Science Centre has produced 27 touring exhibitions. Our exhibitions have travelled to 26 countries and over 22 million people worldwide have seen them. In light of these numbers, it can well be stated that Heureka has a long experience and expertise in both creating and touring exhibitions. The newest exhibition Heureka goes crazy was developed in collaboration with Universcience, France, and Ciência Viva, Portugal. It is now on display in Heureka, and after having been on display in all three science centres, this exhibition will be available for touring in autumn 2016. In addition we are now touring 20X0 – A Journey into the Future; The Dinosaurs; Move and play!; Ships and the sea; and Speed, Science in motion. For further information please contact Heureka Overseas Productions Ltd. www.heureka.fi

27



THE FIELD MUSEUM

Since its beginning in 1893, The Field Museum of Natural History has been exploring the Earth and its people. The Field Museum is one of the largest scientific institutions in the world, with more than 25 million artefacts and a distinguished corps of scientists working on all seven continents. The Field Museum combines these scientific strengths with an award-winning design team to create innovative exhibitions on an intriguing variety of topics from biomechanics to dinosaur evolution to the natural history of chocolate.

28



EUROSCIENCE GMBH

EuroScience GmbH is based in Northern Germany, a medium-sized company and active in exhibition business since 2004. We have about 200 interactive exhibits and puzzling games on offer which we develop and construct together with long-time partners of our region in order to sell or loan them. The exhibits represent natural scientific phenomena, e.g. physical basics, and have a simple but attractive demand as to interactivity. Since we organise and conduct about 100 touring exhibitions in Germany and abroad each year (developed with partners such as Mathematikum and Marum) we can surely say that all exhibits are very stable and functional - with a clear design of mainly stainless steel, varnished MDF and acrylic glass. Our exhibits and exhibitions are generally exciting for all kinds of people and age groups.

29

TECHNIQUEST

TECHNIQUEST

Techniquest, 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, and 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 have expertise in every area of the design and manufacture of hands on exhibits, development of educational programmes and the operational management of a world class visitor attraction.

30

**UNIVERSCIENCE & MUSEUM HISTOIRE NATURELLE**

Being a center of excellence for science culture and a promotional platform for French expertise, Universcience aims to develop science and technology awareness, encourage vocations and foster innovation. It plays an active role in initiatives for science in society through cooperation, travelling exhibitions and consultancy. A new interactive exhibition this year: "Voice, the talking exhibition"

The unique character of the Muséum national d'Histoire naturelle resides in its history and tradition of excellence, its vision of humans and nature, the passion that drives its teams, its centuries-old heritage and know-how, and the spirit of sharing and cooperation that pervades its activities.

31

BRUNS**BRUNS**

Bruns is specialized in the development, production and installation of innovative mechanical, electromechanical interactive exhibits and complete (interactive) exhibitions for Science Centers, museums and information and visitor centers, including maintenance. We also realize showcases including lighting. With an approach of engineer and build on a very wide scale, we have a full concept approach where we develop the exhibits and exhibition together with: client – designer – Bruns (engineering/fabrication).

32

**EXHIBITS.NL**

Exhibits.nl is a leading supplier of interactive exhibits, operating worldwide to the highest quality standards. Our exhibits are innovative, fun, educational and above all, of a world class built quality. Exhibits.nl produces high-quality, innovative and interactive "off-the-shelf" exhibits. The exhibits can be supplied in any colour. Most exhibits are plug and play, making them easy to install. Of course, we can arrange the installation of the exhibits on location as well as the maintenance of the exhibits. Please check out details of over one hundred exhibits online at www.exhibits.nl

33

**TETRAGON LTD.**

The work of TETRAGON is distinguished by the composition of Architecture with Design, Art and Communication. Based on these axes it consults, studies and proposes a complete range of solutions, but also supervises, directs and executes the total of energies until the complete/final result. Thus the company today is in the position to lead its customers to solutions that make good use of the dynamics of new technologies and correspond to the new larger and more complex communication needs with regard to Architecture, Exhibition Shows and in studying Corporate/Branding Image.

34

**IMAGINE EXHIBITIONS, INC. & SCITECH**

Imagine Exhibitions, headquartered in Atlanta, GA, USA is the global resource for all things related to traveling exhibitions. Imagine Exhibitions specializes in traveling exhibitions, permanent installations and museum consulting. Imagine is currently touring more than 20 exhibitions around the world, including 10 exhibitions with our partners at Scitech. Based in Perth, Western Australia, Scitech is Australia's most active and successful science centre or museum involved in exhibition development. For more info from Imagine Exhibitions and Scitech, visit: www.scitech.org.au/exhibition-rental and www.imagineexhibitions.com



35

MUSEUM OF SCIENCE, BOSTON

The Museum of Science, Boston introduces 1.5 to 2 million visitors a year to science, technology, engineering, and math (STEM) via interactive exhibits and programs. It is an international leader in introducing engineering into museums and schools. Its engineering materials for schools have reached an estimated 5.1 million students and 70,400 teachers. The Museum leads the U.S. Nanoscale Informal Science Education Network and its Star Wars exhibit, created with Lucasfilm Ltd., has reached 3 million people (<http://www.mos.org>).



36

PARQUE DE LAS CIENCIAS

Parque de las Ciencias is the first of its kind science museum in southern Europe. With 70,000 m² it is one of the most important scientific disseminator centres in Spain. Besides working on exhibition contents, it develops modules of Experimental Physics, produces planetary programs and temporary international travelling exhibitions, as well as making plastinated organs for educational and exhibition purposes.



37

BIBLIOTHECA ALEXANDRINA

The Planetarium Science Center (PSC) is an affiliate center of the Bibliotheca Alexandrina (BA). It is one of the most prominent edutainment centers in Egypt. Since the PSC inauguration in 2002, continuous development of the center's human resources (HR) and infra-structure has been ongoing. The PSC staff has received various trainings on national and international levels to operate the PSC complex, produce informal education tools and develop programs. Venturing in the new informal education business since 2002, the PSC is currently offering its services to exchange expertise to enforce science centers networking to boost the role of informal education. www.parqueciencias.com



38 43

NATURAL HISTORY MUSEUM, LONDON

Natural History Museum's International Engagement team offers consultancy services and touring exhibitions to institutions worldwide. Exhibitions feature the world-renowned Wildlife Photographer of the Year, crowd-pleasing dinosaurs exhibitions as well as specimen-rich exhibitions like Sexual Nature. New exhibition projects which feature unique objects from our extensive collections are currently in development. As a leading international research institution, our work draws on the experience and expertise of the 300 scientists working at the Museum.



39

BERND WOLTER DESIGN GMBH

One of Europe's leading company for exhibitions. Over 500 models in stock of various themes. Choose from dinosaurs, iceage, mystical monsters, giants of the sea and new for 2014 crazy cars!



40

AMERICAN MUSEUM OF NATURAL HISTORY

AMNH is a global leader in providing state-of-the-art traveling exhibitions, planetarium shows, HD programming, customizable intellectual property, and fully fabricated exhibition components to museums worldwide.



41

THE FIELD MUSEUM

Since its beginning in 1893, The Field Museum of Natural History has been exploring the Earth and its people. The Field Museum is one of the largest scientific institutions in the world, with more than 25 million artefacts and a distinguished corps of scientists working on all seven continents. The Field Museum combines these scientific strengths with an award-winning design team to create innovative exhibitions on an intriguing variety of topics from biomechanics to dinosaur evolution to the natural history of chocolate.

44



SPL LASCAUX INTERNATIONAL EXHIBITION

For the first time, master pieces from the amazing Lascaux cave (20 000 y BPT) are available life size for museums and science centre. This didactic traveling exhibition for schools and families is now on the road : The Field Museum (Chicago,2013), Houston nature and science museum (2013-2014), Montreal Science Centre (2014),...

45



CIÊNCIA VIVA - PAVILION OF KNOWLEDGE

The Pavilion of Knowledge - Ciência Viva, in Lisbon, is the largest interactive science and technology centre in Portugal. Major thematic exhibitions about physics, mathematics, technology and other areas of knowledge encourage visitors to experiment the natural phenomena. Workshops, seminars, scientific laboratories and other activities developed in close relationship with scientific institutions make this place a house of science for everyone. The Pavilion of Knowledge is now working intensively on the production of interactive exhibitions, autonomously or in association with other international science centers.

46



BUMAT

“We make the world go round. since 1948 Bumat is an owner-run family business, which has been installing turntables and special kinetic constructions all around the globe since 1948. Bumat is the world’s leading manufacturer of turntables. You will find our turntables wherever dynamic presentation concepts are needed: in Science Centres and museums, in showrooms and theatres, at trade fairs and events. We supply turntables of any size and load-bearing capacity, of aluminium or steel. We also realize individualized projects in the field of kinetics and special constructions: linear, rotating, lifting or lowering movements or the combination of it. You would like to know more about Bumat? Please visit our website: www.bumat.com“

47



MTFX LTD

MTFX provide a wide variety of special effects equipment, including High Voltage equipment such as Plasma Panels/Balls, Tesla Coils, Jacobs Ladders and Van de Graaff generators.

48



SCIENCE GALLERY INTERNATIONAL

Science Gallery International is a non-profit organisation that was established in 2012 to support the development of the Global Science Gallery Network and manage its touring exhibition portfolio. By 2020, the network will comprise of eight linked Science Gallery nodes created in partnership with leading universities and research centres worldwide.

49-51



ECSITE

Ecsite, the European network of science centres and museums, links science engagement professionals from more than 300 institutions in 50 countries. It also connects member institutions through projects and activities and facilitates the exchange of ideas and best practice on current issues relevant to public engagement with science. Ecsite is also the organizer of this event, the Ecsite Annual Conference which is hosted each year by one of its member institutions and is the largest science communication event in Europe.

50



BODY WORLDS EXHIBITION

BODY WORLDS is the original anatomical exhibition series displaying authentic human bodies, willed by donors through the Institute for Plastination’s Body Donor Program, and preserved using a process called plastination. Invented by Dr. von Hagens, plastination is a groundbreaking process in which real human specimens are preserved through the science of plastination. The specimens resulting from the revolutionary process are called plastinates. Plastinates show the inner workings of the body and the striking whole-body specimens show the human body in real-life poses, like never seen before.

52



KISS THE FROG

Kiss the Frog is a multidisciplinary multimedia design agency, specialised in developing computer interactives for museums, exhibitions, visitor centres and trade shows. We have a large international client base. Our products range from touchscreen exhibits to large multiplayer games, virtual experiences, PDA tours and multiscreen projections. We use state-of-the-art technology like motion tracking, RFID, augmented reality, tactile and gestural interfaces and real-time 3D simulations to make surprising, innovative products. Linking the physical world to the virtual, the on-site experience to the world wide web. Always looking for the right balance between learning and having fun, between content and technology.

53



ANAMNESIA & COLUMBIA RIVERS

“COLUMBIA RIVER is specialized in environmental, cultural and social projects. Since 2006, Columbia River has developed expertise in the design and development of scientific and environmental exhibitions and in the management of travelling exhibitions.

ANAMNESIA specializes in the design and production of interactive exhibitions. Since 2004, we conceive interfaces between museum and visitors. We provide solutions for programming, interpretive design, content production and integration of new technologies.

We recently collaborated for the travelling exhibition “Des océans et des hommes”.

54



SC EXHIBITIONS

SC Exhibitions (www.sc-exhibitions.com) is a division of the German promoter Semmel Concerts. “Semmel” stands for the name of company founder Dieter Semmelmann, “Concerts” for cultural experiences such as shows, readings, media projects and venue operation.

The exhibition “Tutankhamun – His Tomb and His Treasures” has been a global success since 2008. As an international producer and local host, we bring entertainment, education and knowledge to a wide audience with selected exhibitions. We are the sponsor and organiser of the “Touring Exhibitions Meeting” from 12–14 September 2014 in Munich.

56



ROBETOY

Robetoy was founded in 1950 by Robert Holmgren. We are today 15 employees who are doing our best to serve existing and new customers within book and stationary stores, department stores, toy shops, museums, tourist shops amongst others, mainly in Sweden but also elsewhere. Since July 2004 we are located in Partille, just outside Göteborg (Gothenburg). We have 3,000 m2 offices, warehouses and an exhibition hall.

57



ESA

The European Space Agency Since 1975 ESA, has been pooling the resources of its Member States and leading cooperation with other nations to build a European space capability, undertaking programmes 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, space science, and cooperates in the human exploration of space. ESA has 20 Members States.

59



GLOBE4D

Globe4D develops interactive systems and data visualisations for immersive globe viewing. Our systems allow people to learn and communicate about different phenomena on earth and other planets and see how these have changed over time. Interactive visualizations on physical spheres or touch-sensitive hemispheres can be turned and viewed from all angles. Topics range from continental drift to changing seasons and from custom-made watermaps to airplane routes.

61 63

**SKY-SKAN**

Since 1967, Sky-Skan has been a global leader, offering innovative and multi-media products and services to communicate science using cutting edge visualization technologies. Today, Sky-Skan's Definiti® theaters immerse audiences in other Worlds. Presenters use our dome display technologies to make a simple show about the solar system become a fantastic voyage through space. Or they might take audiences inside a tree's leaves to discover an incredibly active micro-sized world! Sky-Skan is continuously pushing the boundaries of technology, offering the highest resolution projection systems on the market. Powering every system is our DigitalSky software, which includes the largest collection of scientifically accurate data sets available, together with advance multimedia presentation capabilities. With our Definiti Systems and DigitalSky, audiences can journey from the smallest known particles to edge of the known universe. Sky-Skan is proud to be an Ecsite Corporate Partner since 2002. Please stop by our booth to say hello.



PROGRAMME

PEOPLE PLANET PEACE
ECSITE ANNUAL
CONFERENCE 2014

25TH EDITION



20-24 MAY 2014
THE HAGUE
THE NETHERLANDS

SPEAKERS LIST

A

Marianne	Achiam	53, 62, 133	Dominique	Botbol	54, 95
Maria	Adlerborn	24	Sophie	Bougé	92, 128
Anssi	Ahlgrén	107	Alison	Boyle	35, 146
Leonel	Alegre	92, 108	Michael	Bradke	46, 95, 119
Leonardo	Alfonsi	44, 136	Thierry	Brassac	102
Luigi	Amodio	76, 86	Caroline	Breunesse	121
Miruna	Amza	76,	Esthy	Brezner	24, 31, 55
Jan Alfred	Andersson	56	Jacqueline	Broerse	34
Michèle	Antoine	95, 131	David	Brostrom	55, 62
Suzy	Antoniw	72, 82	Tiina	Brunetto	150
Bruno	Araújo-Gomes	107	Ian	Brunswick	108
Louise	Archer	66, 110	Mike	Bruton	54
Malvina	Artheau	69, 80, 90, 100, 114	Jan	Brzeski	123
Bärbel	Auffermann	94, 106	Michiel	Buchel	85, 105
Didem	Aydinmakina	55, 148			
Patricia	Azinhaga	112			

B

Gretchen	Baker	107			
Andrea	Bandelli	65, 78, 85			
Carmel	Bar	102			
Sabina	Barucci	89			
Pawel	Barczynski	69			
Katell	Barthelemy	42			
Aniek	Bax	129			
Lydia	Beall	24, 55, 79			
Julie	Becker	105			
Gunnar	Behrens	56			
Jamie	Bell	95			
Gène	Bertrand	89, 99, 107, 132			
Louise Julie	Bertrand	95			
Albrecht	Beutelspacher	106			
Jana	Bittnerova	102			
Dorotea	Blank	94			
Bruno	Blumenschein	64			
Ekaterina	Bolotina	149			
Julie	Bønnelycke	96			
Stan	Boshouwers	35, 140			

C

Sara	Calcagnini	55, 68
Samuela	Callari	94
Antonia	Caola	87, 109
Nathalie	Caplet	94, 150
David	Carlson	112
Paolo	Cascone	79, 113
Rebecca	Caswell	147
Matteo	Cattadori	112
Isabel	Chagas	53
Audrey	Chang	122
Laurent	Chicoineau	108
Jessica	Christensen	52
Irena	Cieslinska	88
Manuel	Cira	67, 86
Sean	Clarke	57
Gérard	Cobut	33, 88,
Sally	Collins	43
Michael Creek		51
Alessandra	Crusi	94, 138

D

Marina	D'Alessandro	55, 103
Cristina	Da Milano	45
Svein Anders	Dahl	84, 124, 138
Angela	Damery	24

E

Emily	Dawson	25, 30, 93, 110
Aymard	De Mengin	25, 31
Inka	De Piper	24
Jennifer	DeWitt	53
Justin	Dillon	62, 83
Frank	Dittmann	82
Laurent	Dondey	52
Jane	Dowden	129
John	Downey	55, 129
Aleksandra	Drecun	64
Sally	Duensing	85
Christophe	Dufour	122
Nino	Dvalidze	76
Cyril	Dworsky	63

E

Joerg	Ehtreiber	87, 131
Kate	Elder	107
Julia	Ellrich	111
Jan	English	122
Grozdana	Erjavec	107
Isolde	Erricher-König	106
Diana	Escobar	44
Lucas	Evers	41

F

John	Falk	74
Claudia	Faria	53
Penny	Fidler	136
Blanka	Fijolek	97
Melissa	Finali	55
Robert	Firmhofer	76, 85, 105, 136
Wenche	Fivelsdal	93
Marianne	Fokkens	96
Catherine	Franche	40
Rooske	Franse	83
Sarah	Funk	66

G

Wiktor	Gajewski	125
Ana	Garcia	132
Päivi	Garner	109
Cécile	Gerin	33
Aliki	Giannakopoulou	36, 51
Alberta	Giovannini	150
Ian	Goldin	81
Antonio	Gomes da Costa	36, 65, 85
Sofia	Grebius	59
Kinga	Grege	122
Hans	Gubbels	119
Carmen	Guerra	75, 92, 118
Varda	Gur Ben Shitrit	43

H

Jon	Haavie	58, 68, 89
Johannes-Geert	Hagmann	35, 42, 137
Maya	Halevy	24, 43, 73
Rick	Hall	120
Toni	Hamill	78
Esther	Hamstra	146
Cecilia	Hartikainen	84
Holly	Hasted	56, 72
Nils Petter	Hauan	31, 53
Beth	Hawkins	100
Dave	Heywood	24
Marie	Hobson	25, 31, 83
Asger	Hoeg	54, 61, 77, 83, 124
Jaap	Hoogstraten	35
Richard	Houghton	147
Robin	Hoyle	138
Baudouin	Hubert	56
Jochen	Hunger	58, 113, 134, 143

I

Ilona	Iłowiecka-Tanska	77
Mao	Imazumi	92, 127

Yiotis	Ioannidis	106, 131	Joachim	Lerch	119
Natalie	Ireland	145	Aude	Lesty	118
Gregor	Isenbort	75	Linda	Leuchars	118
J					
Noel	Jackson	46, 55, 78, 118	Gemma	Levett	106
Erik	Jacquemyn	105, 124	Brian	Levine	43
Marc	Jamous	49, 69, 80, 90, 100, 114	Clara	Lim	57, 131, 147
Rémi	Jeannin	128	Asa	Lindgren	72, 82
Helena	Jedrzejczak	25, 123	Vincenzo	Lipardi	127, 142
Ryan	Jenkins	48, 68, 79, 113, 134, 143	Michaela	Livingstone	118
Colin	Johnson	105	Andy	Lloyd	108
Adalheidur	Jónsdóttir	36, 51	Lidia	Lobanova	149
Vincent	Jouanneau	69	Ignasi	Lopez Verdeguer	86
Fabrice	Jouvenot	127	M		
Michel	Junge	61	Giota	Makri	145
Joonas	Juutilainen	88	Rosina	Malagrida	130
K					
Joanna	Kalinowska	97, 145	Mikael	Mangyoku	132
Björn	Källström	132	Lisa	Månsson	59
Mark	Katz	52	Michele	Marini	149
Heather	King	83	Luisa	Marino	41
Anne Tove	Koldal	25, 150	Ilse	Marschalek	130
Pilvi	Kolk	64, 124	Sherry	Marshall	108
Davor	Komericki	76	Joe	Martin	147
Miha	Kos	88, 139, 148	Carole	Martinez	67
Nicolas	Köster	47	Inga	May	112
Jurij	Krpan	41	Monika	Mayer	79, 108
Maren	Krumdieck	106	Marzia	Mazzonetto	31, 34, 86, 103, 130
Tina	Kubot	82	Andrew	McIntyre	31
L					
Loi	La	140	Scott	Mckenzie-Cook	94
Wouter	Langhout	65	Kayte	McSweeney	56
Michele	Lanzinger	33, 121, 127	Javier	Medina	107
Irene	Lapuente Aguilar	72	Marieke	Meijers	42
Sheena	Laursen	36, 55, 86, 111	Matteo	Merzagora	30, 72, 98,
			Kathrin	Meyer	47
			Sacha	Mitrofanoff	122
			Katarzyna	Modrak	77
			Jean-Michel	Molenaar	48, 68, 79, 113, 134, 143
			Micol	Molinari	69, 100
			Nina	Möllers	127
			Antonietta	Monteleone	52

Sally	Montgomery	105	Claire	Pillsbury	42
Otmar	Moritsch	82	Camille	Pisani	121, 141
Alexander	Moss	133	Gerlinde	Podjaversek	127
Paulo	Mota	145	Lara	Pollato	107
Andrea	Motto	30	Tijana	Popovic	94
Marc	Moutin	26, 32, 106	O		
Herbert	Muender	44	Alexandre	Quintanilha	92
Marie-Sophie	Mugica	106	R		
Ricardo	Mutuberria	66	Maartje	Raijmakers	83
Lærke	Mygind Grønfeldt	111	Guido	Ramellini	46
Mikko	Myllykoski	54, 93, 109, 120, 141	Daniel	Ramos	103
N					
Susanne	Nawrath	47	Cornelia	Reichert	88
Kat	Nilsson	129	Berend	Reijnhoudt	52
Farid	Nolen	66	Olivier	Retout	106
Ana	Noronha	26, 32, 86, 118, 139	Livio	Riboli-Sasco	44, 63
O					
Erinma	Ochu	145	Jan	Riise	63, 76
Yuko	Okayama	137	Elin	Roberts	55, 94
Maarten	Okkersen	35, 61, 108, 131, 142	Amelia	Robinson	111
Megumi	Okuya	69, 128	Elizabeth	Roche	118
Ines	Oliveira	53	Joseph	Roche	41
Anna	Omedes	33, 45	Paola	Rodari	30, 78
Roman	Ondracek	104	Laura	Ronzon	35
Iris	Ott	106	Daniel	Rosqvist	59
P					
Vesna	Pacij	51	Bram	Roth	35
Vassilis	Papakonstantinou	55	Erik	Roupe	119
Ernesto	Paramo	75	Matthias	Rudloff	58
Dave	Patten	97	Gideon	Ruig	138
Emma	Pegram	75	Ian	Russell	55, 61
Richard	Pering	45	S		
Karolina	Perrin	48, 125, 134, 143	Reem	Sabry	104
Silke	Petzold	47	Núria	Saladié	99, 125
			Hannu	Salmi	110
			Robert	Sanders	67
			Jean-Marie	Sani	121, 127
			Alessio	Scaboro	45
			Anna	Schaefers	88
			Leo	Schenk	65

Harrie	Schlechtriem	84
Claudia	Schleyer	42, 61
Jörg	Schmidtsiefen	140
Karen	Schuessler-Leipold	106
Heidrun	Schulze	120
Lucy	Schweingruber	141
Amy	Seakins	96, 133
Henrik	Sell	33
Natalia	Sergievs kaya	76
Jim	Short	73
Ian	Simmons	54, 89
Peter	Slavenburg	138
Melanie	Smallman	130
Lisa	Söderlund	123
Norbert	Steinhaus	130
Barbara	Streicher	30, 63, 87, 120, 136
Cathrine	Strøm Nøstvold	84
Alena	Suldova	25, 31
Hannah	Sundqvist	66
Shin'ichiro	Suzuki	146
Robert	Szczesny	73

T

Maarten	Taborski	140
Marit	Teerling	137
Catherine	Thiel Sandholdt	96
Fabienne	Thomas	128
Elisabetta	Tola	65, 77
David	Tombolato	145
Massimiliano	Trevisan	44
Peter	Trevitt	56, 94
Caroline	Turre	137

U

Yusuf	Ulcay	44
Ahmet	Üzümcü	126
Kathrin	Unterleitner	30, 78, 88, 129

V

Ana Alexandra	Valente Rodrigues	53
Ilaria	Valoti	122
Marjolein	van Breemen	24, 73
Rinske	van den Berg	104
Wendy	van den Putte	55
Rogier	van der Heide	146
Michael	van der Meer	146
Marie Christine	Van der Sman	40, 142
Dick	van Dijk	132
Aaïke	van Oord	127, 139
Gert-Jan	Van Rijn	42
Christel	Van Rongen	140
Tessa	van Schijndel	133, 147
Sandra	Vanhove	112
Rosalia	Vargas	40, 74, 136
Dorotheé	Vatinel	57, 109
Diederik	Veerman	127
Kaja	Vembe Swensen	103
Patricia	Verheyden	89, 109
Elina	Vesänen	84
Pere	Viladot	45, 62
Kevin	von Appen	96
Hugo	Vrijdag	119, 132

W

Annika	Waern	59
Jorge	Wagensberg	131
Jonas	Wang	111
Robert	West	54
Harry	White	61, 105
Lorna	Williams	57, 64
Meg	Wilson	52
Pawel	Wojcik	139

X

Maria	Xanthoudaki	62, 73, 83, 141
Jose	Xavier	112

Z

Maria	Zolotonosa	78, 102, 130
Laszlo Robert	Zsiros	139



PROGRAMME

**PEOPLE PLANET PEACE
ECSITE ANNUAL
CONFERENCE 2014**

25TH EDITION



20-24 MAY 2014
THE HAGUE
THE NETHERLANDS

SOCIAL EVENTS

**A GUIDE
TO THE HAGUE**

**SCIENCE
MUSEUMS IN THE
NETHERLANDS**

GROTE KERK

DATE

Thursday May 22

TIME

Doors open 19.30

Start 20.00

GALA DINNER

The Grote Kerk and the Binnenhof are among the oldest buildings in the centre of The Hague. There was probably an earlier church, a wooden structure, on the site of the Grote Kerk as early as the 13th century. Sources from 1335 refer to the grote kercke (literally: the big church), perhaps indicating a structure built of stone. The unique hexagonal tower was constructed between 1420 and 1424. The church did not reach its present size until the end of the fifteenth century.

Between 1985 and 1987 the church underwent a major restoration financed by funding bodies, companies, private donors, the government and the Netherlands Department for Conservation of Historic Buildings and Sites. Since then, the church hosts a range of community and cultural events in addition to gatherings of ideological groups.

THE GROTE KERK



NOCTURNE

MUSEON

DATE

Friday May 23

TIME

19.30 - 00.00

19.30

Museon doors open: come on in!

19.30 – 20.00

Welcome drinks

20.00 – 21.30

Museum visit – Hotspot speed tour of Museon and release of exhibition rooms

20.00

The Principle of Uncertainty (First showing)

21.45

The Principle of Uncertainty (Second showing)

22.00 – 22.45

Performance by Ecsite band – Jazz it up, Samba di Janeiro and step into the Salsa beat!

23.00 – 0.00

VJ Fenno Werkman – All the good vibes come together at the Nocturne with top Rock 'n Roll music & video collector and VJ Fenno Werkman. Enjoy this heavy danceable journey through musical history. It's all about People, the Planet and Peace. So put on your dancing shoes!

23.30

Bars close

0.00

Nocturne ends

THE PRINCIPLE OF UNCERTAINTY



VJ FENNO WERKMAN



**CULPEPPER
BEACHCLUB****DATE**
Saturday May 24**TIME**
21.00**FAREWELL PARTY
(ON REGISTRATION)**

The historic city of The Hague is situated close to the North Sea coast and offers visitors a choice of two seaside resorts: Scheveningen and Kijkduin. In recent decades, these have become part of the wider conurbation of The Hague. Scheveningen is a lively resort with a host of cafés and clubs, a casino, a yachting marina and the magnificent Kurhaus Hotel (which dates from 1885).

The Culpepper beach club started in 2007 and is situated on Scheveningen's north beach (Noorderstrand). It is the most sustainable of the resort's beach clubs, with a back-to-basics approach and an organic, healthy, down-to-earth menu.

Make sure you eat before the party begins, because only finger food will be served during it. Culpepper is a restaurant as well as a club, so you could eat there in advance or try one of the many other beach-side restaurants in the vicinity. Culpepper serves superb stone oven pizzas. The kitchen operates as sustainably as possible, offering organic meat, sustainably caught yellowfin tuna, seasonal vegetables grown in the region and organic house wines.

Kick off your high heels and put on your dancing shoes for this scintillating farewell party.

**ABOUT THE HAGUE**

The Hague is a First-class business city with a unique signature. Located in the heart of one of Europe's largest urban centres, it is the third largest city in the Netherlands and home to the Dutch Royal Family as well as the Government. The Hague is also the International City of City of Peace and Justice and accommodates the International Criminal Court.

The city's international orientation makes it a highly attractive location for all types of conference and business events. In fact, The Hague is not only home to some 160 global organisations, including the international headquarters of Shell, Total and Siemens, but also hosts many prominent international congresses and summits.

As the largest coastal city on the shores of the North Sea, with an impressive third of the Total surface area basking in lush greenery, the Hague has a great deal to offer visitors. It offers a combination of historic venues and international character, as well as wide sandy beaches and a maasive range of cultural activities. This global city, with its very own vibrant seaside playground, provides a great setting for your business trip: pop out for a quick bite, a museum visit before a meeting, a beautiful sunset at the beach or a nice dinner after a day's hard work.

You may even decide to partake in the city's exciting leisure activities and extend your business stay by a couple of days. Whatever you decide, you will certainly remember The Haque with a smile.



ABOUT THE HAGUE

LOCATIONS AND TRANSPORT

Transport information:**Ecsite conference locations**

- 1** **Museum** - *pre-conference and nocturne*

Tram 17 stops in front of the Museum (stop: 'Gemeentemuseum/Museum'. Street name: Stadhouderslaan. This is also the right stop for Gember (location of speakers' reception).

- 2** **World Forum** - *main conference*

Take tram 17 to 'Gemeentemuseum/Museum' stop. Follow solid line shown on map to reach the location of the main conference. Tram 1 – get out at 'World Forum' stop. Cross the road and follow line of flags to World Forum.

- 3** **Gemeentemuseum**

Tram 17 stops in front of the Gemeentemuseum.

- 4** **Gember/Photo museum** - *speakers' reception*

Tram 17 stops close to Gember. Get out either at the 'Gemeentemuseum/Museum' stop or at the next stop ('Statenplein').

- 5** **Culpepper** - *farewell party*

Take tram 1 or tram 9 right through to the last stop on the line ('Zwarte Pad'). Ecsite staff will be there to guide you to the location.

- 6** **The Grote Kerk** - *gala dinner*

Tram 17 stops 50 metres from the Grote Kerk. Get out at the 'Gravenstraat' stop and walk back 50 metres to the church (you'll see it immediately).

Transport information:**hotels on the Ecsite website**

- 7** **Worldhotel Bel Air** and

- 8** **Novotel World Forum**

Take tram 17 to 'Gemeentemuseum/Museum' stop then follow solid line on map (both hotels are on the way to the World Forum).

- 9** **Badhotel Scheveningen** and

- 10** **Ibis Scheveningen**

Tram 1 or bus 23 to 'Badhuiskade' stop. Both hotels are to the right of the tram/bus stop.

- 11** **Crown Plaza**

Take tram 1 to 'World Forum' stop. The hotel is to the right of the stop.

- 12** **Ibis Den Haag**

Take tram 17 to 'Gravenstraat' stop. Walk back about 200/300 metres and turn left to reach the hotel.

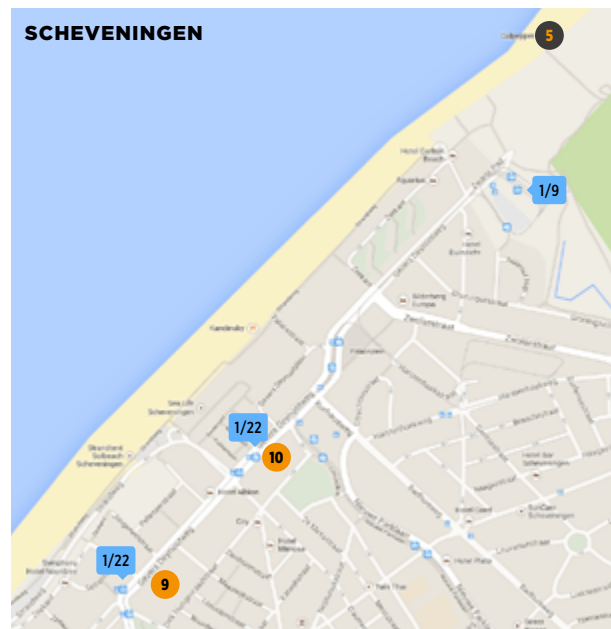
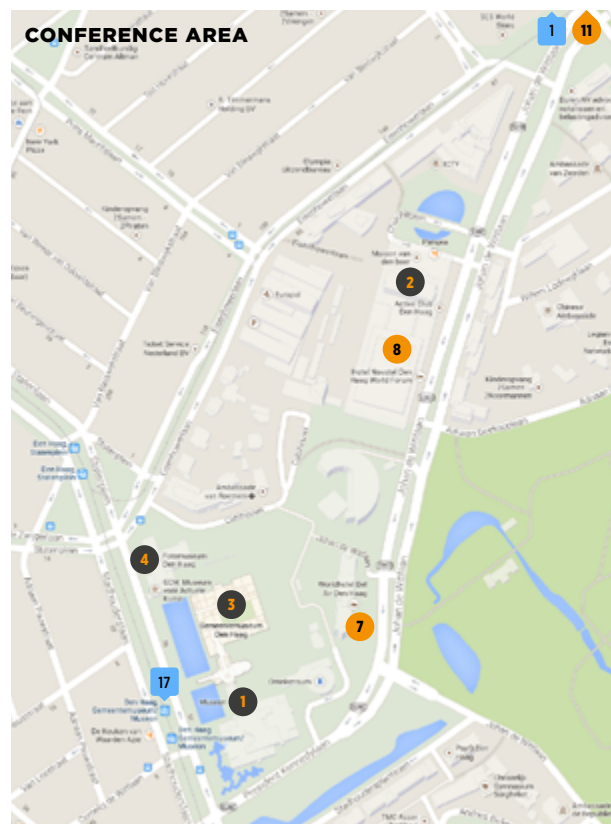
- 13** **Novotel**

Tram 17, tram 1 and many more. Get out at 'Centrum'.

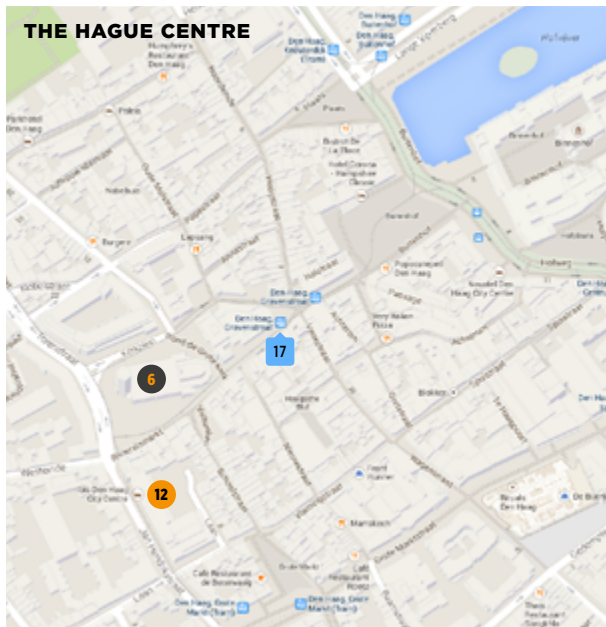
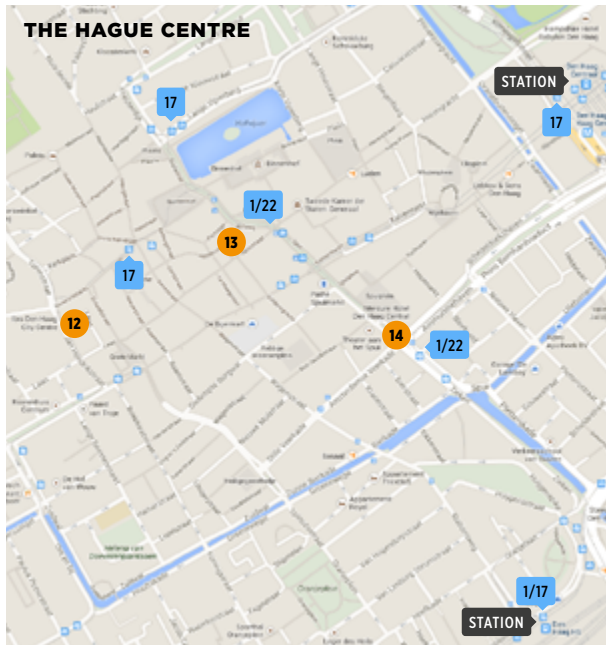
- 14** **Mercure Hotel**

Tram 17, tram 1 and many more. Get out at 'Centrum'.

The goodbye bag includes a public transport map showing all the tram and bus lines and the stops along them. Plenty of trams and buses stop near the locations, but the stops mentioned here are the closest.



ABOUT THE HAGUE



THE DUTCH NETWORK OF SCIENCE MUSEUMS AND SCIENCE CENTERS

The Dutch Network of science museums and science centers is pleased to welcome you to the Netherlands. In addition to your host, the **Museum**, there are **30 other museums that place science education high on their agenda.**

Would you like to visit one of them? Browse their websites and see what they do and where they are. The longest train ride - to Continium in the South - is only three hours from The Hague and the trip to ScienceLinX in the far north is only two and a half hours.

If you have any specific questions, please contact Marjelle van Hoorn, VSC Association Manager - marjelle@vsc-netwerk.nl

Artis Planetarium	artis.nl	Amsterdam
Continium	continium.nl	Kerkrade
Cosmos Sterrenwacht	e-cosmos.nl	Lattrop
De Ontdekkabriek	deontdekkabriek.nl	Eindhoven
De Spelerij	spelerij.nl	Dieren
Geofort	geofort.nl	Herwijnen
Het Natuurhistorisch	hetnatuurhistorisch.nl	Rotterdam
LSPS	lsps.nl	Helmond
Museum	museum.nl	Den Haag
Museum Boerhaave	museumboerhaave.nl	Leiden
Museum de Cruquius	museumdecruquius.nl	Cruquius
Museum Nederlands Uurwerk	mnuurwerk.nl	Zaandam
Naturalis Biodiversity Center	naturalis.nl	Leiden
Natuurmuseum Brabant	natuurmuseumbrabant.nl	Tilburg
Nederlands Instituut voor Beeld en Geluid	beeldengeluid.nl	Hilversum
Nederlands Watermuseum	watermuseum.nl	Arnhem
Nieuw Land	nieuwlandergoed.nl	Lelystad
Ontdekhoeke Nederland	ontdekhoeke.nl	Lelystad
Science Center Delft	sciencecentre.tudelft.nl	Delft
Science Center Nemo	e-nemo.nl	Amsterdam
Science LinX	sciencelinx.nl	Groningen
Space Expo	space-expo.nl	Noordwijk
Stichting Techniekpromotie	techniekpromotie.nl	Eindhoven
Technoplanet	technoplanet.nl	Arnhem
Technopolis	technopolis.be	Mechelen, Belgium
Teylers Museum	teylersmuseum.nl	Haarlem
Twents Techniekmuseum HEIM	techniekmuseumheim.nl	Hengelo
Universiteitsmuseum Groningen	rug.nl/museum	Groningen
Universiteitsmuseum		
Utrecht / Sonnenborgh	museum.uu.nl	Utrecht
Zaans Museum	zaansmuseum.nl	Zaandam
Zuiderzeemuseum	zuiderzeemuseum.nl	Enkhuizen

PROGRAMME



PEOPLE PLANET PEACE
ECSITE ANNUAL
CONFERENCE 2014

20-24 MAY 2014
THE HAGUE
THE NETHERLANDS

25TH EDITION

PRACTICAL INFO

ANNUAL CONFERENCE

PRACTICAL INFO

TRANSPORT

From Amsterdam airport Schiphol to the city centre of The Hague, by train (Domestic)

Schiphol station is situated directly below the airport. You can pick up a free baggage trolley from the platform. Via Schiphol Plaza, you can walk straight to the departure or arrival hall.

All the trains to The Hague leave from platform 5 and 6. There are 2 stations at The Hague where you can go to with the train, Den Haag HS and Den Haag CS. At both stations are trams or busses to take. In the goodie bag you will find a transport map and information about the trams and busses.

Train tickets

Train tickets for domestic travel are available from the yellow ticket machines near the platforms at Schiphol Plaza. Tickets (for domestic and international travel) are also available from the ticket offices, which are situated close to the red/white-checked cube at Schiphol Plaza. Staff at the ticket offices will also be able to provide you with train departure information.

Information about your train journey

The journey planner on the NS

website (www.ns.nl) will provide you with information on the fastest and shortest route between your home address and Schiphol. It also contains the latest travel information, including details of temporary timetable changes.

Boarding, alighting and changing vehicles

If you wish to travel by HTM public transport, you must take the following into account:

The direction: Every bus and tram operates in two directions. For example, tram 9 shuttles between Vrederust and Scheveningen Noorderstrand. Before you alight you must pay attention not only to the line number but also to the direction. You will find the direction specified on the front of the vehicle as well as in the information at the stop.

Get on: Please board our buses only via the front door. When you wish to alight from a bus, you must use one of the side or rear doors. You may board and alight from our trams and RandstadRail vehicles via any of the doors. It's also possible to buy a single ticket in bus or tram, but this option is always more expensive than travelling by OV-chipkaart.

Single tickets

Haven't you got an OV-chipkaart?

You still can buy a ticket from the bus and tram driver and at the vending machine in RandstadRail. Buying a single ticket (Uurnetkaart) is easy but always more expensive than travelling with the OV-chipkaart. A single tickets is 60 minutes travel with HTM for € 3,00. This ticket allows you to hop-on and hop-off on all HTMbuzz lines and HTM trams within 60 minutes.

Individual day pass (HTM Dagkaart)

You can purchase an individual day pass (HTM Dagkaart) at HTM Service points for € 6,50, which you can use to travel on all the HTM tram lines and HTMbuzz lines for a day. You can buy the ticket at a HTM Service point at Central station and station Hollands Spoor. Hold the Day pass in front of the pink OV-chipkaart logo on the smart card reader, when entering and leaving the vehicle. These smart card readers are located in various parts of the buses and trams near the doors. Always check out when you leave the vehicle. Even when you transfer from one vehicle to another you need to check out. You will again check in when you use the next bus or tram.

GET IN TOUCH

Meeting room

At the conference centre, one meeting room called 'Everest' will be available for participants. If you would like to schedule a meeting with your partners, do not hesitate to book a room. You can do that in advance by sending an email to Lucy Schweingruber, Ecsite Member Services Manager at lschweingruber@ecsite.eu.

Upload room

The upload room is located in the Oceania Foyer.

Join Twitter

Follow us on Twitter and join the conversation by using the hashtag #ECSITE2014.

Hotline

For all your questions during the conference the hotline number is 0031 - 646 745 847

ECSITE: ABOUT US

ABOUT ECSITE

Ecsite is the European network of science centres and museums, linking professionals of public engagement with science in more than 300 institutions in 50 countries.

For over two decades, Ecsite has been facilitating collaboration among science centres, museums and related institutions throughout Europe. In this spirit, our network strengthens citizen engagement and interaction with science. Ecsite is the European focal point for institutions who wish to take action in the field of science communication. Our network is an intellectual hub connecting culturally and institutionally diverse professionals and networks in public engagement with science; together, we are the definitive European voice in public science engagement.

KEY ECSITE OFFERINGS AT-A-GLANCE

The Ecsite Annual Conference is Europe's main science communication event, drawing over 1,000 delegates

Europe-wide projects: Ecsite guides its members in collaborative projects and facilitates relations between members and EU institutions

Directors Forum

Gathering roughly 50 leaders in the field for two days of high-level programming every year

Ecsite Magazine

Published four times a year and redeveloped as *Spokes* in 2013

Ecsite e-news

Happenings from Ecsite and the science communication field - to your inbox every mid-month

Ecsite Stats

A powerful tool to gauge major characteristics in the European field, launched in 2012

Thematic Groups

THE Group: Developing explainer training

Nature Group: Cultivating environmental and natural history topics

Research & Evaluation (REV)

Group: Assessing the impact of our institutions

Space Group: Enhancing access to the science of Space

WHY ECSITE?

Because science is an indelible part of culture, because citizens find empowerment with scientific knowledge and because experiential learning opens doors. These are the building blocks of participatory democracy in science, research and innovation – fundamental components of a prosperous Europe.

THE ANNUAL CONFERENCE PROGRAMME COMMITTEE (ACPC)

This is the Programme committee of the Ecsite Annual Conference 2014. Its members are responsible for the content of each Ecsite Annual Conference.

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DATE**9 to 13 June 2015****HOST****MUSE, Trento, Italy****THEME****Food for curious minds****ECSITE ANNUAL
CONFERENCE
2015**

Enjoy a stay in the North Italian tiny Region of great innovation, economic dynamism, social cohesion and quality of life.

In June 2015 Ecsite welcomes you in Trento, one of the beautiful Italian Alpine cities, to attend the Annual conference from 11th to 13th June at MUSE.

MUSE offers a location of excellence thanks to its architecture designed by Renzo Piano, with innovative solutions related to the exhibited content, both in terms of sustainable architecture and science museology. Surrounded by green environment and river waters, MUSE tells the fascinating stories of the mountain environments - from the local Dolomites to the Tanzanian tropical mountain areas.

Designed by the museum staff together with RPBW and London Natural History Museum, MUSE's building, narrative and exhibition will be worth to be evaluated just two years after the opening by all science communication professionals. Moreover, the theme of the conference refers to world EXPO 2015 in Milan and allows a wide interpretation of food, both literally and metaphorically.

5 good reasons to join the Trento 2015 AC:

- to visit the brand new science museum – MUSE
- to enjoy the land of Dolomite mountains – UNESCO heritage
- to get priority to visit the World EXPO 2015 in Milan
- to taste simplicity & authenticity: good wine & traditional food
- to intertwine science with modern arts at MART.



**FOOD
for
CURIOUS
MINDS**

**ECSITE ANNUAL CONFERENCE
TRENTO 11-13 JUNE 2015**

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PEOPLE PLANET PEACE
ECSITE ANNUAL CONFERENCE 2014
20-24 MAY 2014
THE HAGUE, THE NETHERLANDS



PROGRAMME AT-A-GLANCE

TUESDAY
MAY 20

PRE-CONFERENCE
WORKSHOPS

WEDNESDAY
MAY 21

PRE-CONFERENCE
WORKSHOPS

	09:00 - 17:30	09:00 - 17:30	EVENING
MINI-AULA	"SOCIAL INCLUSION AND ENGINEERING DESIGN PROCESS" BY THE GROUP	"SOCIAL INCLUSION AND ENGINEERING DESIGN PROCESS" BY THE GROUP	18:00 SPEAKER'S RECEPTION (ON INVITATION)
PANORAMA	"WHO ARE YOUR VISITORS?" BY THE REV GROUP	"WHO ARE YOUR VISITORS?" BY THE REV GROUP	
LEVI LASSEN	CLOSED	"SPECIMENS AND COLLECTIONS IN MUSEUMS COMMUNICATION" BY THE NATURE GROUP	20:30 ECSITE BOARD DINNER
STUDIO	"BEYOND THE HORIZON: SPACE FOR SCIENCE CENTRES AND MUSEUMS." BY THE SPACE GROUP	"BEYOND THE HORIZON: SPACE FOR SCIENCE CENTRES AND MUSEUMS." BY THE SPACE GROUP	
WATER LAB	CLOSED	PARTICIPATIVE METHODOLOGIES AND NEW APPROACHES TO GOVERNANCE	
ATELIER	CLOSED	CREATIVE LAB: THE POWER OF OBJECTS	
GARDEN	CLOSED	GETTING THE MOST OUT OF HORIZON 2020	
	10.00 - 10.15 COFFEE BREAK IN THE BUSINESS BISTRO	10.00 - 10.15 COFFEE BREAK IN THE BUSINESS BISTRO	
	12.00 - 13.30 LUNCH IN THE PACIFIC	12.00 - 13.30 LUNCH IN THE PACIFIC	
	15.30 - 16.00 COFFEE BREAK IN THE BUSINESS BISTRO	15.30 - 16.00 COFFEE BREAK IN THE BUSINESS BISTRO	

THURSDAY
MAY 22

CONFERENCE

	OPENING	11.15 - 12.30	13.45 - 15.15	16.00 - 17.30	EVENING
AMAZON	08.00 - 09.00 NEWCOMERS BREAKFAST IN THE WORLD CAFÉ (ON REGISTRATION)	BIO-HACKING FOR THE NON-SCIENTIST	HORIZON 2020 FOR BEGINNERS	INTERACTIVE EXHIBITS: THE GOOD, THE BAD AND THE UGLY	20.00 GALA DINNER AT DE GROTE KERK DOORS OPEN 19.30 START 20.00
MISSISSIPPI	09.30 - 10.30	COLLECTABLES IN INTERACTIVES AND HANDS-ON EXHIBITS	THE MUSEUM CINEMA EXPERIENCE	CRAFTING TEACHING	
YANGTZE 1	OPENING EVENT IN THE WORLD FORUM THEATER	DIRTY HANDS, INSPIRED MINDS	SCHOOL VISITS: NEW APPROACHES TO OLD CHALLENGES	TOWARDS A "COMPETENT REBELLION"	
YANGTZE 2	10.30 BUSINESS BISTRO OPENING IN ATLANTIC	FROM LIQUID NITROGEN TO SOCIAL INCLUSION	ADDRESSING CONTROVERSIAL TOPICS IN SCIENCE CENTRES	SCIENCE CENTRES AND THE CITY CENTRE	
ONYX		SCIENCE CENTRES & MUSEUMS: INCLUSIVENESS FOR SOCIAL CHANGE	THE GRAND BAZAAR	ACTIVISM, SCIENTIFIC EVIDENCE AND SOCIAL CHANGE	
OCEANIA		COMPLEX PROBLEMS, SIMPLE MATH	WHAT MAKES A GREAT INTERACTIVE EXHIBIT?	HOW DO YOU "TEENGAGE"?	
EUROPE 1 & 2		SCENOGRAPHY IN SCIENCE CENTRES: DISTRACTION OR BENEFIT?	USING POP CULTURE TO POPULARIZE SCIENCE	INNOVATION: A POTENTIAL TO ACHIEVE A BLUE SOCIETY	
SOUTH AMERICA		MAKER SPACE: INTRO TO THE MAKER SPACE	MAKER SPACE: ARE PROTOTYPES THE NEW EXHIBITS?	MAKER SPACE: ANATOMY OF A CHAIN REACTION	
CENTRAL AMERICA		GAMING SPACE	USING GAMIFICATION TO MEET THE DIGITAL GENERATION	GAMIFICATION IN SCIENCE CENTRES	
	12.30 LUNCH IN THE PACIFIC	11.30 - 12.30 SCIENCE SHOW FOR KIDS IN THE WORLD FORUM THEATER	15.15 COFFEE BREAK IN THE BUSINESS BISTRO		

FRIDAY MAY 23

CONFERENCE

	09.00 - 10.15	12.00 - 13.15	14.30 - 15.45	16.30 - 18.00	20.00
AMAZON	THE DEMOCRATIC EXHIBITION: PUTTING CO-PRODUCTION FIRST	ILLUMINATING EXHIBITION DEVELOPMENT	SCIENTISTS AND SCIENCE CENTRES WORKING TOGETHER	PLANNING TO OPEN A NEW SCIENCE CENTRE?	20.00 NOCTURNE AT MUSEON DOORS OPEN 19.30 START PROGRAMME 20.00
MISSISSIPPI	LASTING PARTNERSHIPS BETWEEN SCHOOLS AND MUSEUMS	IN SEARCH OF AN IN-DEPTH EXPERIENCE	DO YOU REALLY KNOW YOUR VISITORS?	WHAT'S NEW IN TRAVELLING EXHIBITIONS?	
YANGTZE 1	INSIDE THE INTERNATIONAL SCIENCE CENTRE IMPACT STUDY	MARKETING TO TEACHERS	UNCONVENTIONAL WISDOM: ATTRACTING VISITORS WITH LATE EVENTS	SOCIAL EPIDEMIOLOGY OF THE MAKER MOVEMENT AND OTHER TRENDS	
YANGTZE 2	REAL OBJECTS, REAL LABS	EXPANDING ROLE AND IDENTITY	MUSIC HELPS WHEN INSPIRATION FAILS	LANGUAGE AND TRANSLATION IN SCIENCE CENTRES	
ONYX	DOES REACHING DECISION-MAKERS BOOST CREATIVITY?	A NEW ROLE FOR SCIENCE CENTRES AND MUSEUMS IN RRI	OPEN DOOR POLICY: CHALLENGES AND BENEFITS OF OPEN MUSEUMS	SCIENCE CAPITAL: WHAT IS IT?	
OCEANIA	SCIENCE CENTRES AND THE MEDIA	'WHAT IF?' VISIONS FOR THE NEXT 25 YEARS OF ECSITE CONFERENCES	A FINE BALANCE: STRATEGIC PARTNERSHIPS WITH BUSINESS	INDOOR VISITOR TRACKING IN MUSEUMS AND SCIENCE CENTRES	
EUROPE 1 & 2	DIALOGUE GAMES AND POLICY MAKING	BEYOND CLASSIC MEDIA: ACCESSIBILITY AND THE EXHIBITION TEXT	EXPLAINERS AND SOCIAL INCLUSION	MELTING THE ICE: POLAR TOPICS FOR CONVEYING CLIMATE CHANGE	
SOUTH AMERICA	MAKER SPACE: MAKE IT WORK	BRINGING THE MAKER MOVEMENT TO YOUR SCIENCE CENTRE/MUSEUM	MAKER SPACE: THE MAKER FAIRE	MAKER SPACE: HACKATHONS	
CENTRAL AMERICA	GAMING SPACE	GAMING SPACE	HANDS-ON SERIOUS GAMES	GAMING SPACE	
	10.30 - 11.30 KEYNOTE SPEECH PROFESSOR IAN GOLDIN IN THE WORLD FORUM THEATER 11.30 COFFEE BREAK IN THE BUSINESS BISTRO	13.15 LUNCH IN THE PACIFIC	14.30 - 16.30 ECSITE ANNUAL GENERAL MEETING IN KILIMANDJARO 1&2 15.45 PROJECT SHOWCASE AT THE BUSINESS BISTRO 15.45 COFFEE BREAK IN THE BUSINESS BISTRO	18.15 HAPPY HOUR IN THE BUSINESS BISTRO	

SATURDAY MAY 24

CONFERENCE

	09.00 - 10.15	12.00 - 13.15	14.30 - 15.45	16.30 - 18.00	21.00
AMAZON	PEACE, LOVE AND SPACE	PEOPLE, PLANET, PEACE: EMERGING MUSEUMS AND EXHIBITIONS	THE ADDED VALUE OF REGIONAL/NATIONAL NETWORKS	CLOSED (FOR PREPARATION OF CLOSING)	21.00 FAREWELL PARTY AT THE CULPEPPER BEACH CLUB (ON REGISTRATION)
MISSISSIPPI	BRINGING SCIENCE ENGAGEMENT TO MARGINALIZED GROUPS	COMMUNICATING ECONOMICS IN SCIENCE CENTRES	STAFF SWAP: FACILITATING KNOWLEDGE EXCHANGE	MAKING USE OF SOCIAL PARTICIPATION IN SCIENCE CENTRES	
YANGTZE 1	SCIENCE CENTRES UNPLUGGED: THE POP-UP EXPERIENCE	FAIR PLAY: KEEPING THE PEACE WITH DISCUSSION GAMES	SCIENCE STEPS OUT: UNCONVENTIONAL LEARNING LOCALES	COMMUNICATING RESEARCH AND INNOVATION THROUGH OBJECTS	
YANGTZE 2	TOWARD A BIODIVERSITY MASTER-PLAN	STAKEHOLDERS AND EMERGING TECHNOLOGY	MISCONCEPTION AND OVERSIMPLIFICATION IN SCIENCE CENTRES	EARLY IMPACT: ENGAGING AND EMPOWERING YOUNG CHILDREN	
ONYX	COLLECTIONS AND DESIGN FOR TRAVELLING NATURAL HISTORY EXHIBITIONS	EXHIBITION AESTHETICS, FORM AND DESIGN	LIFE IS A PITCH AND THEN YOU BUY	GREAT LIMITATIONS, GREAT EXPECTATIONS!	
OCEANIA	COLLABORATIVE PRODUCTION WITH VISITORS: WHAT WORKS?	LIVING LABS: ARE THEY THE FUTURE FOR SCIENCE CENTRES?	BE HERE IN 2015: CRAFTING A SUCCESSFUL SESSION PROPOSAL	THINKING ABOUT SCIENCE CENTRE AND MUSEUM WEBSITES	
EUROPE 1 & 2	MORE EGGS, MORE BASKETS: DIVERSIFYING YOUR INCOME SOURCES	WHAT IS VISITOR INTEREST AND HOW CAN IT BE NURTURED?	PEOPLE, PLANET, PEACE	NURTURING HUMAN RESOURCES IN OUR INSTITUTIONS	
SOUTH AMERICA	MAKER SPACE: ART, SCIENCE, BUSINESS AND MAKER MOVEMENT	MAKER SPACE: GENERAL MAKING SESSION	MAKER SPACE: WRAP-UP	CLOSED	
	10.30 - 11.30 KEYNOTE SPEECH AHMET ÜZÜMCÜ, DIRECTOR GENERAL OPCW IN THE WORLD FORUM THEATER 11.30 COFFEE BREAK IN THE BUSINESS BISTRO	13.15 LUNCH IN THE PACIFIC	15.45 COFFEE BREAK IN THE BUSINESS BISTRO	18.15 THE CLOSING & HANDOVER IN THE AMAZON ROOM	