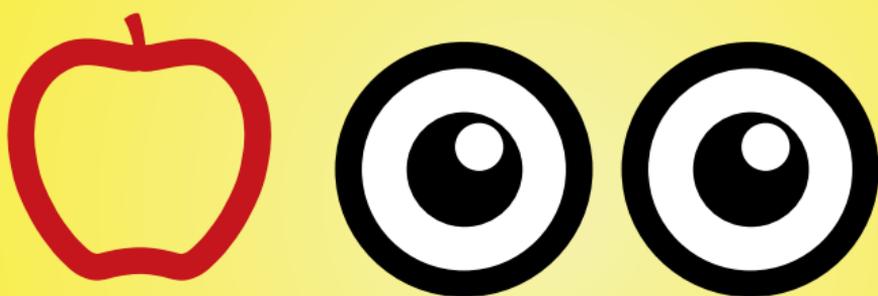


PROGRAMME

ECSITE ANNUAL CONFERENCE 2015
THE EUROPEAN CONFERENCE
FOR SCIENCE ENGAGEMENT
26TH EDITION

MUSE
MUSEO DELLE SCIENZE
TRENTO • ITALY
11-13 JUNE 2015



FOOD
for
CURIOUS
MINDS

FOOD for CURIOUS MINDS : ECSITE ANNUAL
MUSE : CONFERENCE 2015
MUSEO DELLE SCIENZE : 11-13 JUNE 2015
TRENTO • ITALY : 26TH EDITION

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ECSITE ANNUAL CONFERENCE
SHAPING SCIENCE ENGAGEMENT
SINCE 1989

ecsite



EUROPEAN NETWORK
SCIENCE CENTRES & MUSEUMS

CONFERENCE HASHTAGS:

General: #Ecsite2015

Pizza room: #piz
Tiramisù room: #tir
Gelato room: #gel
Caffè room: #caf
Risotto room: #ris
Ravioli room: #rav
Mozzarella room: #moz
Maccheroni room: #mac
Spaghetti room: #spa
Lasagne room: #las
Parmigiano room: #par
Chianti room: #chi
Business Bistro: #BB

ROSALIA VARGAS
PRESIDENT
ECSITE



Ecsite and MUSE are delighted to invite you to the 26th Ecsite Annual Conference in the alpine city of Trento, Italy.

We are gathering around 1,000 science communication professionals and 350 brilliant speakers from more than 50 countries, all connected by best practice and shared knowledge. That is what makes this conference the ideal place for professional collaboration and co-creation, building effective strategies that will inspire citizens to recognize the importance and share the excitement of science. For me the Ecsite Annual Conference has always been the focal point, inspiring us to push the boundaries of our field, as well as a special place to make new friends, meet old ones and learn from each other. It is also a showcase for the growing importance of museums and science centres in facilitating debate on themes of critical societal importance and creating an environment that fosters informed, evidence-based decision making and action.

Imagine the potential that this meeting of minds, the largest science communication event in Europe, will have in driving change and improvement in the public presentation of science and technology! As regular attendees know, informality and friendliness are part of the appeal. And this year's venue provides the ideal space for inspiration: the award-winning MUSE building with its unique atmosphere, surrounded by the gorgeous Dolomite mountains.

Our key topic this year is "Food for curious minds", dealing with the issue of food and energy. We have set ourselves a major challenge: to generate active citizenship that will engage with one of the most urgent questions of our time.

Bring your curiosity, and join our inspiring community of science communication professionals... I can't wait to meet you all.

CATHERINE FRANCHE
EXECUTIVE DIRECTOR
ECSITE



Join the 2015 Ecsite Annual Conference, a powerful concentrate of trends watching and networking, a marketplace of ideas and business opportunities open to all, inside and outside Ecsite member organisations.

I hope to be seeing many new faces in the crowds: Ecsite is a resolutely open network, welcoming provocative thoughts, unexplored angles, transferable skills, critical stances... We strongly believe in cross-fertilization – it is no coincidence that Mikko Myllykoski, the new Chair of the committee that puts together the conference programme, is a fusion cuisine advocate. I'll join him in inviting conference regulars and first-time attendees to take part in "a unique forum to try a bite of countless new dishes".

This year's edition offers three days of keynote speeches and 86 parallel sessions, two days of in-depth pre-conference workshops, a buzzing professional fair, three un-missable evenings of entertainment and countless opportunities for exchange and networking... not to forget two special spaces dedicated to gaming and making, back on popular demand.

Make the most of this must-be yearly professional development event and pick and choose from a truly diverse programme: visitor tracking and synthetic biology, activism and future cities, 21st century natural history museums and self-guided experiences for school groups, corporate partnerships and science centre academies...

Listening closely to feedback received from previous editions, we have boosted the conference's marketing, management and fundraising offer. Two pre-conference workshops and several parallel sessions will be exploring questions such as how to make a small marketing budget go a long way, how to optimize revenue generation or how to develop your workforce using staff exchanges.

Grow your network, widen your horizons, pick up new tools... and keep offering your audiences the best of science engagement. See you in Trento.

MICHELE LANZINGER
 DIRECTOR
 MUSE
 Museo delle Scienze



“There is no sincerer love than the love of food”
G.B. SHAW

Each year, the Ecsite Annual Conference challenges us to tackle topical issues. “Food for curious minds” offers room for countless metaphoric interpretations but also invites to tackle the concrete topic of food and energy, a burning global challenge echoing the theme of Universal EXPO 2015 in Milan.

Taken metaphorically, the food theme relates to cultural and intellectual nurture. For decades, science engagement professionals have played a crucial role in sourcing, preparing and serving this “mental food” to hungry audiences. Increasingly, they invite scientists, policy makers, citizens and business around the table – or even into the kitchen...

Understood more literally, food-related topics provide a powerful angle to raise awareness about global issues. The challenge of providing the world population with healthy, safe and sufficient food touches on scientific, technological but also social, cultural and political questions. Food and nutrition are relevant to each of us – while also raising universal questions. A fertile ground for science communicators.

The idea that human beings need both literal and intellectual food is at the very core of the MUSE mission. The museum forms the cultural heart of a social and urban project. It has become a lively arena for citizens to lead informed discussions about challenges of the future – or a kitchen where science and society meet and cook up surprising dishes.

Welcome to Italy and its tasty food. Welcome to Trento and its beautiful mountain environment. Welcome to MUSE and the 2015 Ecsite Annual Conference – feed your hungry mind!



Ph. Matteo De Stefano – MUSE



Ph. Roberto Nova – MUSE

MUSE MUSEO DELLE SCIENZE TRENTO FIERE TRADE FAIR

Two closely located buildings will host the meetings and workshops of the Ecsite Annual Conference: MUSE and the Trento Trade Fair premises.

MUSE

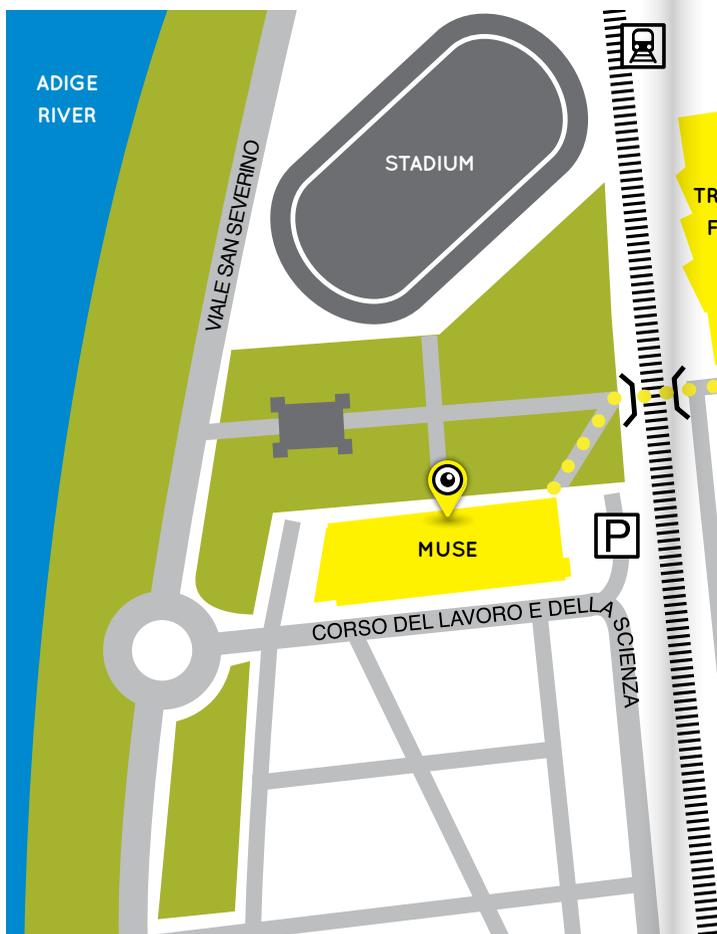
The new science museum opened in July 2013 forms the heart of the new Trento quarter designed by Renzo Piano. MUSE tells fascinating stories about mountain environments, from the beautiful local Dolomites through to the tropical setting of the Tanzanian Eastern Arc. It combines nature, science and technology with current ethical and social issues. Its innovative design intertwines science, arts, society and nature in an evocative building nestled in the Alpine skyline. MUSE has quickly established itself as a lively arena for citizens to lead informed discussions about challenges of the future.

TRENTO FIERE TRADE FAIR

Located a 2 min walk from MUSE, the Trento Fiere trade fair building is an excellent location for business. Some of the sessions will be taking place there, as well as all coffee breaks and lunches during the conference. The Business Bistro will be hosted in these facilities.



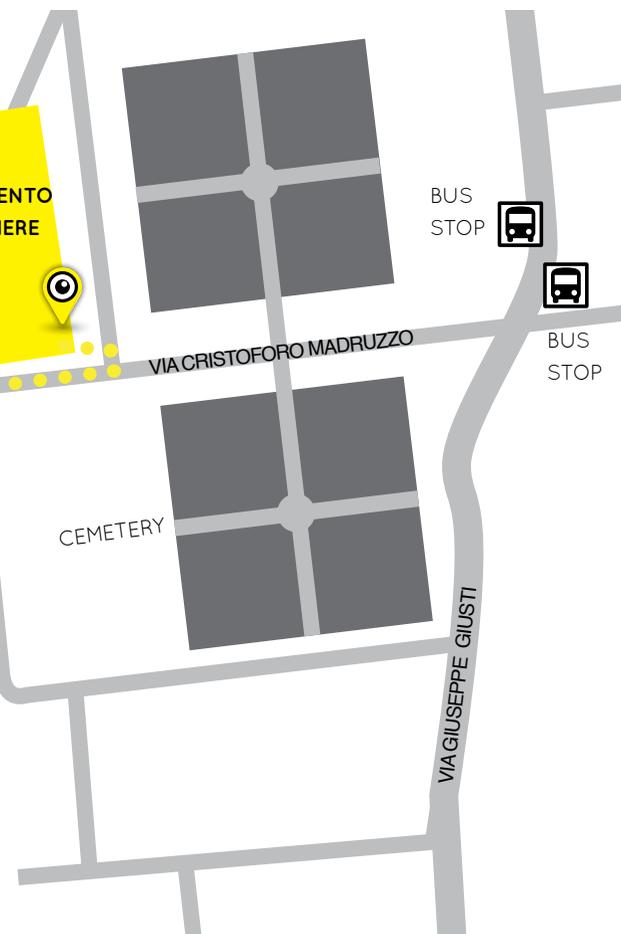
MUSE MUSEO DELLE SCIENZE



- REGISTRATION
- UPLOADING ROOM

- SESSION ROOMS:
- RISOTTO
- RAVIOLI
- MOZZARELLA
- MACCHERONI
- SPAGHETTI
- LASAGNE
- PARMIGIANO
- CHIANTI

TRENTO FIERE TRADE FAIR



- BUSINESS BISTRO
- BUON APPETITO

- SESSION ROOMS:
- PIZZA
- TIRAMISÙ
- GELATO
- CAFFÈ
- NETWORKING ROOMS

VENUE AREA MAP

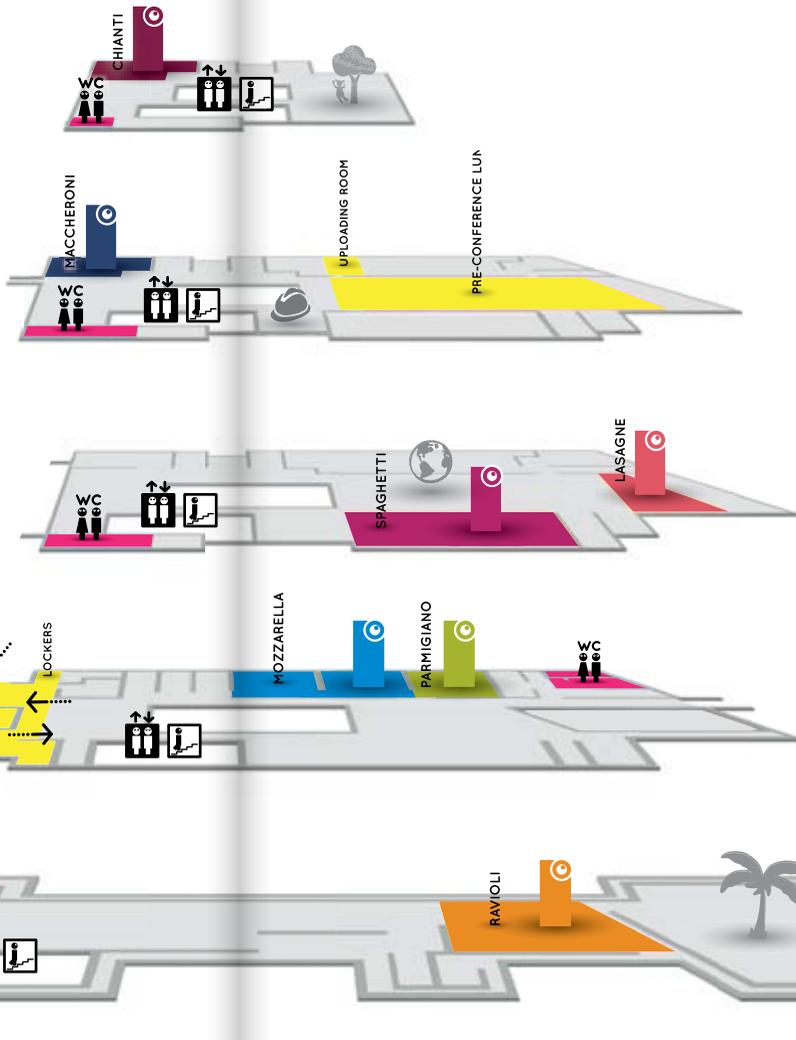
VENUE AREA MAP

MUSE, MUSEO DELLE SCIENZE

FLOOR PLANS

- Registration
- Lockers
- Muse Café
- Pre-conference lunch
- Uploading room
- Cloackroom

- Chianti
- Maccheroni
- Spaghetti
- Lasagne
- Mozzarella
- Parmigiano
- Risotto
- Ravioli



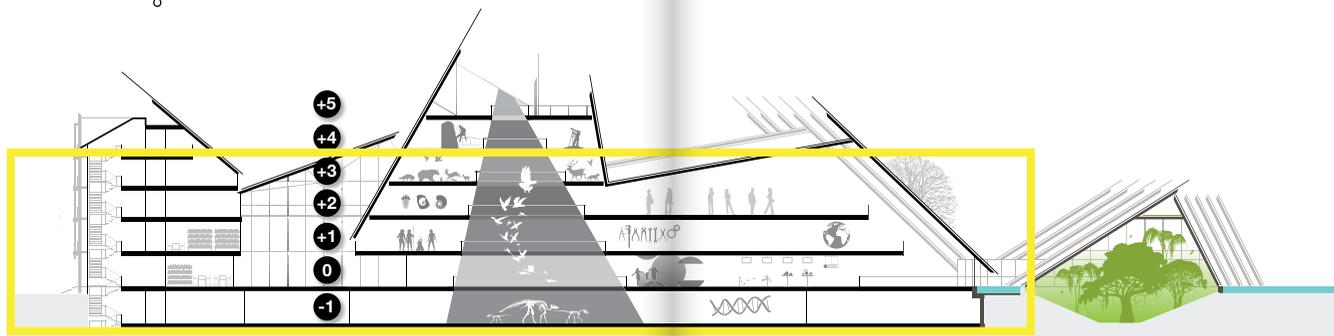
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+2

+1

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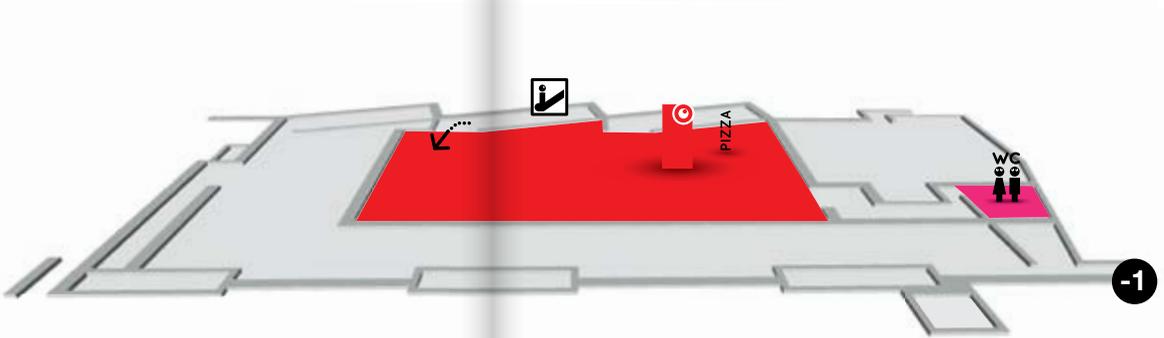
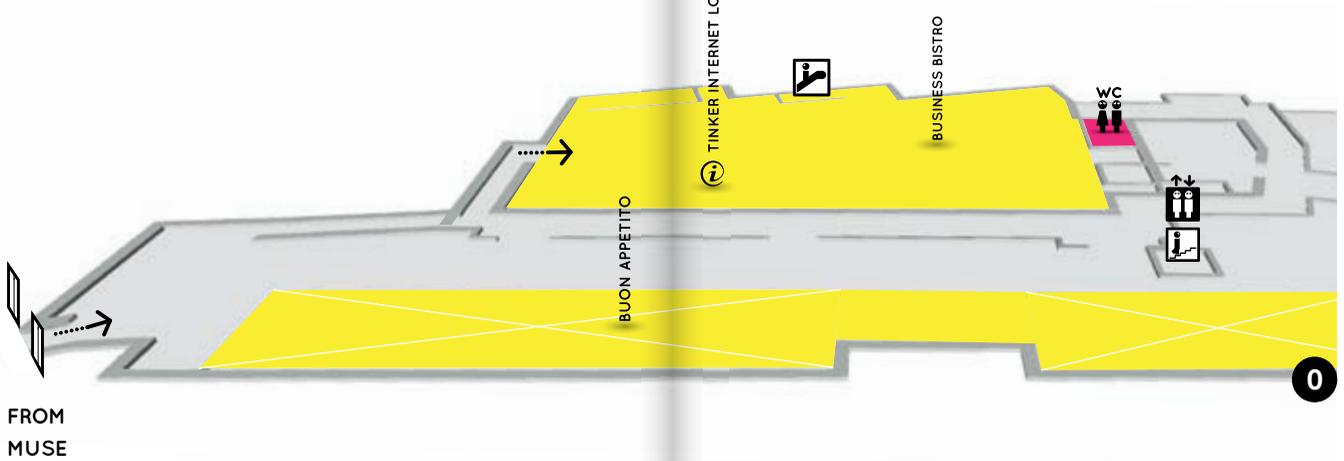
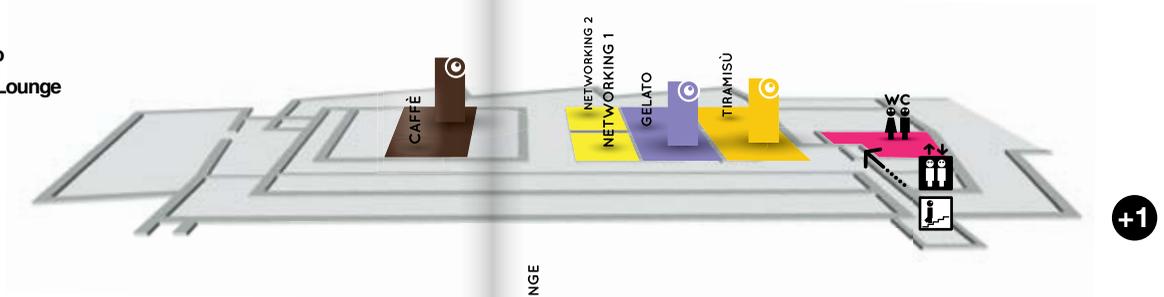
CONFERENCE AREA, SECTION

VENUE MAP

VENUE MAP

TRENTO FIERE, TRADE FAIR
FLOOR PLANS

- Buon appetito
- Business Bistro
- Tinker Internet Lounge
- Caffè
- Gelato
- Tiramisù
- Pizza



VENUE MAP

VENUE MAP

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Planetariums

European Representative

E.S. **Digitalis**
EVANS & SUTHERLAND

Skypoint Planetariums, Italy
www.skypointplanetariums.eu

E.S. 4K Digital 5 planetarium
at NHM Wien pictured above

f 8+ t

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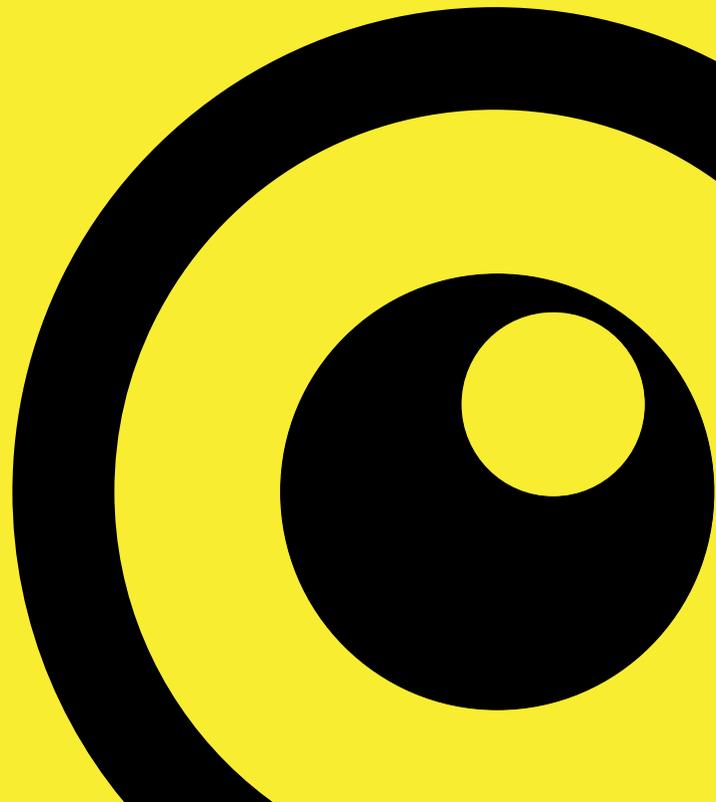
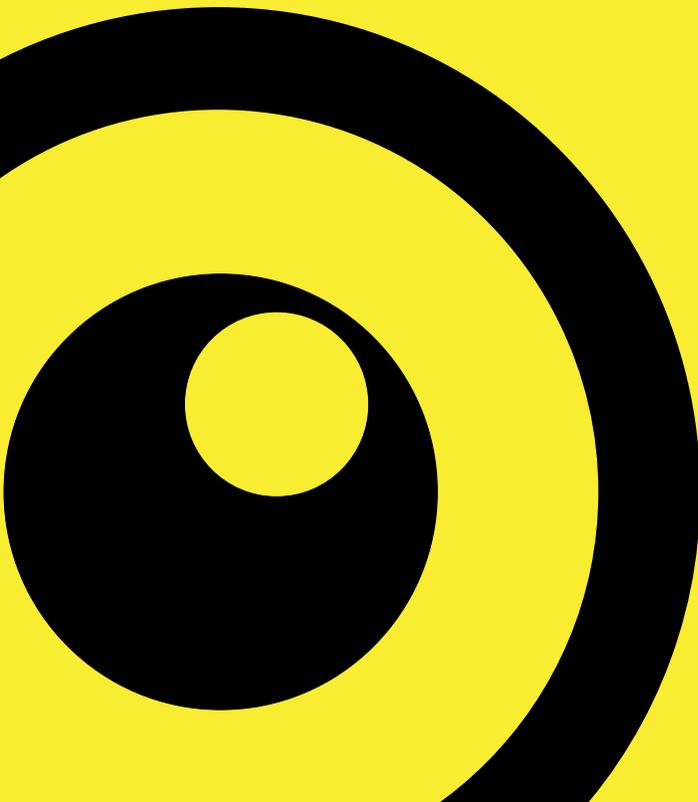
PROGRAMME



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MUSEO DELLE SCIENZE
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PROGRAMME



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57, 70, 117, 134, 148, 159, 169

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NETWORKING & PARTNERSHIPS

53, 65, 76, 102, 133, 153, 165, 167

OPERATIONS & FINANCE

63, 78, 115

RESEARCH & EVALUATION

55, 68, 94, 128, 147, 157, 168, 175, 176

PANEL SESSION : In a panel session, the convenor introduces the speakers who then present their views to the audience. There is time for discussion with participants at the end of the session.

REVERSE SESSION : The aim of a reverse session is to give attendees a chance to actively participate in discussions 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 participants. A 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.

PECHA KUCHA : A session format in which 20 slides are shown for 20 seconds each. This format keeps presentations concise and fast-paced.

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. Each poster describes one non-profit collaborative project.

OPEN STAGE : Twelve speakers have four minutes each to share an inspirational experience or idea with the audience.

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TRENTO • ITALY
11-13 JUNE 2015

TUESDAY
JUNE 9

TUESDAY JUNE 9



WORKSHOP

TIME

09.00 - 17.30

SPEAKERS

Maarten Okkersen,
Head of Communication,
Museum, The Hague,
Netherlands

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

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

Experts from museums
and science centres
and professionals from
commercial companies
(MUSE, Techmania
Science Center, Northern
Light, Archimedes, Bruns
and Hüttinger)

INNOVATE OR DIE -
CREATIVE LAB

The Creative LAB is an intensive pre-conference workshop for science centre and museum professionals. It will be taking place at MUSE and we'll use the new museum as a starting point for the workshop. Lavinia Del Longo will tell us about her experience of developing MUSE and inspire us to fire up our own initiatives.

Together we'll study the innovation projects everyone is working on. As an introduction to natural creative thinking, everyone will work in small teams on the challenges in his or her own job. We will come to general conclusions about innovation and design management and participants will leave with an open mind and new tools for creative thinking and innovation.

We believe in the power of "design thinking" and we know it can be used in many ways to help us to manage innovation in content development, exhibition design, marketing and management.

We hope that the Creative LAB can be the platform and meeting point for people who work both in commercial and non-profit organisations.

DEVELOP A
FUNDRAISING
STRATEGY

The main focus of the workshop will be on providing an overview of key issues related to fundraising. We will be tackling some of the fundamental questions when setting up a membership programme, looking at best strategies to keep donors loyal, considering approaches to capture those generous corporate partners and exploring the use of crowdfunding.

Case studies and strategies will be taken not only from the science centre and museum arena but also from the higher education sector or the humanitarian charities area which, for many years, has been at the forefront of fundraising initiatives.

Speakers will include a mix of fundraising professionals working in the museum and science centres sector, individual fundraising experts with years of experience in some of the largest international charities, fundraising consultants and the founder of DeRev, the crowdfunding platform that raised almost 1.5 million euros for the reconstruction of Città della Scienza in Naples.



WORKSHOP

TIME

09.20 - 17.00

SPEAKERS

Giovanni Crupi, Head
of Development, National
Museum of Science and
Technology Leonardo da
Vinci, Milan, Italy

Pedro Albuquerque,
Business Development
Manager, Ecsite, Brussels,
Belgium

Dorian Druelle,
Individual Giving Product
Development, SOS
Children's Villages,
Innsbruck, Austria

Roberto Esposito,
Founder and CEO,
DeRev, Milan, Italy

Joanna Kalinowska,
Senior Sponsoring
specialist, Copernicus
Science Centre, Warsaw,
Poland

Jeff Snyder, Associate
Consultant at Graham-
Pelton Consulting and
Director of External
Relations, Antwerp
International School,
Belgium



WORKSHOP

TIME

09.00 - 17.00

SPEAKERS

Ioannis Miaoulis,
President & Director,
Museum of Science,
Boston, USA

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

Sheena Laursen,
Director of International
Affairs, Experimentarium,
Denmark

Marjolein van Breemen,
Director of Education,
NEMO, Netherlands

David Broström,
Director of Education &
Maria Adlerborn, Project
Manager, Teknikens Hus,
Sweden

Sara Calcagnini,
Education & CREI, Museo
Nazionale della Scienza e
della Tecnologia
“Leonardo da Vinci”,
Milan, Italy

Varda Gur Ben Shitrit,
Deputy Director of
Content, Bloomfield
Science Museum
Jerusalem, Israel

MAKE ENGINEERING PART
OF YOUR PROGRAMME

This workshop is meant for those who wish to examine the place of engineering in their future exhibitions and programmes. Is it just a passing fad or can it help make science museums more relevant to society and to young people in particular? Should we include engineering in our mission statements? Should we present it as a career? How can we best use the Engineering Design Process to help our visitors get soft skills? Who should the main target audience be? Are there opportunities for new partnerships? Where can we have the strongest impact? Should we build a lab and what are the different models of MakerSpaces / Tinkering zones/ Fab-Labs?

Partners from the ENGINEER EU project, leaders of Engineering Is Elementary in the United States, designers of LAB's, science museums, industrial companies and researchers with deep interest in engineering education will share experiences, brainstorm on innovative ways and new models, and discuss the next step – creating a community of practice through a new Ecsite thematic group.

Chris Rogers, Professor
at the Department of
Mechanical Engineering,
Co-Director, Center
for Engineering Education
and Outreach, Tufts
University Medford, USA

Ryan Jenkins,
Tinkering Studio
Education Developer,
The Exploratorium, San
Francisco, USA

Jean-Michel Molenaar,
Fab Lab Manager, CCSTI
La Casemate, The
Exploratorium, Grenoble,
France

Peggy Monahan, Exhibit
Projects Creative Director,
New York Hall of Science,
USA

Amos Blanton,
Researcher, Research &
Learning Group, LEGO
Foundation, Billund,
Denmark

CHIANTI
MUSE

#CHI PRE-CONFERENCE

WORKSHOP

TIME
09.30 - 17.30

SPEAKERS

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

Anne Kahr Hällman,
Head of Research,
Experimentarium,
Hellerup, Denmark

**Aymard de Mengin
Fondragon**, Evaluation
and Prospective,
Universcience, Paris,
France

Emily Pringle, Head of
Learning Practice and
Research, Tate Modern,
London, UK

Emma Pegram,
Research and Evaluation
Manager, Natural History
Museum, London, UK

Ida Marie Bøe, Content
developer and explainer,
VilVite, Bergen, Norway

Ingrid Eikeland, PhD
Student in Expand,
NIMBU, Norway

SELF-GUIDED EXPERIENCES FOR SCHOOLS / RESEARCH AND PRACTICE

Day one of this two-day workshop focusses on developing effective self-guided experiences for school groups.

What does the perfect self-guided school experience look like? How can museums provide the structure that teachers seem to want in an often open-ended learning environment? Should museums ban worksheets in favour of other engagement methods entirely?

We will explore issues and opportunities involved in catering for school groups on gallery without a human facilitator present.

The workshop will draw on the speakers' and delegates' experiences of designing and evaluating activities for schools in order to provide participants with the skills and knowledge necessary to critique their school offer as well as ideas they can try in their own institutions.

This workshop is organised by the Ecsite thematic group for research and evaluation, the REV Group.

Jane Rayner, Senior
Audience Researcher,
Science Museum,
London, UK

Katia Danieli, Education
manager, MUSE, Museo
delle Scienze, Trento, Italy

Marjelle van Hoorn,
Association Manager,
VSC network of science
museums and science
centers, Amsterdam,
Netherlands

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

Patricia Verheyden,
Experience Director,
Technopolis @, The
Flemish Science Centre,
Mechelen, Belgium

Tomasz Piątek,
Evaluation and Analysis
Department, Copernicus
Science Centre, Warsaw,
Poland

Yuri Matteman, Head
of Education, Naturalis,
Leiden, Netherlands

WORKSHOP

TIME

09.00 - 17.15

SPEAKERS

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

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

Maria Menendez, Head of Corporate Exhibitions and Events, European Space Agency, France

Aude Lesty, Museographer / Designer, Cité de l'espace, Toulouse, France

Jose Antonio Gordillo, Ciudad de las Ciencias y las Artes, Valencia, Spain

Fernando Doblaz, Head of ESA Communication Department, France

Michael Rast, Head of ESA Science Strategy, Coordination & Planning office; Earth Observation Directorate, Frascati, Italy

“SPACE FOR LIFE” – DEVELOP AND SHARE RESOURCES

In 2015, the Ecsite Space Group explores a new topic, “Space for life”. This pre-conference workshop is the opportunity to brainstorm and imagine projects that could be developed and shared within the Ecsite network. All institutions are welcome to contribute. In particular, the workshop will focus on the importance of space for monitoring changes in oceans and atmosphere, improving our knowledge about life on Earth and beyond, and astronauts' life on the International Space Station.

After an introduction of these themes by experts, two workshops will allow participants to imagine potential collaborative projects. In 2015, volunteer museums, Ecsite, and the European Space Agency (ESA) will work towards the development of ready-to-use resources on the basis of ideas born during this workshop. The tools will be shared and broadly used to engage audiences with life and space topics. 2015 also marks the end of the current chair of the Space Group. A general assembly will be organized to elect a new Steering Committee.

This workshop is organised by the Ecsite thematic group for space science, the Space Group.

Javier Martin Torres,
Chaired Professor in
Atmospheric Science and
expert in exobiology,
Lulea University, Lulea,
Sweden

Rosaria D'Antonio,
Communication and
Public Relation Office,
Italian Space Agency
(ASI), Italy

Nigel Savage, STEM
Didactics and Hands-on
Projects Coordinator, ESA
Education Office

Antonina Khodzhaeva,
Project Manager, Ecsite,
Brussels, Belgium

Monica Talevi, ESA
Head of Coordination and
Outreach Unit, Education
Office

Chiara Ganz, Telespazio
VP Communication, Italy

Simonetta Cheli, Head of
Coordination Office, Earth
Observation programme

RAVIOLI
MUSE

#RAV PRE-CONFERENCE

WORKSHOP

TIME

09.00 - 17.30

SPEAKERS

Matteo Merzagora,

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

Sofia Lucas, Coordinator,
Professional development
centre, Pavilion of
Knowledge - Ciência Viva,
Lisbon, Portugal

Brad Irwin, Senior
Learning Engagement
Manager, Natural History
Museum, London, UK

Kevin Crowley, Director,
Centre for Learning in Out-
of-School Environments
(UPCLOSE), University of
Pittsburgh, USA

Costantino Bonomi,
Head of Botany
Department, MUSE,
Museo delle Scienze,
Trento, Italy

CREATE EXPLAINERS PROGRAMMES FOR THE OUTDOORS

A laboratory and a science centre are excellent environments for science and science communication, respectively. They both reconstruct reality in order to extract essential features and increase the quality of understanding and communication for the public. However, scientists and museum professionals know that the crucial step is the one taking audiences back into the real world, thus ensuring that they link their science centre experience with the social and natural environments in which they live.

Explainers and the staff engaged in face to face interactions with the public play a key role in enabling this step.

This workshop will offer examples, thoughts and training activities on the way explainers can use outdoor spaces (both natural and urban) to engage the public with science. We will present elements of “outdoor pedagogy”, investigate the difference between working with museum objects and objects as they are found in the “real world”, analyse specific skills and techniques used when working outdoor... and engage in outdoor activities!

This workshop is organised by the Ecsite thematic group for explainers, THE Group.



MUSE
+2 FLOOR

LUNCH

TIME

13.00 - 14.00

THE CHEF'S CHOICE

ECSITE BOARD DINNER

(ON INVITATION)

TIME

20.30

PROGRAMME

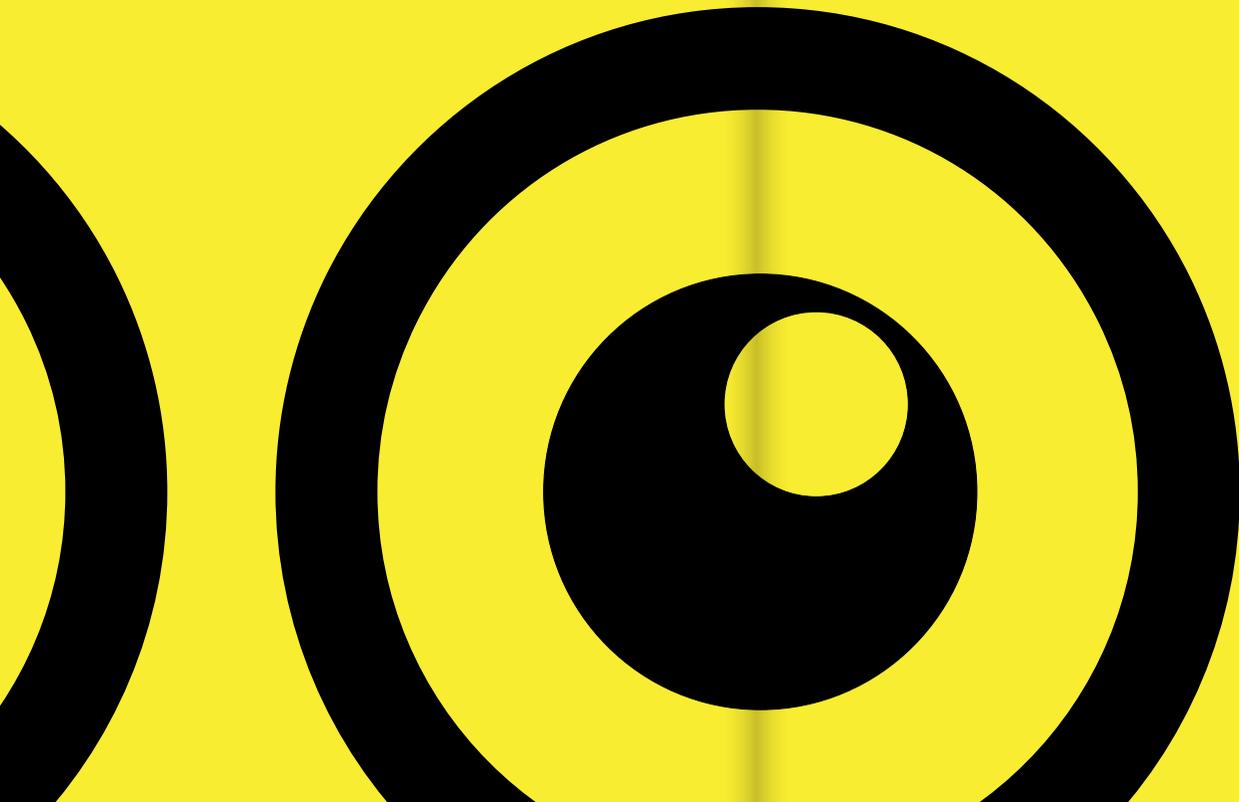


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11-13 JUNE 2015

WEDNESDAY
JUNE 10

WEDNESDAY JUNE 10





WORKSHOP

TIME

09.00 - 17.30

SPEAKERS

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

Louise Fitton, Head of
Content Production, Natural
History Museum, London,
UK

Reinhard Golebiowski,
Head of Exhibitions, Natural
History Museum, Vienna,
Austria

Telmo Pievani, Philosopher
of biology and evolutionist,
Dept. of Biology, Padua
University, Italy

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

Hanne Strager, Head of
Exhibition Department,
Natural History Museum,
Copenhagen, Denmark

Uwe Moldrzyck, Head of
Exhibitions, Natural History
Museum, Berlin, Germany

Ilse van Zeeland, Senior
Exhibition Developer,
Naturalis, Leiden,
Netherlands

SHAPE THE FUTURE
OF NATURAL HISTORY
MUSEUMS

Communicating natural sciences to a wide range of people is at the core of our mission. This special workshop will provide a unique opportunity to discuss & investigate with natural history museum (NHM) colleagues the best ways to communicate our topics and issues. You will meet colleagues who are developing ways to engage visitors with the rich knowledge of NHMs. You will hear how NHMs are changing to welcome new audiences, discuss the challenges we face as NHMs and share ideas and innovations.

Programme of the day:

- Specimens on display: real or not real?
- What can NHMs mean for society?
- How to open up the museum, its collections and science for audiences
- How to work with partners without losing the museum's vision
- **Keynote lecture by prof. Telmo Pievani, philosopher of biology and evolutionist, Dept. of Biology, Padua University (Italy) "Adapt to our world - the contribution of NHMs to our evolving society"**
- And of course: a special tour behind the scenes of the new MUSE!

This workshop is organised by the Ecsite thematic group for natural history, the Nature Group.

Alessandra Pallaveri,
Mediator, MUSE, Museo
delle Scienze, Trento, Italy

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

Antonia Caola,
Head of International
Collaborations & PR,
MUSE, Museo delle
Scienze, Trento, Italy

Anne Charpentier,
Director, Insectarium of
Montreal, Montreal, Canada

David Tombolato
Cultural mediator of
New technologies and
sustainability, MUSE,
Museo delle Scienze,
trento, Italy

Costantino Bonomi,
Head of Botany
Department,
MUSE, Museo delle
Scienze, Trento, Italy





WORKSHOP

TIME

09.00 - 17.30

SPEAKERS

Julia Hankin, Head of Marketing and Communications, International Centre for Life, Newcastle, UK

Jo Taylor, Senior Consultant, Morris Hargreaves McIntyre, Manchester, UK

Iłona Iłowiecka-Tarńska, Head of Evaluation, Copernicus Science Centre, Warsaw, Poland

Katarzyna Modrak, Deputy Head of Promotion and Communication, Copernicus Science Centre, Warsaw, Poland

Vesna Pajić, Project Manager, Ustanova Hliša eksperimentov, Trubarjeva, Slovenia

Joana Lobo Antunes, Head of Communications, Centro Ciência Viva de Sintra, Portugal

Pete Dickinson, Head of Communications, Science Museum, London, UK

DEVELOP MARKETING STRATEGIES ON A SMALL BUDGET

Most marketing departments do not have the luxury of big budgets. So how do you develop successful strategies which have maximum impact, when budgets and resources are limited? In short - creating a feast out of little!

Join us for the Marketing Banquet, a practical workshop which explores various topics including the importance of understanding visitors, the power of partnerships (for marketing purposes) and maximizing the impact of social media. The sessions will all have a common thread: how we can all be innovative, creative and achieve our objectives on small budgets.

The workshop is designed for people working in marketing and communications but will also be of interest to professionals across all disciplines.

After the speaker sessions, there will be a chance for participants to have in depth one-on-one conversations with the contributors. The day will conclude with an interactive workshop to reflect on and build big ideas which can be shared and developed post conference.

Nicola McIntosh, Communications Manager, International Centre for Life, Newcastle, UK

Marit Teerling, Press Officer, Technoseum, Mannheim, Germany





WORKSHOP

TIME

09.00 - 17.30

SPEAKERS

Jean-Michel Molenaar,
Project Manager, CCSTI
La Casemate, Grenoble,
France

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

Sabina Barcucci, Fablab
Manager, MUSE, Museo
delle Scienze, Trento, Italy

Ryan Jenkins,
Tinkering Studio
Education Developer,
The Exploratorium, San
Francisco, USA

Fabrizio Stavola,
Education & CREI,
National Museum of
Science and Technology,
Milan, Italy

Stefano Buratti,
Education & CREI,
National Museum of
Science and Technology,
Milan, Italy

Maria Xanthoudaki,
Head of Education
and CREI, National
Museum of Science and
Technology, Milan, Italy

SET UP AND RUN
A MAKER SPACE

Creating a space for making and tinkering in your museum can be an exciting, invigorating, and sometimes overwhelming experience. In this hands-on workshop, leaders of the Maker Space of the Ecsite conference will delve into what it takes to start and maintain spaces ranging from fully outfitted FabLabs to table top activities in open areas.

The group will share practical information about the logistics, infrastructure, budgets and timelines and different models for managing tools, materials, and facilitation staff.

Additionally, we will consider the deeper rationale for a space dedicated to tinkering and making in science centres and how these programmes can support long-term educational goals.

Sara Calcagnini, Education & CREI,
National Museum of Science and Technology,
Milan, Italy

Jon Haavie, Exhibit Designer and Maker
Ambassador, Norsk Teknisk Museum and
Norway Makers, Oslo, Norway

SELF-GUIDED
EXPERIENCES FOR
SCHOOLS / RESEARCH
AND PRACTICE

Day two of this two-day workshop focusses on embedding research and practice.

Embedding research into practice is a topical, yet challenging, issue for science museums and centres. In this session, we will discuss the advantages of embedding research into practice and draw on participants' experiences of doing so as well as what challenges they face.

Our keynote speaker, Emily Pringle from Tate (United Kingdom), will talk about the inspiring Transforming Tate programme where evaluation and reflection has been integrated into everyday practice through an action research approach.

We will end the day thinking about what small changes you can make in your museum to integrate research into practice. What is necessary for change?

This workshop is organised by the Ecsite thematic group for research and evaluation, the REV Group.

Katia Danieli,
Collaborator, MUSE,
Museo delle Scienze,
Trento, Italy

Marjelle van Hoom,
Association Manager,
VSC network of science
museums and science
centers, Amsterdam,
Netherlands

Nils Petter Hauan, Head
of Development, VIVte,
Bergen, Norway

Patricia Verheyden,
Experience Director,
Technopolis®, The
Flemish Science Centre,
Mechelen, Belgium

Tomasz Platek,
Evaluation and Analysis
Department, Copernicus
Science Centre, Warsaw,
Poland

Yuri Matteman, Head
of Education, Naturalis,
Leiden, Netherlands

WORKSHOP

TIME

09.30 - 16.30

SPEAKERS

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

Anne Kahr Hällman,
Head of Research,
Experimentarium, Hellerup,
Denmark

**Aymard de Mengin
Fondragon**, Evaluation
and Prospective,
Universcience, Paris,
France

Emily Pringle, Head of
Learning Practice and
Research, Tate Modern,
London, UK

Emma Pegram, Research
and Evaluation Manager,
Natural History Museum,
London, UK

Ida Marie Bøe, Content
developer and explainer,
VIVte, Bergen, Norway

Ingrid Eikeland, PhD
Student in Expand, NIMBU,
Norway

Jane Rayner, Senior
Audience Researcher,
Science Museum, London,
UK



WORKSHOP

TIME

09.00 - 17.00

SPEAKERS

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

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

Maria Menendez, Head of Corporate Exhibitions and Events, European Space Agency, France

Aude Lesty, Museographer / Designer, Cité de l'espace, Toulouse, France

Jose Antonio Gordillo, Ciudad de las Ciencias y las Artes, Valencia, Spain

Fernando Doblas, Head of ESA Communication Department, France

Michael Rast, Head of ESA Science Strategy, Coordination & Planning office; Earth Observation Directorate, Frascati, Italy

“SPACE FOR LIFE” – DEVELOP AND SHARE RESOURCES

In 2015, the Ecsite Space Group explores a new topic, “Space for life”. This pre-conference workshop is the opportunity to brainstorm and imagine projects that could be developed and shared within the Ecsite network. All institutions are welcome to contribute. In particular, the workshop will focus on the importance of space for monitoring changes in oceans and atmosphere, improving our knowledge about life on Earth and beyond, and astronauts' life on the International Space Station.

After an introduction of these themes by experts, two workshops will allow participants to imagine potential collaborative projects. In 2015, volunteer museums, Ecsite, and the European Space Agency (ESA) will work towards the development of ready-to-use resources on the basis of ideas born during this workshop. The tools will be shared and broadly used to engage audiences with life and space topics. 2015 also marks the end of the current chair of the Space Group. A general assembly will be organized elect a new Steering Committee.

This workshop is organised by the Ecsite thematic group for space science, the Space Group.

Javier Martin Torres, Chaired Professor in Atmospheric Science and expert in exobiology, Lulea University, Lulea, Sweden

Rosaria D'Antonio, Communication and Public Relation Office, Italian Space Agency (ASI), Italy

Nigel Savage, STEM Didactics and Hands-on Projects Coordinator, ESA Education Office

Antonina Khodzhaeva, Project Manager, Ecsite, Brussels, Belgium

Monica Talevi, ESA Head of Coordination and Outreach Unit, Education Office

Chiara Ganz, Telespazio VP Communication, Italy

Simonetta Cheli, Head of Coordination Office, Earth Observation programme

MUSE
+2 FLOOR

LUNCH

TIME
13.00 - 14.00

THE
CHEF'S
CHOICE



PIZZA
TRENTO FIERE

ECSITE ANNUAL
GENERAL MEETING
(AGM)

TIME
14.00 - 17.30

The Ecsite Annual General Meeting (AGM) is open to all Ecsite members. Only Full members of Ecsite have voting rights.

They will elect their representatives to the Ecsite Board.

Among other, they will be invited to discuss and vote on:

- new admission criteria for Full membership
- a new type of membership offered to one-person companies
- resulting modifications to the Internal Regulations.

They will also vote on:

- activity and financial reports for year 2014
- budget and membership fees for year 2015.

#PIZ

SALA
DEPERO

SPEAKERS'
RECEPTION

PALAZZO DELLA
PROVINCIA
AUTONOMA DI
TRENTO

(ON INVITATION)

TIME
18.30 - 20.30

More info
on page 219

WEDNESDAY JUNE 10

PROGRAMME



ECSITE ANNUAL CONFERENCE 2015
THE EUROPEAN CONFERENCE
FOR SCIENCE ENGAGEMENT
26TH EDITION

MUSE
MUSEO DELLE SCIENZE
TRENTO • ITALY
11-13 JUNE 2015

THURSDAY
JUNE 11

THURSDAY JUNE 11



MUSE
CAFÉ
NEW-
COMERS
BREAK-
FAST
ON REGISTR.

TIME
08.00 - 09.00

PIZZA #PIZ
TRENTO FIERE

OPENING
CEREMONY

TIME
09.30 - 10.30

SPEAKERS
Marco Andreatta,
President, MUSE, Museo
delle Scienze

Rosalía Vargas,
President, Ecsite

Catherine Franche,
Executive Director, Ecsite

Michele Lanzinger,
Director, MUSE, Museo
delle Scienze

Dr. Peter Dröll, Acting
Director, 'Innovation Union
and European Research
Area', DG Research and
Innovation

BB TRENTO FIERE #BB
GROUND FLOOR

BUSINESS
BISTRO
OPENING

TIME
10.30

Grand Opening of the
2015 Business Bistro

EXHIBITS & DESIGN

WHAT'S NEW IN
TRAVELLING
EXHIBITIONS? (PART 1)

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.

The secret world inside you
Audrey Chang, Assistant Director of Sales, Global Business Development, American Museum of Natural History, New York, USA

Shaun the sheep - A healthier you
Christopher Owen, Responsible for New Business, Explorato Productions, Cologne, Germany

Animals in war
Hanne T. Rasmussen, Project Manager – Exhibitions, Økolariet, Denmark

EXTRA
Olivier Retout, CEO, SPL Lascaux Intern. Exhibition, Périgueux, France

Space dreams
Ines Prieto, International Projects Manager, Cité de l'espace, Paris, France

Mammoth - The Ice Age is back!
Marcus Lidén, CFO, Universeum AB, Gothenburg, Sweden

Cats and dogs
François Vescia, International Project manager, Univercience, Paris, France

Dwarfs and Giants - A question of perspective
Melanie Wunsch, Curator, Neanderthal Museum, Mettmann, Germany

Renewable energy sources
Katerina Chabova, Manager for VIP partners, Touring Exhibitions Manager, Techmania Science Center, Pilsen, Czech Republic

PIZZA #PIZ
TRENTO FIERE

PANEL
TIME
11.15 - 12.30

CONVENOR
Audrey O'Connell,
Principal, Audrey
O'Connell + Associates,
Washington, USA

SPEAKERS
Auschwitz
Luis Ferreiro, Director, San Sebastián, Barcelona, Spain

Of oceans and men
Claire Forest, Co-Founder, Columbia River, Paris, France

Sink or sail?
Mathis Bogens, Communication and Marketing Manager, AHHA Science Centre, Tartu, Estonia

About animal tales and fairy-tale animals
Sybill Ebers, Director, Westphalian Horse Museum, Muenster, Germany

Random bits - A travelling exhibition on probability
Laila Samuel, Exhibition Manager, Mathematikum, Giessen, Germany



THURSDAY JUNE 11



WORKSHOP

TIME

11.15 - 12.30

CONVENOR

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

SPEAKERS

Anna Redaelli, Corporate
Membership and
Fundraising Manager,
MUSE, Museo delle
Scienze, Trento, Italy

Patricia Verheyden,
Experience Director,
Technopolis®, The
Flemish Science Center,
Mechelen, Belgium

Enrico Tombesi, Director,
Fondazione POST,
Perugia, Italy

Anna Dziama, Head of
the Education
Department, Copernicus
Science Centre, Warsaw,
Poland

CORPORATE
PARTNERSHIPS - MAKE
THEM ATTRACTIVE

This session will present a few short examples of cooperation between science centres and corporations. An expert from each science centre involved and the coordinator of the partnership will gather for a joint presentation.

Each pair will first present their common project and the highs and lows of their experience. This will be followed by a round table workshop. Presenters will lead the audience to come up with new ideas for further cooperation with sponsors. These ideas will be presented to a jury of sponsors' representatives. The best idea will get a prize...

HANDS-ON
“SCIENCE CAPITAL” -
WORKSHOP

Join our hands-on workshop to sample classroom activities inspired by museums and developed by teachers to help build students' "science capital". "Science capital" is a key concept in science engagement and refers to the attitudes, experiences and life skills that we hold and which help us appreciate the relevance of science.

All the activities that we will share have been trialed by British or Swedish science teachers. But in this workshop we will also explore ways of amending these activities for your particular contexts. The workshop is aimed at educators, but will also be of interest to researchers and policy-makers keen to learn how museums and science centres can support the growth of science capital across their communities.



WORKSHOP

TIME

11.15 - 12.30

CONVENOR

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

SPEAKERS

Effrosyni Nomikou,
Research Associate,
King's College London,
London, UK

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

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



PANEL

TIME

11.15 - 12.30

CONVENOR

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

SPEAKERS

Anne Jorunn Froeyen,
Project Manager,
Jærmuseet, Naerboe,
Norway

Massimiano Bucchi,

Professor, University of
Trento, Trento, Italy

Phil Loring, Curator of the
History of Medicine, Norsk
Teknisk Museum, Oslo,
Norway

FOOD AS A WAY INTO
HISTORY OF SCIENCE
AND MEDICINE

Traditional “science in the kitchen” initiatives seldom foster a historically nuanced and politically engaged perspective on science. This panel explores three innovative projects using food and cooking to engage audiences with the past, present, and future of science and technology.

Norsk Teknisk Museum offers evening cooking classes as a venue for dialogue about the history of health and medicine; Jærmuseet Vitengarden (Science Farm) engages audiences with the ethics and politics of industrial farming through live demonstrations of animal slaughter; and Professor Massimiano Bucchi’s book *Il Pollo di Newton (Newton’s Chicken, 2013)* explores how and why the kitchen gets used as arena where science confronts common sense, from Renaissance anatomy to molecular gastronomy.

PARTNERSHIPS - MEETING
SOCIETAL CHALLENGES
AND FINANCIAL NEEDS

PANEL

TIME

11.15 - 12.30

CONVENOR

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

SPEAKERS

Aliki Giannakopoulou,
Project Manager,
Ellinogermainiki Agogi SA,
Athens, Greece

Antonio Gomes da

Costa, Consultant in
Science Communication,
Lisbon, Portugal

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

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

Working with a variety of partners is the key for advancing our missions and engaging culturally and socio-economically diverse audiences. Partnerships with schools, industry, foundations and public authorities aim to support integration of resources across contexts, provide cohesive experiences and overcome financial barriers.

Case studies will precede an open discussion. Hear from Ellinogermainiki Agogi, a school-museum partnership in Greece; the American Museum of Natural History’s New York City Urban Advantage programme that sees eight institutions working with the school system; the Bloomfield Science Museum’s partnership with INTEL promoting excellence in problem-based learning; and the PLACES project which helped develop City Partnerships between science communication institutions and local policy makers.





**RAVIOLI
MUSE**

#RAV EXHIBITS & DESIGN

REVERSE

TIME

11.15 - 12.30

CONVENOR

Paula Bäckman, Head of Educational Development, Balthazar Science Center, Skövde, Sweden

SPEAKERS

Antonia Caola, Head of International Collaborations & PR, MUSE, Museo delle Scienze, Trento, Italy

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

Dorothee Vatinel, Curator, Universcience, Paris, France

John Downey, Senior Educator (English), Balthazar Science Center, Skövde, Sweden

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

LANGUAGE MATTERS - WHY?

In a science centre environment, language is of great importance. How much language support should we provide to our visitors? Should we expect our staff to be bilingual? The choice of languages can be a tricky question, as well as their order and equal presentation. What about adding Braille, sign language and pictograms?

Not every scientist can write a good exhibition text and not every translator can provide a science-centre-worthy translation. If we use professional science writers to write our panel texts, why not have communication specialists doing our presentations? Should we use interpreters more? A cross between a reverse session and a roundtable discussion, this session will be valuable for all language enthusiasts who appreciate and understand the value of peer support.

RESEARCH & EVALUATION

A LEARNING RESEARCH AGENDA FOR INFORMAL SCIENCE ORGANISATIONS

Understanding the learning impacts of informal science settings is a topical and challenging issue. Learning in such places has been under-researched and under-theorised, hampering the field's ability to address policy and broader concerns around impact.

Initiatives from within the sector have begun to address these issues. In the UK, King's College London has been running a series of seminars to develop a learning research agenda for natural history museums. Other informal science institutions have started to develop learning research centres in order to establish a culture of research-led practice.

In this session, researchers and practitioners will outline current movements they are undertaking and participants will be invited to discuss how these relate to their own organisations.

**MOZZARELLA #MOZ
MUSE**

REVERSE

TIME

11.15 - 12.30

CONVENOR

Maria Xanthoudaki, Director of Education and of International Relations, Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci', Milan, Italy

SPEAKERS

Brad Irwin, Senior Learning Engagement Manager, Natural History Museum, London, UK

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

Kevin Crowley, Professor, University of Pittsburgh, Pittsburgh, USA

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

Lene Hybel Kofod, Development and evaluation Experimentarium, Copenhagen, Denmark



THURSDAY JUNE 11

THURSDAY JUNE 11



PANEL

TIME

11.15 - 12.30

CONVENOR

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

SPEAKERS

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

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

Fabrice Messal, Multimedia Project Manager, Mercator Océan, Ramonville, France

USING SPACE
TECHNOLOGIES TO
PROTECT FUTURE FOOD
SUPPLY

This official Ecsite Space Group session explores how space science and technology can raise public awareness on the responsible use of water and food.

Seen from far away, Earth is a pale blue dot. This is our spaceship, with its limited life support system. Besides generating images that capture the public imagination, satellites now collect real time information on the transformation of forests, deserts, polar ice or oceans, giving us new responsibilities regarding the limited resources at our disposal.

Science centres and museums have a role to play in engaging the public on these important issues. No other institutions are more skilled to transform space images into tools to communicate with different audiences, contributing to a responsible society.

I HAVE A MAKER SPACE!
WHAT DO I DO NOW?

Your museum or science centre just installed a tinkering studio, Maker Space or FabLab. Great! But what now? How do you engage the public? What kind of workshops can you host? Should you allow outside organisations to use the space? And if so, what are the constraints?

In this reverse session, we'll discuss what's being done in Maker Spaces in several museums and science centres, and have a conversation about what steps you can take to create a space that meets your goals.

Jon Haavie, Exhibit Designer and Maker Ambassador, Norsk Teknisk Museum and Norway Makers, Oslo, Norway

REVERSE

TIME

11.15 - 12.30

CONVENORS

Jean-Michel Molenaar, Project Manager, CCSTI La Casemate, Grenoble, France

Sabina Barucci, FabLab Manager, MUSE, Museo delle Scienze, Trento, Italy

SPEAKERS

Peggy Monahan, Exhibit Projects Creative Director, New York Hall of Science, New York, USA

Stefano Buratti, Education & CREI, National Museum of Science and Technology, Milan, Italy

Fabrizio Stavola, Education & CREI, National Museum of Science and Technology, Milan, Italy

Marjolein van Breemen, Head of Education, NEMO, Amsterdam, Netherlands

Dick de Jong, Head of Exhibitions & Programs, NEMO, Amsterdam, Netherlands



THURSDAY JUNE 11



LASAGNE
MUSE

WORKSHOP

TIME

11.15 - 12.30

CONVENORS

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

Marc Jamous,
Coordinator of Serious
Game projects,
Universcience, Paris,
France

Fabrice Jouvenot,
Transmedia Designer &
Manager, Universcience,
Paris, France

Martin Howe, CEO,
TEQ4, Brighton, UK

Micol Molinari, Learning
projects coordinator,
Enterprising Science,
Science Museum,
London, UK

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

#LAS : GAMELAB

GAMELAB

Gaming is a powerful trigger to engage people and is being more and more widely used in industry, entertainment, advertising, management and... science communication. In the GameLab, we would like to take the time to play, experiment with a variety of science based games; we think that there is no better way of developing our opinions about games than taking the time to try a few.

A time we usually lack in our everyday work. In the GameLab, you can find a selection of games (including video-games, but not only), some of which are "on the market" and some still under construction. Come and try them out any time. The GameLab will also be what you'll make of it: want to discuss a specific topic? Dreaming of designing and prototyping a game of your own? You're more than welcome!



BUON APPETITO
TRENTO FIERE

LUNCH

TIME
12.30

THE
CHEF'S
CHOICE

THURSDAY JUNE 11



PIZZA
TRENTO FIERE

PANEL

TIME
13.45 - 15.15

CONVENOR
Audrey O'Connell,
Principal, Audrey
O'Connell +
Associates,
Washington, USA

SPEAKERS
**Fragments of
extinction - The
intelligent sound of
ecosystems**

David Monacchi,
Professor of Electro-
acoustic Music & Eco-
acoustics, Conservatorio
"G.Rossini", Pesaro, Italy

Physics classics
Achim Englert, CEO,
Phänomena, Flensburg,
Germany

Imitation
Patricia Verheyden,
Experience Director,
Technopolis®, The
Flemish Science Centre,
Mechelen, Belgium

**IMAGINATE - Imagine,
create, innovate**
Heather Farnworth,
Director, International
Sales, Ontario Science
Centre, Toronto, Canada

#PIZ : EXHIBITS &
: DESIGN

**WHAT'S NEW
IN TRAVELLING
EXHIBITIONS? (PART 2)**

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.

**Science future science
fiction**
Sarah Woods,
Communications
Manager, Scitech, Perth,
Australia

Heureka goes crazy
Heidi Rosenström,
Exhibition Producer,
Heureka, the Finnish
Science Centre, Helsinki,
Finland

**VIRAL, a contagious
experience**
Claudia Velhas, Exhibition
developer, Ciência Viva,
Lisbon, Portugal

**Ötzi the iceman - The
millennium mystery**
Petra Rotthoff, M.A.,
Director of exhibitions,
Museumpartner
GmbH Innsbruck,
Austria

**Food - Science from
seeds to supper**
Vittorio Bo, President,
Codice.Idee per la
Cultura srl, Torino, Italy

**Cervorama / 1000s
of brains**
Nathalie Caplet,
Scientific resources
and international
relations manager,
Cap Sciences,
Bordeaux, France

**Nature walk under
the stars**
Kinga Grege,
Responsible for
travelling exhibitions,
National Natural
History Museum,
Paris, France

**A History of Life
Through Fossils**
Amina Darwish,
Sales Manager
Touring Exhibitions,
The Natural History
Museum, London, UK

**Orchestra of Giants:
open air music
exhibition**
Michael Bradke,
Mobile Music
Museum, Düsseldorf,
Germany

Above and beyond
Lisa R. Tucci,
Exhibitions Manager,
The Exhibitions
Agency, London, UK

EXTRA
Olivier Retout, CEO,
SPL Lascaux Intern.
Exhibition, Périgueux,
France

THURSDAY JUNE 11

THURSDAY JUNE 11



EXPLORE

Data analysis in flow

Introduced in 1989 with scientists and engineers in mind, JMP® software links powerful statistics to interactive graphics. It keeps data in flow, no matter whether it's small, tall or wide. Because there is a graph for every statistic, you can pursue your analysis without restraint. A sampling of its capabilities:

- Regression, GLM and ANOVA
- Generalized Regression: Ridge, Lasso, Elastic Net*
- Mixed Models and Repeated Measures*
- Univariate and Bivariate Analysis
- Multivariate Analysis
- Data Mining Capabilities: Cross-Validation, Multi-Layer Neural Networks, Bootstrap Forests, Gradient-Boosted Decision Trees, Model Comparison*
- Nonlinear Modeling
- SAS®, R, MATLAB and Microsoft Excel Connections
- Time Series Analysis
- Design of Experiments
- Consumer and Market Research Methods
- Categorical Data Analysis
- Reliability and Survival Analysis
- Quality and Process Control
- One-Click Bootstrap*
- Data Visualization, Mapping and Animated Graphs

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PLANNING, BUDGETING AND EVALUATING CUSTOMER SERVICES

Professionals from four different countries will share tools and tips about planning, budgeting and evaluating customer services. National laws and employment regulations might differ, but all speakers share the same goal: a happy customer served effectively by adequate staff and in accordance with an annual or daily budget.

TIRAMISÙ #TIR
TRENTO FIERE

PANEL

TIME
13.45 - 15.15

CONVENOR

Tiina Brunetto, Manager,
Customer Services,
Heureka - The Finnish
Science Centre, Vantaa,
Finland

SPEAKERS

Pilvi Kolk, Member of the
Management Board,
AHHAA Science Centre
Foundation, Tartu, Estonia

Alberta Giovannini,
Head of Human
Resources and Public
Services, MUSE, Museo
delle Scienze, Trento, Italy

Kamil Rogulski, Deputy
Head of Operations
Departement, Copernicus
Science Centre, Warsaw,
Poland



THURSDAY JUNE 11



PANEL

TIME

13.45 - 15.15

CONVENOR

Wiktor Gajewski,
Copernicus Science
Centre, Warsaw, Poland

SPEAKERS

Vesna Pajić, Project
Manager, Ustanova Hiša
eksperimentov, Ljubljana,
Slovenia

Chiara Veronesi, Head of
Press Office at MUSE
Museo delle Scienze,
Trento, Italy

Anna Charko, Specialist
at Communication and
Promotion Department,
Copernicus Science
Centre, Warsaw, Poland

SHOULD WE PAY
JOURNALISTS?

Paying journalists in exchange of media coverage is not ethical. Isn't it, really? Media have changed and are changing and journalists are not what they were yesterday (see bloggers, vloggers, FB-publishers, civil journalists...). Your everyday choices as a science communicator are no longer black and white.

Join in the workshop and discussion. Dare to ask provocative questions about cooperation with contemporary media and how money can enhance (or spoil?) it.

We aim to end the session with a list of good practices and fresh ideas for the year to come.

INVOLVING
STAKEHOLDERS IN
EXHIBITION MAKING

The session explores the importance of a strong involvement of stakeholders (including the so called "public") in all phases of an exhibition's life.

Three presentations set the scene. Antonio Gomes da Costa will recall how the PLACES project used exhibitions to build collaborations at a local level. Matteo Merzagora will propose an ideal 30-30-30 model for exhibition development: 30% of the resources for 'soil' preparation, 30% for traditional exhibition development, and 30% for animation of the exhibition by local stakeholders. Vida Konikovic will introduce the project QSEC2, funded by the Ile-de-France government, in which exhibitions co-conceived and co-produced with groups of citizens will tour the region.

REVERSE

TIME

13.45 - 15.15

CONVENOR

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

SPEAKERS

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

Vida Konikovic, Director,
Exploradôme, Vitry-sur-
Seine, France

**Antonio Gomes da
Costa**, Consultant in
Science Communication,
Lisbon, Portugal





REVERSE

TIME

13.45 - 15.15

CONVENOR

Michał Buława, Main Exhibition Specialist, Instytucja Kultury "EC1 Łódź – Miasto Kultury", Łódź, Poland

SPEAKERS

Yumi Miyahara, Manager, National Museum of Emerging Science and Innovation (Miraiikan), Koto-ku, Japan

Owain Davies, Creative Director, Techniquist, Cardiff, UK

Jelena Blank-Muhr, Head of Unit Interactive Exhibits, Triad, Berlin, Germany

Giorgia Bellentani, Coordinator "Scuola delle idee" (Unit for 0-13 years old), Fondazione Golinelli, Bologna, Italy

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

FOSTERING
(VERY)
EARLY LEARNING

How early can a child eat a piece of scientific cake? Learning begins with the first sounds reaching a child's ears even before birth, the first time they open their eyes, the first contact of their senses with the surrounding world.

The first years are the prodigy period in a child's development. How to make the best of it when hosting a child in a science centre? We will look for possible approaches in terms of design, technology, ergonomics, didactics and – last but not least: pure joy of discovery.

Feeding children's curiosity, showing them science as a playful experience needs close cooperation of designers, staff and parents. At the same time exhibitions should be universally accessible. Join us to find possible answers!

ACTIVITIES TO PICK
YOUR BRAIN - GRAND
BAZAAR

Curiosity is at its best when our brain is faced with a challenging task, e.g. solving a non-trivial problem or puzzle or creating something new. Challenges engage creativity, critical thinking, problem solving, and create a fun learning environment.

A series of activities will be presented at distinct tables, demonstrating how to cultivate the "organic food" that will stimulate curiosity: challenging activities that engage learners and tease the brain. The session also encourages creative exploration with specific engagement techniques.

Participants will be served hands-on open-ended learning, guided only by a few instructions that demonstrate best practices in learning science. At the conclusion of the session, attendees will gauge their "virtual crops".

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

Nur Uluhan, Science Communicator, Eskişehir Science and Experiment Center of Eskişehir Metropolitan Municipality, Turkey

Ömer Ayyıldız, Science Communicator, Eskişehir Science and Experiment Center of Eskişehir Metropolitan Municipality, Turkey

David Price, Science Communicator, science made simple, Bolton, UK

WORKSHOP

TIME

13.45 - 15.15

CONVENOR

Ed Sobey, Outreach Instructor, Teknikens Hus, Redmond, US

SPEAKERS

Jamila Al Khatib, Coordinator of Mediation Activities, CNAM - Conservatoire National des Arts & Métiers, Paris, France

Anna Gunnarsson, Teacher/Developer, NAVET, Borås, Sweden

John Downey, Senior Educator (English), Balthazar Science Center, Skövde, Sweden

Martin Kulhawczuk, Head of Education, Trondheim Science Centre, Trondheim, Norway

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

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





PANEL

TIME

13.45 - 15.15

CONVENOR

Maria Xanthoudaki,
Director of Education and
of International Relations,
Museo Nazionale della
Scienza e della Tecnologia
'Leonardo da Vinci', Milan,
Italy

SPEAKERS

Jamie Bell, Project
Director, Center for
Advancement of Informal
Science Education,
Washington, D.C., US

Pedro Casaleiro, Head of
Exhibitions and
Collections, Museu da
Ciência da Universidade
de Coimbra, Coimbra,
Portugal

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

SHARING EVALUATION
AND REFLECTIVE
MUSEUM PRACTICE

By collecting and analysing data about the
impacts on the learning, attitudes, perceptions
and behaviour of participants in informal
learning environments and experiences, we
discover “what works” for whom and under
what conditions.

In addition to helping us improve our design
and implementation strategies for exhibits,
programmes and projects, how can we plan
and document reflective practices so that our
findings contribute evidence and build
knowledge for our growing professional field?
Conducting systematic, independent
evaluation is one way to guarantee that there
will be written reports that project leaders and
the wider field can draw on and learn from.

In this session presenters will share a range
of approaches to creating local knowledge,
and some ideas about sharing it globally.

REAL/VIRTUAL/STAGED -
PROS AND CONS

Science centres and museums aim at tickling
the curiosity of visitors, provoking questions
and scientific thinking. A unique strength is
that we can offer the public real objects, real
experiences and real examples.

This can be challenging. Some topics seem
too difficult, big, tiny, or distant in time or
space, like biotechnology or space travel. We
also worry that the reality of scientific work, or
the rare accessible examples thereof, may
not create an engaging experience, so we
sometimes rely on theatrical approaches to
stimulate interest. At the same time, more and
more museums are going virtual and offer
online visits. What's gained and what's lost?
In this session we discuss what we can learn
from several case studies. Bring your own
examples, and you will leave with a firmer grip
on reality.



PANEL

TIME

13.45 - 15.15

CONVENOR

Yuri Matteman, Head of
Education, Naturalis
Biodiversity Center,
Leiden, Netherlands

SPEAKERS

Patrizia Famà, Scientific
Communicator, MUSE,
Museo delle Scienze,
Trento, Italy

Lauren Nemroff,
Program Manager,
Google Cultural Institute,
London, UK

Alison Boyle, Deputy
Keeper, Science and
Medicine, Science
Museum Group, London,
UK



**SPAGHETTI
MUSE**

#SPA MAKER SPACE

WORKSHOP

TIME

13.45 - 15.15

CONVENORS

Jean-Michel Molenaar,
Project Manager, CCSTI
La Casemate, Grenoble,
France

Sabina Barucci,
FabLab Manager, MUSE,
Museo delle Scienze,
Trento, Italy

Ryan Jenkins, Tinkering
Studio Education
Developer, The
Exploratorium, San
Francisco, USA

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

Jon Haavie, Exhibit
Designer and Maker
Ambassador, Norsk
Teknisk Museum and
Norway Makers, Oslo,
Norway

OPEN MAKE - TOOLS FOR TINKERING

Here's your chance to spend some time making and tinkering!

In this session, we'll play with new technologies, share activities, and provide a venue for informal conversations. Our special guests will give a sense of how Maker Spaces can involve the larger community and expand possibilities.

In this session we'll explore tools in several ways:

- Laser Cutter 101 - We'll explain the pros and cons of different laser cutters, talk about how to choose the right machine for your space, and learn about a couple basic projects.
- Intro to Soldering - We'll share a few introductory projects for soldering irons and try one out together.
- littleBits Workshop - littleBits can help people take their ideas from concepts to prototypes easily and quickly.

GAMELAB

GAMELAB

Gaming is a powerful trigger to engage people and is being more and more widely used in industry, entertainment, advertising, management and... science communication.

In the GameLab, we would like to take the time to play, experiment with a variety of science based games; we think that there is no better way of developing our opinions about games than taking the time to try a few. A time we usually lack in our everyday work.

In the GameLab, you can find a selection of games (including video-games, but not only), some of which are "on the market" and some still under construction. Come and try them out any time. The GameLab will also be what you'll make of it: want to discuss a specific topic? Dreaming of designing and prototyping a game of your own? You're more than welcome!

**LASAGNE
MUSE**

#LAS

WORKSHOP

TIME

13.45 - 15.15

CONVENORS

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

Marc Jamous,
Coordinator of Serious
Game projects,
Universcience, Paris,
France

Fabrice Jouvenot,
Transmedia Designer &
Manager, Universcience,
Paris, France

Martin Howe, CEO,
TEQ4, Brighton, UK

Micol Molinari, Learning
projects coordinator,
Enterprising Science,
Science Museum,
London, UK

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



THURSDAY JUNE 11

THURSDAY JUNE 11

BB TRENTO FIERE
GROUND FLOOR

COFFEE #BB
BREAK

TIME
15.15



AUDIENCES & LEARNING

SCIENCE POPULARISATION EVENTS – A DIVERSITY OF FORMATS

Join a special “buffet” for a science popularisation fest. Formats for science popularisation programmes are exploding today all around the world: science festivals, picnic, days, weeks, happenings, etc.

Promoted by science centres, science events organisations or national agencies, all of them are well-embedded in the local context with the involvement of cities, governments and universities. Formats are very innovative, mixing art performances, talks, shows and use social networks and advertising tools to massively engage people.

What’s the secret of a successful recipe? What is the impact of science popularisation events? The session will discuss the ingredients needed for a successful event by comparing approaches and formats from a panel of speakers with different origins and experiences.

PIZZA #PIZ
TRENTO FIERE

PANEL

TIME
16.00 - 17.30

CONVENOR

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

SPEAKERS

Carlos Catalão Alves,
Head of Communication,
Pavilion of Knowledge
- Ciência Viva, Lisbon,
Portugal

Vincenzo Lipardi, CEO,
Fondazione IDIS - Città
della Scienza, Naples,
Italy

Annette Klinkert, CEO,
city2science - Science
Communication and
Strategy Consulting,
Bielefeld, Germany

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



THURSDAY JUNE 11



PANEL

TIME

16.00 - 17.30

CONVENOR

Weronika Śliwa, Head of the Planetarium Department, Copernicus Science Centre, Warsaw, Poland

SPEAKERS

Thomas Kraupe, Director, Planetarium, Hamburg, Germany

Maciej Mucha, Head of the Production Studio (Heavens of Copernicus), Copernicus Science Centre, Warsaw, Poland

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

Anna Öst, Project Manager, Norrköping Visualization Center, Norrköping, Sweden

WHAT ROLE FOR PLANETARIUMS IN SCIENCE CENTRES?

Sometimes in a science centre or nearby there is one huge exhibit: a planetarium, hosting at least a few dozen visitors simultaneously. How to treat it? Is it a separate place with distinct aims from the rest of the science centre or does it complement the offer?

During the session we will discuss different approaches to placing the dome within the science centre. Do we want it to be a place to rest after an exhausting tour of the exhibition or a space for active adventure? In the last case sometimes a live guide is a key factor, and other times unusual equipment can play that role.

SCIENCE COMMUNICATION AT THE DINNER TABLE

The dinner table is an excellent venue for communication, but science is seldom the topic of choice. Yet a full table offers many objects and utensils, not to mention food, which can be used to present a variety of scientific topics.

In this interactive session, four tables will be laid out by the speakers to communicate on various aspects of physics, nanotechnologies or the genetics of taste. They will then give hands-on demonstrations of how to use the dinner table to present their subject, and how this can initiate discussions. Diners will move from table to table, thus visiting all four in the course of the session.

The session will end with an open discussion on simple, informal science communication, including a brainstorming session on where and how it can be implemented.

WORKSHOP

TIME

16.00 - 17.30

CONVENOR

John Downey, Senior Educator (English), Balthazar Science Center, Skövde, Sweden

SPEAKERS

Paul Hix, Project Manager, Deutsches Museum, Munich, Germany

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

Ann-Marie Pendrill, Director, National resource centre for physics education, Lund, Sweden

Patrizia Famà, Scientific Communicator, MUSE, Museo delle Scienze, Trento, Italy





ROUNDTABLE

TIME
16.00 - 17.30

CONVENOR

Colin Johnson, Honorary
Member of Ecsite, Cardiff,
Wales, UK

SPEAKERS

Bistra Kirova, Executive
Director, MUZEIKO -
America for Bulgaria
Children's Museum, Sofia,
Bulgaria

Elton Micallef, Executive
S&T Officer, Malta Council
for Science and
Technology (MCST),
Kalkara, Malta

Lukas Richter, Director,
VIDA! Science Centre /
Moravian Science Centre
Brno, Brno, Czech
Republic

Ali Çetinkaya, Managing
Director, Konya Science
Center, Konya, Turkey

**Victor Manuel Simões
Gil**, Director, Exploratório
- Centro Ciência Viva de
Coimbra, Coimbra,
Portugal

THE HIGHS AND LOWS
OF OPENING A NEW
SCIENCE CENTRE

Are you planning to set up a new science centre? If so, this is the session for you. You will meet people who are now in the throes of opening a new centre. Come and learn from their challenges and successes. Ask about exhibit procurement, approaching sponsors, and how you might go about planning and managing your new centre. Come and share your experience, and ask the questions that others are afraid to ask!

This will be a round-table session. After a very short scene-setting presentation from each speaker you will be invited to choose a table where you can meet a speaker and put your questions. In the time available you should be able to take part in a question and answer exchange with at least three speakers.

DEALING
WITH DIFFICULT
SCIENCE

Science isn't always appetizing. The nature and impacts of scientific research can sometimes be hard to swallow. This session explores the approaches taken by museums across Europe to engage visitors with challenging science topics. It includes a diverse range of examples from exhibitions, art and events programmes that have supported audience understanding of science that is difficult, controversial, misunderstood, and not motivating to engage with.

Two speakers directly address the global obesity crisis and another focuses on feeding the world. Whilst the topics in question might be vastly different, many of the tools, techniques and tricks for dealing with difficult science can be applied across institutions.

PANEL

TIME
16.00 - 17.30

CONVENOR

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

SPEAKERS

Jessica Bradford,
Content Manager,
Science Museum,
London, UK

Ling Lee, Content
Developer, Science
Museum Group, London,
UK

Lucia Martinelli,
Researcher, MUSE,
Museo delle Scienze,
Trento, Italy

Julia Ellrich, Interface
Designer, Triad, Berlin,
Germany

Louise Windfeldt, PhD
Fellow, Department of
Science Education,
University of Copenhagen,
Copenhagen, Denmark



THURSDAY JUNE 11

THURSDAY JUNE 11



**RAVIOLI
MUSE**

#RAV OPERATIONS & FINANCE

PANEL

TIME

16.00 - 17.30

CONVENOR

Simona Cerrato, Science Communicator, Sissa Medialab, Trieste, Italy

SPEAKERS

Anthony Richards, Learning and Operations Consultant and Advisor, KCA, London, UK

Maissa Azab, Head, Educational and Promotional Publications - NAMES Secretary, Alexandria, Egypt

Erik Jacquemyn, Chief Executive Officer, Technopolis®, The Flemish Science Center, Mechelen, Belgium

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

INTERNATIONAL TRAINING COURSES FOR SCIENCE CENTRE PROFESSIONALS

All around the world science museums and science centres are experiencing a strong growth. At the same time more and more research institutes develop exhibitions as a major tool to communicate current research, and visitor centres are created everywhere to help citizens engage with natural and historical heritage.

Despite that, in the majority of countries there are neither academic nor informal training courses to empower all actors required for such complex, specialized enterprises. In the majority of cases architects, 3D designers, multimedia developers, content developers, etc. learn their jobs on the ground. The session presents case studies of a few international training courses designed to address this lack of training, and discusses recruitment, training schemes and outcomes.

EXHIBITS & DESIGN

USING ART AND DESIGN TO CONVEY COMPLEX CONTENT

In this session we explore the intersection of science communication, graphic design and artistry in exhibitions. We show examples of how complex scientific data and principles can be expressed concisely and effectively through various aspects of design.

Exhibitions should make exhibit content accessible at multiple intellectual levels and present it through more than one sensory channel. Artist Caroline Hobkinson will show you how to design spaces and experiences for all senses, using science studies in neuroscience as base.

We will also share experiences of using tools to evaluate design and text-based communication in the exhibition. We will look into new exhibition concepts to reinvent the zoological museum, by introducing theatrical means and use of storytelling.

**MOZZARELLA #MOZ
MUSE**

PANEL

TIME

16.00 - 17.30

CONVENOR

Victoria Hurtig, Science Educator, Universeum AB, Gothenburg, Sweden

SPEAKERS

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

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

Thomas B. Berg, Senior Scientist, Curator, Naturama, Svendborg, Denmark

Caroline Hobkinson, Artist creating multi sensory experiences, London, UK



THURSDAY JUNE 11

THURSDAY JUNE 11



PANEL

TIME

16.00 - 17.30

CONVENOR

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

SPEAKERS

Eric Dorfman, Director,
Whanganui Regional
Museum, Whanganui,
New Zealand

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

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

Martin Cepek, Head of
Central Museum
Development,
Senckenberg Gesellschaft
für Naturforschung,
Frankfurt, Germany

Alexina Thorén

Williams, Educator/
Project Manager,
Universeum AB,
Gothenburg, Sweden

NATURAL HISTORY
MUSEUMS AND SCIENCE
CENTRES - COMMON
GROUNDS

Natural history museums and science centres both address the wonders of the natural world, the science behind it and the global challenges of the future. But communication approaches can be very different. Which role could interactive experiences play in addressing these issues? Within this session we aim to explore the common ground of natural history museums and science centres.

To trigger imagination on this challenge, speakers from science centres and national history museums will give short impulse presentations on international case studies. Panellists will discuss these different approaches, map opportunities and challenges and generate ideas on how we could move forward in using interactive experiences to communicate about nature.

IS MAKING FOR
EVERYONE?

Questions have been raised by Leah Buechley and others about who can participate in the "Maker movement". We ask ourselves: in our spaces, do robotics and 3D printers take precedence over dance and music? Do girls and women have the same encouragement to be makers as men and boys? Does making represent people-of-colour and relate to families living in low-income communities?

In this reverse session, we will consider together how making and tinkering can be a more inclusive practice in our science centres and educational programmes.

REVERSE

TIME

16.00 - 17.30

CONVENOR

Ryan Jenkins, Tinkering
Studio Education
Developer, The
Exploratorium, San
Francisco, USA

SPEAKERS

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

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

**Elisabeth Rebekka Killie-
Kanebog**, Pedagogue,
Nordnorsk Vitensenter,
Tromsø, Norway

Mona Holmø, Educator,
Nordnorsk Vitensenter,
Tromsø, Norway

Hanne Madsen, Science
Communicator,
Jaermuseet, Sandnes,
Norway





LASAGNE
MUSE

#LAS GAMESLAB

WORKSHOP

GAMESLAB

TIME

16.00 - 17.30

CONVENOR

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

Marc Jamous,

Coordinator of Serious Game projects, Universcience, Paris, France

Fabrice Jouvenot,

Transmedia Designer & Manager, Universcience, Paris, France

Martin Howe, CEO,

TEQ4, Brighton, UK

Micol Molinari, Learning

projects coordinator, Enterprising Science, Science Museum, London, UK

Beth Hawkins, Learning

Projects Manager, Science Museum, London, UK

Gaming is a powerful trigger to engage people and is being more and more widely used in industry, entertainment, advertising, management and... science communication. In the GameLab, we would like to take the time to play, experiment with a variety of science based games; we think that there is no better way of developing our opinions about games than taking the time to try a few.

A time we usually lack in our everyday work. In the GameLab, you can find a selection of games (including video-games, but not only), some of which are "on the market" and some still under construction. Come and try them out any time. The GameLab will also be what you'll make of it: want to discuss a specific topic? Dreaming of designing and prototyping a game of your own? You're more than welcome!



CANTINE ROTARI
MEZZOCORONA

GALA
DINNER

TIME

Shuttle buses to the Gala dinner venue leave at 19.30 from MUSE front door.

Buses to return to Trento city centre will depart from Gala dinner venue starting at 23.30.

More info on page 221

THURSDAY JUNE 11

PROGRAMME



ECSITE ANNUAL CONFERENCE 2015
THE EUROPEAN CONFERENCE
FOR SCIENCE ENGAGEMENT
26TH EDITION

MUSE
MUSEO DELLE SCIENZE
TRENTO • ITALY
11-13 JUNE 2015

FRIDAY
JUNE 12



FRIDAY JUNE 12



PIZZA #PIZ
TRENTO FIERE

INTERACTIVE -
PECHA KUCHA

TIME
09.00 - 10.15

CONVENORS

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

Alison Boyle, Deputy Keeper, Science and Medicine, Science Museum Group, London, UK

SPEAKERS

Ann Follin, Museum Director, Tekniska Museet - Teknorama, Stockholm, Sweden

Ulrich Kernbach, Head of Exhibitions and Collections, Deutsches Museum, Munich, Germany

Michele Lanzinger, Director, MUSE, Museo delle Scienze, Trento, Italy

Barry Lord, Cultural Planner, Toronto, Canada

Walter Staveloz, Director International Relations, ASTC, Washington, US

EXHIBITS & DESIGN

FUTURE VISIONS FOR SCIENCE CENTRES

Join leaders from a range of disciplines as they offer a rapid-fire series of visions for the future of science museums and science centres.

Different prospects for museums and science centres have included neutral "third places" for communities to interact, cultural spaces as confidently intellectual as art galleries, or active agents in political agendas. Or is there an entirely new kind of movement waiting to happen, re-invigorating and challenging established institutions? We will round up these 'future imaginaries' with commentary from a leading expert, followed by a lively discussion with the audience.

Maarten Okkersen, Head of Communication, Museum, The Hague, Netherlands

Claire Pillsbury, Program Director, Osher Fellowships, Exploratorium, San Francisco, US

Ken Arnold, Head of Public Programmes, Wellcome Collection, London, UK

EQUITY & INCLUSION

SOCIAL INCLUSION - A FASHIONABLE TREND?

Social inclusion - A fashionable trend? The fundamental question is: why do we want to be inclusive? Are we missing someone or do we think "they" are missing out on the wonderful experiences we have to offer? Do we programme inclusive activities to get special sponsoring or raise visitor numbers? Do we consider inclusion as a trend that we must follow? Or are we truly curious about our non-visitors? What learning are we missing out on personally and as an institution by being non-inclusive?

Let's watch out if our inclusion efforts are born out of deficit-thinking! This workshop encourages participants to challenge their own practices of inclusion. Following short, provocative input, participants will use liberating structures to discuss attitudes and practices in small groups.

TIRAMISÙ #TIR
TRENTO FIERE

WORKSHOP

TIME
09.00 - 10.15

CONVENOR

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

SPEAKERS

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

Simona Cerrato, Science Communicator, Sissa Medialab, Trieste, Italy

Anna Gunnarsson, Teacher/Developer, NAVET, Borås, Sweden





WORKSHOP

TIME

09.00 - 10.15

CONVENOR

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

SPEAKERS

Jessica Bradford,
Content Manager,
Science Museum,
London, UK

Sonja Neumann,
Scientific Employee,
Deutsches Museum,
Munich, Germany

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

MAKING OBJECTS SPEAK

Objects are at the heart of science museums, but they very rarely speak for themselves. They may be historically unique or significant to those that understand them, but to others they can seem banal and disconnected from any meaning. These objects may not look particularly appetising, but visitors are hungry for knowledge.

What tools and techniques can we use to help visitors delve into the stories, science and history underpinning these objects? In this interactive session, speakers will describe the challenges of interpreting a diverse range of objects from natural history specimens, to musical instruments and early personal computers. The session will then guide participants through a series of steps for recognising and overcoming the challenges of their own collections.

MAKING YOUR OWN
TOURING EXHIBITION

It takes more than a great idea or unique collection to produce a traveling exhibition other science centres will want to host. This session will uncover what it takes to get started in touring exhibitions. We will cover:

- The differences between producing an exhibition for your own organisation and one intended to tour.
- The cost of travelling exhibitions and how they can get funded.
- How to know if your touring exhibition idea will work.
- The main barriers in terms of cost, time, ideas and expertise (in-house or external).
- The steps involved, starting from the original idea, exhibition concept, design, build, educational material, logistics, marketing, finding venues to host the exhibition, and everything in between.
- How to measure results.

PANEL

TIME

09.00 - 10.15

CONVENOR

Heather Farnworth,
Director, International
Sales, Ontario Science
Centre, Toronto, Canada

SPEAKERS

Didier Laval, Manager of
the Mediation Service and
Living Lab, Cap Sciences,
Bordeaux, France

Bruno Araújo-Gomes,
Exhibitions Coordinator,
Pavilion of Knowledge
- Ciência Viva, Lisbon,
Portugal

Lisa R. Tucci, Exhibitions
Manager, The Exhibitions
Agency, London, UK

Gail Symington, Head of
Exhibition and Gallery
Projects, National
Maritime Museum &
Royal Observatory
Greenwich, London, UK





RISOTTO
MUSE

#RIS AUDIENCES & LEARNING

REVERSE

TIME

09.00 - 10.15

CONVENOR

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

SPEAKERS

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

Justin Dillon, Professor of Science and Environmental Education, University of Bristol, UK

Ilse van Zeeland, Senior Content Developer Exhibitions, Naturalis Biodiversity Center, Leiden, Netherlands

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

Karen Knutson, University of Pittsburgh, Pittsburgh, US

TOWARDS THE 21ST CENTURY NATURAL HISTORY MUSEUM

Natural history museums are more than simple storehouses – they share a mission of promoting appreciation, understanding and conservation of the natural world. But are we getting this across to our visitors?

In this reverse session, round tables will be hosted by education and research experts from the natural history world. These speakers will help frame rich discussions exploring effective practice. Topics will include the affordability of digital media for extending engagement, the role of scientists and educators in brokering new passions for natural history, and the role of institutions in supporting and sustaining the development of interest over time and across settings. We will also discuss ways in which we are able to “see” the impact of our work.

AUDIENCES & LEARNING

STRATEGIES TO ENGAGE TEENAGERS

In informal science learning we often have to face the “no-show” of teenagers. It is difficult to get in touch with them, and they often seem to shy away from the term “science”. Once they do visit places of informal science learning, they often have a good time, but how can we get them there in the first place? Or should we rather meet them at the places where they already hang around?

Teenagers are not a homogeneous group. The reasons why they do not show up vary in different contexts, different social groups or different “traditions” of science learning. How can we address these different aspects when conceptualising attractive informal science learning activities for teenagers? In this session we will share experiences and discuss different examples of youth involvement together with the audience.

RAVIOLI
MUSE

#RAV

REVERSE

TIME

09.00 - 10.15

CONVENOR

Alex Burch, Head of Visitor Experience, Learning and Outreach, The Natural History Museum, London, UK

SPEAKERS

Elisa Maria Casati, Public Engagement, MUSE, Museo delle Scienze, Trento, Italy

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

Talila Yehiel, Museum Expert, @thewandering.net, Tel Aviv, Israel



FRIDAY JUNE 12

FRIDAY JUNE 12



REVERSE

TIME

09.00 - 10.15

CONVENOR

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

SPEAKERS

Thierry Brassac, Science & Culture Department, Montpellier Science University / Science&Culture Department, Montpellier, France

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

John Downey, Senior Educator (English), Balthazar Science Center, Skövde, Sweden

HUMOUR IN SCIENCE COMMUNICATION

Humour eases all sorts of communication – where does it work when communicating science? Panellists will share their thoughts on successful uses of humour in science communication and on not so successful ones and invite thoughts from the audience. If you are considering to host a science comedy night, having a cartoon character narrate your next exhibition, or think you might qualify for an IgNobel Prize, this session is for you!

CHILDREN AS EXPERTS

Adults make visits possible but children often take the lead once inside the science centre or museum, directing the visit and acting as experts for the rest of their group. This session explores the role of children as experts in museums and science centres.

To guide our discussions, Amy will begin with an overview of learning theory and research around children as museum/science experts. Rooske will then describe how parents might facilitate a visit whilst still enabling children to be the leaders. Claudia will discuss a project where children are supported to run activities as explainers. Sarah will present longitudinal work on the lasting impacts of these types of programmes. Each presentation examines what child as “expert” means in each context and the relevant practical implications.



PANEL

TIME

09.00 - 10.15

CONVENOR

Amy Seakins, Research Associate, King's College London, London, UK

SPEAKERS

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

Claudia Velhas, Exhibition Developer, Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal

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



SPAGHETTI
MUSE

#SPA RESEARCH AND EVALUATION

REVERSE

TIME

09.00 - 10.15

CONVENOR

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

SPEAKERS

Ryan Jenkins, Tinkering Studio Education Developer, The Exploratorium, San Francisco, USA

Peggy Monahan, Exhibit Projects Creative Director, New York Hall of Science, New York, USA

Maria Xanthoudaki, Head of Education and CREI, National Museum of Science and Technology, Milan, Italy

MAKING AND TINKERING RESEARCH SHARE-OUT

Spaces for tinkering, making and design in museum settings have been the subject of much discussion, but too little focus has been placed on research/evaluation efforts in these spaces.

This session will present the findings from evaluation studies on design/maker spaces, and include a follow-up conversation to discuss how research and practice can impact each other.

GAMELAB

GAMELAB

Gaming is a powerful trigger to engage people and is being more and more widely used in industry, entertainment, advertising, management and... science communication. In the GameLab, we would like to take the time to play, experiment with a variety of science based games; we think that there is no better way of developing our opinions about games than taking the time to try a few. A time we usually lack in our everyday work. In the GameLab, you can find a selection of games (including video-games, but not only), some of which are "on the market" and some still under construction. Come and try them out any time. The GameLab will also be what you'll make of it: want to discuss a specific topic? Dreaming of designing and prototyping a game of your own? You're more than welcome!

LASAGNE
MUSE

#LAS

WORKSHOP

TIME

09.00 - 10.15

CONVENORS

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

Marc Jamous, Coordinator of Serious Game projects, Universcience, Paris, France

Fabrice Jouvenot, Transmedia Designer & Manager, Universcience, Paris, France

Martin Howe, CEO, TEQ4, Brighton, UK

Micol Molinari, Learning projects coordinator, Enterprising Science, Science Museum, London, UK

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





PIZZA
TRENTO FIERE

#PIZ

KEYNOTE
SPEECH



TIME
10.30 - 11.30

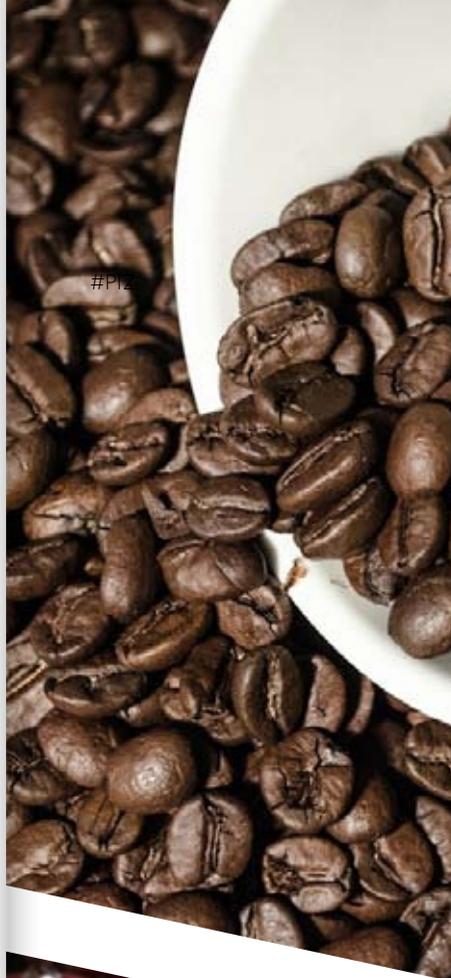
SPEAKER

Andrea Illy, Chairman/
CEO of illy S.p.A, Trieste,
Italy

Andrea Illy is the Chairman and CEO of
illycaffè S.p.A., a family coffee business
founded more than 80 years ago.

In 2012, he was appointed *Chairman of the
Promotion and Market Development
Committee* of the International Coffee
Organization and Chairman of Altgamma, a
foundation dedicated to promoting the
excellence of the Italian industry.

Under Andrea's leadership, revenues have
grown by more than 130% and the illy brand
has become the world famous coffee we all
know.



BB TRENTO FIERE
GROUND FLOOR

COFFEE #BB
BREAK

TIME
11.30





PIZZA
TRENTO FIERE

REVERSE

TIME
12.00 - 13.15

CONVENOR

Vesna Pajić, Project Manager, Ustanova Hisa eksperimentov - The House of Experiments, Ljubljana, Slovenia

SPEAKERS

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

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

Sven Dražan, Program Manager, VIDA! Science Centre / Moravian Science Centre Brno, Brno, Czech Republic

Tal Berman, Head of the Exhibits, R&D Wing, MadaTech – The Israel National Museum of Science, Haifa, Israel

Didier Laval, Manager of the Mediation Service and Living Lab, Cap Sciences, Bordeaux, France

#PIZ AUDIENCES & LEARNING

LESSONS LEARNT FROM EXPLAINERS TRAINING SCHEMES

We all have expertise on how to work with and inspire regular visitors. There are countless studies on how to engage different kinds of audiences. But do we really know how to work with and train our museum staff? Our human interface with the public is made up of individuals from very diverse backgrounds, whose job title varies from organisation to organisation.

In the last years several projects at local, national or international level, were dedicated to developing and testing training schemes to empower this human interface. THE group, the Ecsite thematic group dedicated to explainers, also facilitated discussions and training programmes. What has and hasn't worked? What still needs to be done? Have we discovered the ultimate recipe? Participants are invited to share their own experiences.

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

MARKETING & COMMUNICATION

CAN MUSEUMS AND SCIENCE CENTRES BE PORWERBRANDS?

The success of a science center or museum is based on being perceived as special. Look at the big "powerbrands" like Apple and you'll find they each own a place in the consumer's mind. They have positively differentiated themselves from the rest of the competition. Branding is creating that individual niche in the consumer's mind and owning it. More than just marketing, branding is the entire programme that creates a memorable identity.

Effective branding sets you apart from the competition. Factors affecting the brand of an organisation can be both tangible and intangible, including the organisational philosophy, product & service quality, design of printed materials and website. In other words, "brand" is your image as seen from the outside. Your brand is who you are, a promise of quality... It's not simply how your logo is displayed, but rather the emotional and intellectual response your logo triggers for visitors.

TIRAMISÙ #TIR
TRENTO FIERE

PANEL

TIME
12.00 - 13.15

CONVENOR

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

SPEAKERS

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

Hans Gubbels, CEO, Continium, Kerkrade, Netherlands

Jörg Ehtreiber, Director, Frida & Fred Children's museum, Graz, Austria





INTERACTIVE
ROUNDTABLE

TIME
12.00 - 13.15

CONVENOR

Justin Dillon, Professor of Science and Environmental Education, University of Bristol, UK

SPEAKERS

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

Lynn Scarff, Director, Science Gallery, Trinity College, Dublin, Ireland

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

Jennifer Santer, Vice President, Content and Programs, Patricia and Philip Frost Museum of Science, Miami, US

REDEFINING SCIENCE
CENTRES

Join a facilitated conversation that will question some of the basic assumptions in the science centre movement, asking whether there are any essential ingredients for making a science centre. Our speakers will first present brief provocations, asking whether science centres really do need scientists, exhibits, buildings, or even science...

Participants will then join a table discussion around one of these questions (or an open, "free choice" table for new questions). Everyone will change seats at least once during the session so that everyone works on more than one topic. Collectively we will try and establish what it truly takes to be a science centre in the 21st century, stripping away some of the legacies of previous times.

MULTIMEDIA SYSTEMS
FOR VISITOR
ORIENTATION AND
TRACKING

All curious minds will be grateful for hints and signs that show them the best way to what they are looking for. We will present best practice examples of indoor navigation systems and visitor tracking, and will discuss the concepts of different projects. This will enable a comparison of different objectives and technical bases like Wifi or RFID. The focus will be on opportunities and limitations from the visitor's perspective as well as from the museum's point of view. What worked well, what went wrong – and where we go from here.

PANEL

TIME
12.00 - 13.15

CONVENORS

Bernd Holtwick, Assistant Director, DASA, Dortmund, Germany

Anne Kahr Hällman, Director of Research, Experimentarium, Copenhagen, Denmark

SPEAKERS

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

Wencke Maderbacher, Deputy Head of Department, Museum Education, Technisches Museum Wien, Vienna, Austria





PANEL

TIME

12.00 - 13.15

CONVENOR

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

SPEAKERS

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

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

Goery Delacote,
President and Chief
scientific Consultant, At
Bristol, Bristol, UK

DISCUSSANT

Catherine Franche,
Executive Director
Ecsite, Brussels,
Belgium

QUESTIONING ORGANISATIONAL STRATEGIES

At science centres, we strive for perfection and innovation. We design learning experiences and raise revenue, manage visitor flows and enhance creativity. We care about toilet cleanliness and scientific accuracy. We employ educators and technicians, artists and accountants, lawyers and explainers, scientists and marketers.

Which organisational strategies allow us to deal with this diversity of challenges? Are our organisations a perfect, smooth and efficient mechanism or rather a complex living organism with its own ecosystem of competences? Or perhaps a cyborg combining organic flexibility with technological abilities?

This reverse session will start with short inspirational and thought-provoking presentations by experienced CEOs, followed by group discussions moderated by the presenters.

BRACE YOURSELF, PREPARE FOR IMMERSION!

Immersion is a new trend in visitor experiences, but what does it look and feel like? Get engrossed in this showcase of a variety of immersive concepts that use rich environments, strong narratives and sensory engagement to create personal, emotional and direct interactions; and get involved in a discussion about the concepts, resources and impact behind these scenarios.



PANEL

TIME

12.00 - 13.15

CONVENOR

**Ana Rita Claro
Rodrigues**, PhD
Researcher, Imperial
College Centre for
Engagement and
Simulation Science,
London, UK

SPEAKERS

Roger Kneebone,
Professor of Surgical
Education, Imperial
College London, London,
UK

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

Julia Pitts, Project
Leader: Information Age,
Science Museum Group,
London, UK

Debora Nucci, Explainer,
Fondazione POST,
Perugia, Italy



PANEL

TIME

12.00 - 13.15

CONVENOR

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

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

Yuri Matteman, Head of
Education, Naturalis
Biodiversity Center,
Leiden, Netherlands

Ange Ansour, Project
Manager & Research
Assistant, Center for
Research and
Interdisciplinarity,
University Paris
Descartes, Paris, France

PREPARING
SCIENTISTS TO ENGAGE
WITH YOUTH

Many scientists are eager to work directly with youth. We have access, resources, and expertise in engagement – we should help. Each panellist has developed training and support for these scientists, and will discuss pedagogical strategies in use including session content planning, youth engagement tips, learning styles, reframing questions, and use of exhibits, collections, and research tools as teaching elements.

Participating scientists work in various formats including guest speaking, teaching, visitor engagement, meet-the-scientist discussions, and mentoring research projects. We will outline goals, trainings, supports, timelines, and evaluations, with time for an extensive question and answer session, as we attempt to encourage widespread trainings and opportunities.

LEARNING
FROM TOYS

Children's toys are uniquely successful in attracting and holding children's interest, stimulating their curiosity, empowering their creativity and inspiring their imagination. Surely, as professional communicators of science, technology, engineering and mathematics, we should study the effectiveness of toys very carefully...

In this session involving many practical demonstrations, we shall explore four different examples of toys providing such valuable benefits: ingenious traditional toys from Thailand; toys that inspired an interactive exhibit designer; toys created by children and toys used for an educational outreach project.

PANEL

TIME

12.00 - 13.15

CONVENOR

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

SPEAKERS

Katerina Ruban,
Manager of Business
Development, AZPI
Electronics, Moscow,
Russia

Peeranut Kanhadilok,
Head of Exhibition Section
of the Science Museum,
Thailand, National
Science Museum, Khlong
Luang, Thailand

Jana Bittnerová,
Programme Manager,
iQLANDIA Science Center
Liberec, Liberec, Czech
Republic

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





**SPAGHETTI
MUSE**

#SPA AUDIENCES & LEARNING

WORKSHOP

TIME

12.00 - 13.15

CONVENOR

Mona Holmø, Educator,
Nordnorsk Vitensenter,
Tromsø, Norway

SPEAKERS

Hanne Madsen, Science
Communicator,
Jaermuseet, Sandnes,
Norway

Anna Gunnarsson,
Teacher/Developer,
NAVET, Borås, Sweden

**Elisabeth Rebekka Killie
Kanebog**, Pedagogue,
Nordnorsk Vitensenter,
Tromsø, Norway

Sabine Haake, Edutainer,
ViVite, Bergen Vitensenter
AS, Bergen, Norway

Aina Fiskå, Educator,
Jaermuseet, Sandnes,
Norway

**REPAIR,
RECYCLE, REMAKE,
REDESIGN, RETHINK**

The Maker movement keeps growing all over the world. With an increased awareness of climate change and the environmental impact of what we do, many makers and designers focus on the R-words: repair, reuse, refuse, reduce, recycle, remake, redesign and rethink. We are talking about a coming shift from a linear to a circular economy, where materials are reused and get a new life.

Science centres have for many years offered workshops where we make toys and other things from scrap, which often end up in the bin at the end of the session. We want this practice to change and invite you to a workshop where we up-cycle waste, giving it a prolonged life instead and producing items our audience will proudly bring home and use.

GAMELAB

GAMELAB

Gaming is a powerful trigger to engage people and is being more and more widely used in industry, entertainment, advertising, management and... science communication. In the GameLab, we would like to take the time to play, experiment with a variety of science based games; we think that there is no better way of developing our opinions about games than taking the time to try a few. A time we usually lack in our everyday work.

In the GameLab, you can find a selection of games (including video-games, but not only), some of which are "on the market" and some still under construction. Come and try them out any time. The GameLab will also be what you'll make of it: want to discuss a specific topic? Dreaming of designing and prototyping a game of your own? You're more than welcome!



**LASAGNE
MUSE**

#LAS

WORKSHOP

TIME

12.00 - 13.15

CONVENORS

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

Marc Jamous,
Coordinator of Serious
Game projects,
Universcience, Paris,
France

Fabrice Jouvenot,
Transmedia Designer &
Manager, Universcience,
Paris, France

Martin Howe, CEO,
TEQ4, Brighton, UK

Micol Molinari, Learning
projects coordinator,
Enterprising Science,
Science Museum,
London, UK

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

FRYDAY JUNE 12

FRYDAY JUNE 12

BUON APPETITO
TRENTO FIERE

LUNCH

TIME
13.15

THE
CHEF'S
CHOICE



AUDIENCES & LEARNING

FEEDING CREATIVITY - THE EARLIER, THE BETTER

Children are the best innovators and inventors! We only need to help them put their amazing imaginations to use, in a stimulating environment, with suitable tools and materials, sensitive guidance and a little coaching.

Too often, adults overlook the importance of children's playful creativity, but this is the crucial formative period of young lives, when future paths become fixed. Soon, this window of opportunity closes and a curtain comes down. There is no time to waste. Childhood is short.

Each of our speakers will stimulate discussion of a different context in which young people's creativity can be empowered.

PIZZA #PIZ

TRENTO FIERE

REVERSE

TIME

14.30 - 15.45

CONVENORS

Sally Montgomery,

Consultant, DSM

Consulting, Castlewellan,

UK

SPEAKERS

Olga Zinovieva, Advisor for

International Affairs,

All-Russia Science festival,

Moscow, Russia

Ekaterina Mruchko,

Researcher in Egyptology,

All-Russia Science Festival,

Moscow, Russia

Ian Russell, Director, Ian

Russell Interactives, High

Peak, UK

Alexey Zemko, CEO, AZPI

Electronics, Moscow,

Russia

Axel E. Hüttinger,

Managing Director, Kurt

Hüttinger GmbH & Co. KG,

Schwaig bei Nürnberg,

Germany

Alessandra Crusi,

Sognando al Museo Project

Coordinator, Fondazione

POST, Perugia, Italy

Jeanette Schuppe-

Krahn, Educational Toy

Designer, EuroScience

GmbH, Kappeln, Germany



FRIDAY JUNE 12



REVERSE

TIME

14.30 - 15.45

CONVENOR

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

SPEAKERS

Ines Prieto, Exhibits
Design, Cité de l'espace,
Toulouse, France

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

Lauren Deere, Museum
Manager Thinktank,
Birmingham Museums,
Birmingham, UK

Cornelia Reichert,
Freelance Science Writer,
Bremen, Germany

Lenka Mynarova, Head
of Expert Team, Dolni
oblast Vítkovice / Lower
Vítkovice, Czech Republic

DO EXPERTS KILL
CURIOSITY?

The consensus: texts and exhibits in an exhibition have to be scientifically correct. The question: how do we come by this correctness and what does "correct" actually mean? Science centres and museums often employ teams of experts to ensure the correctness of their exhibitions.

The potential problem: experts know the science but not necessarily what makes good interaction, or how visitors behave and react in exhibitions. Still, their knowledge is crucial for the museum.

This reverse session will bring together curators, writers, and experts who will be giving short presentations of their experiences to then get into a discussion with the audience on how to make the cooperation between institutions and experts worthwhile for all parties, including visitors.

HUMAN BODY
EXHIBITIONS AND
SCIENCE CENTRES/
MUSEUMS

Exhibitions on the human body are among visitors' most remembered and enjoyed experiences. Even if the general topics tackled by human body exhibitions are similar, science centres and museums can deal with them in very different ways, reflecting the organisation's points of view, its visitors' preferences and the target it wants to reach.

This is particularly evident with topics like sex, diseases and death, which are often considered "uncomfortable" by some visitors, parties or sponsors. Do designers have to take these reactions into account? In this session we will hear from existing exhibitions in Glasgow Science Centre and Granada Parque de las Ciencias as well as from stakeholders focus groups developed in Naples to prepare the "Corporea" exhibition.

PANEL

TIME

14.30 - 15.45

CONVENOR

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

SPEAKERS

Guglielmo Maglio, Head
of Exhibitions and Live
Events, Fondazione IDIS
- Città della Scienza,
Naples, Italy

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

**Cristina González
Sevilla**, Communication
Manager,
Parque de las Ciencias,
Granada, Spain





REVERSE

TIME
14.30 - 15.45

CONVENOR

Ronen Mir, Director,
Science Learning Centers,
Clare Garden of Science

- Davidson Institute of
Science Education,
Rehovot, Israel

SPEAKERS

Gillian Thomas, President/
CEO, Miami Science
Museum, Miami, US

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

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

Ariel Heimann, CEO,
Davidson Institute of
Science Education, Clare
Garden of Science -
Davidson Institute of
Science Education,
Rehovot, Israel

Raffaella Spagnuolo,
Coordinator "Scienze in
pratica" (Unit for 14-18 years
old), Fondazione Golinelli,
Bologna, Italy

COMBINING INFORMAL
AND FORMAL SCIENCE
EDUCATION TRADITIONS

How can science centres set up meaningful
collaborations with formal science education
across the Globe? How can we contribute to
deliver science curricula? This session
highlights situations when formal science
education calls upon science centres to
provide overall learning environments and
teaching for school students.

Speakers will describe the need that drives
their project, the techniques used to
implement it, and the initial outcomes of
operating formal learning environments by
free choice learning institutes. Participants will
be able to share additional examples, ideas
and suggestions for new developments
combining the strengths of formal and free
choice learning institutions. This is an
opportunity to forge collaborations for
launching new projects.

Pedro Pombo, Director,
Fábrica Science Centre,
Aveiro, Portugal

VISITOR TRACKING AND
RELATED MOBILE
TECHNOLOGIES

Emerging mobile and indoor tracking
technologies are of great interest for research
and interpretation in science museums. As
the cost of hardware decreases for indoor
wifi, iBeacon, RFID and near field
communication, science centres can afford to
run experiments. They can also support
focused projects to enhance visitor research
by automating consent, anonymizing and
recording whole-visit data histories or to
explore possibilities for location-specific or
context-aware content and interactivity.

Yet current theoretical use cases and ideal
scenarios have little resemblance to real
world experiences. In the quest for robust
mobile tracking apps for general visitors,
panellists will report on their own research
and results and the promising indicators that
are starting to emerge from this rapidly
evolving field.

PANEL

TIME
14.30 - 15.45

CONVENOR

Claire Pillsbury, Program
Director, Osher
Fellowships,
Exploratorium, San
Francisco, US

SPEAKERS

Joe Martin, Exhibit
Design Manager, KCA
London, London, UK

Joonas Juutilainen,
Senior Graphic Designer,
Heureka - The Finnish
Science Centre, Vantaa,
Finland

**Lærke Mygind
Grønfeldt**, Student
Research Assistant,
PULSE, Steno Health
Promotion Center,
Gentofte, Denmark





PANEL

TIME

14.30 - 15.45

CONVENOR

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

SPEAKERS

Sharon Ament, Director,
Museum of London,
London, UK

**BUILDING YOUR
AUDIENCE DEVELOPMENT
PLAN**

This session will start with a case study presentation of the audience development strategy developed at the London Museum of Transport. Representatives of different science centres and museums from around Europe will then discuss what they consider the key aspects of a successful audience development plan.

Speakers will explore audience research and segmentation, data collection, core and underrepresented audiences, programming... They will discuss the difficult balancing act of prioritising audiences and wonder whether it is possible to keeping existing ones while reaching out to new groups. They will share successes and mistakes before engaging in a discussion with the audience.

**HUMAN
RESOURCES
FOR SCIENCE CENTRES**

A science centre is only as good as the people working there. This session will present ways to attract the best people, to train them, to keep them engaged and motivated, to offer them opportunities to grow and incentives to make them feel part of all activities in the science centre.

The session will not only focus on front-of-house staff but also on all possible jobs in a science centre, from workshop staff to project managers, from designers to marketing experts. Examples from a number of science centres will be given, each with a different background or history. Topics will cover finding the right person for the job, developing the competencies of new and existing staff, and dealing with changes in organisational structure or expansions.



PANEL

TIME

14.30 - 15.45

CONVENOR

Erik Jacquemyn, Chief
Executive Officer,
Technopolis @, The
Flemish Science Center,
Mechelen, Belgium

SPEAKERS

Vlasta Volak, CEO,
Techmania Science
Center, Pilzen, Czech
Republic

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

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

**Marie-Christine Van der
Sman**, Director, Museon,
The Hague, Netherlands

Kim Gladstone Herlev,
Executive Director,
Experimentarium,
Hellerup, Denmark



WORKSHOP

TIME

14.30 - 15.45

CONVENOR

Julie Becker,
Communications and
Events Manager, Ecsite,
Brussels, Belgium

SPEAKERS

Mikko Myllykoski, Chair
of the Annual Conference
Programme Committee
(ACPC), Experience
Director, The Finnish
Science Centre, Vantaa,
Finland

Amito Haarhuis, Deputy
Director / Programme
Manager, Science Centre
NEMO, Amsterdam,
Netherlands

Maarten Okkersen, Head
of Communication,
Museum, The Hague,
Netherlands

**BE HERE IN 2016
- CRAFTING A
SUCCESSFUL
SESSION PROPOSAL**

This workshop will give you an insight into the behind the scenes work undertaken each year by the Annual Conference Programme Committee (ACPC), when 80+ session proposals are chosen among hundreds of received submissions.

Representatives of Ecsite and the ACPC will outline how to create a successful session for any future Ecsite Annual Conference.

Discover how to develop a session idea, find speakers and write a good abstract. By stepping into the ACPC's shoes and having a go at assessing session proposals, you will also learn about selection criteria as well as other insider's tips.

**OPEN MAKE -
PLAYING WITH FOOD**

Here's your chance to spend some time making and tinkering! Our special guests will give a sense of how Maker Spaces can involve the larger community and expand possibilities.

In this session we'll explore food in several ways:

- Food MaKey MaKey - Experiment with resistance and conductivity of different foods by using MaKey MaKey to make music with your favorite fruits and vegetables.

- Food Automata - Playing with our food takes on a new meaning through making moving toys out of edible materials inspired by the Cabaret Mechanical Theater.

- Harvest, create, enjoy - Find out what grows outside MUSE and create a herbal still-life, or make a 3D-scan of it, before everything goes into Mr. Magic and becomes a truly vitalizing drink.

- (Almost) everything that normally dwells behind glass in a museum can be converted into a tangible 3D model and printed in 3D or shared with other people. This opens new perspectives on collections – and is surprisingly easy to do. We'll scan objects, but we also try to scan plants.

- Several local artists and makers will take cuisine to new levels as they demonstrate their whimsical food tools - a NonnaBot for cutting homemade pasta, food tattooing with squid ink and a food printer for chocolate.

WORKSHOP

TIME

14.30 - 15.45

CONVENORS

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

Sabina Barcucci, Fablab
Manager, MUSE, Museo
delle Scienze, Trento, Italy

Jochen Hunger, Exhibition
Designer, Jochen Hunger
Museum & Exhibition
Design, Erlangen, Germany

Ryan Jenkins, Tinkering
Studio Education
Developer, The
Exploratorium, San
Francisco, USA

Sarah Alexander, Director,
Cabaret Mechanical
Theater, London, England

Francesco Bombardi,
Maker and founder of
FabLab Reggio Emilia,
Spazio Gerra, Reggio
Emilia, Italy

**Marcello Pirovano and
Patrizia Bolzan**, Makers
and founders of Tecnificio,
Milan, Italy

Evelyn Leveghi, Food
designer and chocolate
artist, Trento, Italy





LASAGNE
MUSE

#LAS GAMELAB

WORKSHOP

GAMELAB

TIME

14.30 - 15.45

CONVENORS

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

Marc Jamous, Coordinator of Serious Game projects, Universcience, Paris, France

Fabrice Jouvenot, Transmedia Designer & Manager, Universcience, Paris, France

Martin Howe, CEO, TEQ4, Brighton, UK

Micol Molinari, Learning projects coordinator, Enterprising Science, Science Museum, London, UK

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

Gaming is a powerful trigger to engage people and is being more and more widely used in industry, entertainment, advertising, management and... science communication. In the GameLab, we would like to take the time to play, experiment with a variety of science based games; we think that there is no better way of developing our opinions about games than taking the time to try a few. A time we usually lack in our everyday work.

In the GameLab, you can find a selection of games (including video-games, but not only), some of which are "on the market" and some still under construction. Come and try them out any time. The GameLab will also be what you'll make of it: want to discuss a specific topic? Dreaming of designing and prototyping a game of your own? You're more than welcome!

BB TRENTO FIERE
GROUND FLOOR

COFFEE #BB
BREAK

TIME
15.45



FRIDAY JUNE 12

FRIDAY JUNE 12

PROJECT SHOWCASE

TIME

15.45 - 16.45

CONVENOR

Maria Zolotonosa, Senior Project Manager, Ecsite, Brussels, Belgium

This is a showcase of collaborative projects each described in a poster and presented by participants. 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. Posters will be displayed for the duration of the entire conference.

SPEAKERS

Ana Santos-Carvalho, PharmD PhD, Instituto de Educação e Cidadania, Mamarrosa, Oliveira do Bairro, Portugal

Exposing students to experimental science improves the learning of science and nourishes individual capacities

Instituto de Educação e Cidadania (IEC) transfers the practice of experimental sciences from academia to the community through programmes that go beyond school curricula. Knowledge acquisition of students aged 9-13 was tested before and after each session. Despite heterogeneous levels of prior knowledge, at the end of the course all students obtained similar marks. Thus, this programme

promotes knowledge acquisition and equality among students with different backgrounds.

Carmel Bar, Davidson Institute of Science Education, Rehovot, Israel

Ants and Facebook: Communicating physics for the youth

An innovative method to communicate physics of complex systems is to address youth in their own language, using an online education platform. Concrete examples from their own emotional world (Facebook) and physical life (ants) engage students and create motivation. Once motivated, students are open to practicing and

improving skills such as critical thinking, question asking, reflection and more.

Thierry Brassac, Head of Science&Culture Departement - Montpellier University, Montpellier, France

атоме отель / ATOM HÔTEL: an interactive hyper-ludic periodic table

1869: Dmitri Mendeleiev sorts the 63 known chemical elements. 2014: 114 atoms are officially confirmed. Much of our human history hides in the periodic table: use of metals, radioactivity, geology, atomic bombs, pollutions and nutrition...

Let's blow away dust from the periodic table. Dmitri Mendeleiev invites you to visit his ATOM HÔTEL web-platform: one room per element, each "adopted" by a researcher. What about you... Which atom do you prefer?

Hanaa Al Mousawi, Assistant Manager Projects, Abu Dhabi Technology Development Committee, Abu Dhabi, United Arab Emirates

Cross cultural collaborations: Lessons from a United Kingdom-Gulf partnership

"Lema?" is a traveling programme of three hands-on workshops and a stage show – all offered free of charge to private and public schools across Abu Dhabi. Latest figures have shown that more than 30,000 students in 90 schools have

participated in the programme since its launch last year.

José Antonio Millan, Parque de las Ciencias, Granada, Spain

Gergor Ingeborg, DASA, Dortmund, Germany

Applied sciences and exhibitions: A European co-operation on prevention and prospection at the workplace

Parque de las Ciencias (Granada) and DASA (Dortmund) are two science museums sharing some common topics of interest - but with their own singularities.

They are working together on the development of two complementary exhibitions on the topic "disasters and emergency situations" and "prevention and prospection at the workplace". Scientists, engineers and professionals are also involved. Some results of this challenging cross- collaboration will be presented.

Asli Samadova, Founder of Caspian Sci Fest, Caspian Sci Fest, Baku, Azerbaijan

Starting from scratch - How to introduce a science popularisation activities in a new country

The idea to launch Caspian Sci Fest as a tool to advocate for a world-class science centre in Baku, Azerbaijan was formed during the 2014 Ecsite Annual Conference. In medium-term the Caspian Sci Fest team aims to launch the first

science festival in the country by coupling local resources with international partners' knowledge and experience.

Jana Pivonkova, Business and Marketing Manager, iQLANDIA, Liberec, The Czech Republic

iQLANDIA science center

iQLANDIA science center opened in Liberec in the north of the Czech Republic in March 2014. It is the successor of the iQpark science center (in operation since 2007). Visitors to iQLANDIA enjoy a 3D planetarium and 10 exhibition halls addressing topics such as geology, human senses or natural elements - with a total of more than 400 new exhibits. One of the halls is also dedicated to a very popular sex life exhibition. We offer science shows for the general public, topical shows for school groups and much more. Come meet us!

Regan Forrest, University of Queensland, Brisbane, Australia

Perceived Atmosphere: A novel way for characterising exhibition environments

Perceived Atmosphere (PA) was developed as part of a doctoral research project exploring the relationship between the exhibition environment and the visitor experience in museums. The PA Instrument comprises 30 semantic differentials; this poster will describe a selection of exhibitions that have been characterised using the Instrument. It will show its ability to

quantify different exhibition environments and provide novel insights into how visitors perceive different exhibition environments.

Jessica Norberto Rocha and Mônica Santos

Dahmouche, Fundação Centro de Ciências e Educação Superior a Distância do Estado do Rio de Janeiro, Ciecierj – Rio de Janeiro, Brazil

Travelling science exhibitions: Experiences from Brazil

In this session we present two famous pioneering Brazilian experiences in scientific travelling exhibitions: "Caravan of Science" and "Ponto UFMG Itinerant Museum". Thanks to mobile units, they can visit schools and towns in the states of Rio de Janeiro and Minas Gerais which would not have access to this kind of activity. They aim to make science more popular, reaching audiences in their own space and time. These two repurposed tractor trailers do not only transport artifacts and equipment to build and set up exhibitions, shows and workshops, but also offer activities in their internal spaces. Travelling science is challenging, specific and unlimited: you have to be creative because of the reduced space, you need a sharp didactical approach because of the short time, you must go straight to the point because you can afford just a few exhibits.

Vassilis Papakonstantinou, Head of Hydrobot Project Team, Eugenides Foundation, Palio Faliro, Greece

Hydrobot project - STEAMing underwater exploration

We are presenting a simple remotely operated vehicle (ROV) made by students using everyday materials. During construction students build STEAM skills, learn to work in teams and explore certain professions. Robots can be upgraded with underwater cameras, sensors and other components, to increase exploration capabilities. Some teams get the Hydrosensor, an arduino-based sensor kit that can measure certain parameters from the water environment and log them on an SD card. Measurements can be uploaded to a cloud DB for further analysis.

Pawel Zuromski, EC-1 Project Manager, EC-1 Centre of Science and Technology in Lodz, Lodz, Poland

Setting demonstrations and experiments in an industrial heritage site

The EC-1 Science and Technology Centre is located in a historic power plant built in 1929. It includes shows and experiments integrated with the historical infrastructure. Internal and external technological relics are selected for the exhibition: coal-boilers, water pumps, turbo-generator, cooling tower, distribution station and control room, coal boiler drums, installation of water demineralization, dust collection

systems, facilities for coal transportation and for the storage of ash and slag.

Ivone Fachada, Coordinator, Centro Ciência Viva de Bragança, Portugal

Marina D'Alessandro, Scientific communicator, Grupo Pleiadi, Cadoneghe, Italy

Paulina Kortas, Head of Exhibitions and Education Department, Centrum Nauki EXPERYMENT, Gdynia, Poland

Regional treats: when local media discloses science

We aim to present pioneering projects of science communication in the media, specially designed to bring scientific and cultural knowledge to the general population, at a regional level, in three different countries. These projects demonstrate multiple benefits, as in each case they regionally increased the supply of science contents in paper and digital publications, relevant from a scientific and social perspective but also an educational one.



Ph. Simone Cargnoni – MUSE



Ph. Enrico Preto – MUSE

Florence Huron, French Coordinator of the Mr.Goodfish Programme, Nausicaa, Boulogne-sur-mer, France

Mr.Goodfish, a European programme mobilising civil society and stakeholders on sustainable seafood consumption

Launched in 2010 in France, Italy and Spain, Mr.Goodfish provides a new approach to the promotion of sustainable seafood production and consumption, based on positive recommendations. The programme's advice is always constructive and involves the entire fishing sector: fishermen, wholesalers, restaurant chefs, canteens, fishmongers, and consumers' associations. Mr. Goodfish provides the tools for consumers to make informed choices when buying seafood products.

Neama Al Marshoudi, Manager of Content + Dr. Linda Abraham Silver, Associate Director, Content, Abu Dhabi Technology Development Committee, Abu Dhabi, United Arab Emirates

Evolution of informal science education from non-existent to sustained commitment in Abu Dhabi

This poster will present the development of informal science education activities in Abu Dhabi over the past four years. It will highlight the links to the Emirates workforce development goals and discuss recruitment, training and fostering long-term commitment.



PIZZA
TRENTO FIERE

#PIZ EXHIBITS & DESIGN

REVERSE

TIME

16.30 - 18.00

CONVENOR

Maarten Okkensen, Head of Communication, Museon, The Hague, Netherlands

SPEAKERS

Sophie Bougé, Curator, Universcience, Paris, France

Anssi Ahlgrén, Designer, Heureka - The Finnish Science Centre, Vantaa, Finland

Axel E. Hüttinger, Managing Director, Kurt Hüttinger GmbH & Co. KG, Schwaig bei Nürnberg, Germany

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

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

NO EXHIBITION NEEDS TO BE BORING

What can the designer and the content planner do when faced with an exhibition topic that is neither fancy nor sexy, but just plain boring? This can happen if the topic is dated, narrow, far removed from our everyday life or perhaps in conflict with one's own ethical outlook.

This session will help participants understand that any topic can be turned into an interesting and exciting exhibition if you really put your heart into it and explore the topic with an open mind. With the help of practical examples, the speakers will share their own experiences and tools for managing these challenges.

The presentations and the following discussion will round up the best practices and ideas.

AUDIENCES & LEARNING

MAINTAINING TEENAGE SCIENCE ENGAGEMENT

Children are science-interested, curious explorers. Typically, science interest and engagement tends to drop during adolescence, but if maintained can prompt future involvement with STEM. Science museums can trigger short-term interest and engagement but can also offer long-term programmes to maintain these, develop science identities, increase ability, confidence and career aspirations.

We present courses, internships, and research engaging students for weeks, months, or even years. With frameworks, evaluation findings, and theoretical and research perspectives, these can be taken as successful, replicable models. Join our conversation about the importance of not only triggering interest, but also maintaining it long-term. Panellists have overcome diverse challenges, and have many tips to share!

TIRAMISÙ #TIR
TRENTO FIERE

PANEL

TIME

16.30 - 18.00

CONVENOR

Kevin Crowley, Professor, University of Pittsburgh, Pittsburgh, US

SPEAKERS

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

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

Sónia Ferreira, Instituto Educação e Cidadania, Mamarosa, Portugal

Silvia Grabner, Director, NaturErlebnisPark, Science Education Center, Graz, Austria





LECTURE AND
ROUND TABLE

TIME
16.30 - 18.00

CONVENORS

Rosalía Vargas,
President of Ecsite,
Director, Pavilion of
Knowledge - Ciência Viva,
Lisbon, Portugal

Per-Edvin Persson,
Professor, Helsingfors,
Finland

THE IMPACT
OF SCIENCE CENTRES

This presentation summarizes the scientific literature on the impact of science centres on their respective communities, with a focus on learning and education, local economic development and community development. These effects contribute to the goals of the Mechelen Declaration, approved at the 2014 Science Centre World Summit.

Science centre visits also deepen the learning process, enhance motivation, strengthen confidence in science, affect attitudes towards it and influence career choices. Every year, they host more than 300 million visitors worldwide, with a total economic impact in the range of 5 to 15 billion euros. Science centres have been instrumental in many urban redevelopment schemes around the world.

PSYCHOLOGICAL
AND EDUCATIONAL
RESEARCH IN SCIENCE
CENTRES

Museums and science centres increasingly involve themselves in psychological and educational research. The type of research initiated greatly varies within and among centres. Research ranges from theory-motivated academic studies on the one side to prototyping on the other, each with their own aims, benefits and drawbacks.

In this session four science centres will present the range of psychological and educational research that they have been initiating. They will present choices they make about the types of research, the designs and setups, the things they learned from research, and how they share new insights within the organisation. Most of all, they will share their own curiosity-driven learning process.

PANEL

TIME
16.30 - 18.00

CONVENORS

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

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

SPEAKERS

Karen Davies, Head of
Learning Research and
Projects, Science
Museum Group, London,
UK

Anne Kahr Hällman,
Director of Research,
Experimentarium,
Copenhagen, Denmark

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





PANEL

TIME

16.30 - 18.00

CONVENOR

Louise Windfeldt, PhD
Fellow, Department of
Science Education,
University of
Copenhagen,
Copenhagen, Denmark

SPEAKERS

Karin Örnberg,
Pedagog, Universeum
AB, Gothenburg, Sweden

Aiyana Hudgins, Head
of Education, Norsk
Teknisk Museum, Oslo,
Norway

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

Spela Godec, PhD
Student, King's College
London, London, UK

MOTIVATING
PEOPLE TO IDENTIFY
WITH SCIENCE

Many people think that science is not for people like them: they are not the 'right' gender, they do not have the 'right' background, or they are perhaps not 'good enough' students. In this session, we will highlight why thinking about identities is important in understanding the needs and behaviours of visitors young and old. By sharing a range of international examples and research findings, we will draw attention to the potential of science museums and science centres to help people embrace broader ideas about who science is for. We look forward to engaging the audience in thinking about their views about what it means to be a 'science person' and how this might be reflected in their own practice.

AWAKENING
VOCATIONS IN SCIENCE
CENTRES

Encouraging youngsters to pursue STEM (Science, Technology, Engineering and Mathematics) related studies and careers, is a challenge faced by most European countries. How can this objective be achieved?

This session focuses on the role science centres have played until now and will address the challenging question of how current results could be further improved. Awakening vocations will for example be the primary mission of the future Luxembourg Science Centre poised to open in 2016.

Panellists from the US and Europe will review current studies and experiences. In addition, the panel will examine new methodologies aimed at awakening scientific and 21st century economy related studies and careers among youngsters.



PANEL

TIME

16.30 - 18.00

CONVENOR

Nicolas Didier, President,
Luxembourg Science
Centre, Bertrange,
Luxembourg

SPEAKERS

Eric Siegel, Director and
Chief Content Officer,
New York Hall of Science,
New York, US

Judy Diamond,
Professor and Curator,
University of Nebraska
State Museum, Lincoln,
US

Hannu Salmi, University
of Helsinki, Heureka - The
Finnish Science Centre,
Vantaa, Finland



PANEL

TIME

16.30 - 18.00

CONVENOR

Lorna Williams, Head of Content Interactive Gallery, National Media Museum, Bradford, UK

SPEAKERS

Inês Oliveira, Education Officer - Project Manager, Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal

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

Christof Börner, Phaeno GmbH, Wolfsburg, Germany

Matthias Rudloff, Project Manager, Kurt Hüttinger GmbH & Co. KG, Schwaig bei Nürnberg, Germany

DISTILLING MAKER FAIRE CRAZE INTO LONG TERM PROJECTS

Science centres are using the Maker Faire craze as inspiration for exhibitions. But can visitor curiosity be held for 3 months with few facilitators? What are the key ingredients for a successful recipe?

Firstly, this session looks at Faires that have been “cooked” into longer displays to bring the Maker ethos to science centres. Pavilion of Knowledge are finding ways to promote higher contact with the maker and artist communities while Centre for Life have learned lessons from their growing Maker Faire experiences.

Secondly, we ask if these approaches are different from the tried and tested exhibit development process. Phaeno will share thoughts on providing a suitable environment for creative exhibits and Hüttinger will give the fabricators’ view: has client appetite changed?

EXCHANGING IDEAS BY EXCHANGING PEOPLE

As an industry, we are able to share and copy good practices more freely than many other fields of business. Sometimes the best way to learn is to move into a new culture and work side by side with peers there. A new face in the organisation can bring novel views and shake up the way things are done. For the individual, breaking routines is inspiring.

This session will shed light on a few professional exchange initiatives in our field and gather ideas and experiences of how to maximize the benefits of professional exchanges for all parties involved. Three different cases will be presented, after which a brainstorm to generate and evaluate ideas for professional exchange activities will take place.

REVERSE

TIME

16.30 - 18.00

CONVENOR

Tuomas Olkku, Development manager, Heureka - The Finnish Science Centre, Vantaa, Finland

SPEAKERS

Anthony Richards, Learning and Operations Consultant and Advisor, KCA, London, UK

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

Heidi Ekelund, Exhibition Producer, Heureka - The Finnish Science Centre, Vantaa, Finland

Claudia Velhas, Exhibition Developer, Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal





SPAGHETTI #SPA MAKER SPACE
MUSE

REVERSE

TIME

16.30 - 18.00

CONVENOR

Sabina Barucci,
FabLab Manager, MUSE,
Museo delle Scienze,
Trento, Italy

SPEAKERS

Mikko Myllykoski,
Experience Director,
Heureka the Finnish
Science Centre, Vantaa,
Finland

Ian Brunswick,
Programme Manager,
Science Gallery, Dublin,
Ireland

Marc Dusseiller, Scientist
and DIYbio activist,
Hackteria, Zurich,
Switzerland

Jochen Hunger,
Exhibition Designer,
Jochen Hunger Museum
& Exhibition Design,
Erlangen, Germany

Jon Haavie, Exhibit
Designer and Maker
Ambassador, Norsk
Teknisk Museum and
Norway Makers, Oslo,
Norway

HACKING THE INSTITUTION

The openness of science centers and museums to the hacker culture - through BioLabs and FabLabs-like settlements – is leading cultural and scientific institutions toward a more community-sensitive and inclusive vocation. Nevertheless, to concretely engage with communities requires the institution to keep evolving also in its essential shape and to become a playground, suitable to commit with bottom-up phenomena and organisations.

“Hacking the institution” is an invitation to museum experts and community managers to openly confront on those critical issues that museums - so far, vertical and bureaucratized by definition – are facing while striving to be grassroots community inclusive and participative. The purpose is to share thoughts on needs, constraints and epic fails, and take the opportunity to grasp together what are those practical further steps, those institutional “hacks” able to generate a next, proper radical trust within communities.

GAMELAB

GAMELAB

Gaming is a powerful trigger to engage people and is being more and more widely used in industry, entertainment, advertising, management and... science communication. In the GameLab, we would like to take the time to play, experiment with a variety of science based games; we think that there is no better way of developing our opinions about games than taking the time to try a few. A time we usually lack in our everyday work.

In the GameLab, you can find a selection of games (including video-games, but not only), some of which are “on the market” and some still under construction. Come and try them out any time. The GameLab will also be what you’ll make of it: want to discuss a specific topic? Dreaming of designing and prototyping a game of your own? You’re more than welcome!

LASAGNE #LAS
MUSE

WORKSHOP

TIME

16.30 - 18.00

CONVENORS

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

Marc Jamous,
Coordinator of Serious
Game projects,
Universcience, Paris,
France

Fabrice Jouvenot,
Transmedia Designer &
Manager, Universcience,
Paris, France

Martin Howe, CEO,
TEQ4, Brighton, UK

Micol Molinari, Learning
projects coordinator,
Enterprising Science,
Science Museum,
London, UK

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





BB TRENTO FIERE
GROUND FLOOR

HAPPY #BB
HOUR

MUSE
NOCTURNE

TIME

18.15

The **Business Bistro**

Happy Hour is a networking highlight - and an opportunity for participants to collect the "stamps" they'll need to enter this year's competition for a chance to win free registrations for the 2016 Ecsite Conference.

Ecsite invites participants to come together for a drink among exhibitors' booths.

Traditionally exhibitors bring specialties from their home countries.

TIME

Doors open 19.30

Programme

20.00 - 00.00

More info on page
223

PROGRAMME



ECSITE ANNUAL CONFERENCE 2015
THE EUROPEAN CONFERENCE
FOR SCIENCE ENGAGEMENT
26TH EDITION

MUSE
MUSEO DELLE SCIENZE
TRENTO • ITALY
11-13 JUNE 2015

**SATURDAY
JUNE 13**





REVERSE

TIME

09.00 - 10.15

CONVENOR

Nathalie Caplet, Scientific Resources & International Relations Manager, Cap Sciences, Bordeaux, France

SPEAKERS

Alex Johnson, Associate Curator of Science, Science Museum Group, London, UK

La Vergne Lehmann, Researcher and Waste Educator, University of Adelaide, Adelaide, Australia

Anna Gunnarsson, Teacher/Developer, NAVET, Borås, Sweden

PRESENTING WASTE IN A NEW LIGHT

We throw things away because we want to forget them. But they don't cease to exist. Dealing with the vast quantities of waste from our modern lives is a major environmental and economic concern.

This is an important message, but engaging audiences with this topic – which is unpleasant, boring, and sometimes a bit smelly – presents quite a challenge.

This reverse session explores how innovative artistic and creative approaches can mediate new encounters with waste, and perhaps even encourage people to adopt more sustainable behaviours. Speakers will highlight the opportunities and challenges of projects in their organisations, before discussion is opened up to the audience. Themes under discussion will be relevant for anyone seeking to engage audiences with challenging subjects.

A WAKE-UP CALL FOR LEARNING RESEARCH AND PRACTICE!

In this provocative session three internationally renowned panelists will challenge the audience to think afresh about learning and teaching in informal settings.

You may be familiar with the sector's most popular texts, but are you really applying them in your practice? Indeed, should you be?

Perhaps your institution was established along particular lines, but is it now timely to consider a newer theoretical paradigm? One that builds on more recent understandings of how learners learn?

In what ways does your institution currently engage with contemporary research? Could it, should it, be doing it better?

These questions and others will be posed and answered by scholars Marianne Achiam, Justin Dillon and Kevin Crowley. Join us for what promises to be a very stimulating discussion!

PANEL

TIME

09.00 - 10.15

CONVENOR

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

SPEAKERS

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

Justin Dillon, Professor of Science and Environmental Education, University of Bristol, UK

Kevin Crowley, Professor, University of Pittsburgh, Pittsburgh, US





WORKSHOP

TIME

09.00 - 10.15

CONVENOR

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

SPEAKERS

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

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

Friso Visser, Head of Education and Presentations, Museon, The Hague, Netherlands

Jaakko Pöyhönen, Exhibition Manager, Heureka - The Finnish Science Centre, Vantaa, Finland

Maria Zolotonosa, Senior Project Manager, Ecsite, Brussels, Belgium

A SAMPLE
OF SCIENTIFIC FOOD
EXHIBITIONS

There is a lot of science in food, but how do we present it in our exhibitions? Can we build participatory events and activities around food? Many other aspects are also worth investigating: the chemistry and physics of cooking, the digestion process, genetically modified organisms, cultural differences in taste, or the use of collections as a starting point and context for the multi-layered stories we want to tell, "matching" food and objects. With this workshop, speakers will bring samples of the food topics they have worked on in their projects or have always dreamed of showcasing. In groups, participants will then invent exhibits or participatory models around these tasks. Additionally, there will be actual food for curious tongues!

Louise Windfeldt, PhD Fellow, Department of Science Education, University of Copenhagen, Copenhagen, Denmark

BARRIER-FREE AND
ACCESSIBLE EXHIBITIONS
- CHALLENGES AND
OPPORTUNITIES

Nowadays it is common that new exhibitions must be barrier-free and meet high accessibility requirements. Legitimate demands of organisations representing disabled people and official guidelines for accessibility are a major challenge for the concept development, design and implementation of exhibitions. Often this is considered a difficulty in terms of technical constraints, content requirements and financial framework.

But maybe this is a mistaken view. It can also be regarded as a chance to develop totally new approaches, ideas and solutions that can benefit every visitor in the end. In this panel session we will investigate these challenges and opportunities, based on practical examples from the field.

PANEL

TIME

09.00 - 10.15

CONVENOR

Nicolas Köster, Project Manager, Triad, Berlin, Germany

SPEAKERS

Junko Anso, Science Communicator, National Museum of Emerging Science and Innovation (Miraikan), Tokyo, Japan

Karoline von dem Bussche, Creative Director Concept Text, Triad, Berlin, Germany

Nathalie Puzenat, Exhibit Developer, Universcience, Paris, France

Jessica Bradford, Content Manager, Science Museum, London, UK

Michał Buława, Main Exhibition Specialist, Instytucja Kultury "EC1 Łódź - Miasto Kultury", Łódź, Poland





REVERSE

TIME

09.00 - 10.15

CONVENOR

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

SPEAKERS

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

Lucy Robinson, Citizen
Science Programme
Manager, Natural History
Museum, London, UK

Fermin Serrano Sanz,
Executive Director,
Fundación Ibercivis,
Zaragoza, Spain

Muki Haklay, Professor of
GIS, UCL, London, UK

Antonio Parodi, Project
Leader, CIMA Research
Foundation, Quiliano, Italy

Claudia Göbel,
Coordinator, European
Citizen Science
Association (ECSA)
Headquarters, Berlin,
Germany

THE FUTURE
OF CITIZEN
SCIENCE

Citizen science projects offer a new form for the engagement of citizens in scientific research. In this session we will explore the opportunities and challenges of this emerging area by looking at different case studies covering a wide range of scientific disciplines and approaches.

We will use examples from the Societize project, and present case studies involving collective music experiments, climate risk assessment, environmental monitoring and citizen cyberlabs.

The presentations will lead to what we expect to be a lively discussion on the future of citizen science in science communication.

INTERGENERATIONAL
DIALOGUE IN SCIENCE
CENTRES

“When an old man dies, a library burns to the ground”, says an African quote.

Older people are a source of information about “modern times a long time ago” and can share their experiences with younger generations. How was life 60 years ago? How to use a typewriter? How to age happy and fulfilled? How to find one’s way without a GPS and friends without Facebook? Homo analogis meets digital natives and engages in a lively exchange about science and technology, life and society.

Two examples of intergenerational programmes are presented: “Dialogue with Time”, an exhibition where seniors over 70 work as mediators; and the workshop “Raconte-moi tes techniques” where old and young share their knowledge about objects of different times, demonstrating that science and technology can foster intergenerational dialogue.



PANEL

TIME

09.00 - 10.15

CONVENOR

Paweł Barczyński,
EC1 and University of
Lodz, Lodz, Poland

SPEAKERS

Vanessa Mignan, Project
manager, TRACES, Paris,
France

Orna Cohen, Partner and
Chief Creative Officer,
Dialogue Social Enterprise
GmbH, Hamburg,
Germany



DEBATE

TIME

09.00 - 10.15

CONVENOR

Michael Creek, Freelance
Consultant, Brussels,
Belgium

SPEAKERS

Aliki Giannakopoulou,
Project Manager,
Ellinogermaniki Agogi SA,
Athens, Greece

Maria Xanthoudaki,

Director of Education and
of International Relations,
Museo Nazionale della
Scienza e della Tecnologia
'Leonardo da Vinci', Milan,
Italy

COMPETITIONS
FOR SCHOOLS - WIN,
LOSE, OR DRAW?

Science centres and museums often resort to competitions as a way to engage young people, using prizes as incentives and finding original ways to get kids involved with the museum. In European projects, they can also be a go-to solution for the much sought-after European added value.

But do competitions motivate young people for all the wrong reasons? Are we celebrating creativity or reinforcing a culture of winners and losers?

In this session the two speakers will bring forward their best arguments in order to object or support the use of competitions as a tool to engage young people. The audience will be forming an active "jury", supporting, rejecting or adding to the arguments. Whether you are against or in favour of using competitions, join and decide whether competitions are indeed guilty or not...

LINKING VISITORS,
MOTIVATIONS
AND THEIR EXPERIENCES

We eat for all sorts of reasons: a hurried breakfast meets a physiological need; a leisurely meal with family and friends meets a social and spiritual one. Similarly, visitors to museums and other educational leisure settings come with a variety of needs, goals and expectations, i.e. different motivations.

There are various models for visitor motivation, such as Packer's (2004) motivational categories, and Falk's (2009) "identity" model. Research has shown that visitor motivations help shape the visit experience, determine what visitors find satisfying and influence their long-term meaning making. In this session, you will hear from researchers who have developed tools for quantifying visitor motivation and experience, and a museum professional with experience in implementing such tools.



PANEL

TIME

09.00 - 10.15

CONVENOR

Bernadette Schrandt,
Researcher Experience
Design for Crossmedia
Content, University of
Applied Sciences
Amsterdam, Amsterdam,
Netherlands

SPEAKERS

Regan Forrest, University
of Queensland, Brisbane,
Australia

Andrea Giron, Manager
of Audience Insights, The
Denver Museum of
Nature & Science, Denver,
US

Siëlle Phelan, PhD
Student, Technische
Universität München,
Munich, Germany



REVERSE

TIME

09.00 - 10.15

CONVENORS

Ryan Jenkins, Tinkering Studio Education Developer, The Exploratorium, San Francisco, USA

SPEAKERS

Jean-Michel Molenaar, Project Manager, CCSTI La Casemate, Grenoble, France

Marjolein van Breemen, Head of Education, NEMO, Amsterdam, Netherlands

Dick de Jong, Head of Exhibitions & Programs, NEMO, Amsterdam, Netherlands

FAILURES IN THE MAKER SPACE

In this experimental session, we'll shift from sharing the glowing success stories around Maker Spaces, workshops and hands-on sessions in our centres to talking about the things that didn't work so well. These challenging moments should be celebrated as learning opportunities that give us the tools to make our spaces the best they can be.

Come with stories of activities, programmes and environments that didn't go as planned and together we'll discuss what went wrong and try to come up with positive ways of thinking about these shared experiences.

Through this discussion, we hope to give you a taste of what it means to actually have a Maker Space or FabLab in your center, and how to run it well!



Following the critical success of his first book, *The Bloodless Revolution* (2006), Tristram has become a renowned campaigner, working in several countries to help improve the environmental and social impact of food production. His latest international prize winning book, *Waste: Uncovering the Global Food Scandal* (2009), revealed that Western countries waste up to half of their food, and that tackling this problem is one of the simplest ways of reducing pressure on the environment and on global food supplies.

Tristram set up Feeding the 5000, the flagship event of a global food waste campaign where 5,000 members of the public are given a free lunch using only ingredients that otherwise would have been wasted. Held twice in London, replica events have since been held worldwide. Through Feedback, the charity he founded, Tristram continues to work with a range of NGOs, governments, and private enterprises internationally to tackle the global food waste scandal.



KEYNOTE SPEECH

TIME

10.30 - 11.30

SPEAKER

Tristram Stuart, Author and Founder of Feedback, London, UK

BB TRENTO FIERE
GROUND FLOOR

COFFEE #BB
BREAK

TIME
11.30 - 12.00



AUDIENCES & LEARNING

INTO THE WILD - SCIENCE CENTRE AND ACTIVISM (PART 2)

Many activists use scientific evidence to promote social change. Other pressure groups deny or distort scientific evidence to support irrational beliefs, misconceptions and/or partisan interests.

This is a follow-up of the 2014 session "Action or Restraint – activism, scientific evidence and social change", in which it was stated that science centres should not be afraid to engage with activist issues.

The focus of this year's session will be on how dialogue about activist issues can be achieved in science centres. The theme will be developed discussing recent case studies: large carnivores conservation on the Italian Alps; public engagement with food guidelines and regulation policies in the UK; and GM crops debates and controversies around sexual education in Poland.

PIZZA #PIZ
TRENTO FIERE

GOAL-RELATED
PANEL

TIME
12.00 - 13.15

CONVENOR

Nico Pitrelli, Co-Director
Master's Course in
Science Communication,
ICS - SISSA, Trieste, Italy

SPEAKERS

Wiktor Gajewski, Deputy
Head of Exhibitions and
Science Communication
Department, Copernicus
Science Centre, Warsaw,
Poland

Anna Darron, Assistant
Content Developer,
Science Museum,
London, UK

Carlo Maiolini, Assistant
Project Manager, MUSE,
Museo delle Scienze,
Trento, Italy





WORKSHOP

TIME

12.00 - 13.15

CONVENOR

Malvina Artheau, Head of the Digital Department, Science Animation Midi-Pyrénées, Toulouse, France

SPEAKERS

Didier Laval, Manager of the Mediation Service and Living Lab, Cap Sciences, Bordeaux, France

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

EXPERIMENTS IN
SCIENTIFIC CO-
CREATION

Science centres are wonderful places to ignite curiosity and raise awareness about science or technology topics. But how good are they when it comes to stimulating visitors to start their own projects, to build with others or to co-create with a company's Research & Development staff? Do we have the know-how and the infrastructure to go beyond mere curiosity and empower visitor to co-design, experiment and debate research and innovation?

Shifting from being a customer in the research and innovation restaurant, the visitor could be redefined as one of the cooks – or even the chef in person. This workshop will empower participants to build their own formats focusing on idea generation, prototyping and testing, using case invention or creative data projects.

SCIENCE
AND THE CITIES 2020

Science communication at urban level has been in the spotlight in the very last years and thanks to European projects, building partnerships at local level is becoming more widespread. At the same time experiences developed in some national contexts – i.e. in Germany, Spain, Netherlands – are solid examples to follow and emulate.

This session will focus on the following points:

- which actions should be developed at European level taking into account new 2014-2020 programmes?
- can coordinated action at local level help us respond more adequately to the economic and financial crisis affecting countries and impacting our institutions?
- to what extent can the construction of local networks and the resulting dialogue with different stakeholders change our visions and practice?

ROUND TABLE

TIME

12.00 - 13.15

CONVENOR

Michael Creek, Freelance consultant, Brussels, Belgium

SPEAKERS

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

Ernesto Páramo Sureda, Parque de las Ciencias, Granada, Spain

Antonio Gomes da Costa, Consultant in Science Communication, Lisbon, Portugal

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

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

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

Annette Klinkert, CEO, city2science - Science Communication and Strategy Consulting, Bielefeld, Germany





PANEL

TIME

12.00 - 13.15

CONVENOR

Jessica Bradford,
Content Manager,
Science Museum,
London, UK

SPEAKERS

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

Stan Boshouwers,
Creative Director, Tinker
imagineers bv, Utrecht,
Netherlands

Anne Prugnon, New
Media Manager, Science
Museum Group, London,
UK

Kayte McSweeney,
Senior Audience Advocate
Science Museum Group,
London, UK

Elena Not, Researcher,
Intelligent Interfaces and
Interaction Research Unit,
Fondazione Bruno
Kessler, Trento, Italy

THE NEW FUSION - REAL
OBJECTS IN DIGITAL
CONTEXTS

In recent years, museums and science centres have been experimenting with bridging the gap between real objects and digital experiences. The meSch (Material Encounters with Digital Cultural Heritage) project has this challenge at its heart: bringing the physical dimension of museums together with relevant, innovative and engaging digital experiences. The latest innovation in this journey has been the use of digital media to augment reality, adding virtual contexts to an object's immediate surroundings. This session will include a discussion on the use of transparent screen technology, which allows an almost seamless relationship between objects and changing digital contexts in the Science Museum's major new communications gallery and at the Museum Boerhaave's spectacular Anatomical Theatre.

BUILDING
OR BRINGING IN
COMMUNITIES

How does an institution encourage curious minds to connect? How and why does it generate or foster the building of a community? What do the various parties gain from it?

Two cases will be rapidly presented about two different types of communities connecting to an institution: teenagers and a diverse mix of visitors. The speakers will focus on why their institution decided to connect to such communities, how they went about building them or fostering their growth, how they stay connected and "work" with them, how the communities evolve, what they gain...

The challenges and opportunities of building various communities or connecting with them (they could also be artists, entrepreneurs or other professionals) will be discussed with participants with ample time for debate.

REVERSE

TIME

12.00 - 13.15

CONVENOR

Holly Hasted, Owner,
Collective Experiences,
Tromsø, Norway

SPEAKERS

Nathalie Caplet, Scientific
Resources & International
Relations Manager, Cap
Sciences, Bordeaux,
France

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

Nazim Enes Altan,
Project Expert, Bursa
Science and Technology
Center, Bursa, Turkey





PANEL

TIME

12.00 - 13.15

CONVENOR

Liesbeth de Bakker,
Lecturer in Science
Communication
Utrecht University,
Netherlands

SPEAKERS

David Sittenfeld,
Program Manager,
Forum, Museum of
Science, Boston, US

Patrizia Famà, Scientific
Communicator, MUSE,
Museo delle Scienze,
Trento, Italy

Markus Schmidt,
Founder and CEO,
Biofaction KG, Vienna,
Austria

Mikko Rask, Senior
Researcher, University of
Helsinki, Helsinki, Finland

Antonina Khodzhaeva,
Project Manager, Ecsite,
Brussels, Belgium

PUBLIC ENGAGEMENT
WITH SYNTHETIC
BIOLOGY

Synthetic biology (SynBio) represents the latest phase in the development of biotechnology and addresses some of the greatest challenges of today's societies. At the same time, it raises crucial ethical questions, calls for adapted policies and requires to anticipate public reactions.

Many initiatives have already been taken for public engagement on socio-scientific issues.

Mikko Rask will provide an overview of the most innovative procedures in Europe and beyond.

In the case of SynBio, science centres and museums are anticipating some new challenges such as the lack of a clear definition for the field and misconceptions about Do-It-Yourself communities. Our speakers Patrizia Famà, Markus Schmidt and David Sittenfeld will share their ways of tackling these issues.

PARTICIPATORY
PRACTICES IN SCIENCE
CENTRES

The roles of science centres are changing. Exhibitions with right or wrong answers are not enough in today's complex world, where beauty is in the detail and knowledge is negotiable. Science centres are in a unique position to build bridges between research and practice, and participate in the establishment of new audiences.

The session will address the need to develop collaborative methods to achieve this goal.

Through the two EXPAND and PULSE projects, speakers will share their experiences on developing participatory practices and research methods suitable for exhibition development as well as science centre development in general.

PANEL

TIME

12.00 - 13.15

CONVENOR

Justin Dillon, Professor
of Science and
Environmental Education,
University of Bristol, UK

SPEAKERS

Merethe Froyland,
Associate Professor, Oslo,
Norway

Julie Bonnelycke, PhD
Fellow, Experimentarium,
Copenhagen, Denmark

**Catharina Thiel
Sandholdt**, PhD Fellow,
Experimentarium,
Hellerup, Denmark

**Mette Stentoft
Therkildsen**, Project
Manager, Exhibition
Consultant,
Experimentarium,
Hellerup, Denmark

Dagny Stuedahl,
Professor, Norwegian
University of Life
Sciences, Oslo, Norway





PANEL

TIME

12.00 - 13.15

CONVENOR

Pedro Albuquerque,
Business Development
Manager, Ecsite, Brussels,
Belgium

SPEAKERS

Julie Becker,
Communications and
Events Manager, Ecsite,
Brussels, Belgium

Carlos Catalão Alves,
Head of Communication,
Pavilion of Knowledge
- Ciência Viva, Lisbon,
Portugal

Julie Stone, JMP SAS
UK, European Marketing,
Buckinghamshire, UK

NEW SERVICES ON THE
HORIZON

In this session, participants will be introduced
to very different tools – all very useful!

Make the most of Ecsite's new website

Did you know that as an Ecsite member you
can publish news directly onto the new Ecsite
website? Learn how to do so!

A new Ecsite service – Ecsite Move

Developed thanks to the Ciência Viva Ecsite
presidency, this new service will allow staff of
Full members to visit each other's
organisation for free. Get an exclusive first
demonstration of this online tool and give us
your feedback.

**From our Conference Partner JMP -
A Primer on Statistical Discovery**

This presentation is delivered by JMP, a
Division of SAS Institute, a global provider of
statistical software for more than thirty-five
years.

It introduces 'Statistical Discovery', a process
that allows you to work with data to discover
new, useful, insights that drive cycles of
learning. After a brief overview to introduce
the concept, an example involving property
prices in the US will be used to demonstrate
how the process works in practice.

JMP provides a synergistic blend of
visualisation and statistical modeling
capabilities, and does not require you to be
an expert in statistics to make effective use of
this body of knowledge.

OPEN MAKE -
RECIPES FOR ART AND
SCIENCE

Here's your chance to spend some time
making and tinkering! In this session, we'll
play with new technologies, share activities,
and provide a venue for informal
conversations.

We'll explore art and science through several
activities:

- Scratch Programming - A quick introduction
to Scratch (a visual programming language
developed at MIT) that allows participants to
contribute to a collaborative "dance party".
- Homemade Arcade - Create a chain
reaction pinball machine using simple
everyday materials like foam and elastic
bands.
- Digital Fashion - In this workshop,
participants will learn how to size, personalize
and make their own pair of felt Kuluska
slippers using a digital customization platform
and a laser cutter.
- Circular Knitic - Costantino Bongiomo will
perform a demo of the Circular Knitic
machine, a completely DIY and Open Source
tool for Maker Spaces.

WORKSHOP

TIME

12.00 - 13.15

CONVENORS

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

Jean-Michel Molenaar,
Project Manager, CCSTI
La Casemate, Grenoble,
France

Ryan Jenkins, Tinkering
Studio Education
Developer, The
Exploratorium, San
Francisco, USA

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

Sebastian Martin,
Scientific Content
Developer, The
Exploratorium, San
Francisco, USA

Costantino Bongiomo,
Maker and co-founder of
WeMake Makerspace,
Milan, Italy



TIME
13.15

THE
CHEF'S
CHOICE



USING FOOD TO SHOW SCIENTIFIC PROCESSES

Food can help us learn about science and about food itself. We'll explore novel methods to engage audiences with a familiar material and to show scientific ideas and processes. This will allow us to:

1. visualise scientific data
2. stimulate scientific creativity
3. define new types of exhibitions
4. communicate and do research on the scientific concepts behind haute cuisine
5. "programme" food.

This is a participatory workshop. We expect participants to bring ideas for their own projects. We will try to develop them together as much as possible within the workshop itself.

The role of several concepts in learning will be explored: materiality, kinaesthetic learning, group learning, etc.

Ramon Sanguesa,

Founder and Co-Director,
La Mandarina de Newton
SL, Barcelona, Spain

Irene Lapuente Aguilar,

Director at La Mandarina
de Newton SL, Barcelona,
Spain

Laurence Humier,

Engineer, Milan, Italy

Marc Bretilot, Food

Designer, Paris, France





WORKSHOP

TIME

14.30 - 15.45

CONVENOR

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

SPEAKERS

Alessandro Saracino, Senior Explainer, Fondazione Golinelli, Bologna, Italy

Inês Oliveira, Education Officer - Project Manager, Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal

Debora Nucci, Explainer, Fondazione POST, Perugia, Italy

Ivonne Delgadillo, President of the Management Committee - Coordinator The Kitchen is a Laboratory, Fábrica Science Centre, Aveiro, Portugal

Ruth Murray, Learning Manager - Special Projects, At Bristol, Bristol, UK

KITCHEN LABS
AND EDIBLE SCIENCE

Working in a lab is somehow similar to cooking and lab procedures may look like recipes.

This hands-on session will welcome participants into a familiar kitchen-like environment and offer short experiments and hands-on activities, exploring the science behind food preparation, production and taste.

Different experiments will allow participants to:

- explore the chemistry, biology and physics involved in cooking and take it to another level;
- understand how tasting experiences can allow to explore what neurosciences reveal on crossmodal and multisensory studies;
- understand how the familiar setting of a kitchen affects the informal science learning experience;
- learn how particular foods are produced by mixing artisanal know-how and scientific knowledge.

MULTIDISCIPLINARY
PROGRAMMING IN
SCIENCE MUSEUMS

Science is not isolated from other aspects of human endeavour, such as history, culture, art, music etc. Science centres must effectively tap into multiple disciplines. Some have done this for considerable time, while others are discovering the multidisciplinary world.

Panelists will present examples of science centres with substantial multidisciplinary experience and others currently expanding their missions and visions.

This exploration of multidisciplinary programming will touch on partnerships, planning strategies and programme evaluation, as well as possible challenges raised by mission, political situation or finances.

Collaborations with the general public will be discussed – they bring unique skills, information, perspectives and community resources in fields such as music, history or art.



PANEL

TIME

14.30 - 15.45

CONVENOR

Robert West, President, Informallearning.com, Denver, US

SPEAKERS

Guy Labine, Chief Executive Officer, Science North, Sudbury, Canada

Linda Conlon, Chief Executive, International Centre for Life, Newcastle, UK

Lynn Scarff, Director, Science Gallery, Trinity College, Dublin, Ireland

Tom Rockwell, Director of Exhibits and Media Studio, Exploratorium, San Francisco, US



REVERSE

TIME

14.30 - 15.45

CONVENOR

Julie Becker,
Communications &
Events Manger, Ecsite,
Brussels, Belgium

SPEAKERS

Olivier Retout, CEO, SPL
Lascaux Intern. Exhibition,
Périgueux, France

Ioannis Miaoulis,
President & Director,
Museum of Science,
Boston, USA

Jan Alfred Andersson,
Head of Oslo Science
Centre, Oslo, Norway

Elisabetta Tola, Science
journalist, formicablu,
Bologna, Italy

EXHIBITION REVIEWS –
SHALL WE GIVE UP ON
MAINSTREAM MEDIA?

When mainstream media report on art exhibitions, they tend to publish in-depth reviews by specialists commenting not only on the art on show itself, but also on curator choices like narrative, object selection or design. When it comes to science exhibitions however, coverage seems often limited to either copy-paste articles of self-promotional press releases or discussions of the science topic at hand.

Why this superficial reviewing? Does it matter? Are science museums too quiet about their editorial and design choices, or are the media (and their audiences) just not interested? Shall we change our stories? Try to “educate” the media? Or give up on them and find other avenues?

Join this provocative session allowing ample time for discussion.

DIGITAL
GUIDING TOOLS IN
SCIENCE MUSEUMS

Audio guides, video guides and other apps are not very common in science museums. App experiences on mobile devices can provide an opportunity for visitors to engage with exhibitions pre-, in-, and post-visit, enhancing their overall museum experience. We will show how apps can create interactive, free-choice learning experiences presenting five case studies.

Can apps give the visitor owner- and user-ship? We will explore the philosophy behind the idea of a mobile digital guide and share how the presented tools were evaluated. The session is a workshop and participants will try the MUSE video guide in situ.

Case studies: Digital Learning Resource (Science Museum – London); the Wandering Project (Israel); Explora MUSE (Trento); the Eureka quest (Philips Museum – Eindhoven); the Rijksmuseum app (Amsterdam).

PANEL

TIME

14.30 - 15.45

CONVENOR

Sergio Cagol, Program
Manager, Trento Rise
Innovation Agency, Trento,
Italy

SPEAKERS

Davide Dalpiaz,
Multimedia Manager,
MUSE, Museo delle
Scienze, Trento, Italy

Jane Rayner, Senior
Audience Researcher
(Digital), Science
Museum, London, UK

Peter Slavenburg,
Director, NorthernLight
Design, Amsterdam,
Netherlands

Tailia Yehiel, Museum
Expert, @thewandering.
net, Tel Aviv, Israel





**RAVIOLI
MUSE**

#RAV AUDIENCES & LEARNING

REVERSE

TIME

14.30 - 15.45

CONVENOR

Marjelle van Hoorn,
Association Manager,
VSC network of science
museums and science
centers, Amsterdam,
Netherlands

SPEAKERS

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

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

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

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

Karen Davies, Head of
Learning Research and
Projects, Science
Museum Group, London,
UK

SELF-GUIDED EXPERIENCES FOR SCHOOLS

How can science museums and centres create memorable experiences that inspire students about science and the natural world and that also support the school curriculum, without any facilitator? What does the perfect self-guided school experience look like? How can museums provide the structure that teachers seem to want in an often open-ended learning environment? Should museums ban worksheets in favour of other engagement methods entirely?

Speakers will present the challenges they have faced while developing self-guided activities and share how they have tried to overcome them. Delegates will then be invited to discuss the questions raised. We hope to facilitate fruitful discussion and generate ideas that delegates can use to inform their strategies for school provision at their institutions.

NETWORKING & PARTNERSHIPS

CHANGING SOCIETY - NEW RECIPES FOR SCIENCE CENTRES

Science centres are constantly questioning their strategic plans and repositioning their institutions to answer today's ever-evolving economic and social context.

Have the ingredients of this "nouvelle cuisine" – stakeholders and audiences – changed? How can science centres adapt their recipes? New cultural and commercial activities are already being tested out, strengthening new alliances and partnerships to position our institutions in a new relation between science and society.

Speakers from different horizons will report on trends in our field, taking into account the Mechelen Declaration, and will reflect on the following questions: What is the place for science centres in today's society? How do they respond to the needs of growth and competitiveness? How do they integrate emerging social needs?

**MOZZARELLA #MOZ
MUSE**

PANEL

TIME

14.30 - 15.45

CONVENOR

Vincenzo Lipardi, CEO,
Fondazione IDIS - Città
della Scienza, Naples,
Italy

SPEAKERS

Anthony Rock, CEO,
ASTC, Washington, US

Sawsan Dalaq,
President, NAMES,
Amman, Jordan

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

Director of Science
Communication, Beijing
Association for Science
and Technology (BAST),
China

Michele Lanzinger,
Director, MUSE, Museo
delle Scienze, Trento, Italy





REVERSE

TIME

14.30 - 15.45

CONVENOR

Carole Paleco,
Responsible for European
Projects, Royal Belgian
Institute of Natural
Sciences, Brussels,
Belgium

SPEAKERS

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

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

CITIZEN SCIENCE -
REFLECTING ON
PROCESSES

Citizen Science can result from various recipes, and notably from a participative or a collaborative process. Some institutions collaborate with amateurs for their research and together produce data that nourish science. Some are good at consulting citizens on their tastes, but lack a common menu for their projects. Some are experiencing both approaches but have not yielded results yet.

This session will present approaches at work in three institutions (in Spain, Denmark and Belgium) and will give the floor to the audience to collect other experiences in Citizen Science. Together we will try to increase appetite for Citizen Science projects between research institutions, science centres, decision makers and civil society.

META-MAKING - HOW
TECHNOLOGY IS
CHANGING THE WAY WE
MAKE THINGS

In this panel session we ask three guests from different realms of the ever broadening maker culture about their own use of technology in making things. Marc Dusseiller, from the world of DIYbio, Zoe Romano, fashion activist and maker guru, and Fiore Basile, a node of the global FabLab network will each share their unique perspective on a rapidly changing world in which design is open source, physical products are sent by email and makers can become international companies. But is the success of the maker movement rooted in access to technical gadgets only? Or is 3D printing and Arduino just the tip of an iceberg called "democratization of technology", and finally empowering us to hack reality towards our own needs? We summon you to dream with us. Technology is changing the way we learn and teach, communicate, get dressed, eat and drink, but is 3D printing going to save the world? Will we grow a computer in 10 years, or will this stay science fiction forever?

PANEL

TIME

14.30 - 15.45

CONVENORS

Jean-Michel Molenaar,
Project Manager, CCSTI
La Casemate, Grenoble,
France

Jochen Hunger,
Exhibition Designer,
Jochen Hunger Museum
& Exhibition Design,
Erlangen, Germany

Sabina Barcucci, Fablab
Manager, MUSE, Museo
delle Scienze, Trento, Italy

SPEAKERS

Marc Dusseiller,
Scientist and DIYbio
activist, Hackteria, Zurich,
Switzerland

Fiore Basile, Maker and
FabLab manager, FabLab
Cascina, Pisa, Italy

Zoe Romano, Activist and
co-founder of WeMake
makerspace, Milan, Italy



BB TRENTO FIERE
GROUND FLOOR

COFFEE #BB
BREAK

TIME
15.45



OPEN STAGE

FOOD FOR CURIOUS MINDS - OPEN STAGE

Have you recently discovered an amazing app, read an incredible book, watched a deeply moving film? Are you working on a mind-blowing project or idea? Do you have a four-minute experience that will sweep the audience off their feet or an eye-opening concept you'd like to share?

This is your chance to share your epiphany with the Ecsite community. We are looking for innovative, future-looking ideas, tips or jewels that will inspire us all in our professional lives – in short: food for curious minds. You have exactly four minutes on stage and a video projector at your disposal...

PIZZA #PIZ
TRENTO FIERE

WORKSHOP

TIME
16.30 - 18.00

CONVENOR

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

Didier Laval, Manager of the Mediation Service and Living Lab, Cap Sciences, Bordeaux, France





TIRAMISÙ
TRENTO FIERE

#TIR AUDIENCES & LEARNING

WORKSHOP

TIME

16.30 - 18.00

CONVENOR

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

SPEAKERS

Inês Oliveira, Education Officer - Project Manager, Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal

Carmen Guerra,

Program Coordinator, Parque de las Ciencias, Granada, Spain

Ian Brunswick,

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

BRINGING HOT ISSUES TO SCIENCE CENTRES BEFORE THEY CHILL

Everybody talks about it on the street, it stands on the front page of all newspapers and TV news programmes are fighting to get the best scientists in town. But how is your science centre addressing this hot topic?

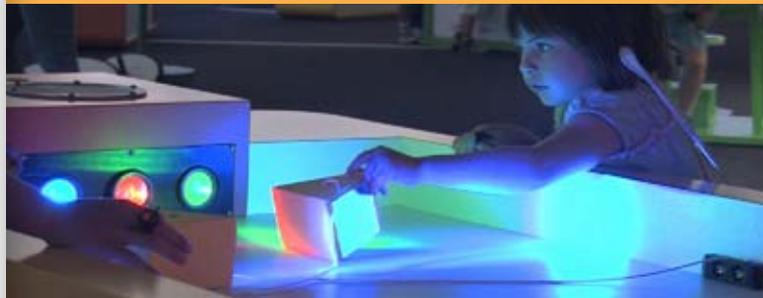
In this gamified workshop, participants will be divided into groups representing fictional science centres. Each group will pick up cards and rely on chance to determine the budget, resources, constraints and opportunities to develop creative communication strategies that aim to present and debate scientific and technological topics currently on the social agenda.

At the end of the session we will evaluate the strengths and weaknesses of each strategy and discuss the wonders (and difficulties) of bringing scientific hot topics to museums and science centres.

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.



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Micropia

Authority	Surface area m²
Natura Artis Magistra	850 m²
Design	Opening
Kossmann.dejong	30-09-2014

Photography: Thijs Wolzak

Micropia: world's first museum dedicated to microbes

Micropia is a unique museum that is set to inspire the public and allow them to see how microbes move around, eat and reproduce.

We are Bruns, specialized in the development, production and installation of interactive exhibits and exhibitions. Our contribution is driven by an ambitious goal: to offer visitors a complete experience and maximum educational value. You will find it in the way we cooperate, in our flexibility and in our dedication.

Read more about the story behind Micropia and other projects at www.brunsnl.

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BRUNS



PANEL

TIME

16.30 - 18.00

CONVENOR

Luisa Massarani,
Museum of Life/Oswaldo
Cruz Foundation, Rio de
Janeiro, Brazil

SPEAKERS

Sally Duensing, Free-
lance consultant and
King's College, US and
UK

Karen Bultitude, Director
of Research (STS),
University College
London, London, UK

Supara Kamolpattana,
Science Communicator,
National Science
Museum, Bangkok,
Thailand

IS THE SCIENCE CENTRE
EXPERIENCE THE SAME IN
ALL COUNTRIES?

In the last two decades, hundreds of hands-on science centres have been opening their doors around the globe, many of them in the developing world. Some of them follow the “philosophy” of the Anglo-Saxon world (e.g. the San Francisco Exploratorium), even replicating exhibits in some cases. This strategy has been adopted to avoid reinventing the wheel. On the other hand, it can happen that cultural issues are not properly considered when importing these models.

This session aims to discuss how much the experience of visiting a hands-on science centre differs (or not) from country to country and how understanding these differences can inform effective design practice. We will share experiences from Asia (Thailand), Europe (UK), North America (US) and Latin America (Brazil), with different visitor studies perspectives.

FORMING OPINION - BUT
HOW?

A substantial element of Responsible Research and Innovation (RRI) requests the engagement of all societal actors. The change from isolated research to research with shared responsibilities is a long process that requires a considerable change of attitudes.

But change can be difficult: resistance, uncertainty, aversion to risk, and even fear can accompany the challenge of publicly debating new emerging technologies. Thus it is vital to launch effective processes of engagement. But how can that this be done? How can opinion forming be supported without being influenced? How can education contribute to opinion forming and critical thinking? This interactive workshop will compare learnings from several projects and will give participants a chance to examine their own processes, projects and ideas.

WORKSHOP

TIME

16.30 - 18.00

CONVENOR

Katharina Handler,
Project Manager, ZSI -
Centre for Social
Innovation GmbH, Vienna,
Austria

SPEAKERS

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

Margit Hofer, Senior
Researcher, ZSI - Centre
for Social Innovation
GmbH, Vienna, Austria





PANEL

TIME

16.30 - 18.00

CONVENOR

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

SPEAKERS

Ignasi López Verdeguer,
Director - Department of
Science - La Caixa
Foundation, CosmoCaixa,
Fundació "la Caixa",
Barcelona, Spain

Mai Murmann, Exhibition
Developer / Project
Manager,
Experimentarium,
Copenhagen, Denmark

Carlos Catalão Alves,
Head of Communication,
Pavilion of Knowledge
- Ciência Viva, Lisbon,
Portugal

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

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

TRANSFORMING
SCIENCE CENTRES
THROUGH RESPONSIBLE
INNOVATION

Responsible Research and Innovation (RRI) is a very topical concept at European Union level, and an inspirational one for science centres and museums. This session highlights how RRI tools can be used to create development processes that put users at the centre of attention. The implementation of RRI policies in European research programmes means a new era, where we focus not only on "what"; but also on "how" we develop responsibly. It requires inclusion, diversity, openness, transparency, anticipation and responsiveness. Dialogue and participatory actions should be embedded in projects from the very beginning. In turn this will give us engaged and enlightened audiences, and will support science centres and museums as important players of the science and society agenda.

DESIGNING
LEARNING SPACES -
RECIPES FOR SUCCESS

Learning takes place across galleries and exhibition spaces of a science centre or museum. Still, very often dedicated learning spaces are necessary to augment learning or engage learners in ways that are difficult in galleries. However, creating inspiring, engaging and yet practical dedicated learning spaces, often for varied audiences, is an ever-present challenge.

Research suggests that the context in which learning takes place is important and fosters learning so it is vital that we get it right. What are the key ingredients for success? This panel session will take case studies from organisations at different stages in their journeys to create new learning spaces and share the design process and lessons learned to support others looking to re-imagine their learning environments.



PANEL

TIME

16.30 - 18.00

CONVENOR

Beth Stone, Head of
Visitor and Learning
Engagement, Natural
History Museum, London,
UK

SPEAKERS

Jeroen van der Brugge,
Coordinator Content
Education, Naturalis
Biodiversity Center,
Leiden, Netherlands

Kevin Crowley,
Professor, University of
Pittsburgh, Pittsburgh, US

Pernille Hjort, Head of
Outreach, Natural History
Museum of Denmark,
Copenhagen, Denmark

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



REVERSE

TIME

16.30 - 18.00

CONVENOR

Charlotte Koldbye,
Science Journalist,
Experimentarium,
Hellerup, Denmark

SPEAKERS

Bent Johan Poulsen,
Project Manager, Digital
Learning,
Experimentarium,
Hellerup, Denmark

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

Jane Rayner, Senior
Audience Researcher
(Digital), Science
Museum, London, UK

DIGITAL
POSSIBILITIES - A NEW
BLEND

Digital technology can deliver engaging, personalised experiences that combine with more traditional elements of the science centre and create a whole new setting – a digital blend.

Do these digital interpretation methods enhance the science centre learning experience, or does the use of new technology distract from learning by overpowering other aspects?

Three case studies will be presented, introducing new ways of using digital technology. Attendees will be encouraged to debate the pros and cons of using digital technology, both inside science centres and as an extended experience outside of a visit.

The session will give attendees a fresh viewpoint, encouraging them to embrace the new technologies available to us while providing an understanding of the associated challenges

THE VIEW
FROM THE FLOOR

How do emerging trends in science centres and museum observed during this year's conference impact on the current roles and training practices of explainers, and on the value of face-to-face interactions on science centres' floors? To discuss this question, the Ecsite thematic group on explainers and human interfaces (THE group) organises a 'Hub' session. Everyone interested in the role and management of explainers (animators, facilitators, etc.) is invited to play an active role, and participate to the session by reporting interesting ideas and trends emerging from the conference, as seen from the perspective of the floor staff engaged in face-to-face interactions with visitors. Three sparkers-speakers will set the scene with short provocative statements to challenge and extend our current thinking. By drawing ideas together through a facilitated discussion between attendee, we will consider the roles, competencies and training needs of explainers, and discuss the impact of new trends on practice.



REVERSE

TIME

16.30 – 18.00

CONVENOR

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

SPEAKERS

Brad Irwin, Senior
Learning Engagement
Manager, Natural History
Museum, London, UK

Kamil Rogulski, Deputy
Head of Operations
Department, Copernicus
Science Centre, Warsaw,
Poland

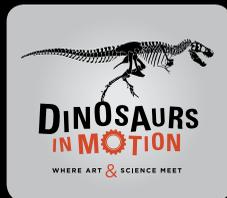
Anne-Lise Mattieu,
Universcience, Paris,
France

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M O V I N G • SCIENCE

VISIT US at booth 12 in the Business Bistro and at www.Archimedes-Exhibitions.de

MUSE
FRONT GARDEN

THE
CLOSING &
HANDOVER

TIME
18.15 - 19.00

SPEAKERS

Mikko Myllykoski, Chair of the Annual Conference Programme Committee (ACPC), Experience Director, The Finnish Science Centre, Vantaa, Finland

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

New President of Ecsite 2015-2017

Michele Lanzinger, Director, MUSE, Museo delle Scienze, Trento, Italy

The team of the AC 2016 Co-Hosts: Frida&Fred Children's Museum and Universalmuseum Joanneum, Graz, Austria

GALLERIE DI
PIEDICASTELLO
FAREWELL
PARTY
(ON
REGISTRATION)

TIME
21.00 - 02.00

More info on page
225



nest, the open house of Nestlé, switzerland, spring 2016

Big appetite for food projects!



foodtopia, museum boerhaave, the netherlands, februari 2015



maison cailler factory tour, switzerland, april 2015

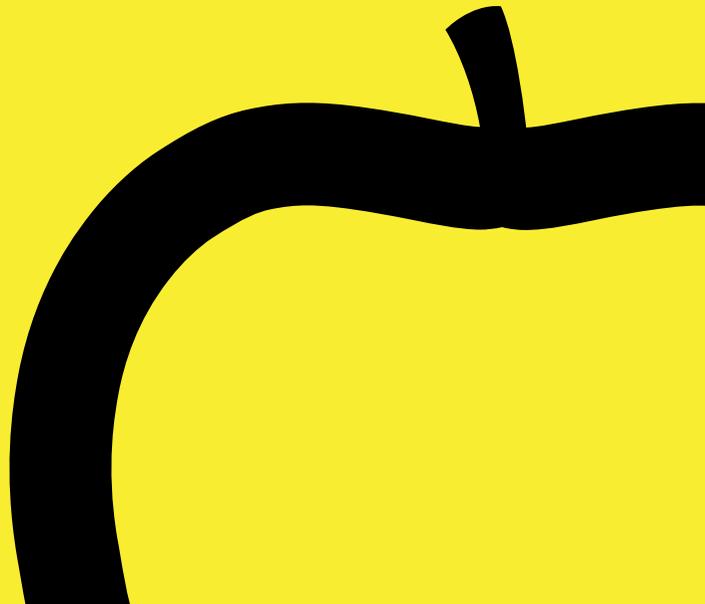
PROGRAMME



ECSITE ANNUAL CONFERENCE 2015
THE EUROPEAN CONFERENCE
FOR SCIENCE ENGAGEMENT
26TH EDITION

MUSE
MUSEO DELLE SCIENZE
TRENTO • ITALY
11-13 JUNE 2015

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LOUNGE

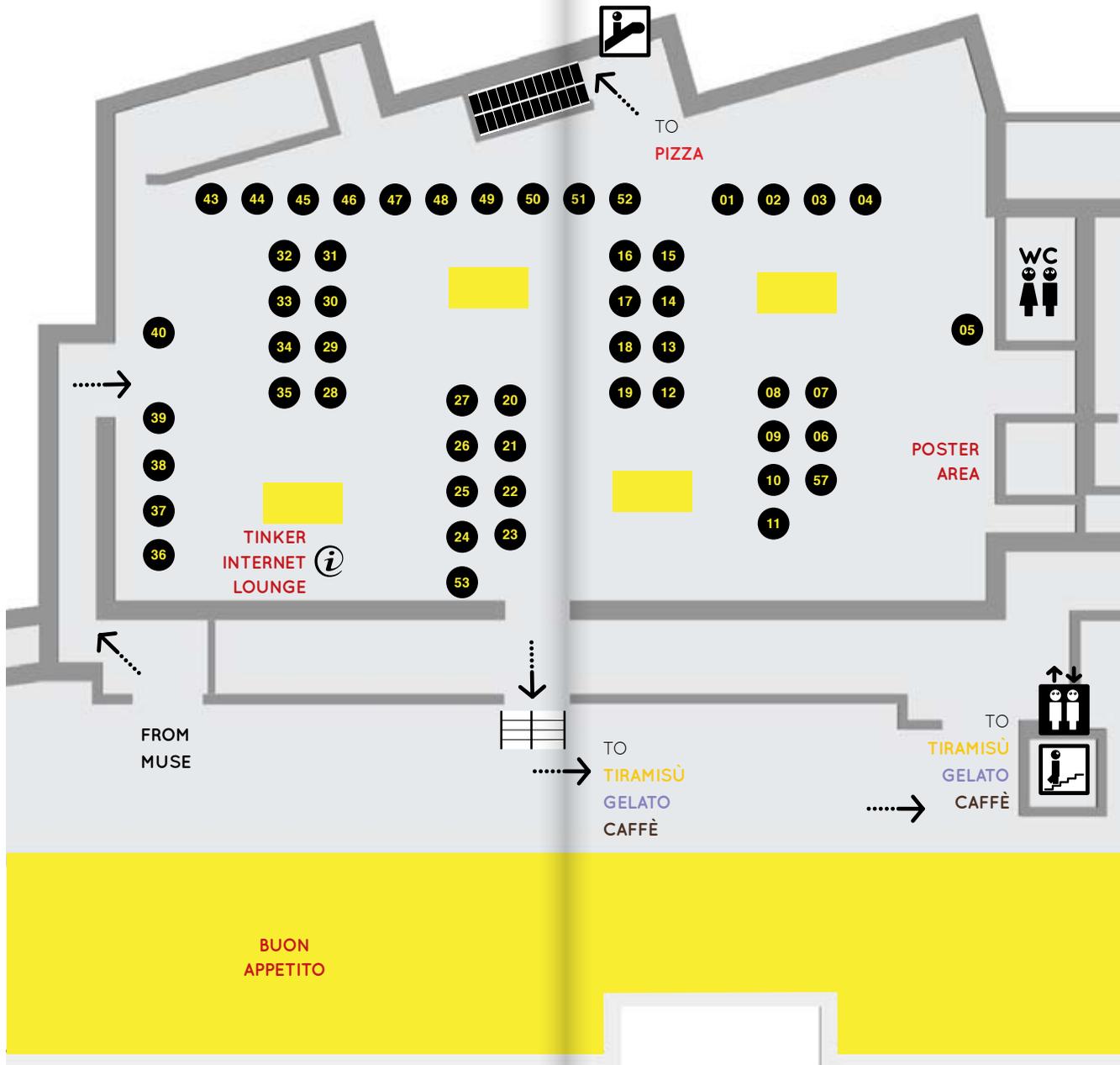


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BUSINESS BISTRO

FLOOR PLAN



TRENTO

FIERE

BUSINESS BISTRO #BB**TINKER INTERNET LOUNGE****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.

Tinker Internet Lounge

A great place to meet other people and share online experiences. This Internet cafe is sponsored by Dutch experience designer, Tinker imagineers. 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 COMPETITION

WIN 1+3 FREE REGISTRATIONS FOR THE 2016 Ecsite Annual Conference in Graz.

Your task is simple: Visit the five Business Bistro exhibitors listed at the back of the entry card you'll find in your delegate's bag. Explore possible cooperations and leave them your contact details in exchange of stamping your card!

How to win:

Deposit the filled in card at the Ecsite booth (n°26) to get the chance to win 1 free registration for next year's conference!

OR go the extra mile, cooperate and multiply your chances. Visit the Graz 2016 booth (n° 27) and find two other participants with cards of different colours and from different countries.

Team up, get briefed by the Graz 2016 team and deliver a short performance during the Closing & Handover ceremony on Saturday at 18.15. You will be competing with 4 other teams to win 3 free registrations! Good luck!



ecsite
European Conference
for Business & Innovation

**colours of
cooperation**

27th Ecsite Annual Conference
Graz, Austria, 7–11 June 2016

WIN **1+3** FREE REGISTRATIONS!



01 PAVILION OF KNOWLEDGE

Situated in the Parque das Nações, Lisbon, the Pavilion of Knowledge-Ciência Viva is the largest interactive science and technology centre in Portugal. Major thematic exhibitions and hundreds of interactive exhibits encourage visitors of all ages to explore and experiment the physical world. Physics, mathematics, technology and other areas of knowledge are spread over an area of 11,000sqm. Workshops, seminars, scientific laboratories and other activities make this place a house of science for everyone. The Pavilion of Knowledge is now working intensively on the conception and production of interactive exhibitions, autonomously or in association with other international science centres.



02 NATURAL HISTORY MUSEUM, LONDON

The 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 dinosaur exhibitions as well as specimen-rich exhibitions like "Sexual Nature" and "Extinction". New exhibition projects which feature unique objects from our extensive collections are currently in development and will be launched from 2016. As a leading international research institution, our work draws on the experience and expertise of the 300 scientists working at the Museum.



03 AND 04 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 Herstonceux UK and we operate travelling exhibitions that cover a range of subjects from art to ancient science.



05 FONDAZIONE GOLINELLI

Fondazione Golinelli was established in Bologna in 1988 as a project of entrepreneur Marino Golinelli, with the goal of promoting education and training, spreading culture and encouraging the ethical growth of young people.

It is based on the model of the large American foundations: pragmatism, vision and efficiency in project delivery make it an example of best practice in Italy.

Its activities combine art with social sciences, creating contacts between school, research and business. It is a question of civil responsibility: education is the key for a better society, prepared for the complex challenges the near future holds in store.



06 NGO PROF. BALTAZAR / AQUIS LTD (COOPERATIVE)

A group of Professor Balthazar fans founded the Association Professor Balthazar whose main goal is to promote the development of creativity, innovation and knowledge in youngsters and young scientists, and to foster sustainable development through innovative programmes.

In 2012 we became a lead partner of the following science popularisation projects in Croatia: ZEZ (Science Edutainment Centre) and Science picnic (1-day science event attracting 70,000 visitors).

We will show our projects and activities and exchange experiences with EU colleagues, and promote this year's Science picnic (time: September / place: old Roman Arena - city of Pula).



07 MUSÉUM NATIONAL D'HISTOIRE NATURELLE

A daily commitment... At the crossroads of Earth, life and human sciences, the Muséum has been devoting its resources to the study of nature for almost 400 years. Our fivefold mission is to: - maintain our exceptional collections, - conduct state of the art research, - provide multidisciplinary education, - offer recognized expertise, - ensure the dissemination of knowledge needed to protect biodiversity. The Muséum is a unique repository with a major scientific legacy that combines knowledge and know-how. From the time of its creation, the Muséum's vocation has been to transmit naturalist knowledge. Today this involves raising awareness about the importance of biodiversity and the future of the planet.

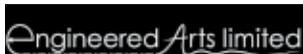
08



UNIVERSCIENCE.

As a centre of excellence for scientific 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 science in society initiatives through cooperation, traveling exhibitions and consultancy. Available in different sizes and for all audiences, Universcience traveling exhibitions cover a wide range of engaging topics. New interactive exhibitions coming up this year: "Darwin" (in coproduction with the National Museum of Natural History of Paris) and "Cats and Dogs". In addition, we are now touring "Voice, the talking exhibition"; "Risk or not to risk?" and "Housing for tomorrow". For more details on these exhibitions, visit: www.universcience.fr/exhibitionservices

09



ENGINEERED ARTS LTD

Since 2004, Engineered Arts have been creating imaginative, interactive humanoid robot exhibits for science and technology centres worldwide. All of our robots are multi-lingual and fully programmable, making them perfect exhibits to deliver educational content and demonstrate state of the art technology, such as motion capture and age/emotion recognition. From the desktop size SociBot mini to the visitor favourite, life sized RoboThespian, we have robots to suit most budgets. A growing number of universities are now adopting our robots as platforms for serious academic research, so you are assured that EA robots are always at the cutting edge of technology. Our experience of supplying robot exhibits to prestigious public venues such as NASA's Kennedy Space Center and the National Science Museums of Spain, Australia, Israel and Macau qualifies us to build robots capable of working tirelessly, every day, in busy science centre environments

10



MECHANICAL CIRCUS EXHIBITION

The Mechanical Circus touring exhibition is a collaboration between Museum Boerhaave and Cabaret Mechanical Theatre.

This entertaining, circus-style exhibition combines modern mechanical sculpture with centuries-old physics games and artefacts.

The Museum Boerhaave is the Netherlands' state museum of science

11



SEA FOR SOCIETY

The Sea for Society (SfS) project gathers 28 partners from 12 European countries, including Ecsite and Ecsite members.

During the project, stakeholders and young citizens were invited to generate ideas to tackle marine societal challenges at local, national and European levels. SfS now presents the concept of a Blue Society, inspiring action through a Mobilisation phase and Mutual Learning Action Plan.

The SfS booth will present the results of these consultations, information on the Blue Society and on activities that every organisation can set up in their own country.

www.seaforociety.eu is funded by DG Research and Innovation of the European Commission/Science in Society.

12



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.

13



AMERICAN MUSEUM OF NATURAL HISTORY

The American Museum of Natural History is a leading provider of engaging scientific content to partners around the world. Each year, we produce two 7,000 square foot traveling exhibitions as well as a variety of immersive planetarium shows, HD science videos, and other offerings drawn from the Museum's vast scientific expertise and collections. Our content presents forward-looking scientific questions and inspires intellectual curiosity and discovery while engaging visitors of all ages. More than 250 venues have presented Museum-produced content, in more than 39 countries on six continents.

14



SCIENCE GALLERY INTERNATIONAL

We support the Global Science Gallery Network and promote its associated touring exhibitions, bringing together a wide and multidisciplinary selection of cutting edge ideas from artists, engineers, designers and scientists. They are designed to open up debate, challenge opinion and create a dynamic visitor experience that is at once surprising, participative and stimulating. We provoke curious young minds, presenting ideas to audiences of all ages in a highly engaging, conversational way. We will be promoting exhibitions including "STRANGE WEATHER", "BLOOD", and "ILLUSION".

15



THE EXHIBITIONS AGENCY

We are touring exhibition specialists, and represent museum exhibitions and collections from a variety of institutions worldwide. Our portfolio of traveling exhibitions goes beyond the science, family and natural history fields, to include art, design, history, music, popular culture and entertainment. We assist you in every step of the way to help you select the best exhibition for your needs, taking into account all your requirements, including themes, sizes, budgets and target audiences. We also offer consultancy to museums, collection owners and brands seeking to produce new touring exhibitions.

16



CITÉ DE L'ESPACE - MUSÉUM DE TOULOUSE

The Toulouse Museum is an information and debate platform about science, culture and social issues, which developed a real expertise in the production of exhibitions and now offers quality touring exhibitions.

An edutainment park aimed at the general public and fully dedicated to popularising space activity, the Cité de l'espace gives visitors the chance to truly discover every aspect of space and to really live experiences related to it.

17



BWC VISUAL TECHNOLOGY

Science On a Sphere-Technology uses 3-4 video projectors to seamlessly render image contents on the outside of a sphere. It produces a bright, colourful and high resolution 3D display. iGlobe 3D-View allows to see high resolution 3D spherical data on a flat panel display without the use of glasses.

18



JMP, A DIVISION OF SAS

JMP is a business unit of SAS that produces interactive software for desktop statistical discovery. Pronounced "jump", its name suggests a leap in interactivity, a move in a new direction. John Sall, SAS co-founder and Executive Vice President, created this dynamic software and remains its chief architect and leader of the JMP division. Introduced in 1989 with scientists and engineers in mind, JMP has grown into a family of statistical discovery products used worldwide in almost every industry. From its beginnings, JMP software has empowered its users by enabling interactive analytics on the desktop.

JMP products continue to complement – and are often deployed with – SAS solutions that provide server-based business intelligence. The SAS commitment to accuracy, value and quality is evident in every JMP software release. Training, technical support, licensing and distribution are provided to JMP users the world over through SAS. Teams specializing in JMP products are located in the United States, Europe, China and Japan.

19



EUROSCIENCE GMBH

Our expertise lies in the development and construction of interactive exhibits. Many are dedicated to maths and physics, some focus on sensuous experiences in general and others cover more specific topics, e.g. geography.

Our full-service operation of approx. 80 touring exhibitions per year is continuously creating a valuable pool of experiences as to function, stability and joy factor of each constructed element. At the moment, we can proudly offer you about 120 different approved exhibits and some dozens of mathematical games.

The exhibits spark interest in children and adults of all ages, animating them to join in, experiment and discuss. Visitors' spirit of enquiry and natural curiosity are fostered in an easy atmosphere, enabling engaging activities and scientific learning at the same time.

20



TECHMANIA SCIENCE CENTER

Techmania in Pilsen is based on the explanations of particular physical or mathematical principles by means of game-like activities. Our interactivity principle involves visitors making exhibits move, so a natural principle will be demonstrated by the particular process. In these cases, learning is based on personal experience. Techmania completed an extension in spring 2014 and currently offers programmes and exhibitions on almost 10,000 sqm. With the aim to come up with new ideas for the popularisation of science, Techmania created a very special planetarium. It is called the first 3D Planetarium in the Czech Republic because it enables full dome projections in 3D. It is a great experience just to step inside: modern technology from the Sky-Skan company set up in a historical building from 1917 creates a unique example of genius loci. The 3D or 2D movie programmes, the Space exhibition developed by the Techmania team and the "Science On a Sphere" experience make up a unique offer for family and kids, school groups and other fans of science.

21



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: Theatre Design and Installation, Touring Exhibition Theatres, Award-winning Library 3D Film Content, Signature Film Production. D3D not only provides its clients with a seamless, "one-stop shop" solution to their film exhibition and programming needs, but can, by bundling both hardware and software, provide digital 3D theatre system pricing that none of our competitors can match.

22



MEGALODON CREATIONS

Megalodon 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 accurate, 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. Megalodon Creations - Adding life to dreams

23



SKYPOINT SRL

Skypoint is a highly specialized company in astronomical instruments and planetariums, one of the biggest companies in Europe for telescopes and accessories for professional observatories, schools, universities and science centres.

Through our division Skypoint Planetariums, we exclusively represent in Europe some of the best brands in the planetarium market such 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 its partnership with Bowen Technovation, professional Spitz domes or also TecnoDome, our own exclusive domes.



IMAGINE EXHIBITIONS

Imagine Exhibitions, Inc., headquartered in Atlanta, GA, USA is the global resource for all things related to traveling exhibitions and attractions. From design to creation, placement to presentation, marketing and operations, Imagine has the experience and inspiration to bring the best possible experience to any venue. Imagine is currently producing and touring 25 exhibitions in museums, science centres, integrated resort properties and non-traditional venues throughout the world. For more information, visit www.imagineexhibitions.com.



KUBIK MALTBIE, INC.

For more than 50 years, Maltbie has focused on developing its ability to produce industry-leading permanent museum exhibitions and memorable visitor experiences. Our portfolio of over 300 national and international installations includes work in interpretive history, interactive science, and children's museums. Today we offer state-of-the-art facilities in the US and Canada, providing services that include project development, management, fabrication, interactive exhibit, media and software development, artefact mounting, custom showcase systems and graphic production.



ECSITE

Ecsite is much more than "just" a conference... Discover what the European network of science centres and museums is up to on the 360 other days of the year and how we can collaborate. Meet Ecsite staff at each coffee break. Hear of European projects and networking, publications and training, try a demo of "Ecsite Move", an upcoming new service... and put your Business Bistro competition entry card into the urn for a chance to win a free registration for next year's conference.



2016 ECSITE ANNUAL CONFERENCE IN GRAZ

"Colours of Cooperation" will be the focus of next year's conference in the charming, lively city of Graz in Austria. A cooperation of 3 host organisations – FRIDA & freD Children's Museum, Joanneum Universal Museum and Association ScienceCenter-Network - is determined to make your visit to the 2016 Ecsite conference an outstanding experience. Visit our booth to get a taste of the hospitality and energy of Graz, with its picturesque old town, arts community and cuisine. Start cooperating now! Use the competition card in your conference bag to build connections, gather stamps, and engage in creative cooperation to win your free entrance to the 2016 Ecsite Annual Conference during the closing & handover ceremony.



TECHNIQUEST

Techniquist, based in Cardiff, Wales, is the UK's longest established science centre. We welcome over 250,000 visitors a year to our sites around Wales. Our mission is to 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. We pride ourselves on an outward looking, partnership-based approach. We have proven experience in working with others, and have the staff and skills to deliver high quality results to a wide range of organisations.



INSTITUTE FOR PLASTINATION E.K.

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 ground-breaking 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.

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MUSEKO
 FOR MUSEUMS & SCIENCE CENTRES

MUSEKO

MUSEKO is an exhibition design, engineering and building company. Our mission is to turn your novel exhibition ideas into unforgettable visitor experiences. Our integrated approach to design, engineering and programming allows us to build stunning exhibits that are attractive, intuitive to use and work flawlessly. We really do go the extra mile to fascinate and educate your visitors. Using this recipe we have been making attractive and engaging exhibitions, completing over 70 projects in the last 10 years, all on time and within budget.

31


Musealia

MUSEALIA ENTERTAINMENT SL

Musealia is a European company based in Spain, dedicated to creating traveling exhibitions for museums and similar venues worldwide. We create special hearts-on exhibitions that are fascinating and emotionally interactive. With two internationally recognized exhibitions touring worldwide since 2000, more than 30 prestigious museums have hosted one of our creations. The company is now proud to announce its third creation, a new exhibition called "AUSCHWITZ". For the first time, original artefacts from the concentration camp will be brought together within the context of a superbly designed and touching exhibition that will be premiered in 2016. www.musealia.net

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WOW
 FACTOR PICTURES

WOW FACTOR PICTURES

Wow Factor Pictures is a distribution company of 3D short films for science centres, museums, zoos and parks. Our distribution activity is managed by Dominique Rigaud, a leading producer and distributor in the special format films industry. Clemence Sother works in the company as project and communication manager. Our library combines 3D EDUTAINMENT FILMS (produced in cooperation with the scientific community), RIDE FILMS and 3D-4D ATTRACTION FILMS.

33


pufferfish

PUFFERFISH LTD

Pufferfish Ltd develops dynamic digital display solutions and offers a full range of media services to complement our products. Our interactive spherical display solutions, known as PufferSpheres, come in a range of sizes delivering intimate hands-on engagement through to large touchscreen controlled room pleasers. We are privileged to have worked with some of the most prestigious museum and visitor attractions from around the world and believe that the quality of our displays, as well as the care we take ensuring that our solutions meet and exceed our client's expectations, mark us out as the leading provider of spherical displays and interactive globes in the marketplace.

34


HÜTTINGER
 INTERACTIVE EXHIBITIONS - CONCEPT - DESIGN - FABRICATION

KURT HÜTTINGER GMBH & CO. KG

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.

35


ROBETOY
 TOYS AND GIFTS

ROBETOY AB

Robetoy AB is a family run company started in 1950. We provide museum shops with very nice quality items that also bring museums with a good profit. It is very easy to use our webshop on www.robetoy.eu and every order we get is sent within 24 hours.

36



JCOM - JOURNAL OF SCIENCE COMMUNICATION

JCOM, the Journal of Science Communication published by Sissa Medialab, is an open access, peer reviewed journal. Since 2002 JCOM investigates the needs of communication between science and citizens and within the scientific community itself; the problems that are to be faced when models for theoretical analysis or practical means to popularize science are used; the changing relation between science and social institutions; and the informative, pedagogical, interpretative and political dimensions of science communication. In addition to research articles, each issue contains a thematic commentary composed by several essays from multidisciplinary and international authors.

37



EXPONA & CONTEMPORANEA PROGETTI

EXPONA & CONTEMPORANEA PROGETTI are partners of museums and science centres for the touring, development and the coproduction of exhibitions and international authors.

38



INTERSPECTRAL AB

Interspectra creates interactive visualization experiences based on computer tomography data and 3D surface scans. We develop and sell the visualisation software Inside Explorer and offer professional services within the field of 3D digitization and digital heritage.

Inside Explorer enables users to interactively explore digitized objects. It is used for science communication allowing users to explore everything from the human anatomy to mummies and Martian meteorites. Interspectra is based in Sweden and our technology is today used by museums, science centres and research labs worldwide.

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EFFEKTSCHMIEDE GMBH

Effektschmiede works with natural physical phenomena. We conceive and create installations for science centres, gardens and parks and public spaces. As an experience factory, our work is about inspiring astonishment and inviting people to dream. It plays with fire and water, light and mist, voltage and energy. All installations respond to the highest technical standards, are tailor-made for the space or room and all are individually planned and conceived by Judith Mann and her team.

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MUSEUM OF SCIENCE, BOSTON

The Museum of Science, Boston introduces 1,5 million visitors a year to science, technology, engineering, and math (STEM) via interactive exhibits and programmes. It is an international leader in introducing engineering into museums and schools. Its engineering materials for schools have reached an estimated 6,2 million students and 71,000 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>).

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SKY-SKAN

Since 1967, Sky-Skan has been a global leader in defining planetarium and immersive full-dome theatre experiences. We offer innovative and multi-media products, services and content to communicate science using award-winning cutting edge visualization technologies. Today, Sky-Skan's Definiti® theatres 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 advanced multimedia presentation capabilities. With our Definiti Systems and DigitalSky, audiences can journey from the smallest known particles to the edge of the known universe. Sky-Skan is proud to be an Ecsite Partner since 2002. Please stop by our booth to say hello.



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NATIONAL GEOGRAPHIC STUDIOS

National Geographic Studios is the video/film production arm of the Society, which creates research-based television, film and digital entertainment content.



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HEUREKA OVERSEAS PRODUCTIONS LTD

Since 1989 Heureka, the Finnish Science Centre, has produced 28 touring exhibitions. Our exhibitions have travelled to 27 countries and over 22 million people worldwide have seen them. Heureka's newest show "GOING UNDERGROUND" exhibits everything we do with and inside bedrock. It is a place where we see what we have never seen before. "GOING UNDERGROUND" is about geology, mines and underground spaces. "HEUREKA GOES CRAZY" is the first-ever science centre exhibition on mental health. This exhibition aims to dispel prejudices associated with mental health problems and to encourage people to take care of their own well-being. It will be available for touring in autumn 2016. In addition we are now touring "20X0 – A Journey into the Future"; "The Dinosaurs"; and "Move and play!" For further information please contact Heureka Overseas Productions Ltd. www.heureka.fi



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EUROPEAN SPACE AGENCY

Since 1975, the European Space Agency (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.



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PARQUE DE LAS CIENCIAS

Parque de las Ciencias is the first science museum of its kind in southern Europe. With 70,000 sqm it is one of the most important scientific dissemination centres in Spain. Besides working on exhibition contents, it develops modules of experimental physics, produces planetary programmes and temporary international travelling exhibitions, as well as making plastinated organs for educational and exhibition purposes. www.parqueciencias.com

BRUNS

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BRUNS B.V.

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



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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

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THE FIELD MUSEUM

Since 1893, The Field Museum has dedicated itself to exploring the Earth and its people, combining innovative science with award-winning design to create unparalleled international traveling exhibitions ranging in topics for geology, anthropology, botany, and zoology. Institutions the world over have enjoyed these engaging exhibits and exceptional service and support.

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SCITECH

Scitech is a not-for-profit organisation that seeks to increase awareness, interest, capability and participation by all Western Australians in science, technology, engineering and mathematics. The Scitech success story is all due to its passionate staff and volunteers who are committed to making science and technology engaging, a personally rewarding experience, and a way of thinking about and enjoying the world in which we live. Scitech reaches over 500,000 people annually and works directly with over 90% of Western Australia's schools, teachers and students. This vast reach would not be possible without the generous financial support of the Western Australian Government, major corporate partnerships and close professional partnerships with Universities, the Department of Education, the Science Teachers Association of Western Australia, and many more.

Scitech's mission leads to broad-based benefits to the State through the generation of a population skilled and appreciative of science and technology.

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de pinxi has been in operation since 1991, and is a pioneer in the world of interactive shows, with the best of references on a world-wide scale.

Their experience means they are able to deploy actual film footage, a virtual world, original sound tracks, special effects and interaction interfaces, all provided for the visitors.

de pinxi have been able to incorporate interactive facilities into very popular venues such as museums, theme parks and tourist destinations, and to present this interactivity as a competitive edge for the benefit of the venue in question.

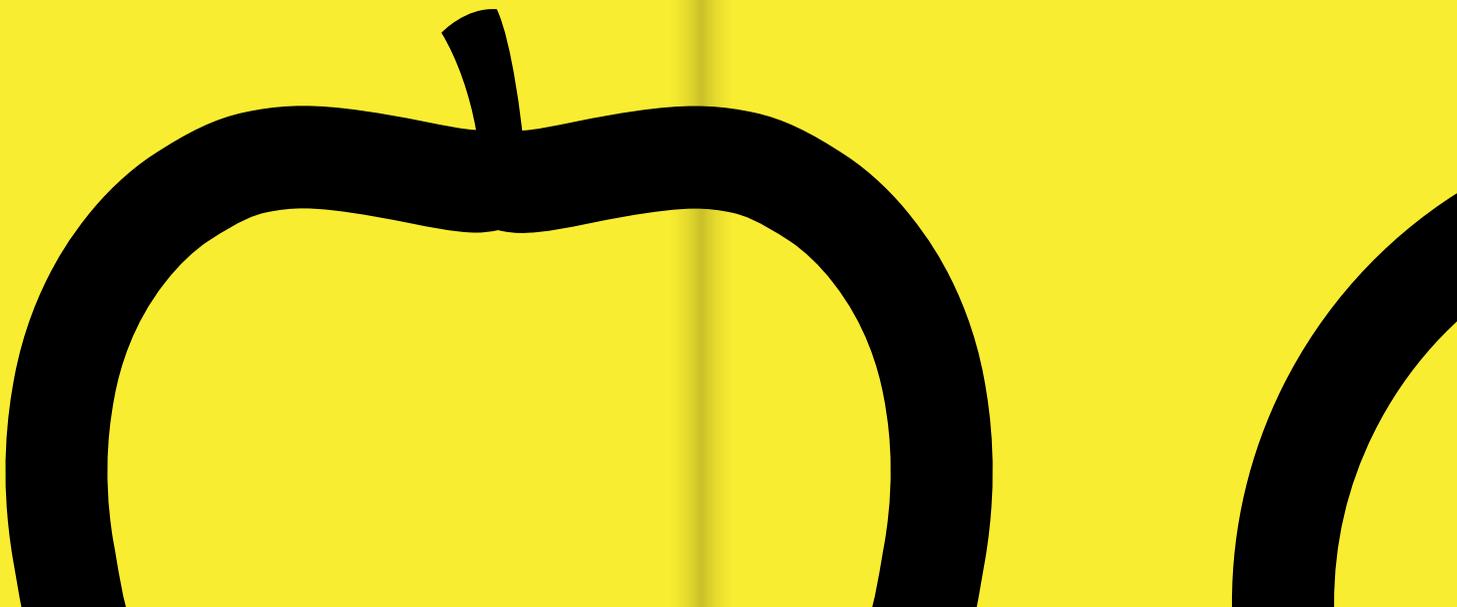
PROGRAMME



ECSITE ANNUAL CONFERENCE 2015
THE EUROPEAN CONFERENCE
FOR SCIENCE ENGAGEMENT
26TH EDITION

MUSE
MUSEO DELLE SCIENZE
TRENTO • ITALY
11-13 JUNE 2015

SPEAKERS LIST



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NEW EXHIBITION COMING IN 2016

Not far away. Not long ago.



www.musealia.net

PROGRAMME



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SOCIAL EVENTS



SPEAKERS' RECEPTION

- **SALA DEPERO**
- **PALAZZO DELLA**
- **PROVINCIA**
- **AUTONOMA DI**
- **TRENTO**
- **DATE**
- **Wednesday June 10**
- **TIME**
- **18.30**
- **ADDRESS**
- **Piazza Dante 15,**
- **Trento, Italy**

Originally a luxury hotel built in 1875 a few steps away from Trento railway station, the neo-Renaissance style palace of the Autonomous Province of Trento now houses the local government representative quarter. The Sala Depero hall – the most colorful room of the building - is the seat of the local government. The room is decorated with a series of 1950s paintings by famous Futurist artist Fortunato Depero that illustrate the history and monuments of the Trentino area.



GALA DINNER

· CANTINE ROTARI
· MEZZOCORONA

· DATE

· **Thursday June 11**

· TIME

· Shuttle buses to the
· Gala dinner venue
· **leave at 19.30** from
· MUSE front door.

· ADDRESS

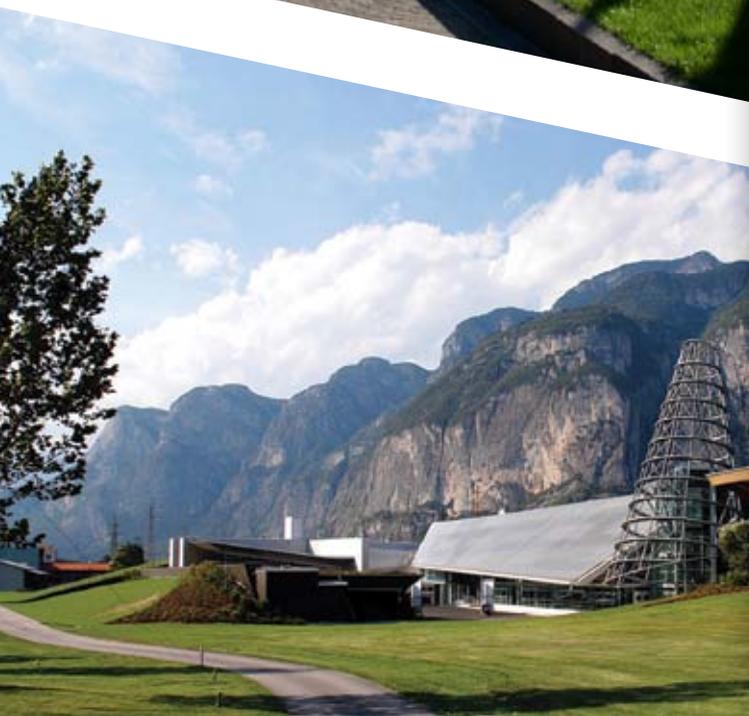
· **Via Tonale 110 - SS**
· **43 Val di Non, San**
· **Michele all'Adige,**
· **Trento, Italy**

At the foot of the majestic Italian Dolomites mountains, 16 km north of Trento, Mezzocorona is a village renowned for its vineyards. A small reconstitution features tools, tales and memorabilia about wine-manufacturing, illustrating the century-long winemaking tradition of this area. The Mezzacorona winery is located in a newly designed building, ideal example of "landscape architecture" where the production site is perfectly integrated into the surrounding environment. Its roof, whose shape is reminiscent of waves, echoes hilly vineyards. Here vinification occurs in stainless steel tanks at controlled temperature. The whole process is constantly looked over by the team of oenologists who manage the fermentation and organic evolution, the pumping over and the ageing of the wine. The steel tanks, casks, oak barrels and bottling equipment are extremely sophisticated and are a symbol of the area's oenological excellence.

Dinner will be served under the waved roof and will allow guests to visit the areas dedicated to aging and refinement of the local sparkling wine. Over 8 million bottles of Trentodoc are kept there for maturation to obtain the aromas and perfumes characteristic of Rotari sparkling wine.

Get ready to join the Yellow Gala Dinner, a sensorial journey among the flavours of Italian cuisine with sparkling entertainment. Speed dating will rule the dinner: when the bell rings, everybody changes table to start a new, interesting conversation. Don't worry, relax and enjoy: the rules of the game are so easy!

Buses to return to Trento city centre will depart from Gala dinner venue starting at 23.30.





Ph. Giacomo Vaccala



Ph. Hutton and Crown

NOCTURNE

• MUSE

• DATE

• Friday June 12

• TIME

• 19.30 - 00.00

MUSE will reveal its after hours heart during this special evening. The Big Void with “flying animals” hung from steel cables will become even more attractive thanks to the numerous guests who will stroll around it. The five levels overlooking the basement, where the whale skeleton swims under the pterodactyl's and ichthyosaur's hostile gaze, allow visitors to get a glimpse of exhibition spaces and immerse themselves in the attractive mountain landscape. Tonight, at dusk, MUSE turns its exhibition galleries into amazing corners, vibrating with scientific thrill. The programme of the Nocturne includes unmatched entertaining activities, small experiments, music and a tasty buffet dinner. Guests will be challenged to guess the secret yellow ingredient of this exclusive evening... that we keep top secret for now!



FAREWELL PARTY (ON REGISTRATION)

- LE GALLERIE DI
• PIEDICASTELLO
- DATE
• Saturday June 13
- TIME
• 21.00 - 02.00
- ADDRESS
• Piazza di
• Piedicastello, Trento,
• Italy

The Piedicastello Tunnels are just what the name suggests: two former highway tunnels reconverted in 2008 into the history museum of Trento and the surrounding region.

The tunnels were built in the early 1970s as part of the development of the Trento ring road to allow quicker crossing of the city along the provincial North-South highway, running from Verona to the Brenner Pass. These black and white dichotomist exhibition spaces are now used to display temporary exhibitions (in the black tunnel) and host events and meetings (in the white one).

First World War movies exhibition in the black tunnel will be specially open for Ecsite guests during the Farewell Party. On 46 big screens located along 300 meters of tunnel, the exhibition shows 12 hours of shots taken from films on this catastrophic event. The white tunnel will host the Farewell dancing party.

Kick off your high heels and tuxedos, and put on your dancing shoes for this dancing party.

Do not forget to take a jersey with you (temperature in the gallery could be cool).

PROGRAMME



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MUSEO DELLE SCIENZE
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A GUIDE TO TRENTO



ABOUT TRENTO

At the bottom of the Adige Valley, surrounded by mountains, Trento (117,000 inhabitants) is a city of arts and history, a place where Italian and central European culture meet. It is the city of the Catholic Church Council (1545 – 1563) whose traces are visible in the architecture of the old town. The Renaissance also left a strong mark on the urban landscape, with characteristic colours and architecture that make Trento unique in the entire Alpine arc.

Thanks to its geographical position, it has always been a gateway between Southern Europe and the German speaking world. Trento is an ideal place for visiting museums and exhibitions, castles and sanctuaries, wine cellars and typical restaurants, and also for enjoying archaeological, historical, and natural discoveries. Bike or mountain trails lead to beautiful lakes and gorgeous peaks.

Come and discover Northern Italy's place of great innovation, economic dynamism and social cohesion, ranked first Italian city for quality of life in 2014.

NOT TO BE MISSED PLACES IN TOWN

Buonconsiglio Castle

This former seat of the Trento Prince Bishops is now a magnificent palace hosting art exhibitions during the summer.

Opening hrs.: 10.00 - 18.00

Tel. +39 0461 23 37 70 (closed on Mondays)

San Vigilio Cathedral

Centrally located on one of the most beautiful squares of Northern Italy, surrounded by houses decorated with frescoes, the Cathedral is worth a visit. Also discover its underground early Christian Basilica remains.

Opening hrs.: 10.00 - 12.00 | 14.30 - 17.30

Tel. +39 0461 23 44 19 (closed on Mondays)

Tridentine Diocesan Museum

Dedicated to the local history of the Church and the Council of Trento.

Opening hrs.: 9.30 – 12.30 | 14.30 – 18.00

Tel. +39 0461 23 44 19 (closed on Mondays)





Ph. Giacomo Vaccata



Ph. Anna Giuliant

Gallerie di Piedicastello

Two reconvered road tunnels host exhibitions on the modern history of Trentino and its communities.

Opening hrs.: 9.00 - 18.00

Tel. +39 0461 23 04 82 (closed on Mondays)

SASS: underground archaeological site

The ancient Roman city called Tridentum is located below Trento's Cesare Battisti square. It was the first settlement by Emperor Claudius in 46 A.C.

Opening hrs: 9.30 - 13.00 | 14.00 - 18.00

Tel. +39 0461 23 01 71 (closed on Mondays)

Sardagna cable car

Overlook the whole Adige River valley, embrace the whole town from this ancient glacier terrace, and enjoy the thrill of a cable car lift up to 600m of altitude.

Monte Bondone

Just a few minutes away from the city, the mountain offers natural beauty, quiet & peaceful relaxing prairies and forests, as well as mountain trails, lakes, hang gliding and mountain bike trails for sport enthusiasts.

Guest card

Ask your accommodation for the Guest Card Trentino to get free entrance to museums, castles, nature parks and unlimited travel throughout the region by the Trentino Trasporti buses and trains for your entire staying.

Guest Card Trentino is personal and non-transferable.

Guest Card Trentino allows you to taste the best local products directly at the producers' stores and all purchases enjoy a 10% discount. (check the list of associated shops).

THE MUSE NETWORK

MUSE is the headquarter of a far-reaching network of museums and science dissemination centres around the Trento Province, and also contributes to community based research in Africa.

Gianni Caproni Air Museum

Founded in 1927 by engineer Gianni Caproni and his wife, the museum is the first Italian private company museum and the oldest air museum in the world. The current premise in Mattarello (3 km south of Trento) exhibits the world-famous collection of airplanes and historical mementoes collected by the Caproni family. Of the many notable pieces of the collection, nine are unique examples of historical airplanes.

Lake-Dwellings Museum of Lake Ledro

The eastern coast of Lake Ledro in Trentino is the location of very important archaeological findings. Several excavation campaigns during the last century revealed the remains of a lake-dwelling village dating back to the early-middle Bronze Age (2200 to 1350 B.C.). The area is UNESCO world heritage site since 2011.

Alpine Botanic Garden Viote di Monte Bondone

At 1,550m altitude the Botanic garden is one of the oldest and largest mountain flora gardens in the Alps. Today it nurtures more than 1,000 species of Alpine plants, especially medicinal plants and species of the red list of endangered plants. The seeds of the latter are preserved in a seed bank accessible to the international network of botanical gardens.

Terrace of the Stars Viote del Monte Bondone

The open air observatory, located on the Viote plateau on Monte Bondone, is the ideal venue to watch stars without light pollution. Powerful telescopes and specialized explainers give a clear image of our universe.

Limnological Station of Lake Tovel

The research station hosts yearly summer school camps for university students, educational activities for schools and public engagement events.

Geological Museum of Dolomites – Predazzo

The Dolomites are included in the UNESCO world heritage site list for their uniqueness and beauty. The geology of these mountains is illustrated in this museum with a comprehensive selection of local paleontological samples and many minerals.

Udzungwa Ecological Monitoring Centre, Tanzania

Established in the Udzungwa Mountains National Park of Tanzania in 2006, this centre is part of a nature conservation programme MUSE has been conducting in Tanzania for more than 12 years. The mission of this centre is to support the National Park in the development of biodiversity monitoring and environmental education programmes for primary schools. Moreover the centre runs the first African site of a pan-tropical network of research stations for the standardized monitoring of biodiversity. The Centre includes living quarters for researchers, an office and resources for assisting research activities, a large hall for seminars and a hostel for conducting high education courses on tropical biodiversity, aimed at local and international scholars.



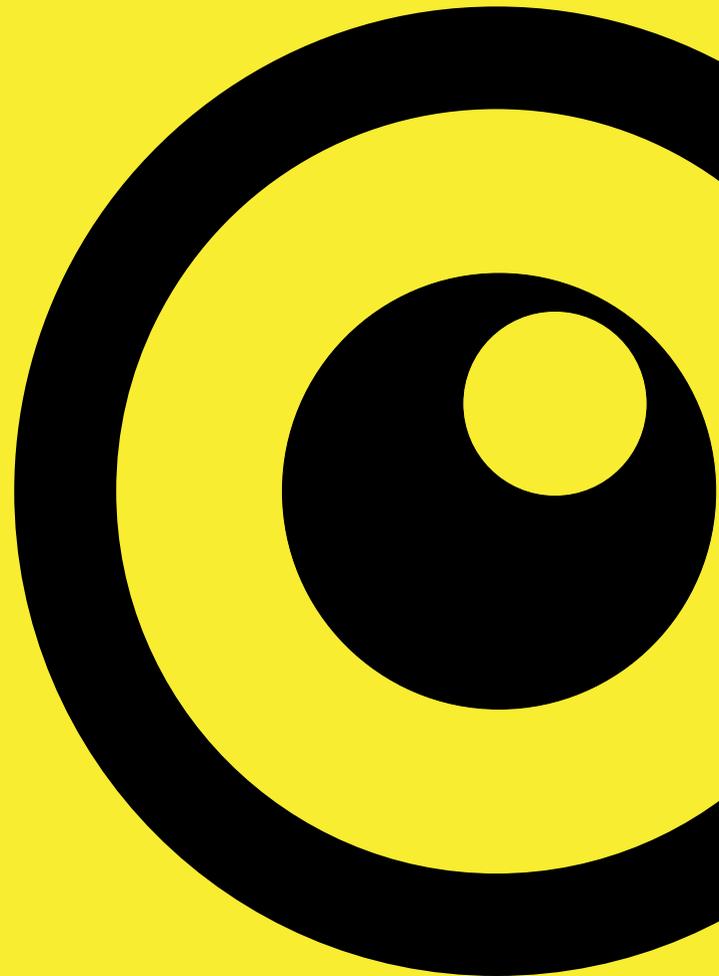
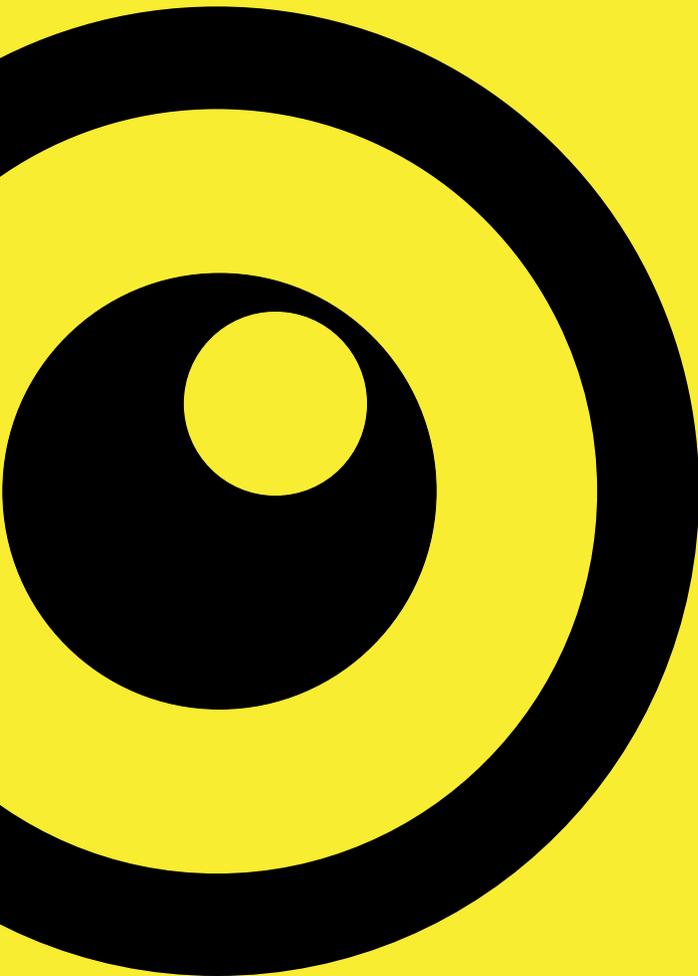
PROGRAMME



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PRACTICAL INFORMATION



ANNUAL CONFERENCE PRACTICAL INFORMATION

GETTING HERE

HOW TO REACH TRENTO

Special Airbus shuttle will be organized from Milano Malpensa, Venice Marco Polo, Verona Catullo and Bergamo Orio al Serio airports on 9 and 10 June 2015. On 14 June there will be a transfer from Trento back to the same airports. We highly recommend you to consider this direct connection to Trento and to book your seat on www.discovertrento.it

HOW TO REACH MUSE

MUSE is located in Corso del Lavoro e della Scienza 3, close to the city centre, just 10 minutes walk from Piazza del Duomo.

BY CAR

If you arrive by car from A22 motorway, exit at TRENTO SUD (south), take the first exit of the roundabout "tutte le direzioni", cross the bridge, take the 5th exit of the roundabout direction (city centre). Exit at "exit 4", get the 3rd exit of the roundabout, turn to the right and continue along via Sanseverino until the museum.

An underground car parking is available at MUSE (€ 1 /h).

There is a free car park in the vicinity, "Monte Baldo" (400 meters to the south).

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BY TRAIN

If you travel by train get off at TRENTO STATION. You can then either take a bus, a taxi or walk to MUSE.

BY BUS from the railway station

In front of the railway station take one of the following frequent lines: 2 - 4 - 12 - 13 - 14 and get off at second stop Rosmini Cemetery / MUSE. Few step further, turn right in the cemetery alley and pass under the railway. You can buy tickets in the train station lobby (single fare € 1.20, one day ticket € 3.00).

BY FOOT from the railway station

The museum is about 1.5 km south from the train station. Exit the main hall, take the right and pass the first traffic light. Turn right, cross the rails flyover. At the roundabout turn left along the river. Proceed along Via Sanseverino for about 1 km.

GET IN TOUCH

Meeting rooms

Two meeting rooms called Networking rooms will be available for participants at Trento Fiere. 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 Ecsite at info@ecsite.eu.

Upload room

The upload room is located in MUSE at +2 floor.

Join Twitter

Follow us on Twitter and join the conversation by using the hashtag #Ecsite2015 and each room's hashtag.

Hotline

For all your questions during the conference the hotline number is +39 320 92 24 757.

REGISTRATION DESKS

Registration desks will be set up in MUSE's foyer. They will be open as follows:

Tuesday	08.00 to 17.30
Wednesday	08.30 to 17.30
Thursday	08.00 to 18.00
Friday	08.30 to 17.30
Saturday	08.30 to 17.00

Thursday morning is likely to be the busiest time. If you can, register at another time to avoid queues.

LOCATIONS

ECSITE CONFERENCE LOCATIONS

MUSE – Pre-conference, Main Conference and Nocturne
MUSE is located in Corso del Lavoro e della Scienza, 3. See the previous page to see how to get here.

THE REGISTRATION DESK IS LOCATED AT MUSE

Corso del Lavoro e della Scienza 3, Trento, Italy

Trento Fiere – Main Conference and Business Bistro

The building is a 2 min walk from MUSE.

Via di Briamasco, 2, Trento, Italy

Sala Depero – Speakers' Reception

In the city centre in front of the railway station in the Local government headquarter (Palazzo della Provincia autonoma di Trento).

Piazza Dante 15, Trento, Italy

Cantine Rotari – Gala Dinner

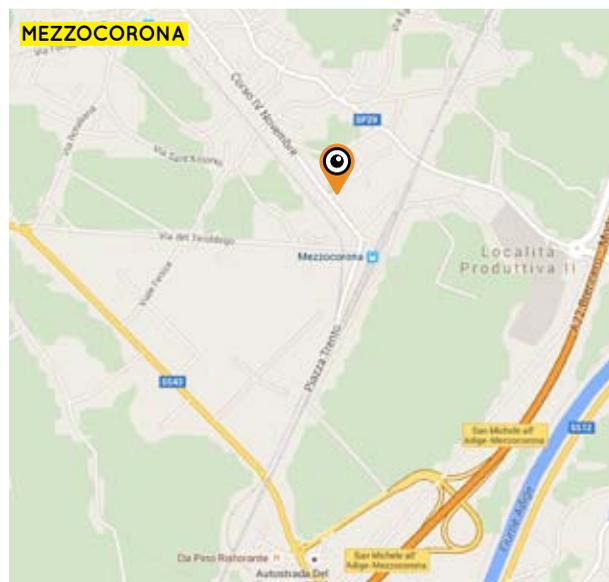
Mezzocorona. This location is 16 km north of Trento. Shuttle buses to the venue depart at 19.30 from MUSE front door, and return to town from 23.30.

Via Tonale 110 - SS 43 Val di Non, San Michele all'Adige, Trento, Italy

Gallerie di Piedicastello – Farewell Party

The site is located a 15 min walk from MUSE. (Bus number 6)

Piazza di Piedicastello, Trento, Italy



THE 2015 ECSITE
ANNUAL CONFERENCE
IS ORGANIZED
WITH THE PATRONAGE OF



WITH THE SUPPORT OF
Protezione Civile



ECSITE: ABOUT US

ABOUT ECSITE

Ecsite is the European network of science centres and museums, with 380 members in more than 50 countries who connect and engage with over 40 million people per year.

Ecsite links science centres, science and natural history museums, zoos, aquaria, universities and research organisations in Europe who participate as active members sharing a strong commitment to public engagement and the communication of science through accessible, interactive exhibits and programmes.

Ecsite promotes public engagement of science and technology by facilitating cooperation among science centres, museums and related institutions throughout Europe. In this spirit, we strengthen citizen's engagement and interaction with science. We are the European focal point for institutions who wish to take action in the field of science communication.

KEY OFFERINGS FOR ECSITE MEMBERS

• **Ecsite Annual Conference**

• Ecsite members send delegates at a reduced fee to the largest European science engagement conference, gathering 1,000 professionals.

• **Pan-European projects**

• Ecsite is involved in up to a dozen EU-funded projects, championing science engagement and developing tools that benefit all. Members regularly gain access to projects through Ecsite.

• **Ecsite Directors Forum**

• Open to Directors and Senior staff of Full member organisations, this intimate low-key event offers strategic insights and an unrivalled networking scene.

• **Ecsite magazine Spokes**

• A selection of features, trends, insiders news and happenings compiled and deciphered by Ecsite – also broadcasting members' news to a worldwide audience.

JOIN OR PARTNER UP

Thematic Groups

THE Group: developing explainer training

Nature Group: cultivating environmental and natural history topics

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Group: assessing the impact of our institutions

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Ecsite welcomes organisations in the field of science engagement, be they public or private, non-profit or commercial. Different membership packages are available – see www.ecsite.eu for more information and the online application form or email info@ecsite.eu with questions.

Ecsite also offers a range of partnerships and sponsorships, as well as advertisement options. Don't hesitate to get in touch with Business Development Manager Pedro Albuquerque at palbuquerque@ecsite.eu.

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MECHELEN DECLARATION

Ecsite was one of the eight science centres networks to sign the Mechelen Declaration at the Science Center World Summit at Technopolis® in Mechelen (Belgium) on 19 March 2014. Discover this forward-looking agenda for science centres around the world.

Introduction

The leaders of science centres and museums from 58 countries around the world came together at the Science Centre World Summit, in Mechelen, Belgium from March 17-19, 2014. This high-level international gathering of 443 attendees built upon the contributions of the previous six World Congress meetings held since 1996 on different continents. During this Summit, science centre leaders met with global policy makers, scientists and leading business representatives to exchange ideas about science, public engagement with science and the role that science communication and science centres should play in our rapidly changing society. With a continuing commitment to impact, the science centre field puts forward this Declaration as a worldwide action plan.

Since 1996, there has been a marked increase in the number of science-based public policy issues in areas such as climate and energy, pandemic disease, digital privacy and research. Public engagement with science has increased, and the digital revolution that has radically changed our relationship with technology has created new modes of communication and learning. Science centres have shown a remarkable range of diverse responses, adapting to local contexts, responding to community needs and reflecting policies of inclusiveness. Governments, scientific enterprises, international institutions, multinational corporations and the education field all recognise that citizen engagement in current global scientific and technological issues is crucial to the advancement, prosperity and welfare of everyone. Nearly 3 000 science centres worldwide are spearheading hands-on, enquiry-based learning, and have achieved a high trust rating among their more than 310 million annual participants.

Increasingly, science centres are moving beyond the traditional hands-on exploration of scientific phenomena. Many centres are engaging with their





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audiences in the dialogues that address global challenges, and equipping them to become active players within their communities – thereby helping to achieve the current Millennium Development Goals of the United Nations, and the Sustainable Development Goals to be launched in 2015.

Science Centre World Impact

Considerable progress in our field has been made since the World Congress in 2011. Numerous new science centres have been established - especially in Africa, Latin America, around the Mediterranean, in Eastern Europe and in Asia - with increased attention to local context, indigenous knowledge and diverse audiences. There are many more examples of increased dialogue between scientists and the general public, through which public opinions on science and technology can be heard and incorporated into decision-making. People are now better able to comment on science investment and policy development processes, and are encouraged and educated to make active commitments to solving global and regional problems. A significant increase in the extent to which science centres have promoted creativity, invention and innovation has led to more sustainable lifestyles.

The Science Centre World Summit 2014

There has been an unprecedented development of partnerships, promoting science awareness and engagement across cultural, political, economic and geographical boundaries. Stronger collaborations have now been created with formal education, the arts, business, policy makers and media worldwide. The Science Centre World Summit 2014 provided the opportunity to continue this process, to retool existing partnerships and to build new collaborative efforts with shared visions for the future. It was a valuable occasion for addressing the challenges presented by continually changing multifaceted circumstances for both science centres and partners. The 2014 Summit worked to convince more policy makers, scientists, global companies and multinational institutions of the importance of collaborations with science centres throughout the world. Such collaborations will be steps towards the common goal of bridging the gap between citizens and science

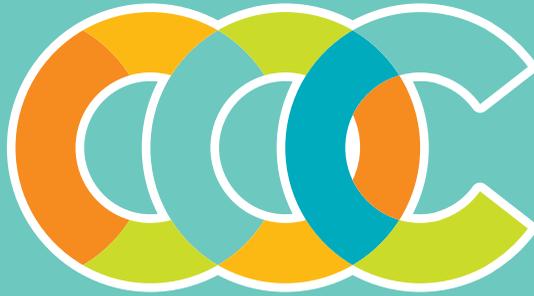
and technology, and thus to resolving many global problems. Science centres are not simply places where visitors have nice learning experiences or a great time on a rainy afternoon; they are unique institutions that transform the way in which people of all ages think and act. Reinforcing the collaborations will advance issues related to the public engagement with science and technology at a higher strategic level than before. At the same time, these partnerships will create a climate in which all parties support one another's messages and tasks.

Therefore science centres, worldwide, and their partners commit to these goals toward the future:

We will ...

1. Investigate how to engage even more effectively with local communities and increasingly diverse audiences, and keep the focus on gender differences in engagement.
2. Continue taking actions that have a positive global impact and that will make people everywhere more aware of the opportunities that science and technology hold for the sustainable advancement of humankind.
3. Draw the attention of decision makers and the media to the essential role of public engagement with science and technology by setting up high-profile global activities.
4. Endeavour to leverage the position of science centres as "trusted" places to introduce the public to new technological solutions and sustainable technologies, and to broaden the potential use of these solutions.
5. Take the lead in developing the best methods for engaging learners and optimizing their education in both formal and informal settings using appropriate technologies in widely varying contexts.
6. Engage the public more directly with research, using this engagement to help empower people, broaden attitudes and ensure that the work of universities and research institutions is relevant to society and to wider social concerns on a global scale.
7. Work together in a creative celebration of the International Science Centre Year 2019, encouraging people throughout the world to take part in shared experiences relating to science and technology and society.





colours of cooperation

Ecsite Annual Conference

Graz, Austria, 9–11 June 2016

Hosted by

**FRida & freD Children`s Museum
Joanneum Universal Museum
Association ScienceCenter-Network**

**Stay till Sunday to participate in
„Ecsite for all“ with the public!**

2016 ECSITE ANNUAL CONFERENCE

• ECSITE
• AC 2016

• DATE
• 9-11 June 2016

• HOSTS
• FRida & freD Children's
• Museum, Joanneum
• Universal Museum,
• Association Science
• Center Network – Graz
• (Austria)

• THEME
• Colours of Cooperation

In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed. (C. Darwin)

This conference is the first to be organized as a cooperation of three partners, with colourful contributions of the Austrian-wide network.

The 2016 Ecsite Annual Conference invites you to look at the diversity and nuances of cooperation and at the colouring they show when seen through various filters. With whom do we cooperate, how do we choose these people, why do we cooperate and what do we invest and gain with this type of cooperation? Cooperation requires respectful relationships, negotiations, mutual expectations and roles, agreement on compromises. It is often a time-consuming and laborious effort, yet it can yield benefits that an individual actor could not achieve on its own and may lead to unexpected results and learnings.

Colours can be light or dark, glaring or muted, they can clash or harmonize and be mixed into endless new combinations. Our community is diverse, representing many colours and shades of science communication. Do we showcase a bright picture of science or do we allow mixed or even muddy colours? Partners from the arts community will inspire us to creatively use colours to generate new ideas and encourage us to view our work in variegated lights.

Let us use this conference:

- to cooperatively work on topics and common goals while strengthening our individual hue.
- to enjoy the city of Graz because no other city offers so much variety packed into such a small space, together with a touch of sunny southern flair: futuristic architecture alongside medieval houses, alleys and squares, colourful farmer markets, cultural and culinary treats on every corner.
- to discover cultural treasures ranging from the oldest Austrian museum through the friendly arty alien to the vibrant children's museum.
- to interact with the public and establish networking in action.
- **to experience Austrian hospitality and what „everybody waltz!“ means for the whole Ecsite community.**

TUESDAY JUNE 9

PRE-CONFERENCE
WORKSHOPS

WEDNESDAY JUNE 10

PRE-CONFERENCE
WORKSHOPS

O	09.00 - 17.30	09.00 - 17.30
 MOZZARELLA	INNOVATE OR DIE	SHAPE THE FUTURE OF NATURAL HISTORY MUSEUMS
 PARMIGIANO	DEVELOP A FUNDRAISING STRATEGY	MARKETING STRATEGIES ON A SMALL BUDGET
 MACCHERONI	MAKE ENGINEERING PART OF YOUR PROGRAMME	SET UP AND RUN A MAKER SPACE
 CHIANTI	SELF-GUIDED EXPERIENCES FOR SCHOOLS/RESEARCH AND PRACTICE	SELF-GUIDED EXPERIENCES FOR SCHOOLS/RESEARCH AND PRACTICE
 RISOTTO	SPACE FOR LIFE - DEVELOP AND SHARE RESOURCES	SPACE FOR LIFE - DEVELOP AND SHARE RESOURCES
 RAVIOLI	CREATE EXPLAINERS PROGRAMMES FOR THE OUTDOORS	

10.00 - 10.15

COFFEE BREAK
AT MUSE +2 FLOOR

13.00 - 14.00

LUNCH
AT MUSE +2 FLOOR

15.15

COFFEE BREAK
AT MUSE +2 FLOOR

16.00 - 20.00

ECSITE BOARD MEETING

EVENING

20.30

ECSITE BOARD DINNER
(ON INVITATION)

10.00 - 10.15

COFFEE BREAK
AT MUSE +2 FLOOR

13.00 - 14.00

LUNCH
AT MUSE +2 FLOOR

15.15

COFFEE BREAK
AT MUSE +2 FLOOR

14.00 - 17.30

ECSITE ANNUAL GENERAL MEETING (AGM) IN THE AUDITORIUM: **PIZZA**

EVENING

18.30 - 20.30

SPEAKERS RECEPTION
(ON INVITATION)

THURSDAY JUNE 11

CONFERENCE

O	OPENING	11.15 - 12.30	13.45 - 15.15	16.00 - 17.30
 PIZZA		WHAT'S NEW IN TRAVELLING EXHIBITIONS I	WHAT'S NEW IN TRAVELLING EXHIBITIONS II	SCIENCE POPULARISATION EVENTS
 TIRAMISU		CORPORATE PARTNERSHIPS - MAKE THEM ATTRACTIVE	PLANNING AND BUDGETING CUSTOMER SERVICES	WHAT ROLE FOR PLANETARIUMS IN SCIENCE CENTRES?
 GELATO		HANDS-ON "SCIENCE CAPITAL" WORKSHOP	SHOULD WE PAY THE JOURNALISTS?	SCIENCE COMMUNICATION AT THE DINNER TABLE
 CAFFÈ		FOOD AS A WAY INTO HISTORY OF SCIENCE AND MEDICINE	INVOLVING STAKEHOLDERS IN EXHIBITION MAKING	THE HIGHS AND LOWS OF OPENING A NEW SCIENCE CENTRE
 RISOTTO		PARTNERSHIPS - SOCIETAL AND FINANCIAL NEEDS	FOSTERING (VERY) EARLY LEARNING	DEALING WITH DIFFICULT SCIENCE
 RAVIOLI		LANGUAGE MATTERS - WHY?	ACTIVITIES TO PICK YOUR BRAIN - GRAND BAZAAR	INTERNATIONAL TRAINING COURSES
 MOZZARELLA		A LEARNING RESEARCH AGENDA	SHARING EVALUATION AND REFLECTIVE MUSEUM PRACTICE	ART AND DESIGN TO CONVEY COMPLEX CONTENT
 MACCHERONI		SPACE TECHNOLOGIES TO PROTECT FOOD SUPPLIES	REAL/VIRTUAL STAGED - PROS AND CONS	NATURAL HISTORY MUSEUMS AND SCIENCE CENTRES
 SPAGHETTI		I HAVE A MAKER SPACE! WHAT DO I DO NOW?	OPEN MAKE - TOOLS FOR TINKERING	IS MAKING FOR EVERYONE?
 LASAGNE		GAMELAB	GAMELAB	GAMELAB

8.00 - 9.00
NEWCOMERS' BREAKFAST
(ON REGISTR.)
AT MUSE CAFÉ

09.30 - 10.30
OPENING CEREMONY
IN THE AUDITORIUM:
PIZZA

10.30 - 11.15
BUSINESS BISTRO
OPENING

12.30 - 13.45
LUNCH
OUTSIDE THE BUSINESS BISTRO

15.15 - 16.00
COFFEE BREAK
IN THE BUSINESS BISTRO

EVENING
19.30 - 00.00
GALA DINNER
SHUTTLE BUSES TO THE VENUE DEPART AT 19.30 FROM MUSE FRONT DOOR, AND RETURN TO TOWN STARTING AT 23.30.

FRIDAY JUNE 12

CONFERENCE

O	09.00 - 10.15	12.00 - 13.15	14.30 - 15.45	16.30 - 18.00
PIZZA	FUTURE VISIONS FOR SCIENCE CENTRES	LESSONS LEARNED FROM EXPLAINERS TRAINING SCHEMES	FEEDING CREATIVITY - THE EARLIER, THE BETTER	NO EXHIBITION NEEDS TO BE BORING
TRAMISU	SOCIAL INCLUSION - A FASHIONABLE TREND?	CAN SCIENCE CENTRES BE POWERBRANDS?	DO EXPERTS KILL CURIOSITY?	MAINTAINING TEENAGE SCIENCE ENGAGEMENT
GELATO	MAKING OBJECTS SPEAK	REDEFINING SCIENCE CENTRES	HUMAN BODY EXHIBITIONS AND SCIENCE CENTRES	THE IMPACT OF SCIENCE CENTRES
CAFFÈ	MAKING YOUR OWN TOURING EXHIBITION	MULTIMEDIA SYSTEMS FOR VISITOR ORIENTATION	COMBINING INFORMAL AND FORMAL SCIENCE EDUCATION	PSYCHOLOGICAL AND EDUCATIONAL RESEARCH
RISOTTO	THE 21ST CENTURY NATURAL HISTORY MUSEUM	QUESTIONING ORGANISATIONAL STRATEGIES	VISITOR TRACKING AND MOBILE TECHNOLOGIES	MOTIVATING PEOPLE TO IDENTIFY WITH SCIENCE
RAVOLI	STRATEGIES TO ENGAGE TEENAGERS	BRACE YOURSELF, PREPARE FOR IMMERSION!	BUILDING YOUR AUDIENCE DEVELOPMENT PLAN	AWAKENING VOCATIONS IN SCIENCE CENTRES
MOZZARELLA	HUMOUR IN SCIENCE COMMUNICATION	PREPARING SCIENTISTS TO ENGAGE WITH YOUTH	HUMAN RESOURCES FOR SCIENCE CENTRES	DISTILLING MAKER FAIRE CRAZE INTO LONG TERM PROJECTS
MACCHERONI	CHILDREN AS EXPERTS	LEARNING FROM TOYS	CRAFTING A SUCCESSFUL SESSION PROPOSAL	EXCHANGING IDEAS BY EXCHANGING PEOPLE
SPAGHETTI	MAKING AND TINKERING RESEARCH SHARE-OUT	REPAIR, RECYCLE, REMAKE, RETHINK	OPEN MAKE - PLAYING WITH FOOD	MAKER SPACE - HACKING THE INSTITUTION
LASAGNE	GAMELAB	GAMELAB	GAMELAB	GAMELAB
	10.30 - 11.30 KEYNOTE ANDREA ILLY IN THE AUDITORIUM: 01777	13.15 - 14.30 LUNCH OUTSIDE THE BUSINESS BISTRO	15.45 - 16.30 COFFEE BREAK IN THE BUSINESS BISTRO	18.15 - 19.15 HAPPY HOUR IN THE BUSINESS BISTRO
	11.30 - 12.00 COFFEE BREAK IN THE BUSINESS BISTRO		20.00 - 00.00 POSTER PROJECT SHOWCASE IN THE BUSINESS BISTRO	EVENING 21.00 - 02.00 NOCTURNE AT MUSE

SATURDAY JUNE 13

CONFERENCE

O	09.00 - 10.15	12.00 - 13.15	14.30 - 15.45	16.30 - 18.00
PIZZA	PRESENTING WASTE IN A NEW LIGHT	INTO THE WILD - SCIENCE CENTRES AND ACTIVISM	USING FOOD TO SHOW SCIENTIFIC PROCESSES	OPEN STAGE
TRAMISU	A WAKE-UP CALL FOR LEARNING RESEARCH AND PRACTICE!	EXPERIMENTS IN SCIENTIFIC CO-CREATION	KITCHEN LABS AND EDIBLE SCIENCE	BRINGING HOT ISSUES TO SCIENCE CENTRES BEFORE THEY CHILL
GELATO	A SAMPLE OF SCIENTIFIC FOOD EXHIBITIONS	SCIENCE AND THE CITIES 2020	DIGITAL GUIDING TOOLS IN SCIENCE MUSEUMS	IS THE SCIENCE CENTRE EXPERIENCE THE SAME IN ALL COUNTRIES?
CAFFÈ	BARRIER-FREE AND ACCESSIBLE EXHIBITIONS	THE NEW FUSION - REAL OBJECTS IN DIGITAL CONTEXTS	EXHIBITION REVIEWS - SHALL WE GIVE UP ON MEDIA?	FORMING OPINION - BUT HOW?
RISOTTO	THE FUTURE OF CITIZEN SCIENCE	BUILDING OR BRINGING IN COMMUNITIES	MULTIDISCIPLINARY PROGRAMMING IN SCIENCE MUSEUMS	TRANSFORMING SCIENCE CENTRES THROUGH INNOVATION
RAVOLI	INTER-GENERATIONAL DIALOGUE IN SCIENCE CENTRES	PUBLIC ENGAGEMENT WITH SYNTHETIC BIOLOGY	SELF-GUIDED EXPERIENCES FOR SCHOOLS	DESIGNING LEARNING SPACES - RECIPES FOR SUCCESS
MOZZARELLA	COMPETITIONS FOR SCHOOLS - WIN, LOSE, OR DRAW?	PARTICIPATORY PRACTICES IN SCIENCE CENTRES	CHANGING SOCIETY - NEW RECIPES FOR SCIENCE CENTRES	DIGITAL POSSIBILITIES - A NEW BLEND
MACCHERONI	LINKING VISITORS' MOTIVATIONS AND THEIR EXPERIENCES	NEW SERVICES ON THE HORIZON	CITIZEN SCIENCE - REFLECTING ON PROCESSES	THE VIEW FROM THE FLOOR
SPAGHETTI	FAILURES IN THE MAKER SPACE	OPEN MAKE RECIPES FOR ART AND SCIENCE	META-MAKING - TECHNOLOGY CHANGING THE WAY WE MAKE	CLOSED
	10.30 - 11.30 KEYNOTE TRISTRAM STUART IN THE AUDITORIUM: 01777	13.15 - 14.30 LUNCH OUTSIDE THE BUSINESS BISTRO	15.45 - 16.30 COFFEE BREAK IN THE BUSINESS BISTRO	18.15 - 19.00 THE CLOSING & HANDOVER MUSE FRONT GARDEN
	11.30 - 12.00 COFFEE BREAK IN THE BUSINESS BISTRO			EVENING 21.00 - 02.00 FAREWELL PARTY (ON REGISTRATION)

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