

# ECSITE DIRECTORS FORUM LISBON'13

## PAVILION OF KNOWLEDGE – CIENCIA VIVA

19<sup>TH</sup> – 21<sup>ST</sup> NOVEMBER

**WHO IN THE WORLD AM I? AH, THAT'S THE GREAT PUZZLE!**  
ALICE'S ADVENTURES IN WONDERLAND, LEWIS CARROL



PAVILHÃO DO  
CONHECIMENTO  
CIÊNCIA VIVA



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**WELCOME GUIDE**



## WHAT IS THE ECSITE DIRECTORS FORUM?

Every year, the directors of Ecsite's full member institutions meet for a two-day seminar to exchange views and discuss key issues related to our field. This year's Forum is hosted by the *Pavilion of Knowledge – Ciência Viva* in Lisbon, Portugal. You will have the opportunity to take part in strategic dialogues between science centres/museums, policy makers and scientific institutions, led by four inspirational keynote speakers and addressing aspects of philosophy and marketing.

At the Directors Forum we will also discuss future steps for key elements of Ecsite's five-year Strategic Plan and assess our priorities under *Horizon 2020*, the new European Framework Programme for Research and Innovation. Check the complete programme and register at the ESCITE website. All meals, social events and a scientific tour in Lisbon are included in the registration fee. Surely these are very good reasons to come to Portugal.

## BUT WHAT IS PORTUGAL?

A small rectangle on the edge of the Iberian Peninsula.

It's Mediterranean but on the Atlantic, it's Iberian but not Spanish, it's Latin but with a more reserved temperament. Portugal is difficult to define, a low-profile country with a sense of apartness, in its own little world that's more ocean than dry land, more an island than part of a peninsula.

It's also the country with the oldest borders in Europe, the first to adopt its local tongue as its official language and, against all odds, it has survived nine centuries of battles, wars, earthquakes, revolutions and the creation and loss of the modern world's first global empire. As we were the first Europeans in so much of Asia, Africa and the Americas you'll find aspects of our culture in many corners of the globe.

"Saudade" is our favourite cliché. It has no exact translation in other languages. It's often described as "nostalgia" or "melancholy" but it's much more than that. It's an intense yet realistic passion for life, an insatiable appetite for all things romantic combined with an acceptance of the incompleteness and randomness of fate; an appreciation of past achievements and failures, generating strength by learning from good and the bad times, being at peace with the gulf between desire and reality. It even has its own music, the unique folk ballad form called *fado*. To truly understand Portugal you have to be consumed by "saudade" and that can only happen if you spend some time here, with us. And what a better place to start than Lisbon, the birthplace of *fado*?

*Adapted from lisbonlux.com*



## AND WHAT IS LISBON?

Few cities have such a magnificent setting or possess such a genuine, rich and varied cultural identity as Lisbon. Lisbon's most impressive attraction is the city itself. It is a monument to the romance of the past, and an aesthetically seductive place that forces contemplation in each of its seven, legendary hills, each of which has its own unique personality. Topped by an imposing castle, breathtaking views and whitewashed monuments, the city blends its different parts to form an enigmatic, dramatically scenic, refreshingly authentic European capital with a unique essence and atmosphere, highly-photogenic without being superficial or flashy. You'll be in a constant state of serendipity, dazzled by its unconventional beauty and seduced by its infectious atmosphere. Time-worn and disorderly at the same time as startlingly cutting-edge, Lisbon keeps you engaged; not everything is immediately obvious so you will want to explore and discover many (but not all) our secrets.

It's no wonder that Lisbon won the World Travel Awards (the "Oscars" of travelling) for the best destination for city breaks in Europe in 2009, 2010 and 2013 and the title of Europe's leading destination in 2009. It was also considered the European City of the Year 2012 by the Academy of Urbanism.

Lisbon is also very well known for being the only city in the world that hosts the Pavilion of Knowledge – Ciência Viva.

*Adapted from lisbonlux.com*





## AND THE PAVILION OF KNOWLEDGE–CIÊNCIA VIVA IS...?

We've told this many times, so you've probably heard it before. But here are the basic facts.

Ciência Viva is not a science centre (although it incorporates many science centres within its remit). It's the Portuguese Agency for the Scientific and Technological Culture, created by the Ministry of Science and Technology in 1996. Back then our main mission was to promote the experimental learning of sciences in schools by mobilizing the scientific community and its institutions to drive the improvement of science education. One example is our programme of internships for high-school students in research laboratories that has been happening since 1997 and has reached more than 9000 students.

We are now a private association of research institutions with the shared goals of promoting dialogue between all social agents involved in science and technology and encouraging alliances and autonomous actions that increase public awareness of science. We reach these aims by supporting nationwide science events, for example, *Ciência Viva in Summer*, which runs hundreds of initiatives that bring families and scientists together informally in the holiday season to have fun and learn. Another example is the *Portuguese Science and Technology Week* that will be happening at the same time as the Ecsite Directors Forum. Of course, you are invited to join in!

Ciência Viva is also a network of 20 science centres throughout Portugal, each with its own character but all of them designed to be platforms that drive regional development in scientific, cultural and economic dimensions by establishing partnerships with the key regional players. Pavilion of Knowledge – Ciência Viva is the national headquarters of all these initiatives, and also hosts the country's largest science centre. We have pioneered some crazy, wonderful ideas. For example, we created a primary school inside the science centre itself, where children get involved in many real science activities working with real scientists; we designed a science exhibition that is all about fairy tales; and once we dared to send our President to the exhibitions to inspire the visitors and let the explainers rule the science centre.

So, are you joining us for the Directors Forum?





## YES, BUT HOW TO GET THERE?

The Pavilion of Knowledge – Ciência Viva is located in Parque das Nações, one of the newest districts in Lisbon and a proud outcome of the urban renewal programme that led up to the Lisbon World Exhibition of 1998. The area was built with a futuristic look and is now a striking mix of business and residential buildings.

### By plane

If you travel by plane you will probably land on Lisbon Airport, Portela, quite central in the city! This can give you the frightening sensation of landing on someone's backyard, but it also offers extraordinary views of Lisbon, besides being just 10 minutes away from Pavilion of Knowledge.

### By train

If you are considering traveling to Lisbon by train, please check Comboios de Portugal (CP) website for timetables and fares. The nearest station to Pavilion of Knowledge is Gare do Oriente.

### By taxi

Taxis offer very reasonable fares and you can get one almost anywhere or by phone.

A ride from the airport to the Pavilion of Knowledge should cost less than 10 euros, depending on the hour of the day. Don't forget to ask for a receipt ("fatura"). Telephone numbers to call for a taxi: Rádio Táxis – (+351) 21 811 90 00; Lisbon Taxi Service – (+351) 21 793 27 56; Eurocoope – (+351) 21 343 06 77

### By metro

The best way to get around Lisbon is by metro, which is inexpensive, efficient and accessible from all hotels in central Lisbon. This will also provide the opportunity to see the metro public areas, decorated by renowned Portuguese artists as part of the "Art in Metro" initiative. The airport has a metro station and Oriente is the nearest station to Pavilion of Knowledge.

### By bus, tram or funicular

Carris company operates buses, trams and funiculars in Lisbon. It is advisable to buy tickets in advance as it will be cheaper and more convenient. There are a number of ticket offices spread all over the city. Buses number 728 and 400 stop near Pavilion of Knowledge.

### Public Transportations

**Bus** (on board) □1.80

**Aerobus** □3.50 / □5.50 (2 tickets)

**Tram** (on board) □2.85

**Combined 24h ticket** CARRIS/METRO (bus and metro) □6

**7 Colinas or Viva Viagem** combined cards (purchased in advance, rechargeable)

□0.50 (the card)

□1.40 (each trip)

**Zapping** (to use with rechargeable cards, minimum □5) □1.25 (each trip)

### Taxi

About □10



## NOW YOU NEED A NICE PLACE TO STAY

Lisbon offers a wide range of excellent accommodation, from 5\* hotels to quality and charming hostels and rented apartments in central and historical parts of town. Did you know that the best hostels in the world are in Lisbon? There's so much to choose from!





## IF YOU PREFER TO STAY CLOSE TO THE PAVILION OF KNOWLEDGE

### OLISSIPPO ORIENTE \*\*\*\*

Av. Dom João II, lote 1.03.2.2  
Parque das Nações, Lisbon  
Telephone: + 351 213 182 791  
Email: rita.simoies@olissippohotels.com  
Prices from €65/ night  
Distance to the Pavilion of Knowledge:  
5 min walk

### VIP EXECUTIVE ART'S \*\*\*\*

Av. D. João II, lote 1.18  
Parque das Nações, Lisbon  
Telephone: + 351 210 020 400  
Email: hotelarts@viphotels.com  
prices from €68,00/ night  
Distance to the Pavilion of Knowledge:  
9 min walk

### TIVOLI ORIENTE \*\*\*\*

Av. D. João II, lote 1.14.3  
Parque das Nações, Lisbon  
Telephone: + 351 218 915 1 00  
Email: <http://www.tivolihotels.com>  
Prices from €78/ night  
Distance to the Pavilion of Knowledge:  
11 min walk

### TRYP Lisboa Oriente \*\*\*\*

Av. Dom João II, 1990-083  
Parque das Nações, Lisbon  
Telephone: + 351 218 930 000  
Email: tryp.orientemeliaportugal.com  
Prices from €79/ night  
Distance to the Pavilion of Knowledge:  
11 min walk

### IBIS PARQUE DAS NAÇÕES \*\*

Rua do Mar Vermelho, lote 1.07.2.2  
Parque das Nações, Lisbon  
Telephone: +351 210 730 470  
Email: h8501@accor.com  
Prices from €55/ night  
Distance to the Pavilion of Knowledge:  
12 min walk

## IF YOU PREFER TO STAY IN THE CITY CENTRE

### BAIRRO ALTO HOTEL \*\*\*\*\*

Praça Luís de Camões, 2  
Bairro Alto, Lisbon  
Telephone: +351 213 408 288  
Email: reservations@bairroaltohotel.com  
Prices from €100/ night  
Distance to the Pavilion of Knowledge:  
35 min by metro

### Fontecruz Hotel \*\*\*\*\*

Av Liberdade, 138-142  
Avenida da Liberdade, Lisbon  
Telephone: +351 210 410 000  
Email: lisboareception@fontecruzlisboa.com  
Prices from €100/ night  
Distance to the Pavilion of Knowledge:  
40 min by metro

### HOTEL GAT ROSSIO

Rua do Jardim do Regedor, 27-35  
and Travessa do Forno, 9-13  
Restauradores, Lisbon  
Telephone: +351 213 478 300  
Email: hotelgatrossio@gatrooms.com  
Prices from €55/ night  
Distance to the Pavilion of Knowledge:  
35 min by metro

### AMERICA DIAMONDS \*\*\*

Rua Tomás Ribeiro, 47  
Picoas, Lisbon  
Telephone: +351 213 521 177  
Email: info@americadiamondshotel.com  
Prices from €55/ night  
Distance to the Pavilion of Knowledge:  
30 min by metro

### HOTEL AS LISBOA \*\*\*

Av. Almirante Reis, 188  
Alameda, Lisbon  
Telephone: +351 218 429 360  
Email: info@hotel-aslisboa.com  
Prices from €48/ night  
Distance to the Pavilion of Knowledge:  
20 min by metro



## **LISBON ALSO HAS NICE HOSTELS AND B&Bs FOR YOU AND YOUR FRIENDS OR FAMILY**

### **LISBON TRAVELLERS HOUSE**

*Best medium hostel in the world 2012 by hostelworld.com*

*Best hostel in the world 2010 by hostelworld.com*

Rua Augusta, 89, 1st floor

Baixa, Lisbon

Telephone: +351 210 115 922

Email: info@travellershouse.com

Prices from □16/ night (shared rooms and toilets),

□60/ night (private room with toilets)

Distance to Pavilion of Knowledge:

35 min by metro

### **LISBON LOUNGE HOSTEL**

*Best small hostel in the world 2012 by hostelworld.com*

*2nd best hostel in the world 2010 by hostelworld.com*

Rua São Nicolau, 41

Baixa, Lisbon

Telephone: +351 213 462 061

Email: info@lisbonloungehostel.com

Prices from □14/ night (shared rooms and toilets),

□30/ night (single rooms with shared toilets)

Distance to Pavilion of Knowledge:

35 min by metro

### **LIVING LOUNGE HOSTEL**

*2nd best medium hostel in the world 2012 by hostelworld.com*

*3rd best hostel in the world 2010 by hostelworld.com*

Rua do Crucifixo, 116, 2nd floor

Chiado, Lisbon

Telephone: +351 213 461 078

Email: info@livingloungehostel.com

Prices from □18/ night (shared rooms and toilets),

□35/ night (single rooms with shared toilets)

Distance to Pavilion of Knowledge:

35 min by metro

### **LISBOA CENTRAL HOSTEL**

*2nd best small hostel in the world 2012 by hostelworld.com*

Rua Rodrigues Sampaio, 160

Marquês de Pombal, Lisbon

Telephone: +351 309 881 038

Prices from € 16/ night (shared rooms and toilets),

□55/ night (private rooms)

Distance to Pavilion of Knowledge:

35 min by metro

### **HOME LISBON HOSTEL**

*4th best medium hostel in the world 2012 by*

*hostelworld.com*

Rua de S. Nicolau, 13, 2nd floor left

Baixa, Lisbon

Telephone: +351 218 885 312

Email: info@mylisbonhome.com

Prices from □18/ night (only shared rooms)

Distance to Pavilion of Knowledge:

35 min by metro

### **HOUSE4 BAIRRO ALTO**

Travessa de São Pedro, 9 ground floor left

Bairro Alto, Lisbon

Telephone: +351 213 430 345

Email: house4lisboa@gmail.com

Prices from □85/ night

Distance to Pavilion of Knowledge:

40 min by metro

### **CASA DAS MERCEEIRAS**

Travessa das Merceeiras, 9-15

Alfama, Lisbon

Telephone: +351 912 350 397

Email: reservations@casadasmerceeiras.com

Prices from □80/ night

Distance to Pavilion of Knowledge:

35 min by bus

### **CASA COSTA DO CASTELO**

Costa do Castelo, 54

Castelo, Lisbon

Telephone: +351 218 822 678

Email: info@c-c-castelo.com

Prices from □85/ night

Distance to Pavilion of Knowledge:

40 min by metro

### **CASA DAS JANELAS COM VISTA**

Rua Nova do Loureiro, 35

Bairro Alto, Lisbon

Telephone: +351 213 429 110; +351 969 630 351

Email: info@casadasjanelascomvista.com

Prices from € 75/ night

Distance to Pavilion of Knowledge:

40 min by metro





## WHAT AND WHERE...

### TO EAT?

Choices in Lisbon range from traditional *tascas* to fancy and modern restaurants with fusion cuisine and molecular gastronomy (for quite a scientific experience). If you want to enjoy Portuguese classics (and they are delicious), try *caldo verde*, a kale soup, *bacalhau* (salt cod, of which tradition says there's a different recipe for each day of the year) or grilled fish served with Portuguese wine. Delight yourself with a *pastel de nata* and a strong espresso (we say *bica*) and finish with a *ginjinha* or Port. After this, nothing can go wrong. Check [lisbonlux.com](http://lisbonlux.com) for other suggestions.

### TO SHOP?

If you want to shop in Lisbon don't just go to the large shopping centres like Vasco da Gama (next to the Pavilion of Knowledge) or Colombo. If you're looking for more luxurious fashion stores go to Avenida da Liberdade, right in the heart of Lisbon. Bairro Alto will offer you more alternative and trendy options, and if you're into design, visit Santos District. However, if you're more into shops than shopping, why not visiting the 10 most beautiful shops in Lisbon according to [lisbonlux.com](http://lisbonlux.com)? (Due to temporary website problems, the Pavilion of Knowledge store is not shown in the list).

### TO GO OUT AT NIGHT?

There are plenty of options. Lisbon nightlife is always memorable and it is experiencing a wave of revivalism with the opening of several cabaret bars that combine swing music with Portuguese *fado*. If you have time, visit some of the most beautiful bars in Lisbon.





## PARDON ME?

Portugal has two official languages:

Mirandês, spoken by 15 000 people in Miranda do Douro, in the North.

Portuguese, with about 236 million speakers, is the 6th most spoken language in the world and has the largest number of speakers in the southern hemisphere.

To get you started, here are some essential words and phrases:

English	Portuguese
Espresso	Bica
Wine	Vinho
Salt Cod	Bacalhau
The bill, please	A conta, por favor
Receipt	Fatura
Thank you	Obrigado (for men), obrigada (for women)
Please	Por favor
Excuse me	Com licença
I am sorry	Desculpe
Good morning	Bom dia
Good afternoon	Boa tarde
Good night	Boa noite
Where is...?	Onde é...?
Hello	Olá
See you later	Até logo
Science	Ciência
Museum	Museu
I love you	Amo-te

## NOVEMBER IN PORTUGAL

Time zone	WEST, GMT/UTC 0
Currency	Euro (EUR)
Electricity	220 V at 50 Hz. Our plugs have two small circular holes
International phone code	+351
Official languages	Portuguese and Mirandês
Average temperature	16 °C max, 10 °C min