

MUSE hosting Europe's largest science communication conference

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TRENTO, ITALY – Ecsite, the European network of science centres and museums, will draw up to **1,000 science communicators** from over 45 countries to its Annual Conference held this year at MUSE – Museo delle Scienze in Trento, Italy. It is open to all professionals working in science centres or museums, natural history museums, universities, aquaria, zoos, research institutes and private companies in the field. The conference will be celebrating its **26th edition**.

The three-day event will run 11-13 June 2015 and showcase the latest research and developments in **public engagement with science** through dynamic sessions, debates, workshops and a **trade show** called the Business Bistro. Pre-conference meetings and workshops, held two days prior to the main conference (9-10 June 2015), will give in-depth insight into numerous aspects of the science communication field.

The programme offers a diverse mix of more than **90 sessions delivered by over 350 speakers**, ranging from practical advice on how to conceive interactive exhibits to discussions on the sector's contribution in tackling global issues linked to this year's **theme: "Food for curious minds"**. Other topics include immersive experiences, travelling exhibitions, responsible research, staff exchanges, teenage audiences, or synthetic biology.

High profile guest speakers will be:

- Dr. Peter Dröll, Acting Director, 'Innovation Union and European Research Area', DG Research and Innovation, **European Commission**
- **Entrepreneur** Andrea Illy, Chairman/CEO of illycaffè (Italy)
- Food waste scandal **activist** Tristram Stuart, Author and Founder of the NGO Feedback (United Kingdom)

More than **50 exhibitors** will be showcasing their latest products and services at the buzzing Business Bistro and participants will be able to get hands-on in **two workshop spaces**, the Maker space and the Game Lab. Not to forget the many networking opportunities like the Newcomers' breakfast or the Gala dinner, held at a beautiful winery at the foot of the Dolomite Mountains.

Designed by **Renzo Piano**, host museum MUSE – Museo delle Scienze opened its doors in July 2013. Its striking architecture and beautifully designed exhibitions tell the story of mountain environments. It has quickly established itself as a lively arena for citizens to lead informed discussions about challenges of the future.

Quotes

“The Ecsite conference showcases 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!” **Rosalia Vargas, President of Ecsite**

“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.” **Catherine Franche, Ecsite Executive Director**

“The “Food for curious minds” conference theme invites to tackle the concrete topic of food and energy, echoing the theme of Universal EXPO 2015 in Milan. It also offers room for countless metaphoric interpretations. For decades, science engagement professionals have played a crucial role in sourcing, preparing and serving “mental food” to hungry audiences. Increasingly, they invite scientists, policy makers, citizens and business around the table – or even into the kitchen...” **Michele Lanzinger, Director of MUSE**

About Ecsite

Ecsite is the European network of science centres and museums, linking science communication professionals in more than 350 institutions in 50 countries. Founded 25 years ago, Ecsite connects member institutions through projects and activities and facilitates the exchange of ideas and best practice on current issues. www.ecsite.eu

About MUSE

The new science museum opened in July 2013 and forms the heart of the new Trento quarter designed by Renzo Piano. MUSE tells fascinating stories about mountain environments. It combines nature, science and technology with current ethical and social issues. Its innovative design intertwines science, arts, society and nature. MUSE has quickly established itself as a lively arena for citizens to lead informed discussions about challenges of the future. www.muse.it/en

Practical Information

- Website: www.ecsite.eu/annual_conference
- Twitter: #Ecsite2015 and follow [@Ecsite](https://twitter.com/Ecsite)
- Pictures uploaded daily on the Ecsite [flickr account](#) during the conference.

Interviews can be arranged and media assistance is available on-site. The event will take place at **MUSE** and at the **Trento Fiere** congress centre, a two-minute walk from MUSE.

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