How can we turn a science exhibition on a really success outreach activity?

A TRIP BY THE LHC:

"LHC: the largest scientific instrument built"
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A TRIP BY THE LHC:
"LHC: the largest scientific instrument built"
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"LHC: the largest scientific instrument built"
LHC: The largest scientific instrument built

The exhibition brought by CERN
About the exhibition...

CPAN organized the exhibition done by CERN about LHC, its experiments and technology transfer.

http://www.i-cpan.es/expocern/

Places and data

(It was exhibited in other European countries)

CHARACTERISTIC

- Occupied approx. 100 square meters
- It is composed by a series of self-explanatory panels

Spanish participation in the largest particle physics laboratory
Ocuppated approx. 100 square meters

It is composed by a series of self-explanatory panels

CHARACTERISTIC

CERN’s basic research programs and their applications

Main characteristic of CERN

The exhibition covers the following aspects:

Spanish participation in the largest particle physics laboratory

CERN’s four experiments
CERN's basic research programs and their applications

Main characteristic of CERN

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CERN's four experiments
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CHARACTERISTIC
Places and data

(It was exhibited in other European countries)
IN CANTABRIA

An strong awareness campain

Done in the public library of Cantabria
(A place of culture, with many users per day of all ages)

Many users/day (100)
Open to the public:
- 9 a.m. - 9 p.m. (monday - friday)
- 9 a.m. - 2 p.m. (saturday)
Firstly, we should make a stop...

...in Cantabria!
Approx. 594,000 inhabitants (1.26% of Spanish population, and 20% below 18 years old)
Cantabria is a small region

Approx. 594,000 inhabitants (1.26% of Spanish population, and 20% below 18 years old)

SANTANDER, has 177,000 people with 25,202 kids
Done in the public library of Cantabria
(A place of culture, with many users per day of all ages)
Many users/day (100)

Open to the public:
• 9 a.m. - 9 p.m. (Monday - Friday)
• 9 a.m. - 2 p.m. (Saturday)
An strong awareness campain
We design a poster and folded sheet
El Instrumento Científico
MÁS GRANDE JAMÁS CONSTRUIDO
UNA EXPOSICIÓN DEL CERN

4/24 abril 2013
De 9:00 h. a 21:00 h.
Institución de la Universidad de Madrid
Manzana de las Llamas, s/n
24 de abril 2013

Preparado por el CERN, el instrumento más grande jamás construido: la máquina de investigación subterránea CERN-ALPS.

Visita gratuita a cargo de CERN.

Para más información:
www/mapeo/iaep
El Instrumento Científico Más Grande Jamás Construido: Una Exposición del CERN

4/24 abril 2013

El CERN (Centro Europeo de Física de Partículas) es uno de los laboratorios más destacados de investigación científica. Utiliza los resultados de sus investigaciones para explorar los secretos más profundos de la naturaleza. En esta exposición se muestran algunos de sus hallazgos más sobresalientes.

El Laboratorio Europeo de Física de Partículas (CERN) es uno de los laboratorios centrales del mundo de investigación científica. Utiliza los resultados de su investigación para explorar los secretos más profundos de la naturaleza. La exposición incluye varios de sus hallazgos más sobresalientes.

La importancia de la investigación científica no puede ser subestimada. Los descubrimientos realizados en laboratorios como el CERN pueden tener impactos fundamentales en nuestra comprensión del mundo. Es esencial que la educación y la divulgación científica sean promovidas.

La educación y la divulgación científica son fundamentales. Los descubrimientos realizados en laboratorios como el CERN pueden tener impactos significativos en nuestra comprensión del mundo. Es esencial que la educación y la divulgación científica sean promovidas.
We sent letters and e-mails to school, institute, and several organizations
We use social networks

edit press release

and publish it in cultural calendar
IN CANTABRIA

April 2013

Done in the public library of Cantabria
(A place of culture, with many users per day of all ages)

Many users/day (100)
Open to the public:
• 9 a.m. - 9 p.m. (Monday - Friday)
• 9 a.m. - 2 p.m. (Saturday)

An strong awareness campain
Our standout element were...
The activities proposed around the exhibition:

- Daily guided tour
  (School, organizations, and free access)
- Film projections
- Lectures
Guided tour

Daily Guided visits: schools / organization
One or two visit/day all morning shift upon request

Free guided visits for general public
Visits everyday without upon request

Done by researches: more than 10 people involved from the group

In total more than 1500 participants in guided tour

!
Five lectures
for general public non specialist

1º Lecture: "Why you should build the European Extremely Large Telescope, and why Spain has to participate"
  • Speaker: Xavier Barcons (IFCA)
  • Participants: 91

2º Lecture: "The formula that describes the world"
  • Speaker: Sven Heinemeyer (IFCA)
  • Participants: 73

3º Lecture: "We still do not know anything"
  • Speaker: Jesús Marcos de Lucas (IFCA)
  • Participants: 86

4º Lecture: "From CERN to society: Inventing for you"
  • Speaker: Iván Vila (IFCA)
  • Participants: 84

5º Lecture
  • "Higgs Bosson"
  • Speaker: Alberto Casas
  • Participants: 120

(In total, more than 450 participants)
TOTAL NUMBER OF PARTICIPANTS

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Total: 2085

More than two thousand persons!!

(We must keep in mind that Santander is a small city and it population does not usually take part in outreach activity)
Some pictures...
With this contribution, we want to help to take advantage of science exhibitions and teach the ways in which is possible awaken the interest of general public in or enthusiasm for science
In fact, same idea was apply to the enxt exhibition ESO, with approx. 2100 (approx.) visits, also addition of context.
Thank you!!

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Instituto de Física de Cantabria
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