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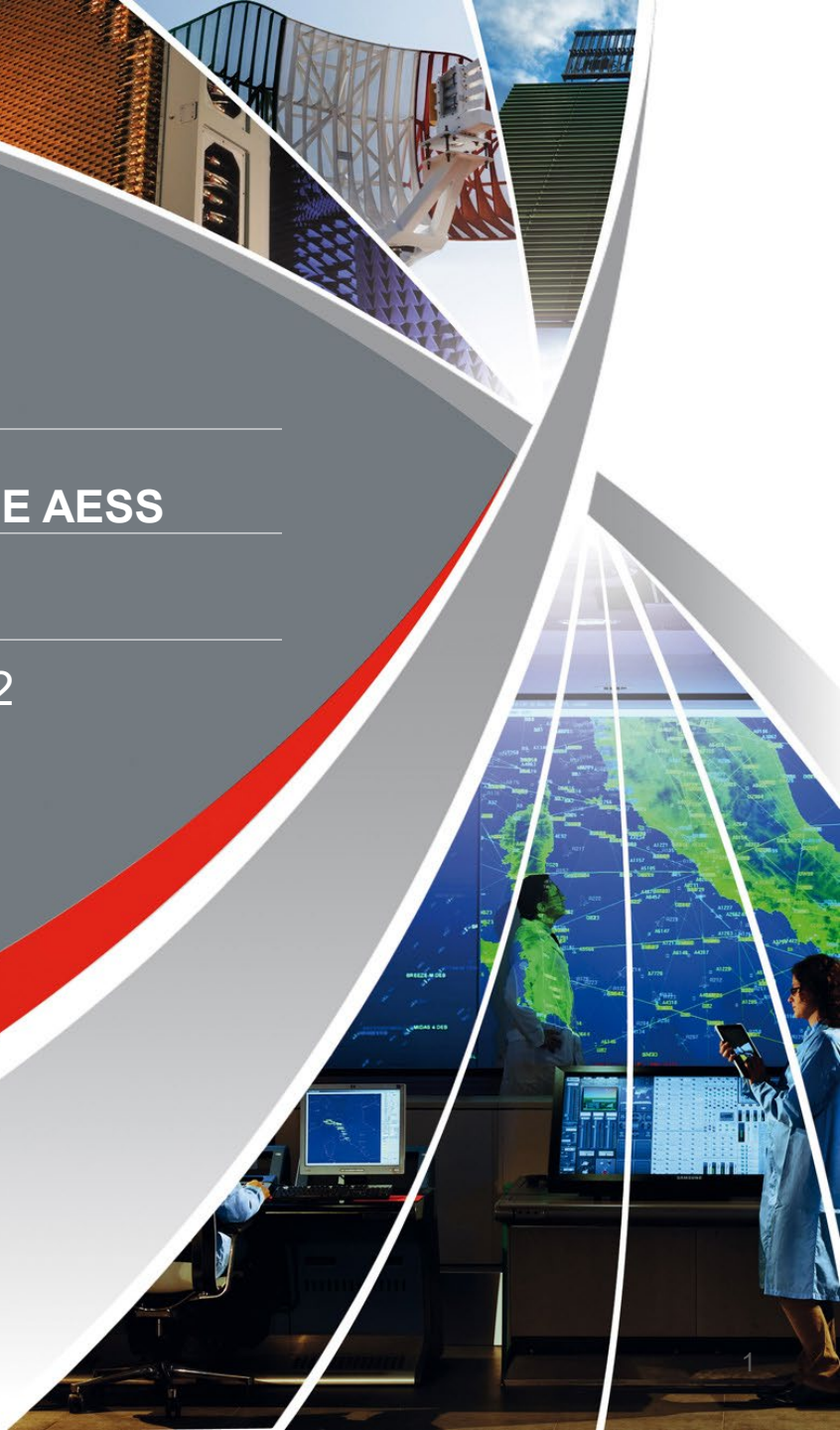
Festivals of Science

A review and potential interest to IEEE AESS

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BoG of IEEE-AESS



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SCIENCE FESTIVALS

There are many well-established science festivals organised around the world. Science festivals offer the public the opportunity to engage with science and scientists face-to-face in a relaxed environment.

Science festival achieves several objectives including:

- It's a benchmark for the science communication.
- It's a chance of meeting for researchers, people keen on science, schools and families.
- It's a main international event of science dissemination.

As of 2009 the Science Festival Alliance, a consortium of major festivals formed with a 3-year National Science Festival grant, has supported the growth of independent regional science festivals, with an initial emphasis on celebration in communities throughout the US (<http://www.sciencefestivals.org/>).



WHY A SCIENCE FESTIVAL

Science festivals are large, inspiring celebrations of the fascinating world of science and technology.

It could be an opportunity to inspire, inform, stimulate, and amaze the community interested in topics and challenges of the AESS environment.

The impact of the event and its benefits will be enjoyed by:

- Attendees
- Scientists
- Organizers
- Community
- Local economy
- ...



THE FORMAT OF A SCIENCE FESTIVAL

Most science festivals are managed by a lead institution, often a museum or university, but all festivals are collaborative efforts that draw on the contributions of many inspired organizations and individuals. Most science festivals require a substantial annual fund-raising effort.

The festival format—an exciting mix of events, activities, and programs—is an important aspect and the key to success is to tailor each festival event to the local audiences.

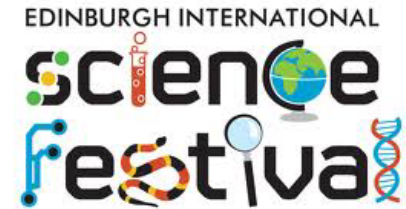
Important aspects to be addressed are:

- Locations
- Date and duration
- Audience
- Events



FESTIVALS IN THE WORLD

The modern concept of a science festival comes from the Europe where in April 1989 the first Edinburgh International Science Festival took place.



The concept spread to Sweden in 1997 with the The International Science Festival in Gothenburg which is an annual festival in central Gothenburg, Sweden with thought provoking science activities for the public. The festival is visited by about 100 000 people each year. This makes it the largest popular science event in Sweden and one of the largest popular science events in Europe.



The spread of science festivals within the United States is relatively recent. They are fairly similar across 'science festivals', though they come under a variety of names: Expo Day, Science Carnival, Science Street Fair, and Discovery Days to name a few.

From Wikipedia

FESTIVALS IN US

One of the earliest examples was Wonderfest, an annual Bay Area science festival that began in 1998.

Other important starting events:

"Mastering the Mysteries of the Universe", was held in Atlanta, Georgia, in 1999 in association with the centennial of the American Physical Society.

Science Festival "SciTech Spectacular" in Pittsburgh since 2004

Cambridge, Massachusetts: the Cambridge Science Festival, first held in April 2007.

New York City: "the World Science Festival" held at the end of May 2008.

March 2009, San Diego hosted the first west coast science festival, the "San Diego Science Festival".

In September 2010, the North Carolina Science Festival became the first state wide science festival in the United States, presenting more than 400 events across the state over a two-week span.



ARIZONA
SCITECH
festival



World
Science
Festival

FESTIVALS IN ITALY (GENOA)

Since its first edition (2003), the **Science Festival of Genoa** is now one of the most successful and popular expressions in terms of public awareness, impact and quality of the event has increased significantly over the years with an average of 250,000 visits to the consolidated last 3 editions.

The Science Festival is an annual thematic event. **The tenth edition** of the Science Festival will be held in Genoa from **25 October to 4 November 2012**.

The **philosophy of the Festival** has remained unchanged: to make science accessible to everyone - to a public of all ages, students and experts - thanks to the variety of topics, to the active participation in the planned activities and to an extensive distribution over the territory.

FESTIVALS IN ITALY (GENOA)

Since 2003, 13 days crossing the fascinating winding paths of science:

**2003: "BEYOND" / 2004: "EXPLORATION" / 2005: "FRONTIERS" / 2006:
"DISCOVERY" / 2007: "CURIOSITY" / 2008: "DIVERSITY" / 2009:
"FUTURE" / 2010: "HORIZONS" / 2011: "150 AND BEYOND"**

The ninth edition held in 2011 commemorated the **150th anniversary of Italy's unification**. It gave voice to the men and women (like Margherita Hack) of excellence who, in Italy and around the world, every day together trace the new knowledge horizons. The Guest Country for 2011 was the **United States** and a Coast to Coast link with San Francisco Bay Festival was held.



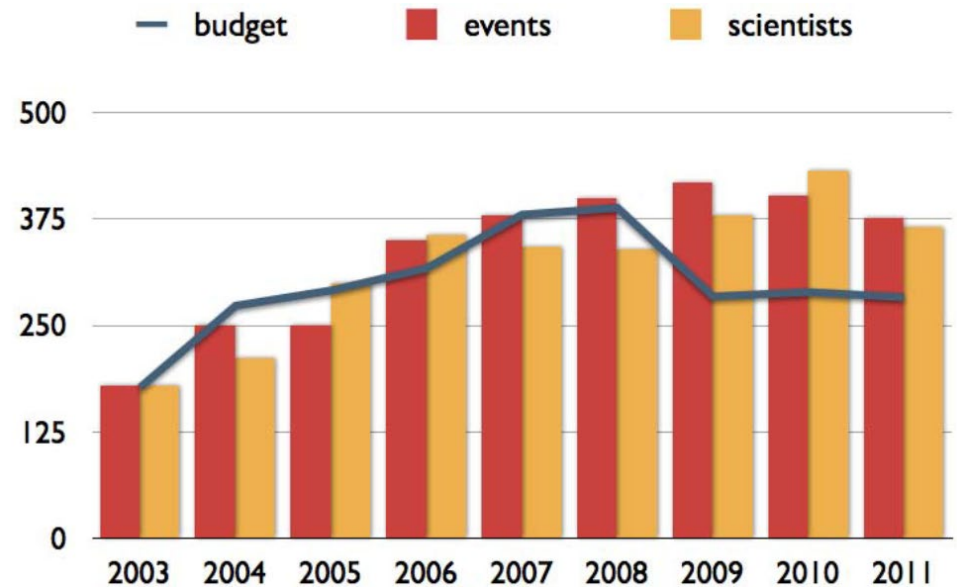
The tenth anniversary of the Science Festival is dedicated to **Imagination** as an antidote to banality, meaning difference, identity, personality, freedom.

Special Guest: **Europe**

FESTIVALS IN ITALY (GENOVA)

Numbers from 2003 to 2011

10	editions – 9 in Genoa, 1 in Palermo
119	days
658	locations
3.206	events
4.716	scientific explainers
3.124	journalists
11.246	press&media items
427.674	tickets
1.897.000	visits



From <http://www.festivalscienza.it>

FESTIVAL OF THE MATHEMATICS (ROME)

About each year a Festival of the Mathematics is held in Rome.

The festival is organized by Piergiorgio Odifreddi, an Italian mathematician, to give the opportunity for people to get acquainted with mathematics listening some of the most relevant thinkers working in this field.

It is an opportunity to hear Nobel Award Winners and Fields medalists talking about physics and mathematics.

During The International Festival of Mathematics and Computer Science a series of events are organized including a Mathematics Competition among students belonging to secondary schools.

POTENTIAL INTEREST TO IEEE-AESS

Why should IEEE AESS even consider a Science Festival?

- Make AESS known to the wider public also to young people (e.g.: students)
- Increase the number of members of the Association
- Promote the AESS business to a captive audience
- Participate in promotional activities linked with the event
- Gain recognition and possibility of award winning prestige
- Network with industry, peers and professionals
- ...



LOCATION AND DATE

- Locations

Near or into a strategic location like University or a City with high AESS industry density (e.g.: Cape Canaveral, Orlando)

There is a tremendous pressure on festivals to deliver a critical mass of crowds on the Main Event days, and to ensure a quality experience for these masses. Festivals in San Diego and San Francisco use the power of a major league stadium to create this magic. The Cambridge Science Festival has added real circus acts.



- Date and duration

The Festival should be held in the Spring to increase school participation and to encourage attendance by tourist visiting the area.

It may span from a few days to a week or two depending on how much interest/effort can be spent.



AUDIENCE

Designed primarily to benefit the general public, festivals can offer activities that target any number of specific audiences—from children to experts.

- General public
- High School Students
- Secondary school Students
- University Students and ...
-their families



EVENTS

Science festivals feature a great variety of events. Some classical and unusual events that could be relevant for IEEE AESS are:

- **Series of lectures**, with topics ranging from cutting-edge research to unusual perspectives on science.
- **Hands-on activities** (experiments, games and shows). Encourage young people to become interested in science and technology by providing interesting educational demonstrations and hands-on experiments on a variety of science topics.
- **Interaction of science and culture**: film exhibition, photo gallery, concerts,...

Most of the listed events are present in Science Festival Alliance profiles.



EVENTS

- **The Nifty Fifty** program was a group of fifty nominated professionals in various areas of science and engineering who interacted and spoke about their work and careers to middle and high school students.
- **Lunch With a Laureate:** a small group of middle and high school students maintain an informal conversation with a famous representative (IEEE Medalists).
- **Science celebrities participation** as testimonials



EVENTS

- **Meet the Scientist/Engineer:** Every hour students can conduct in-person interviews with scientists and engineers from different disciplines.
- **Thematic Tracks:** Festival Exhibits grouped by visitor age and theme.
- **Talks and Debates.**
- **Tours** for children, families and adults in specific locations (Open Day at main AESS Industries).



EVENTS

- **Competitions** by nations, schools, topics, age,...
- **x-change event:** every evening a lively informal roundup of the day's events where festival-goers can ask questions, debate and unwind over a drink.
- **Design Your Own Invention in a Lab**
- **Touring show** with Science in pills at hospitals, schools,
- **Web Site and Internet Suitable Areas** with streaming facilities (Web site, Facebook, Linkedin, flickr..)



GADGETS AND AWARDS

- Subscribe to magazines, T-Shirt, Mug, Coupon, USB stick,..



CONCLUSIONS AND POTENTIAL WAY AHEAD

A “science festival” is a *festival* that showcases science and technology with the same freshness and flair that would be expected from an arts or music festival.

Several important benefits can be obtained from organization/participation in a festival.

Although science festivals are very interesting, organizing one is a very difficult and expensive task. For this reason, before launching an IEEE-AESS event, it would be advisable to consider participation in one or more already established festivals with a stand.

It can allow to gain experience and, at the same time, to reduce the costs significantly.



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