



Since 2003, 2 weeks crossing the
fascinating winding paths of science

Festival della Scienza

Genoa, Italy

About the Festival...

"It,s impressive... I could never think of something better",

Simon Gage, Director of Edimbourgh Science Festival

Science Magazine:

***"Scientific exploration
deserves a celebration, and in
Genoa, they're doing so with
great style (J. Bohannon,)***



*"I was recommended to come! Never seen
something like that, a city totally involved
in science! (Freeman Dyson,)*

***"In Genoa... how I want the world to see
science: as an integral part of culture,
accessible to anyone interested***

(Lisa Randall,)



***"Everybody needs to understand science and the
Festival meets such a need"***

(Luca Cavalli Sforza, geneticist)

The Science Festival - what's today

A “common property” of the Scientific Community and the Society – **consensus**

A “melting pot” of different cultures, disciplines and nationalities – **globalisation**

A container welcoming and exploiting new ideas – **think tank**

An extraordinary channel for communicating science, thus raising the interest of Industries – **transfer of technology**

An actor of the transition to high-tech and local development by “creating an environment favourable to” – **innovation**

A pioneer stimulating science diffusion events in Italy and abroad – **leadership**

A training factory for a new generation of researchers – **explainers**

A consistent enterprise with strong economic return – **multiplier**

A starter of new projects in R&D, education and International cooperation – **future**

Festival della Scienza



Our numbers in 2009

Attendance

Over **200.000** visits: 160.000 at labs and exhibits, 40.000 at conferences, shows and other events

Programme

Over **350** events in **90** locations all over the city, arranged in **9 thematic poles**

Egypt as 2010 Guest Country

Media

200 press accreditations, + **750** articles on paper, reports on main national network TV (Rai Uno, Rai Due, Rete Quattro, LA7, SkyTG24... and an endless amount of articles and clips online!

Staff

700 explainers trained at EASE – European Academy for Scientific Explainers (3rd year)

Visibility

ranked by the **EU** Commission within the **10 best practices in science diffusion** in 28 Countries (EU + Associated FP Countries).

International Partnerships

2WAYS - European Science in Society project (FP7)

Esciential - European Science Festival project, supported by the EC within the European Science Week

Masad - Mediterranean Association for Science Advancement and Dissemination

Marseille – European Capital of Culture 2013

Shanghai SAST – Shanghai Association for Science and Technology

Memberships:

Euscea - European Science Events Association

Ecsite - European Network of Science Centres and Museums

Every year a new key word

2003: *BEYOND*

2004: EXPLORATION

2005: FRONTIERS

2006: DISCOVERY

2007: CURIOSITY

2008: *diversity*

2009: FUTURE

2010: HORIZONS



EASE – European Academy for Scientific Explainers

aimed at promoting Science Diffusion capabilities among Students and Researchers

Aim of the school is to create:

- a team of trained science explainers sharing the same language techniques
- a network among Festivals, Science Centers, Research Organizations
- a new feeling towards science diffusion
- international exchanges of teachers and explainers



EASE – European Academy for Scientific Explainers

Since 2007

Phase 1: Multi-media classroom at CNR-INFM (National Research Council), Genova:

- Workshops on presentation skills and theatrical techniques
- Creativity, communication and group work
- Basis of science communication
- Events Organisation and management

Phase 2: Practical experience with teams preparing exhibitions and laboratories of Genoa Science Festival

Phase 3: Work experience with counselling during the Science Festival



Biennale del Mediterraneo | Biennial of Mediterranean Countries



Official opening with the Festival della Scienza



Genoa, formerly *Janua*, a door between civilizations, the door to the Mediterranean

Genoa's history begins 2600 years ago when, according to legend, the city was founded by the two-faced god Janus, guardian of gates and doors and stood since then as a true meeting point between the Mediterranean and Europe.



A Mediterranean vocation

The city is closer to Greece and Morocco than it is to Lombardy, has more in common with the ports of Sicily and Spain than with the mountains of Piedmont and [has] the sounds and smells of everywhere from Turkey to the Pillars of Hercules or even farther, to where Portugal looks out to the Atlantic and the new world."

Marzio Angiolani, - Canzoni in salita

