

Årsrapport 2011

Annual Report 2011



Experimentarium®

- Center for formidling af naturvidenskab og moderne teknik

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ÅBNINGSTIDER

Mandag, onsdag - fredag 9.30-17. Tirsdag 9.30-21
Lørdag, søndag og helligdage 11-17. Lukket 24-25/12, 31/12, 1/1

OPENING HOURS

Monday, Wednesday - Friday 9.30-17. Tuesday 9.30-21
Saturday, Sunday and holidays 11-17. Closed on 24-25/12, 31/12, 1/1

EXPERIMENTARIUMS BESTYRELSE / EXPERIMENTARIUM'S BOARD

Jannik Johansen (formand), Peter Augustinus (næstformand),
Anders Eldrup, Fritz Schur, Hans Peter Jensen, Poul Scheuer,
Lene Lange, Jesper Rasted (m), Kristoffer Bredahl (m), Lene Hybel Kofod (m),
Sheena Laursen (m)
(m) = Valgt af medarbejderne / Elected by the employees

EXPERIMENTARIUMS CHEFGRUPPE ANNO 2011

Fra venstre: Asger Høeg, Direktør
Per Velk, Souschef i udviklingsafdelingen
Lise Rud Kinch, Salgs- og marketingchef
Hanne Haack Larsen, Driftschef
Erik Johansen, Økonomi- og administrationschef
Kim Gladstone Herlev, Vicedirektør, Udviklingschef
Morten Busch, Souschef i udviklingsafdelingen



Bestyrelsesformand Jannik Johansen og næstformand Peter Augustinus har siddet i Experimentariums bestyrelse alle 25 år, Experimentarium har eksisteret.



Nils Hornstrup, Experimentariums vicedirektør gennem mange år, kunne også fejre sit 25 års jubilæum på Experimentarium den 6. november 2011.



Experimentariums chefgruppe.

Årsrapport 2011

1. Et historisk tilbageblik og et blik ind i fremtiden

Experimentarium er en formidlingsvirksomhed i en rivende udvikling! Vores særkende er - inden for naturvidenskab, teknik og sundhed - at skabe formidlingsaktiviteter, som i særlig grad involverer publikum.

I januar 1991 åbnede Experimentarium sit "Science Center" på Tuborg Havnevej. I 21 år har Experimentarium præsenteret 28 nye udstillinger, hvoraf de 24 er udviklet og produceret af Experimentarium selv. Disse udstillinger har nu haft 7,4 mio. eksperimenterende gæster.

I 2002 ændrede Experimentarium sin strategi og sigtede mod at formidle naturvidenskab og teknik ved brug af alle mulige medier og metoder: Nyhedsformidling i aviser, magasiner, TV, radio og på nettet, udviklingsprojekter inden for undervisning, kursusvirksomhed samt forskning i formidling af naturvidenskab og teknik. Experimentarium voksede fra at være et science center til at blive et Science Communication Centre.

I de sidste par år har Experimentarium erkendt nytten af at koble forskning på al den udviklingsvirksomhed, der foregår på centret. Nogle projekter er blevet evalueret af forskere fra Københavns Universitet og Aarhus Universitet, men med Novo Nordisk Fondens bevilling til PULS-projektet træder Experimentarium ind i en ny fase, hvor et forsknings- og udstillingsprojekt er knyttet sammen fra fødslen, således at udstillingen og en række supplerende formidlingsaktiviteter udgør empirien for forskningen. Med PULS er Experimentarium ved at udvikle sig til at blive et Science Communications and Research Centre. Ambitionen er nemlig, at Experimentarium også ønsker at knytte forskning til sin nyhedsformidling (Science Media Research) samt

til udviklingen af kurser rettet mod efteruddannelse af lærere, forskere, erhvervsledere samt journalister (Science Learning Research).

I Årsrapporten beskrives også Experimentariums målrettede, strategiske satsning på opbygningen af et Innovationscenter på Tuborg Havnevej.

Endelig omtales åbningen af Formidlingscenter Garderhøjfortet, som Experimentarium skal udvikle og drive fra foråret 2013.

2. Experimentariums aktiviteter falder i 4 forskellige kategorier:

For det første er der driften og udviklingen af science centret, altså den udstillingsvirksomhed, som Experimentarium nu har drevet i 21 år.

Den anden type virksomhed omfatter et stort antal forsknings- og formidlingsaktiviteter, som finansieres ved tilskud fra fonde, staten, EU eller ved indtægtsdækket virksomhed. Målet er her at udvikle nye måder, hvorpå man kan formidle naturvidenskab.

Den tredje type virksomhed er ambitionen om at etablere et Innovationscenter som drivkraft for innovation med fokus på innovativ tankegang, innovationsprocesser og innovativ formidling.

Den fjerde type af aktiviteter er Experimentariums kommercielle aktiviteter, som primært omfatter udlejning af udstillinger, udvikling af udstillinger for private virksomheder samt konsulentbistand.

Årsrapporten omhandler alle 4 kategorier af aktiviteter.

3. Experimentariums science center aktiviteter

3.1 Højeste besøgstal i 10 år

Med 378.526 besøgende og en entréindtægt på i alt 35,7 mio. kr. blev 2011 et meget vellykket år for Experimentarium. Besøgstallet var det højeste i 10 år, et flot resultat, som primært skyldes den meget populære særudstilling Body Worlds, som man roligt kan sige, at danskerne tog til deres hjerter.

3.2 Body Worlds, den næstmest lærerige udstilling hidtil

Særudstillingen Body Worlds bestod af 25 plastinerede menneskekroppe og et større antal kropsdele. Udstillingens formål er at vise publikum, hvor fantastisk menneskekroppen er indrettet. Én opstilling viser et menneskes nervesystem med forbindelserne til hjernen og rygmarven. Opstillingen omfatter kun nerverne, hjernen og rygmarven. Resten er fjernet. Man forstår på et splitsekund, hvorledes systemet virker. Udstillingen var en "minds-on"-udstilling af den allerbedste slags. På Experimentariums 7-skala gav publikum Body Worlds 5,8 - og på spørgsmålet "Har du lært noget af Body Worlds?" svarede publikum i snit 5,5. Det er det næstbedste resultat nogensinde; kun overgået af den helt specielle særudstilling Dialog i Mørket.

Experimentarium havde forud for lejen af udstillingen sikret sig, at der foreligger testamenter for alle de mennesker, hvis kroppe eller kropsdele indgår i udstillingen.

3.3 En god udstilling kan godt tåle en reprise

Med dette bonmot in mente, præsenterede Experimentarium særudstillingen KribleKrable - du er aldrig alene! fra oktober 2011 - 8 år efter, at den første gang glædede danskerne. Udstillingen - som omhandler de småkravl, der lever på dig, i dig og omkring dig - har siden præsentationen på Experimentarium været på visit i Bruxelles, Leiden, Strasbourg, Kolding, Villeneuve og Rennes. Nu var tiden så inde til, at KribleKrable skulle have en reprise på Experimentarium. KribleKrable tages først af plakaten i august 2012.



Tag en tur på Det Flyvende Tæppe i Cirkus Fysikus.

3.4 Mange udstillingsprojekter i støbeskeen

Den 22. marts 2012 indvies Experimentariums hidtil største udstillingsprojekt, nemlig temaudstillingen Vand - et hav af oplevelser, som er finansieret ved en stor donation fra TrykFonden. Der er lagt megen kreativitet og erfaring i denne nye temaudstilling, der skal erstatte den veltjente udstilling Børnenes vandpyt fra november 1991.

Den 4. oktober 2012 åbner Experimentarium en udstilling om dinosaurer, Mød dinosaurerne. Experimentariums seneste dinosaurudstilling var i 2006, så der er fremvokset en ny generation af børn mellem 4 og 10 år, som begejstret vil tage lærdommen om disse med mystik omgærdede krybdyr til sig.

I 2013 indvies en temaudstilling om Danmarks nyeste teknologiske frembringelser. Udstillingen har arbejdstitlen Demonstratorium og er støttet af en stor donation fra Industriens Fond.

I februar 2014 skal særudstillingen Vintersport indvies - samtidig med, at der er Vinter OL. Vintersport er resultatet af et stort nordisk samarbejdsprojekt, som også omfatter Vilvite i Bergen, Heureka i Helsingfors og Tekniska museet i Stockholm.

3.5 Markedsføring

Ny hjemmeside

15. april 2011 lancerede Experimentarium en ny hjemmeside. Adressen www.experimentarium.dk var den samme, men strategien og designet var helt nyt. Den nye hjemmeside har fokus på at tiltrække besøgende til science centret samt at sørge for, at alle oplysninger i forbindelse med et besøg kan findes nemt og ligetil. Dette gælder for familiebesøgende, hvor ca. 80% henter oplysninger om aktuelle udstillinger, åbningstider, priser, p-pladser og meget andet inden besøget. Det gælder også for de mange besøgende skoler. 65% af de besøgende skoleklasser booker deres besøg på hjemmesiden på forhånd. Derved sikres, at de modtager de udstillingsrelevante informationer og undervisningsmidler til støtte for undervisningen inden besøget. Disse mailes direkte til læreren i forbindelse med booking af besøget.

Hjemmesiden har i 2011 haft 558.870 besøgende. De har set 3.457.807 sider i alt. Besøgstallet på hjemmesiden peakede den dag Body Worlds åbnede med 5.087 besøgende.

Site til mobil

Udviklingen indenfor digitale medier viser, at mange tilgår internettet via telefonen. Den nye hjemmeside rummer over 1500 sider og er kompleks i sin opbygning. Derved kan den være vanskelig at overskue i den mobile browser. Vi har derfor i 2011 udviklet en simplificeret udgave af hjemmesiden egnet til visning på mobiltelefoner og andre mobile enheder. Vi har udvalgt de mest populære dele af hjemmesiden om aktuelle udstillinger, praktisk information og eksperimenter til udførelse i hjemmet.

Applikation til smartphones

De første forsøg med en app til smartphones blev gjort som en naturlig forlængelse af Body Worlds udstillingen. App'en indeholdt en lydfil med supplerende information og historiefortælling om kroppen. App'en kunne bruges både i udstillingen og efter besøget. I foråret 2012 videreudvikles app'en som et integreret supplement til udvalgte opstillinger i Energi-udstillingen, ligesom den fra sommeren vil indeholde et afsnit til VAND - et hav af oplevelser og fra efteråret et afsnit til Dinosaur-udstillingen.

3.6 Driftsafdelingen

Driftsafdelingen har fokus på at give vore gæster en god oplevelse, når de besøger Experimentarium - både hvad angår de fysiske rammer og den personlige kontakt. I 2011 er der blevet gennemført mange projekter.

De fysiske rammer er blevet forbedret, idet alle vægge i gæsteområder er blevet repareret og malet, der er indført nye rengøringsrutiner, og der er indført nye systemer for at optimere antallet af opstillinger, der virker.

Det personlige og individuelle møde er konstant i fokus, og derfor er der lavet en ny uddannelse i gæsteservice for alle medarbejdere, der har gæstekontakt. Piloterne formidler naturvidenskab, og de laver en række forskellige aktiviteter, fx dialog med husets gæster, shows og demonstrationer. I 2011 har der været specielt fokus på uddannelse af piloterne i dialog med gæsterne. Desuden er der blevet skabt rammer, der giver piloterne en mere fleksibel hverdag, hvor de har mulighed for at bruge deres kompetencer bedst muligt og for at møde gæsternes individuelle behov.

I foråret blev der afholdt en konference netop med fokus på dialogen med gæsterne for piloter fra hele Norden.

4. Forsknings- og formidlingsaktiviteter

4.1 Forsknings- og formidlingsprojektet PULS

Med en stor bevilling fra Novo Nordisk Fonden - og i et samarbejde med Steno Center for Sundhedsfremme - skal Experimentarium gennemføre et 5-årigt forsknings- og formidlingsprojekt, PULS, der skal undersøge mulighederne for at transformere danskerne i retning af en mere sund livsstil. Forskningens empiri skal blandt andet genereres i en stor udstilling, hvor danskerne på egen krop kan eksperimentere med konsekvenserne af deres måde at leve livet på.

4.2 Xciters udbredes til hele landet

Med støtte fra Egmont Fonden har Experimentarium - i en periode over 5 år - udviklet undervisningsmetoden Xciters, hvor elever gennem træning på Experimentarium lærer fra sig til deres skolekammerater ved hjælp af eksperimenter, demonstrationer, fysikforsøg, shows

og værkstedsaktiviteter. Gennem årene har mere end 100.000 elever landet over været involveret i Xciters projektet. Målet i 2011 har været at forankre Xciters aktiviteterne på danske skoler, og denne indsats fortsættes i 2012.

4.3 Xciters Digital

- en kickstart for skoletrætte elever

Med støtte fra Det Obelske Familiefond er et lovende udviklingsprojekt, Xciters Digital, iværksat. Xciters Digital henvender sig til skoletrætte elever, der gennem træning på Experimentarium lærer at udføre demonstrationer, eksperimenter, fysikforsøg mv. og dokumenterer deres nyvundne viden ved hjælp af et kamera. Til brug for projektet er der anskaffet kameraer, der kan tage 1.000 billeder i sekundet. Det er altid fascinerende at se, hvorledes et eksperiment udvikler sig i slow-motion! Det har været en grundlæggende antagelse, at træningen på Experimentarium ville give de skoletrætte elever fornyet lyst til læring, og de første pilotkurser har underbygget denne antagelse. Foreløbig har Guldborgsund, Høje-Taastrup og Frederiksberg Kommune deltaget i projektet.

Projektet kører i 3 år frem til udgangen af 2013.

4.4 MetodeLab - et 2-dages efteruddannelseskursus med stor virkning

Med støtte fra Lundbeckfonden har Experimentarium udviklet et effektivt efteruddannelseskursus - primært rettet mod lærere, der underviser i natur/teknik. Udover kurset har Experimentarium udgivet antologien *Metoder i naturfag*, hvis første oplag på 6.000 eksemplarer nu synger på sidste vers. Et nyt oplag overvejes trykt. Antologien kan fortsat anskaffes gratis ved henvendelse til Experimentarium. I løbet af 2011 gennemførtes 6 MetodeLab-kurser. I alt har 1.500 lærere været på efteruddannelse i MetodeLab. Reelt burde alle de ca. 13.500 lærere, der underviser i natur/teknik - uden linjefag i naturfag - gennemgå MetodeLab kurset. DÉT ville styrke naturfagsundervisningen i Danmark!

4.5 Skoleværkstedet Energiagent for en Dag

Undervisningsforløbet, som støttes af DONG energy, er blevet moderniseret. I 2011 gennemførte 85 klasser

undervisningsforløbet. I samarbejde med forskningsprojektet DREAM ved Syddansk Universitet udarbejdes et nyt undervisningsmateriale til Energiagent for en Dag. Som noget helt nyt har Experimentarium - med støtte fra DONG energy - ydet tilskud til skolernes transport, hvilket har været en meget stor succes.

4.6 Solstafetten

I samarbejde med Kræftens Bekæmpelse og TrykFonden gennemførtes en solkampagne, Solstafetten, der advarer skoleelever mod overdreven brug af solbadning og korrekt anvendelse af solcreme. Der er udarbejdet et nyt skolemateriale, der retter sig mod udskoling. En skolekonkurrence er blevet planlagt og løber af stabelen i foråret 2012 med Hendes Kongelige Højhed Kronprinsessen som protektor.

4.7 Climate Minds ressourcerum har stadig masser af besøgende

Climate Minds' website www.climateminds.dk bliver løbende opdateret. Websitet havde i 2011 ikke færre end 163.485 besøg.

4.8 FARVER - undervisningsmateriale om farver set med kunstens og naturvidenskabens øjne

Med støtte fra Ministeriet for Børn og Undervisning udvikles et undervisningssite sammen med J.F. Wilumsens Museum og VerticPortals. Sitet skal forene kunstens og naturvidenskabens måde at forstå og betragte farver.

4.8 Piger i praktik som problemkuser

I samarbejde med Ministeriet for Børn og Undervisning, Ministeriet for Ligestilling og Kirke, Ingeniørforeningen, IDA samt Danmarks Tekniske Universitet gennemførtes praktikmessen Piger i praktik som problemkuser på Experimentarium med deltagelse af 250 (kvindelige) gymnasieelever.

4.9 NetS-EU

NetS-EU er et projekt - støttet af EU - med fokus på videndeling inden for undervisningsaktiviteter med læring i uformelle omgivelser.

4.10 TWIST (Towards Women In Science and Technology)

TWIST er et stort EU-projekt, der koordineres af Experimentarium. I projektet deltager 10 europæiske institutioner, som omfatter science centre, museer og forskningscentre. Målet er at udvikle formidlingsaktiviteter, der medfører, at flere kvinder søger karriere inden for naturvidenskabelige og teknisk-videnskabelige fag. Som et led i projektet er udviklet en sød robot, TWISTY, som fører en dialog med publikum om piger og naturvidenskab.

4.11 PLACES

PLACES er et stort EU-projekt, hvor Experimentarium - i samarbejde med Gentofte Kommune - anviser, hvorledes et samarbejde mellem et science center og dets hjemkommune kan opbygges. Xciters Digital-projektet er udvalgt til samarbejdsbeskrivelsen.

4.12 ILLUMINATE

ILLUMINATE er et EU-projekt, der har til formål at anvise og effektivere energibesparelser i science centrets drift.

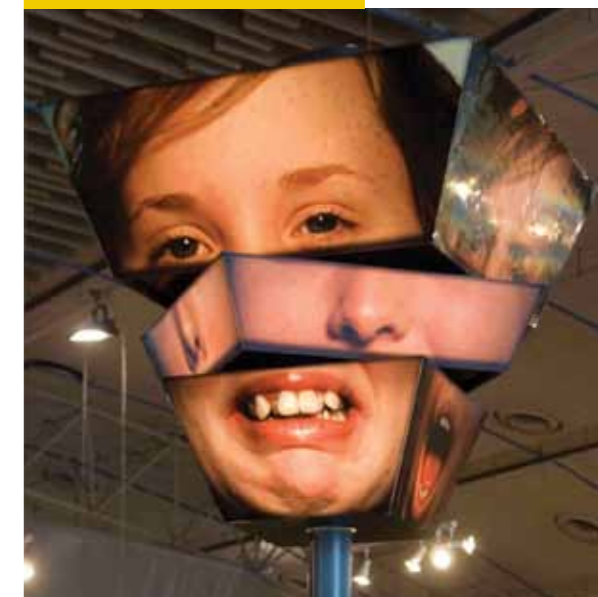
4.13 ENGINEER

ENGINEER er et EU-projekt, der skal søge at sætte ingeniørfaget på skoleskemaet ved at udvikle et undervisningsmateriale, der skaber øget opmærksomhed omkring ingeniørfaget.

4.14 Experimentarium Nyheder og TV

Nyheder og TV er bygget op fra 2008 ved donationer fra Knud Højgaard's Fond og Novo Nordisk Fonden. Afdelingen producerer løbende nyhedsstof til Weekendavisen, videnskab.dk, DR, Ud & Se, Jyllands-Posten samt Ritzaus Bureau. Fra den 1. november 2011 har Experimentarium Nyheder og TV haft sit "eget" radio-program på Radio24syv, nemlig 3. Planet fra Solen, som sendes hver uge. Nyheder og TV har endvidere ydet arbejde for FDB, Mensch, DSB S-tog og Lundbeckfonden.

Experimentariums Web-TV projekt afsluttedes med udgangen af september 2011. I projektets levetid udvikledes det særdeles engagerende og involverende undervisningsforløb Medieværkstedet. Desuden er der produceret over 100 TV-indslag med en uventet og særdeles



Man kan lave mange sjove ansigter i udstillingen Dig & Mig, mens man lærer om sig selv.

underholdende formidling af naturvidenskab og teknik. Indslagene kan alle ses på YouTube. Endelig er de nyttige erfaringer fra Web-TV projektet nyttiggjort i Xciters Digital, hvor kameraet udgør en vigtig motivationsfaktor. I 2011/2012 skal Experimentarium levere 10 Web-TV film til Københavns Universitet i forbindelse med promovering af Universitetets 10 største forskningshistorier internationalt. Lignende aftaler er indgået med Ugeskrift for Læger, FDB og Aktuel Naturvidenskab.

Den 5. oktober 2011 afholdt Experimentarium konferencen When Science Meets the Headlines med deltagelse af 200 forskere, journalister og mediefolk. Konferencen belyste de udfordringer, forskere og journalister står over for, når naturvidenskabelige problemstillinger når mediernes forsider, og den afvejede sandhed ofte er vanskelig at trænge igennem med. Konferencen pegede på behovet for etableringen af en neutral platform (et Science Media Centre), hvor forskere og journalister kan mødes og lære hinandens arbejdsvilkår bedre at kende.

En donation fra Lundbeckfonden har skabt det økonomiske grundlag for en styrkelse af Experimentarium Nyheder og TV frem til 2014.

Experimentarium TV blev nomineret til FN's multimediepris World Summit Award for eContent and Creativity i kategorien Science and Technology.

4.15 Kurser, uddannelse og efteruddannelse

Experimentarium har gennem en årrække søgt at opbygge en kursusafdeling, der gennem indtægtsdækket virksomhed skal gennemføre uddannelse og efteruddannelse af lærere, universitetsstuderende, journalister og erhvervsledere.

I årets løb er følgende aktiviteter gennemført:

6 MetodeLab kurser, herunder et kursus for lærerkollegiet ved Gadehave Skole. Facilitering af konferencen Nordic Women in Physics (NORWIP) i oktober 2011.

Medvirket i undervisningsprojektet Den Røde Tråd om overgangsproblemerne fra indskoling til mellemtrin mv. I samarbejde med Professionshøjskolen Metropol, Institut for Naturfagenes Didaktik (IND) samt Danmarks Pædagogiske Universitetsskole.

Sammen med IND udviklet og gennemført Museumsformidleruddannelsen, der er en meritgivende uddannelse i museumsformidling for guider, explainers og piloter ved museer og science centre.

Kursus på IND, Naturvidenskabelig Kommunikation og Formidling.

Gennemført kurset Biologi og Formidling på Syddansk Universitet (SDU). Kurset giver de studerende en teoretisk og praktisk forståelse i udstillings- og formidlingsteknikker. Kurset udbydes nu til alle studerende på SDU.

Kursus i Science Formidling og Teknoantropologi for Aarhus Universitet. Kursus for forskere på Lunds Universitet for forskere tilknyttet projektet LUCI.

UPDATE Kursus, undervisning i forskningsformidling

på Danmarks Journalisthøjskoles efteruddannelse for forskere, journalister og kommunikationsfolk.

4.16 Experimentarium Forskning

Den 29. februar 2012 forsvarede erhvervs-ph.d. studerende Mai Murmann sin afhandling og blev dermed den 3. forsker, tilknyttet Experimentarium, der opnår ph.d. graden. Forskningsprojektet har omfattet en undersøgelse af betydningen af fortællingen som et medierende redskab for undervisningen i 3.-6. klasse. Institut for Naturfagenes Didaktik har været hovedvejleder.

Herudover er 2 ph.d.-studerende tilknyttet Experimentarium. Ane Ethelberg forsker i skolens forberedelse før, under og efter et besøg på et science center eller et museum. Aarhus Universitet er hovedvejleder. Celia Simonsen forsker i opbygningen af et digitalt interface mellem en besøgende og en udstilling. Syddansk Universitet (DREAM) er hovedvejleder.

Med bevillingen fra Novo Nordisk Fonden til PULS-projektet vil Experimentarium få knyttet 3 forskere til sig, hvorved forskningsindsatsen på Experimentarium kan begynde at opnå kritisk masse.

5. Et Innovationscenter på Experimentarium

Experimentarium gennemfører et stigende antal pro-



Der blev bygget og samlet til den helt store guldmalje til kuglebaneræs under Aktiv September.

jekter, som ikke alene er innovative, men også formidler innovation.

Det tidligere nævnte forsknings- og formidlingsprojekt PULS er et skoleeksempel på et innovationsprojekt, der inddrager brugerne i udviklingen, mens udstillingsprojektet Demonstratorium præsenterer innovation i form af den fremmeste danske teknologi.

Med støtte fra Otto Mønstedts Fond er udviklet et banebrydende udstillingskoncept for en helt ny type udstilling, som skal fremme den besøgendes innovations-evner. Projektet er navngivet Innovatorium og søges for tiden finansieret.

Udstillingsprojektet PaNIK (Projekt angående Naturvidenskab, Innovation og Kunst) er en konkurrence mellem kunstnere, der skal udtænke eksperimenter, der belyser spændingsfeltet mellem naturvidenskab og kunst. De 3 vindende kunstneres forslag vil blive realiseret. PaNIK er støttet af Statens Kunstråd.

Netværksprojektet InnovationMatch faciliterer et hastigt voksende netværk bestående af op mod 100 virksomheder og vidensinstitutioner. Den 6. oktober 2011 afholdtes konferencen Grib Talentet - og lad Innovationen blomstre. Der deltog 200 personer i konferencen, der bød på helt nye typer af oplevelser. Innovationmatch.dk blev lanceret den 1. september 2011. Projektet er støttet af Styrelsen for Forskning og Innovation samt af de deltagende virksomheder.

Med støtte fra Center for Kultur- og Oplevelsesøkonomi samarbejder Experimentarium med Novo Nordisk A/S og Lundbeck A/S i projektet Oplevelses- og Anvendelsesorienteret Videndeling i Medicinalindustrien (VIM). Målet er - i den enkelte virksomhed - at udvikle effektive metoder til at dele tung og kompliceret viden.

Værd at nævne er også en ny webportal om innovative undervisningsmidler, som Experimentarium udvikler med støtte fra Ministeriet for Børn og Undervisning.

Experimentarium har store ambitioner med etablering af et innovationscenter. Vi ønsker at fremme innovationskulturen på Experimentarium - både hos medarbejdere og publikum. Vi vil inspirere innovationsprocesser



Der er meget 'BVADR' faktor, når børnene selv zoomer ind på fluer og andre kryb i udstillingen KribleKrable og lærer om verden omkring, på og i os.

både i privat og offentligt regi og øge vores portefølje af innovationsprojekter, og vi vil initiere innovationsnetværk på tværs af virksomheder, vidensinstitutioner og uddannelsesinstitutioner.

6. Kommercielle aktiviteter

6.1 Salg af kopiopstillinger

I årets løb har Experimentarium leveret opstillinger til Vitensenteret i Trondheim, Nordnorsk Vitensenter Tromsø, Tromsø Universitet samt til Danfoss Universe.

6.2 Udlejning af udstillinger

Experimentarium har ikke færre end 7 udstillinger til udlejning.

Hjernen fra 1997

Særudstillingen Hjernen er udlejet til Espace des Sciences, Rennes i Frankrig fra den 24. september 2011 til 11. marts 2012.

KribleKrable fra 2003

KribleKrable vises på Experimentarium fra oktober 2011 til august 2012.

Sport & Spinat fra 2005

Sport & Spinat vises på Experimentarium fra august 2011 til marts 2012, hvorefter den skal præsenteres på Danfoss Universe.

Annual Report 2011



Skrig så højt du kan i løvens mund og få lydstyrken målt.

Xtrem fra 2007

Xtrem blev præsenteret på Palais de la découverte i Paris fra den 8. februar til 28. august 2011 og på Naturhistorisches Museum Wien fra 27. oktober 2011 til 26. april 2012. Xtrem skal derefter præsenteres på Experimenta - Science Center der Region Heilbronn-Franken fra 17. maj til 15. november 2012.

Sanser fra 2010

Sanser blev præsenteret på Museum of Natural Science, Bruxelles, fra oktober 2011 til september 2012 og på Naturalis, Leiden, fra oktober 2012 til januar 2015.

Udstillingerne Xtrem og Sanser er netop udviklet og produceret i samarbejde med Koninklijk Belgisch Instituut voor Natuurwetenschappen i Bruxelles og Nederlands Centrum voor Biodiversiteit, Naturalis i Leiden.

Hjernen fra 2009

Hjernen er udviklet og produceret i samarbejde med Universeum, Göteborg, og Continium, Kerkrade. Udstillingen blev præsenteret på Universeum fra oktober 2010 til september 2011. Udstillingen præsenteres på Continium fra oktober 2011 til september 2012, hvorefter den skal præsenteres på VilVite i Bergen.

En Verden På Spil

En Verden På Spil blev præsenteret på Vitenfabrikken,

Sandnes, fra sommeren 2010 til juni 2011. Derefter blev udstillingen præsenteret på Teknikens Hus, Luleå, frem til februar 2012. I 2013 bliver udstillingen vist på Glomdalsmuseet, Elverum.

6.3 Udstilling for Metroselskabet

For Metroselskabet udviklede Experimentarium i efteråret 2011 et forprojekt for en mobil udstilling, der på Metroselskabets mange arbejdspladser skal fortælle københavnere om metroprojektet på en måde, så de bedre forstår byggegenerne. Experimentarium skal udvikle mobiludstillingen i løbet af 2012.

7. Regnskab

Regnskabet for 2011 udviser en omsætning på 73,9 mio. kr. og et overskud på 0,5 mio. kr. Experimentariums reserver udgør ultimo 2011 7,7 mio. kr.

Budgettet for 2012 er baseret på en forventning om 320.000 besøgende samt en mindre stigning i entrépriserne og udviser et budgetteret overskud på 1,3 mio. kr.

I tiden efter regnskabets aflæggelse er der ikke indtruffet hændelser, som giver anledning til at ændre på forventningerne til 2012.

Asger Høeg



Der skulle mange klodser til for at lave en kæmpe dominobane og en lang dominoeffekt under Aktiv September.

1. A historical review and a look into the future

Experimentarium is an educational company in rapid development! Our hallmark is to provide educational activities in the areas of science, technology and health which particularly involve the public.

Experimentarium first opened its "Science Centre" in January 1991 on Tuborg Havnevej. Over the past 21 years, Experimentarium has presented 28 new exhibitions, 24 of which were developed and produced by Experimentarium itself. These exhibitions have attracted 7.4 million experimenting guests.

In 2002, Experimentarium changed its strategy and aimed to communicate science and technology through the use of all conceivable media and methods: News communication in the newspapers, magazines, TV, radio and online; development projects in education, courses and research on the communication of science and technology. Experimentarium grew from being a science centre to a Science Communication Centre.

Over the past few years, Experimentarium has acknowledged the usefulness of linking research to all of the development activities taking place at the centre. Some projects have been evaluated by researchers from The University of Copenhagen and The University of Aarhus, but with a grant from The Novo Nordisk Foundation towards the PULSE project, Experimentarium entered a new phase, in which research and exhibition projects are linked from birth, so that the exhibition and a number of supplementary educational activities provide the empirical basis for the research. With PULSE, Experimentarium is developing into a Science Communication and Research Centre. The ambition is for Experimentarium to link research to its news communications (Science Media Research) and to the development

of courses aimed at providing further training for teachers, scientists, business executives and journalists (Science Learning Research).

The annual report also describes Experimentarium's targeted strategic focus on building up an Innovation Centre at Tuborg Havnevej.

Finally, the opening of The Garderhøjfortet Educational Centre, which Experimentarium will develop and operate from spring 2013, is also described.

2. Experimentarium's activities fall into four different categories:

Firstly, there is the operation and development of the science centre, i.e. the exhibition activities which Experimentarium has now operated for 21 years.

The second type of activity encompasses a large array of research and educational activities funded by grants from foundations, the state or the EU, or via income-generating activities. The goal here is to develop new ways of communicating science.

The third type of activity involves the ambition to establish an Innovation Centre as a driver of innovation, focusing on innovative thinking, innovation processes and innovative communication.

The fourth type of activity is Experimentarium's commercial activities, primarily the hiring-out of exhibitions, the development of exhibits for private companies, and consultancy services.

This annual report deals with all four categories of activities.

3. Experimentarium's science centre activities

3.1 The highest visitor numbers in 10 years

With 378,526 visitors and entrance fee revenues totaling DKK 35.7 million, 2011 was a highly successful year for Experimentarium. Visitor numbers were the highest in 10 years - a fine result, which is primarily due to the very popular exhibition Body Worlds, which we can safely say the Danes took to their hearts.

3.2 Body Worlds, the second most educational exhibition so far

The Body Worlds temporary exhibition consisted of 25 plastinated human bodies and a large number of body parts. The purpose of the exhibition was to show the public just how amazingly the human body is constructed. One exhibit shows for example a person's nervous system with connections to the brain and spinal cord. The exhibit shows only the nerves, brain and spinal cord. The rest has been removed. You can understand in a split second how the system works. The exhibition was a "minds-on" exhibition of the very best kind. On the Experimentarium's seven-point scale, the public awarded Body Worlds 5.8, and to the question "Have you learned anything from Body Worlds?", the public gave an average score of 5.5. This was the second-best result ever, surpassed only by the highly unusual temporary exhibition Dialogue in the Dark.

Prior to hiring the exhibition, Experimentarium had ensured that testaments had been obtained from all the people whose bodies or body parts are included in the exhibition.

3.3 A good exhibition is worth a reprise

With this idea in mind, Experimentarium presented the temporary exhibition CreepyCrawly - you are NEVER alone! from October 2011 - eight years after it had first delighted the Danes. The exhibition - which deals with the bugs that live on you, in you and around you - had since its first presentation at Experimentarium been shown in Brussels, Leiden, Strasbourg, Kolding, Ville-neuve and Rennes. Now it was time for CreepyCrawly to return to Experimentarium. CreepyCrawly will remain on the programme until August 2012.



The exhibition Body Worlds showed the human body in many different scenarios, and gave people an opportunity to get up close to the fascinating interior of the human being.

3.4 Many exhibition projects in the pipeline

On 22 March 2012, Experimentarium is opening its biggest exhibition project to date, namely the theme exhibition Water - a world of adventure which has been funded by a large donation from TrygFonden (The Tryg Foundation). A great deal of creativity and experience has been invested in this new theme exhibition, which will replace the well-used Children's Puddle exhibition from November 1991.

On 4 October 2012, Experimentarium will open an exhibition on dinosaurs, entitled Meet the Dinosaurs. Experimentarium's last dinosaur exhibition was in 2006, so there is now a whole new generation of children aged between 4 and 10 who are hungry for knowledge about these mysterious reptiles.

In 2013, a theme exhibition will be opened on Denmark's latest technological achievements. The exhibition has been given the working title Demonstratorium, and is being supported by a large donation from Industriens Fond (The Danish Industry Foundation).

In February 2014 the special Winter Sports exhibition will be inaugurated - at the same time as the Winter

Olympics are taking place. Winter Sports is the result of a major Nordic collaboration, which also involves Vil-Vite in Bergen, Heureka in Helsinki and The National Museum of Science and Technology in Stockholm.

3.5 Marketing

New website

On 15 April 2011, Experimentarium launched a new website. The web address, www.experimentarium.dk, was the same, but the strategy and design were completely new. The new website focuses on attracting visitors to the science centre, and on ensuring that all of the information required in connection with a visit is presented in a simple and straightforward fashion. This applies especially to family visitors, of whom around about 80% obtain information on current exhibitions, opening times, prices, parking and much more prior to their visit. It also applies to the many visiting schools. 65% of the visiting school groups book their visits on the website in advance. This ensures that they receive the exhibition-relevant information and educational resources to support teaching prior to their visit. These materials are emailed directly to the teacher when the visit is booked.

In 2011, the website had 558,870 visitors, who viewed a total of 3,457,807 pages. Visitor numbers at the website peaked on the day Body Worlds opened, with 5,087 visitors.

Cell phone site

Trends in digital media show that many people are accessing the Internet via their mobile phones. The new website contains over 1,500 pages and is complex in its construction. It can therefore be difficult to gain a clear view of the site using a phone browser. In 2011, we therefore developed a simplified version of the website suitable for viewing on cell phones and other mobile units. For this purpose, we selected the most popular parts of the website, dealing with current exhibitions, practical information and experiments to try at home.

Smartphone application

The first experiments in developing an app for smartphones grew out of the Body Worlds exhibition. The

app contained an audio file with additional information and storytelling about the body. The app could be used both at the exhibition and after the visit.

In spring of 2012, the app will be developed as an integrated supplement to selected exhibits in the Energy exhibition. From summer, it will include a section for the exhibition WATER - a world of adventure and in autumn, a section for the Dinosaur exhibition.

3.6 Operations Department

The Operations Department is focused on giving our visitors a good experience when they visit Experimentarium - both with regard to the physical environment and the personal touch. In 2011, numerous projects were implemented.

The physical environment has been improved, with all walls in the guest areas being repaired and painted, new cleaning routines introduced, and new systems implemented to optimize the number of exhibits that work.

Personal and individual contact remains in focus, and new training has therefore been introduced in Guest Service for all staff members with guest contact. The Experimentarium pilots communicate knowledge about science and undertake a number of different activities, including dialogues, shows and demonstrations. In 2011, there was a special focus on training pilots in undertaking dialogue with guests. A new framework was also introduced to give pilots a more flexible daily routine, in which they have an opportunity to use their skills in the best possible way and to meet the individual needs of guests.

In spring, a conference was held for pilots from all over Scandinavia, focusing on dialogue with guests.

4. Research and education activities

4.1 The PULSE research and education project

With the help of a large grant from The Novo Nordisk Foundation, and in collaboration with The Steno Health Promotion Centre, Experimentarium is implementing a five-year research and education project, PULSE, aimed at exploring ways to entice the Danes to adopt healthier lifestyles. The empirical research will amongst other things be generated via a large exhibition, in which guests will be able to explore with their own bodies the consequences of their way of life.

4.2 Xciters are spread to the whole country

With support from The Egmont Foundation, Experimentarium has over a period of five years developed the Xciters teaching method, in which school students, after training at Experimentarium, pass on knowledge to their classmates through experiments, demonstrations, physics experiments, shows and workshop activities. Over the years, more than 100,000 school students from across the country have been involved in the Xciters project. The goal for 2011 has been to anchor Xciters activities in the Danish schools, and this work will continue in 2012.

4.3 Xciters Digital - a kick-start for school-weary students

With support from The Obel Family Foundation, a promising development project, Xciters Digital, has been launched. Xciters Digital is targeted at school-weary students who, via training at Experimentarium, learn to perform demonstrations, experiments, physics experiments, etc., documenting their new-found knowledge with the help of a camera. For the project, special cameras have been purchased that can take 1,000 frames per second. It is always fascinating to watch how an experiment develops in slow motion! A basic assumption has been that the training at Experimentarium would inspire the school-weary students with the renewed desire to learn, and the first pilot courses have supported this assumption. So far, the municipalities of Guldborgsund, Høje-Taastrup and Frederiksberg have participated in the project.

The project will run for three years, concluding at the end of 2013.

4.4 MetodeLab - a two-day course of further training with a powerful effect

With support from The Lundbeck Foundation, Experimentarium has developed an effective training course, aimed primarily at teachers who teach science or technology. In addition to this course, Experimentarium also published the anthology *Methods in Science Subjects*, of which the first edition of 6,000 copies is now almost gone. A new edition is being considered. The anthology can still be obtained free of charge from Experimentarium. In 2011, six MetodeLab courses were held. A total of 1,500 teachers have taken the MetodeLab course. In fact, all of the approximately 13,500 teachers in Denmark who teaches science and technology - but who have not had science as a main subject - ought to take the course. THAT would certainly strengthen science education in Denmark!

4.5 School Workshop: Energy Agent for a Day

This educational programme, which is supported by DONG energy, has been modernised. In 2011, 85 school classes took part in the programme. In collaboration with the DREAM research project at The University of Southern Denmark, new teaching materials were developed for Energy Agent for a Day. As an innovation, Experimentarium - with support from DONG energy

In 2011 Experimentarium got a mobile site, so that guests easily can find information on current exhibitions on their smartphones.



- has provided funding for the schools' transport expenses, which has been a huge success.

4.6 Solar relay race

In co-operation with The Danish Cancer Society and TrygFonden (The Tryg Foundation), Experimentarium carried out a sun campaign, Solstafetten (Solar Relay Race), to warn pupils against excessive sun-bathing and instruct them in the correct use of suntan lotion. New school materials have been developed, targeted at lower secondary pupils. A school competition has been planned and will take place in spring 2012, with HRH Crown Princess Mary as patron.

4.7 The Climate Minds resource space still has plenty of visitors

The Climate Minds website, www.climateinds.dk, is kept continuously updated. In 2011, the website had no fewer than 163,485 visits.

4.8 COLOURS - educational materials about colours, as seen through the eyes of art and science

With support from The Ministry of Children and Education, an educational site is being developed in collaboration with The J.F. Willumsen Museum and Vertic-Portals. The site aims to combine the ways that art and science regard colours.

4.8 Girls in practical training as problem-solvers

In co-operation with The Ministry of Children and Education, The Department of Gender Equality, The Danish Society of Engineers IDA and The Technical University of Denmark, the practical training fair Girls in Practical Training as Problem-Solvers was held at Experimentarium with the participation of 250 (female) secondary school pupils.

4.9 NetS-EU

NetS-EU is a project supported by the EU which focuses on knowledge-sharing in educational activities involving learning in informal settings.

4.10 TWIST (Towards Women In Science and Technology)

TWIST is a major EU project co-ordinated by Experimentarium. 10 European institutions are taking part in



At the Soap Bubble Show you can learn tricks for how to use soap bubbles in a whole new way.

the project, including science centres, museums and research centres. The goal is to develop educational activities that will encourage more women to seek careers in natural scientific and technical subjects. As part of the project, a cute robot, TWISTY, has been developed to conduct a dialogue with the public about girls and science.

4.11 PLACES

PLACES is a major EU project in which Experimentarium - in collaboration with Gentofte Municipality - is showing how collaboration can be built up between a science centre and the local municipality. The Xciters Digital project forms the basis for the collaboration description.

4.12 ILLUMINATE

Illuminate is an EU project that aims to identify and implement potential energy savings in the science centre's operations.

4.13 ENGINEER

ENGINEER is an EU project that seeks to put engineering on the school programme by developing educational materials that create greater awareness of engineering.



Secondary school students were encouraged to perform experiments at the event The Little Difference on 5-8 March 2011, which focused on the theme of girls in science.

4.14 Experimentarium News and TV

The Experimentarium's News and TV service has been built up since 2008 with the help of donations from The Knud Højgaard Foundation and The Novo Nordisk Foundation. The department produces regular news stories for the print, net and broadcast media Weekendavisen, videnskab.dk, DR, Ud & Se, Jyllands-Posten and The Ritzaus Bureau news agency. Since 1 November 2011, Experimentarium News and TV has had its "own" radio show on Radio24Syv, namely Third Planet from the Sun, which is broadcast every week. The News and TV service has also performed work for The Danish Consumers Co-operative Society (FDB), Mensch, DSB S-trains and The Lundbeck Foundation.

The Experimentarium's Web-TV project concluded at the end of September 2011. During the project's lifetime, the highly engaging and involving Media Workshop educational course was developed. More than 100 TV spots were also produced with an unexpected and highly entertaining science and technology content. All of the spots can be seen on YouTube. Finally, the useful experience acquired through the Web-TV project has been applied in Xciters Digital, in which the camera is an important motivational factor.

In 2011/2012, Experimentarium will supply 10 Web-TV films to The University of Copenhagen in connection with international promotion of The University's 10 biggest research stories. Similar agreements have been entered into with Ugeskrift for Læger (Doctors' Weekly), The Danish Consumers Co-operative Society (FDB) and Aktuel Naturvidenskab (Science Now).

On 5 October 2011, Experimentarium held the conference When Science Meets the Headlines with the participation of 200 scientists, journalists and media professionals. The conference highlighted the challenges faced by scientists and journalists when scientific stories hit the headlines and the more complex truth is often difficult to communicate. The conference identified the need for the establishment of a neutral platform (a Science Media Centre) where scientists and journalists can meet and learn more about each other's work.

A donation from The Lundbeck Foundation has created the economic basis for strengthening Experimentarium News and TV until 2014.

Experimentarium TV was nominated for the UN multimedia prize World Summit Award for eContent and Creativity in the category Science and Technology.

4.15 Courses, education and further training

For several years, Experimentarium has sought to build up a training department, which, through income-generating activities, provides education and further training to teachers, university students, journalists and business executives.

In the course of the year, the following activities were undertaken:

Six MetodeLab courses, including a course for the entire teaching staff of Gadehave School.

Facilitation of the conference Nordic Women in Physics (NORWIP) in October 2011.

Participation in the educational project Den Røde Tråd (The Common Element) on the problems encountered

in the transition from preparatory class to intermediate level, in co-operation with Metropolitan University College, The Department of Science Education (DSE) at The University of Copenhagen and The School of Education, University of Aarhus.

In co-operation with DSE, The Museum Communicator Study Programme was held, which is a credit-giving programme in museum communication for guides, explainers and pilots at museums and science centres.

A course at DSE on Scientific Communication and Information.

A course was held on Biology and Information at The University of Southern Denmark (SDU). The course equips students with a theoretical and practical understanding of exhibition and communication techniques. The course is now available to all students at SDU.

Course in Science Communication and Techno-Anthropology at Aarhus University.

Course for scientists at Lund University, for scientific staff attached to the LUCCI project.

UPDATE: A course in science communication at The Danish School of Journalism for researchers, journalists and communication experts.

4.16 Experimentarium research

On 29 February 2012, industrial PhD student Mai Murmann defended her dissertation, and became thereby the third researcher affiliated to Experimentarium to obtain a doctoral degree. The research project involved a study of the importance of narrative as a mediating tool for teaching in third to sixth grade. The Department of Science Education (DSE) was the principal supervisor.

Besides Mai Murmann, two other PhD students are attached to Experimentarium. Ane Ethelberg is a researcher into the preparation conducted by schools before, during and after a visit to a science centre or museum. Aarhus University is the principal supervisor. Celia Simonsen conducts research into the development of a

digital interface between visitors and exhibitions. The University of Southern Denmark (DREAM) is the principal supervisor.

With the aid of a grant from The Novo Nordisk Foundation to the PULSE project, Experimentarium will be able to employ a further three researchers, by which research efforts at Experimentarium can begin to achieve critical mass.

5. An Innovation Centre at Experimentarium

Experimentarium is carrying out an increasing number of projects that are both innovative in themselves and that communicate innovation.

The aforementioned research and communication project PULSE is a textbook example of an innovation project which involves the users in its development, while the exhibition project Demonstratorium presents innovation in the form of cutting-edge Danish technology.

With support from The Otto Mønsted Foundation, a ground-breaking exhibition concept is being developed for an entirely new type of exhibition which aims to promote the visitor's own innovative capacity. The project has been given the name Innovatorium and is currently seeking funding.



There was great interest as our pilots filled the balloon with warm air and sent it aloft.

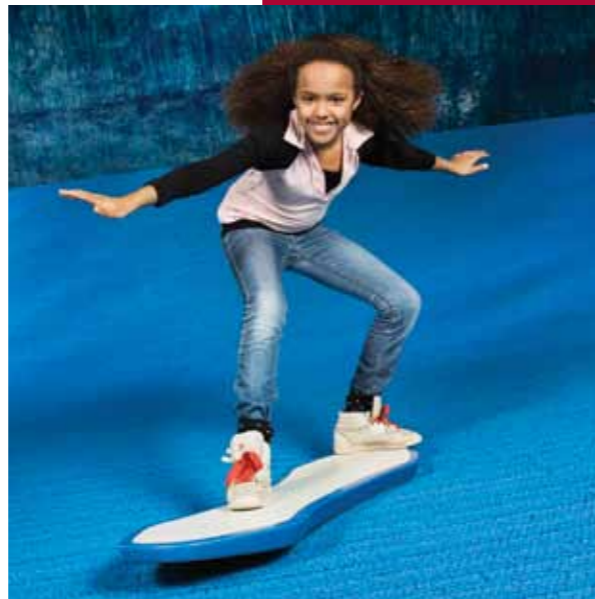
The PaNIK exhibition project (Project on Science, Innovation and Art) consists of a competition between artists to devise experiments capable of illustrating the field of tension between science and art. The proposals of the three winning artists will be realised. PaNIK is supported by The Danish Arts Council.

The network project InnovationMatch facilitates a rapidly-growing network of almost 100 companies and knowledge institutions. On 6 October 2011, the conference Seize the Talent - and Let Innovation Flourish was held. 200 people took part in the conference, which featured entirely new types of experiences. Innovationmatch.dk was launched on 1 September 2011. The project is supported by The Danish Agency for Science, Technology and Innovation, as well as by the participating companies.

With support from The Center for Culture and Experience Economy, Experimentarium is collaborating with Novo Nordisk A/S and Lundbeck A/S in the project Experience and Application-Oriented Knowledge Sharing in the Pharmaceutical Industry. The goal is to develop ways of sharing complex knowledge in the individual companies.

Also worth mentioning is the new web portal for innovative educational resources that Experimentarium is developing with support from The Ministry of Children and Education.

Experimentarium has lofty ambitions with the establishment of an innovation centre. We aim to promote a culture of innovation at Experimentarium - both among our own staff, and with the public. We wish to inspire innovation processes in both the private and public sectors and expand our portfolio of innovation projects, and we aim to launch innovation networks across the boundaries of companies, knowledge institutions and educational institutions.



Since March 2012 you can surf indoors, when Experimentarium became the first place in the world to present a 100 m² indoor surfing wave in the exhibition Water - a world of adventure.

6. Commercial activities

6.1 Sale of exhibit copies

In the course of the year, Experimentarium supplied exhibits to Vitensenteret i Trondheim (Trondheim Science Centre), Nordnorsk Vitensenter Tromsø (The Science Centre of Northern Norway) and The University of Tromsø, as well as to Danfoss Universe.

6.2 Hiring-out of exhibitions

Experimentarium has no less than seven exhibitions available for hire.

The Brain from 1997

The temporary exhibition The Brain has been hired out to Espace des Sciences, Rennes, from 24 September 2011 to 11 March 2012.

CreepyCrawly from 2003

CreepyCrawly is being presented at Experimentarium from October 2011 until August 2012.

Sports & Spinach from 2005

Sports & Spinach is being presented at Experimentarium from August 2011 until March 2012, after which it will be presented at Danfoss Universe.

Xtremes from 2007

Xtremes has been presented at Palais de la découverte (Palace of Discovery) in Paris from 8 February until 28 August 2011, and subsequently at Naturhistorisches Museum (Museum of Natural History), Vienna, from 27 October 2011 until 26 April 2012. Xtremes will then be presented at Experimenta - Science Center der Region Heilbronn-Franken from 17 May until 15 November 2012.

Senses from 2010

Senses is being presented at Museum of Natural Science, Brussels, from October 2011 to September 2012 and at Naturalis, Leiden, from October 2012 until January 2015.

The exhibitions Xtremes and Senses have been designed and produced in collaboration with Koninklijk Belgisch Instituut voor Natuurwetenschappen (The Royal Belgian Institute of Natural Sciences) in Brussels, and Nederlands Centrum voor Biodiversiteit Naturalis (NCB Naturalis, the Netherlands Centre for Biodiversity) in Leiden.



Who decides your future - you or your prejudices? The focus was on women in science at The Little Difference on 5-8 March 2011.

The Brain from 2009

The exhibition The Brain has been developed and produced in collaboration with Universeum, Gothenburg, and Continium, Kerkrade. The exhibition was presented at Universeum from October 2010 until September 2011. The exhibition is currently being presented at Continium from October 2011 until September 2012, after which it will be presented at VilVite in Bergen.

A World in Play

A World in Play was presented at Vitenfabrikken (The Science Factory), Sandnes, from summer 2010 until June 2011. The exhibition was subsequently presented at Teknikens Hus, Luleå, until February 2012. In 2013, the exhibition will be shown at Glomdalsmuseet, Elverum.

6.3 Exhibition for Metroselskabet

In autumn 2011, Experimentarium developed a pre-project for a mobile exhibition for Metroselskabet (The Copenhagen Metro Company), which aims to inform Copenhageners about the metro project at the company's many work sites, and thereby secure greater understanding for the inconveniences produced by the construction project. Experimentarium will continue to develop the mobile exhibition during 2012.

7. Accounts

Experimentarium's accounts for 2011 show a turnover of DKK 73.9 million and a profit of DKK 0.5 million. Experimentarium's financial reserves at the end of 2011 amounted to DKK 7.7 million.

The budget for 2012 is based on an expectation of 320,000 visitors and a slight increase in admission prices, and shows a budgeted profit forecast of DKK 1.3 million.

No events have occurred since the presentation of the financial statements which could give rise to altered expectations towards 2012.

Asger Høeg

Årsregnskab 2011

Resultatopgørelse

for 1. januar - 31. december 2011

Kurs Euro 743,42, USD 574,56 beløb i 1.000 kr

Indtægter	2011	2010
Entréindtægter	36.241	24.014
Indtægter i butik og café	4.606	3.535
Salg af serviceydelser	9.727	11.784
Andre indtægter	4.455	4.889
Tilskud	14.702	26.297
Modtaget statsstøtte	4.130	4.100
Financielle poster	528	495
Indtægter ialt	74.389	75.114
Udgifter		
Andre eksterne udgifter	27.562	28.594
Personaleomkostninger	39.864	40.621
Afskrivninger	6.509	5.860
Udgifter ialt	73.935	75.075
Årets resultat	454	39

Miljøregnskab	2011	2010
Elforbrug i kWh	1.003.674	840.337
Fjernvarme GJ	4.843	5.540
Vandforbrug / m ³		3.843

Hellerup, 12. maj 2012

Direktør Asger Høeg

Bestyrelse

Jannik Johansen, formand
 Peter Augustinus, næstformand
 Hans Peter Jensen, Poul Scheuer
 Lene Lange, Anders Eldrup, Fritz Schur
 Lene Hybel Kofod, medarbejderrepræsentant
 Sheena Laursen, medarbejderrepræsentant
 Jesper Rasted, medarbejderrepræsentant
 Kristoffer Bredahl, medarbejderrepræsentant

Balance

pr. 31. december 2011

beløb i 1.000 kr

Aktiver	2011	2010
Anlægsaktiver		
Bygning, opbygning og indretning	109.627	114.397
Permanent udstilling	6.752	8.004
Inventar og udstyr	643	543
Driftssikringsmidler	7.127	6.980
Anlægsaktiver ialt	124.149	129.924
Omsætningsaktiver		
Varebeholdninger, igangværende arbejde	915	835
Tilgodehavender	71.826	27.225
Likvide beholdninger og værdipapirer	8.400	19.428
Omsætningsaktiver ialt	81.141	47.488
Aktiver ialt	205.290	177.412
Passiver	2011	2010
Egenkapital		
Grundkapital	300	300
Dispositionsfond	7.433	6.979
Egenkapital ialt	7.733	7.279
Gæld		
Leverandører af varer og tjenesteydelser	1.097	1.491
Periodeafgrænsningsposter	187.708	142.478
Anden gæld	8.752	26.164
Gæld ialt	197.557	170.133
Passiver ialt	205.290	177.412

Revisor BDO

Foranstående resultatopgørelse og balance er en forenklet udgave af årsregnskabet, herunder ved udeladelse af noter.

Income Statement 2011

Income Statement

for 1 January - 31 December 2011

Rate of Exchange Euro 743,42, USD 574,56 amount in DDK 1,000

Income	2011	2010
Admission revenue	36,241	24,014
Shop and Café sales	4,606	3,535
Sale of services	9,727	11,784
Other income	4,455	4,889
Contributions from fundraising	14,702	26,297
State subsidy	4,130	4,100
Financial entries	528	495
Total income	74,389	75,114
Expenses		
Other external expenses	27,562	28,594
Salaries and wages	39,864	40,621
Depreciation	6,509	5,860
Total expenses	73,935	75,075
Net income for the year	454	39

Environmental Audit	2011	2010
Electricity consumption in kWh	1,003,674	840,337
District heating GJ	4,843	5,540
Water consumption /m ³		3,843

Hellerup, 12 May 2012

Executive Director Asger Høeg

Board

Jannik Johansen, Chairman
 Peter Augustinus, Vice Chairman
 Hans Peter Jensen, Poul Scheuer
 Lene Lange, Anders Eldrup, Fritz Schur
 Lene Hybel Kofod, Employee representative
 Sheena Laursen, Employee representative
 Jesper Rasted, Employee representative
 Kristoffer Bredahl, Employee representative

Balance Sheet

As of 31 December 2011

amount in DDK 1,000

Assets	2011	2010
Non current assets		
Building modifications, installations	109,627	114,397
Main exhibition	6,752	8,004
Equipment	643	543
Endowment funds	7,127	6,980
Total non current assets	124,149	129,924
Current assets		
Inventories and work in progress	915	835
Accounts receivable	71,826	27,225
Cash and bonds	8,400	19,428
Total current assets	81,141	47,488
Total assets	205,290	177,412
Capital and liabilities	2011	2010
Capital		
Foundation capital	300	300
Liquid reserve fund	7,433	6,979
Total capital	7,733	7,279
Liabilities		
Accounts payable, trade	1,097	1,491
Deferred expenses	187,708	142,478
Other liabilities	8,752	26,164
Total liabilities	197,557	170,133
Total capital and liabilities	205,290	177,412

Auditor BDO

The above income statement and balance sheet is a simplified version of the original, hereunder by the omission of the notes.

Samfundsregnskab

	2004	2005	2006	2007	2008	2009	2010	2011
Betalinger fra Experimentarium til samfundet								
Indeholdt A-skat, AM-SP bidrag og ATP	8.437.314	12.223.224	14.369.901	15.415.008	15.733.499	15.952.261	16.082.619	16.241.409
Nettobetaling af moms (reduceret moms, vi ikke får fradrag for)	1.551.429	1.763.306	1.265.297	847.016	994.475	624.456	676.602	998.873
Lønsumsafgift	714.197	822.005	1.075.013	572.322	875.128	0	0	0
Energiafgift på el	418.866	478.555	411.120	457.827	559.036	357.786	396.483	590.833
Ejendomsskat	410.837	439.805	462.967	484.649	254.227	0	0	0
Betalinger til samfundet i alt	11.532.643	15.726.895	17.584.298	17.776.822	18.416.365	16.934.503	17.155.704	17.831.115
Betalinger modtaget fra samfundet								
Driftstilskud fra det offentlige	3.000.000	3.200.000	3.200.000	3.200.000	4.108.960	4.070.000	4.100.000	4.130.000
Tilskud fra det offentlige til særudstillinger, projekter mv.	0	1.375.504	1.330.793	3.986.908	1.410.945	2.493.028	1.392.521	4.100.213
Refusion vedr. Flex-jobbere mv.	1.711.978	1.707.976	2.525.291	2.278.503	2.273.660	2.157.717	2.498.465	3.044.899
Refusion, sygedagpenge mv.	212.757	697.991	1.301.049	1.744.757	703.220	904.286	1.151.778	875.519
Betalinger fra samfundet i alt	4.924.735	6.981.471	8.357.133	11.210.168	8.496.785	9.625.031	9.142.764	12.150.631
Nettobetaling til samfundet	6.607.908	8.745.424	9.227.165	6.566.654	9.919.580	7.309.472	8.012.940	5.680.484

Som det kan ses af ovennævnte, bidrager Experimentarium positivt til samfundet med et betydeligt beløb.

En samfundsregnskabsmodel, udarbejdet i samarbejde med ODA (Oplevelsesudvikling i Danske Attraktioner) viser, at vore 378.000 gæster i 2011 skabte en omsætning på 106 mio. kr., hvoraf 104 mio. kr. omsættes i lokal- og hovedstadsområdet.

Det betyder, at Experimentarium er med til at skabe 138 arbejdspladser i kommunen og andre steder i landet, som bidrager med 37 mio. kr. til de offentlige kasser i form af skatter og afgifter mv.

Social Accounts

	2004	2005	2006	2007	2008	2009	2010	2011
Payments from the Experimentarium to society								
Tax and contributions withheld at source	8,437,314	12,223,224	14,369,901	15,415,008	15,733,499	15,952,261	16,082,619	16,241,409
Net VAT payments (VAT that cannot be passed on)	1,551,429	1,763,306	1,265,297	847,016	994,475	624,456	676,602	998,873
Payroll	714,197	822,005	1,075,013	572,322	875,128	0	0	0
Energy tax on electricity	418,866	478,555	411,120	457,827	559,036	357,786	396,483	590,833
Property tax	410,837	439,805	462,967	484,649	254,227	0	0	0
Total payments to society	11,532,643	15,726,895	17,584,298	17,776,822	18,416,365	16,934,503	17,155,704	17,831,115
Payments received from society								
State operating subsidy	3,000,000	3,200,000	3,200,000	3,200,000	4,108,960	4,070,000	4,100,000	4,130,000
Subsidies for temporary exhibitions and projects	0	1,375,504	1,330,793	3,986,908	1,410,945	2,493,028	1,392,521	4,100,213
Reimbursement for flex-job workers, etc	1,711,978	1,707,976	2,525,291	2,278,503	2,273,660	2,157,717	2,498,465	3,044,899
Reimbursement, sickness benefits, etc.	212,757	697,991	1,301,049	1,744,757	703,220	904,286	1,151,778	875,519
Total payments from society	4,924,735	6,981,471	8,357,133	11,210,168	8,496,785	9,625,031	9,142,764	12,150,631
Net payments to society	6,607,908	8,745,424	9,227,165	6,566,654	9,919,580	7,309,472	8,012,940	5,680,484

As can be seen from the above figures, the Experimentarium makes a significant positive contribution to society.

The social accounts model developed in cooperation with EDDA (Experience Development of Danish Attractions) shows that in 2011 our 378,000 visitors generated a turnover of DKK 106 million, of which DKK 104 million was spent in the local and greater Copenhagen areas.

This means that the Experimentarium has contributed to creating 138 jobs in the municipality as well as other places throughout the country, and contributes over DKK 37 million to public funds in the form of taxes and other payments.

Experimentariums Strategi

1. Experimentariums formål og vision

Experimentariums formål fremgår af § 3 i fondens vedtægter:

Institutionen er en almennyttig fond, hvis formål er: I befolkningen - og især den yngre del af denne - at øge interessen for naturvidenskab og teknik og at fremme kendskabet til metoder og resultater inden for naturvidenskab og teknik.

Experimentarium har i stigende grad erfaret publikums store interesse for krop og sundhed. Derfor tilføjes "sundhed" til objektet for Experimentariums aktiviteter. Experimentariums vision er:

At være det nationale kraftcenter for formidling af naturvidenskab, teknik og sundhed.

Spil bold med et par blæsende slanger i Cirkus Fysikus eller sæt dit hår på en ny måde.



2. Strategiens hovedsigte

Experimentariums strategi er formuleret ud fra flg. enkle betragtning:

Fonden skal søge at formidle så megen naturvidenskab som muligt på et så højt kvalitativt niveau som muligt til et så bredt udsnit af befolkningen som muligt.

Samtidig med denne ambition om en øget formidling i såvel kvantitativ som kvalitativ forstand skal Experimentarium sikre en mere robust driftsøkonomi, idet fondens reserver kun udgør ca. 8 mio. kr.

En konsekvens af dette hovedsigte er, at Experimentarium skal udbygge sin ejendom fra de nuværende ca. 17.000 m² til næsten 30.000 m², jævnfør senere.

3. Mere og bedre formidling af naturvidenskab, teknik og sundhed

3.0 Formidlingen hviler på 3 ben

Siden 2002 har Experimentarium søgt at udbrede viften af medier, hvormed vi har formidlet naturvidenskab og teknik. Denne multimediale strategi har medført, at Experimentarium i dag formidler naturvidenskab, teknik og sundhed i mange medier og på mange måder.

Experimentariums formidlingsvirksomhed har i dag 3 ben at stå på:

For det første selve udstillingsvirksomheden og de dertil knyttede supplerende aktiviteter i form af undervisningsmateriale, websites, demoer, shows, værkstedsaktiviteter og introer.

For det andet uddannelses- og undervisningsaktiviteter i form af kurser og anden undervisning rettet mod lærere, universitetsstuderende, journalister og mediefolk samt virksomhedsledere og udviklingsprojekter inden for grundskole og ungdomsuddannelserne.

For det tredje nyhedsformidling i aviser, magasiner, websites, TV, radio og foredragsvirksomhed.

3.1 Udstillingsvirksomheden

Experimentarium skal fortsætte udviklingen af Den Individuelle Udstilling, hvor der opbygges et interface mellem den enkelte besøgende og "Udstillingen", således at udstillingen kan vejlede, tilskynde, udfordre og undervise den besøgende.

Experimentarium skal udvikle et nyt koncept for udstillingsvirksomheden, som udnytter den nyeste formidlingsteknologi, og som inspireres af verdens bedste formidlingsinstitutioner. I udstillingerne skal integreres elementer fra andre kulturelle institutioner (kunstmuseer, tekniske museer, naturhistoriske museer, zoologiske haver, akvarier, børnemuseer og sommerlande), således at den besøgende tilbydes en involverende og transformerende helhedsoplevelse (Experimentarium kalder dette udstillingsprincip for Gesamt Konceptet).

Den igangsatte forskning i udstillingsvirksomheden skal intensiveres, og den nyvundne viden skal nyttiggøres, således at Experimentariums fremtidige udstillinger endnu bedre formidler det ønskede budskab, og således at elever fra grundskolen og ungdomsuddannelserne får endnu mere ud af et besøg. I forbindelse med sidstnævnte skal der gennemføres en tilbuds-gående evaluering af skolesektorens brug af Experimentarium. Denne forskning skal samles i Experimentariums "Science Exhibition Research Lab".

De enkelte opstillinger i den nuværende udstilling skal evalueres bl.a. ved hjælp af kamera-optagelser fra publikums brug af opstillingerne, så der kan træffes afgørelse om, hvilke opstillinger, der skal genbruges i forbindelse med en fornyelse af udstillingen.

3.2 Uddannelses- og undervisningsvirksomheden

I samarbejde med universiteterne skal de nuværende enkeltkurser i naturvidenskabs- og museumsformidling udbygges, så de tilsammen udgør en Master i Science Communication.

Der skal rejses fondsmidler til etablering af et Science Learning Centre i stil med de i England etablerede centre, der både forsker i og tilbyder efteruddannelse til lærerne. Strategien er i første omgang at søge om midler til etablering af et Science Learning Research Centre, der gennem sin forskningsvirksomhed udvikler de relevante aktiviteter rettet mod lærerne.

Den nuværende kursusvirksomhed rettet mod studerende, journalister og virksomhedsledere skal intensiveres og økonomien skal styrkes, så virksomheden bliver indtægtsdækket.

3.3 Nyhedsformidlingen

Nyhedsformidlingen skal styrkes ved nye typer af aktiviteter i form af foredrag og øget brug af de nye web-faciliteter.

Med det sigte at skabe et mødested for journalister og forskere skal finansieringen af et Science Media Research Lab sikres. Målet er at skabe en bedre nyhedsformidling i landet generelt inden for naturvidenskab, teknik og sundhed.

Der skal etableres et "Breaking News"-hjørne i udstillingen, hvor naturvidenskabelige nyheder formidles.

4. Mere robust driftsøkonomi

Driftsøkonomien skal styrkes ved at opnå flere besøgende ved en udvidelse af bygningen, så den rummer 3 store udstillingsarealer (mod i dag kun ét), hvoraf det ene område er i fri luft på bygningens nye tag. Uden-dørsudstillingen og de øvrige faciliteter, som er planlagt på taget, vil gøre Experimentarium mindre vejrafhængigt og skabe flere besøgende på dage med dejligt sommervejr. Den udvidede bygning vil rumme 10.000 m² udstillingsareal - mod i dag 6.000 m². I alt forventes der 100.000 flere besøgende i den udvidede bygning.

Driftsøkonomien skal også styrkes ved en mere hensigtsmæssig tilrettelæggelse af daglige driftsrutiner, fx ved brug af LEAN-princippet.



Der skal stor opfindsomhed til, når et æg skal på flyvetur fra flere meters højde. Kan det mon lande uden at gå i stykker?

Den nye bygning skal være energi-neutral, så omkostningerne til husets forsyning af vand, varme og elektricitet vil falde markant.

5. Udvikling af et Forskningscenter

Den forskning, som vil blive udført i relation til udstillingsvirksomheden, til uddannelses- og undervisningsvirksomheden samt i forhold til nyhedsformidlingen, vil Experimentarium samle i et Forskningscenter, som vil blive tilstrækkeligt stort til at gøre sig internationalt bemærket.

Med en bevilling på 33 mio. kr. fra Novo Nordisk Fonden til forsknings- og udstillingsprojektet PULS vil Experimentarium over de næste 5 år arbejde med en koordinering af forskningen i og udviklingen af en udstilling. Denne bevilling udgør første skridt i opbygningen af forskningscentret.

6. Udvikling af et Innovationscenter

Projekterne Demonstratorium, InnovationMatch, PaNIK, Oplevelsesbaseret Videndeling samt Innovatorium har alle innovation som omdrejningspunkt. De gode erfaringer fra disse projekter har medført, at Experimentarium vil etablere et Innovationscenter, der faciliterer innovativ tankegang hos danske virksomheder og blandt Experimentariums medarbejdere.

7. Strategisk branding af Experimentarium

Af ovenstående ses, at Experimentarium de sidste 8 år har udviklet sig til en "formidlings-fabrik", der er en seriøs samarbejdspartner med skoler, universiteter, forskningscentre, virksomheder, medier, fonde mv.

Dette, Experimentariums seriøse, professionelle islæt, er ikke formidlet tilstrækkeligt klart til Experimentariums mange samarbejdspartnere og stakeholders. Experimentarium skal i de kommende år gennemføre en branding proces, der skaber et brand hos centrets samarbejdspartnere og stakeholders om det levende, dynamiske, seriøse og professionelle center, som er Danmarks nationale kraftcenter inden for formidling af naturvidenskab, teknik og sundhed, og som gennem sit virke er med til at skabe en naturvidenskabelig dannelse i befolkningen og dermed sikre Danmarks velfærd på langt sigt.

8. Experimentariums Fremtidsprojekt

Alle de ovenfor nævnte ambitioner vil medføre skabelsen af Science Exhibition Research Lab, Science Learning Research Lab samt Science Media Research Lab. Forskerne, der knyttes til disse projekter, skal fysisk samles i Experimentariums Forskningscenter. Dette medfører ønsket om at råde over flere kvadratmeter. Derudover vil Innovationscentret samt de to nye, store udstillingsarealer kræve flere kvadratmeter.

Når hertil lægges, at indgangspartiet er for klaustrofobisk, at Store Scenes kapacitet er for lille, at Caféen skal have bedre forhold, at Butikken er for lille, samt at administrationslokalerne er for umoderne, er en udvidelse og modernisering af bygningen tiltrængt. Experimentarium har derfor formuleret en dristig vision for Fremtidens Experimentarium med en bygning på 30.000 m², der i alt andrager ca. 390 mio. kr. før moms. Hertil kommer ca. 50 mio. kr. til nye udstillinger mv.

Det væsentligste element i Experimentariums strategi er realiseringen af Fremtidsprojektet!

Asger Høeg

Experimentarium's Strategy

1. Experimentarium's purpose and vision

Experimentarium's purpose is stated in clause 3 of the Foundation's articles of association:

The institution is a non-profit foundation, the purpose of which is to increase the level of interest in science and technology among the population, particularly the younger segment, and to promote awareness of methods and results in science and technology.

Experimentarium is experiencing a growing interest among the public in the subject of the body and health. "Health" is therefore being added to the objects of Experimentarium's activities.

Experimentarium's vision is:

To be the national powerhouse for the communication of knowledge about science, technology and health.

2. Main aim of the strategy

Experimentarium's strategy is formulated on the basis of the following simple consideration:

The Foundation must seek to communicate as much science as possible, at the highest possible level of quality, to the broadest possible segment of the public.

In parallel with this ambition to achieve enhanced communication in both a quantitative and qualitative sense, Experimentarium must also secure a more robust operating economy, as The Foundation's reserves comprise only approximately DKK 8 million.

One consequence of this main aim is that Experimentarium must expand its property from the current approximately 17,000 m² to almost 30,000 m² - see below.

3. More and better communication of knowledge about science, technology and health

3.0 Communication based on three elements

Since 2002, Experimentarium has sought to expand the range of media via which we communicate knowledge of science and technology. Today, this multimedia approach has resulted in Experimentarium communicating science, technology and health in many media and in many ways.

Experimentarium's communications activities currently rest upon three elements:

Firstly, the actual exhibition activities and related complementary activities in the form of educational materials, websites, demonstrations, shows, workshop activities and introductions.

Secondly, educational and training activities such as courses and other forms of training for teachers, university students, journalists/media professionals and business executives, as well as development projects for elementary and secondary schools.

Thirdly, news communication via newspapers, magazines, websites, TV, radio and lectures.

3.1 The Exhibition

Experimentarium must continue the development of the Individual Exhibition, in which an interface is built up between the individual visitor and "The Exhibition" so that the exhibition can guide, encourage, challenge and educate the visitor.

Experimentarium must develop a new concept for its exhibition activities which will utilise the latest communication technology and be inspired by the world's best educational institutions. The exhibitions must integrate elements from other cultural institutions (art galleries, technical museums, natural history museums, zoos,

aquariums, children's museums and amusement parks) so that the visitor is offered a compelling and transformative total experience (Experimentarium calls this exhibition principle "The Gesamt Concept").

The research initiated in the exhibition activities must be intensified, and new-found knowledge must be applied, so that Experimentarium's future exhibitions can become even better at communicating the desired message, and so that pupils from elementary and secondary schools can derive even more benefit from a visit. In connection with the latter, an in-depth evaluation will be carried out of the school sector's use of Experimentarium. This research will be concentrated in Experimentarium's "Science Exhibition Research Lab".

The individual exhibits in the current exhibition will be evaluated, including with the help of video recordings to see how visitors use the exhibits, in order to facilitate a decision on which exhibits to retain when the exhibition is renewed.

3.2 Educational and training activities

In co-operation with the universities, the existing single courses in science and museum communication will be expanded, so that, together, they will comprise an MA study programme in Science Communication.

Funding must be secured to establish a Science Learning Centre along the lines of those established in the UK, which both engage in research and offer courses of supplementary training to teachers. The strategy is to initially seek funding for the establishment of a Science Learning Research Centre, which through research can develop appropriate activities for teachers.

The current course activities aimed at students, journalists and business executives must be reinforced and their financial basis strengthened, so that they can become self-financing.

3.3 News communication

News communication will be reinforced through new types of activities, in the form of lectures and increased use of the new web facilities.



Most people are surprised to learn that ordinary flour can burn with an almost explosive force.

Funding will be secured for a Science Media Research Lab, with the aim of creating a meeting-place for journalists and scientists. The goal is to establish better news coverage in the country generally in the areas of science, technology and health.

A "Breaking News" corner will be established in the exhibition, where science news can be disseminated.

4. A more robust operating economy

The operating economy must be strengthened by attracting more visitors. This will be done by extending the building so that it contains three large exhibition areas (instead of the current one), with one area in the open air on the new roof of the building. The outdoor exhibition and the other facilities planned for the roof area will make Experimentarium less weather-dependent and will attract more visitors on days with good summer weather. The expanded building will cover 10,000 m² of exhibition space - as against the current 6,000 m². In all, 100,000 more guests are expected to visit the enlarged building.

The operating economy will also be improved through a more appropriate organisation of daily operating routines, for example through the application of LEAN principles.

The new building will be energy-neutral, so that the cost of the building's supplies of water, heat and electricity will drop significantly.

5. Development of a Research Centre

Experimentarium will collect the research performed in connection with its exhibition activities, educational and training activities, and news communication in a Research Centre which will be sufficiently large to attract international attention.

Over the next five years, with the aid of a grant of DKK 33 million from The Novo Nordisk Foundation for the PULSE research and exhibition project, Experimentarium will be working to coordinate its research into and development of an exhibition. This grant represents the first step in building up the Research Centre.

6. Development of an Innovation Centre

The projects Demonstratorium, InnovationMatch, PaNIK, Oplevelsesbaseret Videndeling (Experience-based Knowledge Sharing) and Innovatorium are all centred on innovation. Our positive experiences from these projects have inspired Experimentarium's wish to establish an Innovation Centre that will facilitate innovative thinking in Danish companies and among the staff of Experimentarium.

7. Strategic branding of Experimentarium

From the above it can be seen that Experimentarium has evolved over the past eight years into a "communication factory" which acts as a serious partner for schools, universities, companies, media, foundations, etc.

This serious, professional side of Experimentarium has not been communicated sufficiently clearly to Experimentarium's many partners and stakeholders. Over the

coming years, Experimentarium will undergo a branding process that will brand the centre among the centre's partners and stakeholders as a vibrant, dynamic, serious and professional centre which is Denmark's national powerhouse for the communication of science, technology and health, and which, through its activities, helps to create a level of knowledge of science among the population that will in the long run secure Denmark's future prosperity.

8. Experimentarium's Future Project

All of the above-mentioned ambitions will bring about the creation of an Exhibition Science Research Lab, Science Learning Research Lab and Science and Media Research Lab. The scientists attached to these projects will be physically based in the Experimentarium Research Centre. This leads to the desire for more space. In addition, The Innovation Centre and the two new large exhibition areas will also require more square metres.

When we also consider the fact that the entrance area is too claustrophobic, the capacity of the Main Stage is too restricted, the Café needs better conditions, the Shop is too small and the administrative buildings are too outdated, an expansion and modernisation of the building is clearly needed. Experimentarium has therefore formulated a bold vision for its future, with a building covering 30,000 m² that will cost a total of approximately DKK 390 million excl. VAT. On top of this, approximately DKK 50 million will be required for new exhibitions, etc.

The most important element in Experimentarium's strategy is the realisation of the Future Project!

Asger Høeg

Experimentariums Erhvervsklub 2011

Experimentarium Business Club 2011

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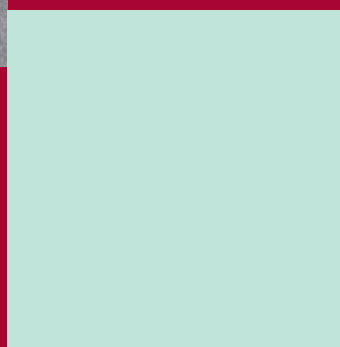
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