

IPPOG WG – Exhibits and Public Events



Visiting the newly inaugurated Science Gateway

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Only few participated in this visit that took place yesterday,
Tuesday, 28 November, 2023

2 Persons only (Rok Pestotnik - Slovenia + Kelly - design artist from UK
plus the WG chairs (Michael and HP) who were expecting more!

The four of us profited from a private visit tour guided by
François Briard (Head of Visitor & Event Operations Section - CERN IR), also going
backstage, seeing infrastructure and learning about event possibilities.

We learned a lot about the design and operations principles of the Science Gateway.
Which has conference facilities, student labs, and a large exhibition open to the
public.

Visiting the newly inaugurated Science Gateway

Inaugurated on 7 October, 2023

45'000 visitors since !! a great success.



The public at large is satisfied with the Science Gateway (SG) and it lingered the high demand on organising visit tours inside CERN.

Before the SG existed:

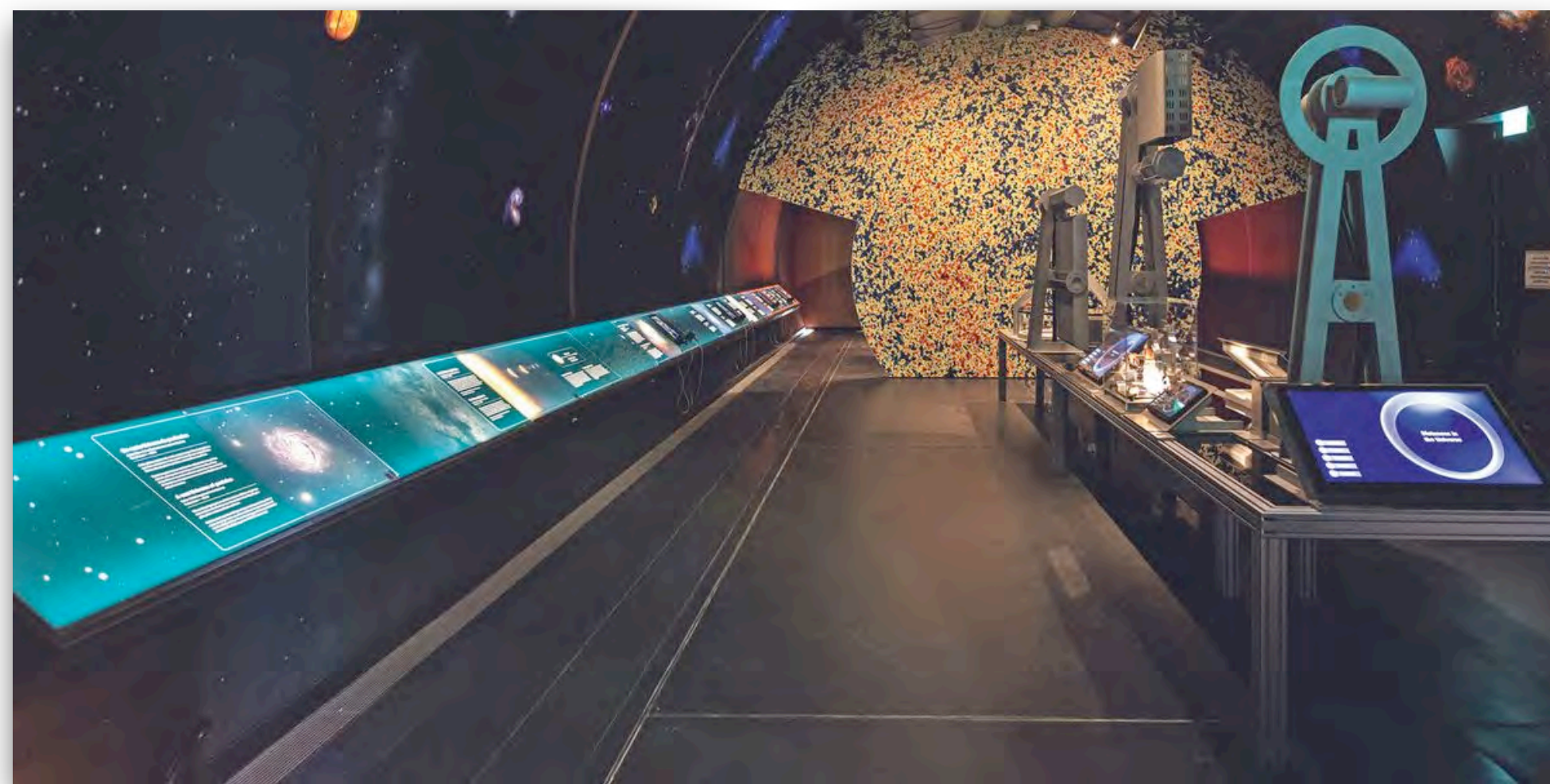
For many of the public at large, visit tours were frustrating, as often too complicated.

The SG offers a much easier approach....

Visiting the newly inaugurated Science Gateway



The SG offers open space, impressive setups, artwork, engaging and interactive exhibits! I liked it — and it serves a good purpose for a **young audience** and the **public at large**.



Questionnaire prepared, but not used

Your experienced feedback is valuable.

Please take a few minutes to complete this questionnaire.

1. Your IPPOG role

1.1. IPPOG Country:

- CB
- Forum
- Not in IPPOG, but generally interested

1.2. Are you a (select the one that matches best your profile)

- Physicist
- Science Communicator
- Teacher
- Other:

2. Overall Experience

2.1. What are your overall highlights of the Science Gateway?

2.2. What aspects of the Science Gateway contributed most to your overall experience?

2.3. What should be the role of Guides in the Science Gateway, what should be their training?

Questionnaire prepared, but not used

3. Exhibition Content

3.1. How would you rate the variety of topics covered in the exhibition?

3.2. What are your favourite exhibits (i.e. exhibition items), and why?

3.3. What exhibits were below your expectations? Please explain why.

3.4. What topics/themes/objectives should also be presented, but you couldn't find them?

3.5 How would you compare the Science Gateway exhibition with the previous CERN Microcosm?

4. Interactivity and Engagement

4.1. In your view, does the Science Gateway exhibition effectively convey particle physics in an engaging manner?

4.2. Which interactive activities or displays did you enjoy the most?

4.3. Which interactive activities or displays are below your expectation?

4.4. Do you have any suggestions what is missing or specific areas that should be enhanced?

Questionnaire prepared, but not used

5. IMPACT

5.1. Do you think this exhibition will inspire or enhance interest in particle physics ?

Explain in very brief words why / why not for each audience:

- Young audience

- High school students

- University students

- General Public

- VIPs / Opinions Leaders

6. Additional Comments

6.1. Is there anything else you would like to share about your experience at the science Gateway exhibition?

Thank you for your valuable feedback!

What is missing

The SG is great for a broad audience, who are looking for edutainment, for getting impressed, and all is mixed-in with artworks, which gives a good impression overall.

However

- * Almost nothing about the history of CERN, its mission, its goals
 - * nothing about the core physics we do.
 - * I.e. nothing about the Higgs particle, or what the Standard Model is all about
 - * Nothing about past, present, and future
 - * Nothing about LHC operation, i.e. that there are Run 1,2,3... Long shutdowns, upgrades
 - * Nothing about particle physics and its applications to and for society
- ... which all should also be of interest to the public at large and who take the effort to come to CERN.
- * If I show CERN to my visiting groups (family, friends, school classes, students), I want them to show more about CERN than what I see in the SG.

Wrap up

François Briard's summary

Everybody is happy with the Science Gateway

It's existence is a big relief of the constantly overburdened visit service team.

Only 40-50 years old physicists seem to have this kind of comments (see previous slide).

My summary:

We leave François' reply as is.

The Science Gateway is a great piece of infrastructure to allow large scale audiences to get to CERN, to have a glimpse of particle physics, quantum world, universe, accelerators, detector elements, interactive panels and games.

The SG is valuable edutainment that is inspiring, especially for the young generation !!

The SG brings value for the public at large and I miss the Microcosm.

IPPOG — this afternoon

Profit from the visit this afternoon (now no-longer unbiased!)
and please give us your feedback

