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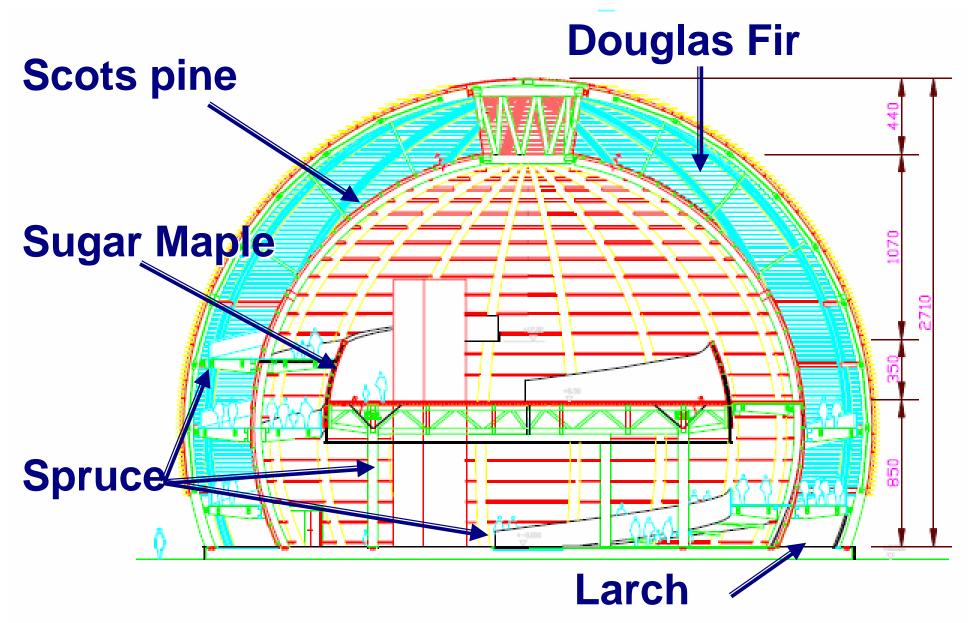
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Catherine FRANCHE

ECSITE (Belgium)



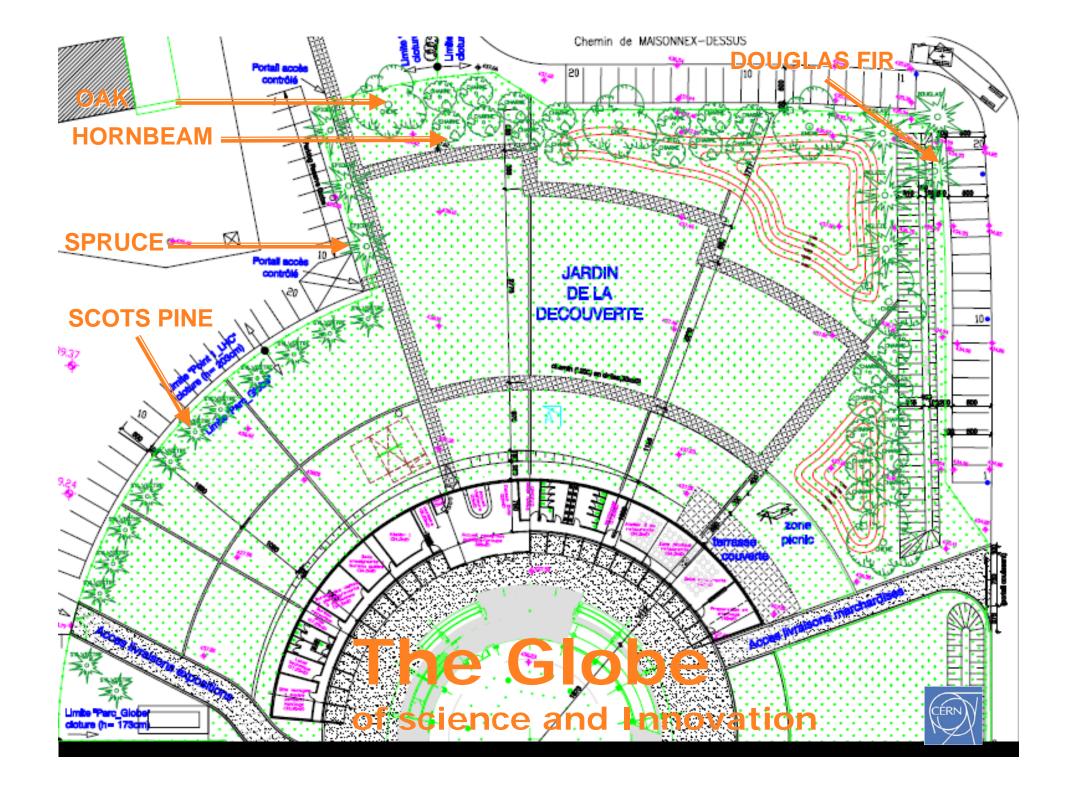


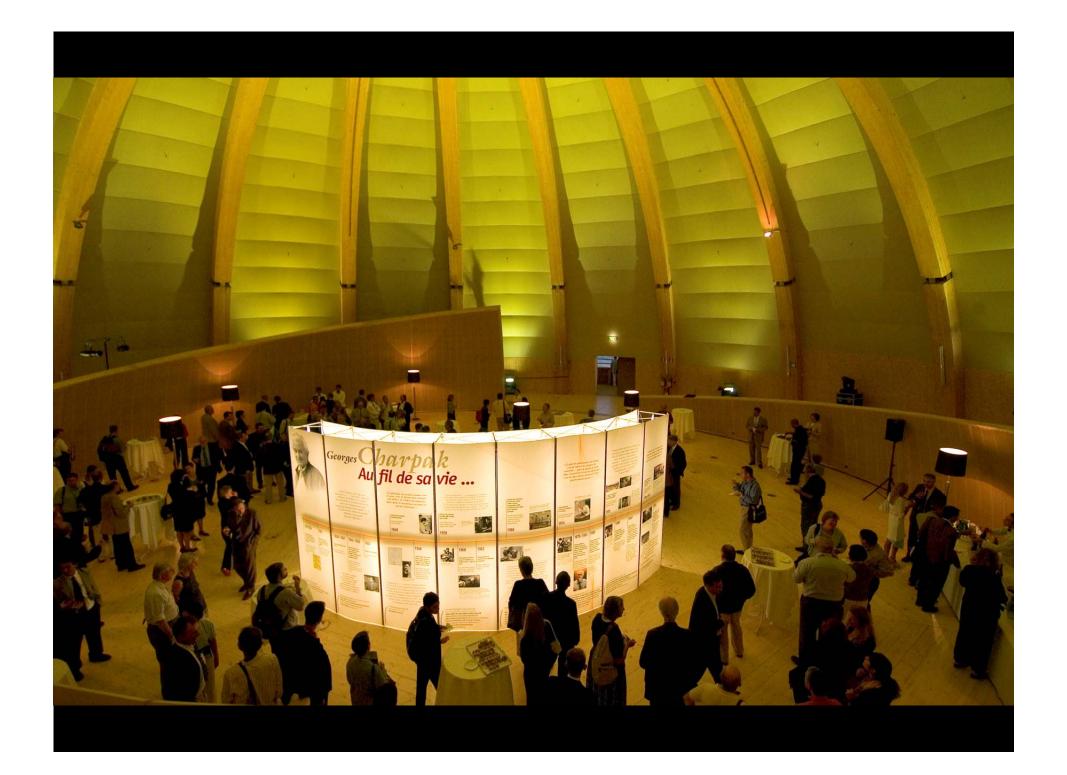


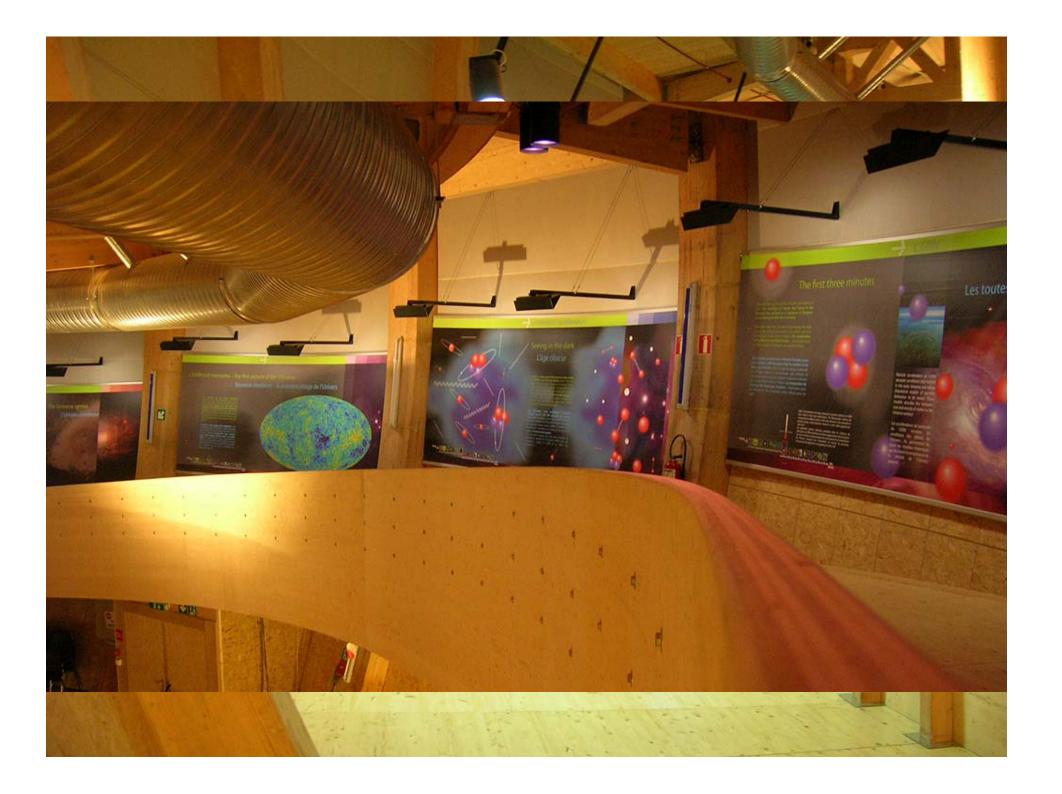
The Globe

of science and Innovation





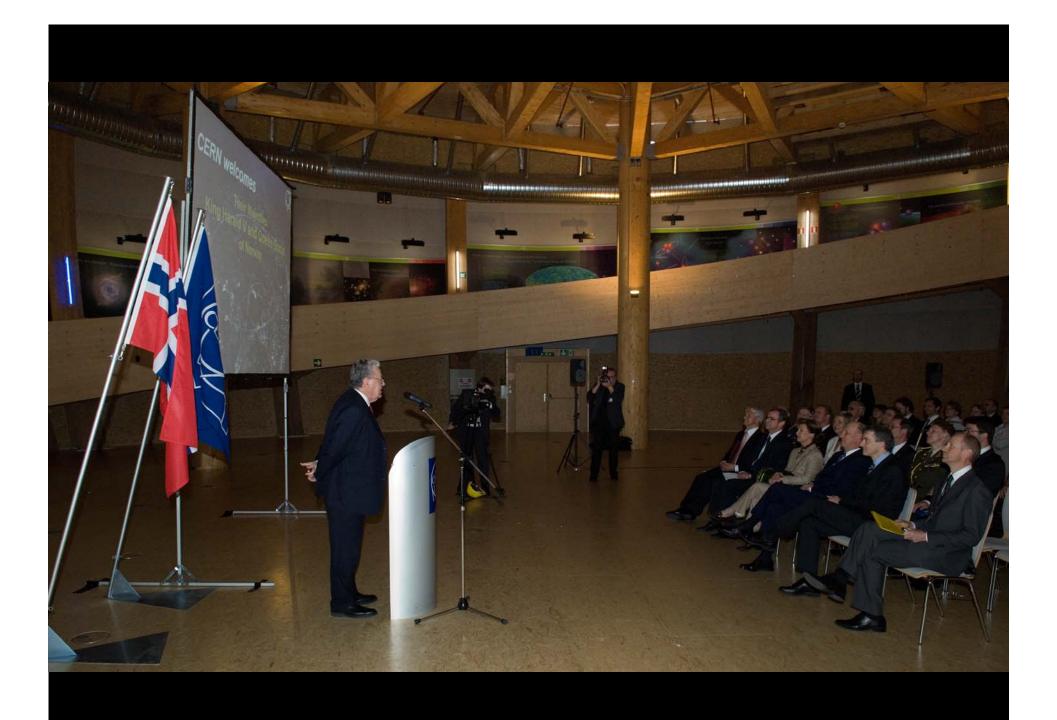




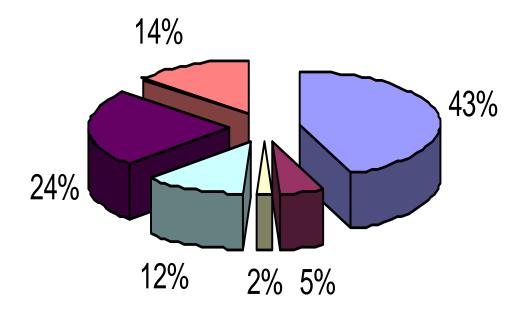








1st year of the Globe



- Expositions
- Ateliers

Conférences

- □ Spectacles
- **■** Événements
- Visites officielles



Challenge 1 Through the Globe provide a forum for science and its benefits for society

- Underground visits
- Globe building and Microcosm
- Spectacular technology

To create new itineraries for visits

To offer permanent exhibition
To built places with emotion and impress





Seeking answers to questions about the Universe Advancing the frontiers of technology

Training the scientists of tomorrow

Bringing nations together through science

The Globe

of science and Innovation

Our alm is

Exhibitions

To allow visitors to discover science produced at CERN.
To understand how this world-level research changes our comprehension of the Universe (accelerators and detectors)

To present machines and tools used at CERN to make these discoveries (accelerators, detectors...)

To show the sophisticated technologies developed here in close collaboration with inclustries.

To help the discovery of applications based on this research in our daily lives and to contribute to the debate on science and society

To stimulate the mind of youngest with the challenges of contemporary science

To contribute to the permanent training of teachers

The Globe

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Particle physics for science and innovation

Research: particle physics, universe

Medicine: cancer therapy

Communication: World Wide Web

Technological applications: improving the quality of manufactured goods, sterilizing medical equipment and food, manufacturing semiconductors for the computing industry, improving plane mechanization and artificial hips, understanding the ageing of car engines, detecting smuggling in ports and airports, facilitating geodesy works for driving tunnels...

And in the future: precision surgery, environmental protection, energy generation ...

Other main changes

- Global visibility for general public
- Coherent communication
- Homogeneity of graphics
- Content of exhibitions (scientific level, balance between science, technology...)
- Training of guides

Costs of the strategy

