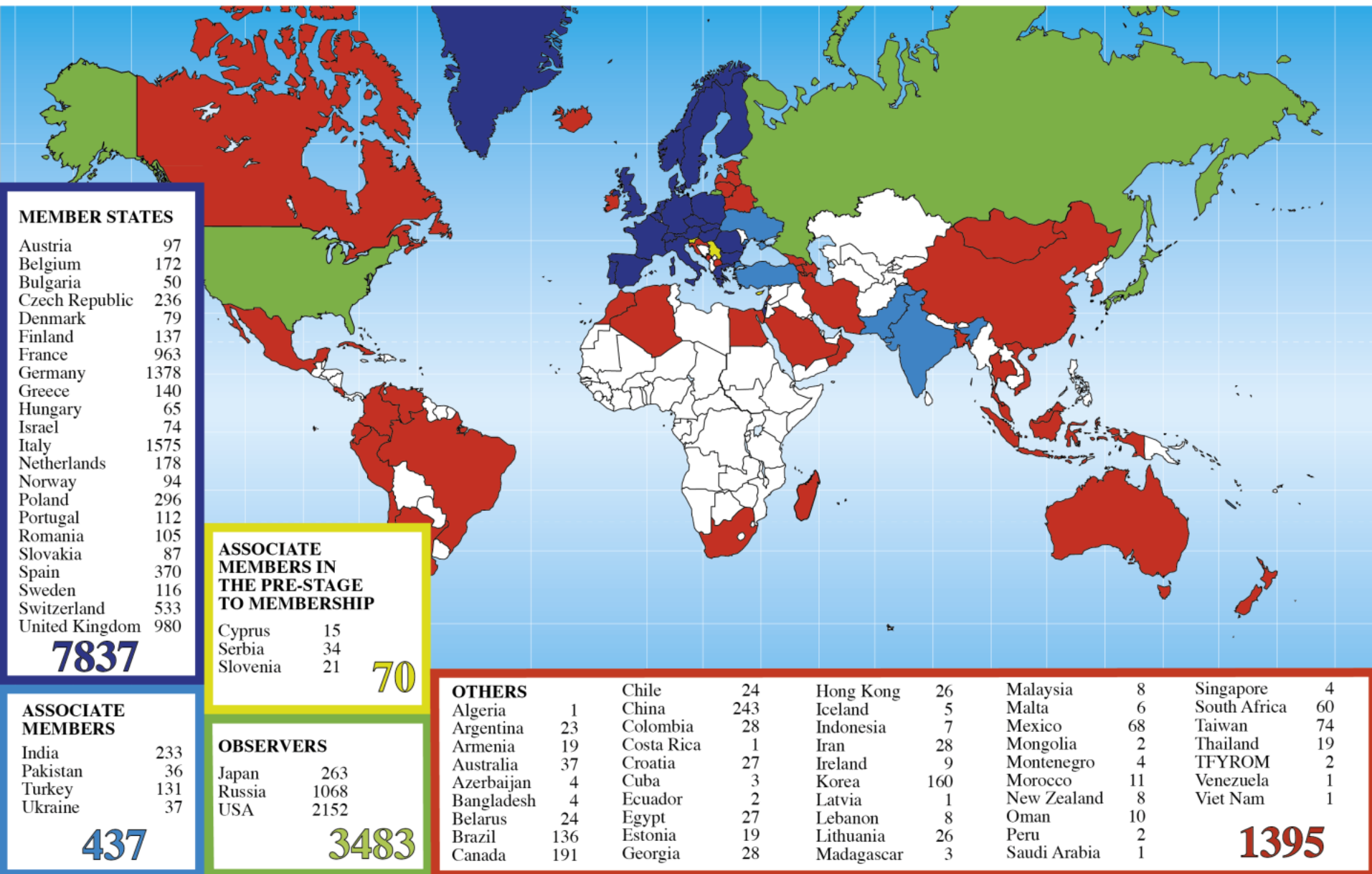


# Initiatives to reach new audiences

## Connie Potter

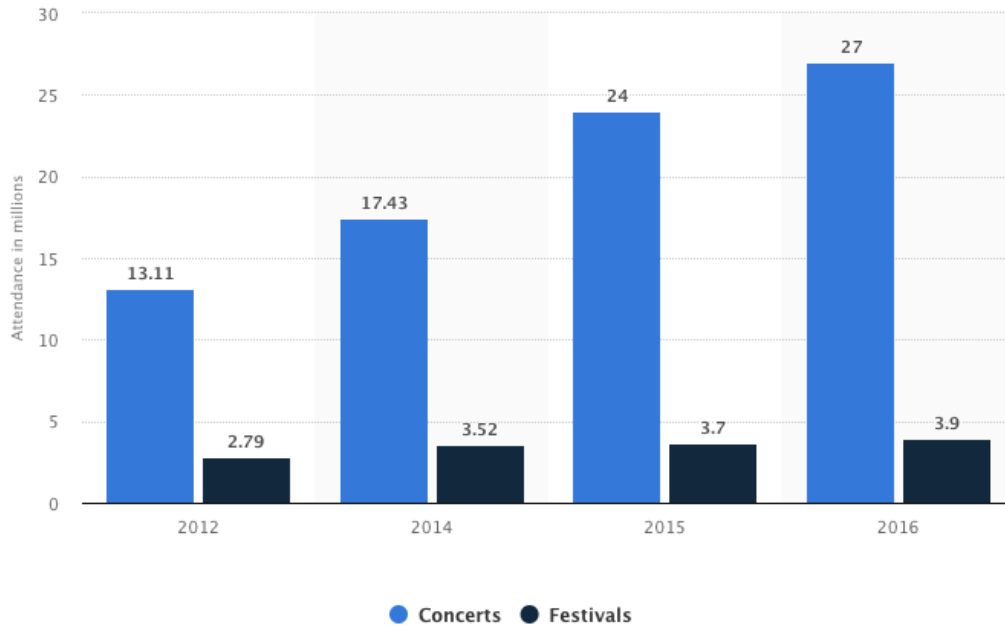
CERN and ATLAS

# Distribution of All CERN Users by Location of Institute on 5 July 2017



# More (mind-boggling) numbers

## U.K.



© Statista 2017

### ABOUT THIS STATISTIC

This statistic displays information on the attendance at music concerts and festivals in the United Kingdom (UK) from 2012 to 2016. The data refers to both local attendants and music tourists from abroad. Over the period of consideration, attendance at UK live music events increased. The number of festival visitors grew by over one million in the three years between 2012 and 2016, **from 2.79 million to 3.9 million.**

## U.S.A.

In a survey carried out by Billboard in 2016, average **thirty two million people** go to at least one U.S. music festival every year.

## NORWAY

**300'000** people go to a music festival every year!

# Festivals : a Worldwide Phenomenon

- 1) [BREEDEN FEST, USA](#) (Estimated 150,000 per day)
- 2) [Roskilde, Denmark](#) (Estimated 110,000 per day)
- 3) [Rock Werchter, Belgium](#) (Estimated 110,000 per day)
- 4) [Lollapalooza, Chicago, IL](#) (Estimated 100,000 per day)
- 5) [Rock al Parque, Colombia](#) (Estimated 88,600 per day)
- 6) [T In The Park, Scotland](#) (Estimated 85,000 per day)
- 7) [Exit, Serbia](#), (Estimated 75,000 per day)
- 8) [Coachella, USA](#) (Estimated 75,000 per day)
- 9) [Reading/Leeds Festival, England](#) (Estimated 75,000 per day)
- 10) [Sziget, Hungary](#) (Estimated 71,000 per day)
- 11) [Pukkelpop, Belgium](#) (Estimated 62,500 per day)
- 12) [Pinkpop, Netherlands](#) (Estimated 60,000 per day)
- 13) [Big Day Out , Aus & New Zealand](#) (Estimated 56,000 per day)
- 14) [Burning Man, USA](#) (Estimated 50,000 per day)
- 15) [Bonnaroo, USA](#) (Estimated 40,000 per day)
- 16) [Fuji Rock, Japan](#) (Estimated 40,000 per day)
- 17) [Hurricane, Germany](#) (Estimated 40,000 per day)
- 18) [Download, UK](#) (Estimated 37,000 per day)
- 19) [Benicassim, Spain](#) (Estimated 32,000 per day)
- 20) [Wireless Festival, England](#) (Estimated 15,000 – 20,000 per day)

**Faced with stiff competition** from an ever growing number of festivals, organisers are looking to add areas and activities that are a bit different, something unexpected

And that's where we come in...

# What is WOMAD?

Millions of festival-goers • Thousands of artists • 30 countries • One vision

WOMAD stands for the World of Music, Arts and Dance, and gives its name to the internationally established WOMAD Festival that brings together artists from all over the globe. As well as presenting and celebrating the huge array of art forms the planet has to offer, a central aim of WOMAD's many festivals is to promote cross-cultural awareness and tolerance.

People camping for three days - are going for the music,  
the literature, the culture  
but ***not*** for any science.. ***At least not until.....***

# WOMAD2016

Charlton Park, Wiltshire, UK

At the invitation of the director of the Festival (after a special visit to CERN)  
*“Why don’t we have a World of Physics?”*

Partners:

with the Lancaster University ATLAS group and the UK Institute of Physics  
with support from the STFC



Team camped in basic tents provided by the festival

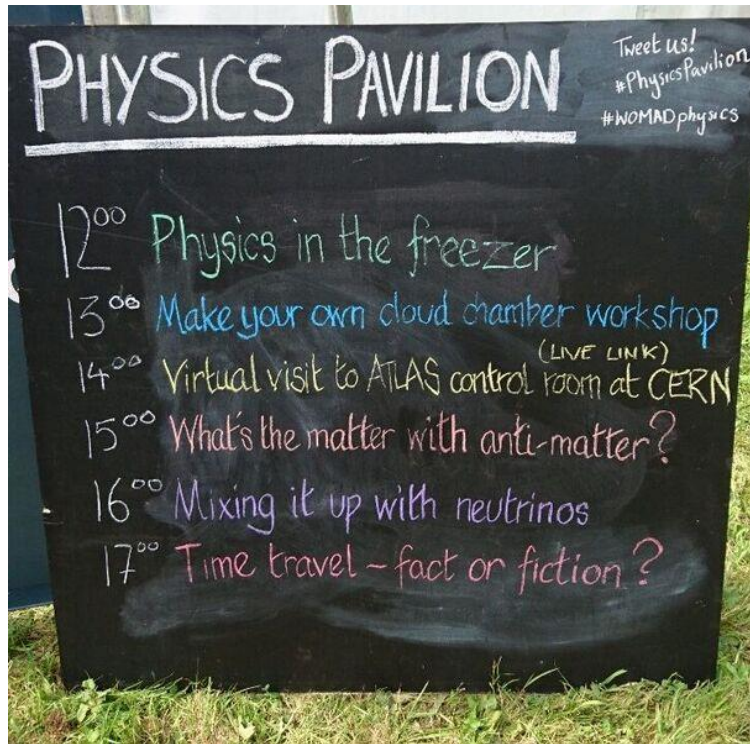
Physics Pavilion ran for the full 3 days  
offering talks ... workshops ... ATLAS virtual visit

It was a first for WOMAD and a first for CERN













## WOMAD 2017

Immediately after 2016 festival ended,  
invited by WOMAD to return

**two new** additional spaces

- One for workshops
- One for drop-in physics demos

Also NEW

After the success of the first year,  
we were approached by other groups to come join us

The Dyson Foundation



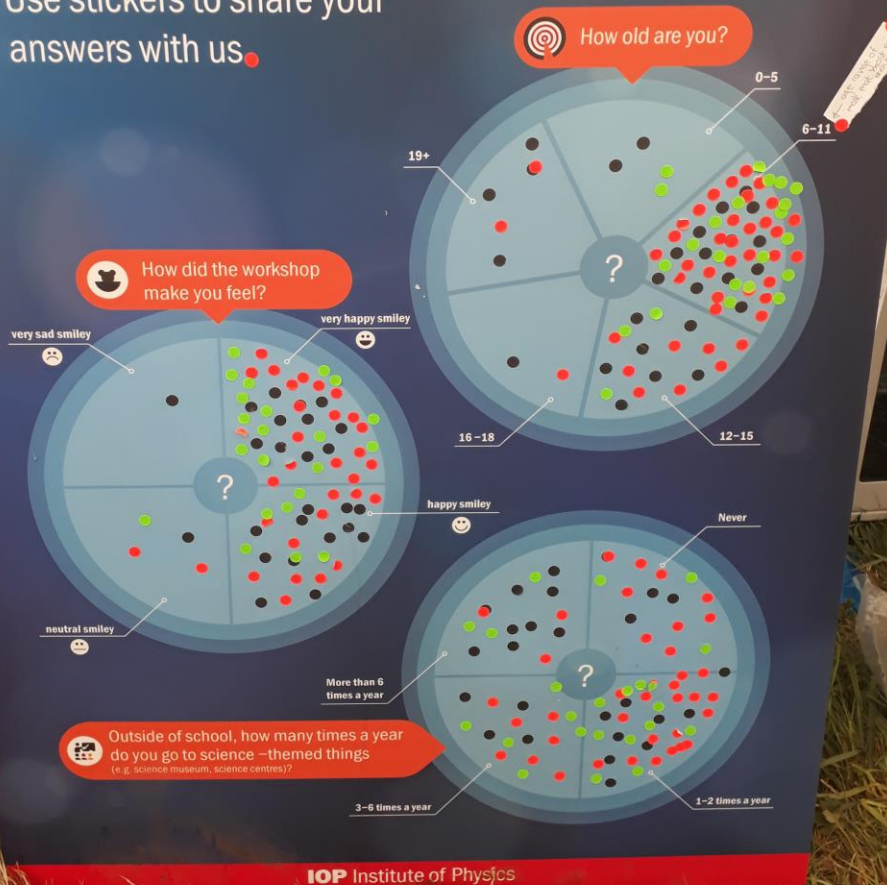


# WOMAD2017



# Tell us about yourself

Use stickers to share your answers with us.



Amazingly successful

4500 people in 2016 !

5400 people in 2017 !

WOMAD2018  
26 to 29 July



# Fascinating feedback wide variety of ages

## WOMAD2017 'THE PHYSICS PAVILION' Feedback Form

Please give us your feedback on your experience at The Physics Pavilion. We want to hear your thoughts, good or bad. Thank you!

Title of Workshop

*In the freezer*

Did you enjoy your visit to The Physics Pavilion? YES  NO

Was the activity as you expected? YES  NO

Was the duration and level of the talk/activity?  Just right  Too complicated/too long, I didn't understand anything

Could you please indicate your age range?

5-10  11-15  16-18  19-24  25-39  40-64  65+

Would you come back to The Physics Pavilion? YES  NO

E-mail (optional)

Any comments or suggestions you'd like to give us please include here...

*Superb. I loved the clarity of the explanations given by the school (and the teacher).*

**Superb. I loved the clarity of the explanations given by the school and the teacher**

## WOMAD2017 'THE PHYSICS PAVILION' Feedback Form

Please give us your feedback on your experience at The Physics Pavilion. We want to hear your thoughts, good or bad. Thank you!

Title of Workshop

*Mark Lewney rock guitar*

Did you enjoy your visit to The Physics Pavilion? YES  NO

Was the activity as you expected? YES  NO

Was the duration and level of the talk/activity?  Just right  Too complicated/too long, I didn't understand anything

Could you please indicate your age range?

5-10  11-15  16-18  19-24  25-39  40-64  65+

Would you come back to The Physics Pavilion? YES  NO

E-mail (optional)

Any comments or suggestions you'd like to give us please include here...

*Great show, mad very complex really interesting*

**Great show, made very complex really interesting and accessible**

## WOMAD2017 'THE LAB' Feedback Form

Please give us your feedback on your experience at The Lab. We want to hear your thoughts, good or bad. Thanks!

Title of Workshop

*where am I*

Did you enjoy your visit to The Lab? YES  NO

Was the activity as you expected? YES  NO

Was the duration and level of the talk/activity?  Just right  Too complicated/too long, I didn't understand anything

Could you please indicate your age range?

5-10  11-15  16-18  19-24  25-39  40-64  65+

Would you come back to The Lab? YES  NO

E-mail (optional)

*Tina.Laczko@gmail.com*

Any comments or suggestions you'd like to give us please include here...

*YOU MUST COME BACK NEXT YR!*

**You must come back next year!**

## WOMAD2017 'THE LAB' Feedback Form

Please give us your feedback on your experience at The Lab. We want to hear your thoughts, good or bad. Thanks!

Title of Workshop

*Where Am I?*

Did you enjoy your visit to The Lab? YES  NO

Was the activity as you expected? YES  NO

Was the duration and level of the talk/activity?  Just right  Too complicated/too long, I didn't understand anything

Could you please indicate your age range?

5-10  11-15  16-18  19-24  25-39  40-64  65+

Would you come back to The Lab? YES  NO

E-mail (optional)

**Loved the physics pavilion, can't wait to see more! Some biological applications of the work at CERN would be cool!**

Any comments or suggestions you'd like to give us please include here...

*Love the physics pavilion, can't wait to see more! (Some biological applications of the work at CERN would be cool.)*

# Fascinating feedback

## WOMAD2017 'THE LAB' Feedback Form

Please give us your feedback on your experience at The Lab. We want to hear your thoughts, good or bad. Thanks!

Title of Workshop

Cloud Chamber

Did you enjoy your visit to The Lab? YES  NO

Was the activity as you expected? YES  NO

Was the duration and level of the talk/activity?  Just right  Too complicated/too long, I didn't understand any

Could you please indicate your age range? 5-10  11-15  16-18  19-24  25-39  40-64  65+

Would you come back to The Lab? YES  NO

E-mail (optional)

Any comments or suggestions you'd like to give us please include here... Really fab - this injection of joyous scientific objectivity and beauty totally made our WOMAD visit!

**Really fab - this injection of joyous scientific objectivity and beauty totally made our WOMAD visit!**

## WOMAD2017 'THE LAB' Feedback Form

Please give us your feedback on your experience at The Lab. We want to hear your thoughts, good or bad. Thanks!

Title of Workshop

Cloud Chambers

Did you enjoy your visit to The Lab? YES  NO

Was the activity as you expected? YES  NO

Was the duration and level of the talk/activity?  Just right  Too complicated/too long, I didn't understand anything

Could you please indicate your age range? 5-10  11-15  16-18  19-24  25-39  40-64  65+

Would you come back to The Lab? YES  NO

E-mail (optional)

Any comments or suggestions you'd like to give us please include here... I didn't understand physics at all at school but really enjoyed it

**I didn't understand physics at all at school but really enjoyed it**

## WOMAD2017 'THE PHYSICS PAVILION' Feedback Form

Please give us your feedback on your experience at The Physics Pavilion. We want to hear your thoughts, good or bad. Thanks!

Title of Workshop

Neutrinos

Did you enjoy your visit to The Physics Pavilion? YES  NO

Was the activity as you expected? YES  NO

Was the duration and level of the talk/activity?  Just right  Too complicated/too long, I didn't understand anything

Could you please indicate your age range? 5-10  11-15  16-18  19-24  25-39  40-64  65+

Would you come back to The Physics Pavilion? YES  NO

E-mail (optional)

Any comments or suggestions you'd like to give us please include here... Really interesting - could be even longer!

**Really interesting - could be even longer!**

## WOMAD2017 'THE PHYSICS PAVILION' Feedback Form

Please give us your feedback on your experience at The Physics Pavilion. We want to hear your thoughts, good or bad. Thanks!

Title of Workshop

Galaxy expands

Did you enjoy your visit to The Physics Pavilion? YES  NO

Was the activity as you expected? YES  NO

Was the duration and level of the talk/activity?  Just right  Too complicated/too long, I didn't understand anything

Could you please indicate your age range? 5-10  11-15  16-18  19-24  25-39  40-64  65+

Would you come back to The Physics Pavilion? YES  NO

E-mail (optional) Tina.haczko@gmail.com

Any comments or suggestions you'd like to give us please include here... BRILLIANT. I have a Physics MSc and learnt a lot. COME NEXT YEAR

**Brilliant. I have a Physics MSc and learnt a lot. COME NEXT YEAR**



# MOOGFEST 2017

## North Carolina, United States

What is MOOGFEST?

Moogfest is the synthesis of music, art and technology.

Its Mission: Grow a global community of futurists who explore emerging sound technologies and design radical instruments for change.

Band that came for a “Special Visit” to CERN, with links to the **Moogfest** festival asked if we’d be interested in having a presence there.

In collaboration with US ATLAS Outreach Coordinator Mark Kruse we offered:

**A key note talk** by Kate Shaw, Steve Goldfarb and Mark Kruse

**A public Masterclass**

**(I believe first time ever for a non-scientific audience)**

**A Virtual Visit to ATLAS**

**A Pub talk**

# First-ever public Masterclass @ MOOGFEST2017



# Keynote talk @ MOOGFEST2017

# MOOGFEST 2017

## Great success

***Masterclass*** was heavily oversubscribed (hundreds)

***Keynote talk*** went way over scheduled end time because of non-stop questions from a tremendously curious audience

***Pub talk and virtual visits*** very popular and Mark asked many times since to give more in other towns

So successful asked to return in 2018

## LINEUP 2017

## LINEUP 2017

FUTURE  
SOUND

FLYING LOTUS ● ANIMAL  
 COLLECTIVE ● TALIB KWELI ●  
 SUZANNE CIANI ● MYKKI  
 BLANCO ● DERRICK MAY ●  
 GOTYE ● OMAR SOULEYMAN ●  
 808 STATE ● DJ PREMIER ● JESSY  
 LANZA ● SIMIAN MOBILE DISCO  
 ● VISIBLE CLOAKS ● MOOR  
 MOTHER ● SYRINX ● PRINCESS  
 NOKIA ● ZOLA JESUS ● S U R V I  
 V E ● FUNCTION ● PEANUT  
 BUTTER WOLF

FUTURE  
THOUGHT

MICHAEL STIPE ● DR. KATE  
 SHAW ● JOE DAVIS ● MARC  
 FLEURY ● AFROFUTURIST AFFAIR  
 ● ZOLTAN ISTVAN ● MAGENTA  
 BY GOOGLE BRAIN ● DAVE  
 SMITH ● METROPOLARITY

4MS COMPANY ●  
 ATLAS @ CERN ●  
 ADAM ROGERS ●  
 ALEXANDER LERCH ●  
 ALISSA DERUBEIS ●  
 AMOS GAYNES ●  
 ANDY CAVATORTA ●





**This is a COLLABORATION between  
CERN and/or the CERN experiments,  
local Institute Teams, national Physics outreach bodies  
&  
the Festivals**

**This allows all partners to minimize their costs and at  
the same time build and strengthen relationships between  
CERN/Experiments and outreach teams of  
Member / non-Member States**

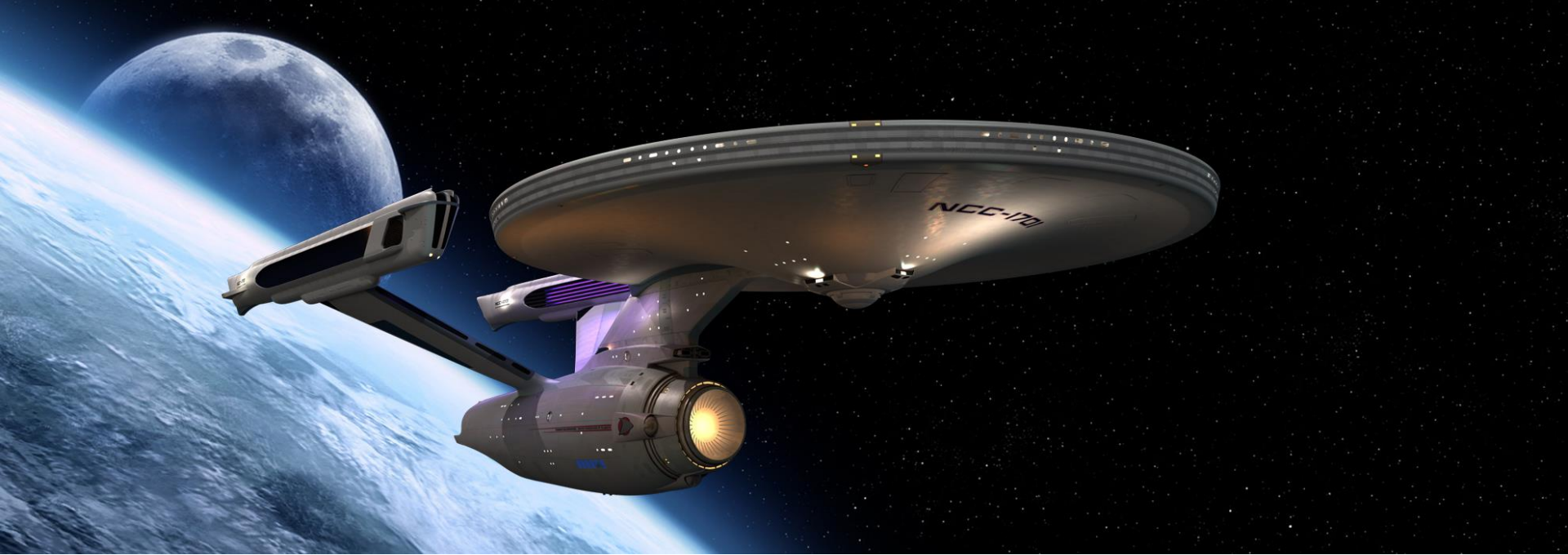
**These environments can be re-created almost anywhere  
Many countries have huge music and/or arts festivals**

## What does this offer us?

A different way of communicating and experiencing science, and the chance for scientists to take their experience, knowledge and passion to a completely new environment

## Taking science to where the people are

Offers an opportunity to engage with people who are normally indifferent to science by '*popping up in the last place they expect to find it*'



In the words of a legendary adventurer, our goal can be summarised by

***To explore strange new worlds...***

***To seek out new life; new  
civilisations...***

***To boldly go where no one has  
gone before***