



CERN : “Guest of honour” at the Automnales 2017

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Why CERN is at the Automnales ...

An opportunity to reach a public that would not generally visit an exhibition about CERN

An event to welcome our neighbours in the local area and beyond

An occasion to show that CERN is

- open to everybody
- happy to welcome visitors from everywhere
- making an effort to present its activities to everyone
- full of creativity and fun

and: that CERN has an impact on society.

Presentation content

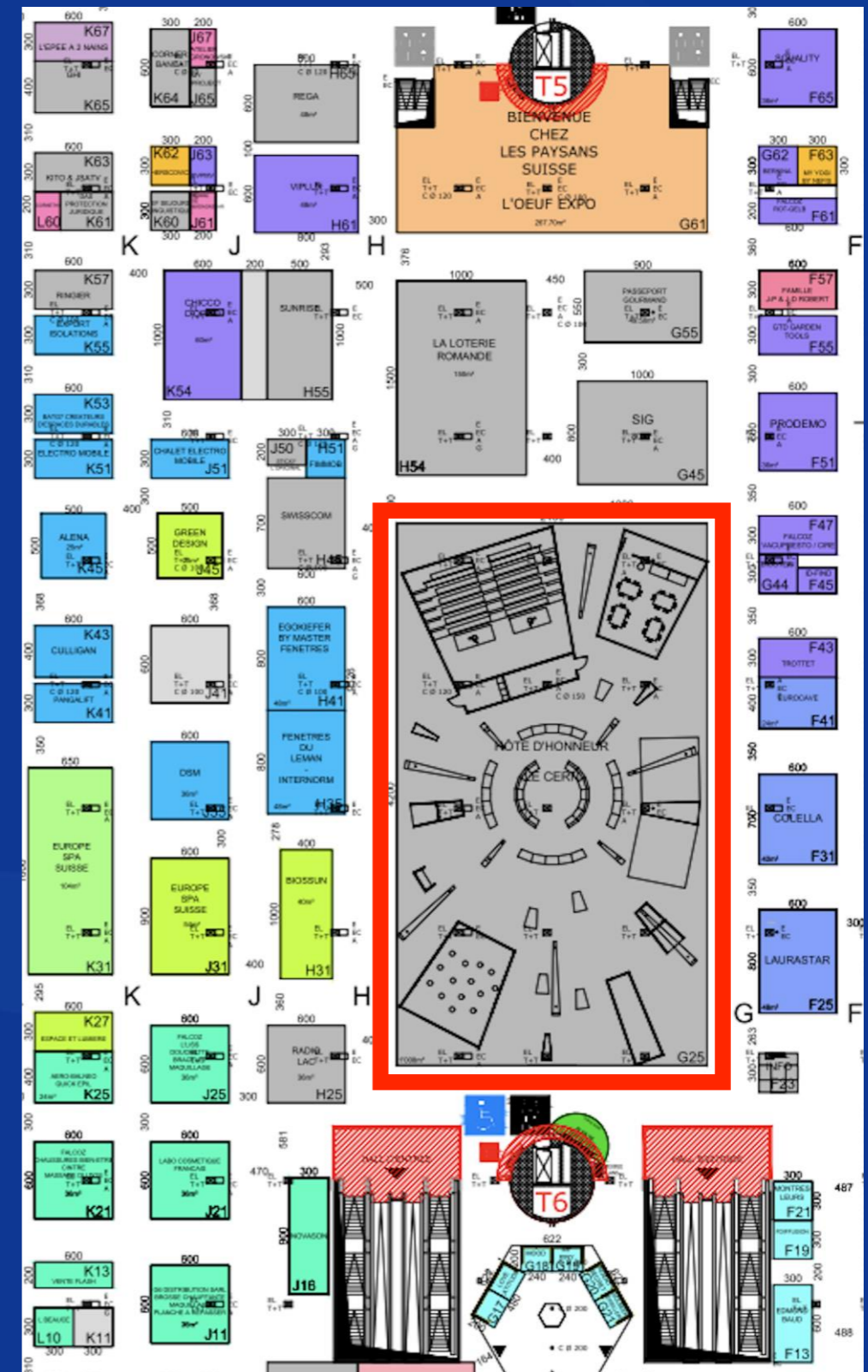
1. Concept - an original 'collision' between CERN and the *Automnales*
2. Stand - content, interactive screens, activities
3. Large area graphics
4. Goodies for our guests: Sugar packets, Tatoos, Posters
5. Objects
6. Events: press conference, inauguration, special events, and the thank-you party

1. CERN stand - overview

Position: Entrance of Automnales - Halle 1

Area: 42 m x 24 m (~ ATLAS detector)

~ 150,000 visitors will see CERN stand

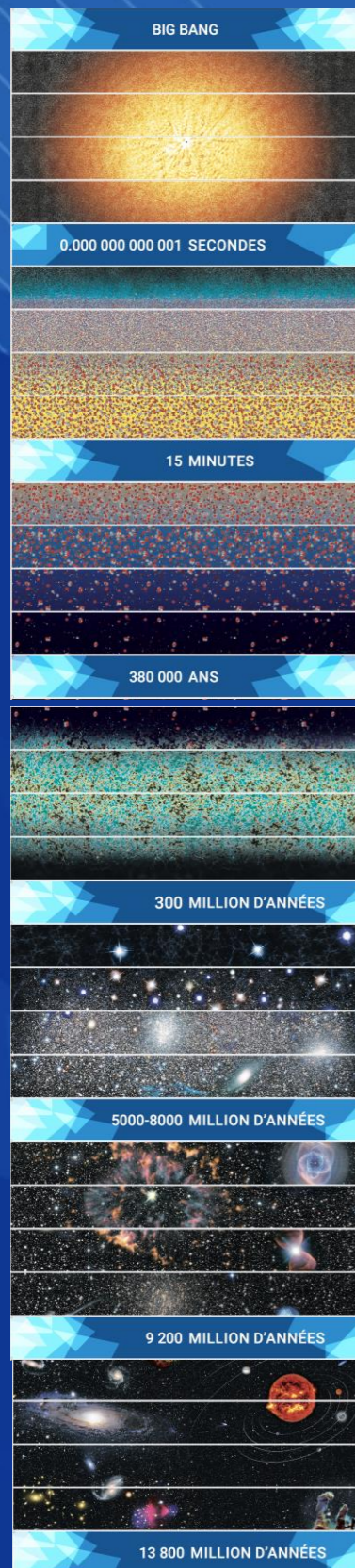


ENTRANCE

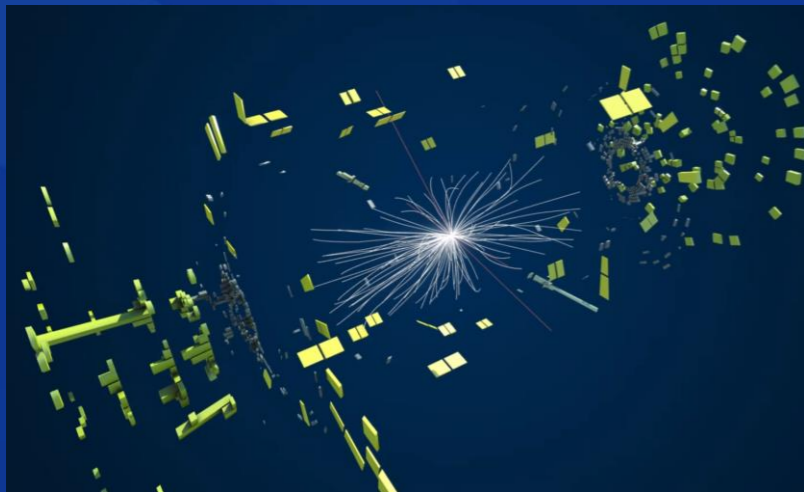
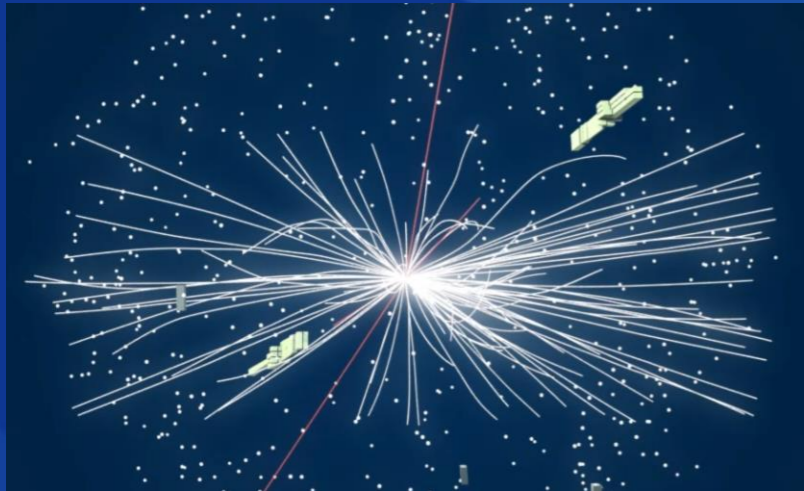
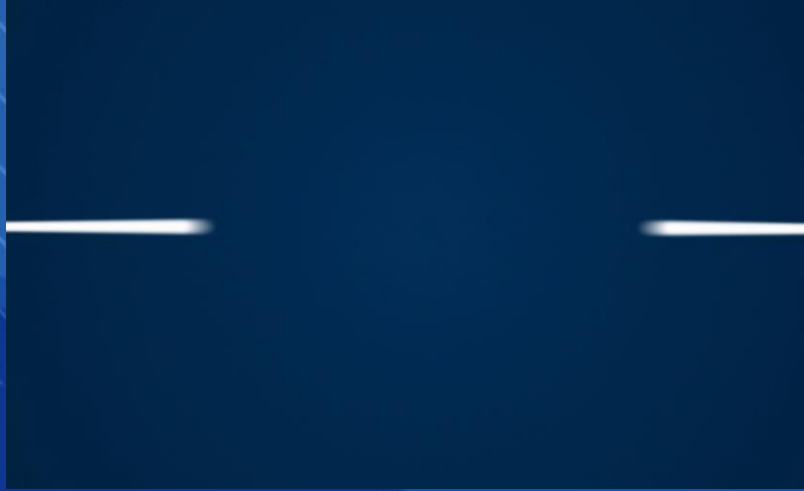
1. CERN stand - entrance steps

Voyage back in time to the Big Bang

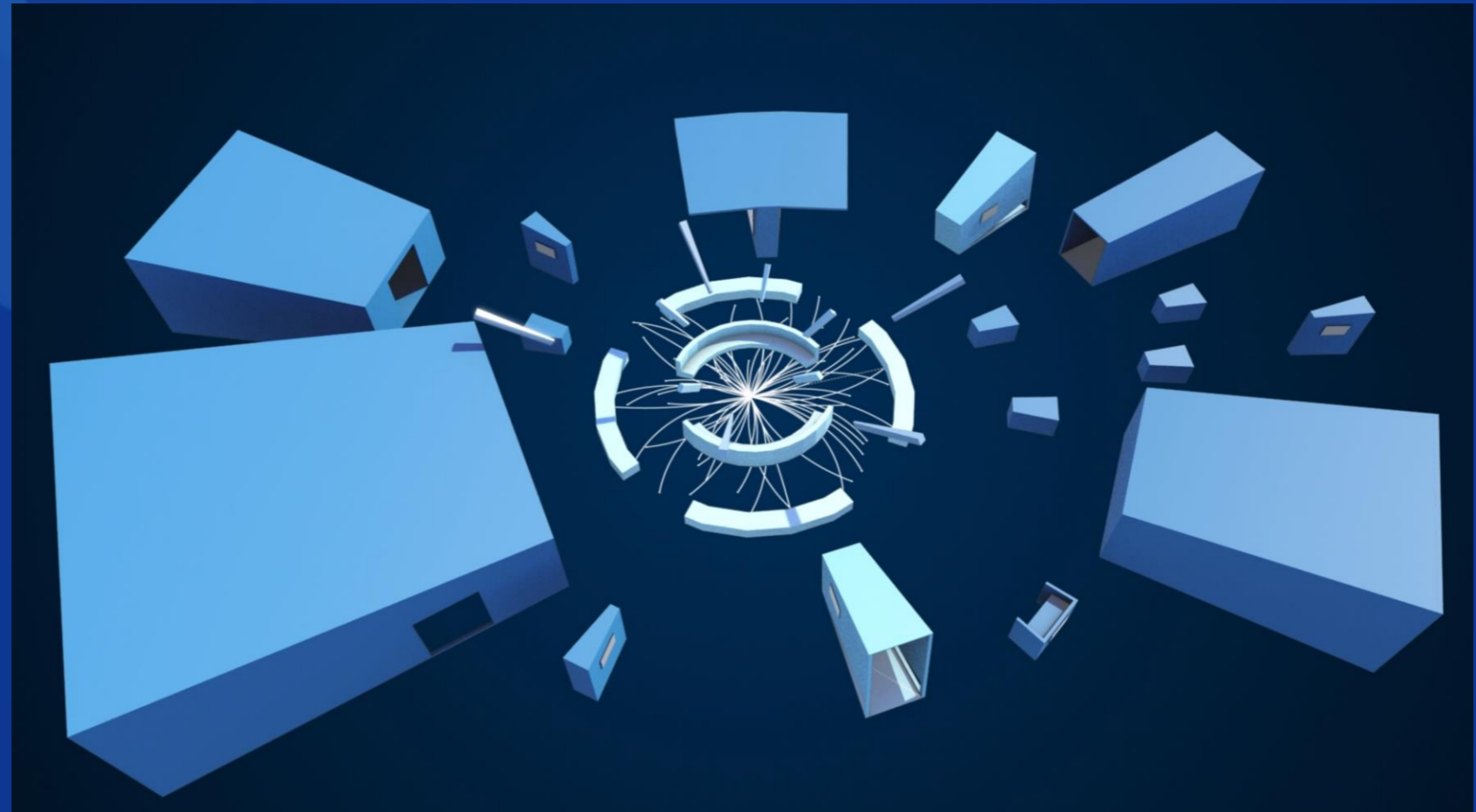
- will be displayed on all 4 entrance steps



1. CERN stand - concept

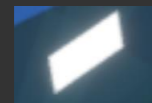


The result of a creative collision between CERN & Automnale



1. CERN stand - teaser video

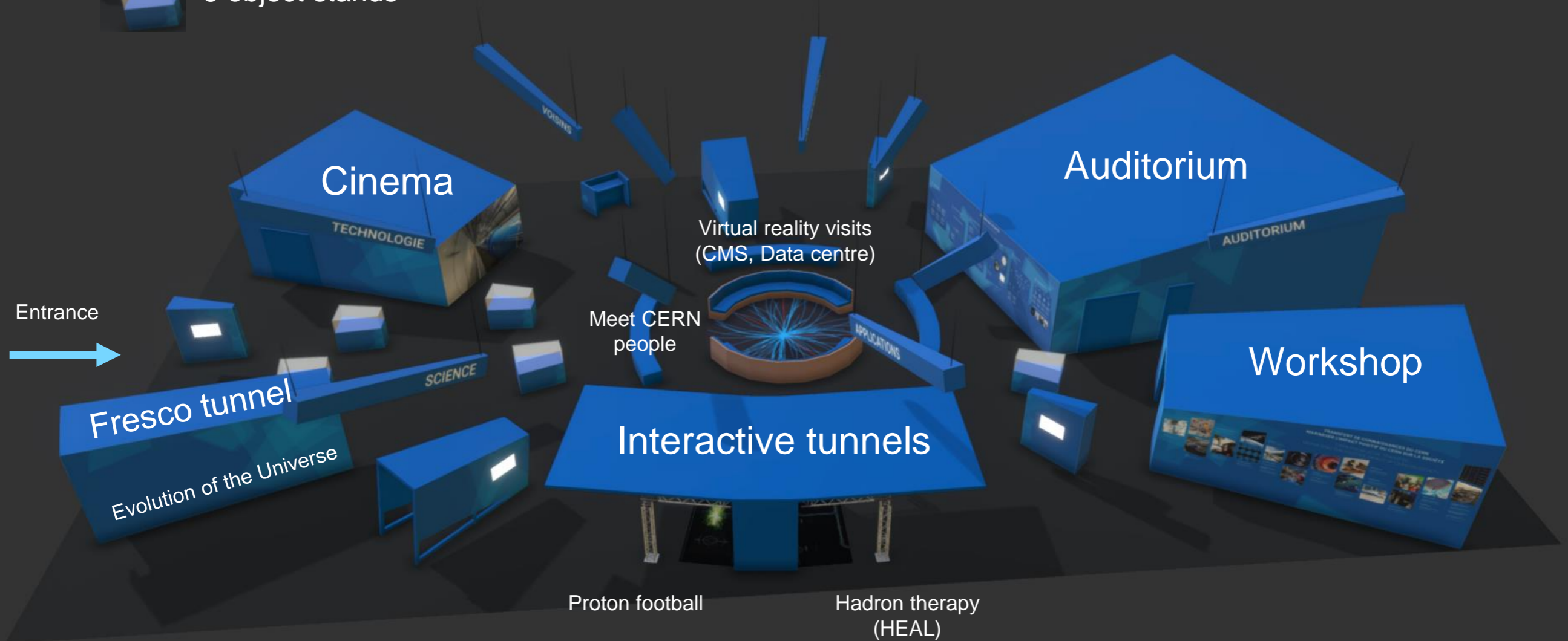
1. CERN stand - Global view



12 interactive screens



5 object stands



2. CERN stand - Sections and screens

Guest Activities

Knowledge Transfer

- 6 - Hadron therapy treatment centre
- 7 - KT movie, interactive screen

Sciences et Cern

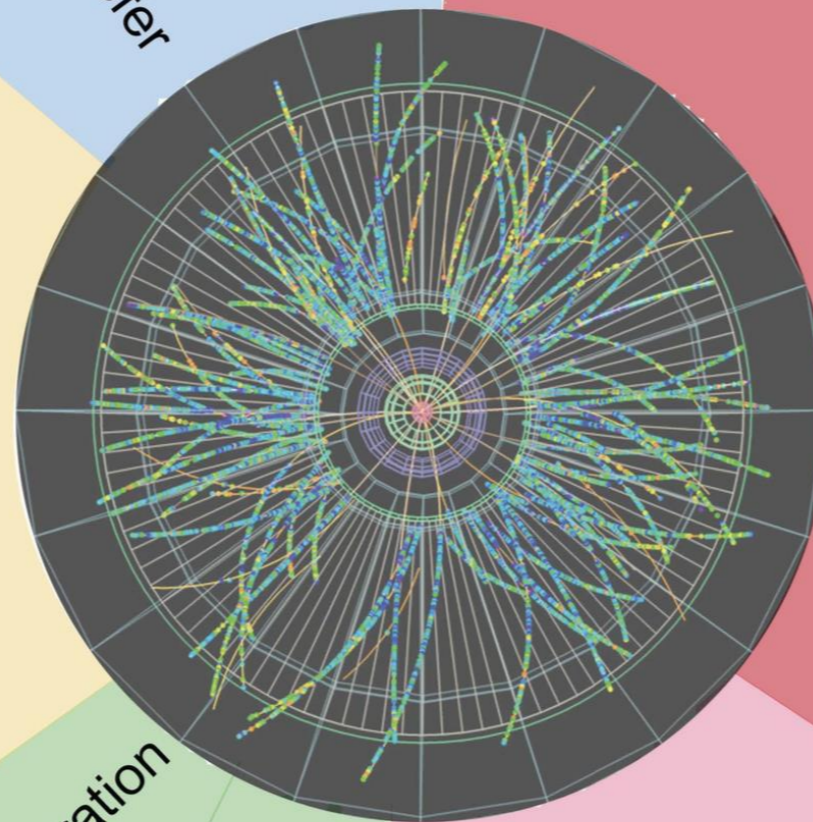
- 1 - Ride through CERN's accelerators
- 2 - How CERN works - in 4 steps
- 3 - Made of particles
- 4 - Mysteries of the Universe
- 5 - CERN TEDed movies

International Collaboration

- 8 - CERN world map
- 9 - International collaboration
- 10 - Education
- 11 - Arts at CERN

Neighbour

- 12 - CERN: your neighbour



2. CERN stand - Auditorium

Size: 80 seats

- Presentations
- Quiz, games
- Demonstrations

CERN in 15 minutes - fun quiz

Drôle de physique - liquid nitrogen show

Show électrique (Physiscope, UniGE)

Virtual visits to CERN

Ipad - Pixel detector: visualize radiation



2. CERN stand - Workshop and Cinema

Workshop



Cloud chamber workshop

Coding workshop ('Code la science')

Fun experiments for kids

Cinema



Several short films (shown continuously):

“Big Science - Big Bang” (RTS)

“CERN - short overview” (visitor movie)

“The hunt for dark matter”

plus more ...

2. CERN stand - Virtual reality, interactive games



10 virtual reality stations

- virtual visits to the LHC, detectors, data centre



Proton football

- accelerate protons by kicking them
- make them collide
- produce an LHC event



Hadron therapy game

- aim the proton beam
- choose the correct energy
- destroy the tumour cells

3. Large area graphics (1)



Welcome for visitors



Selfie view

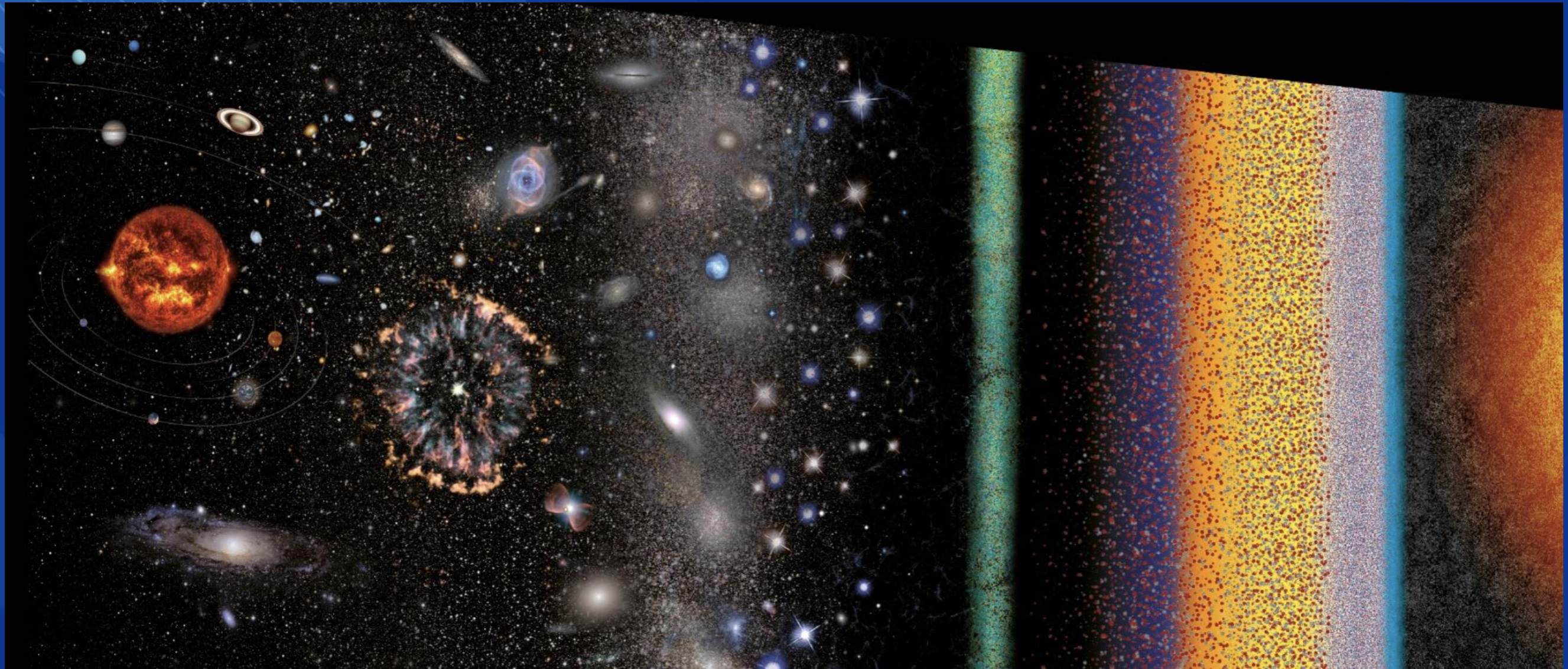
265524000000000000

LHC particle collision counter (since 2010)
Counting up by about 1.6 billion per second



High resolution image of local area

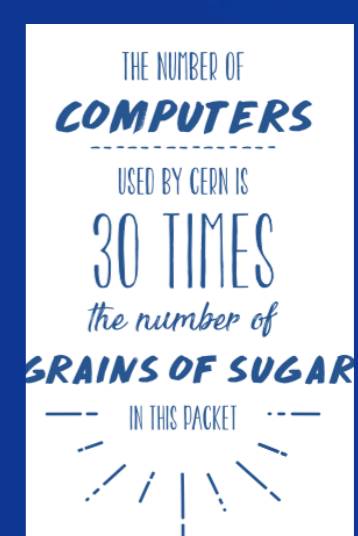
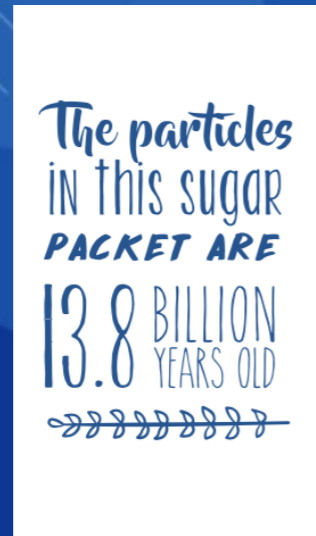
3. Large area graphics (2)



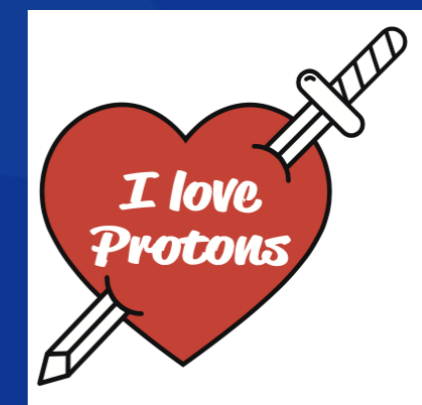
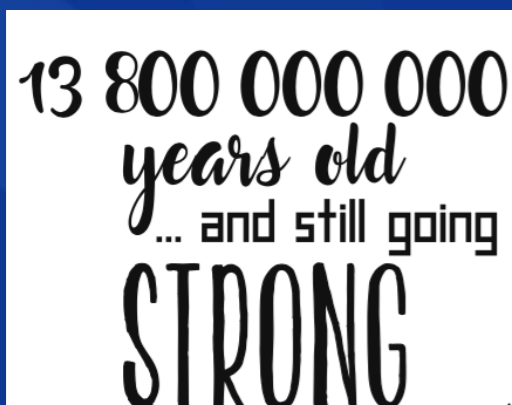
Fresco: Evolution of the Universe (with annotations)

4. Goodies for our guests

50,000 sugar packets (in French and English; 9 versions)

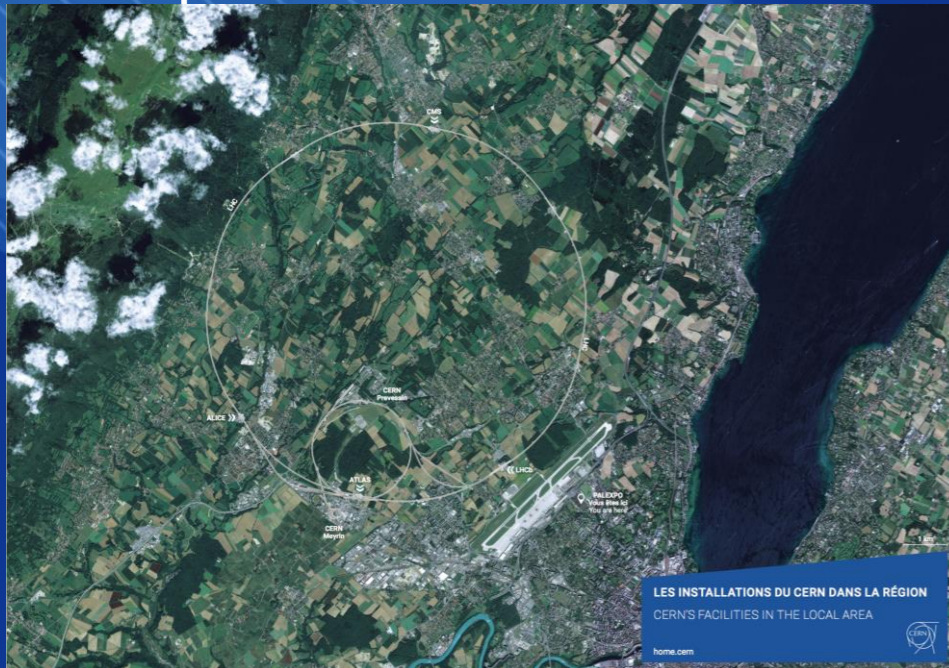


Removable tatoos (in French and English, 5000 bags)



4. Goodies for our guests (2)

2500 posters



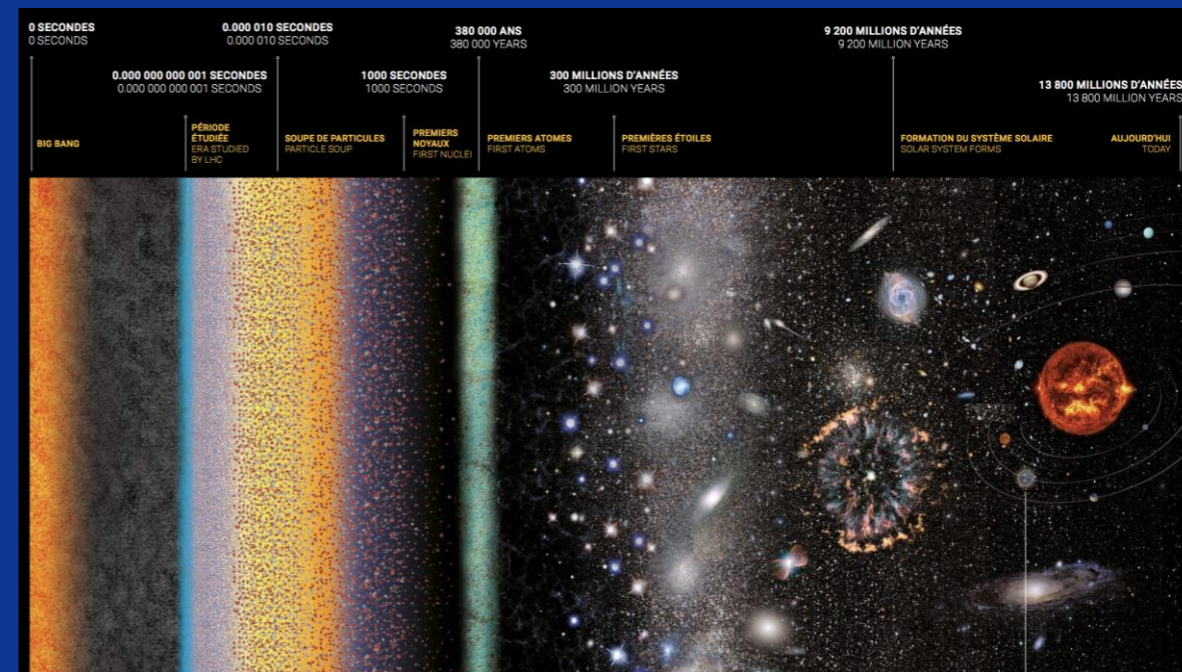
The LHC in the local area



Selfie view of LHC tunnel

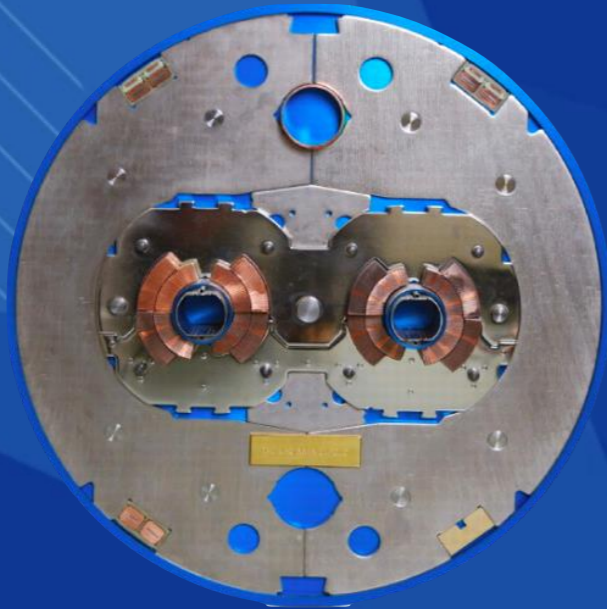


CMS detector

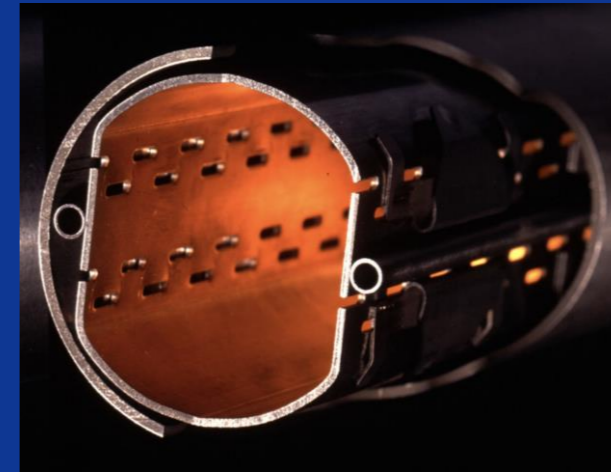


Cosmic evolution

5. CERN objects



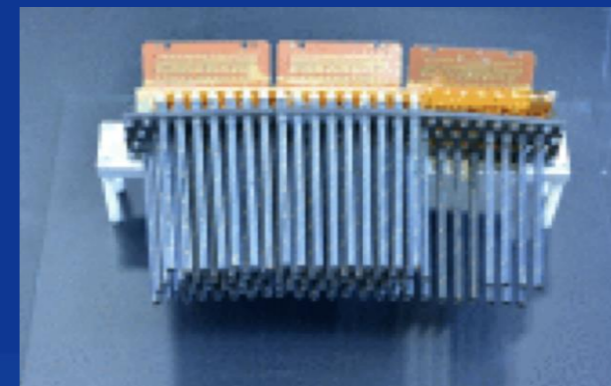
LHC dipole cross-section



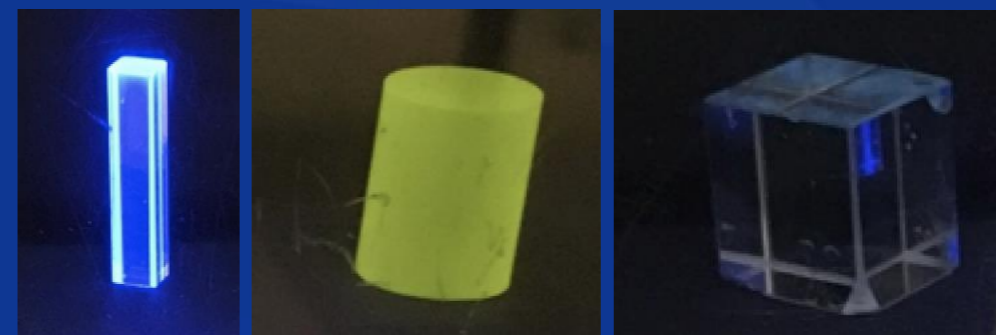
LHC beam pipe



Comparison: normal and supraconducting cables



LHC detector part



Detector crystals

6. Events

19.10. Press conference (Globe)

10.11. Inauguration of the Automnales - at the CERN stand

15.11. Special event on CERN stand - for our special guests (tbc)

19.11. Thank-you party on CERN stand (for all organisers, volunteers, friends)

Backup - Stand details

