REACHING NEW AUDIENCES
TAKING PHYSICS TO NON-TRADITIONAL VENUES

Music & Cultural festivals need novelty to keep the audience coming back
Physics is broad and ever-changing

WHY NOT A PHYSICS AREA?
Captive, interested but largely untapped audience
Engaged public figures with a physics interest
Experienced local academic speakers
Enthusiastic workshop helpers
Engaged professional bodies

STATISTICS
2016 Festival attendees
300,000 in Norway
3.9 million in the UK
32 million in the US
a worldwide phenomenon

FIRST ATTEMPT: WOMAD in the UK

Three days of talks and workshops
Culturally engaged non-science audience
Relatively low cost – support from festival

Huge success: 4500 people 2016, added two new spaces in 2017
total 5400
2018…?

Successful on many levels
Reached 10k people normally indifferent to science
- adults informed & influenced
- children engaged with science & entertained
New collaborations between ATLAS + local partners forging strong working relationships and reducing costs
Now part of WOMAD headlines!

IOP
Institute of Physics

Lancaster University

CERN

ATLAS WOMAD PARTNERS

Connie Potter: CERN & ATLAS; Roger Jones: Lancaster Univ. & ATLAS