

Reaching new audiences at Major Festivals

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On behalf of the ATLAS Collaboration

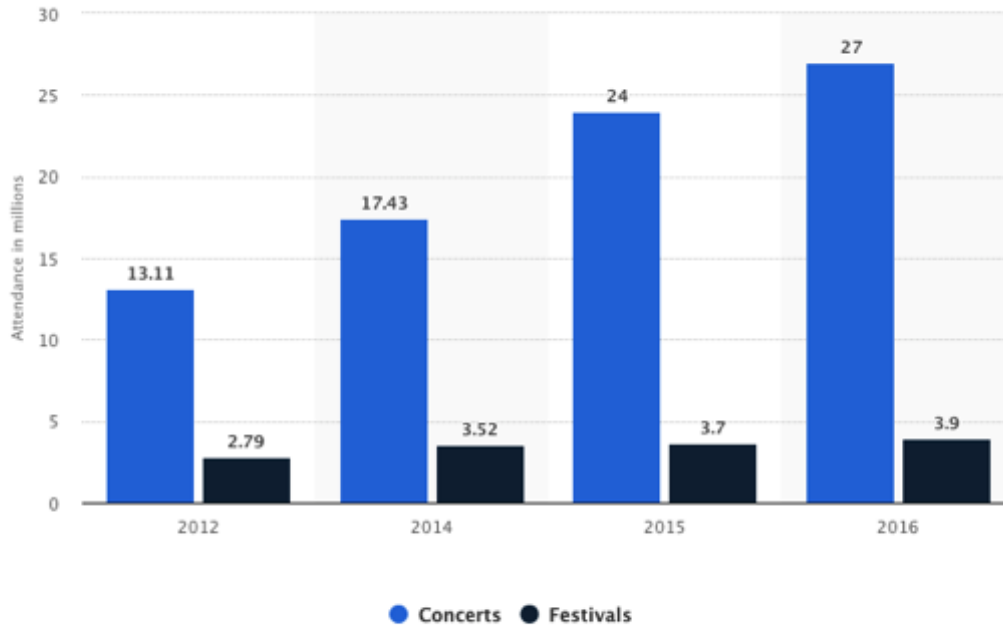
- We are very good at some forms of outreach
 - With the media
 - With schools
 - With visitors
- But the audience tends to be already interested or comes to us
- How can we find new audiences?

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)

More (impressive) numbers

U.K.



Attendance at music concerts and festivals in the United Kingdom from 2012 to 2016. The data refers to both local attendants and tourists from abroad. 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.**

© Statista 2017

U.S.A.

In a survey carried out by Billboard in 2016, average **32,000,000** go to at least one U.S. music festival every year.

NORWAY

300,000 people go to a music festival every year!

Faced with stiff competition

from an ever-growing number of festivals,
organizers are looking to add areas and activities that are a bit
different, something unexpected

Many are now Cultural Festivals, not just Music Festivals
Their audience is often intelligent, curious but not necessarily
scientifically literate

They are not (yet) the people who come to us
Elements of addressing this audience trialed at the Montreux
Jazz Festival



**The aim is a COLLABORATION between
CERN and/or the CERN experiments
AND
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 could be re-created almost anywhere
Many countries have huge music and/or arts festivals**

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.....***

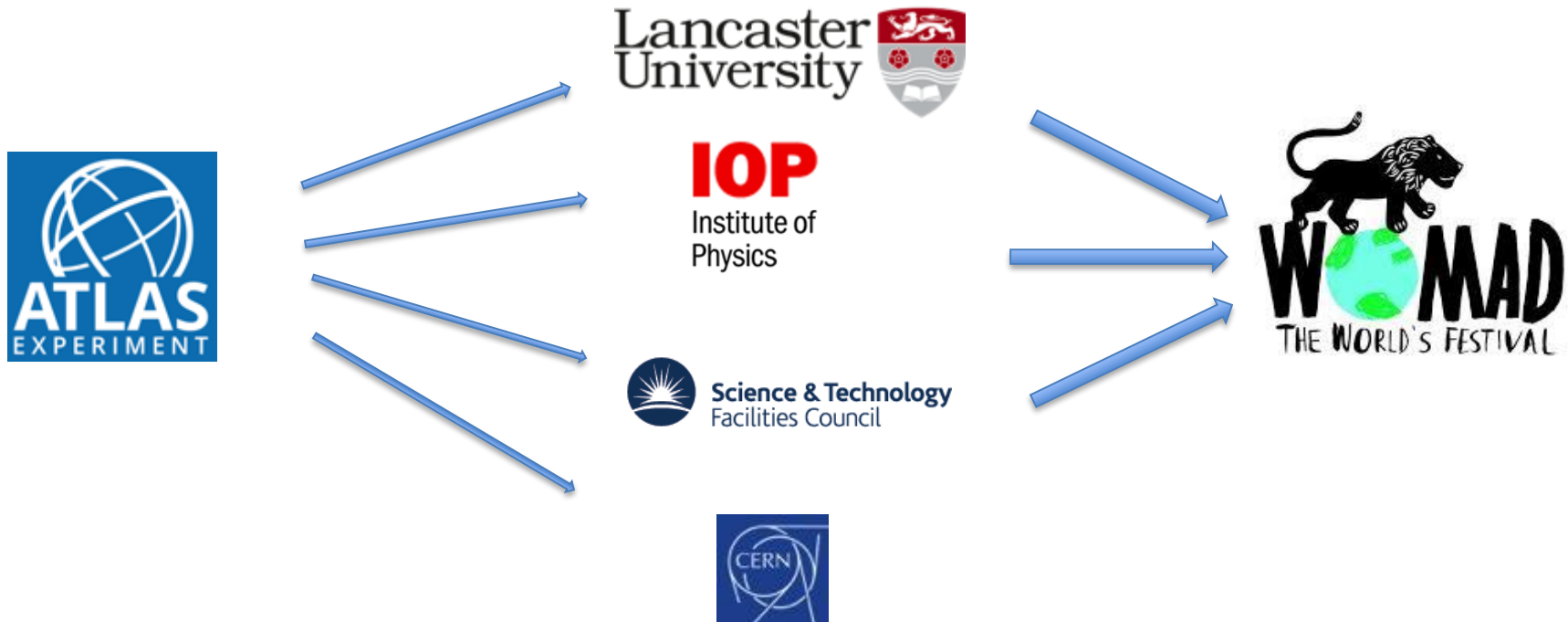
WOMAD2016

Charlton Park, Wiltshire, UK

At the invitation of the director of Real World (after a special visit to CERN)

“Why don't we have a World of Physics?”

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



It was a first for WOMAD, a first for ATLAS and a first for CERN

The main elements

- The Physics Pavilion
 - The venue for talks, demonstrations, panels, Q&As
 - Stage with seated area
- The Lab
 - A workshop area, typically 40 mins plus turn around
- The gazebo
 - An open-fronted area for passers-by and people queuing
- A ‘prep’ area
 - Don’t underestimate the space
 - Remember sound travels!
- And a keen and engaged team!



PHYSICS PAVILION Tweet us!
#PhysicsPavilion
#NOMADphysics

12⁰⁰ Physics in the freezer
13⁰⁰ Make your own cloud chamber workshop
14⁰⁰ Virtual visit to ATLAS control room at CERN (LIVE LINK)
15⁰⁰ What's the matter with anti-matter?
16⁰⁰ Mixing it up with neutrinos
17⁰⁰ Time travel - fact or fiction?



Team camped in basic tents provided by the festival



Physics Pavilion runs for the full 3 days offering talks ... workshops ... virtual visits to ATLAS@CERN <https://atlasvirtualvisit.web.cern.ch/> (2016) and NASA, Houston (2017)



Comics, Academics, School students, Showrunners....





The success of 2016 resulted in WOMAD offering 2 additional spaces in 2017 for workshops

4,500 people in 2016 !

5,400 people in 2017 !



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+ and

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 ~~is~~ beauty & totally made our WOMAD visit!

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 I didn't understand this at all at school but really enjoyed this



“You must come back next year!”

“Great show, made very complex really interesting and accessible”

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

“I didn't understand physics at all at school but I really enjoyed this”

“Really interesting – could be even longer!”



Lessons Learned

- The main lesson learned is to relax & enjoy
 - The best interactions and feedback are often from the least prepared sessions
 - Keep a talk (from a team member) and a panel idea in reserve in case of need
 - Ask a physicist, either written questions or questions from the floor, works well
- Check the talk titles
 - Academics have a poor grasp of what excites interest. A catchy title can help even a dry talk work
- Use celebrity – but make sure you keep a focus on the theme
 - A good chair for discussions can help this
- Work the crowd – have a team interacting with the queues for sessions
 - These are often the interactions the audience like best
- Remember diversity
 - Make sure there is space for wheelchairs etc even if people want to stand



First *public Masterclass* @
MOOGFEST2017
(heavily oversubscribed)



In collaboration with
Mark Kruse/US ATLAS



Keynote talk went way over scheduled
end time because of large number of
questions from a very curious audience



Wrapping up

What does this offer us?

A different forum for communicating and experiencing science, and the occasion for scientists to share their experience, knowledge and passion with a completely new audience

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'



Roger Jones ICHEP July 2018

The Future's So Bright.....

- Discussions with other festivals beyond the UK ongoing
- Potential hosts are approaching us rather than reaching-out
- Speakers/performers are often coming to us
- The costs are low, there are potential sustained funding streams



.....**We've Gotta Wear Goggles**

To see the Physics Pavilion at WOMAD in action, watch this short video

<http://bit.ly/WOMAD2016film>