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Cultivating appreciation for science via “Big Bang Science Fair” at WaterFire Providence

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On September 22, 2018, Brown University, together with colleagues from ATLAS and CMS experiment, hosted a science outreach event the “Big Bang Science Fair” during a WaterFire Lighting in Providence. Our goal is to bring science outreach to new audiences and to raise public awareness and appreciation for the role of science in our society at the concrete example of the research at the Large Hadron Collider. The Large Hadron Collider is meant as a hook to make a pitch for science in general and help promote the importance and wonders of science to a general public and draw parallels between science and art as timeless expressions of human culture. The event featured popular science lectures by renowned scientists from physics and other disciplines, workshops, hand-on-demonstrations and exhibits as well as concerts and artwork generated around the theme of the Large Hadron Collider and its research and was attended by some 4,000 people. We will present our experience in hosting this outreach event for a large audience.

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