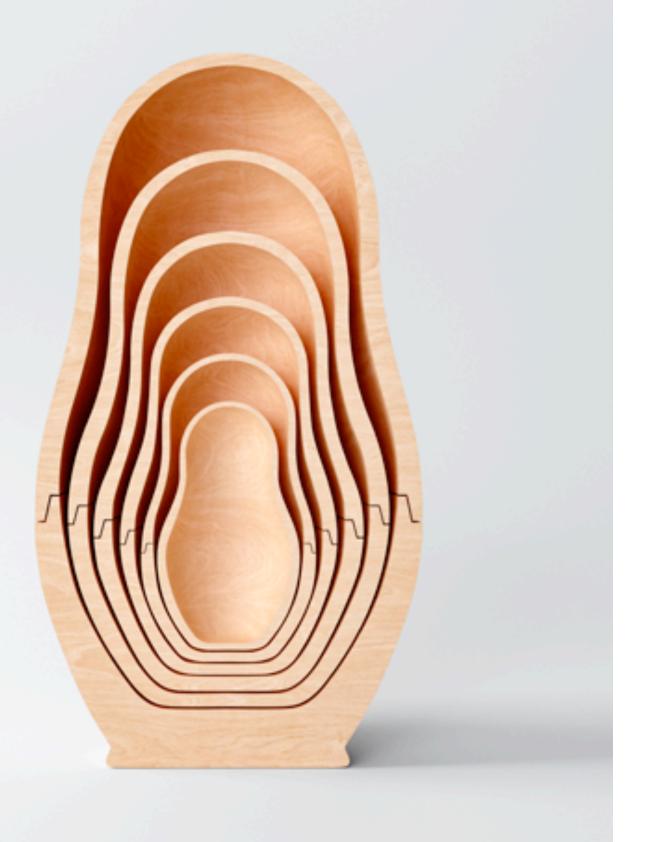
Physics outreach in an art centre

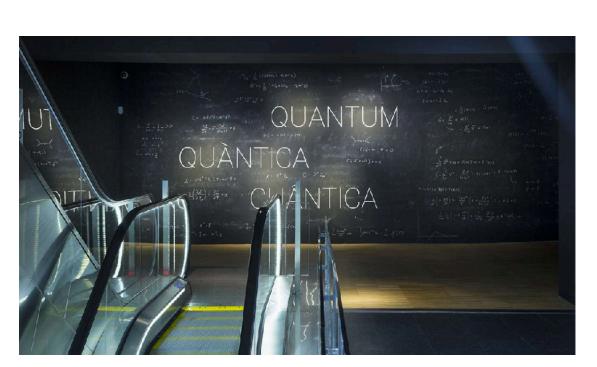
Lessons learned in the collaboration with the Quantica Exhibition at CCCB

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November 2019, 18th IPPOG meeting, CERN

Quantica Exposició al CCCB 10 abril—24 setembre 2019









UNA COPRODUCCIÓ DE:











AMB LA COLLABORACIÓ DE:

[®]Sabadell Fundació















MITJANS COLLABORADORS:





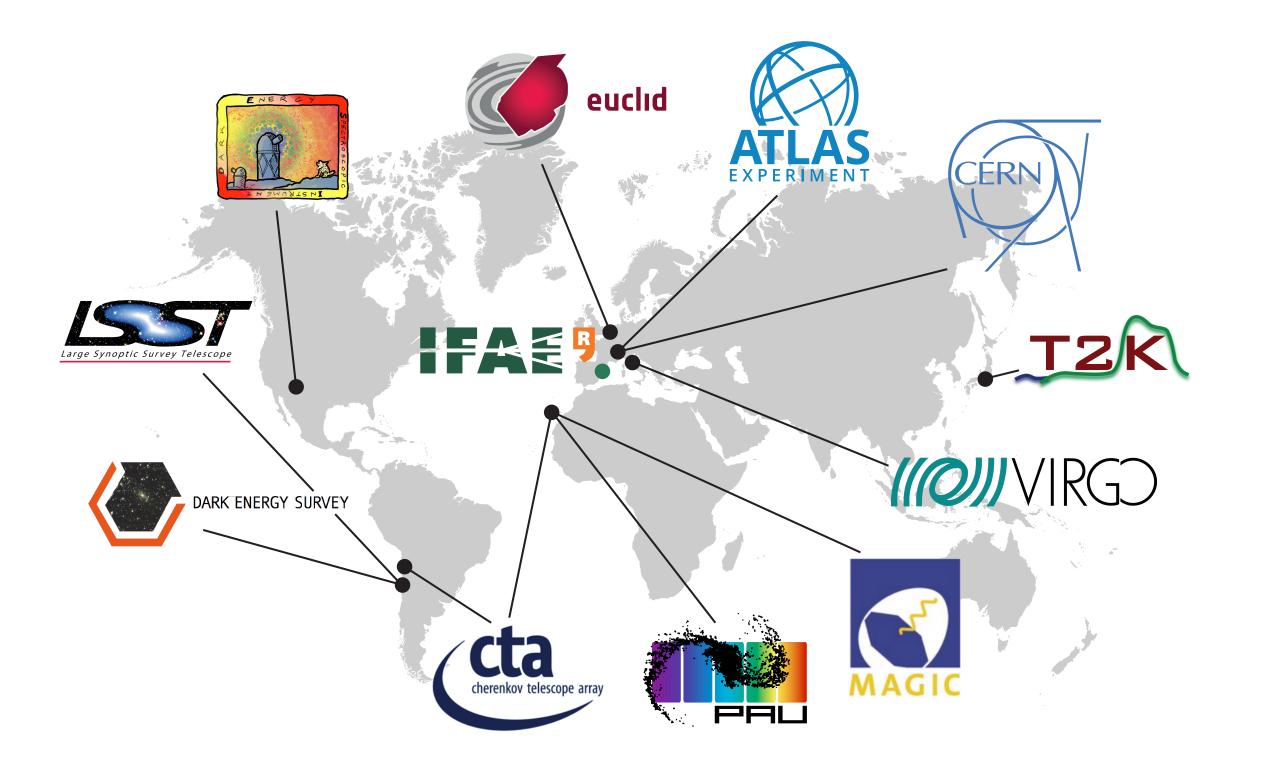
EL CCCB ÉS UN CONSORCI FORMAT PER:



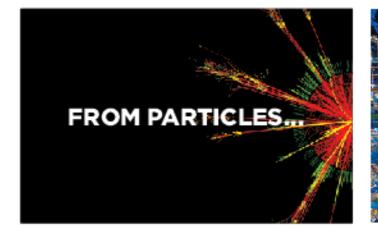


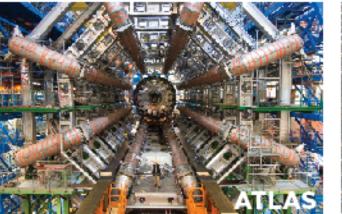


Institut de Física d'Altes Energies



EXPERIMENTAL division











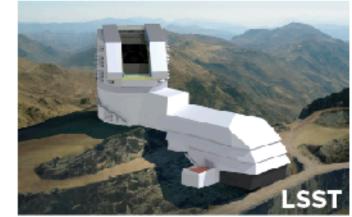






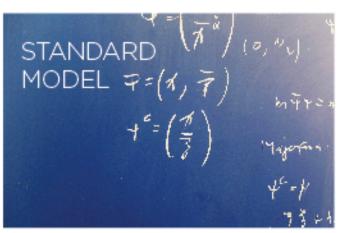


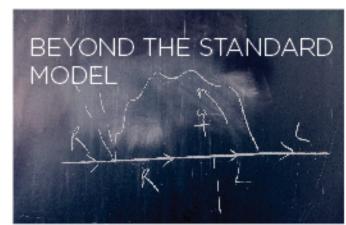


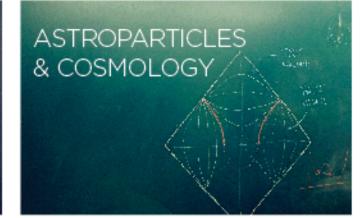




THEORY division







THE MAGIC-I Telescope Camera

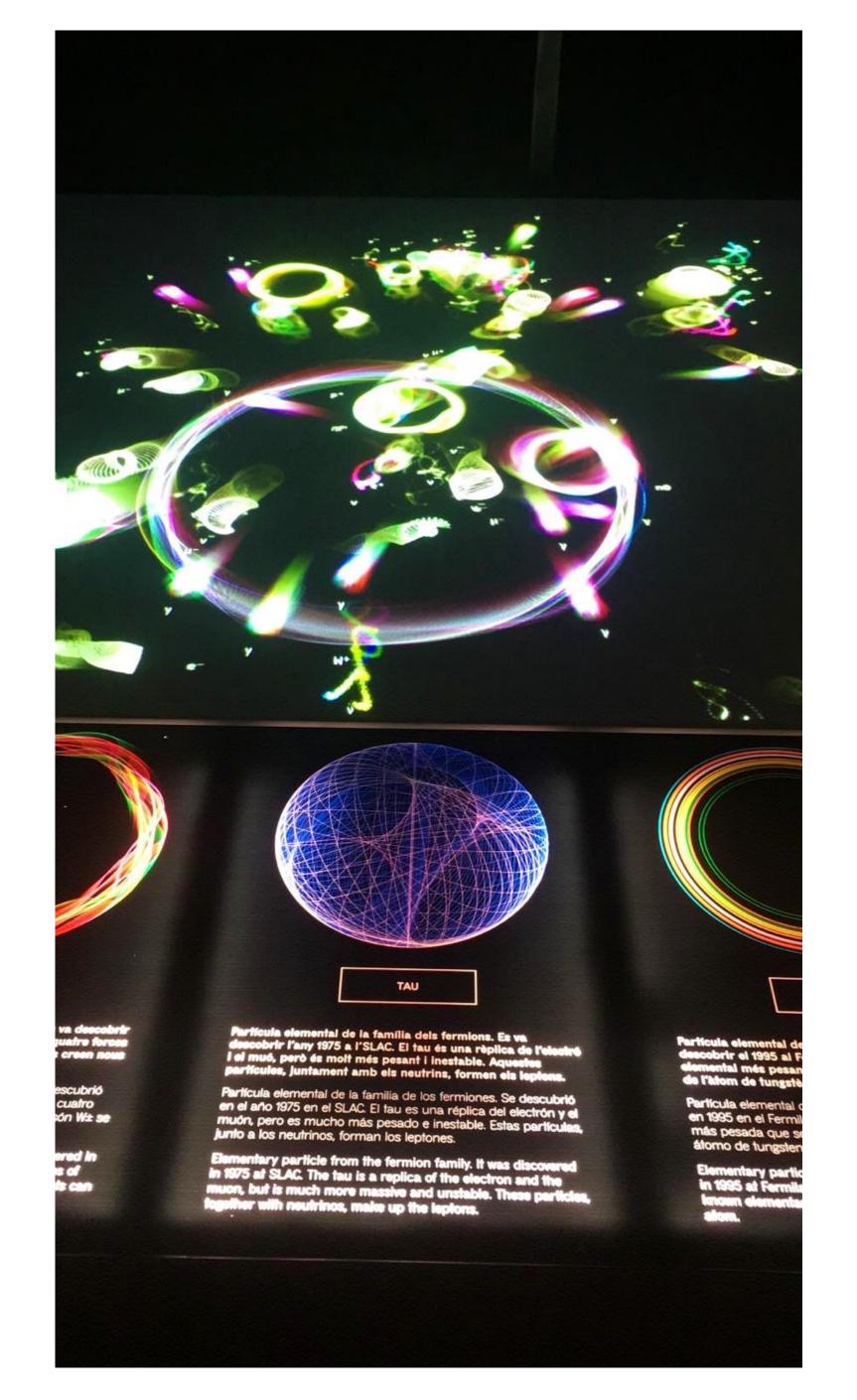
Adding value to a scientific instrument

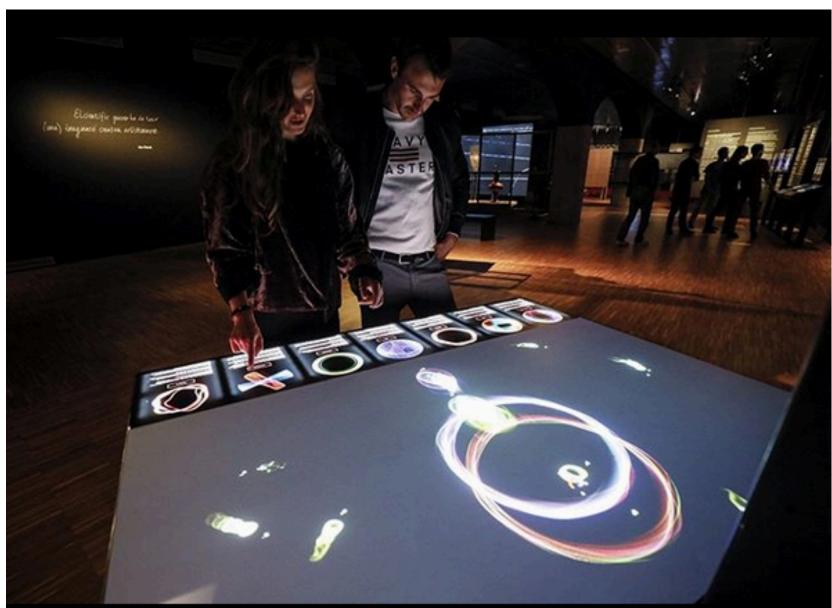




Univers Quàntic

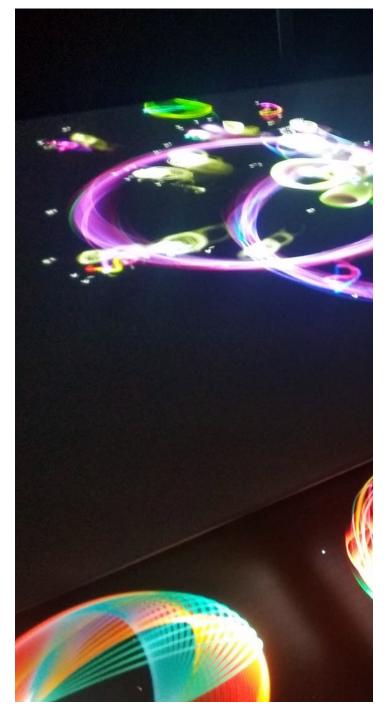
Interactive Installation about Particle Physics



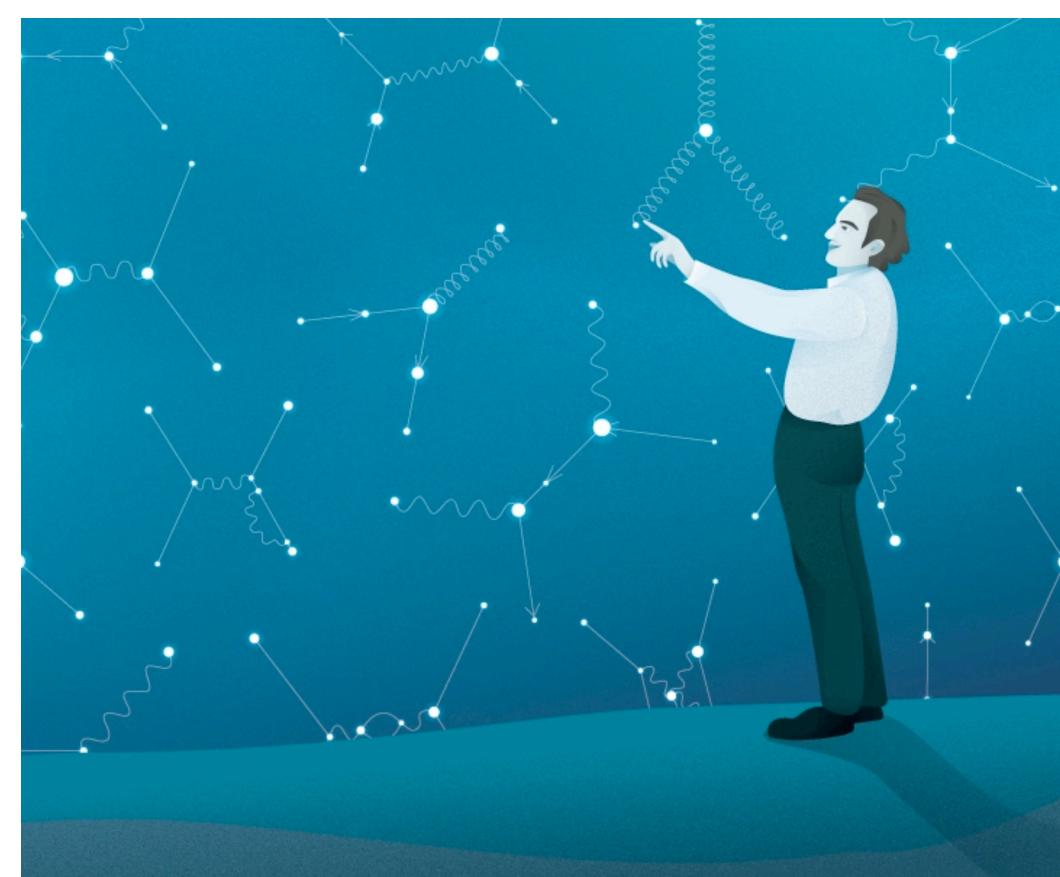








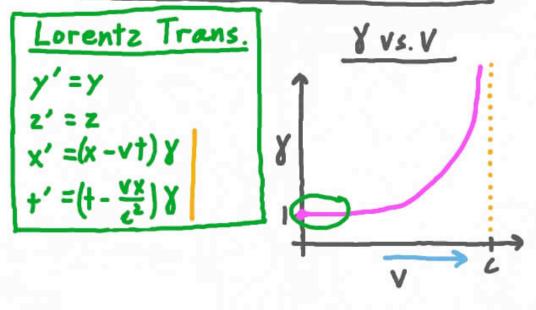


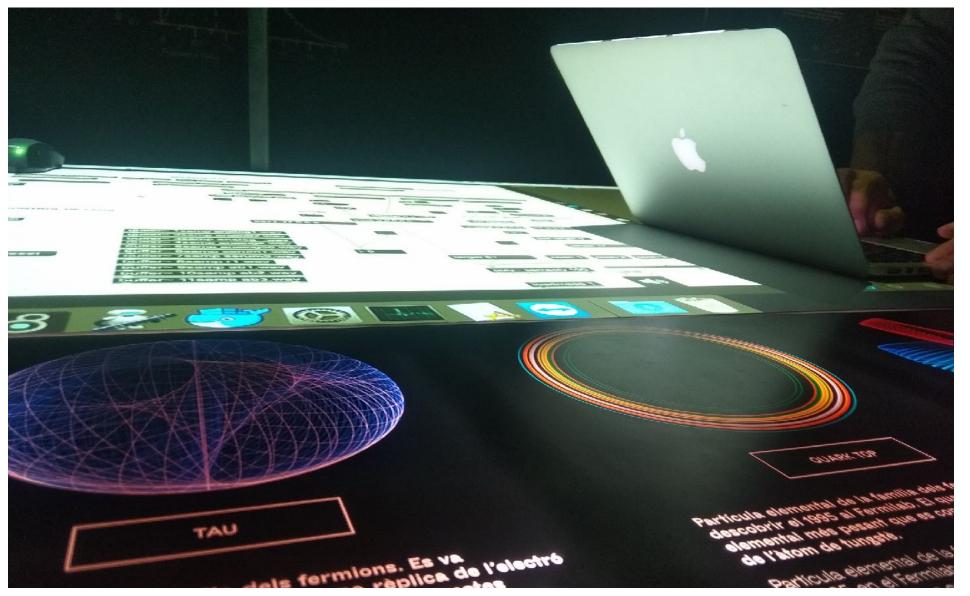


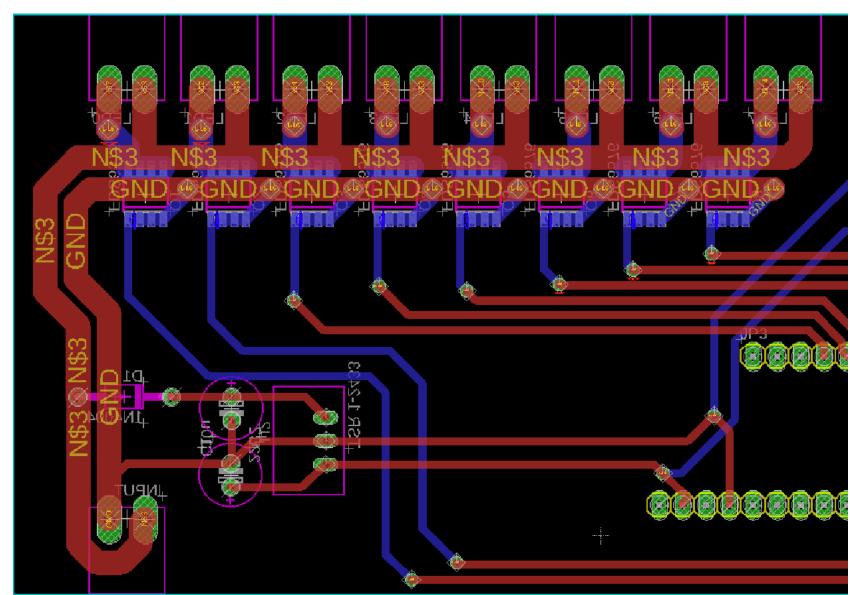
Lorentz Transformation

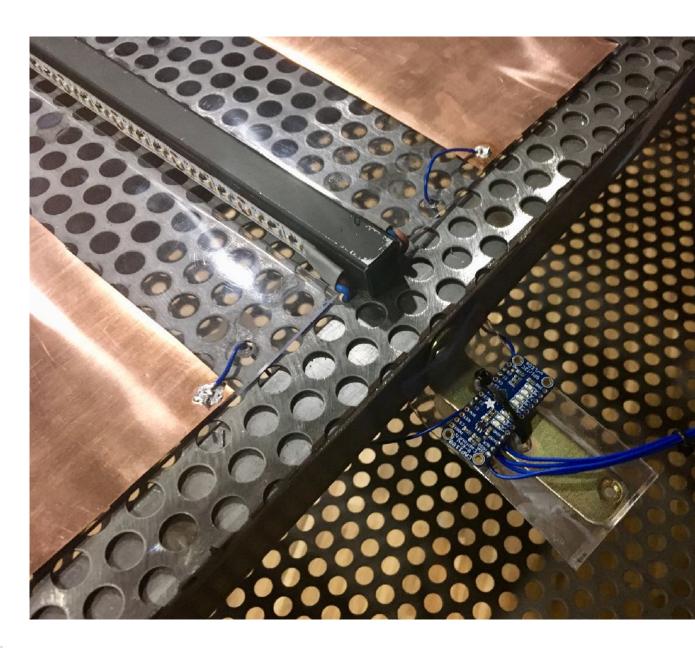
Lorentz Factor $8 = \frac{1}{\sqrt{1 - v^2/c^2}}$

the speed of light is constant in all IRFs

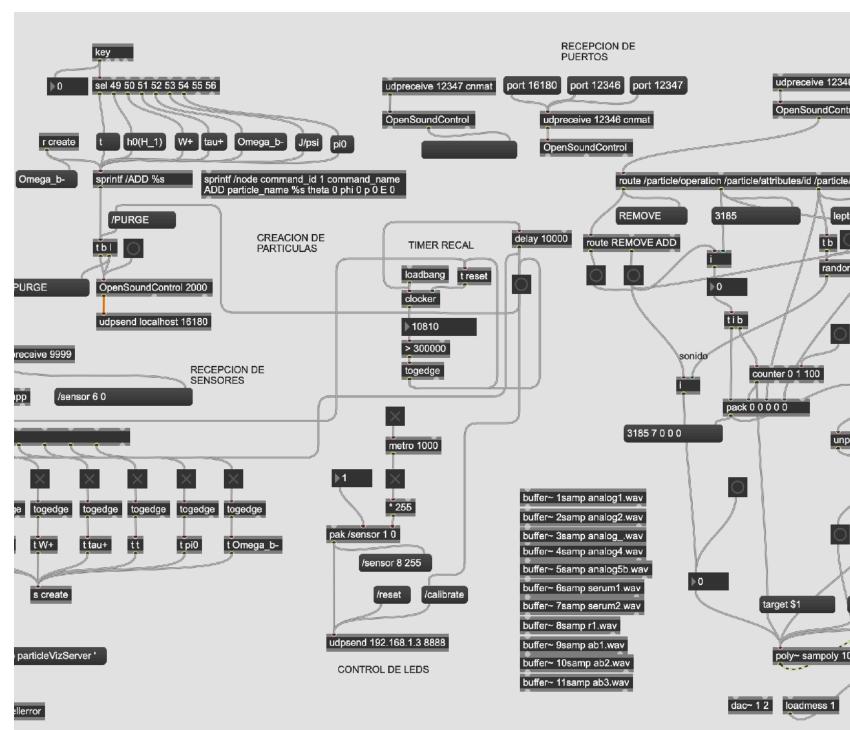








```
#include "ofApp.h"
     #include "Parameters.h"
     void ofApp::setup(){
       ofSetWindowTitle("Univers Quantic @ cccB");
       ofSetEscapeQuitsApp(true);
       ofBackground(0);
       ofSetFrameRate(60);
9
       ofSetVerticalSync(false);
10
       ofSetCircleResolution(100);
11
12
       ofHideCursor();
13
       ofLogToFile("/var/tmp/viz.log", true);
14
15
       showStats = false;
       listManager = make_shared<ListManager>();
17
       OSCInPort = Parameters::OSCInPort;
18
       oscManager.setup(OSCInPort, listManager);
19
       oscManager.startThread();
       ofLog() << "listening for osc messages on port " << OSCInPo
20
       vizManager.setup(listManager);
21
```

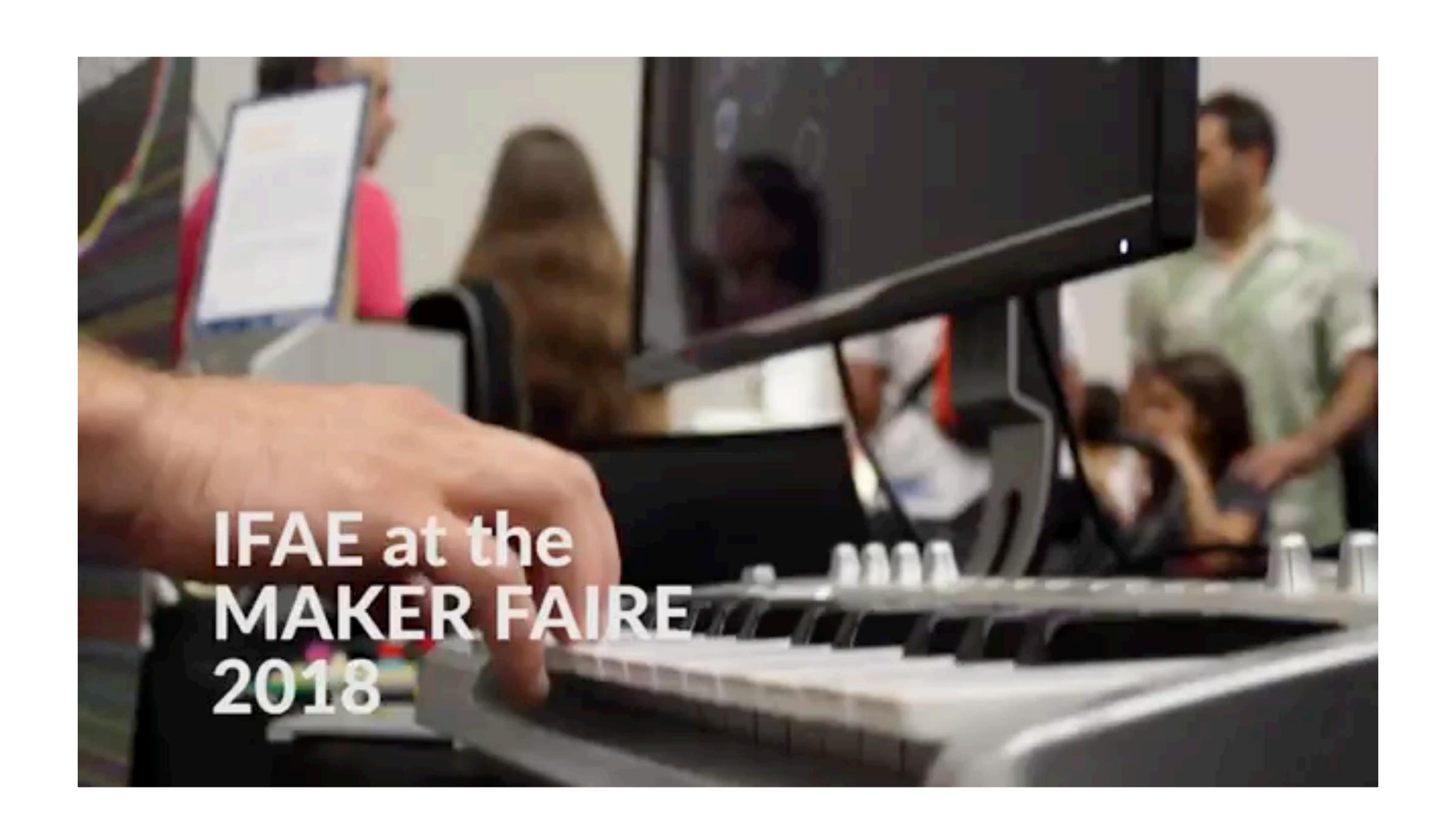




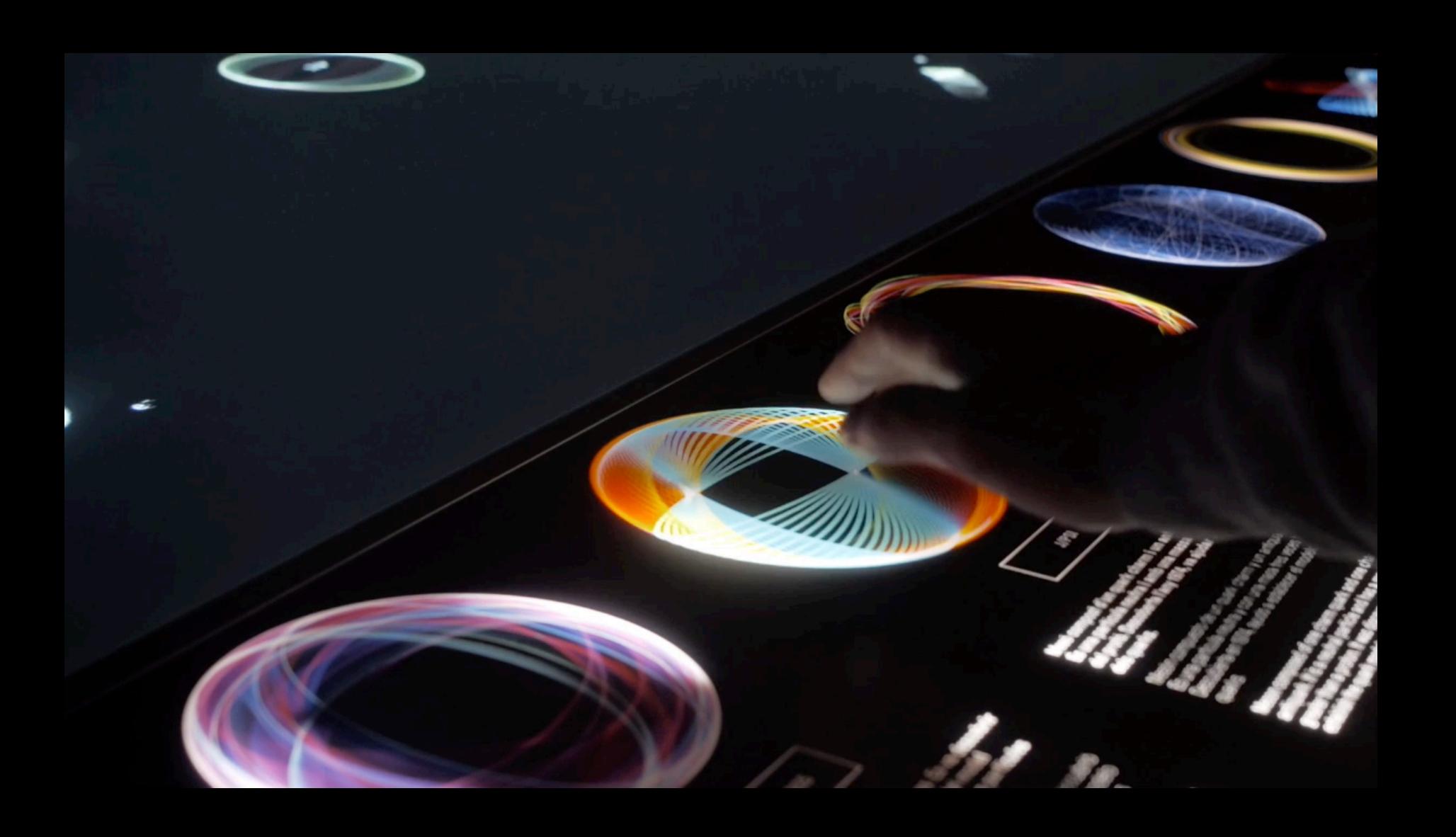












Activities at the museum

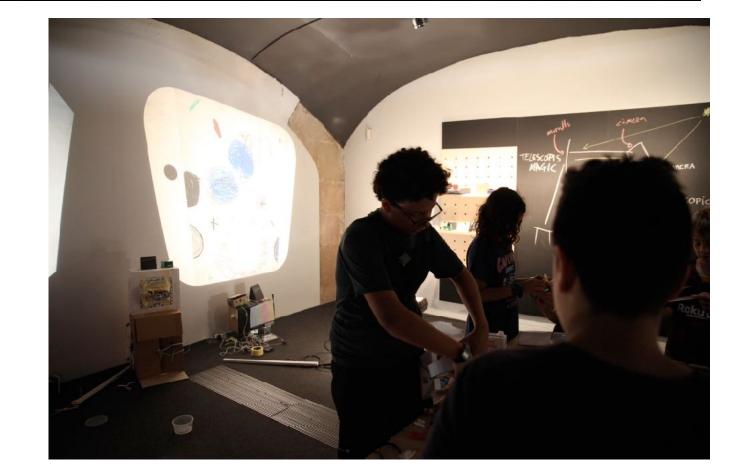
Reaching out to kids and families through arts, crafts & physics



























Content Experience

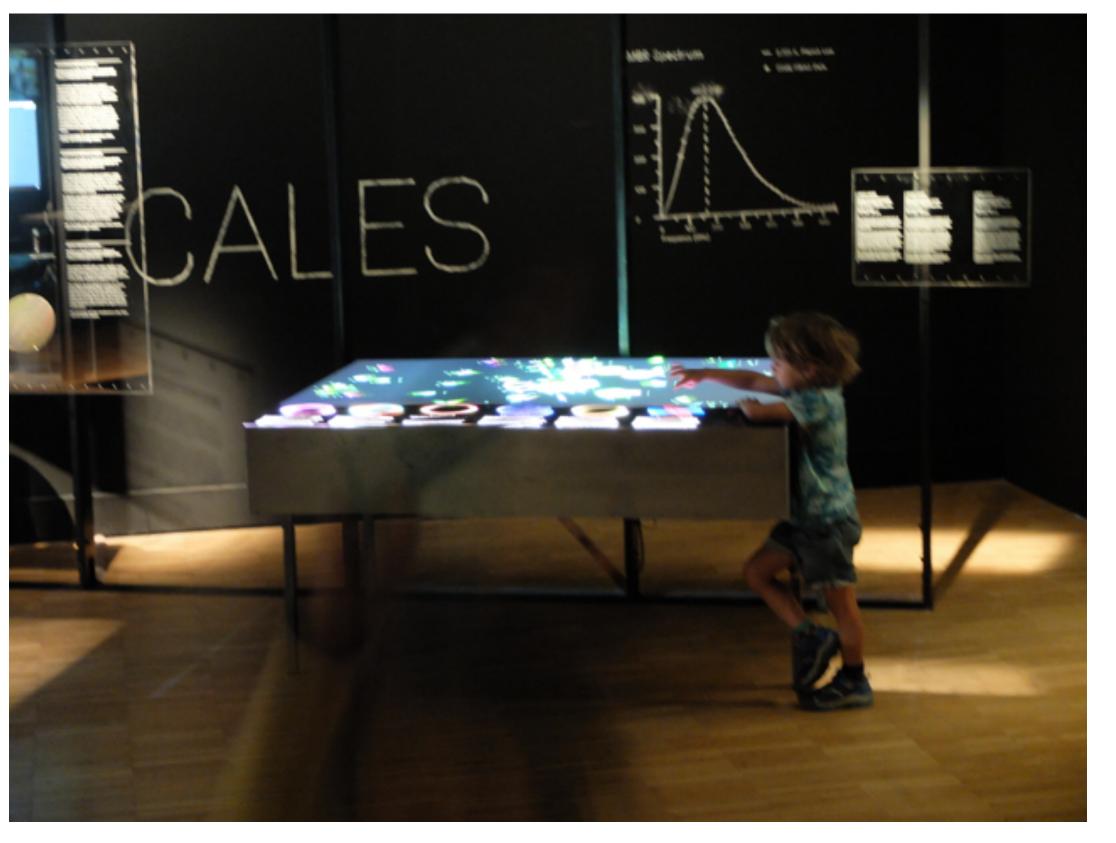
Goal

Talk Conversation

Message Design

The collaboration with the Quantica exhibition at CCCB made us rethink our approach to physics outreach to adapt to new publics and deliver a better experiences by incorporating best practices form other disciplines.

It also helped us to be aware of the value of our scientific and technical personnel in exploring new ways of communicating science.



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