



The Science of... 2008

The Science of Survival
"Your Planet needs you"

April 2008

Team and Task

Client

Science & Media LLP
c/o Science Museum
Exhibition Road
London SW7 2DD
UK
www.scienceof.com

represented by:
Sara Milne, CEO The Science of...
Craig Hatto, Exhibition Director
Keven Garnett, Contracts Manager

Project team

Hüttinger Exhibition Engineering
Kurt Hüttinger GmbH & Co. KG

www.huettinger.de

with
Axel E. Hüttinger
Benny Beringer
et al.

Job

In November 2007, Hüttinger was awarded as the main contractor to supply a travelling exhibition of the 2008's edition of the The Science of... rolling programme of exhibitions, named "The Science of Survival – Your Planet needs you" inaugurated at the Science Museum London on April 5th 2008.



The Science of...

In 2005 the world-renowned Science Museum London teamed up with the intellectual property management experts Fleming Media to set up The Science of... who develop and tour blockbuster exhibitions. Together they saw an opportunity to create a stand-alone, sustainable business dedicated to sharing, communicating and transferring passion for popular science to a wider global market. With a 10-year track record of mounting and touring blockbuster exhibitions, they are highly skilled in providing truly involving, immersive, informative and entertaining experiences for audiences worldwide.

The Science of... is a rolling programme of charged popular science exhibitions, opening annually at the Science Museum London, with each then touring internationally for five years. Each exhibition is duplicated at least once, in order to tour simultaneously in different territories. The launch project The Science of Aliens was opened in October 2005 at the Science Museum London and is currently on tour in Paris. An American version opened in the Miami Museum of Science in November 2006. The follow-up The Science of Spying was opened in February 2007 in UK and in March in USA as well. The Science of... become an essential guide to understanding ourselves and the world we live in. The main intention is to provide thought-provoking experiences across a wide variety of platforms and environments.



The Science of Survival Your planet needs you!



The Science of Survival gives glimpses of the world in 2050 and explores how mankind will survive on a changing planet. In this thought-provoking, interactive exhibition visitors will engage with some of the most important issues facing us today, including global resources, climate change, and our options for a sustainable future. Visitors will be able to make some choices about the future and see how they could be living in the year 2050. In Briefing at the start of the exhibition visitors will meet - Buz, Eco, Tek and Dug - four people from the city of 2050 who have found a way to communicate from the future. These four will provide guidance and advice as visitors tackle the challenges ahead.

The exhibition is divided into sections called Drinking, Eating, Enjoying, Moving and Building which look at what mankind need to survive and how changing climate and resources could affect the live. Amongst others, beholders will explore new places to find water for the city of 2050, sit down to eat with others and trade food for dinner, explore shopping in 2050, check out new vehicle technologies in a racing game and even design their own future home.

All the decisions they make along the way are included in the Future City at the end of the exhibition. They will see that all people make different choices based on their different priorities and that these will have major effects on the world of tomorrow. Changing climate and resource availability mean the way we live will change, but we can make positive choices to affect our futures.



Entrance

Entrance – Reception

At the reception desk all visitors get a passport to the future, including a RFID tag, an introduction to the four virtual guides and useful instructions for their leap in time. Then they step through a terrestrial globe, literally, into the all day live of the year 2050. While visiting every section, each visitor decision and choice will be stored on the RFID tag.

At the exhibitions end, The Future City area, the stored choices visitors have made and the things they have designed will be brought together, via Software, into their neighbourhood in the city of 2050.



Drinking and Eating



Drinking

We need to drink water everyday to survive. Water shortages are already a serious issue around the world today and by 2050 fresh drinking water could be even scarcer. In this area visitors will learn about innovative new techniques and technologies for getting safe drinking water to everyone.

They can play the fast paced Future Drink game to discover some of the places we might get more water in 2050. And they can splash around in a virtual pool.



Eating

Not only will food production change because of climate change, it actually accelerates the process - everything from cows, fertilizers, rice farming to transporting and processing foods all add to climate change. Visitors get a picture of what will people all be eating in 2050 and how can they satisfy their tastes for interesting and exotic food while ensuring everyone has enough to eat.

In this section viewers will see some ways food production may change in the next few years; from the urban chicken run to zero energy refrigeration. They explore some of the new developments in food production and design their own food for 2050. Organic or GM, niche snack or global staple - it's their own choice, but the virtual guides will be very vocal about what they like and dislike.

Enjoying and Moving

Enjoying

Friends, family, work and play will still be essential to the live in 2050 but all these activities can contribute to climate change in one way or another. Travelling to see friends or family, going shopping or on holiday can burn fossil fuels, releasing carbon dioxide.

All those things which were bought to have fun - computer games, toys, clothes - all release carbon dioxide when they are manufactured and yet more when they are transported. They also use resources to make in the first place, which means the way we enjoy things might change as oil gets scarce, waste becomes more of an issue and preserving natural resources become increasingly important. Visitors learn how they can enjoy themselves in 2050 to lessen the impact on the environment. The virtual guides will take visitors through how they like to enjoy themselves in 2050 before viewers explore some of the impact of the current lifestyles. Visitors are invited to try on some clothes which could provide sustainable options for the future.



Moving

Travel is pretty much essential to our lifestyles - going to school and work, going on holiday, visiting Granny. Transporting 'stuff' from other places to us - food, clothes, toys, fuel, anything really - is essential to the way we live as well. Just now, much of our transport relies on oil, which could well become scarce in the future. It also produces carbon dioxide, adding to climate change. Visitors learn how they can have the lifestyle they want while lessening their effect on the environment.

In the Moving area they can discover some new vehicle fuels for the future including plants, electricity and hydrogen and they can take guests to a party in the fast-paced Future Journey game before designing their own vehicle - with a little advice from the virtual guides.

Building and Future City



Building

Buildings are big contributors to climate change. When they are built, setting concrete gives off carbon dioxide directly and making and transporting all the other building materials uses energy which inevitably results in more carbon dioxide released. Even after moving in, there are important environmental impacts from how we live.

Generating electricity and heating the homes gives off lots of carbon dioxide. But changes in building materials, design and careful choices of electrical appliances and power stations can reduce this impact. In the Building area visitors can feel some new building materials and get advice from the guides as they design their own 2050 home before they discover some interesting new communities proposed by architects around the world.

Future City

Viewers will have discovered throughout the exhibition, that their lifestyle impacts on the environment in a great many ways – it uses resources and it contributes to climate change. This area brings together the various choices visitors have made and the things they have designed, via RFID tag into their neighbourhood in the city of 2050. They watch their neighbourhood rise from the ground and come to life as it's surrounded by the neighbourhoods developed by all the other visitors. They see whether they are most like Buz, Eco, Tek or Dug, compare other people's designs and see how people have made different lifestyle decisions. They will see how they can make positive choices about how they live that give everybody a comfortable lifestyle and an exciting future.

„Our aim is to convert our customers' ideas into animated, communicative information to make even the most complex subject transparent, understandable, tangible, to make it an experience for everybody ... creative down to the last detail thanks to our commitment and know-how“



Kurt Hüttinger GmbH & Co. KG

Mittelbügweg 90
90571 Schwaig bei Nürnberg
Germany

Telefon +49 (0)911 / 99 5 33 - 0
Telefax +49 (0)911 / 99 5 33 - 99
info@huettinger.de
www.huettinger.de

HÜTTINGER