Asger Høeg
Executive Director of Experimentarium since April 1988
President of ECSITE, The European Network of Science Centres and Museums
Since then 5,7 million visitors

The same as 980 visitors on average everyday, 7 days a week, 361 days a year
Visitors stay in average 4 hours
Slogan:

Experimentarium - a new experience every time
Which means that you must introduce new activities at least twice a year
A main exhibition of 300 experiments

Two temporary exhibitions
Main Exhibition:
You & Me

Experimentarium®
Main Exhibition:

Our Dynamic Earth
Main Exhibition:

Look at the light
Main Exhibition:

Hear the Sound
Main Exhibition:

Children’s Puddle
Main Exhibition:

Children’s Pavillon

Børne Pavillonen

100 sjove m² for de 3-6 årige!
Main Exhibition:
The Perception Gallery
Main Exhibition:

4.500 m²
Two temporary exhibition areas:

750 M2

300 m2
Themes for temporary exhibition:
Themes for temporary exhibition:

Future Body
Themes for temporary exhibition: CreepyCrawly
Themes for temporary exhibition: The Brain
Themes for temporary exhibition:

Sport & Spinach
Themes for temporary exhibition:

Dialogue in the Dark
Themes for temporary exhibition:

Xtremes
Themes for temporary exhibition:

Xtremes

Espionage!
Themes for temporary exhibition:

T-Rex The Killer Question
Experimentarium is much more than the exhibitions!!

Shows
Demonstrations
Educational materials
Debates
Consensus conferences
Workshops
Scientific Cafés
Science nights
Nationwide out-reach

Rescue Team for one day
Nationwide out-reach

Danish Inventor Land
Nationwide out-reach

School competitions

Galathea 3
Nationwide out-reach

School competitions
Xciters
Peer-to-peer teaching
240 people work at the Experimentarium
240 people work at the Experimentarium

Equal to 130 FTE
240 people work at the Experimentarium

Equal to 130 FTE

The turn over is 9 M€
Experimentariums Vision for 2014
Experimentarium's Vision for 2014

Establish four new departments
Department for teachers training and other courses
Department for teachers training and other courses

Department for educational material
Department for teachers training and other courses

Department for educational material

Research centre for informal learning
Department for teachers training and other courses

Department for educational material

Research centre for informal learning

Department for science news
Mega trends in the Western World
Mega trends in the Western World

Growth of wealth as never seen before
Mega trends in the Western World

Growth of wealth as never seen before

Introduction of new technology that can improve teaching
Mega trends:
The family structure have changed
Mega trends:

The family structure have changed

The mother works outside the family
Mega trends:

The family structure have changed

The mother works outside the family

The world of today is much more complicated
Mega trends:
The teachers get less salary and the teachers social position has declined
Mega trends:

The teachers get less salary and the teachers social position has declined.

The teachings has gone from “give to” over to “collect information” teaching.
Mega trends:

The teachers' role has changed from being an institution to a coach that you only accept if she can provide...
Mega trends:

The pupils and the students have experienced the fastest growth of wealth in history
Mega trends:

The pupils and the students have experienced the fastest growth of wealth in history.

The younger generations are sitting on the top of Maslow’s Pyramid.
Mega trends:

With only one thing to do in this world:
Mega trends:

With only one thing to do in this world:

To realize yourselves!
Science and technology is not at the top of mind when the young generation shall decide their career.
Science and technology is not at the top of mind when the young generation shall decide their career.

The science teaching must be improved to arouse student’s interest in science and technology.
The formal learning system is facing the greatest challenge in many years.
The formal learning system is facing the greatest challenge in many years

How to improve the science teaching?
The answer is very close:
The answer is very close:

The formal learning system shall get the inspiration from the informal learning system.
We have the students from four to eight hours per year at the best
We have the students from four to eight hours per year at the best.

We cannot change the world by having the students for that short time.
But the science centers can inspire and teach the formal learning system to perform better.
The instruments are:
The experiments in the exhibitions, the numerous science communication activities, the Department for Science Communication Material, the Teachers Training Department, the Science News Department and not least the Research Department for Learning in Informal Settings
Why is it important?
Why is it important?

Because our wealth 30 years from now depends on the amount of science research of today and the nearest future.
Why is it important?

Because our wealth 30 years from now depends on the amount of science research of today and the nearest future. And that depends on how many young and bright people that choose a career in science or technology.
In the end, the science centers contribution to the formal learning system is crucial for achieving the Lisbon Agenda’s goal: EU to be the most competitive knowledge based region in the world in 2010
Thank you so much for your attention!