



Festival della Scienza

FINAL PRESS RELEASE

Science Festival: Balance 2007

We concluded the success of the **Genoa Science Festival** with a total of **over 250.000 visitors** to the different initiatives scheduled for this fifth edition (25 October - 6 November 2007) confirming the occasion as **the largest event** for the distribution of science in Europe, in which minister **Mussi** has declared that he would like it to be known as a **National Festival**.

Nearly 100 locations around Genoa and Liguria hosted over 500 events (288 of meetings and conferences 81 of special events, shows and projections 111 laboratories 46 of exhibitions and exhibits), recording in many cases sold out capacity with a **significant increase in the participation by schools**: a curious public attracted by important personalities from the world of research, but also by the actuality and points of reflection offered by the themes dealt with, as well as by possibility to literal touch the science so as to witness first hand its most original and innovative applications.

The most visited exhibitions and laboratories

Nearly **150.000 people** visited the scheduled **exhibitions and laboratories** in Genoa, which like every year provided **multiple forms of divulging information** through the most original and innovative formats and languages, extending from interactive games and experiments "hands on", to the suggestive glimpses provided by photographs of the planet, to the fascination of the relationship between contemporary art and avant-garde research.

Among the scheduled exhibitions and laboratories, which registered the highest public attendance, were **Special Cinematography Effects at the Telecom Space** which was the most viewed event of the Festival with almost 40.000 visitors, the Laboratories of **Storehouse of Plenty**, the space *Matefitness* at the Palazzo Ducale, *The Wonder of Science. Browsing through the materials*, *Volcanoes: explosions and effusion*, *A quick view of Physics*, *When prehistory becomes art 1, 2, 3*, *The Science of the Pandoro*, *Pole Position. Adventures between the glaciers at the edge the Earth*, *Tomorrow. the sensible future*, *Life. A voyage through time*.

The most attended conferences

More than **55.000** people followed the scheduled conferences, which this year also brought to Genoa the most authoritative experts from the sector of international research. Among the most followed events were:

- **Students of Genoa meet Jane Goodall** (Jane Goodall)
- **EstEtica of chaos** (Philippe Daverio, Giulio Giorello, Stefano Moriggi)
- **IgNobel awards** (Marc Abrahams, Ruurd de Jong, Stefano Ghirlanda, Donatella Marazitti, Kees Moeliker, Piero Paravidino)
- **Scientific progress and general medicine. The role of women** (Edoardo Boncinelli, Gilberto Corbellini, Gianna Schelotto, Nicla Vassallo, Francesca Merzagora)
- **The future of Biology** (Michel Morange)
- **Pole Position. Adventures among the glaciers at the end of the Earth** (Reinhold Messner)



- **From Sputnik to Mars. Half a century in Space** (Giovanni Fabrizio Bignami, Sergio Zavoli, Giosuè Boetto Cohen)
- **One World or Innumerable? An idea which becomes a paradigm** (Alex Vilenkin)
- **The Moral Mind. The natural origins of good and bad** (Marc D. Hauser)
- **Heretic thought on Science and Society** (Freeman Dyson)
- **CO₂: guilty or innocent? From climatic chaos to the chaos of information** (Giorgio Budillon, Teodoro Georgiadis, Valter Maggi, Luigi Mariani, Paola Rivaro, Jack Steinberger, Paola Catapano)
- **Behind the mirror. The world hidden by the extra-dimensional** (Lawrence M. Krauss)
- **Is science universal?** (Jean-Marc Lévy-Leblond)
- **Where can biology arrive, in the explanation of human actions? A Proposal of pluralistic naturalism** (Mario De Caro, John Dupré, David Macarthur)
- **Science and Philosophy** (Hilary Putnam)
- **Mathematics** (Claudio Bartocci, Umberto Bottazzini, Furio Honsell, Piergiorgio Odifreddi, Guido Trombetti, Giulio Giorello)
- **The Adulteries** (Aldo Naouri)

The most attended Shows

A huge success at the Teatro della Corte for the extraordinary European premier of *Life. A voyage through time*, a multimedia symphonic concert performed by the Philharmonic Orchestra of Turin directed by Carlo Boccadoro of music composed by the American **Philip Glass** as a comment on the images of the photographer, *globetrotter* **Frans Lanting**. Sold out also was the return to the theater by **Corrado Augias** with *Le fiamme e la ragione*, conference – show dedicated to the personality Giordano Bruno, produced by PromoMusic and the Science Festival and for the fascinating trip to the discovery of the cosmos between jazz and electronic samples offered by the exclusive production for the Science Festival *Space is the Place*, with **Enrico Rava**, **Jon Balke**, **Furio di Castri** and **Patrice Heral**. Particularly appreciated were *Non Linear Time* and *Chronicle of Eden*, two meetings which were able to marry the suggestiveness of the stage with the magic of acrobats and of the **art of circus** and to the revocation of the charismatic figure of **Emily Dickinson**.

The Festival in Liguria

A great success also for the Science Festival outside of Genoa, with **over 45.000 visitors** among all of the communities involved, with note to **Sanremo** with more than **19.000 visitors** and **La Spezia** which went over **18.000**. Also to point out the **over 4000 visitors** in only three days to **Sestri Levante** and the **1000** to **Busalla** for *The Kitchen of energy*.

Media

Always in growth for the quality and the quantity, of the attention from the mass media towards the Festival: **300 accredited journalists**, representing the major local, national and international publications such as *Science*, *Wired*, *Physics World*, were present. A preliminary monitoring of the extraordinary coverage shows **over 800 articles published before, and during the event**, to which can be added the **over 300 articles** about the Festival **published online**.



In addition the Festival obtained over **30 presentations on national television** and over **40 on local networks**. Also the **radio coverage** was optimal with over **30 stations between national and local** which covered the event the, with its news flashes, interviews and in depth stories both of the general news as well as in the various other scheduled programs. This 5th edition of the Science Festival was presented also in important national media through different television services by over **14 different contributors** from the Rai, Mediaset and La7, among which were Tg1, Tg2, Tg3, Tg5 and Tg7, *Striscia la notizia*, *Uno Mattina*, *Cominciamo bene*, *Tg Leonardo*, *Tg3 Neapolis*, *Superquark*. To note was the increase in attention recorded by **current social and programs** that demonstrated the **variety** achieved from the articulated and multi-disciplinary programs of the event. The Press Office of the Festival has issued **70 bulletins** covering the principal events in the program. From September to date there have been almost **1.800.000 pages visited** on the Internet site www.festivalscienza.it

Beyond the program

Among the many new ideas of Festival 2007, we would like to note:

- **The Blogger:** project the official blog of the Festival <http://blogfestivalscienza.net> recounted through the undeceived vision of six attack bloggers the proceeding of the event from an original and non-traditional point of view reaching up to **35.000 pages visited** by **13.000 individual users**, of which **65%** navigated on the site for a time superior to five minutes. The locality of the **Loggia della Mercanzia** was transformed into an active crossroad of interviews and behind the scene events, which were particularly enjoyed by the same supervisors which had to interact with the public in an informal and direct manner.
- **The Mathematics Marathon:** in the setting of the permanent project *Matefitness*, the Festival 2007 hosted the volcanic banker and champion of mathematic games **Giorgio Dendi**, a protagonist whose vitality provided 12 hours of non stop, *From dawn to dusk*, of Sudoku, theorems, games of intelligence e crosswords.
- **The Festival “prizes” to Genoese Schools:** the school for the diffusion of Bioscience of Milan has awarded to the Champagnat High school a bioinformatics’ laboratory, while also following the restoration work del Centro IMG (Idee Materie in Gioco) of the kindergarten “Tina Quaglia”.
- From this year the Festival also has a **song**, *A Song for Science*, and a **beer**.

Animators

Well over **650 animators** of the Science Festival, with a **pink quote superior to 63%** and a percentage of **18%** coming from **outside the region**: Turin, Rome, Naples, Bari, Bergamo e Alessandria the principal original cities of the events; 63 students from 6 high schools which did training at the Festival. The animation project in addition was opened to the international dimension through the important participation by the specialization schools **EASE – European Academy for Scientific Explainers**, in the setting of an twin agreement between the Science Festival, the Technology of Shanghai festival and the new Association for the divulging of science in the Mediterranean MASAD, as well as the Chinese students and the countries of the Mediterranean Sea.



Friends

“**Friends of the Science Festival**”, are growing with an increase of **23%** in enrollment. In the famous **dinners** in the most beautiful Genoese homes almost **700 guests** participated, of which **25** were foreign **supervisors** which decided to stay the night with the families.

The city and the Festival

More than positive the return of this occasion in Genoa. The Science Festival brought to the city thousands of visitors, and also thanks to the November holiday the local **Hotelier Association** recorded an increase **over 20%** reservations in Genoese hotels in comparison to the annual average. To note **the** profitable synergy with **the Aquarium**, the most important permanent attraction in the city, which hosted some of the scheduled meetings, was visited during the festivities by over **9000 persons per day**.

The Science Festival invites you to the 6th edition in Genoa,
from **23 October** to **4 November 2008**.

Proposals for the 2008 edition will be open in a few days on our site www.festivalscienza.it, closing for proposals will be 15 January 2008.

The key word for 2008 will be: **DIVERSITY**

Genoa, 6 November 2007