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WHO IS THE SCIENCE FESTIVAL

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WHAT IS... THE GENOA SCIENCE FESTIVAL

Countdown to the **fifth edition of the Science Festival**, which will take place **Genoa from the 25th October to the 6th November 2007** this year dedicated to the key theme of **Curiosity**. The quality in the contents and the interdisciplinary nature of the languages spoken are the key players in an event that draws in a whole region, Liguria, which has lately become the theatre of an important phase of renewal, which is valorising the territory and transforming ancient squares and museums of one the most fascinating seaside cities of Italy into the stage of a fascinating **voyage across the paths of scientific research**: these are the distinctive traits which have rendered an event inaugurated in 2003 a success and which through the years has shown an exponential growth of its capacity of attraction, becoming one of the most important events of scientific dissemination on a global level, to the point that last year it hit the **record number of 250 thousand visits**, and the recognition of it by the **EU Commission** as one of the **10 best practices** in Europe.

This year there will be another thirteen days to tell the stories of the mysteries, the discoveries, the successes, the attempts, the problems of an evermore fascinating and seductive world, which will take place at the same time as the **International Polar Year** and will pay particular attention to the **European year of equal opportunities**. The **programme** marries **hundreds of varied initiatives and events**, which have been conceived to satisfy or stimulate interest in all ages and levels of knowledge, modulating the offer with a series of **formats and original languages** which have always been the Festival's identifying trait. The multiple interdisciplinary proposals, which aim to move beyond the traditional contraposition of scientific and humanistic culture, are represented by **scientific exhibitions, art/science exhibitions, workshops and interactive and didactic courses**, photographic and artistic **exhibitions, conferences, round tables and workshops, theatre shows, musical performances and cinematographic projections**.

Among the highlights of the 2007 edition are: the exhibition *Life: a Journey through Time*, a photographic worldwide voyage following evolution's traces through shots, exhibited for the first time in Italy, by *globetrotter* and photographer **Frans Lanting**, who will also be the protagonist in those days in Genoa of a performance, which will take place side by side to a European first, the performance by Turin's philharmonic orchestra, directed by **Carlo Boccadoro**, of the symphonic multimedia concert with **Philip Glass'** score, orchestral arrangement by **Michael Riesman** and **Alexander V. Nichols** visual design, produced by the Cabrillo Festival of Contemporary Music, directed by Marin Alsop; *Antartis*, a fascinating open air gallery made up of 80 images taken by international photographers, the chance to discover, in the International Polar year, the polar regions of our planet, Earth's last frontier regions, crucial on a climactic, naturalistic, historic scientific and social level, themes which are also developed by the interactive exhibits of the expositive path *The secrets of life in the polar ice, Tomorrow*, an exhibition which aims to use the suggestive works of international contemporary artists and sophisticated scientific apparatus to make us reflect of the principal challenges which our planet will have to undergo in the immediate future: global warming and resource exploitation.



Among the spectacular events are *Faust in Hiroshima*, an original reading in musical form of the intention of the atomic bomb using the figures of Goethe's Faust and the life of the physicist **Joseph Rotblat**, Nobel Prize for peace 1995, originally part of the Manhattan project; a first show which will see the journalist **Corrado Augias'** return to theatre, a mise-en-scene dedicated to the figure of **Giordano Bruno**, the symbol of an unconditional passion for scientific and philosophical research and of courage in facing an atrocious death rather than recanting his reason and his ideas; *Space is the place*, a special project produced exclusively for the Science Festival, in which a quartet of internationally renowned musicians - **Enrico Rava**, **Furio di Castri**, **Jon Balke** e **Patrice Heral** – propose an original reflection on deep space, by using samples, jazz, grooves and sound suggestions. Alongside the new production and the exclusive events, *CircoScienza* returns to the festival, the by now traditional appointment where acrobats' and jugglers challenge to the laws of physics, which has won the **best project at the Wroclaz Science Festival**: this year the format proposes a fun and educational street-circus workshop, with balancing acts, games and acrobatics, with a new production of contemporary circus alongside it.

This year the selection of international that enrich the Genoese programme is particularly rich: from *Dr. Molecule*, in which the researchers from Jerusalem's Bloomfield Science Museum, by marrying entertainment with education, offer visitors a series of scientific proofs by using objects and materials normally found in our kitchens, to the open-air scientific laboratory by the Danes in *The Human Chain*, running through the fun chemistry and physics experiments of the **Ljubjana Jozef Stefan Institute**, from Slovenia, and the mathematic labyrinth brought to Genoa by the **Madrid Mathematical Teachers Society** in collaboration with the Madrid Science Fair.

The conference programme of the 2007 edition can boast, as usual, the participation of some of the most important exponents in the Italian and international scene: among others there will be the mathematician and physicist **Freeman Dyson**, the protagonist of some of the most important moments in theoretical physics of the 20th Century, the primatologist **Jane Goodall**, expert in the social behaviour of chimpanzees; the ethologist and psychologist from Harvard and theorist of a universal moral grammar **Marc Hauser**; the physicist and communicator that has studied some of the most extreme science fiction like possibilities of physical research **Lawrence Krauss**; the American philosopher **Hilary Putnam**, the protagonist of a *lectio magistralis* on scientific naturalism; the Nobel Prize for Physics **Jack Steinberger**; the director of the "Annals of Improbable Research" **Marc Abrahams**, who will bring some of his famous Ig-Nobel Awards to Genoa.

These are just a few of the innumerable suggestions offered by an event, which, through the years, with the precise **disseminatory intent** that distinguishes it, has managed to become a fundamental meeting point between the most avant-garde scientific competencies and each citizens thirst for knowledge and, on the other hand, thanks to its great attractive ability and the vast international network of collaborations, an indispensable occasion to meet for the **scientific community** itself.



In perfect coherence to its intention of bringing the world of research closer to the public, by unveiling the intimate connections that science has with everyday life, one of the Festival's strongest points this year will once more be represented by its **science animators**, selected from **university students, graduates, PhD students** and **young researcher** to guide and inform visitors through the different events in the calendar: a project that this year opens itself up to the international dimension, with the launch of **EASE – European Academy for Scientific Explainers** which will see the participation, in accordance with the twinning of the Science Festival with the Shanghai Science and Technology Festival and in accordance with the new association for scientific dissemination in the Mediterranean MASAS, of Chinese students as well as others from different parts of the Mediterranean. To consolidate further the agreement of cooperation with the Chinese scientific and technological event, the urbanist **Zheng Shiling**, responsible for the projects of planification for the 2010 Universal Expo in Shanghai will be present at the Festival with a lesson on the latest frontiers of **urban requalification**.

The Science Festival was conceived and organized by the **Science Festival Association**, made up by Assindustria Genova, Camera di Commercio, Industria e Artigianato di Genova, CNR - Consiglio Nazionale delle Ricerche/INFM, Codice. Idee per la cultura, Comune di Genova, Costa Edutainment, Dixet, Fiera di Genova, INFN - Istituto Nazionale di Fisica Nucleare, INSTM - Consorzio Interuniversitario per la Scienza e la Tecnologia dei Materiali, Provincia di Genova, Regione Liguria, Sviluppo Genova, Università degli Studi di Genova. The initiative is in partnership with the **Comune di Genova**, with **Telecom Progetto Italia** and with **Compagnia di San Paolo**, and makes use of the consultation of an important scientific board and an international research network, made up of contacts and collaborations with numerous international and Italian organisations, museums and institutes.

THE FESTIVAL'S HISTORY FROM 2003 TO 2006

2003: "BEYOND"

In its **first edition**, from the **23rd October to the 3rd November 2003**, the Science Festival faces the theme of the interdisciplinarity of research, condensing the concept of a scientific culture in continual expansion into the key word ***Beyond***. From the very beginning there were *Lectio magistralis* by important exponents of the scientific scene – from the evolutionist **Niles Eldredge** to the palaeontologist **Ian Tattersall**, from the geneticist **Luigi Cavalli Sforza** to the biologist **Edoardo Boncinelli** and the astrophysicist **Margherita Hack** – alternated with unusual and original reflections (such as the extremely well received conference on the science of Harry Potter) and suggestive theatrical performances such as Michael Nyman's work ***The man that swapped his wife for a hat***, based on the book with the same name by the neurologist-writer Oliver Sacks. The proposal of original interactive exhibits are conceived – from ***Simple and Complex*** to ***The wonders of science*** – which will become one of the Festival's identifying factors and a model successfully exported to the rest of the world.



From this first edition the Genoese event shows its ability to attract the public, with a total of **136 thousand visits** in the twelve days of the event, clearly showing that an interest in science can be a mass phenomenon. The internet community also praises the event: **the website, www.festivalscienza.it**, registers, between October and November, more than **two and a half million contacts**.

2004: "EXPLORATION"

In its **second edition, from the 28th October to the 8th November 2004**, which is inserted in the frame of official events of "**Genoa European Capital of Culture**" and inserted into the events recognised by the European Union in the context of the European Week of Scientific Culture (ESW), the Science Festival faces the theme of ***Exploration***: from the new frontiers reached in the most disparate fields of research to the progressive tendency in many sciences to leave their specific, specialised boundaries and to confront themselves with other fields. The programme is enriched by numerous special events, shows and performances, and gains a greater international viewpoint from the launch of the **Esciental** network, which brings exhibitions and workshops by different European institutes involved in the communication of Science in a museum context to Genoa. In the second edition of the festival among others there were the mathematician **John Barrow**, the anthropologist **Marc Augé**, the neurobiologist **Semir Zeki**, among the first to theorise an indissoluble relationship between art and science, and the cognitive scientist **Jean-Pierre Changeux**, one of the absolute fathers of the "mind sciences".

To underline an evermore diffused tendency, the presence of researchers that have made the crossing from pure essay-writing to narrative activity is intensified: among these is the chemist **Carl Djerassi**, the inventor in the Fifties of the anti-conception pill and then the author of novels and plays, who presented a piece in Genoa dedicated to *Sex in the age of mechanical reproduction*.

Participation increases by 21 per cent in this edition, touching the number of **165 thousand visits**. Among the most followed events is the exhibition **Leonardo da Vinci and music**, a voyage to the discovery of one of the least known aspects of the polyhedral geniality of this artist-scientist, using an exhibition of musical instruments invented by him and rebuilt on this occasion and inserted into an interactive environment which recreates, through games, acoustic experiments and audiovisual projections, the suggestions of the Renaissance's cultural universe.

2005: "FRONTIERS"

The **third edition of the Science Festival, from the 27th October to the 8th November 2005**, is dedicated to the key theme of ***Frontiers***, in the sense of the meeting points between the known and the unknown, of the limits which must continuously be moved back, of boundaries and thresholds of different forms of knowledge, constantly to be overcome by new forms of interdisciplinary research.



To ideally close the World Year of Physics, proclaimed by UNESCO to celebrate the centenary of Albert Einstein's relativity, the event is inaugurated by lectio by the 1998 Nobel prize for Physics, Robert Laughlin, and also presents interventions, among others by the cosmologist **Martin Rees**, by the mathematician father of fractals **Benoit B. Mandelbrot**, by the pioneer of postgenomics **Craig Venter**, by the *third culture* theorist **John Brockman**.

Among the special events, mention most go to the **world premiere** at the Science Festival of **Peter Greenaway's *The sons of Uranium***: a musical, theatrical project made up of installations on eight of the most famous "sons" of uranium (who foresaw the discovery, made it possible, exploited its applications, and suffered its consequences) and the exhibition ***Water Air Earth Fire*** dedicated to the four elements, which involved artists, scientists and musicians in the attempt to evoke, by intertwining courses and languages, the primordial energy of nature. The 2005 Festival sells **50% more tickets** than 2004, for a total of **216 thousand visits**. More than **27 thousand people, mostly kids**, visit the interactive workshops at the Magazzini dell'Abbondanza: the peculiar and winning formula of the exhibitions on program is always that of the hands on approach, in which the public can touch with their own hands and verify on their own the validity of scientific theories, interacting with objects and situations to "learn by doing".

2006: "DISCOVERY"

In its **fourth edition, from the 26th of October to the 7th of November 2006**, the Science Festival faces the key theme of **Discovery** and gains a further international ennoblement with **UNESCO's** decision to celebrate the **World Day of Science for Peace and Development** in Genoa on the **7th of November**, the final day of the event, organised with **IPSO (Israeli-Palestinian Science Organization)**. The Unesco appointment is the ideal coronation of a programme which is particularly rich with appointments and new events, which sees **three Nobel prize winners** participate – **Theodor Haensch**, the 2005 Nobel Prize for Physics, **Daniel Kahneman**, 2002 Nobel Prize for Economics, **Torsten Wiesel**, the 1981 Nobel Prize for Medicine – as well as personalities which have made the history of research and scientific dissemination, from the physicist **Fritjof Capra** to the French Science Academy president **Edouard Brézin**, to the quantum cryptography theorist **Artur Ekert** to the physicist **Lisa Randall**, a great expert in string theory and in its possible implications on the number of dimensions of the universe in which we live, from the polyhedric biologist **Robert Trivers** to the semiologist **Umberto Eco**.



Once again, the world of research speaks to the great public using the suggestive frame of the stage. Among the proposed shows, the unusual re-reading of the world of numbers (and not only numbers) *Mathematician and impertinent. Science in the show of the future*: a “show for lights, sounds and dreams” with the mathematician **Piergiorgio Odifreddi** in the leading role, loosely based on a collection of essays, articles and meditations by the volcanic researcher, somewhere between science, religion, current events in politics, language and literature.

Among the most followed expositive events is *Matefitness*, the first Mathematic Gym, where you could learn how useful and how much fun numbers are in so many everyday circumstances, by facing personally games, experiments, riddles, mind gymnastics and other original interactive activities and the suggestive exhibition *Mirrors*, a spectacular interpretation – using the most advanced experiments from research laboratories, interactive modules to understand how the reflection of light works, works of art, both cinematographic and photographic, in depth studies on the behaviour of children and animals – of the theme of the mirror, which has always been a paradigmatic tool of scientific research and philosophic speculation on the Self and the Other. The edition closes with **record** numbers: the attendance is **250 thousand visits** and more than 60 thousand tickets sold.



WHO IS THE SCIENCE FESTIVAL

Science Festival Association

President: Manuela Arata

Festival Director: Vittorio Bo

Scientific Board

Enrico Bellone, Enrico Beltrametti (Presidente), Fabio Benfenati, Giovanni Bignami, Edoardo Boncinelli, Luigi Luca Cavalli Sforza, Roberto Fieschi, Paolo Galluzzi, Giulio Giorello, Lucio Luzzatto, Mauro Mancina, Mario Marchi, Jacopo Meldolesi, Elisa Molinari, Lorenzo Moretta, Helga Nowotny, Piergiorgio Odifreddi, Alessandro Ovi, Massimo Piattelli Palmarini, Telmo Pievani, Enrico Predazzi, Nicla Vassallo, Umberto Veronesi, Elisabetta Visalberghi, Claudio Zannoni

Programme Committee

Claudio Bartocci, Leopoldo Benacchio, Franco Bertora, Lorenzo Caselli, Maria Grazia Dondi, Orietta Pedemonte, Saverio Russo, Roberto Saracco, Roberto Speciale Bagliacca, Vincenzo Tagliasco, Andrei Varlamov

Scientific Network

AICA - Associazione Italiana per il Calcolo Automatico, AIRC - Associazione Italiana per la Ricerca sul Cancro, AISM - Associazione Italiana Sclerosi Multipla, The British Council, CNIT - Consorzio interuniversitario Ingegneria delle Telecomunicazioni, CNR - Consiglio Nazionale delle Ricerche, CONISMA - Consorzio interuniversitario Scienze del Mare, Edinburgh Science Festival (UK), ECSITE (European Collaborative for Science, Industry and Technology Exhibitions), ESA - European Space Agency, European Science Week, EUSCEA (European Science Events Association), Fondazione Marino Golinelli, IDIS - Città della Scienza (Napoli), IFOM - Fondazione Istituto FIRC di Oncologia Molecolare, Immaginario Scientifico (Trieste), INAF - Istituto Nazionale di Astrofisica, INCA - Consorzio Interuniversitario di Chimica per l'Ambiente, Institut Non Lineaire de Nice - CNRS (Valbonne - Francia), Istituto Nazionale per la Ricerca sul Cancro, INGV - Istituto Nazionale di Geofisica e Vulcanologia, Life Learning Center (Bologna), Master in Comunicazione della Scienza (Milano), Museo de la Ciencia Fundación "la Caixa" - (Barcelona - Spagna), Museo di Storia della Scienza (Firenze), Museo Nazionale della Scienza e della Tecnologia "Leonardo da Vinci" (Milano), Museo Tridentino di Scienze Naturali (Trento), Reggio Children centro Loris Malaguzzi, Sciencewords di Londra (UK), Sissa - Master in Comunicazione Scientifica (Trieste), Smithsonian Institution (Washington), Techniquet Enterprises Ltd di Cardiff (UK), Tehniski Muzej Slovenije di Lubjana (Slovenia), Telethon

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