

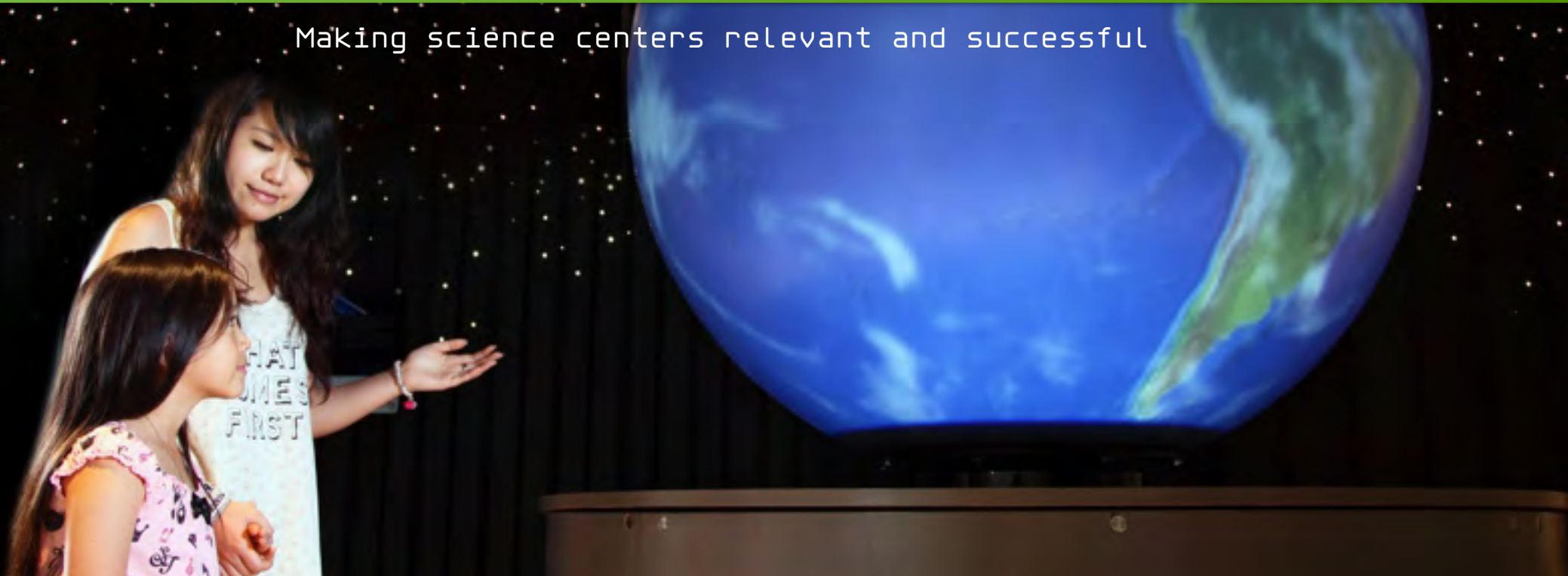
NorthernLight



The experience company
体验设计公司

NAMES SESSION November 2014

Making science centers relevant and successful



NORTHERNLIGHT THE EXPERIENCE COMPANY

北极光 体验设计

Experience platforms for the learning society

Tell me and I will forget

告之，则恐遗忘

Show me and I may remember

师之，铭记于心

Involve me and I will understand

引之，学以致用

Confucius

孔子

Cultural experiences

文化体验



Science experiences

科技体验



Brand experiences

品牌体验



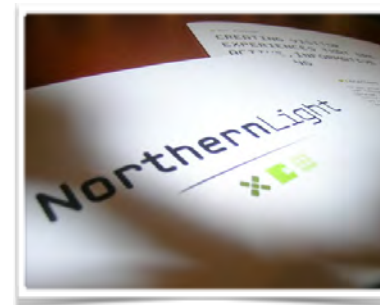
Experience apps

体验式应用



Experience planning

体验式规划



WHAT MAKES US UNIQUE

什么让我们是独一无二的

People

员工

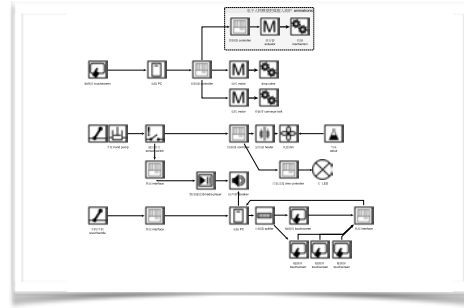


- 35 employees
- specialists in all fields within the company
- content, development, design and production

- 35名员工
- 拥有所有领域的专家
- 内容, 开发, 设计和生产

Knowledge

知识



- technology + creativity + process
- state of the art technology
- dedicated production network

- 技术+创造力+过程
- 尖端科技
- 致力于联合生产制作网络

Experience

体验设计

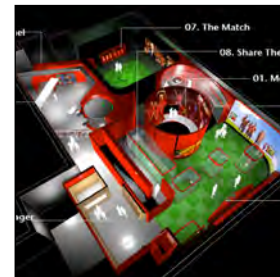


- 16 years
- over 100 successful experiences and exhibitions worldwide
- clients in the cultural, leisure and corporate field

- 14年经验
- 世界100多个成功的体验设计和展览设计
- 拥有文化, 休闲, 企业领域的客户

INTERNATIONAL PROJECTS

国际项目



Macau - Manchester
United Experience



Copernicus
Science Centre



Singapore
Science centre



Glasgow
Kelvingrove museum



Hilversum
Media experience



Beijing - New China
Science Museum



Oman
EcoMan Museum



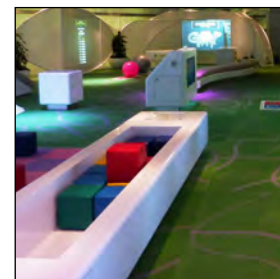
Hong Kong
Science museum



Stuttgart
Children museum



Karamay
Oil museum



Hong Kong
Visitor centre



Shanghai
DSM HQ

„We learn more from success than failure“

Earl K. Miller, researcher at MIT's Institute for Learning and Memory

The 3C's of creating successful museums and science centers in the 21st century

#1 Connect

#2 Community

#3 Channels

#1 Connect and co-create



collaborate with stakeholders

co-create with the audience

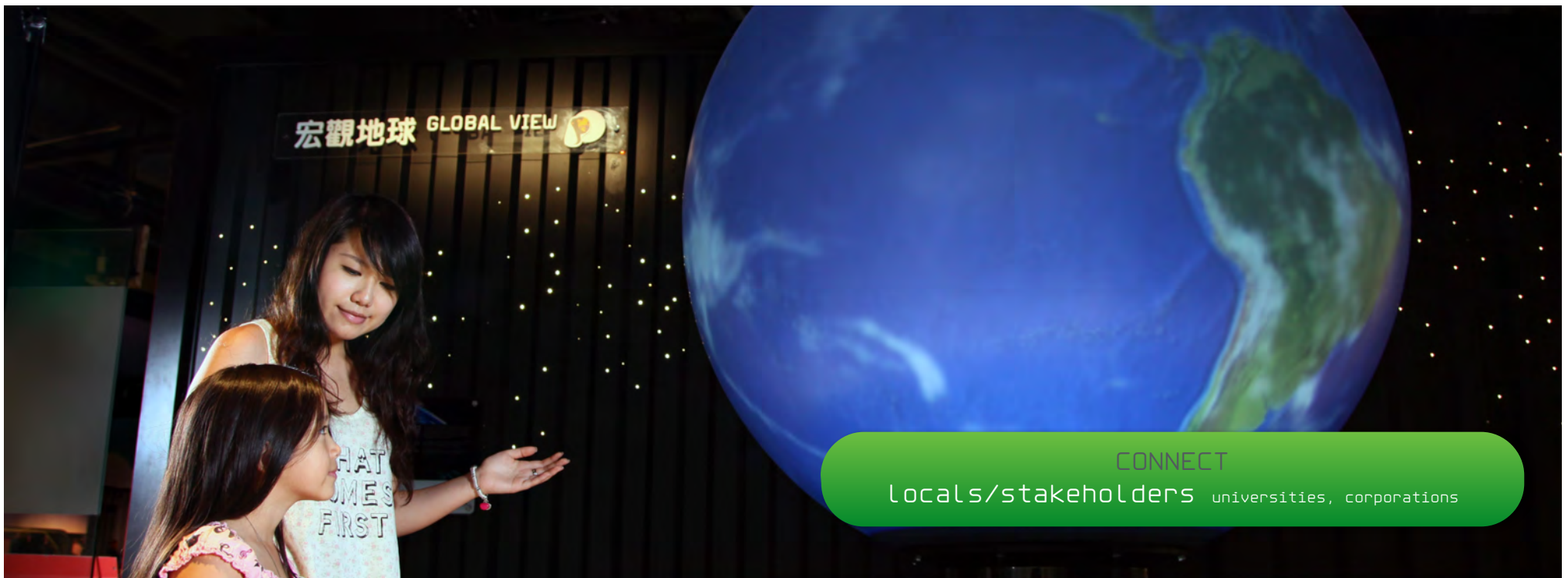
international creative teams

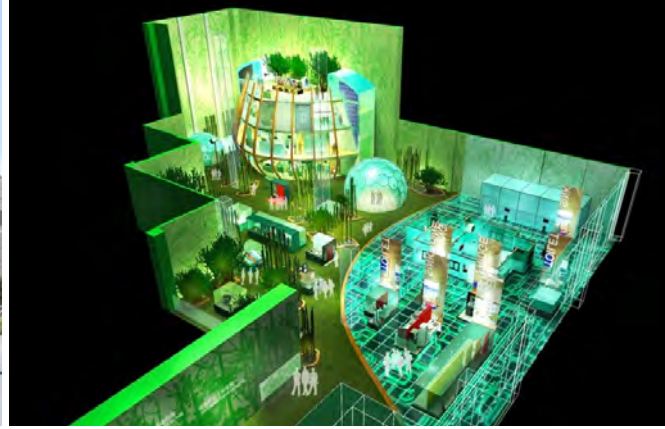
entrepreneurship / corporate partners

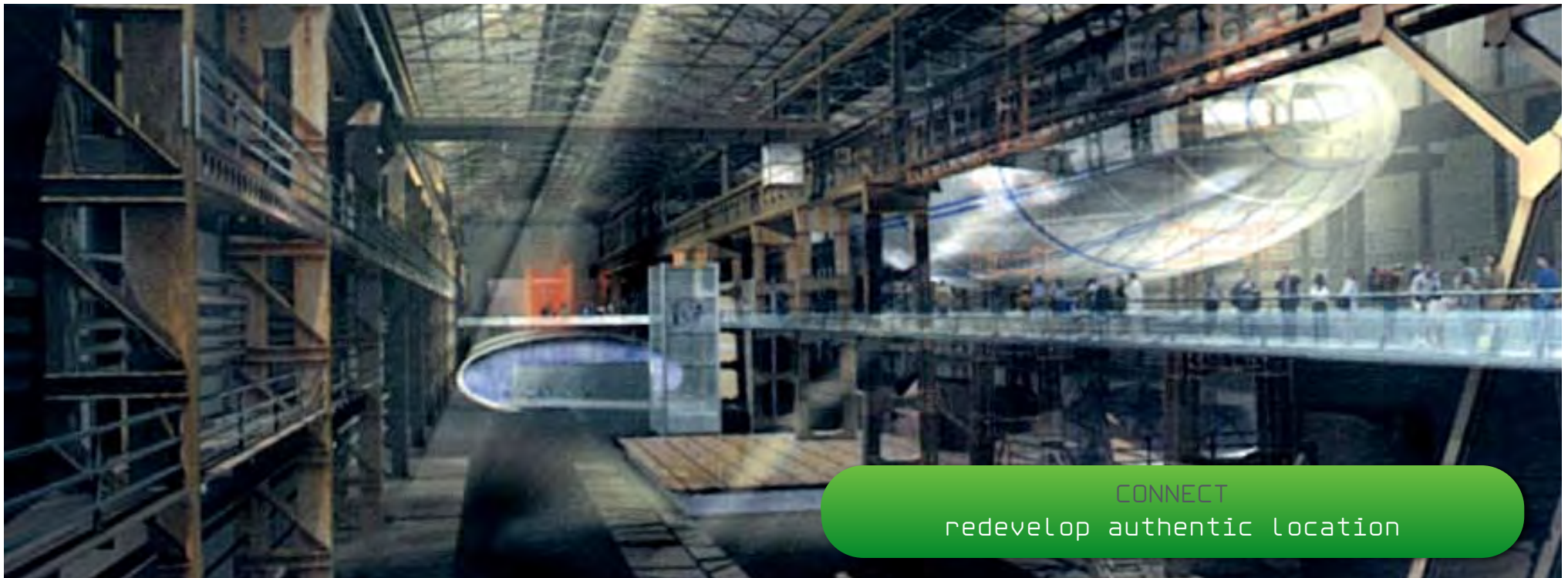
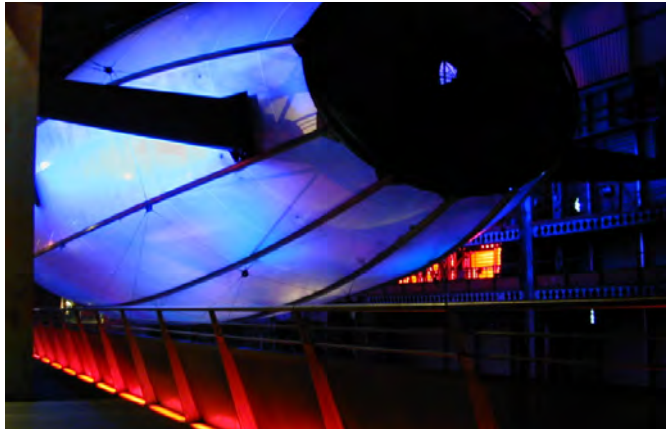
inspired staff < > inspired visitors



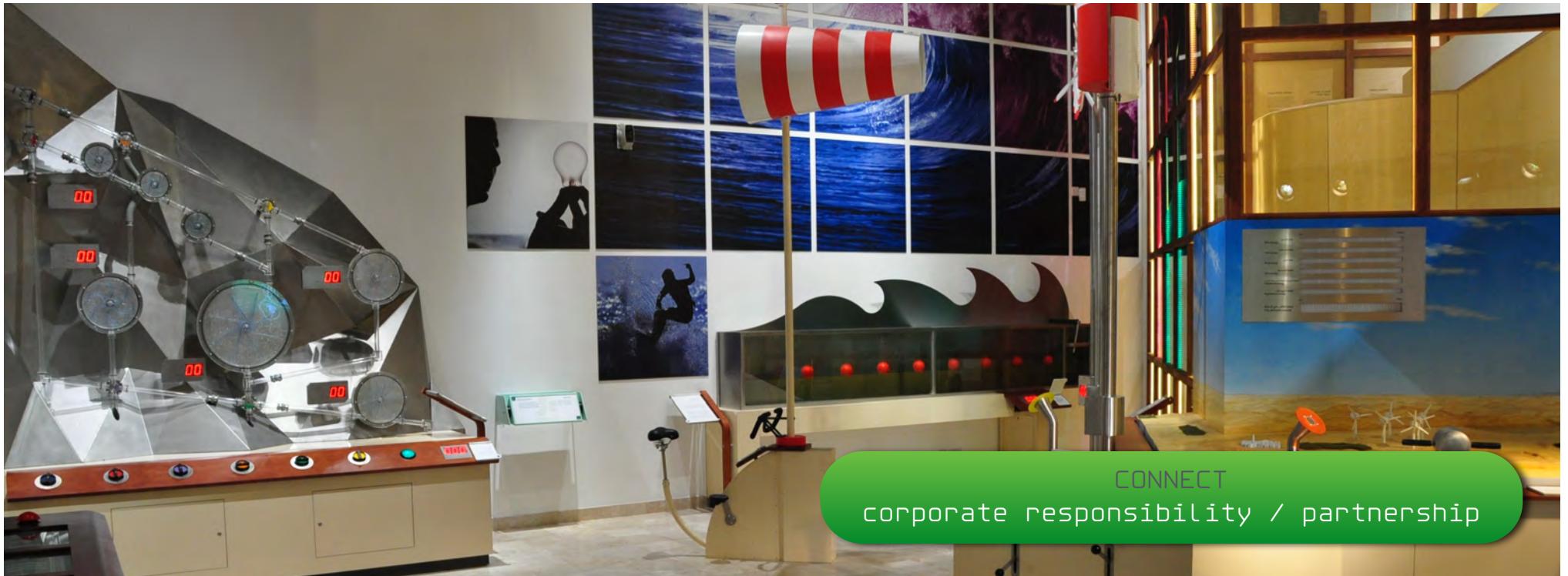
CONNECT
co-create with visitors/stakeholders



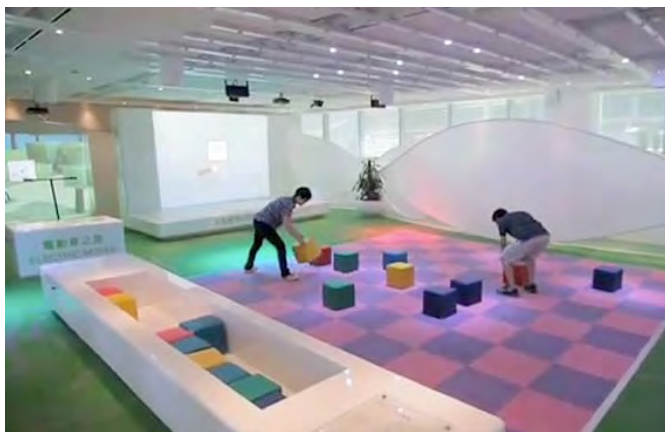
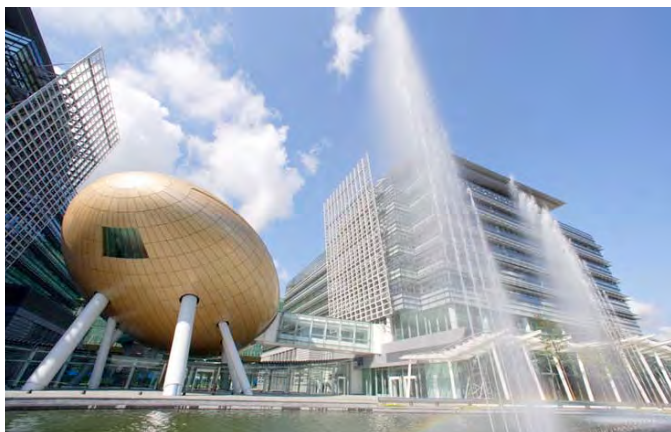




CONNECT
redevelop authentic location



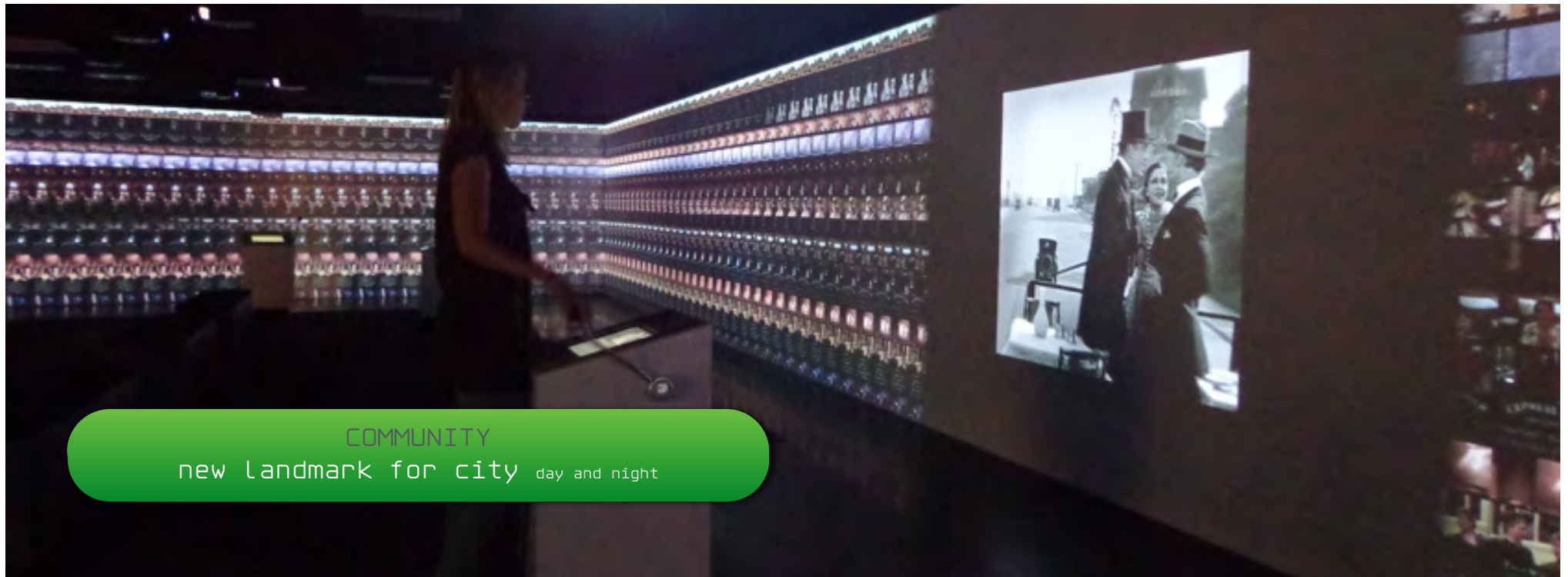
CONNECT
corporate responsibility / partnership





#2 Community

learning by sharing, free choice learning
conferences, workshops and lectures
local content, global relevance
build networks
pre- and post-visit in city/area



COMMUNITY
new landmark for city day and night

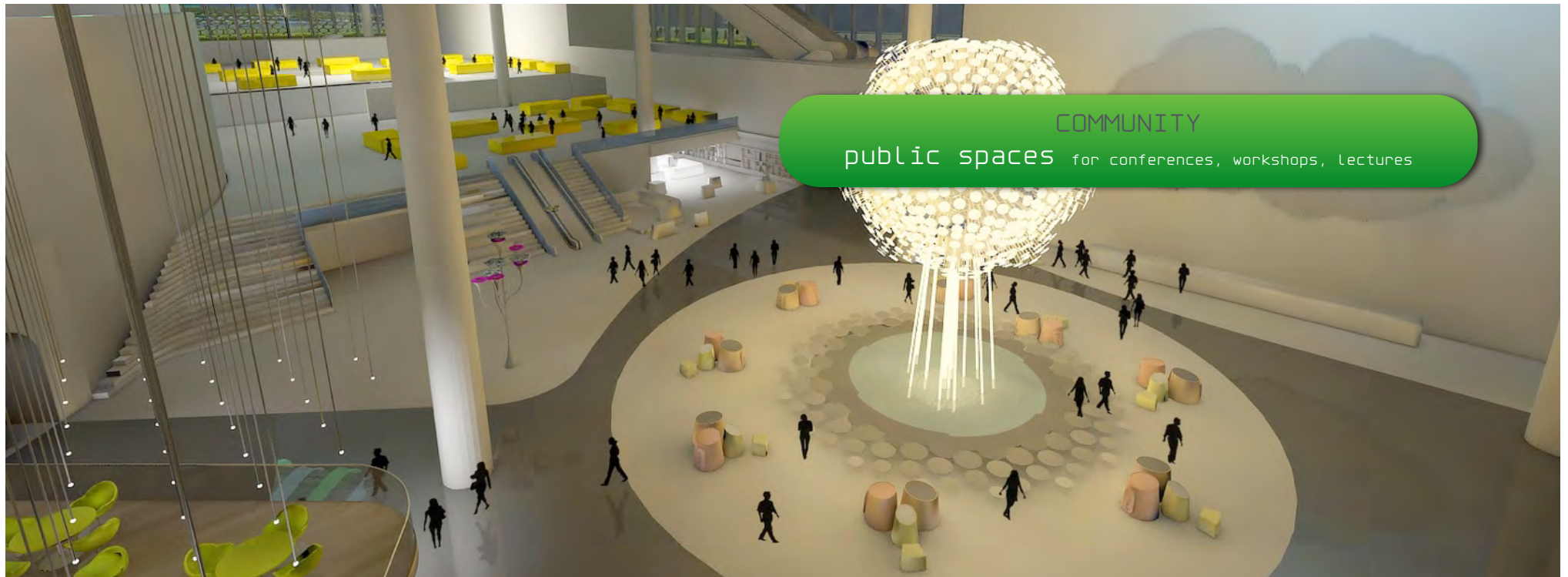
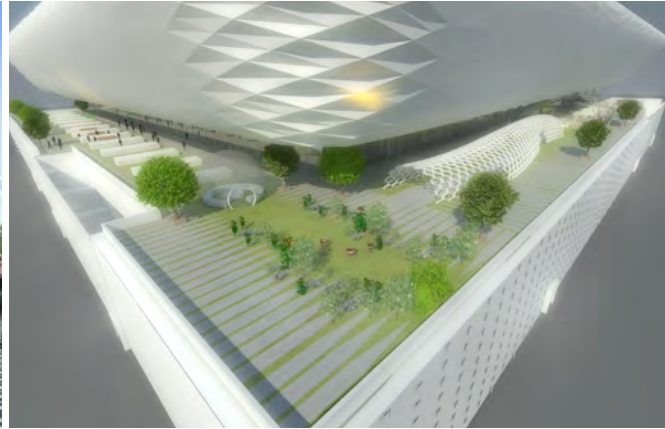


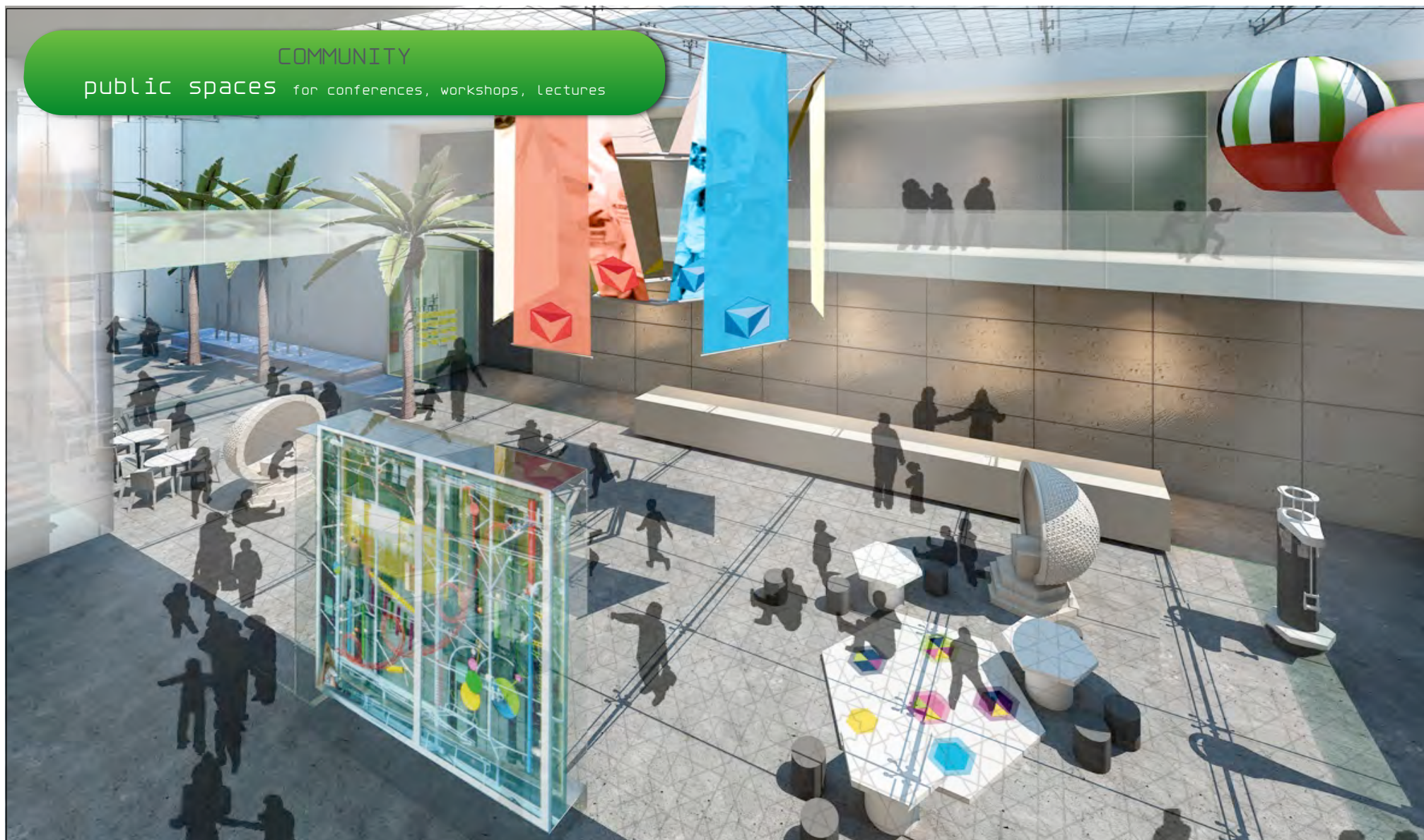
COMMUNITY
landmark building as present for the city



COMMUNITY
design for local new / young audiences











functionality overview

COMMUNITY
pre- and post-visit experiences in city

#3 Channels

reach your audience in unexpected places

collaborate with other institutions

outreach at high traffic places

integrated online and offline experience



CHANNELS

reach audience at high traffic places

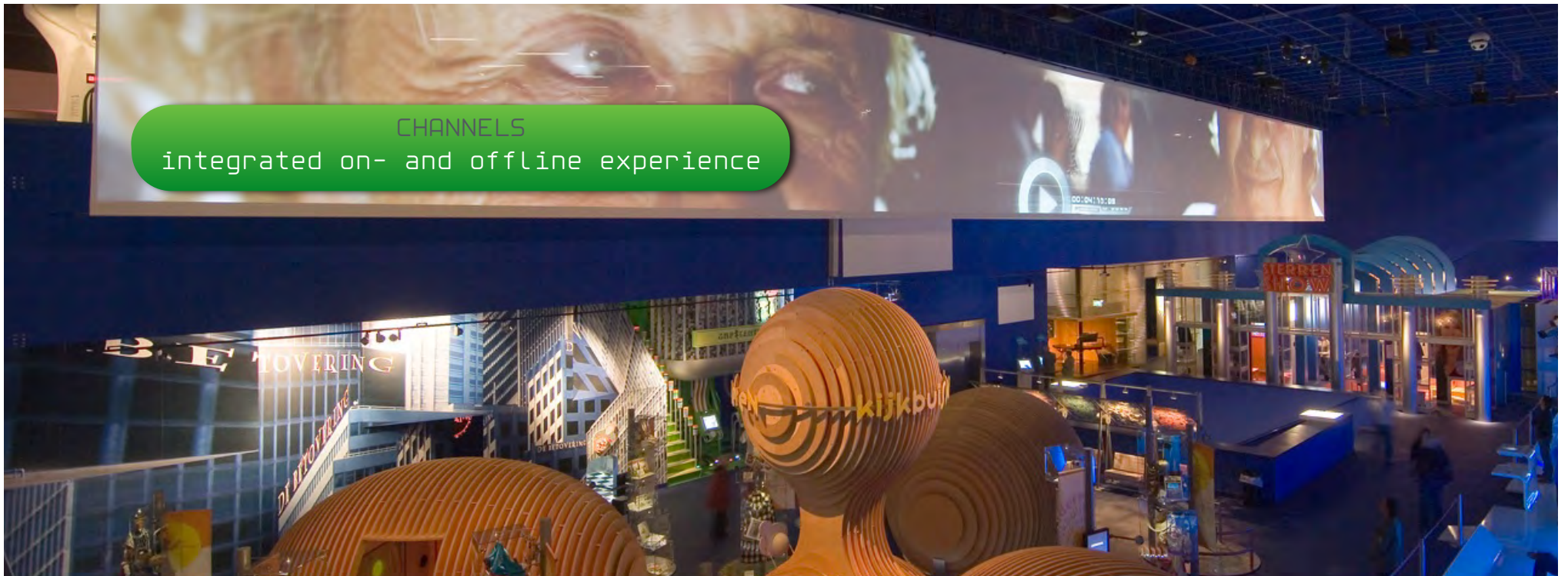




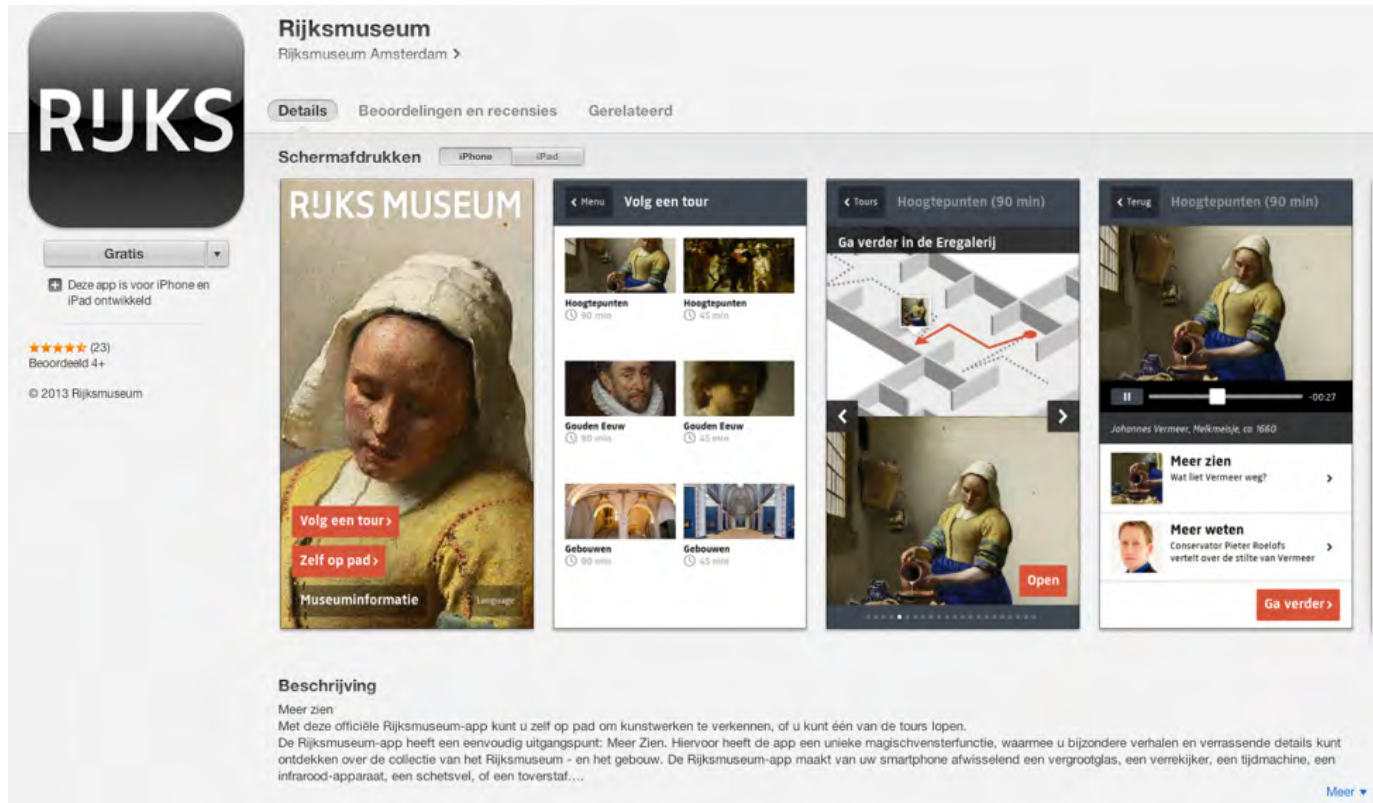
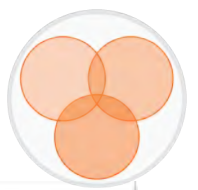




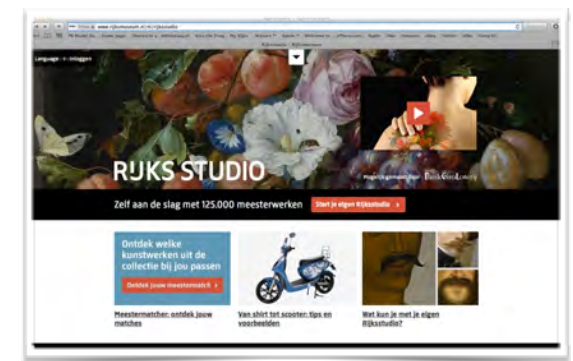






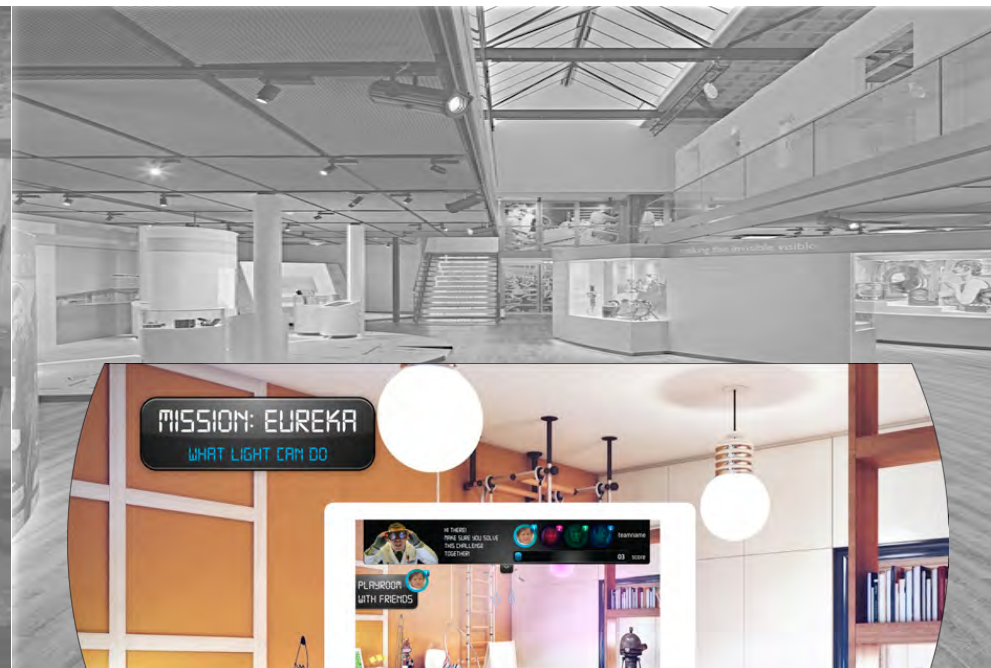
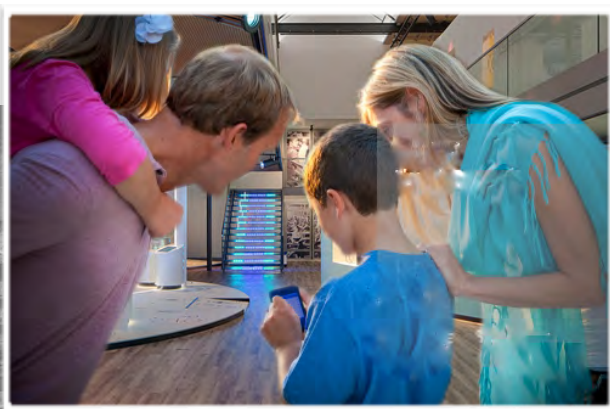


CHANNELS
integrated on- and offline experience



CHANNELS

integrated on- and offline experience



I-BEACON



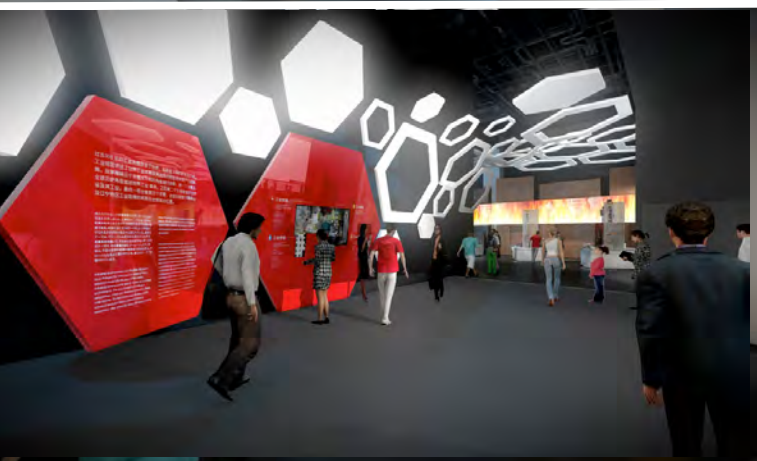


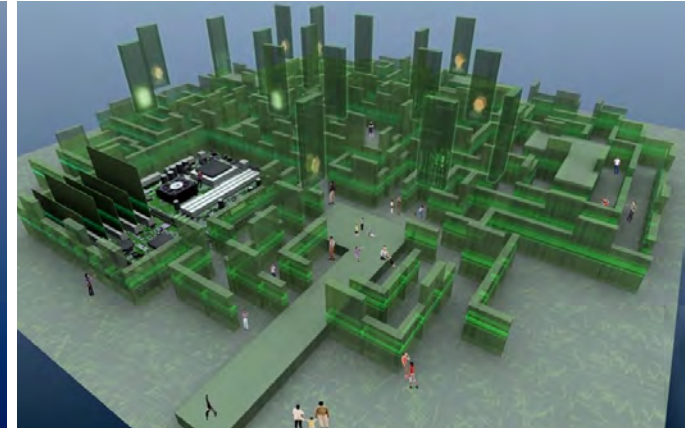
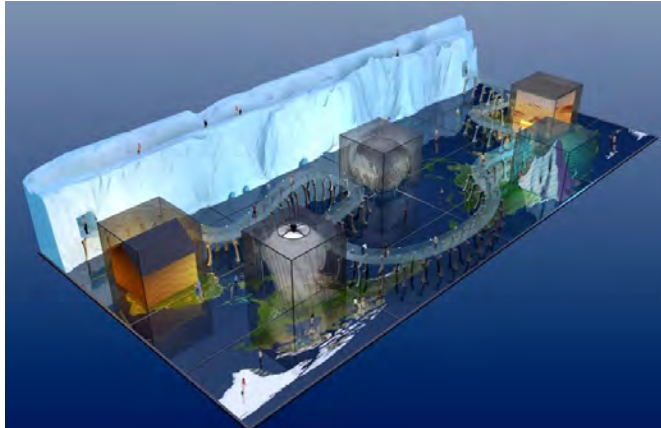
CHANNELS
integrated in- and outdoor experience



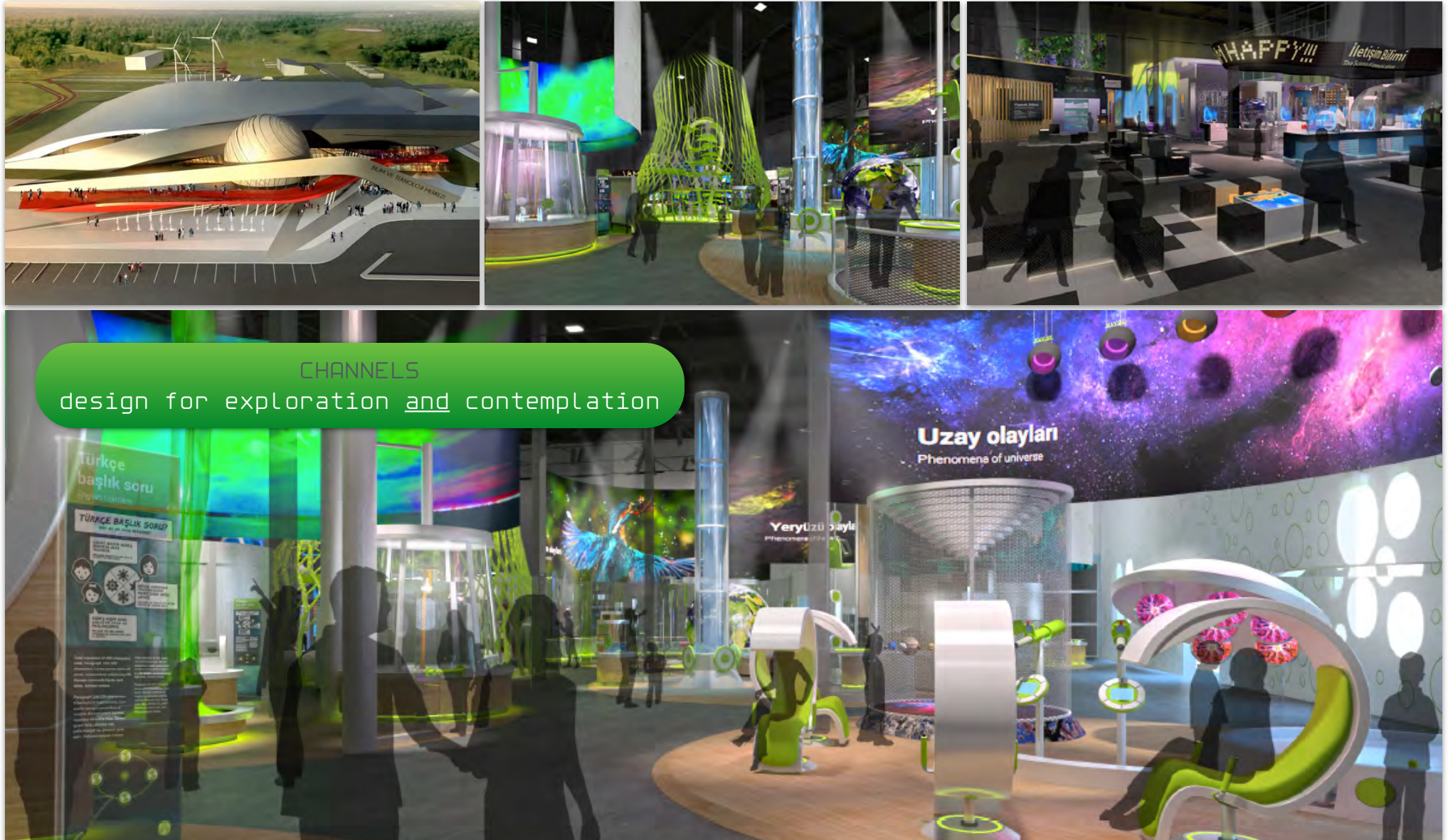


CHANNELS
add collection / historic displays











TO SUMMARIZE

The 3C's of creating successful museums and science centers in the 21st century

#1 Connect

#2 Community

#3 Channels

...from science playground to a place of learning and understanding...

...not only the basics of science, but also of the current developments in science and humanity...

...experience platforms for the learning society!

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