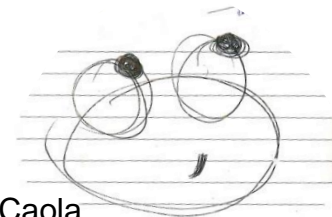


Rebirth

The enlightening story of light & lightness:
how they help knowledge dissemination & learning



Antonia Caola
Head of PR & Int'l collaboration
MUSE Science Museum- Trento (Italy)

MUSE

Once upon a time...

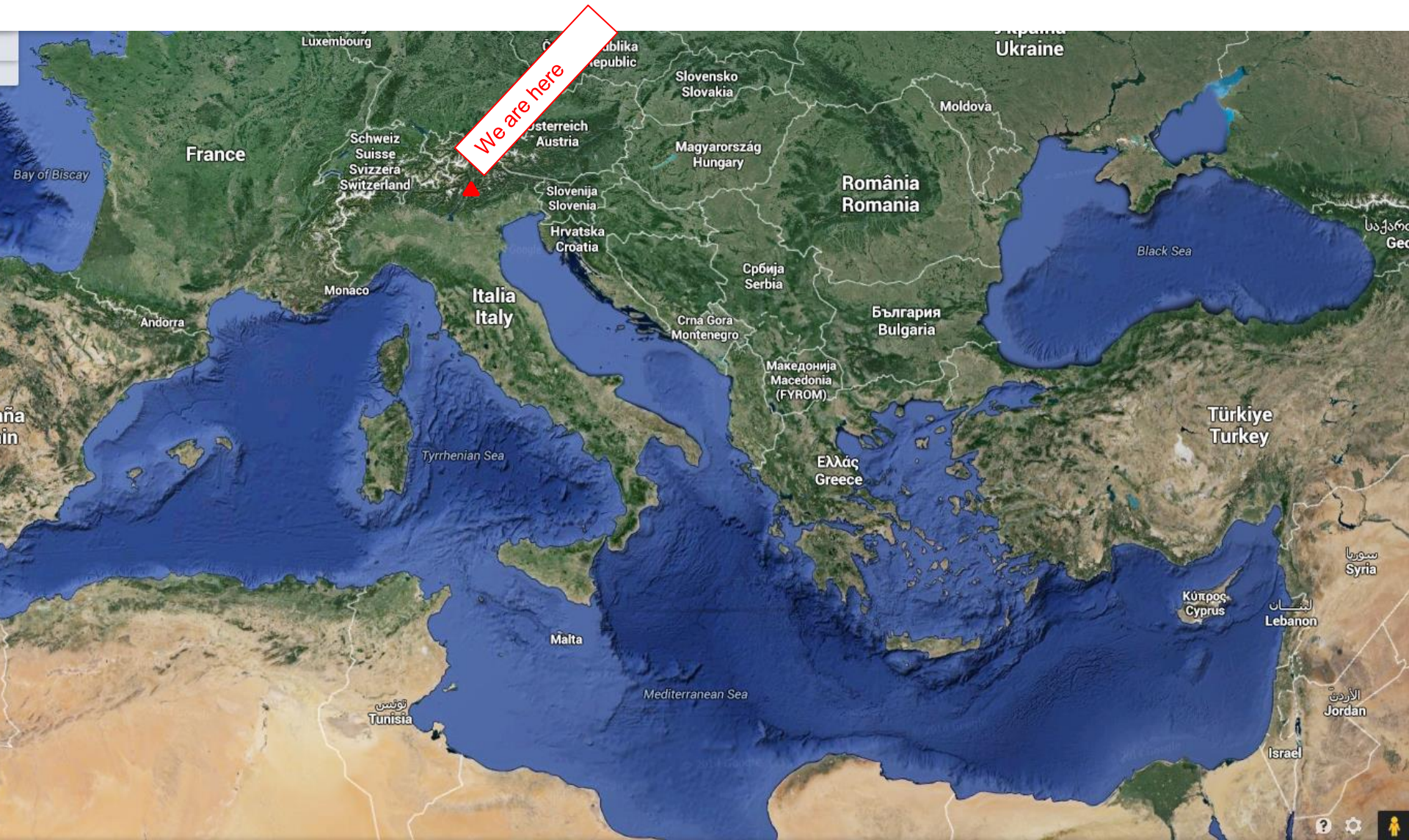
*"Stai pensando quello che penso io?" replicò sorridendo Wolfy.
"Noi due e la nostra adorata macchina, in viaggio verso la Cina?"
"È proprio quello che ci vuole! Ho già la testa piena di idee!
Allora è deciso" concluse Wolfy con un enorme sorriso.
Erano pronti a ripercorrere una via antica,
che da quasi mille anni non veniva più praticata.
"Saremo proprio come Marco Polo!
Ripercorreremo le sue orme...
e faremo un reportage unico."*



Preface

Designed by architect R. Piano, the new building of the science museum is the skin which houses the new museography conceived by the museum's staff.
An innovative project to RE-generate the traditional Natural History Museum.

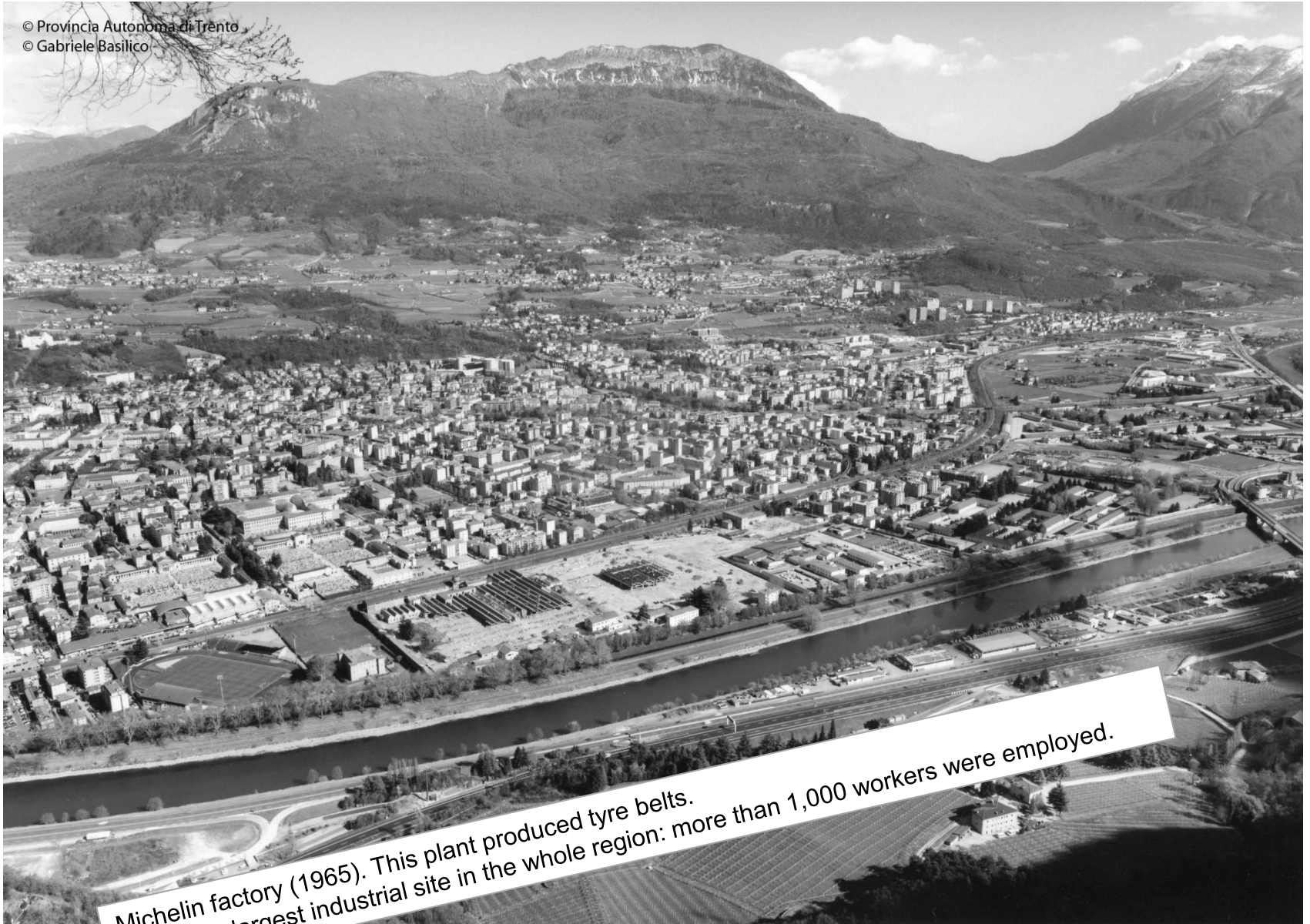






Trento is a 115,000 inhabitant city
located at the bottom of a valley in the Alps (NE Italy)

© Provincia Autonoma di Trento
© Gabriele Basilico



Michelin factory (1965). This plant produced tyre belts.
It was the largest industrial site in the whole region: more than 1,000 workers were employed.



The new science museum MUSE

The new quarter of the town: 11 hectares area.



The blend of cutting edge sustainable architecture & new interpretation of the surrounding habitat stems out in a new museum for sciences (all sciences, humanities included) to stimulate people's curiosity towards their own local & our global environment.

The aim

for the township = regenerate a large disused industrial area to benefit society & urban development



for the community = have a pleasant, inspiring place



for the museum = get more space to enlighten with science citizens & public at large



The results... so far

for the township = impulse to local economy
(45 million euro the economic
impact in 15 months)



for the community = reputation which promotes
people's proud & willingness
to participate
(4.000 media report in 15 months)



for the museum = benefit today's citizens
& future generation
680.000 visitors in 15 months
(79% tourists) + 145.000 schools



... now,
the story
starts

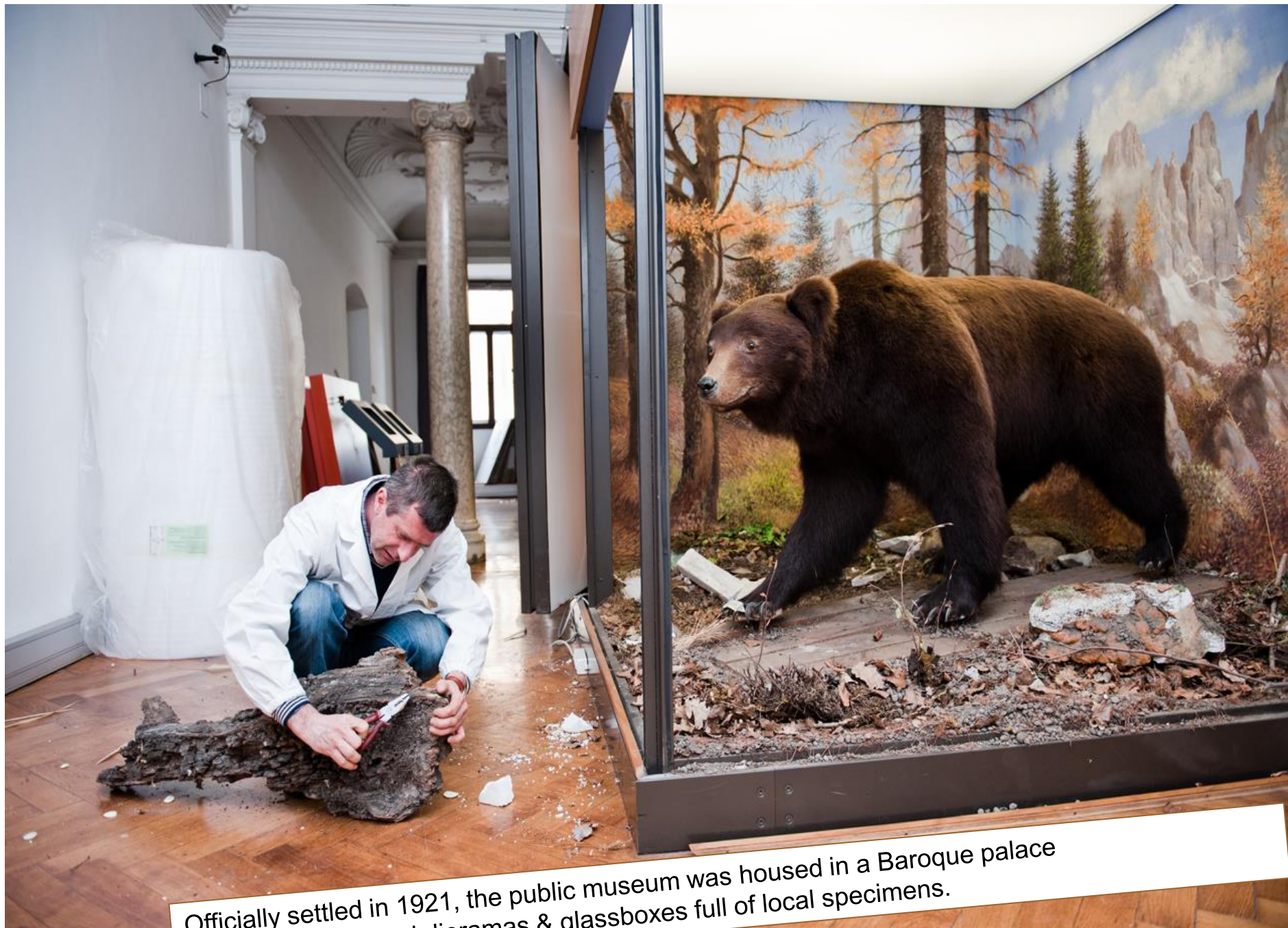


and you're allowed to sleep



Once upon a time there was an old natural history museum in town.

Since 17^o Century, nobles and rich people of Trento collected *naturalia et mirabilia* and built up the permanent collection of the museum.



Officially settled in 1921, the public museum was housed in a Baroque palace & showcased typical dioramas & glassboxes full of local specimens.

During the 90's lots of indoor & outdoor public engaging activities





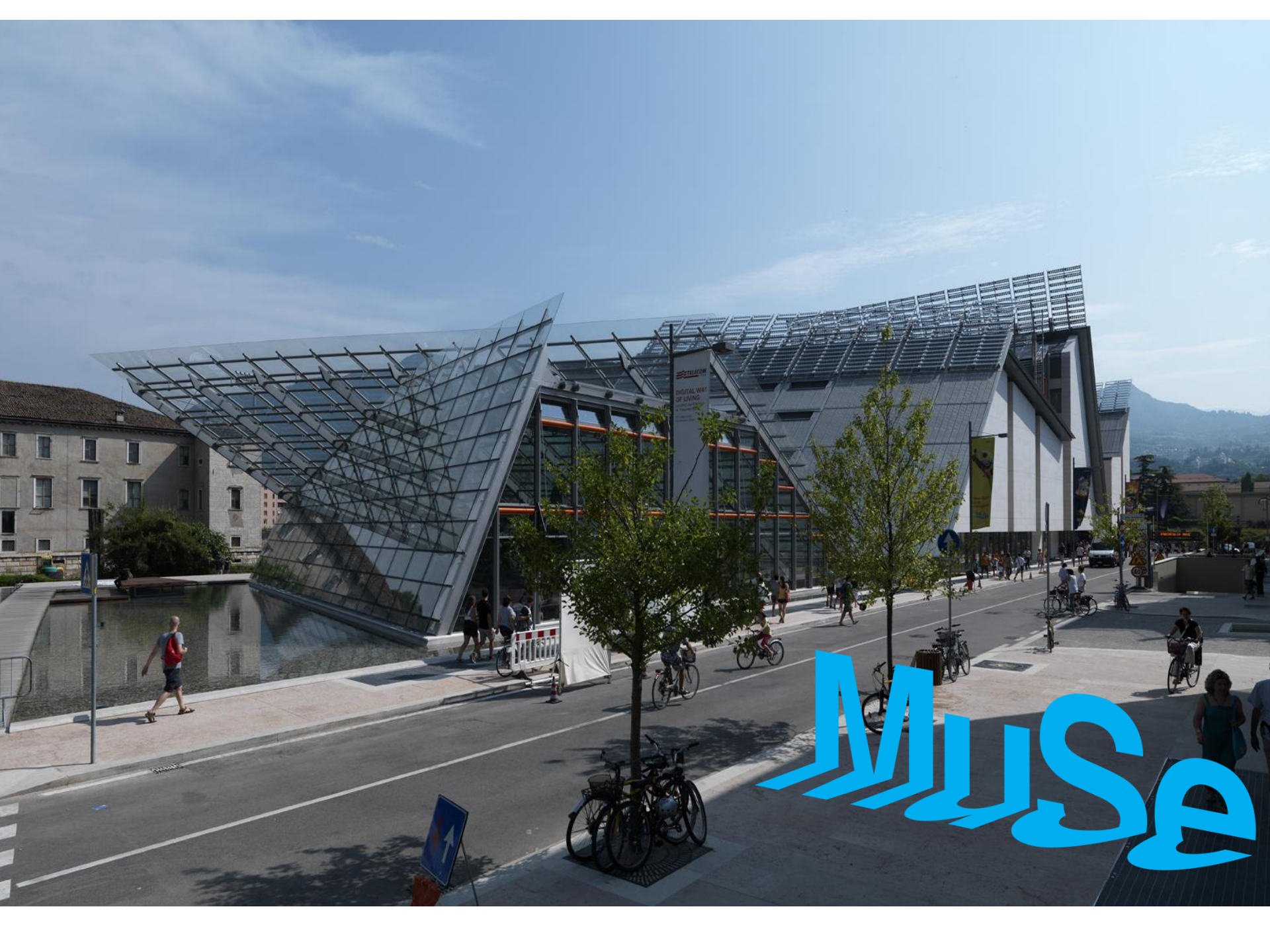
The old museum became too tight to fulfill the ambitions of its very creative team & visionary leader.

The very chance came from the City Council proposal to move in the new quarter to become the cultural pivot, attracting attention & revitalizing the area.

...so what?

Time to move





MUSEO

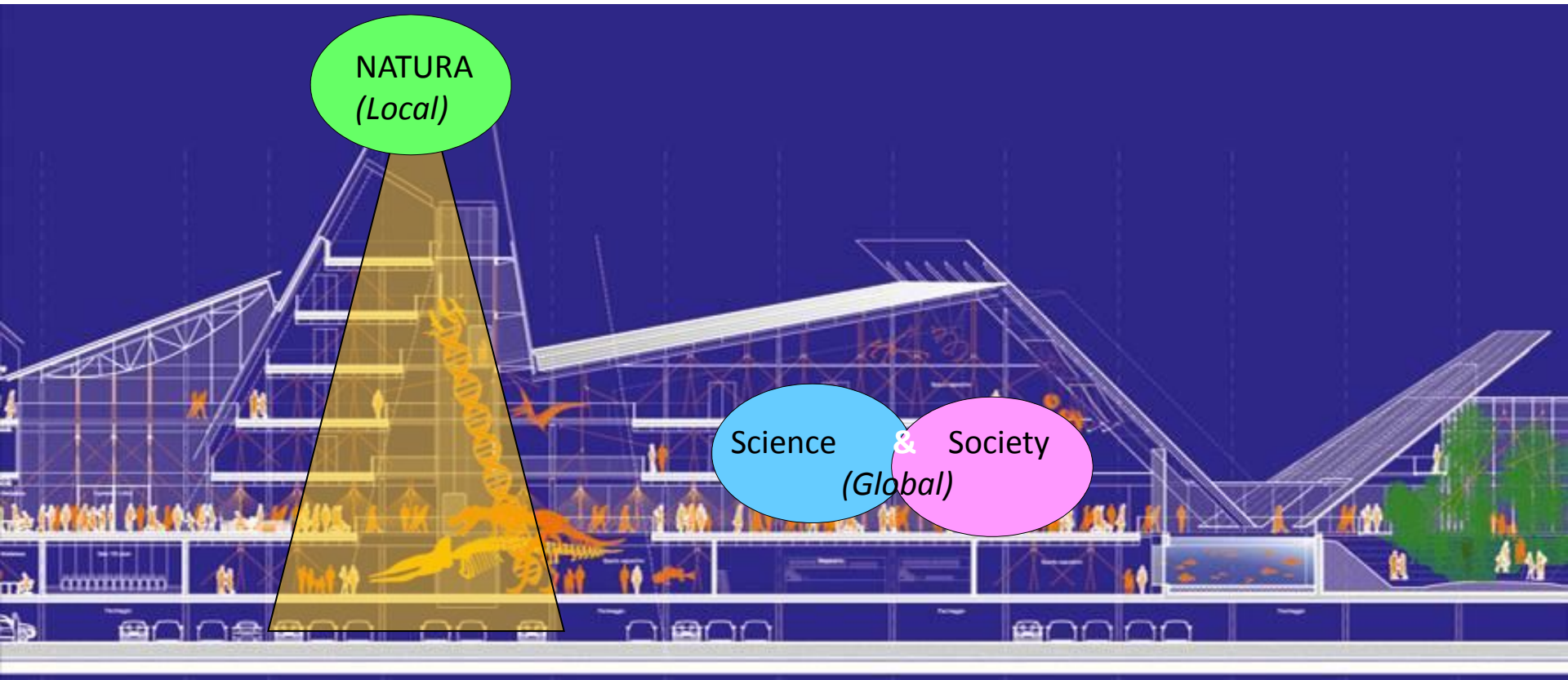
<https://www.youtube.com/watch?v=LNxp7SwQa7Q>





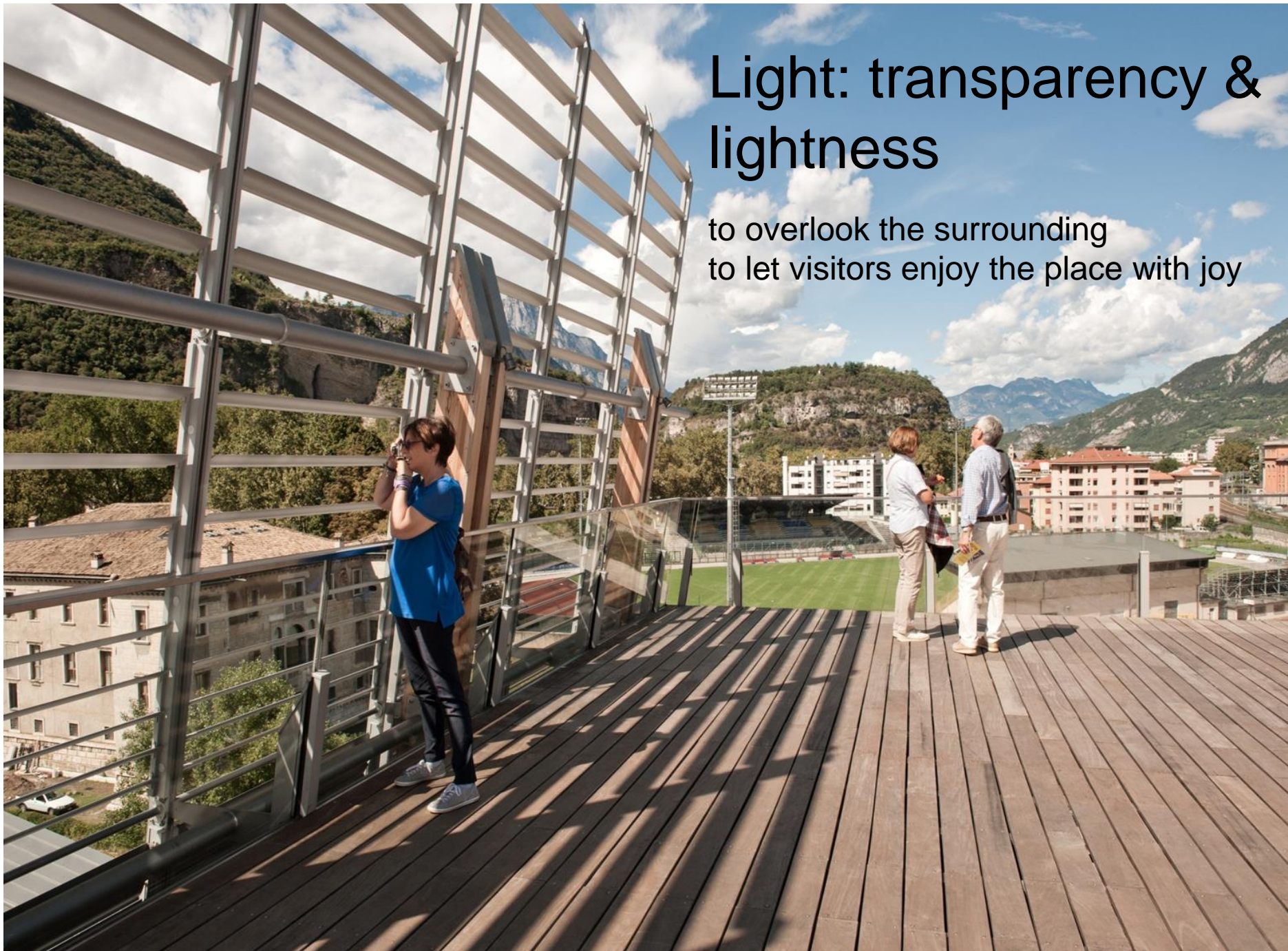
The scientific narration

reflects in the shape of the building



Light: transparency & lightness

to overlook the surrounding
to let visitors enjoy the place with joy





Light: weight & lightness

the «*zero gravity*» concept of the interior design allow objects and thoughts to float in the 6 floors open space gallery





LIGHT as the floating objects in the Big void
that is the metaphoric negative of mountain slopes

LIGHT as will be your touch
when you get close to what you like to look closer

LIGHT & bright the open space
to see it all
to avoid obstacles
to be together with the other people

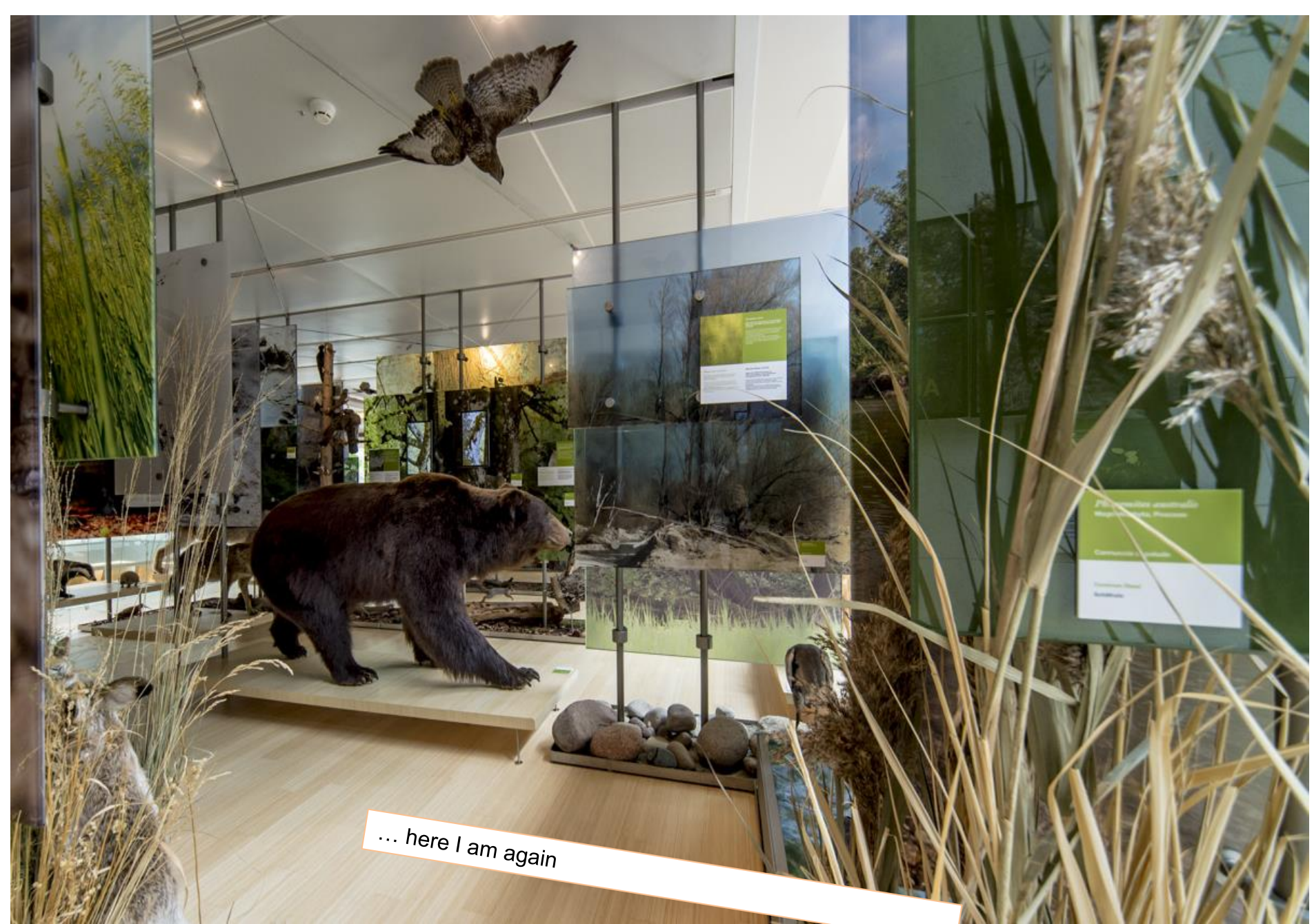
IMMERSIVE scenography to approach the environment
to awake emotions

MEDITATIVE “*zero gravity*” tables
to describe the peculiarities of the exhibits

DIVERSE means to exhibit the concepts and phenomena
to adapt to many different sensitivities



Tra ciotto
Secondo
di ritorno
di deposito
Nono sono
di ritorno
di ritorno
di ritorno
di ritorno



... here I am again



MUSE for family groups



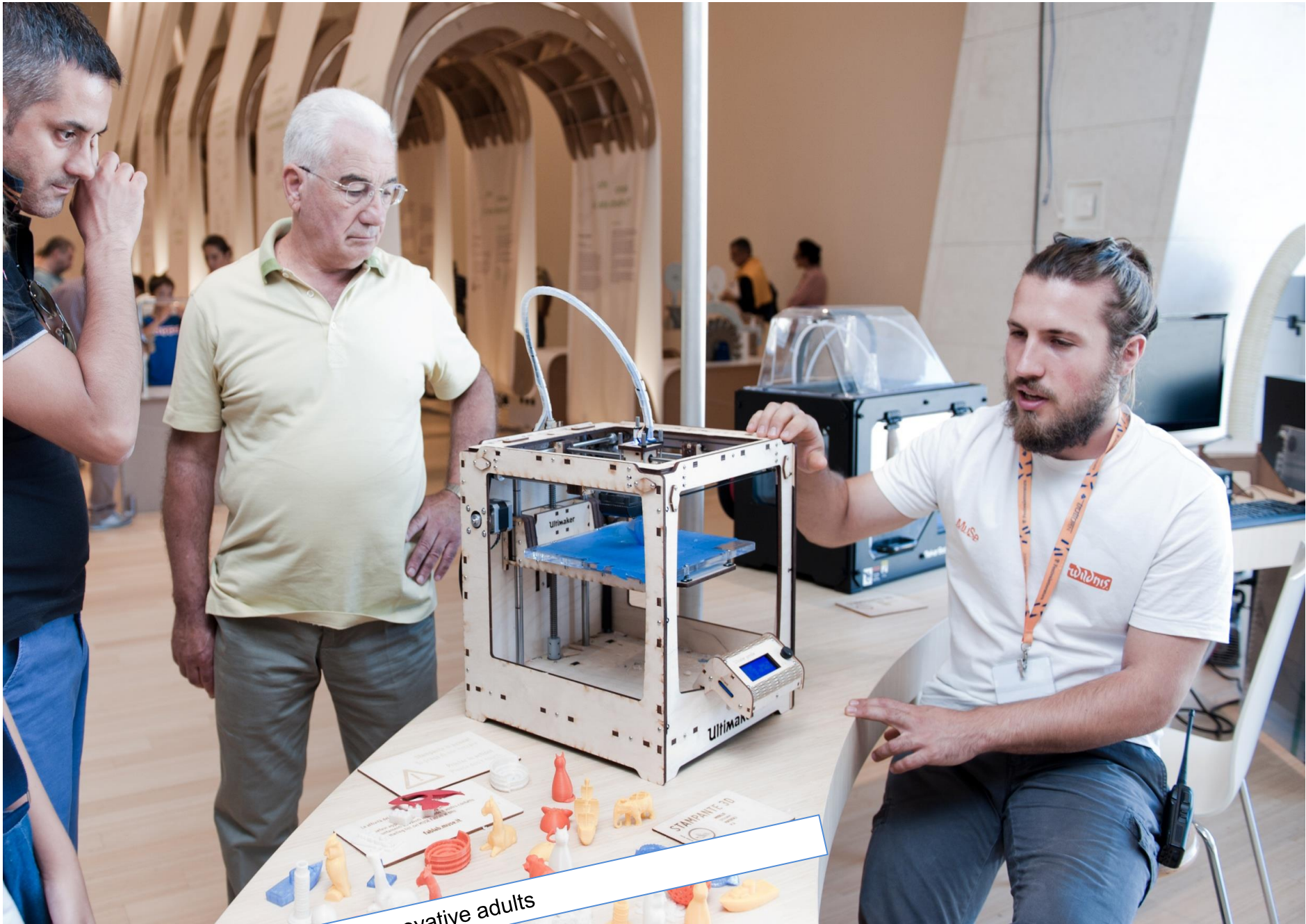
MUSE for single adults



MUSE for young adults



MUSE for children



MUSE for innovative adults







The very early teasing communication campaign &

Naturally curious

Un nuovo sguardo sulla scienza
Neue Einblicke in die Wissenschaft
A new exciting look on science

MUSE - Museo delle Scienze
Corso del Lavoro e della Scienza, 3
38123 - Trento
www.muse.it    

TRENTINO



prior to...the communication campaign for the launching

Da dove venite?
Dove andrete?
Intanto sapete che fare
il 27 luglio.

Curioso di Natura
MUSE

Inaugura il Nuovo Museo delle Scienze.
Non mancate.
muse.it

TRENTINO
esperienze vere

C'è un museo in continuo
cambiamento, come
il mondo che lo circonda.



Curioso di Natura
MUSE

muse.it
Museo delle Scienze

TRENTINO
esperienze vere

Oltre 12.000 m² di scoperte.
Per qualcuno solo due passi.

Curioso di Natura
MUSE

muse.it
Museo delle Scienze

TRENTINO
esperienze vere

Farvi entusiasmare per
la scienza è nei nostri piani.
In tutti e sei.

Curioso di Natura
MUSE

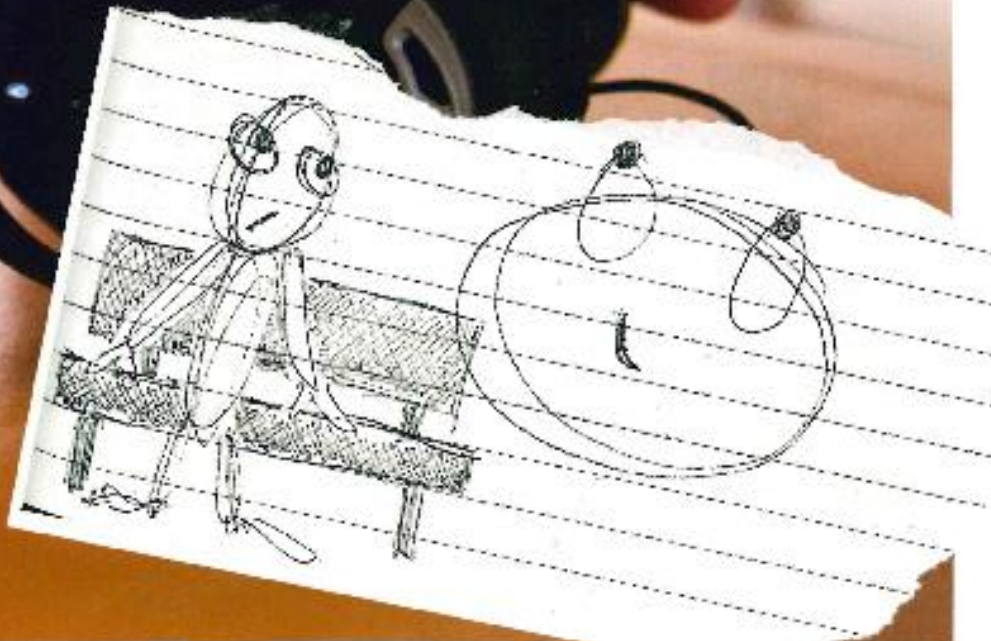
È nato il MUSE: un grande Museo tutto da esplorare.

Il MUSE, il nuovo Museo delle Scienze di Trento progettato da Renzo Piano, rappresenta un vero e proprio modello di ecosostenibilità e di originalità architettonica. È un museo così innovativo che saprà stupirvi fin dal primo sguardo, grazie alla sua forma che riprende la maestosa bellezza delle Dolomiti. All'interno vi aspettano 12.000 m² di grandi emozioni, tra mostre temporanee e permanenti, esperienze sensoriali da brivido e appassionanti scoperte da toccare con mano. La grande avventura è iniziata, siete pronti a viverla?

muse.it   

TRENTINO
esperienze vere

By now,
I wish I'd stirred your curiosity...
if not, maybe this 3' trailer will do it





MUSE