

THE MUSEUM AND THE "100% TOBEUS" PROJECT

Behind every great invention, in the head of the true scientist, is always the inability to settle for the known and the desire to improve everything that is around us. With the aim of encouraging this attitude, the National Museum of Science and Technology offers its visitors the exhibition 100% ToBeUs.

The former car dealer space on Via Olona - now an integral part of the Museum - hosts once again a selection of four-wheeled vehicles.

This collection, consisting of 100 toy cars made of cedar wood, opens up new thoughts on two core themes of the Museum: the choice and use of materials and the importance of design in the creation of a means of transport.

With 100% ToBeUs the Museum once again opens its doors to other experiences in order to enrich its cultural offer. The goal is to address the public with new and exciting languages that can tell the story of science and technology from different and complementary points of view.

THE MUSEUM : SCIENCE IS CULTURE

Origins

The National Museum of Science and Technology "Leonardo da Vinci" opened on the 15th of February 1953. The Museum was created thanks to a group of Lombard entrepreneurs led by Guido Ucelli di Nemi and supported by public institutions. Today it is a private Foundation whose institutional associates include ministries, public administrations and Milanese universities¹.

The Museum opened with a great exhibition celebrating the 5th centenary of Leonardo da Vinci's birth. Leonardo da Vinci is still a symbol of the connection between artistic and scientific-technological cultures, two complementary expressions of human creativity.

The Museum is hosted in an early sixteenth century Olivetan monastery in the heart of Milan. With its 40,000 sqm surface it is now the largest science and technology museum in Italy.

Aims

The Museum aims to:

- Promote, disseminate and make accessible the technical-scientific culture in all its forms, implications and interactions with other fields of knowledge;
- Offer a communal space for dialogue, discussion and collaboration between the worlds of research, production, citizens, schools and other museums;
- Research, acquire, preserve, make accessible, interpret and communicate both tangible and intangible evidence on science, technology and industry with reference to the past and present, increasing the Museum collections, archives and documentation.
- Research and develop educational methodologies, tools and activities for the involvement and participation of different audiences (especially new generations) in formative experiences related to science and technology and to their place in society and in everyday life;
- Study, research, interpret and communicate worldwide the engineering work of Leonardo da Vinci, his historical and social context, his relation with nature and art, and the legacy of his research method in contemporary society;

The general objective is to contribute to the development of "scientific citizenship", i.e. to the development of the knowledge and competences that help us understand the impact and role of science and technology in our lives.

In this perspective, the Museum works to develop partnerships and projects that can help renew pre-existing sections and create new thematic areas.

Collections

The Museum preserves, studies and interprets its historical heritage in order to make it accessible to all.

Today the collections include fifteen thousand objects among which are technical-scientific tools, devices, machines and large plants from the areas of transportation (road, water, rail and air), energy production, metal industry, telecommunication and astronautics. Dating as far back as the 1930s, these collections relate to the Italian history of science, technology and industry from the nineteenth century to our time.

¹ The founders by law of the Foundation are: Ministero dei Beni e delle Attività Culturali (Ministry of Cultural Heritage and Activities), Ministero dell'Università e della Ricerca (Ministry of University and Research), Ministero della Pubblica Istruzione (Ministry of Public Education), Regione Lombardia (Lombardy Region), Provincia di Milano (Milan Province), Comune di Milano (Milan Municipality), Camera di Commercio, Industria, Agricoltura e Artigianato di Milano (Milan Chamber of Commerce, Agriculture and Craft).

Promoters by law are: Politecnico di Milano (Milan Polytechnic University), Università degli Studi di Milano (Milan University), Università degli Studi Milano Bicocca (Milan Bicocca University).

The Museum also holds a collection of art works (2,500 including paintings, drawings, applied art objects and medals), an archive (paper and digital) and a library (40,000 books and journals).

These collections are constantly growing thanks to donations from citizens, industries and institutions. In fact the Museum - entrusted by the Ministry of Cultural Heritage and Activities - is a regional and national point of reference for the preservation of both historical and contemporary scientific and technological heritage.

The Museum works to make this heritage accessible through exhibitions and educational activities, and through its website - where it is possible to consult an on-line catalogue of the collections (3000 files) and of the entire library.

The Museum is also a member of the European consortium for the safeguarding of scientific-technological heritage of the last 60 years, coordinated by the CNAM (Conservatoire National des Arts et Métiers) in Paris.

Informal education and activities

Next to research and conservation, education is one of the main functions of the Museum.

Exhibitions and interactive workshops (i.labs) are organised into Departments (Materials, Transport, Energy, Communication, Leonardo - Art and Science, New Frontiers, Science for Young Children).

The educational activities are based on an informal educational approach which promotes active involvement, exploration and experimentation. The aim is to help visitors use their knowledge and abilities to interpret objects and phenomena and to become aware and involved in their own learning processes. The activities in the galleries and i.labs are targeted towards different audiences, such as students, teachers, families, adults, etc.

The Museum staff in the CREI (Centre of Research for Informal Education), constantly works on the professional development of teachers as well as on the creation of tools and activities for schools.

The Museum and Leonardo da Vinci

The Museum houses the largest world collection of models interpreting Leonardo's drawings. Created in the 1950s, it is the first to have dealt systematically with Leonardo da Vinci's scientific-technical studies. Today, these models represent an exceptional tool for the study and dissemination of Leonardo's technical-scientific work, as well as having a unique educational value. A selection of models is permanently exhibited in the Leonardo Gallery. The Museum works on developing interpretation tools related to this important collection: interactive workshops, multimedia, 3D animations to better understand the functioning of the machines, games, thematic studies on the website, and a recent free Italian and English iPhone App "LeonardoAround" dedicated to the exploration of Leonardo's work and legacy in Milan.

With exhibitions, workshops and seminars, the Museum engages in the worldwide dissemination of knowledge on Leonardo da Vinci's work. Among recent international collaborations are the exhibitions "Leonardo da Vinci. Nature, art & science" at the Triennale Incheon in South Korea, "Leonardo da Vinci and the Ideal City" at the Urban Footprint Pavilion Shanghai Expo 2010 in China, "Leonardo da Vinci workshop caravan" in Japan.

The Museum and companies

Since its opening supported by the Milanese industrialist Guido Ucelli di Nemi, the Museum has been promoting the cultural value of science applied to industry.

The Museum has always created partnerships with the corporate world, sharing objectives and developing themes to build engaging experiences through multiple media in accordance with the principles of contemporary scientific museology.

Partnerships integrate the historical memory and knowledge stemming from the companies' research, development and production work with the distinctive methodology developed by the Museum to disseminate, communicate and bring to the audience this important heritage of information and knowledge.

International activity

Since 2003, the Museum is a member of *Ecsite* (European Network of Science Centres and Museums), an organization founded in 1989 counting about 400 science museums and science centres from around the world. Its objective is to promote the dissemination of scientific and technological culture and encourage interaction between science and society through the coordination and promotion of activities of museums and science centres.

Over the years the Museum has also forged partnerships with Universcience in Paris and Deutsches Museum in Munich.

The Museum has been engaged for years in the development of programs at European level, participating and coordinating several projects funded by the European Union: *Pilots* (Professionalisation for Learning in Science and Technology), *Setac* (Science Education as Tool for Active Citizenship), *Engineer* (Engineer is Elementary), *FEAST* (Facilitating Engagement of Adults about Science and Technology), *Pathway* (The Pathway to Inquiry Based Science Teaching), *SMEC* (School-Museum European Cooperation for Improving the Teaching and Learning of Sciences).

Museum numbers

SURFACE

50.000 sqm of surface

33.000 sqm indoor

25.000 sqm of exhibitions

ORGANISATION

110 staff members

70 volunteers

180 scientific advisers

1 research centre for informal education - CREI

HERITAGE

15.000 objects in our collections
45.000 books in the library
400 m of historic archive
50.000 photographic and audio-video goods

VISITORS

400.000 visitors per year
4.000 school groups
3.000.000 individual website visitors
www.museoscienza.org

CULTURAL OFFER

7 thematic departments
15 exhibition areas
13 interactive labs (i.labs)
1 research laboratory
(in collaboration with the University of Milan)
155 educational trails

FACILITIES

7 halls for meetings, lectures, events, shows
1 auditorium
1 shop - MUST Shop

Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci

Address: Entrance Via San Vittore 21 20123 Milano | Exit via Olona 6 20123 Milano

Opening hours: Tue - Fri: 9.30 am – 5.00 pm; Sat, Sun and Holidays: 9.30 am – 6.30 pm

Closing days: Monday (open on Holiday Mondays), 25th of December, 1st of January

Tickets:

full price 10,00 € | reduced price 7,00 € for: under 25; adults accompanying children under 14 (max 2 adults); groups of over 10 people; teachers of public and private schools; conventions

special 4,00 €: students accompanied by teachers on booked visit; over 65

Free entrance for: disabled visitors and accompanying person; children under 3

MUST SHOP: Tue- Sun: 10.00 am – 7.00 pm; Sat, Sun and Holidays: 10.00 am – 7.30 pm. Closed on Mondays.

Membership card

MUST SHOP sells 4 types of membership cards offering free access to the Museum for the card holder and one accompanying person or family member.

Guided tours to the Enrico Toti submarine

The ticket for the guided tour of the submarine can not be sold separately from the Museum ticket.

Museum + Toti ticket: from 8 to 18 euro.

Tickets purchased at the Museum entrance are subject to availability. Tickets can also be booked by phone (02.48555330, Tue – Fri: 1 pm – 6.30 pm) or by email (infototi@museoscienza.it)

www.museoscienza.org | info@museoscienza.it | T 02 48 555 1

PRESS CONTACTS

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PRESS MATERIAL

Photos, press releases (in Italian) and videoclips at <http://www.museoscienza.org/areastampa>