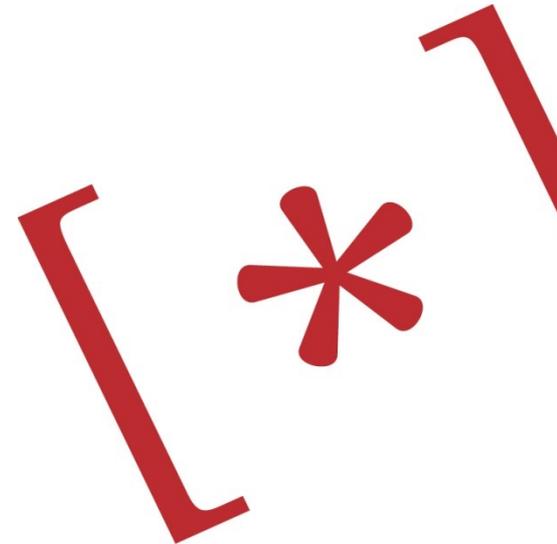


Festival della Scienza



Festival della Scienza





Genova, the city of Columbus



Festival della Scienza

Festival della Scienza

Since 2003 the Genoa Science Festival has become:

a model at international level for science dissemination, proposing events inspired by the most contemporary and burning questions

a benchmark for science communication, introducing a “hands on” approach to science and research and becoming a boost for researchers involved in a new way of communicating science

a melting pot of researchers, artists, creative people, opinion makers coming from all disciplines and sectors meeting with people keen on science, schools and families with a wide offer for all age groups

a think-tank of new ideas and projects

an added value for the Country namely for the City, attracting a lot of tourists (20% increase in Hotel accommodations) and creating a positive environment for innovation and encouraging youth to enter the scientific career (+100% in Math 2008)

“This Festival is one of the most innovative Italian events, and colleagues abroad consider a big honor and a source of pride being invited at the Genoa Science Festival” - Giacomo Rizzolatti, 2012





Festival della Scienza

Festival della Scienza

The Festival's formula

Real crossing of disciplines (from physics to literature)

Great attention to innovation & technology themes : energy, computer science, environment, health, economics, nano-technologies, etc.

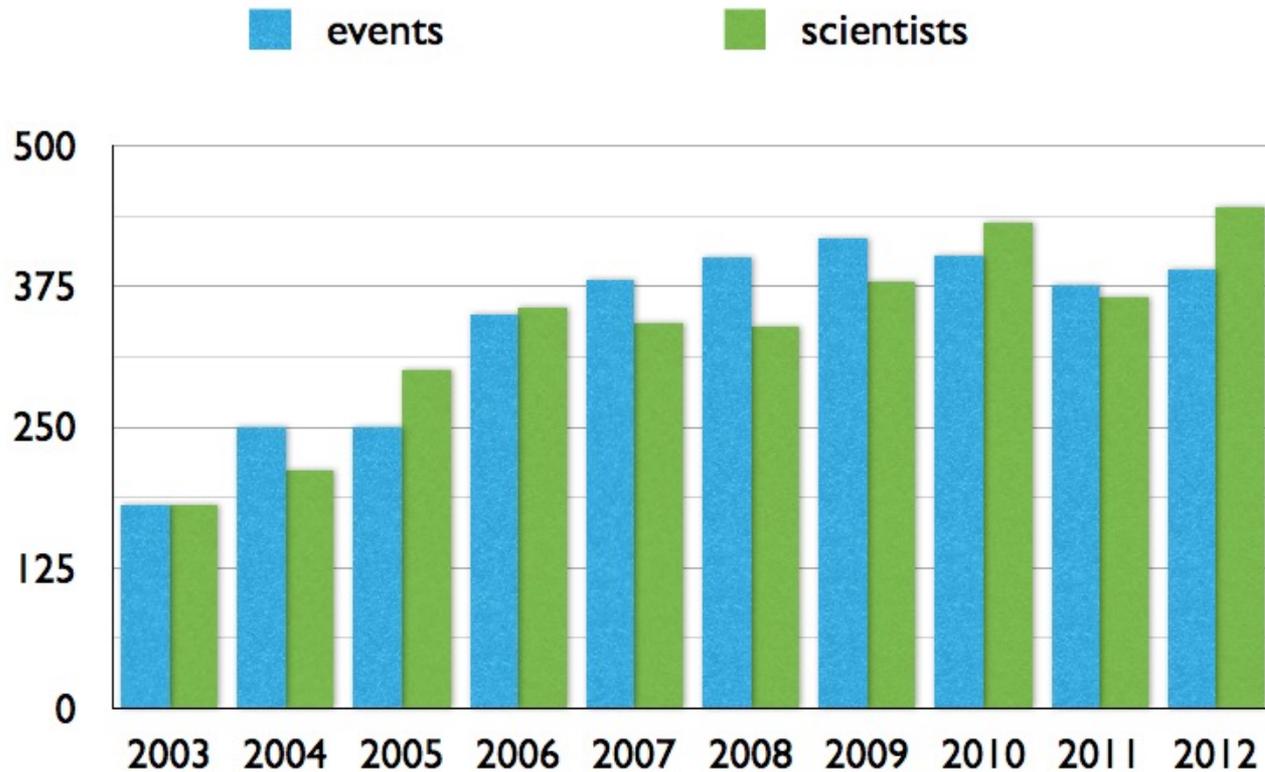
Public and private Companies and National Research Institutions play a key role in the Festival, by bringing their contributions in terms of events (Call for proposals)

Special events to present research and products from innovative start-up Companies



Festival della Scienza

**Spite the crisis, scientists increase
from 2003 to 2012**



Festival della Scienza

Numbers from 2003 to 2012

11	editions – 10 in Genoa, 1 in Palermo
130	days
733	locations
3.596	events
5.271	scientific explainers
3.424	journalists
12.475	press&media items
465.568	carnets sold
2.117.000	visits



Festival della Scienza

EASE - European Academy for Scientific Explainers

Each year a crew of about 700 scientific explainer (University students, graduates, young researchers) animate the Festival.

Special training is provided to PhDs and Junior Researchers at EASE - European Academy for Scientific Explainers.

55 participants followed the 2012 edition. Among them, 10 chinese, 9 nigerian, 1 egyptian, 1 albanian, 1 brazilian.

A new Academy is active in Shanghai called SASE under the Festival's umbrella.



Festival della Scienza International

Half of the Speakers come from all over the world.

Since 2008 Festival della Scienza hosts a Guest Country (China 2008, Egypt 2009, Mediterranean Countries 2010, USA 2011)

The 2012 edition was dedicated to Europe winner of the Nobel Prize for Peace

*“Europe is at the heart of science and science is at the heart of Europe”
- Maire Geoghegan-Quinn, European commissioner for Research,
Innovation and Science.*



Festival della Scienza

Guests and speakers

Top scientists and personalities

Ian Tattersall, Niles Eldredge, Margherita Hack, Michael Nyman, John Barrow, Marc Augé, Semir Zeki, Jean Pierre Changeux, Martin Rees, Benoit B. Mandelbrot, Craig Venter, John Brockman, Peter Greenaway, Fritjof Capra, Edouard Brézin, Arthur Ekert, Robert Trivers, Umberto Eco, Frans Lanting, Robert Cailliau, Philip Glass, Freeman Dyson, Jane Goodall, Marc Hauser, Jean-Marc Lévy-Leblond, Michel Morange, Lawrence Krauss, Hilary Putnam, Nicholas Humphrey, Luigi Luca Cavalli Sforza, Devra Devis, Catherine Vidal, Nigel Tapper, Gabrielle Walker, Kenneth Timmis, James Geary, Catia Bastioli, Giovanna Tinetti, Fabrizio Lillo, Elena Cattaneo, Massimo Livi Bacci, Brian Greene, Nassim Nicholas Taleb, Carlo Ratti, Clifford Saron, William Colglazier, Rafael Reif, Michael Chorost

Nobel Prize winners

Robert Laughlin, Theodor Haensch, Daniel Kahneman, Torsten Wiesel, Jack Steinberger, David Gross, Luc Montagnier, Riccardo Giacconi, Gehrard Ertl



Festival della Scienza

About the festival

"In 2005 I was asked to speak at the science festival in Genoa (...) and the atmosphere in the city was amazing – the excitement at the lectures and in the streets was palpable."

Brian Greene

"Never seen something like this in my life"

Gehrad Ertl

"Scientific exploration deserves a celebration, and in Genoa, they're doing so with great style"

J. Bohannon

"The Genoa Science Festival is so impressive. I couldn't think of anything better"

Simon Gage

"I was recommended to come! Never seen something like that, a city totally involved in science!"

Freeman Dyson

"In Genoa... how I want the world to see science: as an integral part of culture, accessible to anyone interested"

Lisa Randall

"We need that everyone could understand science, and the Festival helps filling this need"

Luca Cavalli Sforza





Festival della Scienza

Festival della Scienza

2012 Edition

11 days

more than 350 events

49 interactive exhibitions

103 interactive labs

18 shows

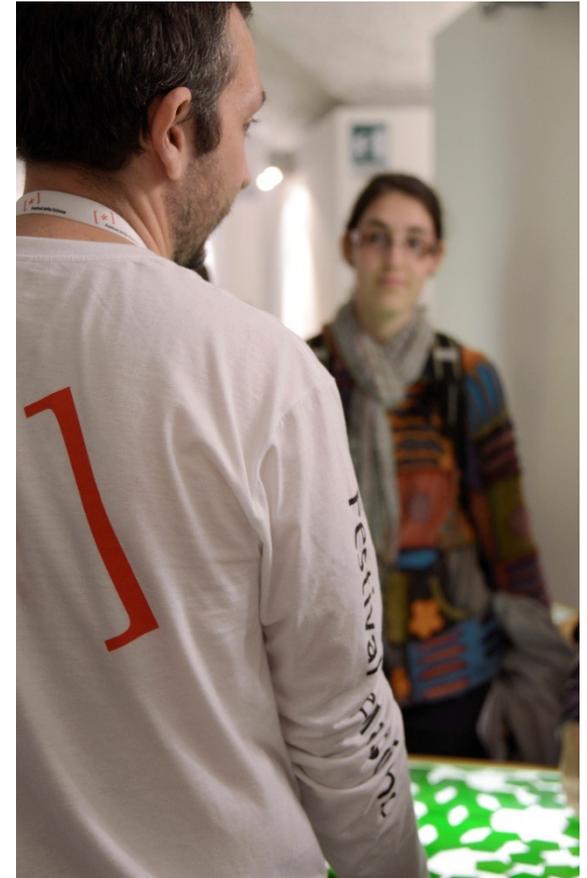
37 special events

182 lectures and meetings

more than 60 locations

340 speakers

555 scientific explainers



Festival della Scienza

Festival della Scienza

2012 Edition

Lectures by:

Giacomo Rizzolatti, Catherine Vidal, John Barrow, Edoardo Boncinelli, Luigi Luca Cavalli Sforza, Umberto Guidoni, Ian Stewart, Piergiorgio Odifreddi, Martin Rees, Ian Tattersall, Lisa Randall, George Dyson, Carlo Ratti, Renzo Piano, Greg Farrington, Fritjof Capra, Gwynne Dyer, Jean-Pierre Luminet, David Weinberger

Big exhibitions:

Semplice e complesso (best exhibition prize at Shanghai Science Festival), Enel 5.0, Homines Energetici, MathFitness, Science in travel, Sport & Science



Festival della Scienza

2012 Edition - Achievements

+10% of visits to the events

40.000 views of streaming and
on demand conferences

+10% of unique visitors on the
website





Festival della Scienza

**Since 2003, 13 days crossing the fascinating
winding paths of science**

**2003: “BEYOND” / 2004: “EXPLORATION”/
2005: “FRONTIERS”/ 2006: “DISCOVERY”/
2007: “CURIOSITY” / 2008: “DIVERSITY” /
2009: “FUTURE” / 2010: “HORIZONS” /
2011: “150 AND BEYOND” / 2012: “IMAGINATION”**



Festival della Scienza

2013 Edition - key notes

11th editions

10th anniversary of the Genoa Science Festival

12 days

October 23th – November 3th 2013, same dates of the first edition

Keyword will be *Beauty*





Festival della Scienza