

ÅRSBERETNING – VIDENREGNSKAB 2007



ANNUAL REPORT – INTELLECTUAL CAPITAL STATEMENT 2007



**Experimentarium**®

- Center for formidling af naturvidenskab og moderne teknik



#### EXPERIMENTARIUMS ÅRSBERETNING 2007 / ANNUAL REPORT 2007

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#### ÅBNINGSTIDER

Mandag, onsdag - fredag 9.30-17  
 Tirsdag 9.30-21  
 Lørdag, søndag og helligdage 11-17  
 Lukket 23-25/12, 31/12, 1/1

#### OPENING HOURS

Monday, Wednesday - Friday 9.30-17  
 Tuesday 9.30-21  
 Saturday, Sunday and holidays 11-17  
 Closed on 23-25/12, 31/12, 1/1

# ÅRSBERETNING 2007

## For Experimentarium blev 2007 et begivenhedsrigt år!

### Køb og ombygning af ejendommen på Tuborg Havnevej 7

Mest betydningsfuld var den aftale, som blev indgået ultimo februar 2007 med Carlsberg A/S om, at Experimentarium kan købe bygningen på Tuborg Havnevej 7 inklusiv en nyopført parkeringskælder med en kapacitet på 99 biler for 119 mill. kr. Til dækning af køb og omkostninger andrager de samlede omkostninger 120 mill. kr. Købet blev realiseret den 15. april 2008, hvor parkeringskælderens blev overdraget til Experimentarium. Finansieringen af de 120 mill. kr. blev tilvejebragt ved følgende donationer: Augustinus Fonden: 35 mill. kr.; Gentofte Kommune: 30 mill. kr.; Vilum Kann Rasmussen Fonden: 30 mill. kr.; Oticon Fonden: 15 mill. kr.; Thomas B. Thriges Fond: 5 mill. kr. samt Dansk Industri og Industriens Arbejdsgivere i København, tilsammen 5 mill. kr.

Experimentarium vil her udtrykke sin store taknemmelighed for den generøsitet, som donatorerne har udvist ved at sikre, at Experimentarium har kunnet erhverve ejendommen på Tuborg Havnevej 7 og derved er blevet herre i eget hus!

### Planer om udbygning og ombygning af ejendommen

Efter erhvervelsen af bygningen er ambitionen at gennemføre en udbygning og ombygning af ejendommen, hvor der indlægges en ekstra, tredje etage i bygningens Søndre og Nordre Længer, hvorpå der bygges nyt vandret tag med udendørs udstilling, grønt område og café. Der gennemføres for tiden en Forundersøgelse med udvikling af konkurrenceprogram samt et bæredygtighedsstudie.

### Dialog i Mørket er den udstilling, publikum har været mest begejstret for

Experimentarium præsenterede særudstillingen Dialog i Mørket gennem hele 2007. Udstillingen lukkede ved udgangen af året. I alt har næsten 60.000 personer prøvet den timelange, helt usædvanlige oplevelse, hvor man - i bælgravende mørke - guides af blinde personer gennem udstillingen på ca. 200 m<sup>2</sup> med park, byområde og café. Udstillingens andet driftsår blev støttet af Ludvig og Sara Elsass Fond samt Dansk Blindesamfund.

Et af udstillingens succeskriterier var at sikre varig beskæftigelse for de projektansatte medarbejdere; nemlig

17 blinde og svagsynede personer samt 7 personer med cerebral parese. Experimentarium har - bl.a. med støtte fra Ludvig og Sara Elsass Fond - kunnet ansætte 5 medarbejdere fra Dialog i Mørket til andre opgaver i virksomheden.

### Sport & Spinat opnåede over 650.000 besøgende

Sport & Spinat gik lige til danskernes hjerte og mave. Udstillingen åbnede helt tilbage i oktober 2005, men fik næsten to år på Experimentarium, fordi dinosaurerne var så store, at der simpelthen ikke var højt nok til loftet i Særudstillingsområde 1. Dinoerne måttet derfor placeres i Hovedudstillingshallen, hvor opstillingerne måtte rykkes lidt tættere sammen. Derfor var Sport & Spinat på plakaten helt frem til september 2007 og opnåede dermed næsten 2 års åbningsperiode. Nu kunne man frygte, at udstillingens attraktionsværdi ville blive svækket med tiden, men selv i den sidste periode var der fortsat en stor andel af de besøgende, der besøgte Experimentarium med henvisning til Sport & Spinat. I den periode, Sport & Spinat var på plakaten opnåede Experimentarium 657.788 besøgende.

### T.rex blev af publikum bedømt til at være både et rovdyr og en ådselæder!

Særudstillingen "T.rex - Dræbermysteriet" var en stor succes, særligt hos familiepublikummet. I de 11 måneder, T.rex-udstillingen var åben, besøgte Experimentarium af 350.478 gæster. Efter besøget i udstillingen blev publikum - lige inden man forlod tusemørket, hvori dinosaurerne blev præsenteret - bedt om at tage stilling til, om T.rex var et



Med et velplaceret hug brød HKH Kronprins isen og erklærede Experimentariums store særudstilling Xtrem Ekspedition for åben.



rovdyr, en ådselsæder eller lidt af begge dele? 150.000 personer gav deres besyv til kende og publikum skønnede således: Rovdyr: 35%. Ådselsæder: 23%. Begge dele: 42%.

## **Xtrem Ekspedition - en særudstilling, der er blevet til ved et usædvanligt samarbejde mellem et science center og to naturhistoriske museer**



*Det puklede dyr kan overleve i ekstrem tørke. Derfor har kamelen fået tildelt sin helt egen stand i tørkemiljøet på Xtrem Ekspedition.*

Hans Kongelige Højhed Kronprinsen indviede den 5. oktober 2007 særudstillingen Xtrem Ekspedition. Udstillingen er udviklet i samarbejde med de nationale naturhistoriske museer i Holland og Belgien, Nationaal Natuurhistorisch Museum, Naturalis, Leiden og Koninklijk Belgisch Instituut voor Natuurwetenschappen, Bruxelles. Xtrem Ekspedition er støttet af Lundbeckfonden, Otto Mønstedts Fond samt Ministeriet for Videnskab, Teknologi og Udvikling.

Udstillingen belyser ved artefakter, multimedier og hands-on eksperimenter, hvordan dyrelivet gennem tilpasning formår at overleve i ekstreme miljøer: Meget koldt, meget varmt, meget tørt, meget lysfattigt og meget iltfattigt.

### **EGO-TRAP - Mobilen er din nøgle!**

Med det forskningsbaserede udstillingsprojekt "EGO-TRAP - Mobilen er din nøgle" trådte Experimentarium nye veje, hvad angår intens formidling til gymnasieelever. Projektet er et samarbejde med Ph.D. studerende på Syddansk Universitet, Anne Kahr-Højland, Ph.D.-studerende, som et

element i forskningsnetværket DREAM under ledelse af professor Kirsten Drotner. EGO-TRAP er en "oplevelsesmaskine", hvor gymnasieeleverne afprøver en række eksperimenter. Kommunikationen mellem "udstillingen" og eleverne sker via mobiltelefonen. Oplevelsesmaskinen udvikler sig på en for eleverne helt uventet måde og viser sig at være en slags persontest. Det narrative forløb omkring brugen af eksperimenterne har vist sig at få eleverne til at arbejde med de enkelte eksperimenter på en langt mere intens måde end hidtil oplevet. Projektet fortsætter og skal i løbet af nogle år resultere i, hvad Experimentarium benævner "Den Personlige Udstilling".



*Kloden drejede, og der var smil over hele linjen, da Anders Eldrup, adm. direktør i DONG Energy og Ager Høeg underskrev en ny samarbejdsaftale.*

### **Et stort bidrag fra Experimentarium til debatten herhjemme om klimaet op til FN-topmødet i december 2009**

Experimentarium skal i hele 2008 arbejde på udviklingen og produktionen af en temaudstilling "Energi til Fremtiden", som skal være Experimentariums væsentligste bidrag til debatten om klimaet op til FN-topmødet i København i december 2009. Udstillingen er finansieret ved en i december 2007 meddelt donation på 10 mill. kr. fra DONG Energy.

### **Tæt samarbejde med Skovgårdsskolen og Gentoftes 10. klasse**

Experimentariums formidlingsaktiviteter rettet mod daginstitutioner, grundskoler og ungdomsuddannelserne vokser i disse år betydeligt.

18 klasser fra Skovgårdsskolen i Gentofte har således siden august 2007 gennemført al undervisning i naturfag på Experimentarium. Gentoftes 10. klasses elever, der har valgt fysik eller kemi på højt niveau, undervises også - siden 2004 - på Experimentarium. Experimentariums videnskabelige og pædagogiske personale og udstillingspiloter medvirker ved undervisningen. Det er håbet, at dette samarbejde vil kunne danne skole for samarbejdet mellem et science center og en grundskole. Gentofte Kommunes 10. klasse har - ligesom de sidste tre år - modtaget undervisning i Experimentariums til formålet indrettede fysik- og kemilokale. Experimentariums piloter er involveret i undervisningen.

### Skolekonkurrence om dyrs evne til at morfe sig til rette i omgivelserne

I tilknytning til Xtrem Ekspedition gennemføres den landsdækkende skolekonkurrence "DM i Morf", hvor man skal vælge et dyr, som er tilpasset til varme, mørke, tørke, iltfattigt eller kulde. Klassen skal beskrive dyret og argumentere for valget. Mere end 120 klasser er tilmeldt. Der er finale den 24. april 2008. Skoleaktiviteterne er støttet af Otto Mønstedts Fond.

### Fis & Fakta om Fordøjelsen!

Denne mundrette titel var navnet på Experimentariums Skolekonkurrence 2006/2007 med finale over en hel uge i maj 2007. Emnet var Fordøjelsen, som man kan forstå af overskriften. Med støtte fra Novo Nordisk A/S lancerede Experimentarium en utraditionel konkurrence for 3. klasse. Konkurrencen gik ganske enkelt ud på at lave et sjovt og lærerigt videnskabsteater om fordøjelsen! Tænk at være en bakterie, hvis opgave kun er at nedbryde den søde chokolade? En drømmerolle. Der tilmeldte sig 125 klasser til konkurrencen, og ved finalen dystede 12 klasser om førstepræmien, som var en skiferie for hele klassen til Norge - inklusiv to lærere. Vinderklassen blev Vigersted Skole med deres fortolkning af "Salmonellaerne angriber".

### Endnu flere elever lærte at lære fra sig til deres kammerater

Xciters er unge naturfagsformidlere. Over nogle dage får interesserede lærere og elever Experimentariums eksperimenter, shows og demoer "ind under huden", hvorefter eleverne tager tilbage til deres skole og giver deres nyvundne lærdom fra sig til deres kammerater. Projektet bygger på god gammel pædagogik: Learning-by-teaching og side-mandsoplæring! I 2007 gik Xciters-projektet ind i sit tredje år, hvor bl.a. hele Kolding Kommune deltog. Xciters støttes af Egmont Fonden.



3. klasse fra Vigersted Skole kunne slet ikke få armene ned, da et enigt dommerpanel, med 'Lille Per' i spidsen, kårede dem som vinder af skolekonkurrencen 'Fis & Fakta'.

### Experimentariums to landsdækkende formidlingstilbud havde også succes i 2007

Formidlingsaktiviteterne "Redningshold for en dag" og "Danske Opfinderland", som præsenteres i tilknytning til henholdsvis en sættevogn og en bus, har været fulgt af mere end 12.000 børn i løbet af 2007.



Med katastrofe-rollespillet 'Redningshold for en dag' har Experimentarium skabt et enestående koncept, som nu på tredje år udfordrer landets skoleelever.



## Webbaseret undervisningsmateriale

Tidsmaskinen er et webbaseret lærings spil støttet af Undervisningsministeriet, hvor spilleren kan rejse tilbage i tiden og lære udvalgte videnskabsmænds livshistorie og betydning for naturvidenskaben at kende. Tidsmaskinen, som vil være udviklet i løbet af 2008, skal anvendes som et gratis, supplerende undervisningsmateriale til brug i naturfagsundervisningen.



*Experimentariums besøgende fik i 2007 endnu engang mulighed for spærre øjnene op, slå ørerne ud og bruge alle sanser.*

## Galathea 3 ekspeditionen ladet med gymnasieelever

I august 2006 stævnedes Vædderen, Galathea 3's ekspeditionsskib, ud på en næsten 9 måneder lang ekspedition rundt om kloden. Forinden havde Experimentarium, i samarbejde med Politiken, STV og Gyldendal, udskrevet en forskningskonkurrence rettet mod alle landets gymnasier. Formålet med konkurrencen var at give en række gymnasieelever mulighed for at forske i deres eget projekt om bord, side om side med de professionelle forskere, for på den måde at skabe rollemodeller og øget interesse for naturvidenskaben. 6 hold vandt konkurrencen, hvilket gav os mulighed for at sende i alt 12 elever og 6 lærere med på ekspeditionen. De fik en oplevelse for livet!

To gange inviterede Experimentarium til en direkte videokonference på Store Scene mellem de medvirkende elever om bord og deres kammerater hjemme i Danmark. Ekspeditionens hjemkomst i april 2007 blev fejret med fest og naturvidenskab på kajen. Galathea 3 forskerkonkurrencen er støttet af William Demants og Hustru Ida Emilies Fond, Otto Mønstedts Fond, Nuna Fonden og Birch & Krogboe Fonden.

## Musik er naturvidenskab!

Experimentarium har udviklet et undervisningsforløb med musik som tema, som alle Gentofte Musikskoles ca. 600 elever skal opleve i løbet af skoleåret 2007-2008.

## Kreative børn virkede som kreative byplanlæggere

Sammen med BRFKredit har Experimentarium udviklet en aktivitet til projektet "På Tværs", hvor børn fra hele landet konkurrerede om at bygge den mest spændende drømmeby. I alt 2.000 børn deltog i konkurrencen.

## Efteruddannelseskursus for lærere

Experimentarium deltog i foråret 2007 i et projekt under CAND (Center for anvendt naturfagsdidaktik), hvor seminarlærere fra Blaagaard Statsseminarium og Københavns Dag- og Aftenseminarium ønskede at udvikle deres undervisning om uformelle læringsmiljøer.



*Pigerne skal på banen. Experimentarium har i år igangsat forskellige projekter, som har til formål at øge specielt pigernes interesse for naturvidenskab.*

## Eliteprojekt for de særligt interesserede elever

I samarbejde med Fredensborg/Humlebæk Kommune har Experimentarium gennemført et undervisningsforløb over 12 dage på Egedal Skole i Fredensborg/Humlebæk Kommune for skolens 8. - 9. klasses elever, der har vist stor flair og interesse for naturfagene, byggende på succesen fra sidste år.





*Hvor går grænsen? På 'Etikkens Døgn' blev besøgende i alle aldre konfronteret med fremtidens bioetiske udfordringer.*

### **Fokus på det ægte naturvidenskabelige eksperiment i grundskolens naturfagsundervisning**

I samarbejde med og med støtte fra Lundbeckfonden gennemføres over de næste tre år Xperimentprojektet, der sætter fokus på eksperimentet i naturfagsundervisningen gennem efteruddannelse af lærere og udvikling af materialer. Projektet støttes af Lundbeckfonden med 6,5 mill. kr.

### **Etikkens Døgn satte fokus på fremtidens bioetiske udfordringer**

Etikkens Døgn afholdtes i weekenden 10. - 11. november 2007 med 2.500 besøgende og meget positive tilbagemeldinger fra publikum, som fik øget kompetence til at tage stilling til fremtidens bioetiske udfordringer. I tilknytning til Etik-døgnet blev der spillet børneteater for 50 skoleklasser. Projektet blev udviklet i samarbejde med Det Ethiske Råd i forbindelse med Rådets 20 års jubilæum. Etikkens Døgn blev støttet af Bikubenfonden, Tuborgfondet, Undervisningsministeriet, Thomas B. Thriges Fond, LO og Gerda Laustsens Fond.

### **Hvad får unge mennesker til at vælge en naturvidenskabelig uddannelse og karriere til eller fra?**

I samarbejde med 7 andre europæiske science centre og naturfagsdidaktiske forskningsinstitutioner deltager Experimentarium i projektet Gender Awareness Participa-

tion Process (GAPP), der undersøger, hvad der tilskynder og afskrækker unge fra at vælge en naturvidenskabelig uddannelse og karriere. Der er blevet gennemført interviews og afholdt en idéudviklingskonference. I foråret 2008 vil erfaringerne blive videreformidlet ved nogle forældre/elev-aftener på et større antal skoler. Projektet er støttet af Den Europæiske Kommission.

### **Børn skal møde naturvidenskaben allerede i børnehaven**

Fingernemme Fænomener er et kursusforløb, hvor børnehavepædagoger får teoretisk og praktisk kompetence til at støtte, guide, udfordre og dokumentere børnenes læring i institutionen indenfor naturfænomener. Kurset er udviklet i samarbejde med Gentofte Kommune.

### **Luft og Vand i børnehaven!**

“Da Luft og Vand blev venner” er et undervisningsforløb for børnehavebørn støttet af Aage V. Jensens Fonde. I 2007 lærte 500 børn om, hvordan luft og vand har det, når de er sammen.

### **Forskningens Døgn**

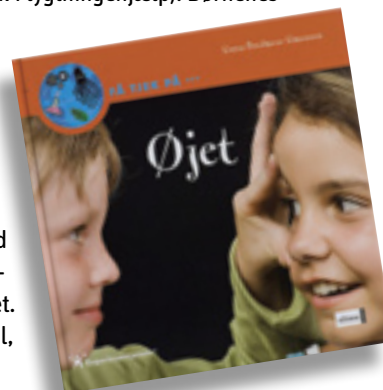
I forbindelse med Forskningens Døgn den 27. - 28. april afholdtes Science Night på Experimentarium for 150 børn og unge, der gennem et rollespil arbejdede med problematikken omkring udtømmelige naturressourcer og klimaproblemer.

### **Aktiv sommer sammen med Gentofte Kommune og med NCC**

I uge 28 og 32 deltog 60 børn fra Gentofte Kommunes Aktiv Sommer, hvor børnene over tre dage arbejdede med luftens kræfter. Fra den 2. - 6. juli gennemførtes Børnenes Byggeskole for andet år i træk for 100 børn fra 2. - 5. klasse. Børnene kom fra Center Sandholm (Dansk Røde Kors) og Mjølnerparken (Dansk Flygtningehjælp). Børnenes Byggeskole støttes af NCC.

### **“Få Tjek på ...” bøgerne har fortsat sin succes**

Der er nu udkommet i alt fem bøger i “Få Tjek på ..” serien, som udgives i samarbejde med Alinea. Emnerne er: Sæbebobler, Smådyr, Mad, Sport og Øjet. I 2008 vil emnerne være Metal, Varme & Kulde samt Sten.





Sten, cement, murbrokker, tømmer og masser af hårdt arbejde. Men det største hit på Børnenes Byggeskole var den flotte kran..

### Forskningscenter om Læring i Uformelle Omgivelser

Med støtte fra Oticon Fonden opretter Experimentarium i løbet af foråret 2008 et Forskningscenter om Læring i Uformelle Omgivelser i samarbejde med Københavns Universitet og Århus Universitet. Der vil - i første omgang - blive knyttet tre Ph.D.-studerende til forskningscentret.

### Nyhedsafdeling

Med støtte fra Novo Nordisk Fonden og Knud Højgaards Fond oprettede Experimentarium i begyndelsen af 2008 en Nyhedsafdeling, som bl.a. samarbejder med den af Forsknings- og Innovationsstyrelsen initierede nye nationale forskningsportal: [www.videnskab.dk](http://www.videnskab.dk).

### Udlejning af særudstillinger

Experimentarium har for tiden tre særudstillinger, som udlejes. "Hjernen" har været udstillet i Budapest og Athen og skal til Istanbul, Ankara og Nicosia senere på året. KribleKrable har været præsenteret i Strasbourg og Kolding og skal senere til Villeneuve i Frankrig. Endelig har "Sport & Spinat" været præsenteret i Kolding og skal her i foråret 2008 til Newcastle og senere til Warszawa.

Xtrem Ekspedition er klar til udlejning fra oktober 2009, hvor den har været præsenteret på Koninklijk Belgisch Instituut voor Natuurwetenschappen i Bruxelles.

### Eksport til Norge og Polen

Experimentarium har eksporteret 7 eksperimenter; bl.a. til centret Vil Vite i Bergen samt til et center i Gdynia i Polen.

### I 2007 opnåede Experimentarium i alt 343.556 besøgende, hvilket er det største besøgstal siden 2002

Vejrguderne var i sommeren 2007 Experimentarium nådigt stemte. Experimentarium har et bon-mot: "Når det regner på præsten, så drypper det på Experimentarium." Sådan at forstå, at regnvejr giver mange besøgende! Sandheden af dette bon-mot blev bekræftet i juli 2007, hvor ikke færre end 51.500 besøgende gik gennem tælleapparaterne. I den solrige, varme og nedbørsfri juli måned 2006 fandt kun 21.500 besøgende vej til Experimentarium!

I alt opnåede Experimentarium 343.556 besøgende; det største siden 2002. Udover vejret har Experimentariums tre vellykkede udstillinger, Dialog i Mørket; T.rex - Dræbermysteriet samt Xtrem Ekspedition været med til at generere det store besøgstal.

Der opnåedes i 2007 25,7 millioner kr. i entréindtægter mod 23,3 mill. kr. i 2006.

### Regnskabet for 2007

Resultatet for 2007 udviser et underskud på 8,7 mill. kr. Underskuddet dækkes ved træk på Grundfonden og Dispositions-fonden.

Budgettet for 2008 er baseret på 315.000 besøgende og viser et overskud før afskrivninger på 1,4 mill. kr. Der er afsat midler til investeringer af egne midler for 1,1 mill. kr. i 2008.

Asger Høeg  
Hellerup, maj 2008

# ANNUAL REPORT 2007

## 2007 was an eventful year for the Experimentarium!

### Purchase and rebuilding of the property at Tuborg Havnevej 7

The most significant event of the year was the agreement concluded with Carlsberg A/S at the end of February 2007 for the Experimentarium to purchase the building at Tuborg Havnevej 7, including the newly-constructed underground car park with room for 99 cars, at a price of DKK 119 million. The total costs for the purchase and associated expenses amount to DKK 120 million. The purchase was realised on 15 April 2008, when the underground car park was transferred to the Experimentarium. Financing of the DKK 120 million was procured through the following donations: Augustinus Foundation: DKK 35 million; Gentofte Municipality: DKK 30 million; Villum Kann Rasmussen Foundation: DKK 30 million; Oticon Foundation: DKK 15 million; Thomas B. Thrige Foundation: DKK 5 million, and a joint donation of DKK 5 million by the Confederation of Danish Industries and the Copenhagen Industries Employers' Federation.

The Experimentarium would like to express its sincere gratitude to the donors for the generosity they have shown in helping to ensure that the Experimentarium could acquire the property at Tuborg Havnevej 7 – and thereby become master of its own house!

### Plans for the extension and rebuilding of the property

Following the acquisition of the building, our ambition is to carry out an extension and rebuilding of the property, with the addition of an extra third floor in the building's north and south wings, in which a new horizontal roof will be installed with an outdoor exhibition area, greenery and café. A preliminary survey is currently being undertaken, encompassing the development of a programme for an architectural competition and a sustainability study.

### Dialogue in the Dark is the exhibition about which the public has been most enthusiastic

The Experimentarium presented the special exhibition Dialogue in the



*Out go the lights. Dialogue in the Dark gave our visitors a unique opportunity to experience at first hand what it is like to be blind.*



*HRH The Crown Prince is an experienced expeditionist, and in October he was present at Experimentarium to open the new special exhibition 'Xtreme Expedition'.*

Dark throughout all of 2007. When the exhibition closed at the end of the year a total of almost 60,000 persons had sampled this highly unusual one-hour experience, in which, in complete darkness, you were guided by a blind person through approximately 200 m<sup>2</sup> of park, urban area and café. The exhibition's second year was subsidised by the Ludvig and Sara Elsass Foundation and by the Danish Association of the Blind.

One of the exhibition's success criteria was to secure permanent employment for the project's staff: 17 blind and partially sighted persons, as well as seven persons with cerebral palsy. With help from, amongst others, the Ludvig and Sara Elsass Foundation, the Experimentarium has been able to employ five of the staff of Dialogue in the Dark for other tasks in the company.

### Sports & Spinach received more than 650,000 visitors

The exhibition clearly spoke directly to the hearts and stomachs of the Danes. The exhibition opened back in October 2005, but spent almost two years at the Experimentarium, because the dinosaurs were so large that the hall in Special Exhibition Area 1 was simply not tall enough for them. The dinosaurs thus had to occupy the Main Exhibition Hall, where the other exhibitions had to move a little closer together. As a result, Sports & Spinach remained on the posters right up to September 2007, and thereby achieved an opening period of almost two years. One might think that the exhibition's attraction value would wane over such a period of time, but right to the end there were still many people visiting the Experimentarium specifically to see Sports & Spinach. During the period in which Sports & Spinach was on the programme, the Experimentarium received 657,788 visitors.

### The public judged *T.rex* to be both a predator and a scavenger!

The special exhibition "T.rex – the Killer Question" was a great success, particularly among families. In the 11 months that the *T.rex* exhibition ran, 350,478 guests visited the Experimentarium. After their visit to

the exhibition, and just before they left the twilight area in which the dinosaurs were presented, the visitors were asked to consider whether *T.rex* could have been a predator, a scavenger or both. 150,000 people gave their opinion, and the results were as follows: Predator: 35%. Scavenger: 23%. Both: 42%.

### **Xtreme Expedition – a special exhibition which came about through an unusual partnership between a science centre and two natural history museums**

HRH The Crown Prince opened the special exhibition “Xtreme Expedition” on 5 October 2007. The exhibition was developed in co-operation with the national natural history museums of the Netherlands and Belgium: the National Museum of Natural History, Naturalis, Leiden and the Royal Belgian Institute of Natural Sciences, Brussels. Xtreme Expedition was supported by the Lundbeck Foundation, the Otto Mønsted Foundation and the Danish Ministry for Science, Technology and Innovation.

Through artefacts, multimedia and hands-on experiments, the exhibition demonstrated how wildlife manages to survive through adaptation to extreme environments: extreme cold, extreme heat, extreme aridity, extreme dark and extreme lack of oxygen.



*Xtreme Expedition takes children and adults alike on a journey to the most extreme environments on Earth, where no human being can survive.*

### **EGO-TRAP – the mobile phone is your key!**

With the research-based exhibition project “EGO-TRAP – the mobile phone is your key” the Experimentarium trod new ground in high-intensity communication with secondary school students. The project was a joint venture with a PhD student at the University of Southern Denmark, Anne Kahr-Højland, and forms an element in the DREAM research network led by Prof. Kirsten Drotner. EGO-TRAP is an “experience machine” in which secondary school students try out a number of experiments. Communication between “the exhibition” and the students takes place via mobile phones. The “experience machine” develops in a way which for the students is entirely unexpected, and



turns out to be a kind of personality test. The narrative connected with the use of the experiments has been shown to get students to work with the individual experiments in a far more intense manner than usual. The project is continuing and after some years will result in what the Experimentarium calls “The Personal Exhibition”.

### **A major contribution from the Experimentarium to the domestic debate on climate change in advance of the UN summit meeting in December 2009**

Throughout 2008, the Experimentarium will be working on the development and production of a theme exhibition, “Energy for the Future”, which will be the Experimentarium’s most important contribution to the climate debate in advance of the UN summit meeting in Copenhagen in December 2009. The exhibition is being financed by a donation of DKK 10 million from DONG Energy, announced in December 2007.

### **Close co-operation with Skovgård School and tenth-grade classes in Gentofte**

The Experimentarium’s educational activities, aimed at day-care centres, elementary schools, upper secondary schools and vocational schools, are currently expanding at a rapid rate.

Since August 2007, eighteen classes from Skovgård School in Gentofte have received all of their science teaching at the Experimentarium. Tenth-grade students from Gentofte who have chosen to study physics or chemistry at an advanced level have also been taught at the Experimentarium since 2004. The Experimentarium’s scientific and educational personnel and exhibition pilots also take part in the instruction. The hope is that this teamwork could produce a model for co-operation between a science centre and an elementary school.

Just as in the three previous years, tenth-grade students in Gentofte Municipality have received science classes in the Experimentarium’s purpose-built physics and chemistry lab. The Experimentarium’s pilots participate in the teaching.

### **School competition on the ability of animals to adapt by “morphing” to match their surroundings**

In association with Xtreme Expedition, a national school competition,



the “Danish Morphing Championships” was held, in which contestants were invited to choose an animal that was adapted to heat, darkness, aridity, low-oxygen conditions or cold. The class was asked to describe the animal and argue for their choice. More than 120 classes entered. The finals were held on 24 April 2008. The school activities are subsidised by the Otto Mønsted Foundation.

### Fun and Facts on Digestion

This idiomatic title was the name of the Experimentarium’s School Competition 2006/2007, the finals of which took place during a whole week in May 2007. The subject was Digestion, as you will gather from the heading. With support from Novo Nordisk A/S, the Experimentarium launched an innovative competition for third-grade students. The aim of the competition was quite simply to create fun and educational scientific theatre about digestion! Imagine being a bacterium whose only task is to break down some sweet chocolate? A dream role. 125 classes entered the competition, and in the finals 12 classes competed for the first prize, which was a skiing holiday for the whole class to Norway – including two teachers. The winning class was from Vigersted School, with their interpretation of “The Attack of the Salmonellas”.



*Learning by teaching. The Experimentarium Xciters project gives children interested in natural science the tools to pass on their knowledge to schoolmates.*

### Even more students learned how to teach their classmates

‘Xciters’ are young science communicators. Over the course of several days, interested teachers and students are given intensive instruction in the Experimentarium’s experiments, shows and demonstrations, after which the students go back to their schools and pass on their newly-acquired knowledge to their classmates. The project is based on well-established educational techniques: learning-by-teaching, and teaching your neighbour. In 2007 the Xciters project entered its third year, which saw, amongst other things, the participation of all the schools in Kolding Municipality. The Xciters project is supported by the Egmont Foundation.

### The Experimentarium’s two national educational offers also experienced success in 2007

The educational activities “Rescue Team for a Day” and “Danish Inventorland”, which were presented using an articulated truck and a bus, respectively, were experienced by more than 12,000 children in the course of 2007.



*Who says that young romantics can't save lives in simulated disaster areas? No problem!*

### Internet-based teaching materials

The “Time Machine” is an Internet-based educational game subsidised by the Ministry of Education, in which players can travel back in time and learn about the life stories of selected scientists and their importance to scientific history. The Time Machine, which will be developed in the course of 2008, can be used to provide free supplementary teaching materials for use in science teaching.

### The Galathea III Expedition with a cargo of secondary school students

In August 2006, Vædderen, the Galathea III expedition ship, set off on an almost nine-month long expedition around the world. Before the expedition left, the Experimentarium, in co-operation with Politiken, STV and Gyldendal, organised a research competition aimed at all the country’s upper secondary schools. The purpose of the competition was to give a number of secondary school students an opportunity to perform research into their own projects on board the ship, side by side with professional scientists, and thereby create role models and stimulate interest in science. Six teams won the competition, which allowed us to send a total of twelve students and six teachers on the expedition. They were given an experience they will never forget!

The Experimentarium organised two live video conferences on the Main Stage between the participating students on board the ship and their schoolmates back home in Denmark. The return of the expedition in April 2007 was celebrated with festivities and science on the quay. The Galathea III research competition was subsidised by the Demant Foundation, the Otto Mønsted Foundation, the Nuna Foundation and the Birch and Krogboe Foundation.

## Music is science!

The Experimentarium has developed an instruction programme with music as its theme, which will be experienced by all of Gentofte Music School's approximately 600 students in the course of the school year 2007-2008.



*The wind in your hair and rosy cheeks. Can learning really be this much fun?*

## Creative children as creative urban planners

Together with the finance company BRFKredit, the Experimentarium developed an activity for the project "På Tværs" ("Cross-cuts") in which children right across the country competed to design the most exciting dream city. A total of 2,000 children took part.

## Further training for teachers

In the spring of 2007, the Experimentarium participated in a project organised by CAND (the Centre for Applied Scientific Didactics), in which staff from Blaagaard Teacher Training College and KDAS (Copenhagen Day and Evening University College of Teacher Education) sought to enhance their teaching skills in informal learning environments.

## Elite project for specially interested students

Building upon the success of last year's project, and in co-operation with Fredensborg/Humlebæk Municipality, the Experimentarium carried out an instruction programme over twelve days at Egedal School for students in the school's 8th and 9th grades who have shown flair and interest in scientific subjects.

## Focus on real experiments in elementary school science teaching

With the support and co-operation of the Lundbeck Foundation, the "Xperiment Project" will be carried out over the next three years, focusing on the use of experiments in science teaching through further training of teachers and the development of materials. The project has received a grant of DKK 6.5 million from the Lundbeck Foundation.

## Ethics Day focused on the bio-ethical challenges of the future

Ethics Day was held over 24 hours during the weekend of 10-11 November 2007. The event attracted 2,500 visitors and received a very positive response from the public, who acquired skills with which to weigh up the bio-ethical challenges of the future. In association with Ethics Day, a children's theatre event was held for 50 school classes. The project was organised in co-operation with the Danish Council of Ethics to mark the Council's 20th anniversary. Ethics Day was supported by the Bikuben Foundation, the Tuborg Foundation, the Danish Ministry of Education, the Thomas B. Thrige Foundation, the Confederation of Danish Trades Unions (LO) and the Gerda Laustsen Foundation.

## What makes young people choose or reject a scientific education and career?

The Experimentarium is participating in the Gender Awareness Participation Process (GAPP) in co-operation with seven other European science centres and science teaching research institutes, to examine what it is that encourages or discourages young people from choosing a scientific education and career. Interviews and an idea development conference have been held. In the spring of 2008 the knowledge gained will be passed on via parents/student evenings at a large number of schools. The project is subsidised by the European Commission.

## Children should encounter science right from kindergarten

Dextrous Phenomena is a course in which kindergarten staff are given theoretical and practical skills to support, guide, challenge and document children's learning in the area of natural phenomena. The course has been developed in co-operation with Gentofte Municipality.

## Air and water in the kindergarten!

When Air and Water Became Friends is an instruction programme for kindergarten children which has been subsidised by the Aage V. Jensen



*Just because you're 'only' in nursery school doesn't mean you can't learn about natural science phenomena.*

# FINGERNEMME *fænomener*



*Jumping, dancing, fascinating and astounding. Name a character and Experimentarium has transformed it into a soap bubble.*

Foundation. In 2007, 500 children learned about how air and water get on when they are together.

## Science Day

In connection with Science Day on 27-28 April, the Experimentarium held a Science Night for 150 children and young people, using role play to work with the issues of non-renewable natural resources and climate change.

## An active summer with Gentofte Municipality and NCC

In weeks 28 and 32, 60 children from Gentofte Municipality took part in Active Summer, in which the children spent three days studying the power of the air. From 2-6 July, the Children's Construction School was held for the second year running for 100 children in 2nd-5th grade. The children came from the Sandholm Centre (Danish Red Cross) and Mjølnerparken (Danish Refugee Council). The Children's Construction School is supported by the construction company NCC.

## "Få Tjek på..."

The books in the "Få Tjek på ..." series continue to achieve success.

Five books have now appeared in the series, which is published in co-operation with Alinea. The subjects were: Soap Bubbles, Insects, Food, Sport and The Eye. In 2008 the subjects will be Metal, Heat and Cold, and Stone.

## Research centre on Learning in Informal Surroundings

In spring 2008, with support from the Oticon Foundation, the Experimentarium will establish a Research Centre on Learning in Informal Surroundings in co-operation with the University of Copenhagen and the University of Aarhus. Initially, three PhD students will be attached to the research centre.

## News department

At the beginning of 2008, with support from the Novo Nordisk Foundation and the Knud Højgaard Foundation, the Experimentarium created a News Department, which amongst other things collaborates with the national science portal established by the Danish Agency for Science, Technology and Innovation: [www.videnskab.dk](http://www.videnskab.dk).

## Special exhibitions for hire

The Experimentarium currently has three special exhibitions which can be hired. "The Brain" has been exhibited in Budapest and Athens, and it will later this year travel to Istanbul, Ankara and Nicosia. CreepyCrawly has visited Strasbourg and Kolding, and will subsequently travel to Villeneuve, France. Finally, "Sports & Spinach" has been presented in Kolding and now, in the spring of 2008, will travel to Newcastle, and later to Warsaw.

Xtreme Expedition will be ready to hire from October 2009, when it will be presented at the Royal Belgian Institute of Natural Sciences in Brussels.

## Exports to Norway and Poland

The Experimentarium has exported seven experiments, including to the Vil Vite centre in Bergen and a centre in Gdynia, Poland.

## In 2007 the Experimentarium had 343,556 visitors, the highest number since 2002

The weather gods smiled upon the Experimentarium during the summer of 2007. The Experimentarium has a saying: "Every rain cloud has a silver lining for the Experimentarium!", as rainy weather brings us many visitors. The truth of this saying was confirmed in July 2007, when the counting machines counted no less than 51,500 visitors. During the hot, sunny and rain-free July of 2006, on the other hand, just 21,500 visitors found their way to the Experimentarium!

In all, the Experimentarium had a total of 343,556 visitors in 2007 – the largest number since 2002. Besides the weather, three successful exhibitions also helped to draw in the crowds, namely Dialogue in the Dark, T.rex – the Killer Question, and Xtreme Expedition.

In 2007, DKK 25.7 million was received in admission fees, as against DKK 23.3 million in 2006.

## Accounts for 2007

The accounts for 2007 show a deficit of DKK 8.7 million. The deficit has been covered by transfers from the capital fund and the liquid reserve fund.

The budget for 2008 assumes a total of 315,000 visitors, and shows a profit before depreciation of DKK 1.4 million. Funds have been set aside for investments totalling DKK 1.1 million in 2008.

Asger Høeg  
Hellerup, May 2008

## RESULTATOPGØRELSE

for 1. januar - 31. december 2007

Beløb i 1.000 kr.

Indtægter	2007	2006
Entréindtægter	25.716	23.338
Indtægter i butik og café	11.709	10.744
Salg af serviceydelser	6.225	6.133
Andre indtægter	3.881	4.045
Tilskud	13.915	15.684
Modtaget statsstøtte	3.200	3.200
Hovedudstillings Fornyelse ovf. til øvrig grundkapital	0	0
Financielle poster	32	-136
<b>Indtægter ialt:</b>	<b>64.678</b>	<b>63.008</b>
<b>Udgifter</b>		
Andre eksterne udgifter	29.697	29.487
Personaleomkostninger	36.718	34.604
Afskrivninger	6.950	7.235
<b>Udgifter ialt:</b>	<b>73.365</b>	<b>71.326</b>
<b>Årets resultat</b>	<b>-8.687</b>	<b>-8.318</b>

## MILJØREGNSKAB

	2007	2006
Elforbrug i kWh	1.100.393	858.050
Fjernvarme GJ		3.873
Årsopgørelse ikke modtaget		
Vandforbrug / m3	6.630	6.937

## BALANCE

pr. 31. december 2007

Beløb i 1.000 kr.

Aktiver	2007	2006
Opbygning og indretning	11.317	14.260
Permanent udstilling	3.542	5.808
Inventar og udstyr	960	1.112
Driftssikringsmidler	6.587	7.029
<b>Anlægsaktiver ialt</b>	<b>22.406</b>	<b>28.209</b>
<b>Omsætningsaktiver:</b>		
Varebeholdninger og igangværende arbejde	880	885
Tilgodehavender	32.382	15.832
Likvide beholdninger og værdipapirer	353	1.769
<b>Omsætningsaktiver ialt</b>	<b>33.615</b>	<b>18.486</b>
<b>Aktiver ialt</b>	<b>56.021</b>	<b>46.695</b>
<b>Passiver</b>	<b>2007</b>	<b>2006</b>
<b>Egenkapital</b>		
Grundkapital	8.056	14.171
Dispositionsfond	6.802	9.375
<b>Egenkapital ialt</b>	<b>14.858</b>	<b>23.546</b>
<b>Gæld</b>		
Leverandører af varer og tjenesteydelser	2.448	1.660
Periodeafgrænsningsposter	18.038	9.228
Anden gæld	20.677	12.261
<b>Gæld ialt</b>	<b>41.163</b>	<b>23.149</b>
<b>Passiver ialt</b>	<b>56.021</b>	<b>46.695</b>

Hellerup, maj 2008

Direktør Asger Høeg

Bestyrelse:  
Jannik Johansen, formand  
Peter Augustinus, næstformand  
Hans Peter Jensen  
Poul Scheuer  
Lene Lange  
Anders Eldrup  
Fritz Schur

Revisor KPMG C. Jespersen

Foranstående resultatopgørelse og balance er en forenklet udgave af årsregnskabet, herunder ved udeladelse af noter.

## INCOME STATEMENT

for 1 January - 31 December 2007

Amounts in thousand DKK

Income	2007	2006
Admission revenue	25,716	23,338
Shop and Café sales	11,709	10,744
Sale of services	6,225	6,133
Other income	3,881	4,045
Contributions from fund-raising	13,915	15,684
State subsidy	3,200	3,200
The value of the main exhibit's renewal transferred to additional basic capital	0	0
Financial entries	32	-136
<b>Total income</b>	<b>64,678</b>	<b>63,008</b>
<b>Expenses</b>		
Other external expenses	29,697	29,487
Salaries and wages	36,718	34,604
Depreciation	6,950	7,235
<b>Total expenses</b>	<b>73,365</b>	<b>71,326</b>
<b>Net income for the year</b>	<b>-8,687</b>	<b>-8,318</b>

## ENVIRONMENTAL AUDIT

	2007	2006
Electricity consumption in kWh	1,100,393	858,050
District heating GJ		3,873
Water consumption /m <sup>3</sup>	6,630	6,937

## BALANCE SHEET

as of 31 December 2007

Amounts in thousand DKK

Assets	2007	2006
<b>Non current assets</b>		
Building modifications and installations	11,317	14,260
Main exhibition	3,542	5,808
Equipment	960	1,112
Endowment funds	6,587	7,029
<b>Total non current assets</b>	<b>22,406</b>	<b>28,209</b>
<b>Current assets</b>		
Inventories and work in progress	880	885
Accounts receivable	32,382	15,832
Cash and bonds	353	1,769
<b>Total current assets</b>	<b>33,615</b>	<b>18,486</b>
<b>Total assets</b>	<b>56,021</b>	<b>46,695</b>
<b>Capital and liabilities</b>	<b>2007</b>	<b>2006</b>
<b>Capital</b>		
Foundation capital	8,056	14,171
Liquid reserve fund	6,802	9,375
<b>Total capital</b>	<b>14,858</b>	<b>23,546</b>
<b>Liabilities</b>		
Accounts payable, trade	2,448	1,660
Deferred expenses	18,038	9,228
Other liabilities	20,677	12,261
<b>Total liabilities</b>	<b>41,163</b>	<b>23,149</b>
<b>Total capital and liabilities</b>	<b>56,021</b>	<b>46,695</b>

Hellerup, April 2008

Executive Director Asger Høeg

Board  
 Jannik Johansen, Chairman  
 Peter Augustinus, Vice Chairman  
 Hans Peter Jensen  
 Poul Scheuer  
 Lene Lange  
 Anders Eldrup  
 Fritz Schur

Auditor KPMG C. Jespersen

The above income statement and balance sheet is a simplified version of the original, hereunder by the omission of the notes.

# VIDENREGNSKAB 2007

## Kernen er formidling

Inden for de seneste år har Experimentarium ændret sin strategi, så §4 i fondens vedtægter må glæde sig! Hvor kernen i arbejdet i mange år var at udvikle og præsentere nye udstillinger, er visionen blevet mere dristig: Nemlig at Experimentarium skal bevare sin plads blandt Danmarks mest populære udflugtsmål samtidig med, at centret skal begynde at formidle naturvidenskab og teknik med alle de andre mulige medier, der byder sig til, når man skal fortælle om naturvidenskabens og teknikkens fantastiske verden.

Formålsparagraffen illustreres som en lille naivt tegnet blomst, hvor planten med frugtknude og kronblade, stilk og næring fungerer som et hele.

Den lille blomst har som sit centrale knudepunkt fondens formål: At formidle naturvidenskab og teknik bredest muligt i befolkningen, men særligt med henblik på den yngre del af denne! Og formidlingsfrugtknuden holdes på plads af 7 kronblade. Et blad hedder "udstillinger og pilotaktiviteter". For det er det essentielle. Indtil den forestående udbygning er klar vil der fortsat hvert år skulle vises to store særudstillinger og en række andre tiltag, som henvender sig til især børn og unge for at fremme kendskabet til naturvidenskab.

Et kronblad hedder "udvikling af undervisningsaktiviteter" og et andet "skoleaktiviteter". Her er nogle af de populære tiltag, fx "Redningshold for en dag" som rummes i en sættevogn, der rejser landet tyndt med et oplevelsesforløb om førstehjælp og genoplivning. Men kronbladet rummer også en stadig udbygning af skolematerialet på hjemmesiden til glæde for lærere og elever før, under og efter besøget på Tuborg Havnevej. Experimentarium har kontaktlærere ved 1300 skoler. 185 skoler har abonnement, svarende til, at 80.000 elever og lærere har gratis adgang til Experimentarium på alle skoledage. Det resulterer faktisk i 60.000 skolebesøg med abonnement om året. I alt havde vi 96.660 besøgende skolelever i 2007.

Et af blomstens blade handler om at udbyde "kurser for lærere, pædagoger og studerende". Her er bl.a. netop indledt et eksperimentprojekt støttet af Lundbeckfonden. Projektets klare mål er at efteruddanne et stort antal lærere med eksperimentet som det, der skal få forståelsen og begejstringen ud over rampen. Men formålsblomsten har også kronblade om "nyhedsformidling" og Experimentariums nye "tv-studie og det videre arbejde med virtual reality". Ambitionen om at igangsætte en nyhedsformidling er netop virkeliggjort med ansættelsen af to videnskabsjournalister, der har fået adgang til fx Weekendavisens



*Et lille pust kan have stor effekt, hvad enten det gælder formidling eller sæbebobler.*

spalter. Nyhedsafdelingen har også indgået en formel aftale om det af Videnskabsministeriet igangsatte projekt om forskningsportalen [www.videnskab.dk](http://www.videnskab.dk).

Endelig har "forskning i læring i uformelle omgivelser" fået et kronblad for sig selv.

Fra blomstens stilk strømmer entreindtægten fra de besøgende op til frugtknuden og kronbladene. Sidste år kom der 26 mill. kr. ind via billetindtægterne. Og over blomsten stråler en sol med ekstra næring fra Danmarks mange generøse fonde. Det er herfra, finansieringen af de mange projekter sikres.

Billedet fuldkommengøres ved, at blomsten stråler sin formidling udover det ganske land (bredest muligt i befolkningen, men med særligt hensyn til den yngre del af denne!).

## At holde nysgerrigheden ved lige!

Videnregnskabet er tal og skemaer, registreringer og karaktergivninger. Det er direktør Asger Høeg's store personlige fornøjelse nøje at gennemgå de lister over bl.a. publikumstallene, som udarbejdes dagligt og månedligt. Han kan læse rigtig meget ud af de tal og drage en række erfaringer for de kommende tiltag og udstillinger. I tallene er det interessant og sjovt at se, at en relativt lille udstilling som Kvæsterød Køreskole i samarbejde med Rådet for Større Færdselssikkerhed og Herning Kommune har solgt overraskende godt.

”Dens tema er noget, der kommer os alle ved. Vi har en fascination af fart og ”lev stærkt” romantikken, og samtidig har vi en respekt for konsekvenserne. Jeg tror temaet, titlen, men også opbygningen, hvor man følger personlige historier om trafikofrene, har været med til at gøre udstillingen så populær. Den lever op til alt, hvad en god udstilling skal have: Den gode historie og det lærerige element – uden løftede pegefingre,” siger Asger Høeg.

Besøgstallet for Experimentarium toppe i ugerne 7 og 8, når skolerne holder vinterferie, i industriferien i ugerne 28 – 30 samt i uge 42, når der er efterårsferie. Og det er heromkring, at de store årlige særudstillinger traditionelt åbner. Udstillinger som skal drives af budskaber og nysgerighed.

”En undersøgelse har godtgjort, at vi kan tiltrække 100.000 yderligere besøgende om året, hvis vi har pladsen til det og udtænker større og vildere udfordringer. Vore nye kvadratmetre skal kunne klare det pres, der er i ferierne og helligdagene, for det kan vi jo også læse af tallene. De bedste tal, jeg kender, er dem, hvor de besøgende fortæller, at de har brugt mere end 4 timer her, når de først er på besøg. I år er det tal oppe på 70 procent. Jeg får også meget ud af at læse, at 78 procent af de besøgende faktisk har været her før. Et stort genbesøg er jo både en nødvendig og tilstrækkelig betingelse for gode besøgstal i de kommende år”.

### Et af verdens mest innovative science centre

I 2006 formuleredes nedenstående overordnede mål for Experimentarium for de kommende seks til syv år:

- At være den førende kulturinstitution i Danmark indenfor engagerende og interaktiv formidling af naturvidenskab og teknik og udbygge positionen som et af verdens mest innovative science centre.
- At sikre, at mødet med Experimentarium er en helhedsoplevelse af høj kvalitet.
- At være en seriøs samarbejdspartner for staten, virksomheder samt relevante forsknings-, undervisnings- og formidlingsinstitutioner.
- At være det science center i Danmark og Sydsverige, som yder lærerig formidling og undervisning til flest børn og unge i daginstitutioner, grundskole og ungdomsuddannelser.

- At være blandt de 10 mest attraktive besøgsmaal for danskere og sydsvenskere.
- At udstillingscentret bliver et internationalt turistmaal og vartegn for Danmark.
- At være en attraktiv arbejdsplads med en kontinuerlig, relevant og motiverende udvikling af alle medarbejdere.
- At indarbejde varemærket Experimentarium som et stærkt brand med en tydelig identitet.
- At drive centrets virksomhed efter forretningsmæssige principper med en professionel markedsføring og kundeservice samt en effektiv drift og høj produktivitet.
- At opnå tilstrækkelig driftsstøtte fra staten som et sikkert fundament for driften.
- At opnå en så høj grad af selvfinansiering, at fondens uafhængighed aldrig kan betvivles.

### En god og regnvåd sommer

Det var en god sommer i 2007. Regnvåd, kølig og lang. Sådan ser en god sommer ud på Experimentarium, som i alt fik besøg af 343.556 gæster. Det er det største besøgstal i fem år, 13.000 flere end sidste år.

Experimentarium henvender sig primært til skoleeleverne



Experimentariums piloter glæder og udfordrer dagligt hundredvis af børn, unge og voksne med deres shows og demonstrationer.



Vores formidling vil i de kommende år have større fokus på nye medier. Men et godt værksted, hvor man kan bruge alle sine sanser, går aldrig af mode ...

og til familierne (med børn og børnebørn). I 2007 udgjorde antallet af skoleelever ca. 30% og dermed nogenlunde samme andel som tidligere år. Men der var i 2007 ca. 20.000 flere besøgende fra familiesegmentet.

”Vi forsøger at have særudstillinger, som kan tiltrække flere aldersgrupper. Fx indså vi, at T.rex – Dræbermysteriet, vores dinosaurudstilling, havde et meget entusiastisk, men meget aldersbegrænset publikum. Små børn er fascinerede af dinosaurer, og voksne kan også være det. Men børn over de 11 år mister den umiddelbare fascination. De udstillinger, der virkelig kan samle interesse, var fx Sport & Spinat og KribleKrable. Jeg forventer mig også meget af Spion-udstillingen, som åbner til oktober 2008.”

”Selv har jeg jo lært rigtig meget om valg af temaudstillinger gennem 20 år på Experimentarium, men endnu mere ved at få børnebørn. Jeg tror først, at man rigtig lærer børns psykologi at kende, når man har været igennem de følelsesmæssige og ansvarsfulde oplevelser med sine egne - og får børnebørn. Jeg har 4 af slagsen, og jeg kan jo observere, hvordan de er fantastiske til at modtage og bearbejde indtryk og til at kombinere de nye ”data” til viden og forståelse. Vi arbejder meget med interaktivitet på Experimentarium. Det er spændende og stadig under udvikling, men nogle gange kan den store oplevelse, aha-oplevelsen, ligge i en ganske almindelig erkendelse og oplevelse hos barnet, måske ved at fatte noget, se sig selv og prøve kræfter og udfordre sig selv,” siger Asger Høeg.

Experimentariums besøgende består af 3 grupper: Det almene publikum, uddannelsessektoren og deltagere i møder, konferencer og selskaber. Siden 2003 har besøgstallet for disse 3 grupper udviklet sig således:

	2003	2004	2005	2006	2007
Familie publikum	211.551	223.027	207.655	215.731	236.747
Skoleelever	111.106	102.572	103.573	103.554	96.660
Møder, konferencer, selskaber mv	14.714	12.147	8.833	11.070	10.149
I alt besøgende	337.371	337.746	320.061	330.355	343.556

#### ....særligt med henblik på ungdommen

Experimentariums formål er ”i befolkningen – og især i den yngre del af denne” – at øge interessen for naturvidenskab og teknik”.

	2003	2004	2005	2006	2007
Børn og unge under 12 år	98.320	102.122	87.543	80.768	93.400
Skoleelever	111.106	102.572	103.573	103.554	96.660
Voksne	127.945	133.052	128.945	146.033	153.496
I alt	337.371	337.746	320.061	330.355	343.556

\*indtil 2005 blev registreret børn og unge under 14 år.

#### Fem stjernets besøg

Der er et spørgsmål, som mange gæster på Experimentarium bliver stillet, og det er om helhedsindtrykket af arrangementet, tilfredsheden med den oplevelse, de har haft på Tuborg Havnevej, på hjemmesiden og med personalet. Hver dag vælges 15-20 tilfældige gæster ud, og de svarer på grundigere spørgsmål om besøget og giver karakter til de enkelte oplevelser. I 2007 blev helhedsindtrykket bedømt til 6,1 på en skala fra 1 til 7. Det er et flot resultat, men i Experimentariums mål står der, at tilfredsheden gerne skal ligge på 6,5, før alle arrangementer, møder, konferencer, selskaber og besøg har fungeret upåklageligt. To af de tilfredshedstal, som er steget de seneste par år, handler om caféen, om traktementet og cafépersonalet. For 3 år siden overtog Experimentarium selv caféens drift, og i dag fungerer den på højde med det øvrige besøg. Den udvidede service betød, at Experimentarium modtog 5 stjerner, en ære som kun overgås af danske turistattraktioner som Legoland og Tivoli.

”Kun hvis alle funktioner: Butikken, caféen, skiltningen, toiletterne, piloterne, eksperimenterne, demoerne etc. virker OK, vurderes besøget som et hele tilfredsstillende. Vi har opnået fem stjerner, og det er vi meget stolte over. Kun når alle ting som perler på en perlerække fungerer, vil oplevelsen få den bedste karakter af vores gæster,” siger Asger Høeg.

## Fritidspublikummet vil gerne komme igen!

11 spørgsmål i spørgeskemaet omhandler, hvor tilfredse publikum er med de oplevelser, Experimentarium tilbyder. Publikum skal give en karakter mellem 1 og 7, hvor karakteren 7 er meget tilfredsstillende, mens 1 er meget utilfredsstillende.

	1999-2003	2004	2005	2006	2007	Mål
Helhedsindtryk af Experimentarium	6,1	6,0	5,9	6,2	6,1	6,0
Helhedsindtryk af den nye udstilling	5,6	5,6	5,5	6,0	5,4	5,7
Er den nye udstilling underholdende	5,2	5,3	5,2	5,9	5,2	5,3
Er den nye udstilling lærerig	4,6	4,8	4,6	5,9	5,3	5,0
Antal opstillinger ude af funktion	4,7	4,6	4,6	4,7	4,9	5,0
Udstillingspiloterne	5,9	5,5	5,5	5,5	5,3	6,0
Shows, demoer mv	5,8	5,7	5,6	5,8	5,7	6,0
Caféen	4,6	4,1	4,4	4,8	4,7	4,5
Butikken	5,1	5,0	5,0	5,3	5,3	5,3
Baseret på antal besvarelser	13063	4656	4324	2004	2192	

I perioden 1999 – 2002 blev bl.a. Dinosaurer på rov, Dig & Mig, Rejsen til Mars og Future Body vurderet. I 2003 var det KribleKrabbe, Hjernen og Rejsen til Mars, i 2004 KribleKrabbe, Cirkus Fysikus og Kønsexperimentet og i 2005 Kønsexperimentet og Sport & Spinat.

For første gang nogensinde har Experimentarium fra oktober 2006 haft 3 særudstillinger på én gang: Dialog i Mørket (helhedsindtryk 6,2), Sport & Spinat (helhedsindtryk 5,8) og T. rex – Dræbermysteriet (helhedsindtryk 5,8).

I 2007 åbnede Xtrem Ekspedition – kun den smarteste overlever i oktober.

Den generelle tilfredshed med besøget afspejler sig i besvarelsen af følgende spørgsmål: Vil du besøge Experimentarium igen?

	2003	2004	2005	2006	2007
Ja	86%	81%	79%	90%	90%
Nej	1%	1%	1%	1%	1%
Måske	13%	18%	20%	9%	9%
I alt	100%	100%	100%	100%	100%

## Særlige krav til møder, konferencer, selskaber mv

Hvert år åbner Experimentarium dørene for mere end 200 arrangementer med møder, konferencer, selskaber mv. Disse arrangementer er en vigtig indtægtskilde for Expe-

rimentarium. Alle kunder anmodes om at udfylde et evalueringsskema, hvor Experimentarium får karakter som både arrangør og vært – og for rammerne. Der gives karakter på den generelle skala fra 1 til 7 med følgende resultat:

	2003	2004	2005	2006	2007	Mål
Helhedsindtryk af arrangementet	6,4	6,1	6,0	5,9	6,1	6,5
Indtryk af bookingpersonalet	6,6	6,5	6,6	6,4	6,4	6,5
Indtryk af cafépersonalet	6,3	5,9	5,5	5,5	5,9	6,0
Vurdering af traktament	6,2	6,0	5,4	5,2	5,8	6,5
Vurdering af rengøringsstandard	6,2	5,6	5,9	5,6	5,8	6,0
Indtryk af mødelokale, St. Scene mv	5,8	5,4	5,7	5,2	5,7	6,0

## Redaktionel omtale

Medieomtalen kan gøres op i kroner. Værdien af printomtalen, som her er angivet, er dalet. Modsat er antallet af TV- og radioindslag steget. Faldet indenfor printmedier afspejler bl.a. det faktum, at disse medier generelt er blevet sværere at trænge igennem til. Det har også spillet ind, at vi kun præsenterede én nyhed for medierne i 2007, dvs. én særudstilling og ikke to, som ellers er normalen. Værdien af omtalen er dog stadig betragtelig. I 2008 er presseindsatsen intensiveret ved tilførsel af ressourcer. Nedenfor angives værdien af medieomtalen af Experimentarium:

## Samlet annonceværdi

	2007	2006
Januar	913.141 kr.	950.659 kr.
Februar	1.795.307 kr.	1.821.803 kr.
Marts	498.043 kr.	1.340.760 kr.
April	799.085 kr.	1.656.304 kr.
Maj	489.884 kr.	1.237.884 kr.
Juni	968.863 kr.	1.989.565 kr.
Juli	797.715 kr.	570.791 kr.
August	2.301.028 kr.	1.783.276 kr.
September	944.007 kr.	1.080.910 kr.
Oktober	1.966.671 kr.	2.541.183 kr.
November	359.748 kr.	901.610 kr.
December	468.200 kr.	774.773 kr.
	12.301.692 kr.	16.649.518 kr.

## Masser af dyr

Markedsføringen af "Xtrem Ekspedition" tog udgangspunkt i nogle af de fantastiske dyrehistorier, som udstillingen



# XTREM EKSPEDITION

- kun den smarteste overlever



gemmer. Buslangsider, dagbladsannoncer og hjemmesiden spillede sammen i en kampagne, som stillede spørgsmålene: Får kejserspingsvinen kolde fødder? Hvem er hurtigst, dig eller ørkenmyren? Hvad gemmer der sig i kamelens pukkel? Mange fandt svarene på hjemmesiden eller i udstillingen og deltog i en konkurrence. Udstillingen blev markedsført overfor skolerne bl.a. ved udgivelse af et spil Morf, som Experimentarium havde udviklet. Spillet dannede grundlag for årets store skolekonkurrence.

## Årskortet er født

Igennem de seneste 5 år har Experimentarium nøje fulgt interessen for medlemsklubben. Der var 6828 medlemmer, og det tal har været nogenlunde konstant. Experimentarium har en stor fast skare af interesserede, som er på hyppige besøg, og de har i 2007 fået en anden mulighed for at knytte sig til videncentret i Hellerup, nemlig via årskortet. Årskortet er for dem, der jævnligt kommer på Experimentarium. Kortet giver nemlig ubegrænset gratis adgang til Experimentarium samt 20% rabat på køb af op til 4 ekstra billetter per besøg samt 10% rabat på personlige køb i butik og café.

Et årskort koster 340 kroner for voksne og 240 kroner for børn. Pensionister kan købe årskortet for 325 kroner. Der er yderligere rabatter til pensionister med børnebørn og til familier.

I 2007 kostede en adgangsbillet til Experimentarium 135 kroner.

	2003	2004	2005	2006	2007
Medlemmer på besøg	20746	18354	15962	16958	17830
I alt besøgende	337371	337746	320061	330355	343556
Medlemsbesøg i % af total	6,1	5,4	5,0	5,1	5,2
Antal medlemmer	6895	6602	5707	6456	6828

## Flere virtuelle besøg

Sort på hvidt stiger interessen for Experimentariums hjemmeside år for år. I 2007 gik ikke mindre end 63% af de besøgende på nettet, inden de løste billet til Experimentarium. Året før var det 58%, som tog et virtuelt besøg, og i 2005 var tallet 44%, som kiggede ind inden det fysiske besøg.

”Det er jo nok en tendens mange steder, men også fordi vores hjemmeside indeholder så megen god viden. Det er og skal også være et værdifuldt redskab for skolerne. Der er skolemateriale og gode idéer, der er baggrundsstof, og desuden arbejder vi frem imod, at den enkelte besøgende kan bygge en personlig hjemmeside op omkring besøgene på Experimentarium.”

Ligesom der blev taget første skridt med mobiltelefonsservicen EGO-TRAP, så arbejder Experimentariums Poul Kattler på et nyt system, der kan lagre personlig information via mobiltelefonen. En service, der kan indeholde gode råd og opgaver og tage imod gæsten med ekstra information, der retter sig mod den enkeltes interesse. Det personlige besøg med aktiviteter både før, under og efter besøget i udstillingen eksperimenterede Experimentarium med allerede i 2000 i forbindelse med særudstillingen Future Body.

”Vi har kun lige taget hul på alle de muligheder, der er med virtuelle udstillinger og virtuelle hjælpemidler. Der er stadig uanede og engagerende måder at præsentere udstillingerne på. Der tages helt nye metoder i brug i arbejdet med den nye hjerneudstilling til næste år”, fortæller Asger Høeg.

	2003	2004	2005	2006	2007
Brugere af hjemmeside før et besøg i %	38	32	44	58	63

Antallet af besøgende på hjemmesiden ser således ud for 2007.

Måned	Unikke besøgende	Antal besøg	Sider
Jan-07	0	0	0
Feb-07	12	54	1627
Mar-07	31	190	10330
Apr-07	24	131	46296
May-07	358	634	24990
Jun-07	8161	12016	306705
Jul-07	22702	31780	959702
Aug-07	13853	19761	438932
Sep-07	15391	22899	530928
Oct-07	21932	32602	985540
Nov-07	14556	22953	1007886
Dec-07	12572	18671	958764
Total	109.592	161.691	5.271.700

*Bemærk venligst, at statistikken ikke er komplet de første måneder, fordi den nye hjemmeside først var endeligt aktiv fra juli 2007.*

## Experimentarium - også for sjællandske og svenske børn

I 2007 besøgte i alt 96.660 skoleelever Experimentarium. Det er lidt færre end sidste år, men af de besøgende var der i 2007 flere abonnenter, i alt 45% af de besøgende var abonnementslever.

Experimentarium har i dag kontaktlærere på 1300 skoler, og med det betydelige tal har videncentret kontakt med stort set hele næringsrådets skoler i København og Nord-

sjælland. I de kommende år vil Experimentarium søge at få kontakt med skoler i det øvrige Sjælland samt skoleelever og deres lærere i Sydsverige.

Skolerne modtager digitale nyhedsbreve og får adgang til skolemateriale til alle særudstillingerne. Det er materiale, som er alderssvarende og aktivitetsskabende for eleverne og med en række idéer og planer for lærerne. Tallene fra 2007 viser også, at fire gange så mange skoleelever var på besøg uden for ordningen end tidligere år. Og at man via formidlingsaktiviteter også uden for huset yderligere har haft kontakt med 50.000 elever.

Markedsføringen over for skolerne sker via udsendelse af gratis skolemateriale til særudstillingerne. En direkte kontakt – enten til den enkelte skoles ledelse eller til en kontaktlærer, som skolen selv har udpeget. Kontaktlæreren er bindeled mellem skolen og Experimentarium. I 2007 er indført udgivelse af et digitalt nyhedsbrev, som hurtigt fik over 3500 abonnenter blandt landets lærere.

### 73.986 elever med abonnement til Experimentarium!

Skoler kan købe et abonnement, som koster kr. 23 kr. pr. skoleelev pr. år. Skoler med abonnement kan gratis komme på besøg. I alt har 211 skoler med 73.986 elever anskaffet skoleabonnement.

Skolebesøgene har udviklet sig således:

	2003	2004	2005	2006	2007
Antal abonnements- elever på besøg	47.245	42.729	44.073	44.954	43.132
Elever uden abonnement på besøg	59.958	58.693	58.582	57.541	49.438
Andre	3.903	1.150	918	1.059	4.090
I alt	111.106	102.572	103.573	103.554	96.660
Abonnement i %	43	42	43	43	45

Med sine talrige landsdækkende formidlingsaktiviteter har Experimentarium haft kontakt med yderligere ca. 50.000 elever.

### Experimentariums personale

Virksomhedens evne til at løse de kommende års udfordringer hænger uløseligt sammen med medarbejdernes evne og motivation.

Siden år 2000 har Experimentarium gennemført en undersøgelse af personalets syn på en række forhold vedrørende deres ansættelses- og arbejdsforhold. Et sådant persona-



Medarbejdernes velfærd og trivsel er vigtig for os. Kun få arbejdspladser er så mangfoldige som Experimentarium, og det vil vi værne om.

lepolitisk regnskab skal forstås som en vurdering af "værdien" af Experimentariums personale.

### Informationsniveau på Experimentarium

	2003	2004	2005	2006	2007	Mål
Er der det nødvendige antal møder i afdelingen?	5,2	5,7	5,2	4,9	5,1	5,5
Bruger du referaterne til noget?	4,0	4,5	4,2	4,2	4,0	5,0
Har du en god fornemmelse af, hvad der sker i egen afdeling?	5,0	5,2	5,0	5,2	5,1	6,0
Har du nødvendig information for at udføre dit arbejde?	5,4	5,7	5,4	5,6	5,4	6,0
Får du nyttig information fra fredagsmøderne?	4,1	4,9	4,6	4,7	3,6	4,5
Føler du dig orienteret om, hvad der sker på Experimentarium?	4,6	4,6	4,5	4,7	5,1	5,5
Har du en god fornemmelse af, hvad der sker i andre afdelinger?	3,4	3,6	3,3	3,4	3,4	4,5
Har du nødvendig information fra andre afdelinger for udførelsen af dit arbejde	4,5	4,6	4,4	4,7	4,7	6,0

### Indflydelse

Har du tilstrækkelig indflydelse på dit arbejde?	5,00	5,6	5,3	5,3	5,4	5,50
Oplever du, at ideer er velkomne?	5,10	5,8	5,7	5,5	5,6	6,00

	2003	2004	2005	2006	2007	Mål
Ønsker du indflydelse på overordnede beslutninger?	5,1	4,9	4,5	4,7	4,7	5,0
Mener du at have indflydelse på overordnede beslutninger?	2,6	3,1	2,8	3,1	3,3	4,0

## Dialog med ledelsen

Har sidste medarbejder-samtale resulteret i noget positivt?	3,9	5,1	4,6	4,8	4,0	5,5
Løses uoverensstemmelser på en god måde?	4,7	5,7	5,2	5,8	5,8	5,5
Oplever du opbakning og støtte fra din chef?	5,0	6,1	5,6	5,9	6,0	6,0
Oplever du ansvar og tillid fra din chef?	5,3	6,0	5,8	5,9	6,2	6,0
Overholder din chef de aftaler, I laver i afdelingen?	5,4	5,9	5,1	5,8	5,6	6,0
Er du klar over dine opgaver i det daglige?	6,2	6,2	5,8	6,3	6,2	6,0

## Dialog med kollegerne

Snakker du med kolleger om andet end arbejde?	6,3	6,2	6,2	6,4	6,5	6,0
Får du opbakning/støtte fra kolleger?	6,0	6,1	5,9	6,0	6,1	6,0
Mener du, at dine kolleger i afdelingen udfører et godt arbejde?	5,9	5,9	5,5	5,7	5,6	6,0
Mener du, at dine kolleger i andre afdelinger gør et godt arbejde?	5,4	5,4	5,1	5,4	5,4	5,5
Mener du, at dine kolleger overholder de aftaler, I indgår?	5,5	5,7	5,4	5,5	5,5	6,0
Er du tilfreds med den måde, konflikter løses på?	5,1	5,5	5,4	5,4	5,5	6,0

## Oplevelse af egne kvalifikationer

Synes du, at dine kvalifikationer er gode nok til at udføre dit arbejde?	5,8	6,1	6,1	6,2	6,1	6,0
Synes du, at Experimentarium udnytter dine kvalifikationer godt nok?	4,7	5,2	4,9	4,9	5,1	5,5
Oplever du faglig udvikling?	4,5	4,9	5,0	4,6	4,9	5,5
Oplever du personlig udvikling?	5,1	5,5	5,5	5,3	5,6	6,0
Har det stor betydning for dig at få efteruddannelse?		5,5	5,7	5,3	4,8	6,0

	2003	2004	2005	2006	2007	Mål
Synes du behovet for efteruddannelse er imødekommet?		4,3	4,1	4,4	3,4	6,0
Giver dit arbejde dig mulighed for at søge job andre steder?	5,2	5,7	5,3	5,0	4,9	6,0

## Experimentariums formålsparagraf

I hvilket omfang oplever du, at Experimentarium har et fælles værdisæt?	5,8	4,1	4,2	4,5	4,4	6,0
Hvis du føler, at der er et fælles værdisæt, i hvilket omfang er du så enig?	4,6	5,3	5,3	5,6	5,5	5,5
Synes du, Experimentarium lever op til de fastsatte kvalitetskrav?	4,2	4,2	4,4	4,7	4,6	6,0

## Arbejdsforhold

Føler du dig presset til at gå på arbejde, selvom du er syg?	4,8	5,1	3,6	3,6	5,1	4,0
Hvor ofte er du underbeskæftiget?	6,0	6,1	5,8	5,5	5,8	6,0
Hvor ofte har du for stor en arbejdsbyrde?	4,0	3,7	4,0	4,2	4,3	5,5
Er dine arbejdsredskaber gode nok?	5,0	5,1	5,1	5,3	5,3	6,0
Er din arbejdsplads ergonomisk godt nok indrettet?	4,5	4,4	4,3	4,7	4,6	5,5
Er dit ansættelsesforhold sikkert nok?	5,1	5,7	5,6	5,6	5,6	5,5
Hvordan er introduktionen af nye medarbejdere?	4,6	5,0	4,9	5,1	4,7	6,0
Synes du undersøgelsen bliver taget alvorligt og har medført ændringer?	4,0	4,5	4,1	4,0	4,2	5,0

## Analysen

Antal udsendte skemaer	93	93	138	165	162
Antal besvarelser	56	52	85	96	133
Besvarelsesprocent	60	56	62	58	82

## Experimentariums personale

Vore medarbejdere afspejler det samfund vi bor i, vi har en blandet skare af ansatte:

Experimentariums medarbejdere repræsenterer en stor mangfoldighed af faglige kompetencer. Det er en væsentlig styrke for virksomheden, fordi det skaber en spændende arbejdsplads med mange forskellige holdninger til problemer og løsninger.



*Regn ingen hindring. På Experimentarium kan intet stoppe en god fest ...*

Experimentariums personale omfatter bl.a. akademikere indenfor fysik, biologi, geografi og kommunikation. Der er desuden ansat civilingeniører, filmproducer og arkitekt. Der er ansat pædagogiske medarbejdere med en læreruddannelse som ballast. Der er endvidere ansat udstillingsarkitekter, designere og grafikere. Værkstederne er bemandede med faglærte håndværkere, der bl.a. omfatter snedkere, finmekanikere, smede og elektroniteknikere. Administrationen håndteres af medarbejdere med både kontorfaglig uddannelse, socialt uddannede samt medarbejdere med en autodidaktisk baggrund. Endelig kommer det store korps af udstillingspiloter, der fungerer som publikums guider i det daglige. Det er for hovedpartens vedkommende studerende på videregående uddannelser inden for det naturvidenskabelige, pædagogiske og tekniske område. Caféen drives af cafébestyrer, køkkenleder, kokke, caféassistenter og opvaskere. Til særudstillingen Dialog i Mørket var i 2007 ansat spastikere til booking og reception samt blinde og svagsynede som guider.

Personale fra Det rummelige arbejdsmarked omfatter medarbejdere i fleksjob i henhold til Lov om aktiv socialpolitik §62, samt ansatte i henhold til Lov om handicappede i erhverv. Endelig beskæftiger Experimentarium medarbejdere i aktiveringsordning i henhold til Bistandslovens §60 samt civile værnepligtige.

Gennemsnitsalderen for de faste medarbejdere i 2007 var 42,5 år. Personalet har i gennemsnit arbejdet 4,9 år på Experimentarium. Den gennemsnitlige ansættelsesperiode

for piloter var i 2007 på 3,4 år, med en gennemsnitsalder på 26 år.

Der var 53 piloter ansat ved udgangen af 2007.

Experimentarium har i 2007 taget afsked med 13 faste medarbejdere – og ansat 18 nye.

Sygefravær	2003	2004	2005	2006	2007
Antal dage	4,36	3,77	5,4	4,91	9,39

Der har for flere medarbejdere været tale om længerevarende sygdomsperioder grundet trafikuheld, depression og stress. Det overordnede billede viser alligevel et lavt sygefravær.

## Personalets velfærd

Der har i 2007 været afholdt 7 velfærdsarrangementer med i gennemsnit 35 deltagere pr. arrangement. Disse arrangementer spænder over besøg på Louisiana, Christiansborg, Carlsberg, Kulturcenter Assistens, Vinsmagning, Sommerfesten og Julefrokost.

Det interne ugebrev for Experimentariums ansatte, Xpressen, udkommer hver fredag ved middagstid. Xpressen indeholder løbende indlæg fra Experimentariums ledende medarbejdere med nyt fra den forløbne uge og planerne for fremtiden.

Hver fredag spiser vi en fælles frokost med deltagelse af ca. 50 medarbejdere. Her bekendtgøres nyheder af almen interesse.

Kunstforeningen X-art udstillede i 2007 værker af kunstnerne: Ole K. Petersen, Bettina Kofmann og Anna Sofie Blincoe.

## Personalet i tal

I 2007 havde Experimentarium 231 medarbejdere. Omregnet til årsværk udgør dette ca. 131 årsværk. Experimentarium giver sit bidrag til udviklingen af det rummelige arbejdsmarked ved ansættelse af personale, der i høj grad afspejler samfundet omkring os – uden skelen til nationalitet, religion eller hudfarve.

Experimentarium havde i 2007 ansat 18 årsværk med tilknytning til Det rummelige arbejdsmarked.

# Kvæsterød Køreskole

Personale omregnet til årsværk:

	2003	2004	2005	2006	2007
Almindeligt aflønnede medarbejdere	61	62	92	108	113
Personale fra det rummelige arbejdsmarked	18	18	15	20	18
I alt	79	80	107	128	131

For samtlige fastansatte månedslønnede medarbejdere på Experimentarium er der i løbet af 2007 gennemført medarbejderudviklingssamtaler med referat.

Experimentarium har i 2007 i alt brugt kr. 424.788 på efteruddannelse og studierejser, svarende til 1,1% af lønsummen.

Efteruddannelse i 1.000 kr.	2003	2004	2005	2006	2007
	125	220	207	461	425
I % af lønsummen	0,7	1,12	0,65	1,3	1,1

Herudover har personalet deltaget i kurser via ODA, "Oplevelsesudvikling i Danske Attraktioner". Der har været 10 forskellige kurser. Experimentarium har deltaget med i alt 20 medarbejdere.

## Samfundsregnskab

Samfundsregnskabet beskriver pengestrømmene mellem Experimentarium og stat, amt og kommune.

Samfundsregnskab	2004	2005	2006	2007
<b>Betalinger fra Experimentarium til samfundet</b>				
Indeholdt A-skat,				
AM- SP bidrag og ATP	8.437.314	12.223.224	14.369.901	15.415.008
Nettobetaling af moms (reduceret moms - vi ikke får fradrag for )	1.551.429	1.763.306	1.265.297	847.016
Lønsumsafgift	714.197	822.005	1.075.013	572.322
Energiafgift på el	418.866	478.555	411.120	457.827
Ejendomsskat	410.837	439.805	462.967	484.649
<b>Betalinger til samfundet i alt</b>	<b>11.532.643</b>	<b>15.726.895</b>	<b>17.584.298</b>	<b>17.776.822</b>
<b>Betalinger modtaget fra samfundet</b>				
Driftstilskud fra det offentlige	3.000.000	3.200.000	3.200.000	3.200.000
Tilskud fra det offentlige til Særudstillinger, projekter mv	0	1.375.504	1.330.793	3.986.908
Refusion vedr. Flex-jobbere mv	1.711.978	1.707.976	2.525.291	2.278.503
Refusion, sygedagpenge mv 212.757	697.991	1.301.049	1.744.757	
Betalinger fra samfundet i alt	4.924.735	6.981.471	8.357.133	11.210.168
<b>Nettobetaling til samfundet</b>	<b>6.607.908</b>	<b>8.745.424</b>	<b>9.227.165</b>	<b>6.566.654</b>

Som det kan ses af ovennævnte, bidrager Experimentarium positivt til samfundet med et betydeligt beløb.

Samfundsregnskabet fortæller, at vore 343.556 gæster, udover at medvirke til at sikre vores egen arbejdsplads, i 2007 skabte en omsætning på 109 mill. kr., hvoraf 106 mill. kr. omsættes i lokalområdet.

Det betyder, at Experimentarium er med til at skabe 248 arbejdspladser i kommunen og andre steder i landet, som bidrager med over 38 mill. kr. til de offentlige kasser i form af skatter og afgifter mv.

## Produktudvikling

Experimentariums evne til at udvikle nye udstillinger med et relevant, lærerigt og underholdende indhold er helt afgørende for virksomhedens evne til at overleve. Det kræver ikke mindst medarbejdere, der er opdaterede med den mest aktuelle viden indenfor interaktive udstillinger.

Der er følgende program for Experimentariums store særudstillinger:

- Xtrem Ekspedition (sep 2007 - sep 2008)  
Udviklet og produceret i samarbejde med Stichting Nationaal Natuurhistorisch Museum – Naturalis og Koninklijk Belgisch Instituut Natuurwetenschappen, Institut Royal des Sciences Naturelles de Belgique
- Spion (okt 2008 - sep 2009)  
Udvikles og produceres i samarbejde med Technopolis, Mechelen, Flandern.
- Brain Gym (okt 2009 - sept 2010)  
Udvikles i samarbejde med Industrion, Kerkrade, Holland og Universeum, Gøteborg.
- Senses (okt 2010)  
Udvikles og produceres i samarbejde med Stichting Nationaal Natuurhistorisch Museum – Naturalis og Koninklijk Belgisch Instituut Natuurwetenschappen, Institut Royal des Sciences Naturelles de Belgique
- Kvæsterød Køreskole (jan 2008 - dec 2008)  
Udviklet og produceres i samarbejde med Rådet for Større Færdselssikkerhed, Herning Kommune og TrygFonden.



## Udstillinger – udstillinger - udstillinger

Fornylelsen af udstillingerne er gennem de seneste år sket i et meget højt tempo. Experimentarium har således i de sidste 8 år præsenteret følgende fornyelser for publikum.

Feb 1999	BørnePavillonen	22 opstillinger	HU
Okt 1999	Robotten er løs	15 opstillinger	SU
April 2000	Future Body	38 opstillinger	SU
Okt 2000	Vores U(t)rolige Klode	61 opstillinger	HU
Jan 2001	Hånd på Fremtiden	14 opstillinger	SU
Maj 2001	Kommunik@tion	37 opstillinger	SU
Dec 2001	DIG & MIG	70 opstillinger	HU
April 2002	Dinosaurer på rov	25 opstillinger	SU
Okt 2002	Rejsen til Mars	17 opstillinger	SU
Feb 2003	KribleKrable	28 opstillinger	SU
Jan 2004	Cirkus Fysikus	42 opstillinger	HU
Okt 2004	Kønsexperimentet	49 opstillinger	SU
Okt 2005	Sport & Spinat	28 opstillinger	SU
Jan 2006	Dialog i Mørket	3 scenarier	SU
Sep 2006	T. rex - Dræbermysteriet	16 opstillinger	SU
Sep 2007	Xtrem Ekspedition	25 opstillinger	SU

\*HU (Hovedudstilling), SU (Særudstilling)

## Experimentariums kommercielle aktiviteter udvikler sig positivt:

### Den 7. april 2006 åbnede KribleKrable i Le Vaisseau i Strasbourg

Udstillingen blev nedtaget i marts 2007.

Den 24. maj 2007 åbnede KribleKrable i Xploorit i Kolding og er opstillet i den tidligere biblioteksbygning frem til 12. maj 2008.

### Hjernen blev nedtaget i januar 2007 på i Millenaris Science Park i Budapest

Udstillingen åbnede i Forum Départemental des Sciences, Villeneuve d'Ascq den 24. marts 2007 og nedtaget den 15. august 2007 med mere end 130.000 besøgende. Herefter blev udstillingen versioneret til græsk/tyrkisk og installeret hos Next Generation i Athen fra 1. december 2007, og skal herfra videre til Istanbul og Ankara i Tyrkiet, samt Nicosia på Cypern.

**Sport & Spinat blev installeret i Xploorit i Kolding i oktober 2007**, hvor den står, indtil den flyttes til Newcastle, udlejet til International Centre for Life Trust. Den åbner her den 4. april 2008. Efter nedtagning i starten af september 2008 skal udstillingen versioneres til polsk/tyrk/engelsk og præsenteres i Warszawa fra november 2008.

I juni 2007 deltog Experimentarium med egen salgsstand på ECSITE 2007 årskonferencen i Lissabon. Det medførte ingen direkte ordrer, men mange kontakter som der stadig følges op på.

## Samarbejde over verdensdele

Fra tid til anden udveksles udstillinger og information mellem især de europæiske sammenlignelige videntcentre. Således gik udstillingen KribleKrable videre til Le Vaisseau i Strasbourg og Experimentariums populære Hjerner-udstilling fra sidste år har været vist i Millenaris Science Park i Budapest samt i Grækenland og Tyrkiet.

Experimentariums direktør Asger Høeg håber, at samarbejdet også med centre på andre breddegrader vil blive udbygget i fremtiden. Der sker meget spændende nyt på naturvidenskabelige museer i bl.a. USA og Japan. Asger Høeg var formand for ECSITE, European Collaborative for Science Industry and Technology Exhibitions i perioden fra 2004 - 2007. I dag er Asger Høeg Past-President for den internationale sammenslutning, og det giver adgang til verdenskongressen, som holdes i juni 2008 i Toronto. Det giver også sidegevinster som invitationer til deltagelse i andre landes styrende organer. Bl.a. har Asger Høeg siden 2003 været medlem af Norges Vitensenterutvalg, der har skabt en strategi for udviklingen af Norges 7 Vitensentre. Vitensenterutvalget sikrer driftsstøtte til vitensentrene, der med denne sikkerhed for driften tiltrækker betydelig kapital til udbygning og nye udstillinger. Der er i de sidste 4 år investeret over 300 mill. NOK i de norske vitensentre. Der er et stærkt behov for et lignende styrende organ i Danmark, der skal sikre en sund udvikling af to eller tre science centre i landet.

# INTELLECTUAL CAPITAL STATEMENT 2007

## The essence is communication

The Experimentarium has changed its strategy in the last couple of years, much to the gratification of §4 in the foundation's articles of association! While our core work for many years was the development and presentation of new exhibitions, our vision has now become even bolder: The Experimentarium Science Centre must maintain its ranking among Denmark's most visited destinations while also undertaking the task of disseminating knowledge about natural science and technology and using all possible media in order to generate interest in the fantastic world of natural science and technology.

The objective can be illustrated as a small, primitively drawn flower in which the plant with its ovary, petals, stem and nourishment works together synergistically.



*In 2007 Experimentarium staged 3 large festivals: A Soap Bubble Festival, a Mushroom Festival and last but not least, a fabulous Fireworks Festival.*

The heart of this small flower is the objective of the foundation itself: To disseminate knowledge about natural science and technology to as large a segment of the population as possible – with special focus on young people. And this objective is held securely in place by seven petals. One petal represents “exhibitions and pilot activities”. This is the core purpose of the Experimentarium. Until the future addition is completed, we will show two special exhibitions each year and provide a number of additional activities aimed primarily towards children and young people to promote knowledge in the field of natural science.

One petal represents “educational resources” while another represents “school activities”, where some of the most popular educational activities such as “Rescue Team for a Day” are loaded into a semi-trailer and taken around the country to teach students about first aid and artificial respiration. But the petal also represents the constant development of educational materials on the Experimentarium web site aimed at teachers and students before, during and after their visit to the Science Centre on Tuborg Havnevej. The Experimentarium has contact teachers at 1,300 schools and 185 schools have memberships, meaning that 80,000 students and their teachers enjoy free admission

to the Experimentarium on all school days. This has resulted in 60,000 school visits per year.

One of the flower's petals represents our ability to offer “educational programmes for teachers and students”. One of these includes a new experimental project supported by the Lundbeck Foundation. The primary purpose of the project is to train a large number of teachers using the experiment as the tool to generate understanding and enthusiasm among students. But the purpose flower also has petals representing “news coverage” and the Experimentarium's new “TV studio and ongoing work with virtual reality”. The ambition to initiate news coverage has been realized with the hiring of two science journalists with access to columns in publications such as Weekendavisen and other newspapers. The news coverage unit has also entered into a formal agreement on the project on the research portal videnskab.dk, initiated by the Danish Ministry of Science, Technology and Innovation.

And finally, there is a petal reserved for “research into education in informal environments”.

The flower's stem is the gateway from which flows the admissions income upwards to the ovary and petals. Last year, DKK 26 million was earned from admissions alone. And beaming down on the flower and providing it with additional sustenance is the sun, as represented by a wide number of generous Danish foundations, which ensure financing for many of the Experimentarium's projects.

The image is completed by the flower radiating its dissemination of knowledge about natural science and technology across the country (to as large a segment of the population as possible – with special focus on young people!).

## Keeping the flame of curiosity alive

The intellectual capital statement is an amalgam of figures, tables, records and ratings. Executive Director Asger Høeg takes great personal pleasure in reviewing statistics lists including those stating the number of visitors, which are prepared both daily and monthly. He can draw a wide range of conclusions from those figures and use them to advantage in planning future projects and exhibitions.

The figures reveal interesting and fun facts, showing that a relatively small-scale exhibition such as Crashbang Driving School, which was made possible through the partnership of the Danish Road Safety Council and the Municipality of Herning in Denmark, attracted a surprisingly high number of visitors.

“The theme of the exhibition is something that affects us all. We are fascinated with speed and the ‘live fast’ philosophy, but we still maintain respect for the consequences of those actions. I think that the theme and title of the exhibition as well as its structure, which allows visitors an in-depth look at the personal stories of road traffic victims, have all played a role in making Crashbang Driving School so popular with visitors. It meets all the requirements of a good exhibition in that it offers a good story as well as the educational aspect – but without the lectures,” explains Asger Høeg.

Visitor numbers at the Experimentarium peak in weeks 7 and 8 during the school winter holidays, and again in weeks 28-30 (industrial holiday season) and week 42 during the school autumn holidays. This is traditionally the period when the large annual exhibitions open – exhibitions that are driven by messages and curiosity.

“Our study has shown that we can attract 100,000 additional visitors annually if we have sufficient space and devise larger-scale and more interesting challenges. Our new space must be capable of handling the large number of visitors we have during vacations and holidays, and this is something we can see from an examination of the visitor numbers. The best figures I know are those in which the visitors tell us that they spent more than four hours here on their first visit to Experimentarium. This year that number is up to 70%. I also glean useful information from reading that 78% of our visitors have actually been to the Experimentarium on previous occasions. A large percentage of return visitors is an essential prerequisite to increasing visitor numbers in the years to come!”

### One of the world’s most innovative science centres

In 2006 the following overall objectives for the Experimentarium’s activities in the forthcoming 6-7 years were formulated.

The Experimentarium must:

- Become the leading national culture centre for the committed and interactive dissemination of knowledge about natural science and technology, and further improve its position as one of the world’s most innovative science centres.
- Ensure that visitors to the Experimentarium are offered an all-encompassing, high-quality experience.
- Be a serious partner to the government, business and relevant research, education and cultural institutions.
- Be the science centre in Denmark and southern Sweden that offers entertaining, relevant and educational dissemination of knowledge to as many children and young people in primary, secondary and upper secondary education as possible.
- Be among the top ten most attractive destinations for people living in Denmark and southern Sweden.
- Ensure that the Experimentarium becomes an international tourism destination and national landmark.
- Be an attractive workplace offering continuing, relevant and motivational development of all staff members.
- Build the Experimentarium brand as a strong brand with a clear identity.
- Operate the Science Centre and its other activities in accordance with business principles that are based on professional marketing and customer service and in accordance with principles ensuring efficient operation and high productivity levels.
- Obtain sufficient operating aid from the government as a reliable foundation for the centre’s operations.
- Be self-financing to such an extent that the foundation’s integrity and independence can never be brought into question.

### A good and rainy summer

We had a good summer in 2007. Rainy, cool and long. And a good summer like that is reflected in the number of visitors to Experimentarium, which attracted 343,556 visitors in total. That is the

highest number of visitors in five years, and 13,000 more visitors than last year.

Experimentarium appeals mainly to schoolchildren and families with children and grandchildren. In 2007 the number of schoolchildren visiting the Experimentarium comprised approx. 30% of all visitors, reaching approximately the same percentage as that of previous years. However, in 2007 there were approx. 20,000 additional visitors from the family category.

“We try to hold special exhibitions that appeal across a range of age groups. For instance, we found that our dinosaur exhibition T.rex – The Killer Question attracted a very enthusiastic but also very age-limited audience. Small children are fascinated by dinosaurs and adults can be, too. But children over the age of 11 lose this natural type of fascination. Exhibitions that really draw a lot of interest across the board include Sports & Spinach and CreepyCrawly. I also have high expectations for the I Spy exhibition which is set to open in October 2008.”

“My 20 years at the Experimentarium have taught me a great deal on selecting theme exhibitions, but I’ve learned even more since the arrival of my grandchildren. I believe that a person only really gets to know how a child thinks by going through emotional and parental experiences with one’s own children and then by becoming a grandparent. I have four grandchildren, and I see how great they are at receiving and processing impressions and at synthesizing the new ‘data’ into knowledge and understanding. At the Experimentarium, we focus a lot on the interactive aspects of knowledge. It’s an exciting field and one that is still being developed, but sometimes the big ‘eureka’ moment can occur during a relatively ordinary realization and experience on the part of the child, or perhaps by perceiving something, seeing something, trying out skills, or challenging oneself,” says Asger Høeg.

Visitors to the Experimentarium can be categorised into 3 groups: the general public; the education sector; and delegates attending meetings, conferences, and social functions. Since 2003 the number of visitors from these three groups is distributed thusly:

	2003	2004	2005	2006	2007
General public	211,551	223,027	207,655	215,731	236,747
Schoolchildren	111,106	102,572	103,573	103,554	96,660
Meetings, conferences, social functions, etc.	14,714	12,147	8,833	11,070	10,149
Total number of visitors	337,371	337,746	320,061	330,355	343,556

### ... with special focus on young people

The purpose of the Experimentarium is to “disseminate knowledge about natural science and technology to as large a segment of the population as possible – with special focus on young people”.

	2003	2004	2005	2006	2007
Children and young people under the age of 12*	98,320	102,122	87,543	80,768	93,400
Schoolchildren	111,106	102,572	103,573	103,554	96,660
Adults	127,945	133,052	128,945	146,033	153,496
Total number of visitors	337,371	337,746	320,061	330,355	343,556

\*until 2005 this category recorded the number of children and young people under the age of 14.

## Five-star destination

Many visitors to the Experimentarium are asked about their overall impression of the exhibition as well as their satisfaction with their experience at the venue on Tuborg Havnevej, the web site, and with staff. Each day, 10 random visitors are selected and asked in-depth questions about their visit, to which they assign scores on a scale of 1 to 7. In 2007, the overall impression of Experimentarium was rated by visitors as 6.1. This is a wonderful rating, but one of the Experimentarium's stated objectives is that a satisfaction level of 6.5 must be achieved for all events, meetings, conferences, and social functions before visits can be considered completely satisfactory. Two of the figures which have seen an increase in visitor satisfaction over the last few years are those relating to the café, the food, and the café staff. Three years ago café operations were taken over by the Experimentarium, and today the standards there are as high as they are for the rest of the centre. The expanded services resulted in the awarding of five stars to the Experimentarium, an honour surpassed only by famed six-star Danish tourist attractions such as Legoland and Tivoli.

"In order for the visit to be considered completely satisfactory, all Experimentarium functions – including the shop, the café, the signage, the toilets, the pilots, the experiments and the demonstrations – must be satisfactory as well. We have been awarded five stars, and we are very proud of that fact. But only when everything works flawlessly will the experience of visiting the Experimentarium be given top marks by our visitors," emphasizes Asger Høeg.

## The general public would like to visit again

Eleven of the questions in the questionnaire deal with how satisfied visitors are with the overall experience offered by the Experimentarium. Respondents are asked to give scores between 1 and 7 where 7 means 'very satisfied' and 1 means 'not satisfied at all'.

	1999-2003	2004	2005	2006	2007	Target
Overall impression of the Experimentarium	6.1	6.0	5.9	6.2	6.1	6.0
Overall impression of the new exhibition	5.6	5.6	5.5	6.0	5.4	5.7
Is the new exhibition entertaining	5.2	5.3	5.2	5.9	5.2	5.3
Is the new exhibition educational	4.6	4.8	4.6	5.9	5.3	5.0
Number of displays out of order	4.7	4.6	4.6	4.7	4.9	5.0
Experimentarium pilots	5.9	5.5	5.5	5.5	5.3	6.0
Shows, demonstrations, etc.	5.8	5.7	5.6	5.8	5.7	6.0
The café	4.6	4.1	4.4	4.8	4.7	4.5
The shop	5.1	5.0	5.0	5.3	5.3	5.3
Completed questionnaires	13063	4656	4324	2004	2192	

During the period 1999-2002, the exhibitions Dinosaurs on the Hunt, You & Me, Voyage to Mars and Future Body were assessed; in 2003 CreepyCrawly, The Brain and Trip to Mars; in 2004 CreepyCrawly, Circus Fysikus and the Great Sexperiment; and in 2005 the Great Sexperiment and Sports & Spinach.



*Sometimes you've got to really earn your treat – and that goes double for truffles at the Experimentarium Mushroom Festival.*

In October 2006 and for the first time ever, Experimentarium ran three special exhibitions simultaneously: Dialogue in the Dark (overall impression 6.2), Sports & Spinach (overall impression 5.8) and T.rex – the Killer Question (overall impression 5.8). October 2007 saw the opening of the exhibition Xtreme Expedition.

Experimentarium assumed responsibility for the operation of the Café on 1 January 2005.

Visitors' general satisfaction with their visit to the Experimentarium is reflected in their replies to the following question: Would you like to visit the Experimentarium again?

	2003	2004	2005	2006	2007
Yes	86%	81%	79%	90%	90%
No	1%	1%	1%	1%	1%
Perhaps	13%	18%	20%	9%	9%
Total	100%	100%	100%	100%	100%

## Special requirements concerning meetings, conferences, social functions, etc.

Each year the Experimentarium opens its doors for more than 200 events: Meetings, conferences, social functions and the like. These events are a major source of income for the Experimentarium. We ask all customers to fill in an evaluation form, where they rate the Experimentarium as organiser, host and venue on a scale from 1 to 7:

	2003	2004	2005	2006	2007	Target
Overall impression of the event	6.4	6.1	6.0	5.9	6.1	6.5
Impression of the booking staff	6.6	6.5	6.6	6.4	6.4	6.5
Impression of the café staff	6.3	5.9	5.5	5.5	5.9	6.0

	2003	2004	2005	2006	2007	Target
Impression of food, etc.	6.2	6.0	5.4	5.2	5.8	6.5
Impression of cleaning standards	6.2	5.6	5.9	5.6	5.8	6.0
Impression of meeting room, Main Stage, etc.	5.8	5.4	5.7	5.2	5.7	6.0

### Press coverage

The value of press coverage in all its forms can be calculated and expressed in monetary terms. The value of print coverage specifically as indicated in this chart has declined. On the other hand, the number of television and radio spots is on the rise. The dip in print media coverage reflects a number of factors, one of which is that this form of media has become more difficult to penetrate. Another factor is that we presented the media with a news item in the form of one special exhibition rather than two. However, the value of this form of coverage remains considerable. In 2008, our press activities were intensified with the help of additional resources allocated for this purpose.

The monetary value of Experimentarium press coverage is indicated in the chart below:

### Value of press coverage for

	2007	2006
January	DKK 913,141	DKK 950,659
February	DKK 1,795,307	DKK 1,821,803
March	DKK 498,043	DKK 1,340,760
April	DKK 799,085	DKK 1,656,304
May	DKK 489,884	DKK 1,237,884
June	DKK 968,863	DKK 1,989,565
July	DKK 797,715	DKK 570,791
August	DKK 2,301,028	DKK 1,783,276
September	DKK 944,007	DKK 1,080,910
October	DKK 1,966,671	DKK 2,541,183
November	DKK 359,748	DKK 901,610
December	DKK 468,200	DKK 774,773
	DKK 12,301,692	DKK 16,649,518

### Animals galore

Marketing of the "Xtreme Expedition" special exhibition was based on some of the fantastic animal stories featured in the exhibition itself. Bus advertising, newspaper advertising and the web site all interoperated in a campaign that asked the observer: Do emperor penguins get cold feet? Who's the fastest, you or the desert ant? What is hidden inside the camel's hump? Many people found the answers through visiting the web site or the exhibition and participated in a competition. The exhibition was marketed towards schools through elements including the 'Morph' game, which was developed by the Experimentarium. The game was used as the basis for the big annual school competition.

### The Year Pass is born

Over the last five years the Experimentarium has followed closely the interest expressed in the member's club. There were 6828 members, and that figure had remained fairly constant. The Experimentarium has a large following of interested repeat visitors and in 2007 this audience

was presented with another admission option – the Year Pass.

The Year Pass was created for visitors who come to the Experimentarium on a regular basis. The Pass offers unlimited free access to the Experimentarium as well as a 20% discount on the purchase of up to four extra tickets per visit and a 10% discount on personal purchases made in the shop and café.

A Year Pass for adults costs DKK 340 and a child's Year Pass costs DKK 240. Pensioners can purchase a Year Pass for DKK 325, and there are additional discounts for pensioners accompanying grandchildren and for families.

In 2007 the price of admission to the Experimentarium was DKK 135 for adults.

	2003	2004	2005	2006	2007
Member visits	20,746	18,354	15,962	16,958	17,830
Total visitors	337,371	337,746	320,061	330,355	343,556
Member visits as % of total	6.1	5.4	5.0	5.1	5.2
Number of members	6895	6602	5707	6456	6828



Emperor penguins are cute and cuddly – and totally Xtreme ...

### More virtual visits

The figures are unequivocal – interest in the Experimentarium web site is increasing every year. In 2007 no less than 63% of visitors visited our web site before purchasing admission to Experimentarium. The previous year's figure was 58% and in 2005, 44% of visitors logged on to the web site prior to their actual visit to the Science Centre itself. "This is definitely an overall trend, but it's also due to the fact that our web site contains so much useful information. It is and must continue to be a valuable tool for the schools. School resource materials and solid ideas comprise the core and we are also working on the site so that individual visitors can create a personal virtual home page about their visits to the Experimentarium," says Asger Høeg.

The first steps are also being taken towards establishing the EGO-TRAP mobile phone service, and Experimentarium staff member Poul Kattler is working on a new system that can store personal information

through a mobile phone. EGO-TRAP will offer advice and assignments, and greets the visitor with complementary information tailored to individual interests. At the Future Body exhibition, 50 visitors had already created personal home pages through the Experimentarium. "We have only just begun to explore all the possibilities offered by virtual exhibitions and virtual resources. There are still undreamed-of and engaging ways of presenting our exhibitions to our visitors. And we will be using entirely new methods in our work with the new brain exhibition scheduled for next year," explains Asger Høeg.

	2003	2004	2005	2006	2007
Visitors to web site prior to physical visit in %	38	32	44	58	63

The table below represents the number of visitors to the web site in 2007.

Month	Unique visitors	Number of visits	Pages
Jan-07	0	0	0
Feb-07	12	54	1,627
Mar-07	31	190	10,330
Apr-07	24	131	46,296
May-07	358	634	24,990
Jun-07	8,161	12,016	306,705
Jul-07	22,702	31,780	959,702
Aug-07	13,853	19,761	438,932
Sep-07	15,391	22,899	530,928
Oct-07	21,932	32,602	985,540
Nov-07	14,556	22,953	10,078,86
Dec-07	12,572	18,671	958,764
Total	109,592	161,691	5,271,700

Please note that the statistics for the first few months are not complete as the new web site only became fully active as of July 2007.



Even future scientists need a little 'sack time' in the bean bag chair.

## Experimentarium – for schoolchildren from Denmark and south Sweden

In 2007 a total of 96,660 schoolchildren visited the Experimentarium. The number is down slightly from last year, but of those visitors 45% have Experimentarium student memberships. The Experimentarium currently has contact teachers at a total of 1,300 schools, and through them the Science Centre has facilitated contact with nearly all schools in the vicinity of Copenhagen and North Zealand. In the years to come the Experimentarium intends to facilitate contact with schools throughout the rest of Zealand as well as with students and their teachers in south Sweden. The schools receive digital newsletters and are granted access to all special exhibitions. Materials are age-appropriate and stimulating for students and contain a range of ideas and programmes for use by teachers. Figures from 2007 also show that four times as many schoolchildren visited the Experimentarium outside of the programme than had done so in previous years. These figures also reveal that an additional 50,000 students were reached through educational programmes held outside Experimentarium.

Marketing efforts aimed towards the schools are achieved through mailouts of free educational materials related to the special exhibitions. A direct contact – either to the school leadership or to a contact teacher designated by the school. The contact teacher facilitates communications between the school and Experimentarium. In 2007 this programme was further supported by the introduction of a digital newsletter which quickly attracted over 3,500 subscribers among the nation's teachers.

## 73,986 students with Experimentarium memberships!

Schools have the option of purchasing a membership that costs DKK 23 per year. Membership schools can visit Experimentarium free of charge. A total of 211 schools have purchased memberships covering 73,986 students.

Schoolchildren visiting the Experimentarium in 2007:

	2003	2004	2005	2006	2007
Visits by students with memberships	47,245	42,729	44,073	44,954	43,132
Visits by non-membership students	59,958	58,693	58,582	57,541	49,438
Others	3,903	1,150	918	1,059	4,090
Total	111,106	102,572	103,573	103,554	96,660
Memberships in %	43	42	43	43	45

Through the auspices of a wide range of national activities, the Experimentarium has reached an additional approx. 50,000 schoolchildren throughout Denmark.

## Experimentarium staff

The Experimentarium's ability to meet future challenges clearly depends on the competence and motivation of its staff.

Since 2000, Experimentarium has conducted surveys to map staff views on a range of matters relating to their employment and working conditions. Such a staff policy statement should be seen as an assessment of the 'value' of the Experimentarium staff.

## Information level at Experimentarium

	2003	2004	2005	2006	2007	Target
Is the number of meetings held in the department adequate?	5.2	5.7	5.2	4.9	5.1	5.5
Do you make use of meeting minutes?	4.0	4.5	4.2	4.2	4.0	5.0
Do you have a good idea of what is going on in your department?	5.0	5.2	5.0	5.2	5.1	6.0
Do you have the information needed to perform your work?	5.4	5.7	5.4	5.6	5.4	6.0
Do you get useful information at Friday meetings?	4.1	4.9	4.6	4.7	3.6	4.5
Do you feel well-informed about activities at Experimentarium?	4.6	4.6	4.5	4.7	5.1	5.5
Do you have a good idea of what is going on in other departments?	3.4	3.6	3.3	3.4	3.4	4.5
Do you have the information needed from other departments to perform your work?	4.5	4.6	4.4	4.7	4.7	6.

## Influence

Do you have sufficient influence on your own job?	5.0	5.6	5.3	5.3	5.4	5.5
Do you feel that ideas are welcome?	5.1	5.8	5.7	5.5	5.6	6.0
Do you want to have influence on major decisions?	5.1	4.9	4.5	4.7	4.7	5.0
Do you feel that you have influence on major decisions?	2.6	3.1	2.8	3.1	3.3	4.0

## Dialogue with management

Did your last performance review have any positive outcomes?	3.9	5.1	4.6	4.8	4.0	5.5
Are disagreements solved in a satisfactory manner?	4.7	5.7	5.2	5.8	5.8	5.5
Does your manager help and support you in your work?	5.0	6.1	5.6	5.9	6.0	6.0
Do you feel that your manager is willing to delegate responsibility and trust you?	5.3	6.0	5.8	5.9	6.2	6.0
Does your manager abide by decisions made in your department?	5.4	5.9	5.1	5.8	5.6	6.0
Do you know what tasks are expected of you in your daily work?	6.2	6.2	5.8	6.3	6.2	6.0

## Dialogue with co-workers

	2003	2004	2005	2006	2007	Target
Do you talk with your co-workers about subjects that are not related to your work?	6.3	6.2	6.2	6.4	6.5	6.0
Do you get help and support from your co-workers?	6.0	6.1	5.9	6.0	6.1	6.0
Do you think that your co-workers in your department are doing a good job?	5.9	5.9	5.5	5.7	5.6	6.0
Do you think that your co-workers in other departments are doing a good job?	5.4	5.4	5.1	5.4	5.4	5.5
Do you think that your co-workers abide by decisions made in your department?	5.5	5.7	5.4	5.5	5.5	6.0
Are you satisfied with the way in which conflicts are solved?	5.1	5.5	5.4	5.4	5.5	6.0

## Own qualifications

Do you think that your skills are adequate to perform your work?	5.8	6.1	6.1	6.2	6.1	6.0
Do you think that the Experimentarium makes sufficient use of your skills?	4.7	5.2	4.9	4.9	5.1	5.5
Do you feel that you are developing on a professional level?	4.5	4.9	5.0	4.6	4.9	5.5
Do you feel that you are developing on a personal level?	5.1	5.5	5.5	5.3	5.6	6.0
Is further training important to you?	5.5	5.7	5.3	4.8	6.0	6.0
Do you feel that requirements for further training are being met?	4.3	4.1	4.4	3.4	6.0	6.0
Does your work provide you with the potential to seek work elsewhere?	5.2	5.7	5.3	5.0	4.9	6.0

## Experimentarium objectives

To what extent do you feel that the Experimentarium has values and objectives?	5.80	4.1	4.2	4.5	4.4	6.00
If you agree that the Experimentarium has values and objectives, to what extent do you agree with them?	4.60	5.3	5.3	5.6	5.5	5.50
Do you think that the Experimentarium meets the quality standards defined?	4.20	4.2	4.4	4.7	4.6	6.00



HRH The Crown Prince talks with Experimentarium pilots at the opening of Xtreme Expedition.

## Working conditions

	2003	2004	2005	2006	2007	Target
Do you feel under pressure to go to work when you are sick?	4.8	5.1	3.6	3.6	5.1	4.0
How often do you feel that your department is understaffed?	6.0	6.1	5.8	5.5	5.8	6.0
How often do you feel that your workload is excessive?	4.0	3.7	4.0	4.2	4.3	5.5
Do you have the right tools to perform your work?	5.0	5.1	5.1	5.3	5.3	6.0
Is your workstation satisfactory from an ergonomic point of view?	4.5	4.4	4.3	4.7	4.6	5.5
Do you feel secure in your employment?	5.1	5.7	5.6	5.6	5.6	5.5
What do you think of the way that new staff members are introduced to the department?	4.6	5.0	4.9	5.1	4.7	6.0
Do you feel that the results of this survey are carefully considered and lead to positive change?	4.0	4.5	4.1	4.0	4.2	5.0

## Analysis

Number of questionnaires issued	93	93	138	165	162
Number of responses	56	52	85	96	133
Response rate	60	56	62	58	82

## Experimentarium staff

Our staff members reflect the society we live in and therefore we employ a wide variety of people at Experimentarium:

The Experimentarium staff represent a multitude of professional competencies, which is a major asset for the organisation since it contributes to making the Experimentarium an attractive place to work with many different approaches to problems as well as their solutions.

The Experimentarium staff comprises university graduates in the fields of physics, biology, geography, communications and other fields of interest. We also have a number of civil engineers, film producers, and architects. There are also educational staff members with backgrounds in teaching, as well as exhibition architects, designers and graphic designers. Our workshops are staffed with skilled craftspeople including carpenters, precision mechanics, metalworkers, and electronic technicians. Administrative functions are handled by a staff of clerical workers with higher educations, training in social studies, and self-taught backgrounds. Finally we have a large group of exhibition pilots who act as guides to our exhibitions. Most of the pilots are students enrolled in a programme of higher education within natural science and technology. The Café is operated by a café manager, kitchen manager, cooks, café assistants and dishwashers. For the 2007 special exhibition "Dialogue in the Dark", people with cerebral palsy were hired to work in booking and reception and blind and vision-impaired people were hired to act as exhibition guides.

Staff representing the inclusive labour market include people employed on flexible terms in accordance with section 62 of the Active Social Policy Act, and people employed in accordance with the Employment of People with Disabilities Act. Furthermore the Experimentarium currently has employees who participate in an activation programme in accordance with section 60 of the Social Assistance Act. The Experimentarium also employs conscientious objectors.

In 2007 the average age of our permanent staff was 42.5 years. The average period of employment of permanent staff was 4.9 years, while the average period of employment for exhibition pilots in 2007 was 3.4 years with an average age of 26 years.

At the end of 2007, a total of 53 exhibition pilots were employed at the Experimentarium.

Thirteen members of the permanent staff left the Experimentarium in 2007, and 18 new employees were hired.

Absenteeism	2003	2004	2005	2006	2007
Number of days	4.36	3.77	5.4	4.91	9.39

Several staff members were on long-term sick leave due to traffic accidents, depression and stress. However, the general rate of absence due to illness remains low.

## Staff activities

Seven staff events were held in 2007 and these were attended by an average of 35 staff members per event. The events included visits to Louisiana Museum of Modern Art, Christiansborg, Carlsberg, and Kulturcenter Assistens, as well as a wine tasting, the summer staff party and the Christmas party.

The internal weekly newsletter for Experimentarium staff, Xpressen, is published every Friday at noon. Xpressen features regular articles by the Experimentarium's management and staff, news from the previous week, and plans for the future.

Each Friday approximately 50 staff members eat lunch together and find out about new developments of general interest.

The X-art Art Association held three exhibitions in 2007 showing works by artists Ole K. Petersen, Bettina Kofmann and Anna Sofie Blincoe.

### Staff in figures

In 2007 the Experimentarium employed 231 staff members. In full-time equivalents, this comprises approximately 131 positions. The Experimentarium contributes to the development of the inclusive labour market by recruiting staff members who to a large degree reflect the society around us, regardless of nationality, disability, religion or colour.

In 2007, the Experimentarium employed 18 full-time equivalents associated with the inclusive labour market.

Staff figures, in full-time equivalents:

	2003	2004	2005	2006	2007
Ordinary hourly-waged staff	61	62	92	108	113
Staff representing the inclusive labour market	18	18	15	20	18
Total	79	80	107	128	131

Staff development interviews, with minutes, were held in 2007 for all permanent, salaried employees at the Experimentarium.

The Experimentarium spent a total of DKK 424,788 on further training in 2007, corresponding to 1.1% of the payroll.



Experimentarium Executive Director Asger Høeg lives out a boyhood dream on his 60th birthday. A ride in Denmark's best fire engine was a gift from Experimentarium staff.

	2003	2004	2005	2006	2007
Further training in DKK 1000	125	220	207	461	425
In % of payroll	0.7	1.12	0.65	1.3	1.1

Staff members have also participated in training courses through the ODA, the Organisation for the Development of Danish Attractions. There were 10 different courses held throughout phase 3, which were attended by a total of 20 staff members.

### Social accounts

The social accounts track the cash flow between the Experimentarium and the state and local authorities.

Social accounts	2004 (in DKK)	2005 (in DKK)	2006 (in DKK)	2007 (in DKK)
<b>Payments from the Experimentarium to society:</b>				
Tax and contributions withheld at source	8,437,314	12,223,224	14,369,901	15,415,008
Net VAT payments, and VAT that cannot be passed on	1,551,429	1,763,306	1,265,297	847,016
Payroll	714,197	822,005	1,075,013	572,322
Energy tax on electricity	418,866	478,555	411,120	457,827
Property tax	410,837	439,805	462,967	484,649
<b>Total payments to society</b>	<b>11,532,643</b>	<b>15,726,895</b>	<b>17,584,298</b>	<b>17,776,822</b>

### Payments received from society

State operating subsidy	3,000,000	3,200,000	3,200,000	3,200,000
Subsidies for special exhibitions and projects	0	1,375,504	1,330,793	3,986,908
Reimbursement for flex-job workers, etc	1,711,978	1,707,976	2,525,291	2,278,503
Reimbursement, sickness benefit, etc	212,757	697,991	1,301,049	1,744,757
<b>Total payments from society</b>	<b>4,924,735</b>	<b>6,981,471</b>	<b>8,357,133</b>	<b>11,210,168</b>

<b>Net payments to society</b>	<b>6,607,908</b>	<b>8,745,424</b>	<b>9,227,165</b>	<b>6,566,654</b>
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As can be seen from the above figures, the Experimentarium makes a significant positive contribution to society.

The social accounts show that in 2007 our 343,556 visitors, in addition to contributing to the survival of our workplace, also generated a turnover of DKK 109 million, of which DKK 106 million was spent in the local area.

This means that the Experimentarium has contributed to creating 248 jobs in the municipality as well as other places throughout the country, and contributes over DKK 38 million to public funds in the form of taxes and other payments.

### Product development

The Experimentarium's ability to develop new exhibitions that are relevant, educational and entertaining is crucial for our survival. In order to develop such exhibitions our staff must always be aware of current developments in the field of interactive exhibitions.

The Experimentarium schedule for upcoming major special exhibitions is as follows:

- Xtreme Expedition (September 2007 – September 2008)  
Developed and produced in co-operation with National Museum of Natural History – Naturalis, Leiden and the Royal Belgian Institute of Natural Sciences.
- I Spy (October 2008 – September 2009)  
Developed and produced in co-operation with Technopolis, Mechelen, Flanders.
- Brain Gym (October 2009 – September 2010)  
Developed in co-operation with Industrion, Kerkrade, Holland and Universeum, Gothenburg, Sweden.
- Senses (October 2010)  
Developed and produced in co-operation with National Museum of Natural History – Naturalis, Leiden and the Royal Belgian Institute of Natural Sciences.
- Crashbang Driving School (January 2008 – December 2008)  
Developed and produced in co-operation with the Danish Road Safety Council, the Municipality of Herning and the Tryg Foundation.



## Exhibitions – exhibitions – exhibitions

Refurbishment of the exhibitions has taken place at a very rapid rate in recent years. Over the past 8 years, the Experimentarium has presented the following new exhibitions to the public:

Feb 1999	The Kid's Pavilion	22 exhibits	ME
Oct 1999	Robots on the Loose	15 exhibits	SE
April 2000	Future Body	38 exhibits	SE
Oct 2000	Dynamic Earth	61 exhibits	ME
Jan 2001	Get in Touch with the Future	14 exhibits	SE
May 2001	Communic@tion	37 exhibits	SE
Dec 2001	You & Me	70 exhibits	ME
April 2002	Dinosaurs on the Hunt	25 exhibits	SE
Oct 2002	Voyage to Mars	17 exhibits	SE
Feb 2003	CreepyCrawly	28 exhibits	SE
Jan 2004	Circus Fysikus	42 exhibits	ME
Oct 2004	The Great Sexperiment	49 exhibits	SE
Oct 2005	Sports & Spinach	28 exhibits	SE
Jan 2006	Dialogue in the Dark	3 scenarios	SE
Sept 2006	T.rex – The Killer Question	16 exhibits	SE
Sept. 2007	Xtreme Expedition	25 exhibits	SE

\*ME (Main exhibition), SE (Special exhibition)

## The Experimentarium's commercial activities continue in a positive direction:

7 April 2006 saw the opening of the "CreepyCrawly" exhibition in Le Vaisseau in Strasbourg, France.

The exhibition closed in March 2007.

24 May 2007 saw the opening of CreepyCrawly at Xploorit in Kolding, Denmark, and the exhibition can be seen at the former Library Building until 12 May 2008.

The Brain closed in January 2007 at Millenaris Science Park in Budapest, Hungary.

The exhibition opened at the Departmental Science Forum in Villeneuve d'Ascq, France on 24 March 2007 and closed on 15 August 2007 with more than 130,000 visitors.

The exhibition was adapted to Greek/Turkish and installed at Next Generation in Athens from 1 December 2007 and from there it is scheduled to open in Istanbul and Ankara in Turkey as well as in Nicosia in Cyprus.

Sports & Spinach was installed at Xploorit in Kolding, Denmark in October 2007, where it remained until being loaned to the International Centre for Life Trust in Newcastle, England. It opened there on 4 April 2008.

After it closes in September 2008 the exhibition will be adapted to Polish/German/English and will open in Warsaw, Poland in November 2008.

In June 2007 Experimentarium took part in the ECSITE 2007 annual conference in Lisbon, Portugal.

Although no confirmed orders resulted, a number of contacts were established and these are still being followed up.

## Cooperation across continents

From time to time, exhibitions and information are exchanged between institutions and between the comparable European science centres in particular. This is the process that brought the CreepyCrawly exhibition to Le Vaisseau in Strasbourg and the popular brain exhibition to Millenaris Science Park in Budapest as well as to Greece and Turkey.

Experimentarium Executive Director Asger Høeg hopes that the cooperation between science centres on other continents will also be expanded in future. Exciting developments are taking place in natural science museums in USA and Japan, among other countries. Asger Høeg was the chairman of ECSITE, the European Collaborative for Science Industry and Technology Exhibitions, from 2004 to 2007. Today, Asger Høeg is Past-President of the international organization and will attend its world congress in June 2008 in Toronto, Canada.

This position carries the additional benefit of invitations to participate in the governing bodies of other countries. These include Asger Høeg's membership in the Norway Science Centre Committee (Norges Vitensenterutvalg) which has designed a strategy for the development of Norway's seven science centres. The Committee secures operating funds for the science centres and assures the basic foundation necessary to attract substantial investment capital to fund expansion programmes and new exhibitions. Over the last four years, over NOK 300 million has been invested in the development of the Norwegian science centres. There is a strong need for a similar organisation in Denmark to secure the strong development of two or three national science centres.

# FREMTIDEN - I LEVENDE VEXELVIRKNING

## Enten/Eller... at danne sig selv..

“....det Selv, der er Formaålet, er ikke et abstrakt Selv, der passer allevegne, og derfor intetsteds, men et concret Selv, der staar i levende Vexelvirkning med disse bestemte Omgivelser, disse Livsforhold, denne Tingenes Orden. Det Selv, der er Formaålet, er ikke blot et personligt Selv, men et socialt, et borgerligt Selv. Han har da sig selv som Opgave for en Virksomhed, hvorved han som denne bestemte Personlighed griber ind i Livets Forhold.”

Søren Kierkegaard

Tiden, altså nutiden alene, er en udfordring, en målestok, en løftestang og en daglig grænseløs udfordring for Experimentarium. Og når nu et oplevelses- og læringscenter for naturvidenskab som Experimentarium også skal til at forholde sig til fremtiden udmålt i et betydeligt antal yderligere kvadratmetre, flere etager og kommende 100.000 ekstra besøgende om året, så ligger der både videnskabelige fakta og tal samt bæredygtighedsanalyser bag det, men også vilde og gale fremtidsfantasier.

Det fysiske Experimentarium ønsker at udskrive en arkitektkonkurrence med forslag om at gå i højden og bredden, men ellers blive på adressen i Hellerup. Der må slås hul i taget, og der må rives vægge ned, men basis skal bestå på matriklen. Solens stråler skal tages til hjælp for at skabe energi til huset, og der skal plantes skov i fjerde etages højde på taget. I det hele taget skal huset profilere sig i det futuristiske havnekvartier af boliger og virksomheder på Tuborg Havnevej. Caféen og butikken skal være åben for alle, Experimentarium skal være områdets kulturhus.

Imens de konkrete rammer kommer på plads, så morer direktør Asger Høeg og de andre "gale" ansatte sig med at skitsere fremtidens bruger, fremtidens eksperimentelle behov og lyst og fremtidens virtuelle formidlingsmuligheder.

Og ifølge Asger Høeg er de her allerede, fremtidens besøgende.

"Vi mennesker er nysgerrige som aldrig før, og vi erkender med den gamle filosof Søren Kierkegaards ord, at vi spenderer hele livet med et, nemlig at lære os selv at kende, så man hver gang "kan vælge sig selv".

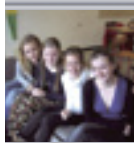
## De 22 bud Fremtidsvisioner

MARTS 2008



Oplevelsen af tvivl

2



Folkeskolen om 20 år

6-7



Experimentarium og fremtiden

12-13

## Velkommen til fremtiden

Hvorfor en avis om fremtiden? Hvorfor dette absurde projekt? Som I jo ved, er det svært at spå – især om fremtiden. Ikke desto mindre vil I på de næste 28 sider være vidner til et forsøg. Opdraget kommer fra Experimentariums medarbejdere, som gerne vil blive kloge på, hvordan vi skal berige, begejstre og forandre vores publikum fremover. Som inspiration har vi inviteret vidt forskellige mennesker til at fortælle om den fremtid, de ser tegne sig indenfor deres arbejdsområde i de næste 10 - 20 år.

Andre før os har bevist, at netop det, er en umulig opgave. Men hvor-

for så overhovedet gøre os kloge på fremtiden?

Når vi har stillet disse udvalgte mennesker den svære opgave at beskrive fremtiden, er det fordi det giver os et rum at arbejde i. Med alle disse artikler får vi et bredt udsnit af visioner, som vi kan plukke fra og udforske. Enkeltstående er de bestemt interessante, men er vi i stand til at strække dem, bøje, forstærke eller måske smelte dem sammen, kan vi skabe noget nyt.

Henry Ford skal have sagt: "Hvis jeg havde spurgt mine kunder, hvad de ville have, havde de svaret: Jeg vil bare have flere heste". Det fik

de – bare ikke, som datiden havde forestillet sig. Hvis han havde givet kunderne det, de havde bedt om, ville han formentlig have satset på en hestefarm. I stedet lyttede han til, hvad folk sagde og omsatte det til en visionær løsning.

Vi har med denne avis forsøgt at skabe et rum, hvor ideerne skal spænde vidt. Vi leder ikke efter sandheden, men er på udkig efter inspiration. 22 spændende mennesker taget udfordringen op. Så læn dig tilbage med en god kop hvad-du-nu-drikker og nyd fremtidsvisionerne.

Redaktøren

## Maksimalt nærvær



# Fremtidsvisioner



*'Jeg tænker aldrig på fremtiden. Den kan tidsnok komme', sagde Albert Einstein. Men her kan vi ikke give ham ret: Experimentarium har som altid skruet i vandet og kurs mod nye mål.*

Experimentariums mest succesfulde og velbesøgte udstillinger har været dem, hvor vi har haft lejlighed til at spejle os selv, vores krop, vores sanser og hjerner, eller hvor vi har haft mulighed for at kigge ned i rodnettet af vores oprindelse som mennesker.

De erfaringer med succeser optalt som antal besøgende kan Asger Høeg placere i 4 værdier for de kommende udstillinger eller oplevelser, som Experimentarium skal byde på. De skal være Udforskende, Finurlige, Mangfoldige og Engagerede. Hvis udfordringen til de besøgende er netop det, når de har løst billet til Experimentarium, så forbliver og udbygger huset sig som et kraftcenter for formidling af naturvidenskab og teknik, som har været målet i centrets 20 års levetid. De 4 værdier vil også være med til at placere Experimentarium som et af de 10 mest attraktive besøgsmaal for danskere og sydsvenskere.

"Fremtidens informationsteknologi giver spændende udfordringer og muligheder: Virtuelle udstillinger, nettet, hjemmesiden, men også Virtual Reality og andre computerbaserede oplevelser. Vi har kun set det første af den fascinerende IT fremtid. Der er uanede muligheder. Fx forestiller jeg mig, at Experimentarium skal opbygge helt personlige websites med velkomstinformationer og opgaver til den enkelte besøgende fra skoleeleven til bedstemoderen".

Det er også en del af fem års strategiplanen, som der tages hul på i år, udarbejdet med Experimentariums Kim Gladstone Herlev som rorgænger. Målet er mejslet med

granit i fondens vedtægter: "i befolkningen og især den yngre del af denne at øge interessen for naturvidenskab og teknik og fremme kendskabet til metoder og resultater indenfor naturvidenskab og teknik".

Direktør Asger Høeg kan lide at spejle dagens besøgstal med fremtidens ønsker. Faktisk er det netop det, han underviser i på Copenhagen Business School. Han forelæser i oplevelsesøkonomi, hvor han ofte trækker de amerikanske frontkæmpere frem: Pine & Gilmore, for de taler om de fire S-er, nemlig **Satisfaction, minimize Sacrifice, Surprise og Suspense**. Det første S handler om at tilfredsstille de besøgende og at indfri forventninger. Det andet S handler om at minimere problemer og forhindringer til oplevelsen. Fx at sørge for at skilte og informere, så ingen synes, det er svært at overskue, hvad der foregår, hvornår og hvor.

"Og det er en stor udfordring, for i dag hvor den enkelte kan designe sin egen bil og få en individuel computer, så handler det ikke om pakked løsninger, men om at den enkelte kan få frie muligheder og personlige tilvalg," siger han.

Det tredje S, surprisen handler om de overraskelser og oplevelser, som de besøgende ikke havde regnet med. Det der opstår, når et barn synes, det er sejt at se et infrarødt billede af sig selv eller pludselig fatter lydernes resonans ved et helt enkelt eksperiment. Det fjerde S er suspense, den fortættede spænding, som det fx kunne opleves med udstillingen Dialog i Mørket, som havde guidning og cafébesøg i totalt mørke og med en tilfredsscore blandt de besøgende højere end nogen sinde tidligere. Suspense er der også over den lille aktuelle udstilling Kvæsterød Køreskole, hvor kirkeklokker bimler for de trafikdræbte beboere, og tonen dermed slås an for en blanding af uhygge og dødsens alvor samt vores fascinationen af fart og biler.

"Den slags overraskelser har Experimentariums dejlige, "gale" medarbejdere arbejdet med hele tiden, og det er spændende og relevant for den enkelte. Sådan virker oplevelsesøkonomien i praksis," mener Asger Høeg.

Lige nu er han ved at skaffe midler til arkitektkonkurrence og byggeproces. Fremtidens Experimentarium skal fysisk være på plads i 2011, udstillingerne, shows'ene, forskningen, informationen skal opleves live og i cyberspace i en levende vevsvirkning, som Søren Kierkegaard allerede tænkte i 1843, i en anden nysgerrig tid.

# THE FUTURE – IN LIVING INTERACTION

## From Either/Or: A Fragment of Life

*“... the self that is the objective is not an abstract self that fits everywhere and therefore nowhere but is a concrete self in living interaction with these specific surroundings, these life conditions, this order of things. The self that is the objective is not only a personal self but a social, a civic self. So he has himself as a task for an activity through which, as this determinate personal being, he intervenes in the affairs of life.”*

Søren Kierkegaard

Time – the present – is a yardstick, a lever and a daily limitless challenge for Experimentarium. And when an experience and learning centre for natural science like Experimentarium must also face the future as measured in a substantial increase in floor space, additional storeys and another 100,000 visitors a year, it is based not only on scientific facts and figures, as well as sustainability analyses, but also on wild and crazy visions of the future.

The physical Experimentarium wishes to arrange an architecture competition to gather proposals on expanding Experimentarium in terms of height and width while remaining at the Hellerup location. A hole can be made in the roof, and walls may be knocked down, but the foundation must remain at its current physical site. The sun's rays must be recruited to help create energy for the building, and a four-storey high forest is to be planted on the roof. All in all, the building must stand out among the futuristic waterfront area composed of homes and businesses on Tuborg Havnevej. The café and shop must be open to all; Experimentarium will serve as the cultural centre for the surrounding area.

While the concrete framework goes up, Executive Director Asger Høeg and the other 'nutty' staff members are busy delineating a vision of the visitors of the future, future experimental requirements and the virtual communications resources afforded by the future.

And according to Asger Høeg, the visitors of the future are in fact already here.

“Humans are as curious as never before, and we acknowledge the words of the philosopher Søren Kierkegaard who says that we spend our entire lives on one task – getting to know ourselves – so that at every opportunity we can ‘choose ourselves’”.

The Experimentarium's most successful and popular exhibitions have been those that have provided us with the opportunity to look at ourselves, our bodies, our senses and brains or where we have been able to look down into the roots of our origins as human beings. When it comes to successful experiences as measured in visitor numbers, Asger Høeg outlines four distinct values for future exhibitions and experiences as offered by Experimentarium. These values are: Exploratory, Ingenious, Diverse and Committed. If these are the challenges for the visitor buying a ticket to Experimentarium, then we will remain and expand as a powerhouse for the dissemination of knowledge about natural science and technology as has been the goal for the centre over its twenty years of existence. The four values will also play a role in placing Experimentarium in the top ten most attractive destinations for people living in Denmark and southern Sweden.

“The information technology of the future offers exciting challenges and possibilities: Virtual exhibitions, the internet, the web site, but also Virtual Reality and other computer-based experiences. We have only seen the beginning of the fascinating future of IT. There are unimaginable possibilities. For example, I visualize that Experimentarium will build entirely personalized websites featuring information and assignments tailored to the individual visitor – from schoolchildren to their grandmothers”.

It is also part of the five-year strategic plan we are embarking upon this year with Experimentarium's Kim Gladstone Herlev at the helm. The goal is carved into the granite of the foundation's articles of association: “To disseminate knowledge about natural science and technology to as large a segment of the population as possible – with special focus on young people”.

Executive Director Asger Høeg enjoys comparing daily visitor figures with future projections for Experimentarium. Actually this is the exact subject that he teaches at Copenhagen Business School. He gives lectures on experience economics, in which he often cites the American pioneers of this discipline, Pine & Gilmore, for their ‘four S model’ – **Satisfaction, minimize Sacrifice, Surprise and Suspense**. The first S deals with satisfying visitors and fulfilling their expectations. The second S is about minimizing problems and obstacles to the visitor experience, such as providing proper signage and information so that visitors find it easy to maintain an overview of what is happening when and where.

“And that's a big challenge, because in a time when an individual can design her own car and buy a customized computer, we're not talking about packaged solutions but about providing the individual with a range of options and personal choice,” explains Asger Høeg.

The third S – surprise – deals with the surprises and experiences that visitors do not expect. Examples of this occur when a child thinks that it is fun to see an infrared image of herself or suddenly understands the resonance of sound through a very simple experiment. The fourth S is suspense, a kind of concentrated excitement that can be experienced in exhibitions such as ‘Dialogue in the Dark’, which offered guided visits and visits to the café in total darkness, and which received the highest-ever satisfaction score from visitors. Suspense is also present in the currently running small exhibition called ‘Crashbang Driving School’, where church bells toll for the people killed in road traffic accidents, and the tone is thereby set for a mixture of uneasiness and deathly seriousness, as well as our fascination with speed and cars.

“These types of surprises have been an area of focus for Experimentarium's wonderful ‘nutty’ staff members all along, and they are both exciting and relevant to the individual. That's how the experience economy works in practice,” Asger Høeg believes.

Currently Asger Høeg is involved in obtaining funds for the architecture competition and building process. The Experimentarium of the Future must be complete by 2011, the exhibitions, shows, research and information must be experienced live and in cyberspace in a living interaction – one which Søren Kierkegaard conceived of as far back as 1843 in another inquisitive time.

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