

HEAR HEAR!

A HANDS-ON EXHIBITION ON HEARING AND SEEING

LOOK LOOK!

PRESS PACKET SPRING 2017



Editorial

Thanks to ongoing demand, the **hands-on exhibition „HEAR HEAR! LOOK LOOK!“** will be extended until September 3, 2017. In the exhibition kids learn how our hearing and seeing actually function, what role the brain plays in processing sensory inputs, and how we can compensate when one of these two senses is impaired. There are also all kinds of exciting and curious things to discover about illusions that trick our senses.

In the **ZOOM Studio**, water is the focus of the new workshop “Splish! Splash! Balderdash!”. Under this motto, kids can build their own watercrafts and see how they sail, swim or sink in our water tank.

As always, **ZOOM Ocean** is open to the youngest visitors of our Children’s Museum, who can discover its mysterious underwater world and explore the adventure ship.

In the new “Lab Club: Open your ears, and ,Action!” kids can experiment with the limitless possibilities of animation – give your fantasy free reign!. Use the special technology and equipment available at the **ZOOM Animated Film Studios** to create and add sound to an animated film based on your own ideas and stories.

For more detailed information on the new ZOOM program, see below. Feel free to contact us any time for a personal chat and guided tours.

Best wishes,



Elisabeth Menasse-Wiesbauer
Director, ZOOM Children’s Museum

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ZOOM Exhibition

HEAR HEAR! LOOK LOOK! – A hands-on exhibition for kids on hearing and seeing

For children ages 6 to 12

Our eyes and ears are sophisticated sensory organs that capture light and sound waves from our surroundings and process them into images, sounds and even moods. We relax when we hear the sound of ocean waves and take pleasure in watching a glorious sunset. We are alarmed when we hear a loud siren or spot a flashy warning signal. We recognize a smile, understand language, can correctly interpret gestures, and can spot an approaching car in time. Our sense of hearing and vision enable us to master the many tasks of everyday life with ease.

But how do hearing and seeing actually function? What are sound waves and how can we render them visible? Why do we need light to recognize shapes and colors? What role does the brain play in processing sensory inputs? And how can we compensate if one of these senses is impaired?

Children can visit about 15 interactive stations to discover various acoustic and optical phenomena such as the camera obscura, a mirror labyrinth, a Silent Disco or a Yelling Cabinet.

The camera obscura, also known as a pinhole camera, is an old invention that works much along the same principles as photo cameras, film cameras and even our own eyes. The kids can look through a giant camera obscura and observe how it stands the courtyard of the ZOOM Children's Museum on its head. Or they can peek through a camera obscura tube and try to decipher the light patterns on the wall.

In the mirror labyrinth the kids learn the physical principles behind reflections. The task is to find the hidden monster in the labyrinth by turning and moving the mirror into the right position.

People express their moods and feelings with words and gestures. At the same time, we can put ourselves into certain moods with music and movement. In the Silent Disco, kids can listen to music through headphones, let themselves be inspired, and dance to the tunes. Or they can experience the music without headphones only by watching the other kids dance.

“Please keep it quiet” is a sentence that kids get to hear a lot. Children must constantly learn to turn down their own volume. This is a pity, considering how much fun making noise and yelling is – and how healthy it is for normal child development. In the Yelling Cabinet the kids can shout as loud as they can into the microphone. The decibel levels they reach are measured and the kids can see what comparably loud sound sources they have matched. Of course, we also clearly address how important it is to protect our ears from noise pollution.

Beyond these attractions, the exhibition gives the kids an opportunity to dress up as earwigs and spectacled cobras, to experiment with tones, sounds and their own voices in the Sound Room, use a water bell to render sound waves visible, be astounded by optical illusions and the speed of sound, see colored shadows, build a kaleidoscope, experience how sound travels through their own bones, and much more.

ZOOM Exhibition

**HEAR HEAR! LOOK LOOK! – A hands-on exhibition
for kids on hearing and seeing**

Team

Curator Christian Ganzer

Architecture polar÷ Margot Fürtsch-Loos/Siegfried Loos

Exhibition graphics
Stephen Mathewson

Production Virgil Guggenberger

Graphic design of print materials
Bernhard Winkler

Contributors Daniel Fabry, Dominikus Guggenberger,
Tina Handl, Petra Hudetz/Gabie Baumann, Nik Hummer,
into:sound, Georg Pitschmann, Matthias Schoiswohl,
Verena Faißt/Oliver Stotz, Stefanie Wilhelm

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Ingrid Schmolliner

Fundraising Peter Melichar

Marketing Christiane Thenius

Press and public relations
Karin Schrammel

Construction Dekotrend

Electrical installation
Willi Gasser

ZOOM Exhibition

HEAR HEAR! LOOK LOOK! – A hands-on exhibition for kids on hearing and seeing

Facts

Exhibition Dates

March 7 to September 3, 2017

Starting times for private visitors

Tuesday to Friday: 2pm, 3:30pm

Saturday, Sunday, public holidays, and during school vacation
in Vienna (not on Mondays): 10am, 12pm, 2pm, 4pm

Starting times for school classes and groups

Tuesday to Friday: 8:45am, 10.30am, 2pm, 3:30pm

Duration 90 minutes

Admission **Children:** free admission; **Adults:** EUR 5

Bookings Bookings are **recommended** for all ZOOM programs.
Advance bookings are **obligatory**
for groups of more than 10 children.

Please call **+43 (1) 524 79 08** for telephone bookings:
8am to 4pm on weekdays, 9:30am to 3:30pm on
Saturdays, Sundays, on public holidays, and during
school vacation in Vienna. Online bookings can be made
at www.kindermuseum.at.

Director ZOOM Exhibition

Christian Ganzer

ZOOM Exhibition

**HEAR HEAR! LOOK LOOK! – A hands-on exhibition
for kids on hearing and seeing**

Partners and Sponsors

Exhibition partner

Hartlauer

Project support

Bundesministerium für Bildung

Exhibition co-sponsors

Eurofoam

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Kohlschein

ZOOM Ocean

A colorful and diverse realm for play and adventure for toddlers and preschoolers

With ZOOM Ocean, ZOOM Children's Museum offers a **unique area for play and experience** that is especially catered to the motor, cognitive, and social abilities of children from 8 months to 6 years in age.

Since 2002, nearly 500,000 sailors big and small have taken to sea in our steamer *Famosa* and experienced exciting adventures. They have explored caves, gone on fishing expeditions, set the weather rotator in motion, and sent messages to the lighthouse.

Famosa drops anchor in Central America. In the green, mysterious habitat of jaguars, armadillos, chameleons, tapirs and other exotic animals the children can use costumes to transform themselves into colorful rainforest creatures.

There are special dates where toddlers from 8 months to 3 years of age can explore ZOOM Ocean in an environment that is tailored to meet their special needs. For children ages six and older, there are special older sibling days. For children ages 4 and up in preschool or kindergarten, ZOOM Ocean offers workshops for early science education.

Starting times

Tuesday and Friday: 9am, 10:30am, 4pm

Wednesday and Thursday: 9am, 10:30am, 1pm, 2:30, 4pm

Saturday, Sunday, public holidays and during school vacation in Vienna (not on Mondays): 10am, 11:30am, 1pm, 2:30pm, 4pm

Toddlers (aged 8 months to 3 years): Tuesday, Friday 1pm, 2:30pm

Older Brothers and Sisters: Friday, Sunday 4pm

Duration 60 minutes

Price Children: EUR 4
One accompanying adult per child free,
additional accompanying adults EUR 5

Bookings Phone: +43 (1) 524 79 08, www.kindermuseum.at

Director ZOOM Ocean

Franziska Abgottspon

ZOOM Studio

Splish! Splash! Balderdash!

Workshops for children ages 3 to 12

Water splashing everywhere! The ZOOM Studio has become a water world. What swims? What floats? What sinks? The kids build their own watercraft and see how it sails in our water tank. They invent a story-telling ship, an H₂O-submarine, a wave propellor, a rainbow fishing boat and other crazy water things. If the weather is warm enough, we'll start working on our impressive water machine outside in the courtyard. Water will be splashed and sprayed, splished and dripped. Water go!

Available March 7 to June 30, 2017

Starting times for private visitors

Friday, Saturday: 2pm and 4pm

Sunday, public holidays and during school vacation in Vienna
(not on Mondays): 10am, 12pm, 2pm, 4pm

Starting times for kindergarten, school classes and groups

Tuesday to Thursday: 9am, 11am, 2pm

Friday: 9am, 11am

Duration 90 minutes

Admission Groups of up to 9 children: EUR 6 per child
One accompanying adult per child free,
additional accompanying adults EUR 5

Bookings Phone: +43 (1) 524 79 08, www.kindermuseum.at

Director ZOOM Studio

Franziska Abgottspon

ZOOM Studio **Art Workshop**

Workshop packages for children ages 5 to 8

In this popular subscription series at ZOOM Studio, the children can paint, think, draw, gossip, invent, build, and play together with various artists. At the end of the workshop series they put on a real exhibition for friends and family.

Dates **1st Turnus:** March 18, 25, April 1, 2017 with Nina Prader
 2nd Turnus: May 6, 13 and 20, 2017 with Signe Rose
 3rd Turnus: June 10, 17 and 24, 2017 with Birke Gorm

Begins Saturdays, 10am

Duration 3 x 2 hours

Admission EUR 28 (including materials)

Advance booking and down payment required
Phone: +43 (1) 524 79 08

ZOOM Animated Film Studio

Lab Club: Open Your Ears, and ,Action!“

Workshops for children and youngsters ages 8 to 14

Creaky squeaks or squeaky creaking – what is the difference? What images and ideas pop up in the sound studio between your ears? What color does a loud rumble trigger in your fantasy landscape? Trust your imagination and ideas, and join the other workshop participants to develop a story, draw and create figures and objects, and then use the unlimited possibilities of animation to bring them to life. You’ve just made your own animated film – and you can create a soundtrack for it as well. At the end of the workshop, all accompanying adults are invited to attend the premiere in our animated film studio.

Available March 11 to June 30, 2017

Starting times

Saturday, Sunday, public holidays and during school vacation in Vienna (not on Mondays): 2pm, 4pm

Duration 90 minutes

Prices EUR 6 per child

Bookings Phone: +43 (1) 524 79 08, www.kindermuseum.at

Director ZOOM Animated Film Studio

Barbara Kaiser

ZOOM Animated Film Studio

Film and Sound Lab

Workshop packages for children and youngsters
ages 8 to 14

ZOOM Animated Film Studio is open to children and young people to explore their ideas using all the possibilities available. In a small team with a maximum of ten participants and with the support of experienced artists, they can let their fantasy run wild and produce their own sounds and animated films.

Dates **1st Turnus:** March 25, 26, 2017
 2nd Turnus: April 11, 12, 2017 (Easter holidays)
 3rd Turnus: May 6, 7, 2017
 4th Turnus: May 20, 21, 2017

For all offered times:

Starting time

10 am

Duration

2 sessions, 3 hours each

Price

EUR 28

Advance booking and down payment required

Phone +43 (1) 524 79 08

Curator

Barbara Kaiser

ZOOM Children's Museum

Fact and Information Sheet

ZOOM Children's Museum ...

... and all the senses come into play

At ZOOM Children's Museum, children are welcome to ask questions, to touch and feel, to explore and play to their hearts' desire. On a floor space of 1600 square meters, ZOOM Children's Museum offers four different areas for children up to age 14: the **Exhibition**, which introduces children ages 6 to 12 to major topics in ways that engage all senses; **ZOOM Studio**, with workshops for children ages 3 to 12 to playfully approach artistic questions; **ZOOM Animated Film Studio**, where kids ages 8 to 14 experiment with animated film and sound without any previous technical knowledge; and **ZOOM Ocean**, a colorful and varied space for play and learning geared to children from 8 months to 6 years of age.

Address ZOOM Children's Museum
 Museumsquartier
 Museumsplatz 1
 1070 Vienna
 Austria

Info & Bookings

Phone: +43 (1) 524 79 08
E-mail: office@kindermuseum.at
Web: www.kindermuseum.at

Press information

Mag. Karin Schrammel
Phone: +43 (1) 522 67 48-1820
Fax: +43 (1) 522 67 48-1815
E-mail: k.schrammel@kindermuseum.at

Translation Michael Stachowitsch

ZOOM Children's Museum

Fact Sheet

Bookings

Advance booking is recommended for all ZOOM programs. Advance booking is obligatory for Workshop Packages at ZOOM Studio and ZOOM Animated Film Studio as well as for group visits of groups of more than 10 children. To make reservations, call +43 (1) 524 79 08 from 8am to 4pm weekdays, and from 9:30am to 3:30pm on Saturdays, Sundays, on public holidays and during school vacation in Vienna.

Group visits

ZOOM is happy to arrange special group visits (for schools, kindergartens, after-school clubs, etc.) for all ZOOM programs on weekdays. ZOOM Animated Film Studio also offers workshops tailored to your needs: for example, a special curriculum focus. Information and details are available on request: Phone: +43 (1) 524 79 08; e-mail: office@kindermuseum.at.

Newsletter

In addition to our special press newsletter, ZOOM offers an e-mail bulletin for individual visitors and groups. Issued about once a month, the bulletin informs readers about special programs, news, and other activities on offer at ZOOM. Subscribe at www.kindermuseum.at!

ZOOM Children's Museum Partners & Sponsors

ZOOM Children's Museum would like to thank the following institutions and companies for their indispensable support:

Public funding institutions of ZOOM Children's Museum



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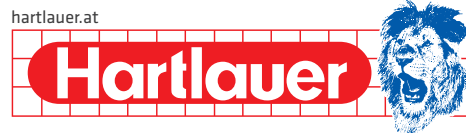


ZOOM Children's Museum Partners & Sponsors

Exhibition



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