

25

YEARS

zooom

CHILDREN'S MUSEUM

25 years of the ZOOM Children's Museum

25 years of the ZOOM Children's Museum, consisting of:

44 hands-on exhibitions

18 years of the ZOOM Ocean, Europe's first small children's area in a museum

43 creative workshop programmes in the ZOOM Studio

39 artistic workshop programmes in the ZOOM Animated Film Studio

24 Lab Clubs in the ZOOM Animated Film Studio with **14 feature films**, **4 web series** and a collection of over **8000 animated films** by children and youths

28 subscription programmes to the ZOOM Studio and the **Animated Film Studio**

5 Pop-up events in the outer districts of Vienna

75 children's lectures

20 ZOOM lectures for adults

So far the Zoom Children's Museum has reached more than 2.3 million visitors and set international standards for museum work. The product of a private initiative in the 1990s, over the last 25 years the ZOOM has had a lasting influence on the children's cultural scene and the museum landscape, and contributes valuable pioneering and lobby work for children and children's culture. In the meantime the ZOOM has established itself as a strong and lively museum, an internationally appreciated beacon of its kind. The ZOOM's initiatives are innovative, providing cutting edge children's culture in Vienna. ZOOM visitor numbers have remained consistently high, at over 120,000 per year, despite the continually expanding programmes of educational events at other museums as the ZOOM appeals directly to children and on their own terms.

Hands on, hearts on, minds on!

Children experience the world by using all of their senses, and above all playfully – they understand things and learn in different ways than adults do. At the ZOOM they are encouraged to explore exponents for themselves and discover connections, to test their creativity and manual dexterity while increasing their social competence. At a time when the concept of education is being more narrowly defined once again, the ZOOM takes its orientation from the latest scientific findings and pursues a far more holistic approach by opening up spaces for learning and experience.

The ZOOM – a museum for the 21st century

The ZOOM picks up on current developments and topics relevant to the future, such as migration, digitisation, the environment and sustainability. The topics are presented in a playful, fun, creative and above all in an interactive way. The implementation is unique: artists design the exhibitions, the scenery

and the exponents. The workshops in the Studio and the Animated Film Studio are also conceived and held by artists. This makes ZOOM not only one of the largest providers of work for artists in Austria (alongside the art universities) but, with its special profile, one of the most important and internationally renowned children's museums in the world. In 2015 it was the only children's museum in Europe to receive the international Children in Museums Lifetime Award from the European Museum Academy and Hands On! International Association of Children in Museums.

The ZOOM reaches children of all social strata and makes art easily accessible. It arouses children's interest in the museum as an institution, having found an ideal location in the Museumsquartier.

Full programme details are available online on the ZOOM website, under the heading '25 Years of ZOOM' in the 'Press Corner', at:
www.kindermuseum.at/en/press_corner

44 ZOOM Hands-on Exhibitions in 25 Years

Meeting point Picasso
Nothing but air?
ZOOM – City on the Go
The Flying Suitcase – a Trip to Ghana
Elementary, Mr. Cragg!
Money
Sound and Smoke
One Way or the Other
Boxes Forever
ZOOM Construction Site
Chinese Whispers
Safety First
Time Travel or How the Future Becomes the Past
Around the Town – a playable artwork by Miquel Navarro
Space for Space
IDEA – What’s Behind Everyday Things
On Pants and Dresses
Paper Power
Melodious Numbers
Europe – a crazy Lot
Bone Seekers – Time Hunters
Carving Pictures – Building Sculptures
Space Station Skylab 5
Wolfgang Amadé – a perfectly normal Wunderkind
Escape and Survival
Eco Whizzes
Blue Red Yellow Green
Around the Ball
MEGAGREEK
Let’s talk about Death
Flying High
H₂O a Water Exhibition
Cash, quid and bucks
The long Vacation
Caution! Construction Area
Crunch, Munch, Slurp
All in the Family
Once upon a Time... The Middle Ages!
Detective Stories
Let’s print!
Plastic – a hands-on exhibition
HEAR HEAR! LOOK LOOK!
You and I, Here and There
EARTH & SOIL

ZOOM Information

ZOOM Children's Museum...

...Bringing all of the senses into play – hands on, minds on, hearts on!

ZOOM Children's Museum is a place where kids can inquire, touch, explore, feel and play as they please.

With an area of 1600 square meters, ZOOM Children's Museum offers four different areas for visitors up to the age of 14. There's the **ZOOM hands-on exhibition**, which introduces children ages 6 to 12 to major topics in ways that engage all their senses, and the **ZOOM Ocean** play area for young children from 8 months to 6 years. There's also the **ZOOM Studio** workshop space for kids between 3 and 12, where they playfully engage with artistic issues, and the **ZOOM Animated Film Studio**, where kids ages 8 to 14 without any previous technical knowledge experiment with animated film and sound.

ZOOM Children's Museum
MuseumsQuartier
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www.kindermuseum.at

Information & Reservations:

Advance booking is recommended for all ZOOM programmes.

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ZOOM Team

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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 Press images 25 years of ZOOM

Press images for all ZOOM areas

and for all ZOOM programmes can be found on and downloaded from the ZOOM Children's Museum website:

www.kindermuseum.at/zoom_press_corner

Note:

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The ZOOM Children's Museum in the MQ@ZOOM Children's Museum



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