

ZOOM Press Kit
Spring 2019

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ZOOM Exhibition

EARTH&SOIL

A hands-on exhibition for children ages 6 to 12

Extended until 1 September 2019!

New stations in the exhibition from March 2019:

- **Ant Farm:** In the generously planned complex for ants, children can observe live ants working on the soil. In various interconnected terrariums, the children see how these industrious insects work on the forest soil, how they fetch food and building materials for the nest or remove the dung from it.
- **'Planted', a card game:** In this game, specially developed for the exhibition, the children learn about agricultural food production by engaging with topics such as soil composition, the consumption of nutrients by crops, water availability, fertiliser use, weather conditions, pests etc.

Earth is the planet on which we all live. Earth also refers to the soil that we all walk on. Although soil forms only a very thin layer on the land surface of our planet, it is enormously important for humankind and, indeed, for life in general. It provides the ground for our food and plays a key role in all natural cycles. Without fertile soil, we would be unable to feed ourselves: we live on what grows in and under the soil.

Soil provides a habitat for humans, animals, plants and microorganisms. It also serves as a storage compartment, as a filter and a buffer. Importantly, it also functions as a water reservoir and yields renewable raw materials.

Our hands-on exhibition allows children to explore how soil develops and its complex composition. They discover that its bustling life goes deep below the surface. Every square metre of soil contains more organisms than all the people on Earth combined! This goes far beyond the moles, beetles and worms we all know, to include mites, woodlice and the full range of microorganisms, such as fungi, algae and bacteria. All these life-forms play a crucial role in recycling the wastes that accumulate in nature, providing the nutrients for plant growth. The kids can dress up as curious soil organisms and dig and crawl through the cavities and pores in the different soil layers. They learn to identify the superheroes of humus formation – earthworms – and can zoom in on even the tiniest soil inhabitants in the microscopy laboratory. They observe real ants working above and below the ground in interconnected terrariums. They dig into the city's soil and unearth remains from the past along with many other exciting finds.

The kids can make seed balls from a mixture of soil and seeds, and then watch the plants as they germinate and sprout. Our natural cycle game shows them how plants extract and absorb water and nutrients from the soil

as well as carbon dioxide from the air. Finally, the multimedia agriculture game allows youngsters to test their talents as farmers. They learn that the supply of valuable fertile soil on our planet is limited and threatened by improper farming practices along with ever-expanding human settlements and traffic surfaces.

The soil's biological diversity and its complex ecological balance represent a rich heritage that must be preserved. Our new hands-on exhibition sheds light on these intricate interrelationships and underlines how important it is to protect the soil under our feet.

Scientific Advisory Board: University of Natural Resources and Life Sciences (BOKU), Vienna: Institute of Environmental Biotechnology, Institute of Soil Research, Department of Applied Genetics and Cell Biology (DAGZ)

EARTH&SOIL / Facts / Team

Facts

Available: 5 March to 1 September 2019

Starting times until 28 June 2019: Tue & Wed: 1pm, 2.30pm, Thu & Fri: 2pm, 3.30pm

Sat, Sun, public holidays and school holidays (except Mon): 10am, 12am, 2pm, 4pm

Sibling times (for children younger than 6 years): Sat, Sun: 10am, 12am

Different starting times in July and August, starting 29 June 2019!

Duration: 90 minutes

Tickets: Children: admission free; adults: EUR 6.-

Team

Curator: Christian Ganzer

Scientific Advisory Board: Cecilie Foldal, Ines Fritz, Angelika Hromatka

Architecture: Marlene Pollhammer — no.ova design

Graphic and illustration design: Roswitha Weingrill/Johannes Lang

Exhibition scenography: Peter Kozek

Production: Johannes Franz-Figeac

With contributions by Joerg Auzinger, Gabie Baumann, Cäcilia Brown, Elisabeth Falkinger, Johannes Franz-Figeac, Ines Fritz, Dominikus Guggenberger, Daniel Hafner, Michael Hammerschmid, Tina Handl, Mindaugas Krikščiukas, Linus Riepler, Gerald Rossbacher, Michi Silbergasser, Barbara Stieff, Michael Suszynski, Martina Tintner-Olifiers

Graphic design, printed matter: Bernhard Winkler

Fundraising: Peter Melichar

Marketing: Christiane Thenius

Press and public relations: Susanne Czeitschner

Construction: Dekotrend

Electrical installation: Willi Gasser

EARTH&SOIL / Partners and Sponsors

Project support:

The Austrian Federal Chancellery

The Austrian Federal Ministry of Education, Science and Research

The Hannes Androsch Foundation at the Austrian Academy of Sciences

The Austrian Federal Ministry for the Environment, Nature Conservation

Exhibition partner:

Borealis

Exhibition sponsor:

Österreichische Bundesforste

Exhibition co-sponsors:

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Sonnenerde

Werner & Weber

In cooperation with:

ahbc.de

University of Natural Resources and Life Sciences, Vienna (BOKU)

University of the City of Graz

Naturhistorisches Museum

The Austrian Soil Science Society

Vermigrand

ZOOM Studio

Be a Plaster Master!

Workshops for children ages 3 to 12

Giant sculptures made of plaster are sprouting in all directions in the ZOOM studio. With clay, wire and lots of plaster bandages we bring old objects back to life. A rickety bike turns into a flying plaster-mobile. A little carousel horse is transformed into a plasto-saurus. And fingers in a plaster cast suddenly become a bunch of carrots! The kids experiment with plaster as a material, and create fanciful figures, landscapes or sculptures. They experience with their own hands how something liquid becomes solid, something soft turns hard – and sometimes everything gets colourful!

Available: 5 March to 28 June 2019

Starting times: Fri, Sat: 2pm, 4pm

Sat, Sun, public holidays and school holidays (except Mon): 10am, 12am, 2pm, 4pm

Duration: 90 minutes

Tickets: children EUR 7.-; admission free for one accompanying adult per child, additional adults EUR 6.-

Workshop packages

Art Workshop

Workshops 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 hold a real exhibition for friends and family.

Dates:

Session 1: 23, 30 March and 6 April 2019

Session 2: 27 April, 4 and 11 May 2019

Session 3: 8, 15 and 22 June 2019

Starting time: Saturdays, 10am

Tickets/Duration: EUR 32.-/ 3 x 2 hours (including materials)

Reservation and deposit required: Tel: +43 (01) 524 7908

ZOOM Animated Film Studio

Lab Club: Click Trick Action

Animated film workshops for kids and youngsters ages 8 to 14

This is something the world hasn't seen before - we're making a trailer for a game that doesn't even exist yet! The kids can invent fantasy characters, robots, superheroes, animals and aliens... There's room enough for all. Working together with the other kids and the Animated Film Studio's experienced artists, they'll bring them to life in an animated film. In the final phase of the workshop the youngsters can add sound to the movie with their voice. Afterwards, all of the accompanying adults are invited to the studio for the big presentation.

Available: 5 March to 28 June 2019

Starting times: Sat, Sun, public holidays and school holidays: 2pm, 4pm

Tickets/Duration: children EUR 7.-/90 minutes

Workshop packages at 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, of maximum ten participants, they can let their imaginations run wild and produce their own sounds and animated films with the support of experienced artists.

Dates:

Session 1: 9 and 10 March 2019

Session 2: 6 and 7 April 2019

Session 3: 16 and 17 April 2019 (Easter holidays)

Session 4: 25 and 26 May 2019

Starting time: 10am

Tickets/Duration: EUR 32,-/2 x 3 hours

Reservation and down payment required: Tel: +43 (01) 524 79 08

ZOOM Ocean

A colourful and varied play and adventure space for toddlers and pre-school children

With ZOOM Ocean, ZOOM Children's Museum offers a unique area for play and experience, specially tailored for the motor, cognitive, and social abilities of children aged from 8 months to 6 years.

Since 2002 more than 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, 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 colourful rainforest creatures.

There are special baby appointments for babies and toddlers where children aged 8 months to 3 years can explore the ZOOM Ocean in a sheltered atmosphere.

For children ages six and older, there are separate times for older brothers and sisters.

Starting times:

Tue and Fri: 9am, 10.30am, 4pm

Wed and Thu: 9am, 10.30am, 1pm, 2.30pm, 4pm

Sat, Sun, public holidays and school holidays (except Mon): 10am, 11.30am, 1pm, 2.30pm, 4pm

Baby times: Tue and Fri: 1pm, 2.30pm

Older brothers and sisters: Fri and Sun: 4pm

Duration: 60 minutes

Tickets: children EUR 5.-; admission free for one adult per child, additional adults EUR 6.-

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
Museumsplatz 1
1070 Vienna
www.kindermuseum.at

Information & Reservations:

Advance booking is recommended for all ZOOM programmes.

Tel: +43 (1) 524 79 08

E-Mail: office@kindermuseum.at

www.kindermuseum.at

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ZOOM Team

Director of ZOOM Children's Museum:

Elisabeth Menasse-Wiesbauer

Head of exhibitions:

Christian Ganzer

Head of Studio, Ocean and pop-ups:

Franziska Abgottspon

Head of Animated Film Studio:

Barbara Kaiser

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



Stad**t**  **Wien**

Main sponsors



Media partners

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ZOOM Children's Museum Partners & Sponsors

Exhibition



Project support



Hannes Androsch Stiftung bei der Österreichischen Akademie der Wissenschaften

Exhibition partner



Exhibition sponsor



Exhibition co-sponsors



In cooperation with



ZOOM Press images Spring 2019

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:

All images are to be used exclusively for press purposes relating to ZOOM Children's Museum. All images must be credited in full.