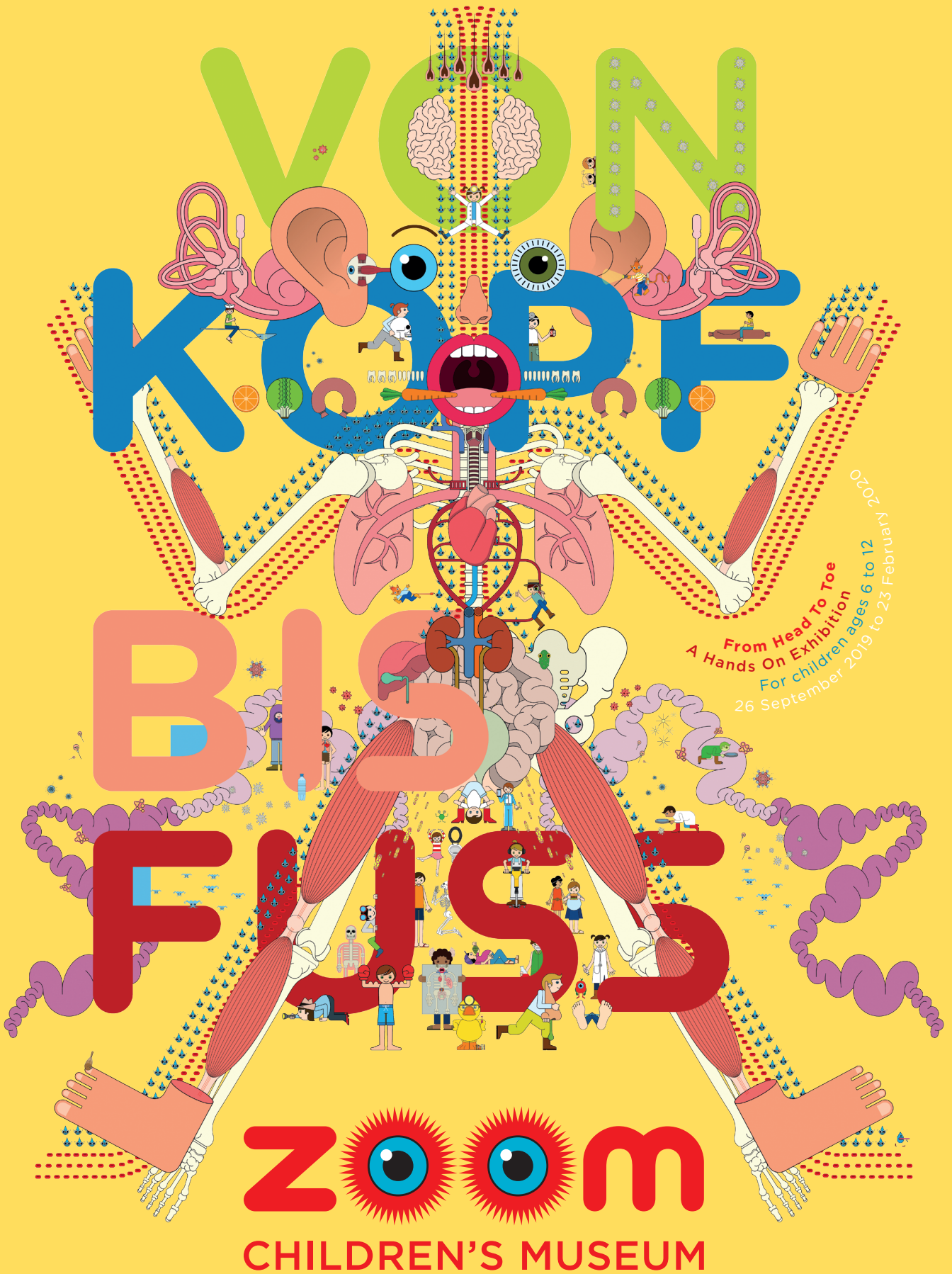


PRESS KIT

AUTUMN/WINTER 2019/2020



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ZOOM Exhibition

FROM HEAD TO TOE

A hands-on exhibition for children ages 6 to 12

The body is our home – do we know our way around it? What is our body made of? What organs are there? What is blood, and are there really other creatures that live on our body? In the new hands-on exhibition, children learn about the body's inner processes, and immerse themselves playfully in the world of anatomy and physiology. They discover the marvel of the human body and learn how they can contribute to their own wellbeing – because it's important to know what goes on in our body so that we can treat it properly.

Starting with the cells, the body's smallest building blocks, the children examine in the Skin Laboratory how varied skin can be, how it protects us, and all the things we can feel with it. They get to know a few of the living creatures that live on our bodies. Some of these organisms can even make us sick, so in the Snot Laboratory the kids help the immune system fight dangerous bacteria and viruses.

At an ear installation, the children marvel at the way sounds are generated through a complex chain reaction in the brain. With the help of an artificial hand equipped with sensors, they test how nerves and muscles work together. The kids experience what the body does with food on an expedition through the digestive system: they crawl into a giant mouth, and then travel via the "oesophagus slide" down into the stomach and through the small and large intestines, before they worm their way out again at the other end.

They assemble skeletons on a bone puzzle, and in the anatomy course the heart, lungs, kidneys, liver and other organs are matched to their correct locations in the body. Things get strenuous at the Heart-Lung Pump, where the kids pump oxygen via the blood to the body's cells.

In the Body Theatre, the children express feelings and emotions with their whole body, and they get to feel individual muscles while they're exercising in the gym. In a tranquil, calming multimedia installation, they experience how important it is to give the body enough rest and relaxation after all its activity, and which vital tasks it performs during sleep.

The aim of the exhibition is to sensitise the children to the capabilities and needs of their body, to strengthen their body awareness, and to help them develop a positive relationship to their own body.

FROM HEAD TO TOE / Facts / Team

Facts

Available: 26 September 2019 to 23 February 2020

Starting times:

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

Duration: 90 minutes

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

Team

Curator: Christian Ganzer, Elisabeth Menasse-Wiesbauer

Production: Johannes Franz-Figeac

Exhibition scenography: Tina Handl

Architecture: Michael Mathis / Deko Trend

Graphic and illustration design: Irmi Walli

With contributions by Gabie Baumann, Eloui, Dominikus Guggenberger, Nora Gutwenger, Michael Hammerschmid, Tina Handl, Chris Janka, Susi Jirkuff, Bert Löschner, Jan Machacek, Mathias Müller, Matthias Schoiswohl, Michi Silbergasser, Marion Stefan, Toxic Dreams

Graphic design, printed matter: Bernhard Winkler

Fundraising: Peter Melichar

Marketing: Christiane Thenius

Press and public relations: Susanne Czeitschner

Construction: Deko Trend

Electrical installation: Willi Gasser

FROM HEAD TO TOE / Partners and Sponsors

Project support:

The Austrian Federal Chancellery

The Austrian Federal Ministry of Education, Science and Research

Exhibition sponsor:

Viennese Health Promotion Agency

Austrian Pharmacist Association, Dept. Vienna

Optimo

Exhibition co-sponsors:

Medical Association for Vienna

Eurofoam

Sonnentor

In cooperation with:

Ars Electronica

Austrian League for Child- and Youth-Health

FEM

Frida und Fred, Children's Museum Graz

Kaiser Franz Jopsef Spital, Dept. of Pediatrics

Ottobock

ZOOM Studio

Luminous Light Pictures

Workshops for children ages 3 to 12

In this workshop at the ZOOM Studio, the children can try out a very old technique called cyanotype, a predecessor of photography. Wires and cables or cucumbers and lemons – the children put whatever they can find onto a sheet of light-sensitive paper and then place it in the light box. Then they soak it in water and... out come beautiful blue pictures! The children thus create mythical creatures, fantasy landscapes and mysterious artworks – Captain Bluebear eats blueberries, the blue algae makes a blueprint, and the blue whale swims in blue light!

Available: 26 September 2019 to 23 February 2020

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: 5, 12, 19 October 2019

Session 2: 23, 30 November and 7 December 2019

Session 3: 11, 18, 25 January 2020

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

ZOOM's Media Lab

Lab Club: Scribble Stories

Animated film workshops for kids and youngsters ages 8 to 14

It all starts with a squiggly line on a piece of paper – what could it turn into? A nose? A wave on the beach? A halfpipe? The kids let their imagination run wild, and will be amazed where it leads! Simple drawings become bizarre and exciting Scribble Stories. Together with the experienced artists from the Animated Film Studio the kids turn their ideas into an animated film. In the final phase of the workshop they add sound to the movie with their voices. Afterwards, all of the accompanying adults are invited to the studio for the big presentation.

Available: 26 September 2019 to 23 February 2020

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: 23, 24 November 2019

Session 2: 2, 3 January 2020 (Christmas holidays)

Session 3: 4, 5 February 2020 (Semester holidays)

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 (8 months to 6 years):

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 (8 months to 3 years):

Tue and Fri: 1pm, 2.30pm

Older brothers and sisters (8 months to 6 years together with 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 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

Press and public relations: **Susanne Czeitschner**

Tel: +43-1-522 6748-1820

E-Mail: s.czeitschner@kindermuseum.at

ZOOM Team

Director of ZOOM Children's Museum:

Head of exhibitions:

Head of Studio, Ocean and pop-ups:

Head of Animated Film Studio:

Elisabeth Menasse-Wiesbauer

Christian Ganzer

Franziska Abgottspon

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



Main sponsors



Media partners

DERSTANDARD



Cooperation partner

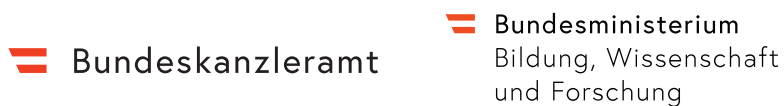


ZOOM Children's Museum Partners & Sponsors

Exhibition



Project support



Exhibition sponsor



Exhibition co-sponsors



In cooperation with



ZOOM Press images Autumn/Winter 2019/2020

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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