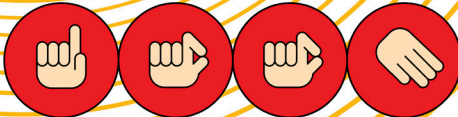




# MIT UND OHNE WORTE



Eine Mitmachausstellung zum Thema Kommunikation für Kinder von 6 bis 12 Jahren  
[WWW.KINDERMUSEUM.AT](http://WWW.KINDERMUSEUM.AT)  
AB 5. OKTOBER 2022





## ZOOM BRINGS ALL OF THE SENSES INTO PLAY!

ZOOM Children's Museum is a private association that enables children and young people to engage with various topics from the spheres of **art, science and culture**, playfully and with all of their senses. Through encounters with art, dialogue with artists, and fun, open-ended activities with others, the kids' individual skills and interests are recognised and developed. The Children's Museum creates spaces in which they can discover, explore and try out new things in a relaxed atmosphere and at their own pace. Exhibitions, play stations, objects, art installations and workshops conceived according to **hands-on principles** arouse **curiosity** and stimulate the children's **creativity**.

**ZOOM Children's Museum** offers four different areas for visitors **from 0 to 14 years** of age over 1,600 square metres and in its green courtyard.

In the **ZOOM Hands-on Exhibition**, children **from 6 to 12 years** can ask questions, explore a topic, make things and play as they please. Based on a hands-on philosophy, a multitude of interactive stations make it possible to understand and experience a large exhibition subject in many and varied ways.

**ZOOM Ocean** is a play and adventure area that is unique in Vienna and which is attuned to the age-specific motor, cognitive and social skills of children **from 8 months to 6 years**.

In the **ZOOM Studio**, children **between 3 and 12 years** can try out a variety of artistic techniques and materials and give their creativity free rein. Collaboration with artists and free experimentation are the focus of the process-oriented activities.

In the **ZOOM Animation Studio**, children **from 8 to 14 years** have the opportunity to produce their own animated films in teamwork together with the ZOOM facilitators, with the aid of unique media technology.

In addition, the all-electric **ZOOM Mobile** has been on the road in the city for over two years. With it, schools, kindergartens, clubhouses, open spaces or parks can be transformed into workshops, studios or playrooms. Our ZOOM facilitators bring playful and artistic programmes to all those who can't make it to ZOOM.

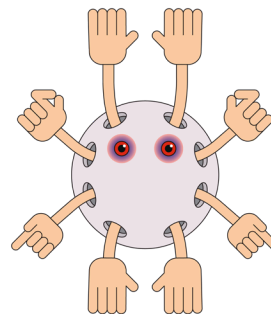
For children **from 4 years**.

## ZOOM HANDS-ON EXHIBITION

For children from 6 to 12 years

Fundamental topics and interpretations are conveyed via spatial design. ZOOM Children's Museum develops and realises its exhibitions together with **artists, game developers, scientists and architects**, in consultation with **educational experts**. The aim of the Hands-On Exhibition is to impart knowledge and to promote creativity, critical faculties and autonomy in the children's thinking and actions. The focus is on **learning through play and experimentation**.

As varied as the subjects of the Hands-On Exhibition are, they are always directly related to the everyday lives of our young visitors. Following a **hands-on philosophy**, the different facets of the exhibition's theme can be playfully explored at a large number of **interactive stations** and the topic, literally, "grasped". Distinctive to ZOOM Children's Museum is the fact that the best possible communication of content is closely coupled with an **artistically sophisticated implementation**.



## WITH AND WITHOUT WORDS

A hands-on exhibition for children aged 6 to 12

Speech, writing, signs, gestures, expressions, singing, music, painting, dance... All that and lots more is communication. In our hands-on exhibition you'll learn lots of ways to express yourself and to understand others. To be able to process information correctly, you always need to understand how it's being passed on. But once you've cracked the code, can you really understand the information? You'll soon see that communication isn't possible without awareness and respect.

Expand your verbal and non-verbal communication skills and experiment with pantomime, braille or sign language! Invent your own language with rhythm and colours in the Jam Club! Two communication towers are waiting to be captured – climb up, slide down and send information flying through the air! How can you communicate with someone you can't see, using your whole body? Send messages speeding through pneumatic tubes... Word salad is served up, and flowery language meets tongue twisters... And the latest news is written in the ZOOM NEWSROOM. And how does communication work in the animal kingdom?

## ZOOM NEWSROOM

Media workshop for children from 9 to 12 years

With the ZOOM NEWSROOM, ZOOM Children's Museum offers schools and groups for the first time the opportunity to attend an extra 90-minute workshop linked to the Hands-On Exhibition. In it, the children can experience the functioning of the media first-hand. In the ZOOM NEWSROOM, they slip into the role of journalists and produce their own news. In the process, questions arise such as: How well was the research carried out? How do I check my sources? And what exactly is fake news? Since the media are part of our everyday lives and news reaches us around the clock, it is necessary to develop a competent and conscious handling of content and a critical consideration of the media. The news produced by our young visitors is made available to other interested media consumers on the homepage of the ZOOM NEWSROOM.

## STATEMENTS

### on the ZOOM Hands-On Exhibition and ZOOM Children's Museum

Andrea Zsutty, Director ZOOM Children's Museum

*"We need communication to interact with each other, whether with words, gestures, facial expressions or signs. At more than 20 stations in the Hands-On Exhibition, children can playfully discover how diverse and imaginative different forms of communication are. Our ZOOM Newsroom is especially topical. In line with "Basic Digital Education", the new compulsory subject in the curriculums of AHS lower schools and middle schools, a competent and conscious approach to media and a critical reflection on information sources can be tested in role-playing games. With this offer, ZOOM Children's Museum can help children and young people understand how important it is to check sources, what fake news is, and the power of images and words conveyed by the media."*

Christian Ganzer, Head of Department and Curator ZOOM Hands-On Exhibition

*"Good communication is complex, multi-faceted and diverse – and it can be a lot of fun. In our Hands-On Exhibition, we want to encourage children to acquire skills in the many different forms of communication. To this end, we've worked with a large number of artists and experts to devise interactive objects which all encourage dialogue and initiate a direct exchange among our visitors. Barriers such as foreign languages, unfamiliar codes or physical limitations can be overcome in a playful way. At the Children's Museum you learn to understand each other, you can communicate with and without words, and you can discover new things together."*

Christoph Wiederkehr, Vice-Mayor of Vienna, City Councillor for Education and Young People

*"With its interactive exhibitions, ZOOM Children's Museum makes an important contribution to educational work for Vienna's youngest residents. Children and young people need creative spaces where they can express themselves and make new discoveries. This year's Hands-On Exhibition "With and Without Words" is especially relevant to our times, dealing with media, communication and language diversity. An excellently realised programme that I recommend to families, children and young people!"*

Veronica Kaup-Hasler, Vienna City Councillor for Culture and Science

*"Communication is everything, it determines our everyday life, and it influences each of us, whether in private or in public. The importance of communication for all of us is especially evident in times of crisis. That's why I thank ZOOM for tackling this extremely important subject in a child-friendly way: at the Children's Museum, the youngest members of our society can playfully discover the diversity of language – from pantomime and music to sign language and Braille – as well as experiencing how a newsroom works. Teaching media literacy to children is enormously valuable. It's important to sensitise them to the fact that being able to listen, communicate and understand is the basis for peaceful and fruitful coexistence for all of us."*

Nicole Berger-Krotsch, Chair of the Board of Directors ZOOM Children's Museum Association

*"The communications scientist Paul Watzlawick has accompanied me since the beginning of my studies, and to this day it's true that one "cannot not communicate". From their very first second, children communicate through expressions, gestures and sounds. We all transmit and receive on all channels, the only question is: which content gets through? I'm very pleased that we're dedicating ourselves to the comprehensive subject of "communication" at ZOOM Children's Museum. We also highlight challenges, and try to give the children of our city orientation on topics such as "fake news", the "worldwide web" or "social media". Our ZOOM team has once again put together something great, and I invite all children, parents and teachers to experience "WITH AND WITHOUT WORDS", and to question some of what they've learnt and to discover new things at our Hands-On Exhibition."*



## PHOTOS

### of the ZOOM Hands-On Exhibition





## EXHIBITION TEAM

### Curators

Christian Ganzer  
Andrea Zsutty

### Production

Johannes Franz-Figeac

### Architecture

Georg Pitschmann

### Exhibition graphics

Johannes Lang

### Poster and illustration

Bernhard Winkler

### Construction

Deko Trend

### Electrician

Willi Gasser

### Sponsoring

Christian Smetana

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Silke Jedlicka und den Schüler\*innen der  
Evangelischen Volksschule Leopoldstadt  
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Raffael Gruber  
Nora Gutwenger  
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### With contributions from

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Florian Fusco  
Natali Glisic  
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Irene Hohenbüchler  
David Kellner  
Chris Janka  
Perihan Seifried  
Kem / Kerosin95  
Klemens Koscher  
Dieter Lang  
Thomas Lehner  
Tom Mayr  
Mimikama  
Mathias Müller  
Mitra Rahimi  
Christian Schlatter  
Johannes Schrems  
Michi Silbergasser  
Barbara Stieff / TEXTOUR  
Michael Strohmann  
Tristan Teissig  
Verein Kinderhände  
Heinz Wagner  
Angelika Wischermann  
YouthMediaLife / Universität Wien

### Cooperation partners of the exhibition



# ZOOM STUDIO

Art workshops for children from 4 to 12 years

In the Studio workshops, different **artistic techniques** and **materials** can be tried out and **creativity** given free rein. ZOOM offers children the opportunity to experiment with techniques and materials that normally can't be used at home, at school or in kindergarten because they're too messy, too big or too expensive. In addition, **cooperation with artists**, free experimentation and process-oriented work are the focus at ZOOM Studio. The finished product isn't the aim of the workshop, but rather the **individual creative experience** of the children.

## METAL METAL EVERYWHERE

Current workshop for children from 4 to 12 years

For the first time, the material metal is the focus of a Studio workshop! It's a material that made it necessary during the planning phase to check a range of practical processes and to thoroughly think through safety aspects.

Franziska Abgottspon, Department Head and Curator ZOOM Studio

*"It took a long time, but now we're trying the experiment: for the first time in the 28-year history of ZOOM Children's Museum, we're devoting ourselves to the material metal. I'm very excited, and very curious to see what kind of artworks the kids will create from the 40,000 bottle caps, 3,000 magnets, 20,000 pieces of metal foil, 200 metres of metal chain and the two tonnes of screws and washers."*

In the programme text, ZOOM asks:

*„Trains run on iron rails. Steel grids make house walls stronger. The kitchen drawers are filled with stainless steel cutlery. Braces are held together with wires. There are clothes fabrics with silver threads woven into them. And there's a tiny metal ball sitting in the end of a ballpoint pen... Metal is everywhere! But have you ever made something with it yourself? At the ZOOM Studio you can screw, bend, shape, engrave and get to know all different kinds of metals. Can metal be soft? Can metal bounce? Can metal do magic tricks?"*

Steel, magnets, ore, titanium – with screws, bottle caps, metal stamping foil and a car body, the kids will build, work, drill, create sculptures and be amazed!

With our new workshop, we invite children from 4 to 12 to a kind of artistic work that they've definitely never tried before!

Department head and curator

Franziska Abgottspon

Concept

Katharina Jäger

Raimund Pleschberger

Programme partners of ZOOM Studio

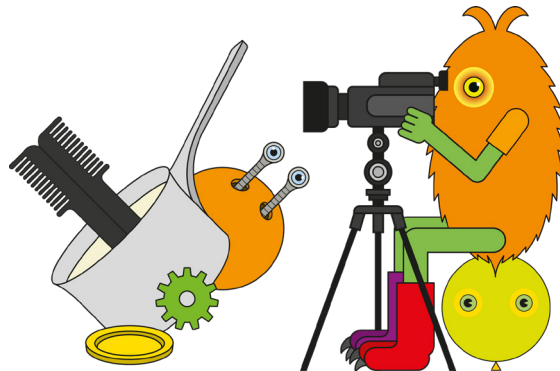


## ZOOM ANIMATION STUDIO

Animation workshops for children from 8 to 14 years

Supported by unique **media technology** specially developed for ZOOM Children's Museum, kids can produce their own animated movie working together as a team with other children and young people. Our ZOOM facilitators focus on the **group-dynamic process**, on elements of **storytelling** and on workshop participants being able to artistically realise their ideas, perceptions and emotions.

The **social and creative capacities of the children** are utilised and expanded.



## MAKE THINGS OUT OF BITS AND PIECES!

Animation workshop for children and young people 8 years and over

A particular quality of the ZOOM Animation Studio is the method of working in which the analogue and digital worlds are combined. Everything seen in the cartoon must first be created by the workshop participants. While in the last workshop this took the form of drawings by the children and young people, in the current workshop the kids can breathe new life into everyday objects. All of the movies produced will be included in the digital collection.

Barbara Kaiser, Department Head and Curator ZOOM Animation Studio

*"In the Animation Studio's new workshop programme, familiar everyday objects are given a new lease of life! With the help of digital or analogue collage techniques, the children and young people can create never-before-seen creatures and entangle them in fantastic adventures."*

In the programme text ZOOM invites you to:

*„This time we're going to work with everyday objects. In the Animation Studio you can breathe new life into buttons, erasers, boxes, screws or hair curlers! You can help the Can-Opener Dragon put on a big show! Why is the Pencil-Sharpener Monster so angry? And can an eraser only erase, or can it create whole new worlds? With the help of our experts, objects are animated and stories are told!"*

Department Head and Curator

Barbara Kaiser

Concept

Diego Mosca

David Kellner



## ZOOM OCEAN

Area for young children from 8 months to 6 years

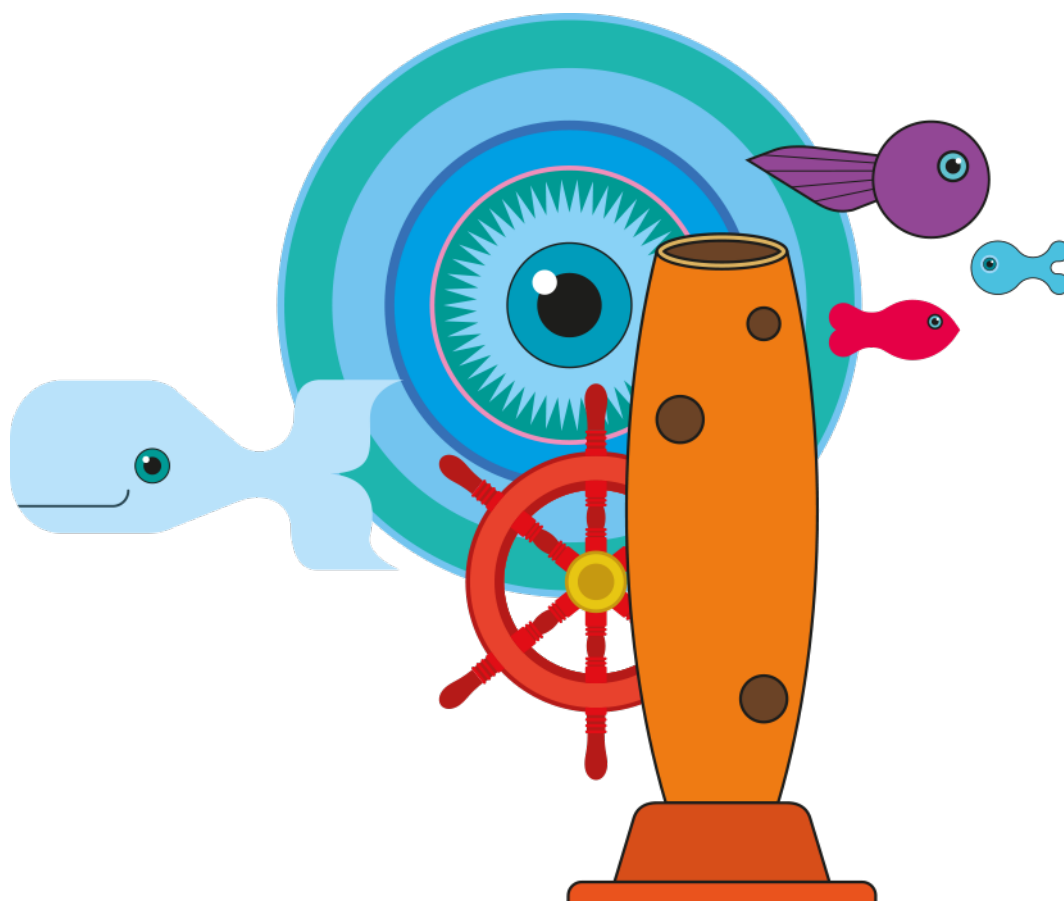
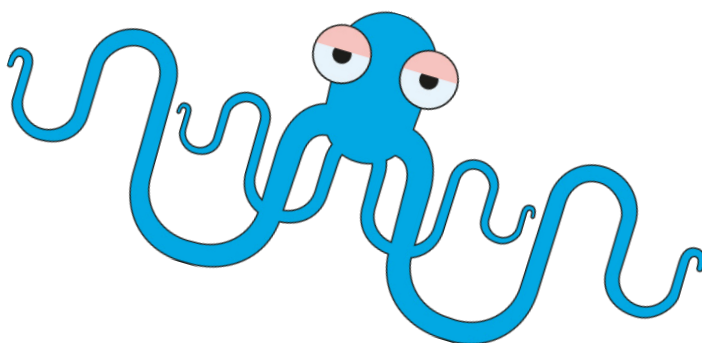
Since 2001, over 600,000 little sailors have dived into the ZOOM Ocean, a very special [play and adventure area](#) that is [specially tailored](#) to the [age-specific motor, cognitive and social skills of visitors between 8 months and 6 years](#). There are regularly changing costumes, stations, fantasy creatures and games for the kids to experience and marvel at.

Franziska Abgottspon, Department Head and Curator ZOOM Ocean

*"I'm pleased that we've been able to extend the length of stay in the young children's area Ocean, and that our visitors large and small now have even more time to catch fish, explore caves and slip down slides."*

With the new programme, the Ocean can be visited for 75 minutes per round for the first time!

Department Head and Curator  
Franziska Abgottspon



## ZOOM MOBILE

Mobile workshop programme for children 6 years and over

ZOOM delivers – and it has for over two years. The all-electric ZOOM Mobile takes ZOOM Children's Museum out of the MQ, into the city and direct to the children. Schools, kindergartens, clubhouses, open spaces and parks – everywhere can become a workshop, studio or play space. The ZOOM facilitators bring artistic, playful programmes to everyone who can't make it to ZOOM.

## ZOOM DELIVERS!

For children 6 years and over

There are currently four new workshop formats in the ZOOM Mobile, which was mainly in service in parks and public spaces during the summer months, and now from autumn is once again visiting kindergartens and schools, as well as cooperation partners, all over the city.

Raimund Pleschberger, Department Head and Curator ZOOM Mobile

*"We want to use the ZOOM Mobile to reach as many children as possible who are unable to visit us at the Children's Museum. Our focus this summer was on parks and municipal housing in the 15th, 17th and 22nd districts. The ZOOM Mobile team is looking forward to bringing creative workshops and informative formats to schools and kindergartens across Vienna from autumn. My favourite: during the "Light-up Pictures" workshop, the kids learn to love the old technique of cyanotype, a forerunner of photography."*

Department Head and Curator  
Raimund Pleschberger

Sponsor of the ZOOM Mobile



Dates and workshop times:  
[www.kindermuseum.at](http://www.kindermuseum.at)

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Thank you for your interest in ZOOM Children's Museum

We would be happy to offer you a private tour of the museum or of individual areas.  
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Our press kit, press photos and further information can be found in our press area at  
[www.kindermuseum.at](http://www.kindermuseum.at)

Or here:

