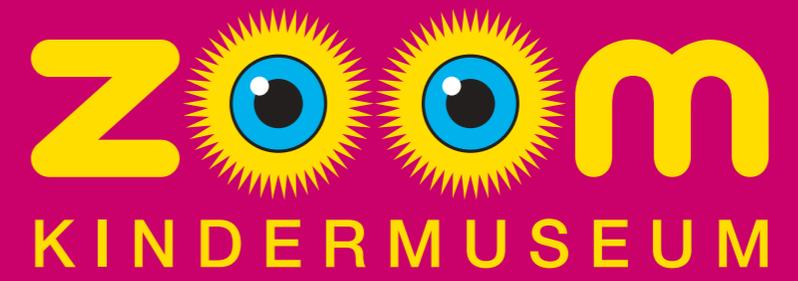
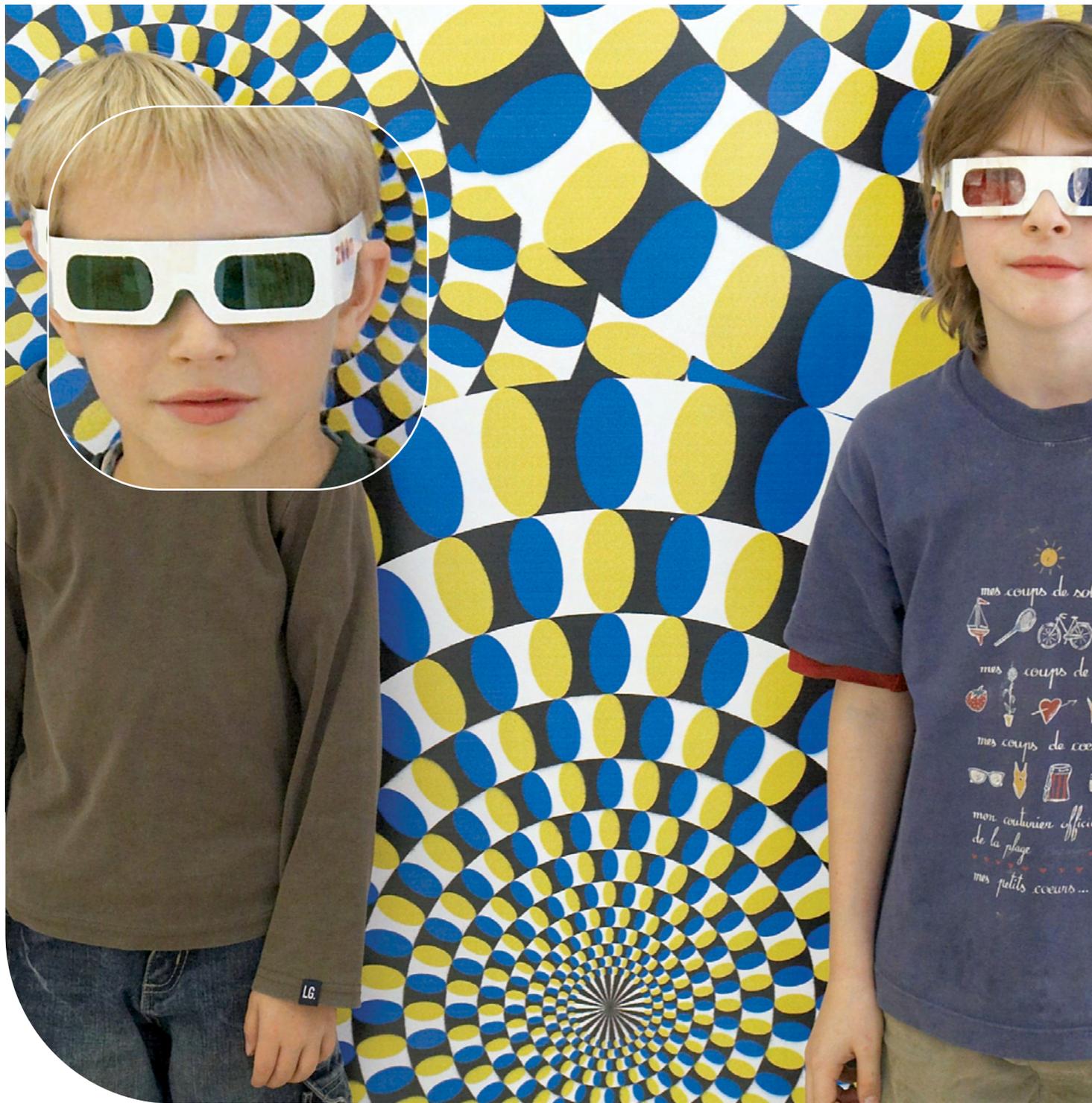


[www.kindermuseum.at](http://www.kindermuseum.at)





ZOOM  
Children's Museum  
... and all the  
senses come  
into play!

# ZOOM Children's Museum

ZOOM Children's Museum is all about asking questions, touching, exploring, playing. Here, children can uncover the world around them using each of their senses. They can touch things and try them out, literally getting a better grasp on things. Play is writ large at ZOOM, and makes learning into an individual, creative process.

## History and Location

ZOOM Children's Museum was founded in 1994 as the first children's museum in Austria. With around 105,000 visitors each year, ZOOM moved to its current location in Vienna's MuseumsQuartier in 2001. It is thus not only a central part of Vienna's cultural offerings for children, but also part of one of the largest culture centers in the world. This special location has decisively shaped the museum's thematic orientation: ZOOM is more oriented towards art than many other children's museums and is a place of interaction between children and artists.

## Structure and Financing

ZOOM is an independent institution, not part of any other museum in terms of content or structure, and run by Verein interaktives Kindermuseum. The association's board of directors is made up of representatives from the worlds of culture, politics, and business. The institution is additionally advised by a children's council initiated by ZOOM and a pedagogical council.

60 percent of ZOOM Children's Museum's budget is subsidized by the Vienna city government and 40 percent from sponsoring, ticket sales, exhibition and space rental.

## Partners and Sponsoring

In comparison to other cultural and educational institutions, ZOOM finances itself to a large extent by way of sponsoring. Around fifteen percent of the budget is generated each year in partnerships with business and sponsoring. Without this generous support, ZOOM would not be able to realize its versatile program.

Public funding institutions of ZOOM Children's Museum:



Partners of ZOOM Children's Museum:





*Selected Exhibitions:*

*Sky Red and Lemon Blue (2007/08)*

*Eco Checker (2007)*

*Escape and Survival (2006/07)*

*Wolfgang Amadé – a Perfectly Normal Wunderkind (2006)*

*Space Station Skylab 5 (2005/06)*

*Carving Pictures – Building Sculptures (2005)*

*Digging for Bones – Hunting for Time (2004/05)*

Children learn by playing. The exhibitions and workshops at ZOOM Children's Museum are coordinated in terms of their subject and their design to fit the various age-specific needs of children. The focus is on **children from eight months to fourteen years of age**. The adults accompanying the children are also invited to actively participate in programs. On 1600 square meters, ZOOM Children's Museum offers four different areas: the **exhibition, ZOOM Studio, ZOOM Lab** and **ZOOM Ocean**.

## ZOOM Exhibition

### INTERACTIVE EXHIBITION FOR CHILDREN AGED SIX TO TWELVE

What is a sculpture? How do astronauts sleep in a space station? What do music and mathematics have in common? Can we hear colors and see sounds?

In the 600 square meter large exhibition hall, the largest area of ZOOM, the children's museum presents two interactive exhibitions per year, exploring issues in science, art, everyday culture, or architecture in a vital and hands-on way.

All issues covered by ZOOM exhibitions are related to children's own world of experience. Each exhibition visit is framed by an introduction to the subject in question and a common conclusion. The children discover the exhibition space on their own, according to their individual interests and abilities, alone or in small groups. Throughout the exhibition, they are supported and accompanied by the exhibition team at ZOOM, schooled in pedagogy and the subject of the exhibition.

The goal of ZOOM's exhibitions is to promote not only the transfer of knowledge, but also the children's creativity, critical thinking, and independence. We foreground learning by playful exploration.

The exhibitions are developed and implemented by ZOOM Children's Museum together with artists, scholars, and architects with the help of pedagogical experts.

ZOOM exhibitions tour museums around the world.



## ZOOM Ocean

### A REALM OF PLAY AND DISCOVERY FOR TODDLERS AND PRESCHOOLERS

With Ocean, ZOOM children's museum offers a realm of learning and play unique in the museum world, especially directed towards the age-specific motor, cognitive, and social skills of children from eight months to six years of age.

ZOOM Ocean's Underwater World is directed at children up to age four. They can find here a protected and inspiring atmosphere that gives them the necessary security to concentrate on their own body and their interaction with the adults. They can exercise their first movements and understand various materials and surface structures, exploring the glittering underwater cave, the mirror tunnel, and a coral reef with sea anemones.

The children can slip into underwater costumes and get to know strange ocean beings, or listen to mysterious sounds in the underwater cave.

The older discoverers can climb over a ramp to the Famosa, the ship sailing on ZOOM Ocean, where they can develop their social and physical skills in role play. From the deck of the ocean liner, they can toss the anchor, catch fish, draw maps, communicate with the lighthouse, take the wheel, and loosen knots. Or they can get comfy on the soft beach towels...

Young children learn by playing, explore their surroundings with their entire bodies. Here, ZOOM Ocean, with its special architecture and aesthetic, seeks to promote a sensitivity for the reception of art from an early age. Children learn to perceive the artistically design objects as well as the two spatial layers with all their senses. They are accompanied by specially trained museum guides.

## ZOOM Studio

### ARTISTIC WORKSHOPS FOR CHILDREN AGED THREE TO TWELVE

At ZOOM Studio, children can paint, cut, rip, build, spray, assemble, work with felt or glue, make models, draw, carve, and so much more. Free experimentation is here the focus. In enjoyable exploration, the children learn their capacities and possibilities of expression and discover their own creative potential.

With the Studio Workshops, the children can learn techniques and materials that are usually not found in children's rooms, schools, and kindergartens. Each workshop program has its own thematic emphasis. This can be the intense engagement with a certain material — clay, paper, wool, wood, paint — or with a special technique like modeling, mosaics, felting, painting, or printing. Often, the issue of the current exhibition is picked up in the studio, and explored in free experimentation.

Work in the studio is done on a process-oriented basis. The goal is not a compete final product, but the children's own individual creative experience. The children are accompanied by experienced artists of the ZOOM team. Special attention is placed on encounters, experiences, and conversation during the work as well as collaboration with the other children and artists. To develop their fantasy and develop individual forms for expression, the children are granted the greatest possible freedom.



*Selected Studio Workshops:*

*Let's Get Colorful! (2007/08)*

*Clay Stones Mountains (2006/07)*

*Print Works (2006)*

*Intergalactic! – Space Creatures and Star Pictures (2005/06)*

*Swimming Things (2005)*

*Selected Lab Workshops:  
Housnocks (2007/08)  
Chalk, lights – and ACTION! (2007)  
Film off! (2006/2007)  
From Head to Toe (2006)  
Space Age (2005/06)*

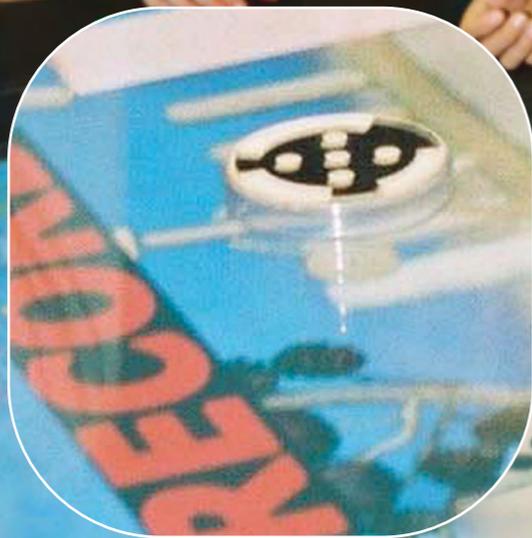
## ZOOM Lab

### MULTIMEDIA WORKSHOPS FOR CHILDREN AGED EIGHT TO FOURTEEN

At ZOOM Lab, ZOOM Children Museum's multimedia lab, our young guests slip into the role of screenplay writers, directors, camera people, photographers, sound technicians, and producers. Using new technologies, they can produce their own animated films, 3D worlds, and soundtracks.

A very special technology — developed expressly for ZOOM — allows the children (quite without any technical awareness) to create funny and original animated films using simple figures, objects, and drawings. The workshops, conceived and prepared by media artists, are each dedicated to a certain issue or material. The completed 3D images, animated films and sounds find their place in a virtual collection that can be accessed at ZOOM's website at any time.

ZOOM Lab's intention is to create an environment in which the children learn a self-determined approach with the new media. Like brush and paint, they should serve as tools to creatively execute observations, ideas, and emotions.



## Workshop Packages

With the so-called workshop packages — subscriptions to workshop series at ZOOM Children's Museum — the children work in smaller groups for several weekends at the studio or lab. They get to know one another better; the exchange with the artists becomes more intense. The studio subscriptions allow the children to try out more elaborate visual techniques, like assembling a mosaic or printmaking. The Lab Packages, due to their greater time scope, allow for the production of more complex, animated films with sound. This is also true of the Hit Factory, where the children compose their own pop song, recording it in the studio and producing their own demo CD.

## ZOOM Summer and Winter Academies

The ZOOM Academies offer young people the opportunity to familiarize themselves with various artistic activities in a week of intense instruction.

[www.zoomblox.at](http://www.zoomblox.at)

With Zoomblox, ZOOM Kindermuseum presents the first blog forum for children ages eight and up. At this interactive website, they can alone or together with other users design their own blogs, create a blogger community. Zoomblox relies on weblog technology, which is here adjusted to meet the needs of children. Blogging is Internet in its pure form: searching, collecting, publishing texts and images. Instead of looking as passive web consumers at prefabricated content, the children learn as active media competent users to use the Internet as a tool for their own ideas.



*Selected Workshop Packages:  
Paper Workshop (ZOOM Studio)  
Printmaking Workshop (ZOOM Studio)  
Hit Factory (ZOOM Lab)  
Music Video (ZOOM Lab)*

## ZOOM Science

### SCIENCE TEACHING FOR CHILDREN

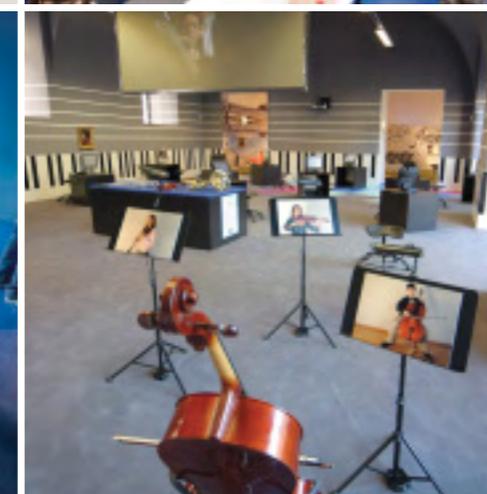
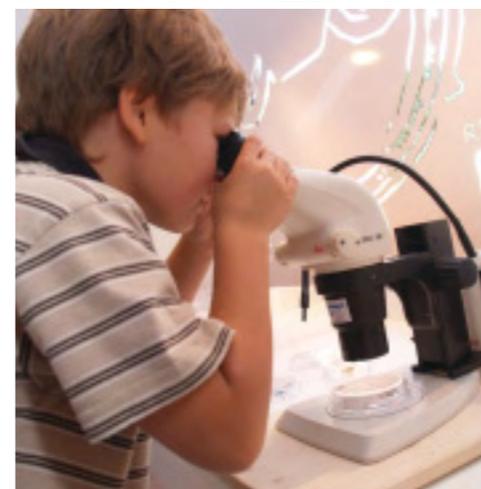
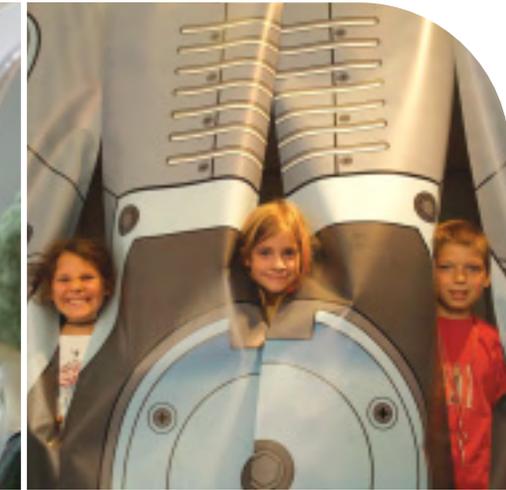
With ZOOM Science, ZOOM Children's Museum began a new initiative on communicating science to children. In its program up until now, ZOOM has already placed a focus on the playful communication of knowledge. These activities are now bundled together and expand in ZOOM Science. The ZOOM exhibitions will increasingly pick up scientific issues, and offerings for classroom teaching will be developed. The goal of this initiative is to interest and enthuse children about science. Our web site features a special area dedicated to this program: go to [www.kindermuseum.at/kinder/science](http://www.kindermuseum.at/kinder/science).

## Vienna Lecture Series for Children

Organized together with Wiener Vorlesungen, this series of children's lectures takes up questions that especially interest children from ages eight to twelve. Why are their poor and rich people? Where do numbers come from? What do mice and men have in common? On first glance, the questions might seem naive, but they touch on extremely complex phenomena, and to explain them to children, the answers need to be easily illustrated, exciting, but also understandable. To date, in our series many prominent writers and scientists have responded to the children's curious questions: including the experimental physicist Anton Zeilinger, the climatologist Helga Kromp-Kolb, the molecular biologist Josef Penninger, or cultural scholar Aleida Assmann.

## What's Your Job?

In the lecture series *What's Your Job?* children learn interesting things worth knowing about the workday life for various professions. Children are curious what grown ups do the whole day at work. For some jobs, it's easy to imagine what they're about, like carpenter, doctor, or hairdresser. But what does the president do, or a bishop, a judge, a manager, or a social worker? What are their thoughts, who do they work with, what is their most frequent hand motion? The lecture series *What's Your Job?* provides answers to these and other questions.



# Program and Reservations

## Program for private visitors and families

Information on current program (exhibitions, workshops, and special programs) in the current program folder at [www.kindermuseum.at](http://www.kindermuseum.at) or call us at +43/1/524 79 08.

## Group Programs

For all programs we offer on weekdays dates for groups (schools, day care), ZOOM lab also offers custom-made workshops that for example are adjusted to the needs of school classes.

For more information, ask at the ticket desk or +43/1/524 79 08 or [info@kindermuseum.at](mailto:info@kindermuseum.at).

## Newsletter

Our service for all who want to know what's new at ZOOM Children's Museum. An average of once a month, we inform you on the current program, actions and special events. Sign up at [www.kindermuseum.at](http://www.kindermuseum.at).

## Membership

For all regular visitors to ZOOM, or as a gift for family, friends, or relatives, there is the popular Membership Card. For more information or purchase, just ask at the ticket desk at ZOOM or [www.kindermuseum.at](http://www.kindermuseum.at).

## Children's Birthday

At ZOOM, children aged three and over can experience a very special birthday: our two hour birthday party consists of a shared celebration at ZOOM forum and a one hour workshop in the studio or lab for the birthday child and guests. Information or reservations at +43/1/522 67 48-1816 or [geburtstag@kindermuseum.at](mailto:geburtstag@kindermuseum.at).

## Renting ZOOM

ZOOM Forum, the 120 square meter space of ZOOM Children's Museum can be rented by institutions or associations for press conferences or jubilees. The room offers room for 80, and is equipped to meet all your technical needs. For more information, contact us at +43/1/524 79 08 or [info@kindermuseum.at](mailto:info@kindermuseum.at).

## Reservations

Since there is often quite a run on ZOOM Children's Museum, we suggest reserving the program desired. It is absolutely necessary to reserve places in the workshop packages or the summer and winter academy, and other special programs for groups with more than ten children.

Telephone: +43/1/524 79 08

Email: [reservierung@kindermuseum.at](mailto:reservierung@kindermuseum.at)

Website: [www.kindermuseum.at](http://www.kindermuseum.at)

## Location

ZOOM Kindermuseum

MuseumsQuartier

Museumsplatz 1

1070 Vienna, Austria

Telephone: +43/1/524 79 08

Email: [info@kindermuseum.at](mailto:info@kindermuseum.at)

Website: [www.kindermuseum.at](http://www.kindermuseum.at)

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Editor: Nora Pester

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