The Urknall Unterwegs Module

Designing particle physics comms for people who don't think about physics

Joseph W. Piergrossi, for the KONTAKT collaboration EPS-HEP 2021 conference, Hamburg, July 2021









Physics, we have a problem





Physics, we have a problem

How to reach the people who don't show up?

Institutes ...

- Open their doors
- Make exhibits at museums
- Film documentaries about their research
- Try to induce press coverage about results

- But these measures require people to meet halfway
- We leave out the people who don't have an inherent interest in the subject to start with
- It's especially difficult with abstractions (hello quanta, fields, and so on)



The solution: a mobile module!

The team

KONTAKT

- Funded by German Federal Ministry for Education and Research
- Netzwerk Teilchenwelt programme for science education and development of interested particle physics students in Germany
- Weltmaschine press portal for LHC and particle physics in Germany (+ traveling exhibition)
- Together with other institutes, the KONTAKT project aims to increase the visibility and communication between HEP and the general public, incl. interested students

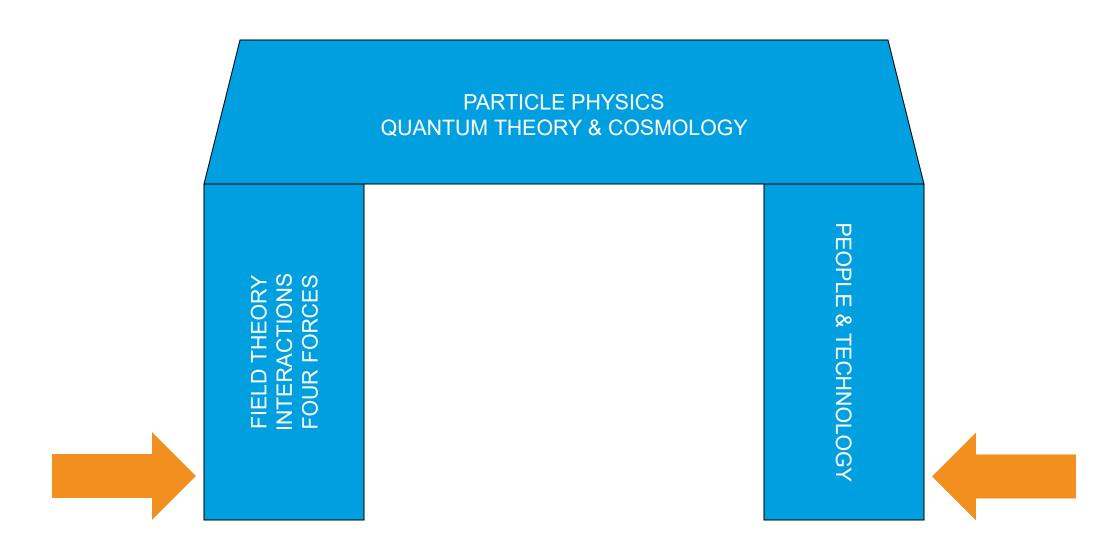
Uta Bilow and Michael Kobel (project leaders)





The concept

The starting point for developing the module



Basic ideas

How to build the module?

The audience

- Our audience doesn't go to science events
- They don't have a science background or interest

The method

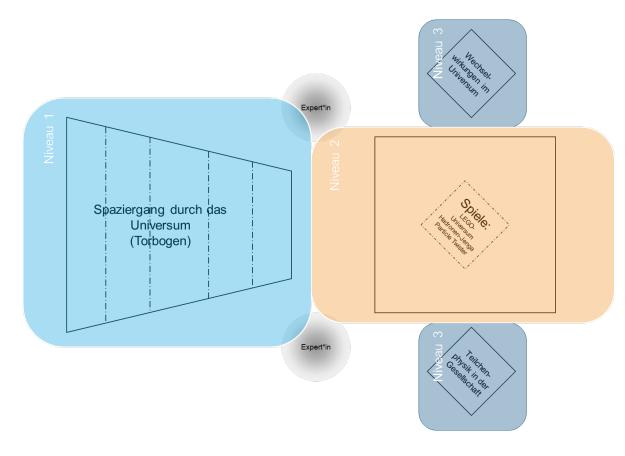
- No enclosed structures, people can freely come and go without entering something
- Make the universe (i.e. the night sky) the starting point
- Make it FUN (games, interactivity)

The location

- We go to where the people are
 - Marketplaces, train stations, festivals



Module overview



Three stages

- Archway (Introduction, eyecatcher)
- Pavillion (Games to deepen exploration)
- Columns (Synthesis → main supporting concepts)
- Indoor / outdoor
 - So no touchscreens!
 - Instead, let people bring their own
- Leitmotiv: A personal guide on guest's smartphone

So what does it look like?

Like this!

Inflatable elements that can be used indoors and outdoors



Archway – walk backwards in time to the Big Bang!

4.5 metres tall, 6 metres long – shape suggests expansion of universe



Banner inside the archway

Shows five stages of the evolution of the universe, ending with shortly after the Big Bang

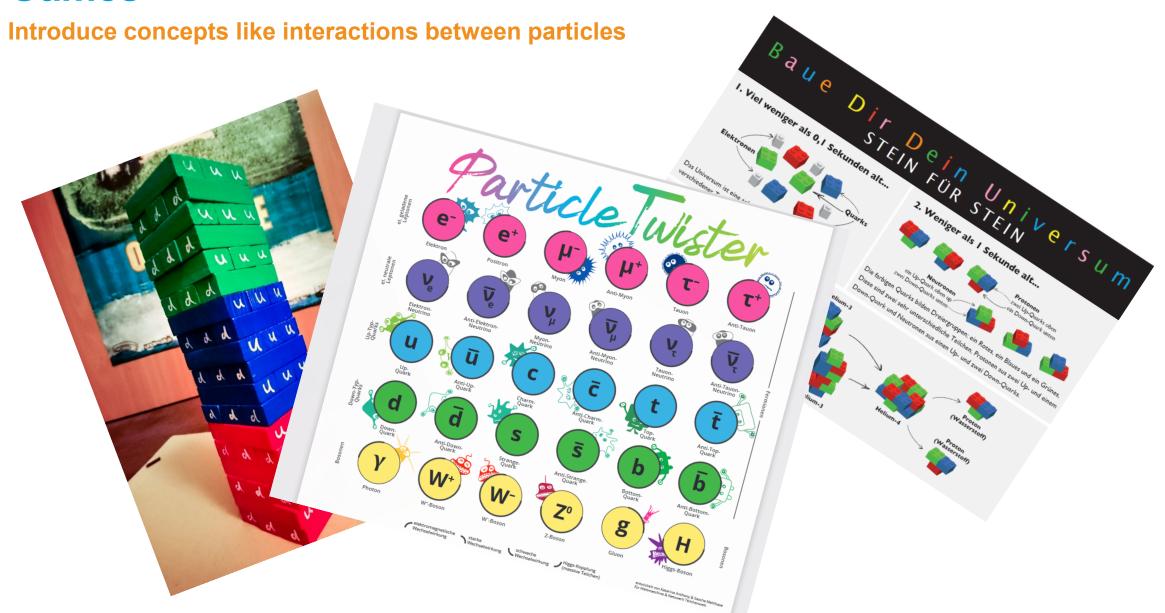


Games pavillion

At end of the universe tunnel



Games



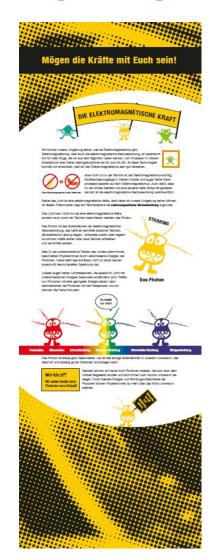
Columns

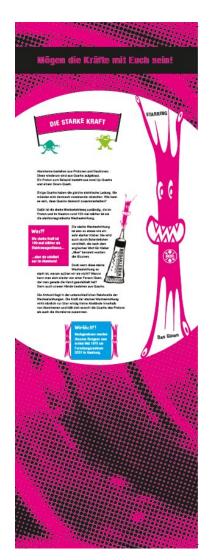
Deepening understanding

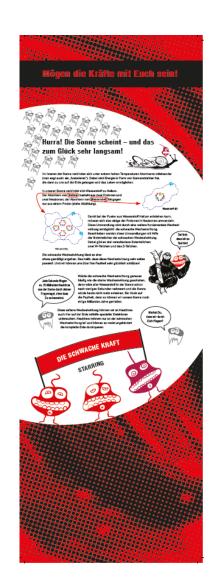


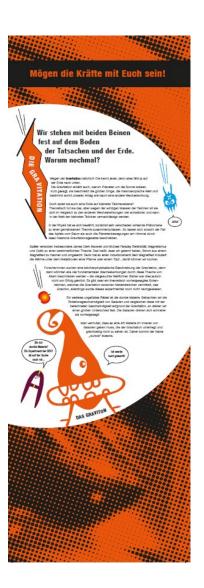
Columns

Bring it all together into the four forces!





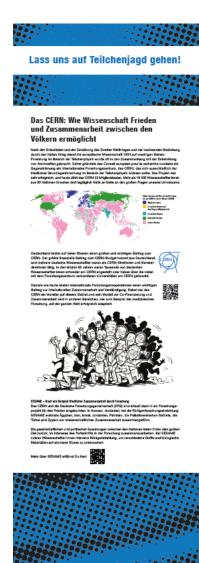




Columns

Showing how people do the work that leads our understanding of the universe







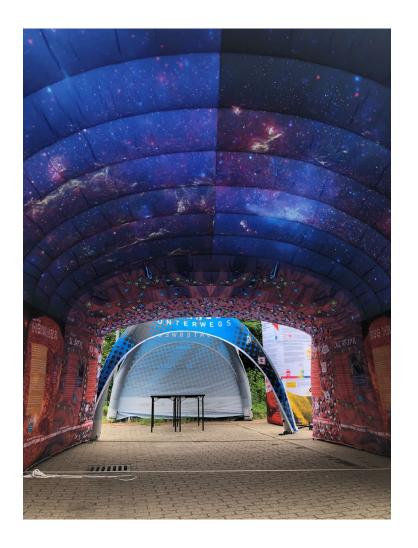


Now how do we do this with COVID around?

Carefully.

Hygiene rules and regulations

- Working as much as possible outside
 - Module is easily constructable outdoors
- Following requirements of local authorities, including requiring masks and 1.5-metre distancing
- One of our games has been repurposed as a giveaway to ease hygiene issues



Thank you very much!

And thank you to the outstanding team behind this effort:

- Netzwerk Teilchenwelt
 - Uta Bilow, Prof. Michael Kobel, Philipp Lindenau, Moritz Springer, Lisa Johnsen, Caroline Förster, Sebastian Fabianski, Prof. Christian Klein-Bösing
- Weltmaschine
 - Barbara Warmbein
- DESY
 - Britta Liebaug, Christian Mrotzek, Kerstin Straub, Carolin Schwerdt, Ulrike Behrens
- TU Dresden
 - Nicole Schmidt, Birgit Becker
- CERN
 - Sascha Mehlhase, Patricia Verheyden, Christoph Rembser

Contact:

DESY. Deutsches Joseph Piergrossi

Elektronen-Synchrotron KONTAKT Project (TU Dresden)

joseph.piergrossi@desy.de

www.desy.de +49 40 89 98 16 79