



Festival della Scienza

## Festival of Science: This Year's Outcome

The third Genoa Festival of Science (27 Oct. – 8 Nov.) comes to an end with extraordinary success: 54.000 **tickets sold** (considering both day tickets and passes) **with a 50% increase compared to 2004**, when the tickets sold were 36.000. This year's total number of **visits** to the numerous initiatives included in the programme reached **216.000**.

A total of **250 events** (116 conferences, 37 events, 36 shows and films, 33 workshops, 28 exhibitions), **spread over 77 locations, situated both in Genoa and in the rest of the region Liguria**, were, almost without exception, sold out. Through their active participation, the public demonstrated an extremely demanding and discerning approach, fully appreciating not only the biggest names, but also debates and deeper analysis on very specific topics. Because of this success, the crowd was very often much bigger than expected, and many conferences had to be moved to halls of greater capacity, or simply had to be postponed.

### Most Visited Events

<b>Workshops in the "Magazzini dell'Abbondanza"</b>	<b>27.267</b>
<b>Spazio Telecom - Piazza delle Feste</b>	<b>19.760</b>
<b>The Secrets of Dinosaurs</b> – exhibition and workshops	<b>12.070</b>
<b>Simple and Complex</b> – exhibition	<b>10.310</b>
<b>Tsunami: Discovering the Secrets of Seaquakes</b> – exhibition	<b>10.120</b>
<b>Earthsong</b> – exhibition	<b>9.642</b>
<b>Water, Air, Earth, Fire</b> – exhibition	<b>8.460</b>
<b>From Light to Light</b> – exhibition	<b>7.894</b>
<b>The Rooms of Numbers</b> – exhibition	<b>5.850</b>
<b>Cosmica</b> – exhibition	<b>5.693</b>
<b>Radioactivity, One Side of Nature</b> – exhibition	<b>3.750</b>
<b>Scientific Police At Work</b> – workshop	<b>1.360</b>

### Most Successful Conferences

The three most popular and intensely discussed themes within the scientific community were **evolutionism, stem cell research** and the **controversial big theories on the cosmos**. These topics attracted major attention on the part of the public, so that the most attended events were:

- **The Structure of the Cosmos** (Brian Greene)
- **A Different Einstein** (Robert Laughlin)
- **The Road To Reality** (Armando Massarenti, Roger Penrose)

Associazione Festival della Scienza corso F. M. Perrone 24, 16152 Genova  
telefono 010.6598745/774/795, fax 010.6506302, info@festivalscienza.it, www.festivalscienza.it

Ufficio stampa Ex Libris, via Palazzo di Città 21, 10122 Torino, telefono 011.5216419, fax 011.4358610,  
via Casoria 47, 00172 Roma, telefono 06.70307290, ufficiostampa@exlibris.it, www.exlibris.it



- **Einstein's Heritage** (Martin Rees)
- **Around The World Looking For Bacteria** (John Brockman, Aldo Fasolo, J. Craig Venter)
- **The Myth of Immortality in Genetics** (Edoardo Boncinelli, Giulio Giorello)
- **A Duel Between Two Cultures** (Enrico Bellone, Remo Bodei)
- **The Fractal Vision of Risk, Downfall and Reward** (Benoit Mandelbrot)
- **Calculating Matter, Thinking Matter, Living Matter** (Mario Rasetti)
- **The Acting Brain** (Giorgio Bertolotti, Leonardo Fogassi, Giacomo Rizzolatti, Corrado Sinigaglia)
- **Energy in the Future** (Jefferson W. Tester)
- **The Darwin Project** (Patrizio Roversi)
- **Imperfect Murders** (Luciano Garofano)
- **Did Adam Really Meet Eve?** (Enrico Alleva, Steve Jones)
- **It's a Matter of Degrees** (Gino Segre)
- **Darwin Yes, Darwin No, Darwin Maybe** (Gianfranco Biondi, Aldo Fasolo, Olga Rickards)
- **The Tower of Babel** (Merritt Ruhlen, George Starostin)
- **The Useless War of Stem Cells** (Gianna Milano, Chiara Palmerini, Carlo Alberto Redi)

### Having a Look Around The Halls

- **Piergiorgio Odifreddi**, who we could listen to on 5 different occasions, was obliged to again hold his conference *Looking For The Shortest Way*, because the crowd of visitors gathered to follow the event were approx. double the capacity of the hall.
- **Giulio Giorello** was the lecturer who shared the honour of being on the stage with the highest number of guests: throughout his 5 conferences, he was joined by 8 other scientists and researchers.
- **Giovanni Fabrizio Bignami** enriched everyone by bringing his lectures to 4 different cities: Sanremo, Genova, Rapallo and Sestri Levante, delivering his unprecedented vision of Mars.
- **Andrei Varlamov** "imported" again Russian scientists. This year, in particular, he invited to Genoa a former classmate, Alexei A. Abrikosov, son of Nobel Prize winner 2003 for physics.
- **Alberto Oliverio** returned after his 2004 Genoa experience. Alongside this year's conference, he also followed closely *An Aperitif With The Scientist*. Together with the fortunate come-around of the Scientific Cafés, this new event made it possible for science to take its rightful place even in what are considered less "academic" settings in the City, such as bars and cafés.
- **Gabriele Veneziano** recounted *The Theory of Strings As A Possible Realization of Einstein's Dream*, but was obliged to hold his lecture standing, because the stage was fully occupied by people of all ages taking



in the conference, with pen and paper to take notes. A concrete example of how the Festival eliminated the distance between speaker and spectator, in a most tangible way.

### The Youngest...

...demonstrated their love of science and its spectacle of effects.

Alongside practical workshops, where they could play and experience a hands-on approach to different materials and the laws of physics, children had great enthusiasm for **Bufaplanetes** (Pep Bou) soap bubbles, and the lights and explosions of the **Chemical Wild West**, and **High Energy** (Andreas Korn-Mueller). The workshop **Focus Bio Bubble** was particularly appreciated as well; the occasion to enter a cell magnified 450.000 times was enjoyed by **3.000 children**. The children's need to be accompanied provided a perfect opportunity for the parents' enjoyment as well.

### Schools

**Remarkable increase** in the tickets sold to schools: **31.410** compared to **18.750** from **past sales**. 21,2% of non-Ligurian students came from following Italian regions: 2.570 from Lombardy, 1.531 from Piedmont, 1.523 from Tuscany, 422 from Emilia Romagna, 239 from Lazio, 170 from Veneto.

The highest student attendance was registered at the following workshops: **A Dance With Physics, Beyond Sudoku, The Secrets of the Dinosaurs**.

The most attended exhibitions were: **Simple and Complex; Water, Air, Earth, Fire; The Number Rooms; Cosmica**.

### The Staff

The **384** young staff members of the Festival of Science had an average age of 25 years. The female gender was without question in the majority; 253 compared to 131 young males. Their geographical representation was extremely varied: 53 young non-Genoese staff members came from 26 different provinces.

As regards the **156 collaborators**, the situation was totally different: 51 young collaborators were paid directly by the Festival, whereas the commitment of 105 others was rewarded with useful University Credits.



## Friends

The **Association “Friends of the Festival of Science”**, has grown to include two hundred single memberships and approx. one hundred schools and institutions, supporting the Festival in many diverse ways. The Association, in a way, has come to revive the so-called “Rolli”, i.e. the ancient tradition of hospitality inside Genoese Palaces.

This year the Festival’s Friends offered **60 overnight stays, as well as 19 dinners** in some of the most beautiful Genoese mansions.

Both guests and lecturers were especially fascinated by such an overwhelming hospitality. They were extremely appreciative not only of the treatment they received, but also of the City’s response to the event.

## Media

The media coverage of the Festival was outstanding: there were **244 accredited journalists**. According to an initial survey, the day before the end of the Festival, **310 newspaper articles** had been published **throughout the event**.

**30 television networks** (local, national, and satellite), along with **26 radio stations**, followed the Festival of Science. The Festival Press Office sent out **72 press releases**, covering the main events in the programme.

The **website [www.festivalscienza.it](http://www.festivalscienza.it)**, from September to 7 November, had **1.250.000 pages visited**: the number of visitors reached its peak between 27 and 28 October, at the very beginning of the Festival.

## The Festival Goes On

In addition to **Underwater Robots**, an international workshop of underwater robotics beginning on 8 November with an opening conference, and continuing at the Jolly Marina Hotel until 11 November, the following exhibitions will follow:

**Water, Air, Earth, Fire** – Palazzo della Borsa, *27 November 2005*

**Pasherienaset** – Commenda di Prè, *27 November 2005*

**Non-Material Aspects of Matter** by Marc Didou – Museo Sant’Agostino, *1 December 2005*

**Children of Uranium** by Peter Greenaway – Villa Croce, *18 December 2005*

**Archive Monsters** – Historic Archives of Palazzo Ducale, *27 January 2006*

**Chaos and Harmony** – Berio Library, *27 January 2006*



Looking to the **2006 edition** of the Festival of Science, the **call for projects** is already open. You can present Your project by 31 Dec. 2005 via the Internet, using the keyword “**discovery**” (scoperta) on the website [www.festivalscienza.it](http://www.festivalscienza.it).

### **The Festival in Liguria**

The Festival achieved great success also outside Genoa: in **Sanremo**, **Square Wheels** was sold out, as in **Rapallo**, where the **Planetarium** registered more than **3.000 visitors**. The first two performances of **Circus-Science** in **Sanremo** were moved to halls with more capacity and had to be repeated.

**The Festival of Science invites You to join us for  
the fourth edition, scheduled to take place in Genoa  
from 26 October to 7 November 2006.  
We hope to see you there!**