



ONTARIO  
**SCIENCE**  
CENTRE

CENTRE DES  
**SCIENCES**  
DE L'ONTARIO

# **The Dark Side of the Moon:**

Exploring Our Failures, Foibles, and Fantasies

**Saturday, September 21, 2019: 11:45 AM - 1:00 PM**

**Metro Toronto Convention Centre, Meeting Room 716a**



The Darkside of the Moon





**The Dark Side of the Moon:**  
Exploring Our Failures, Foibles, and Fantasies



# The Dark Side of the Moon:

## Exploring Our Failures, Foibles, and Fantasies

***Moonshots are great when you ultimately get to plant your flag and win the race. But what about project ideas that exploded in flight, or collapsed while sitting on the pad? In this “solution room” session, panelists will share stories from less than perfect projects, then solicit solutions from participants.***

# Panelist Intros

The Darkside of the Moon

# Panelists

- **Christian Greer**  
Michigan Science Center
- **Jenn Barlup**  
COSI, Columbus
- **Gretchen Walker**  
The Tech Interactive
- **Veronica Garcia-Luis**  
Exploratorium





The Darkside of the Moon



# Session Format



# Session Format

- **Session Intro (5 min)**  
format, concept, scenarios
- **Panelist Scenario Presentations (30 min ~7 min each)**  
each presenter offers a scenario
- **Breakout Tables (20 min)**  
Participants choose a scenario for the Solution Room
- **Report-out Solutions (20 min)**  
presenters summarize table discussions
- **Q&A (5 min)**



The Darkside of the Moon



# Scenarios

The Darkside of the Moon

# Framing Scenarios and Creative Solutions

- **Background scenario**
- **Problem and challenges**
- **Insights and surprises**
- **Proposed solutions**
- **Share-outs and What REALLY happened?**



# Jenn Barlup

## COSI, Columbus, Ohio

The Darkside of the Moon



# Jenn Barlup

COSI, Columbus, Ohio

Senior Director of Floor Experiences

[jbarlup@cosi.org](mailto:jbarlup@cosi.org)

# Scenario



The Darkside of the Moon

# Scenario



Health and Medicine

Technology and Innovation



Early Childhood Education



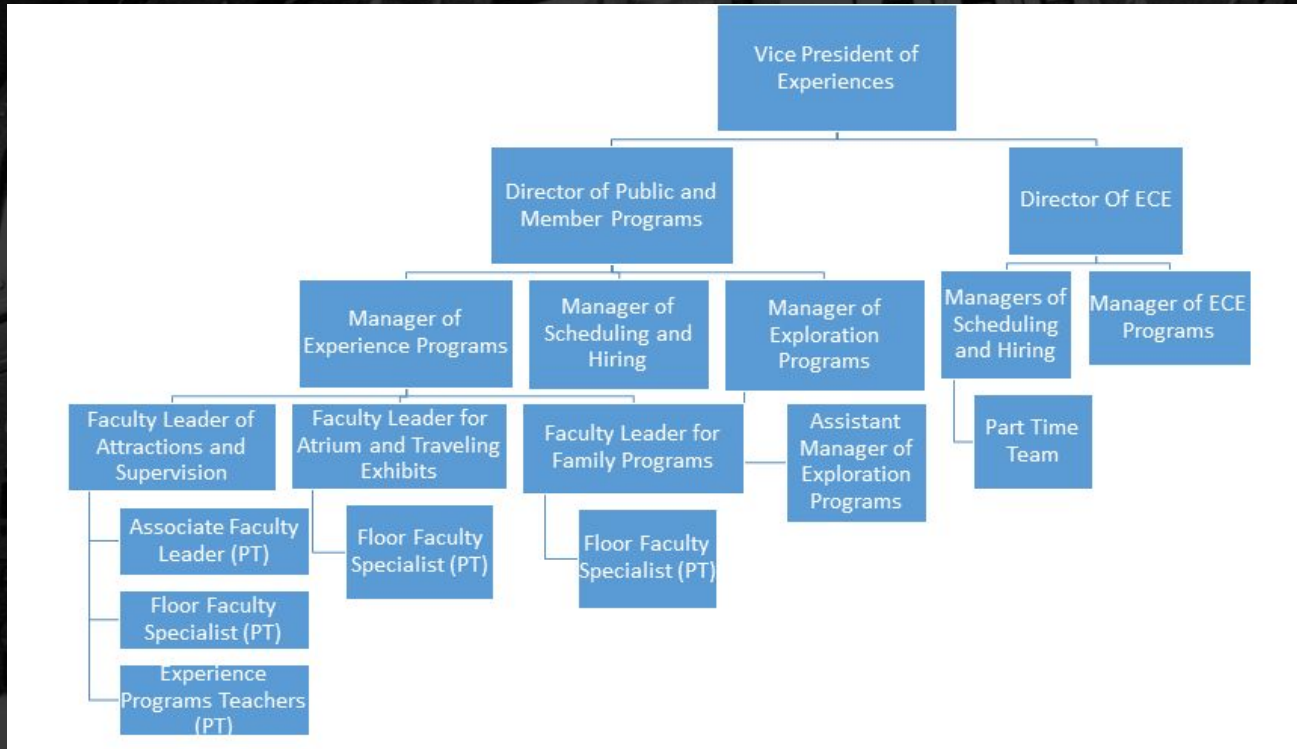
Energy and Environment



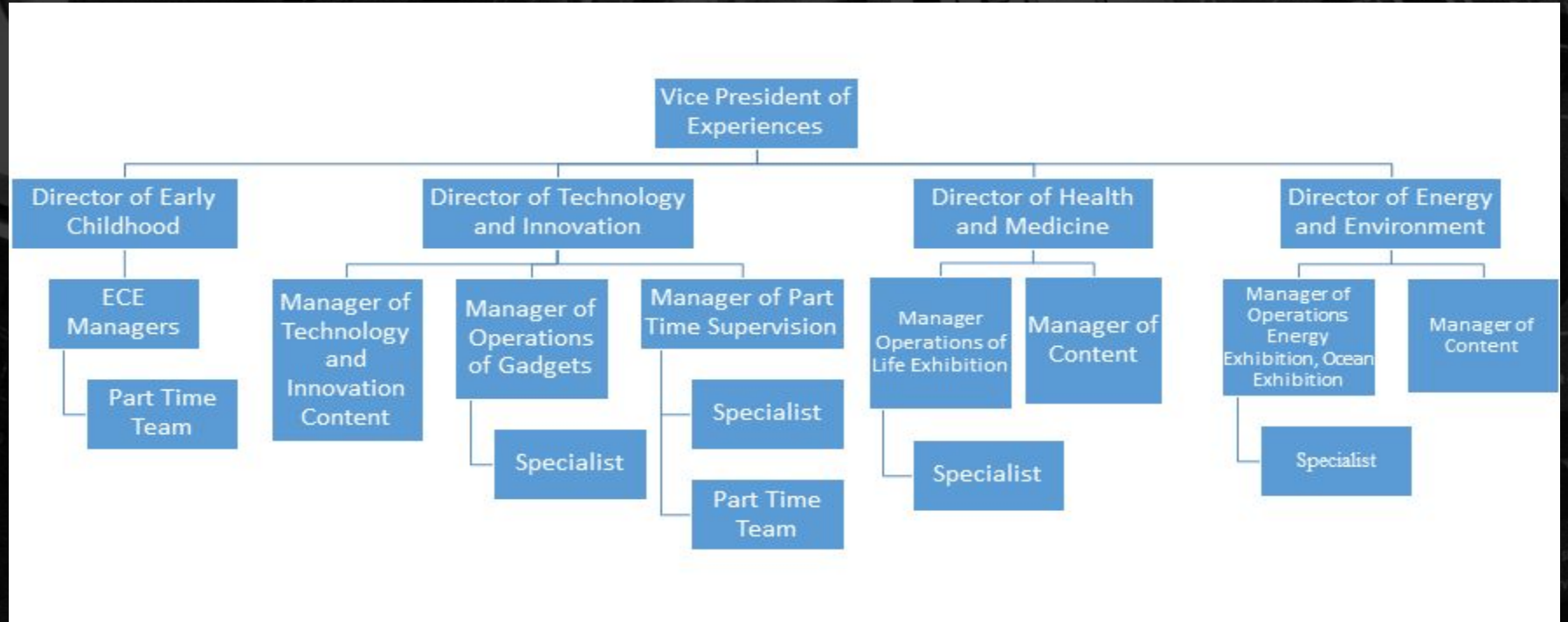
The Darkside of the Moon



# Scenario



# Scenario



# The Dilemma

- Unclear priorities
- Directors and Managers felt pressure to make changes
- Loss of institutional knowledge
- Team moved into positions with little experience or training
- Breakdown of communications between teams



ONTARIO  
**SCIENCE**  
CENTRE

CENTRE DES  
**SCIENCES**  
DE L'ONTARIO



# Gretchen Walker

## The Tech

The Darkside of the Moon



# Gretchen Walker

The Tech Interactive

Vice President of Learning (aka Exhibits & Education)

[gwalker@thetech.org](mailto:gwalker@thetech.org)

# REBOOT REALITY

a digital experience lab



The Darkside of the Moon

# Reboot Reality Part #1



The Darkside of the Moon



# Reboot Reality Part 2



The Darkside of the Moon

# Reboot Reality Part 3



The Darkside of the Moon

# The Dilemma - Jan 2019

- There is a very dedicated project leader with a clear vision
- Internal money source has run out.
- Efforts to raise a large sum to support the work have been unsuccessful.
- Money has been raised to build 2 installations, but not enough to cover all of other staff work related to operating the space.
- One of several large scale fundraising efforts behind goal at the time, the one furthest out of our previous track record



ONTARIO  
**SCIENCE**  
CENTRE

CENTRE DES  
**SCIENCES**  
DE L'ONTARIO



# Veronica Garcia-Luis

## Exploratorium

The Darkside of the Moon

# Veronica Garcia-Luis

Exploratorium

Project Director, Visitor Research & Evaluation +  
Director of Diversity Initiative

[vgarcia-luis@exploratorium.edu](mailto:vgarcia-luis@exploratorium.edu)

# Scenario

The Darkside of the Moon

# Ciencia Pública Parklet



**BOYS & GIRLS CLUBS**  
OF SAN FRANCISCO



The Darkside of the Moon





# BGC Collaboration



# Co-developing Exhibits and Public Space with Youth



# Ciencia Pública Parklet

- Size: 2 metered parking spaces
- Location: Buena Vista Horace Mann K-8 School in Mission District
- Immersion Spanish and English school



ESCUELA COMUNITARIA  
**¡BUENA VISTA HORACE MANN K-8!**

# Ciencia Pública Parklet

- 4 STEM exhibits about Water and Drought
- Bilingual Interpretation
- Gardening class
- Rain gauge data



## Comparte tu opinión.

Este *parklet* es un experimento. Presenta exhibiciones en un espacio público para uso de todos.

¿Qué piensas de este espacio? ¿Cómo lo has usado? Escanea el código QR para responder a una breve encuesta en línea y para darnos tu opinión.

Recibe una taza de café gratis (en Arizmendi Bakery cruzando la calle) ¡Para los primeros 200 participantes!



[tinyurl.com/CPparklet](https://tinyurl.com/CPparklet)



## Tell us what you think.

This parklet is an experiment. It brings exhibits into a public space for all to use.

What do you think about this space? How have you used it? Scan this QR code to take a short online survey and give us your opinion.

Free cup of coffee for the first 200 participants! (at Arizmendi Bakery, across the street)

# The Dilemma

- Summative evaluation revealed some missed opportunities
- Design was somewhat problematic
- No funding for remediation
- And then this plot twist happened...

# The Dilemma



The Darkside of the Moon



ONTARIO  
**SCIENCE**  
CENTRE

CENTRE DES  
**SCIENCES**  
DE L'ONTARIO



**Christian Greer**  
**Michigan Science Center**

The Darkside of the Moon



# Christian Greer

President and CEO

Michigan Science Center

[christian.greer@mi-sci.org](mailto:christian.greer@mi-sci.org)

# Scenario

The Darkside of the Moon



The Darkside of the Moon



SCIENCE GALLERY

MICHIGAN STATE UNIVERSITY

06.08.19-08.17.19

# DEPTH

A FREE EXHIBITION EXPLORING OUR CONNECTION TO WATER

LOCATED INSIDE THE MICHIGAN SCIENCE CENTER

FOUNDING PARTNER

MSU MICHIGAN STATE UNIVERSITY  
FEDERAL CREDIT UNION  
Building Dreams Together

IN PARTNERSHIP

MICHIGAN Science

SUPPORTED BY

SCIENCE SANDBOX

The Darkside of the Moon

ASTC2019  
ASTROPHYSICS CONFERENCE



The Darkside of the Moon



The Darkside of the Moon

# The Questions

- What value does a high concept STEAM exhibit add?
- Will youth and young people have enough interest to visit and return for other programs/events?
- What if we only attract with people who already visit?
- What do we do for members and membership?

# The Dilemma

“To FREE or NOT  
to FREE...”





The Darkside of the Moon

# Breakout Groups

# Report Solutions

The Darkside of the Moon

# Ciencia Pública 2.0

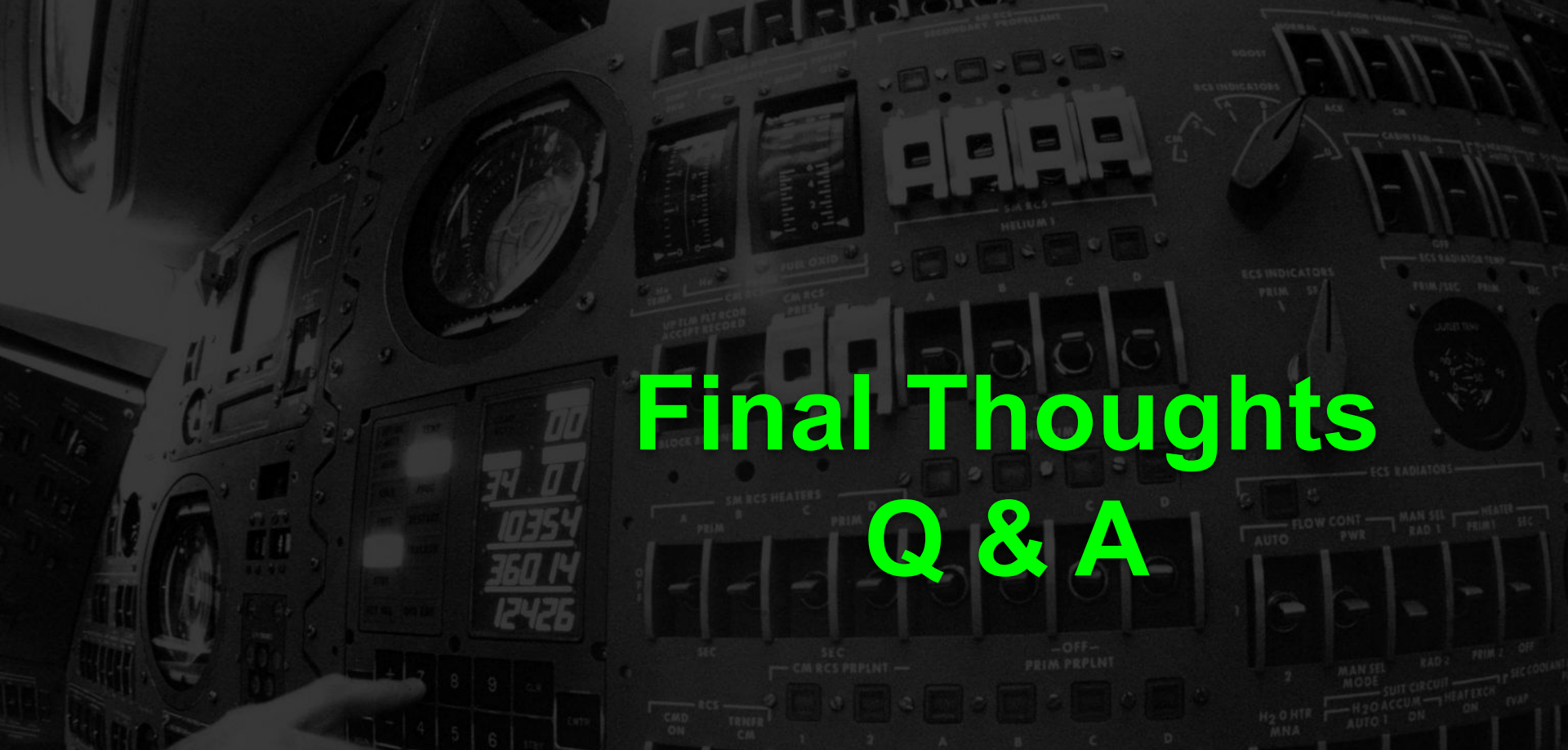


The Darkside of the Moon

# Ciencia Pública 2.0



The Darkside of the Moon



# Final Thoughts Q & A

The Darkside of the Moon