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
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

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Panelists

• Christian Greer
  Michigan Science Center

• Jenn Barlup
  COSI, Columbus

• Gretchen Walker
  The Tech Interactive

• Veronica Garcia-Luis
  Exploratorium
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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)*
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Scenarios
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
Jenn Barlup
COSI, Columbus, Ohio
Senior Director of Floor Experiences
jbarlup@cosi.org
Scenario

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Scenario

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Scenario

Vice President of Experiences

Director of Early Childhood
- ECE Managers
  - Part Time Team

Director of Technology and Innovation
- Manager of Technology and Innovation Content
- Manager of Operations of Gadgets
  - Specialist
  - Part Time Team

Manager of Part Time Supervision
- Specialist

Director of Health and Medicine
- Manager Operations of Life Exhibition
  - Specialist

Manager of Content
- Manager of Operations Energy Exhibition, Ocean Exhibition
  - Specialist

Director of Energy and Environment
- Manager of Content
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
Gretchen Walker
The Tech Interactive
Vice President of Learning (aka Exhibits & Education)
gwalker@thetech.org
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Reboot Reality Part #1
Reboot Reality Part 2

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Reboot Reality Part 3
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.
Veronica Garcia-Luis
Exploratorium

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Veronica Garcia-Luis
Exploratorium
Project Director, Visitor Research & Evaluation +
Director of Diversity Initiative
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Scenario

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Ciencia Pública Parklet

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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
Ciencia Pública Parklet

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

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

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Christian Greer
Michigan Science Center

The Darkside of the Moon
Christian Greer
President and CEO
Michigan Science Center
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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…”
Breakout Groups
Report Solutions

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Ciencia Pública 2.0
Ciencia Pública 2.0

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Final Thoughts

Q & A