

WHAT'S THE BIG DEAL???

30,000,000,000,000

CUBIC FEET OF
NATURAL
GAS!!!

**Bloomberg
Businessweek**

IT'S GLOBAL

WARMING,

STUPID

Risky Exhibits

TACKLING TOUGH TOPICS

Moderator:

Lāth Carlson

VP- Exhibits and Content Development

The Tech Museum of Innovation

Risky Exhibits

Project examples

Race- Paul Martin, Science Museum of Minnesota

Cyber Security- Michelle Maranowski, The Tech

Heureka Goes Crazy and Klima X- Mikko Myllykoski, Heureka



Panel Discussion

Audience Input



RACE

Are We So Different?™



Allyson

Why **talk** about
race?

Talking
circle



Does **where we come from**
tell us **who we are?**

How are we
alike and **different?**





1935 First World
1960 Black
1975 Black

1980 Black
1975 Black
1990 Hispanic Black

1980 Mexican
1970 Black
2000 White and
African American

1990 Mexican
1950 White
1990 Hispanic White

1950 Irish
1930 Negro
1970 Negro

1970 Japanese
1970 Korean
1990 Asian

1990 Black
1950 Negro
1990 Black

1990 Indian
1980 Latino
2000 Alaska Native

1970 Chinese
1980 Greek
2000 Asian

1970 Chinese
1980 Greek
2000 Asian

Who are these people?

The people in this photograph represent a cross-section of the United States population. They are wearing white t-shirts with text that identifies their year and ethnicity. The people are arranged in two rows, with some standing in the back and others kneeling or sitting in the front. In the foreground, two individuals are seen from behind, sitting at the table and facing the group. The woman on the left is wearing a light blue jacket and gesturing with her hands as if speaking. The man on the right is wearing a dark jacket with white stripes on the sleeves. On the table, there are several informational cards or brochures. To the right of the group, there is a black informational sign with white text. The background consists of a red brick wall. The lighting is focused on the group, and the overall atmosphere appears to be educational and interactive.



What does a person's appearance
really tell you?



...and you
...and you
...and you





I am
100% Black
and 100%
Japanese

afican american, japanese



japanese, swedish, norwegian, irish, german, english



I'm a grown man who just
exposed my breasts to a
complete stranger :)





RACE ROAD

where we come from
helps who we are?

separate & unequal

what is race?

WHITE
COLORED

what is race?

Let's look at the
history of race

Why talk about
race?

WE WANT WHITE





The Tech
Museum of Innovation

Risky Exhibits

CYBER SECURITY

Michelle Maranowski, PhD
Exhibit Content Developer



The Tech

Museum of Innovation

- Located in downtown San Jose, Ca. on the edge of Silicon Valley
- 400k-500k visitors annually
- Hosts over 150 events a year
- Mission: To Inspire the Innovator in Everyone
- Vision: To Become a Resource for Innovation



Cyber Security Exhibition (communications gallery)

Institutional risk: Boredom

Topic tested next to last, right before patent law, in 2012

Then...



Cyber Security Exhibition

Personal risk: Would our staff be safe if we dug into this topic?

theguardian

[News](#) | [US](#) | [World](#) | [Sports](#) | [Comment](#) | [Culture](#) | [Business](#) | [Money](#)

[News](#) > [US news](#) > [NSA](#)

Glenn Greenwald's partner detained at Heathrow airport for nine hours

David Miranda, partner of Guardian interviewer of whistleblower Edward Snowden, questioned under Terrorism Act
Alan Rusbridger on Snowden, Greenwald and the threat to journalism

Guardian staff
The Guardian, Sunday 18 August 2013

Cyber Security Exhibition

Institutional risk: Would our museum be at risk if we covered some topics and actors?

Syrian Hackers Might Have Used More Sophisticated Method to Bring Down the New York Times

By Alex Fitzpatrick | Aug. 27, 2013 | 2 Comments

[f Share](#) [f Like](#) 74 [t Tweet](#) 172 [g+1](#) 2 [in Share](#) 5 [Pin it](#) [Read Later](#)

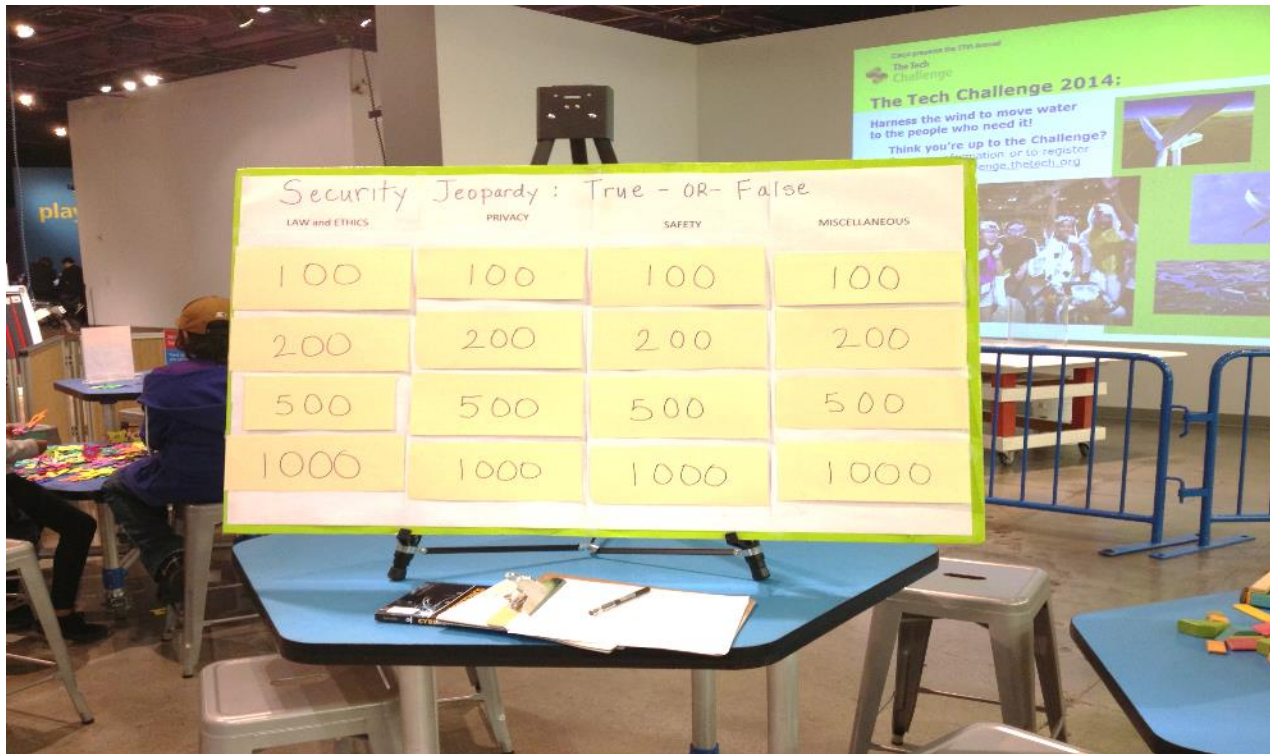
The New York Times' website went down midafternoon Tuesday, marking the second time in August the Grey Lady has gone dark. While the company blamed the first outage on an "internal issue," a company VP tweeted Tuesday that an "initial assessment" concluded the new outage, which was still plaguing the site as of Tuesday evening, was due to a "malicious external attack." It didn't take long for Twitter users to come to a consensus that the most likely culprit was the Syrian Electronic Army, or SEA, and soon enough the SEA claimed credit. But as more details emerge about the attack, it appears the SEA may be using more-sophisticated methods to wreak havoc online than was previously believed.

The SEA is a group of Internet users and computer hackers aligned with Syrian President Bashar Assad. They spend their time spreading pro-Assad propaganda on social media and targeting media outlets they consider enemies of the Syrian regime. It's not clear if they operate from within Syria's borders or from elsewhere. The SEA has taken credit for previous attacks against Twitter accounts of Thomson Reuters and several prominent journalists. Earlier this month, it successfully targeted Outbrain, a content-recommendation service used by the Washington Post, USA Today, CNN and TIME, among others. That attack allowed the SEA to temporarily disrupt the Washington Post's website.

[✉ Email](#) [🖨 Print](#)
[+ Share](#) [💬 Comment](#)
[🐦 Follow @techland](#)

Cyber Security Exhibition

Public reaction risk: How to keep visitors from running screaming from the museum?



Cyber Security Exhibition

Risky entry point for visitors: Privacy



Cyber Security Exhibition

Risks in the role we ask visitors to take:

Attacker? Defender? Hunter? Hacker?



Cyber Security Exhibition

Risks in the perception of security as male dominated:

How to engage females and other underrepresented groups?



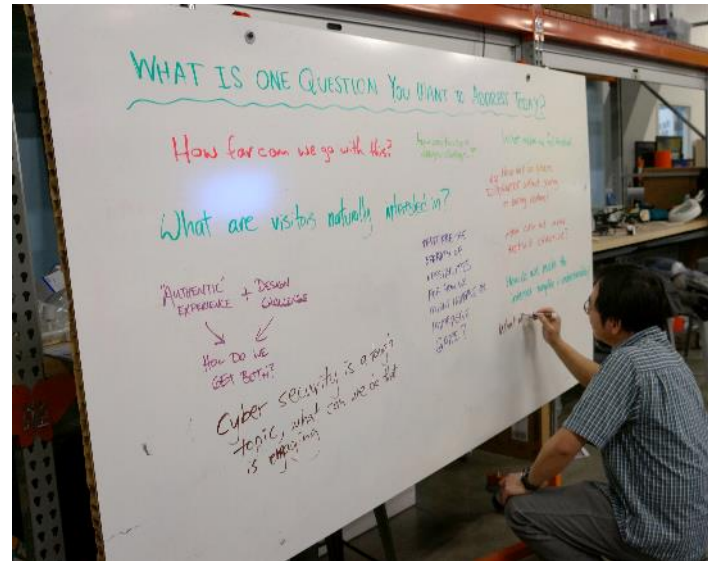
Cyber Security Exhibition

Risk mitigation:

Constant visitor testing

Strong advisory panel

Involved government officials and FBI



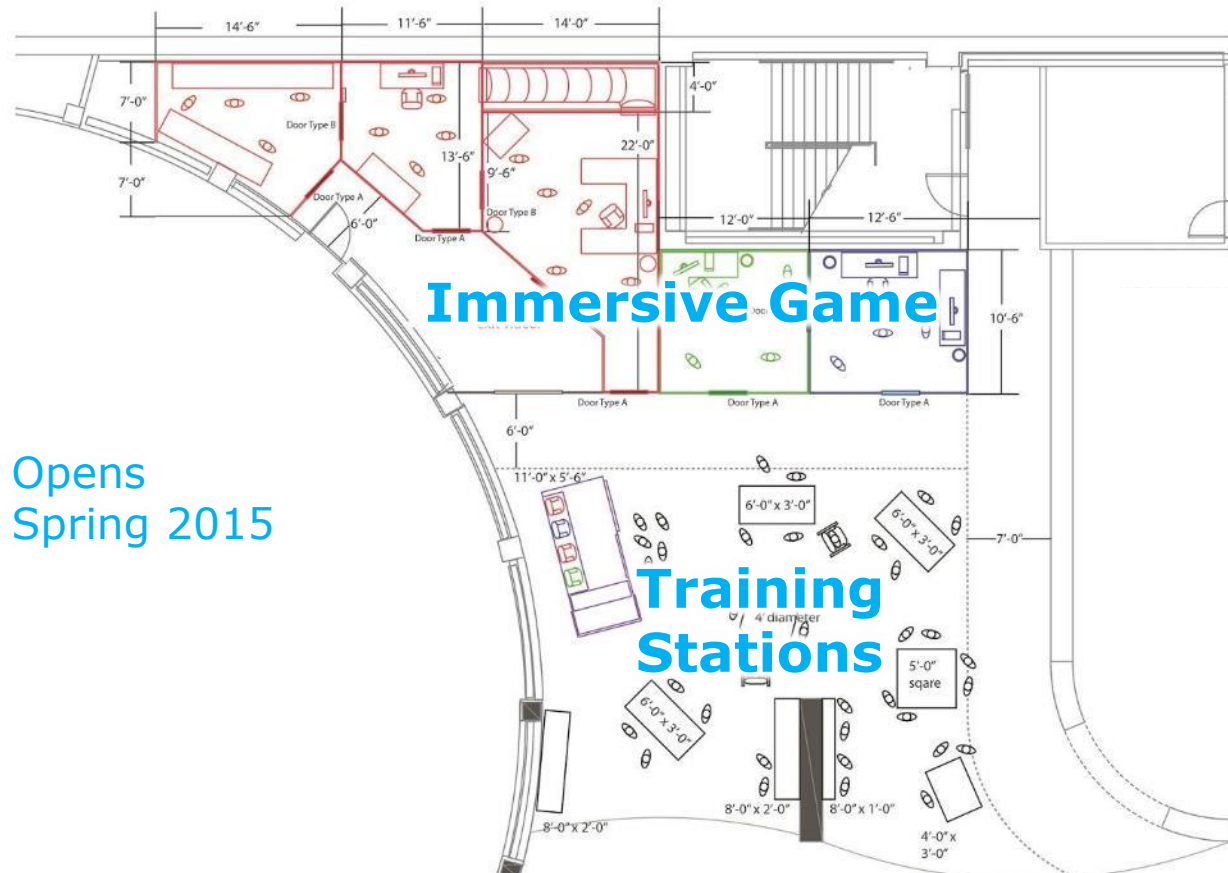
Cyber Security Exhibition

Key points in the design of resulting exhibition:

- Visitors take on the role of a security professional tasked with protecting others
- Visitors will walk away with real knowledge and tools which will help them protect themselves and others
- No opportunity to play to role of attacker
- Use of the term “cyber criminal” and not “hacker”
- Advanced Persistent Threats (by state level actors) not included

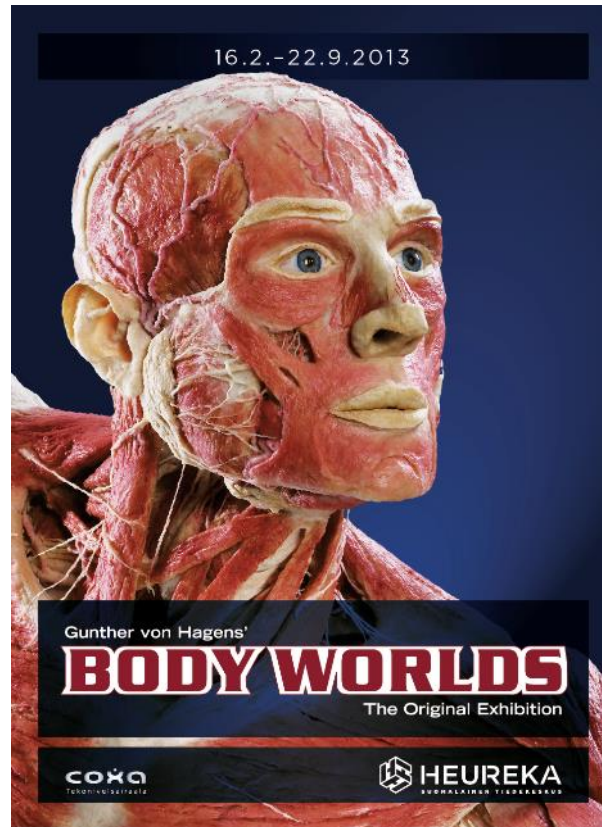
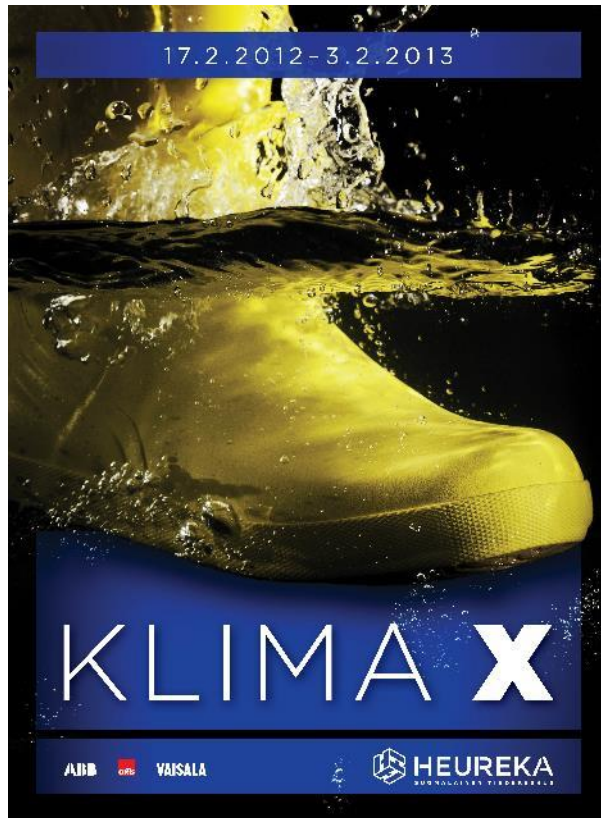
Cyber Security Exhibition

Layout of exhibition:



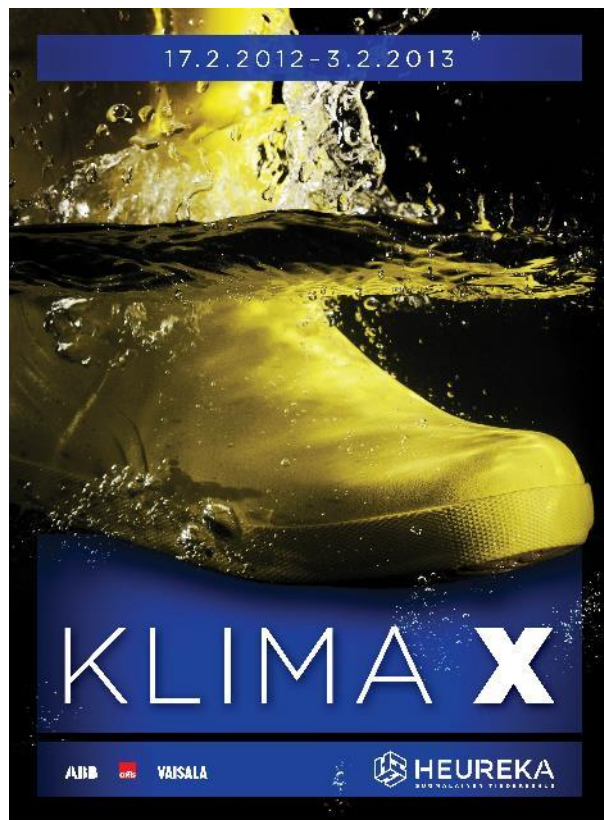
Opens
Spring 2015

Risky Exhibits – Tackling Tough Topics



20 October 2014 ASTC AC 2014, Raleigh – Mkkko Myllykoski, experience director

Tackling tough topics



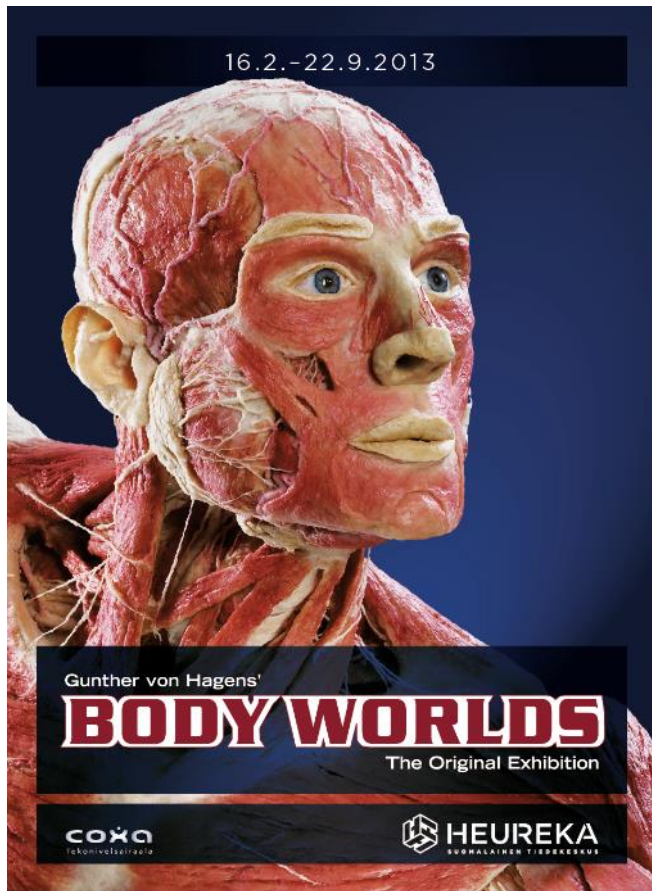
Moving beyond controversy

Human impact in climate as starting-point

Focus on *mitigation* and *adaptation*

Some negative feedback from denialists.

We always answered them.



The sexual intercourse scene included.

Forming of an ethical advisory board
(medicine, philosophy, religion)

Educational materials, teacher training.

Programming ethical discussions about death.

.

Only singular negative voices against the show,
mostly from non-visitors.



*Heureka Goes Crazy, a European co-production
Heureka, Ciencia Viva and Universcience.*

12.10.2013–21.9.2014



Why?

- Great societal importance: every fourth European get professional help for mental health problems
- A taboo topic to be brought in daylight for discussion
- Body – soul borderline: a perfect match after *BodyWorlds*

How we saw the risks



- The provocative, politically incorrect name of the exhibition
- The exhibition could be seen as labelling or offensive
- If failing, could be counter-productive and strengthen stereotypes
- Could frighten core target groups away (teachers, families with kids)

How to deal with the risks?

- *Finnish Association for Mental Health* as main partner
- Peer experts were involved throughout the planning
- All planning, including the name and the campaign, was validated with the scientific and peer experts



Depression room.



Human approach
through art and design



53 Heureka staff members gave their face to the marketing campaign.

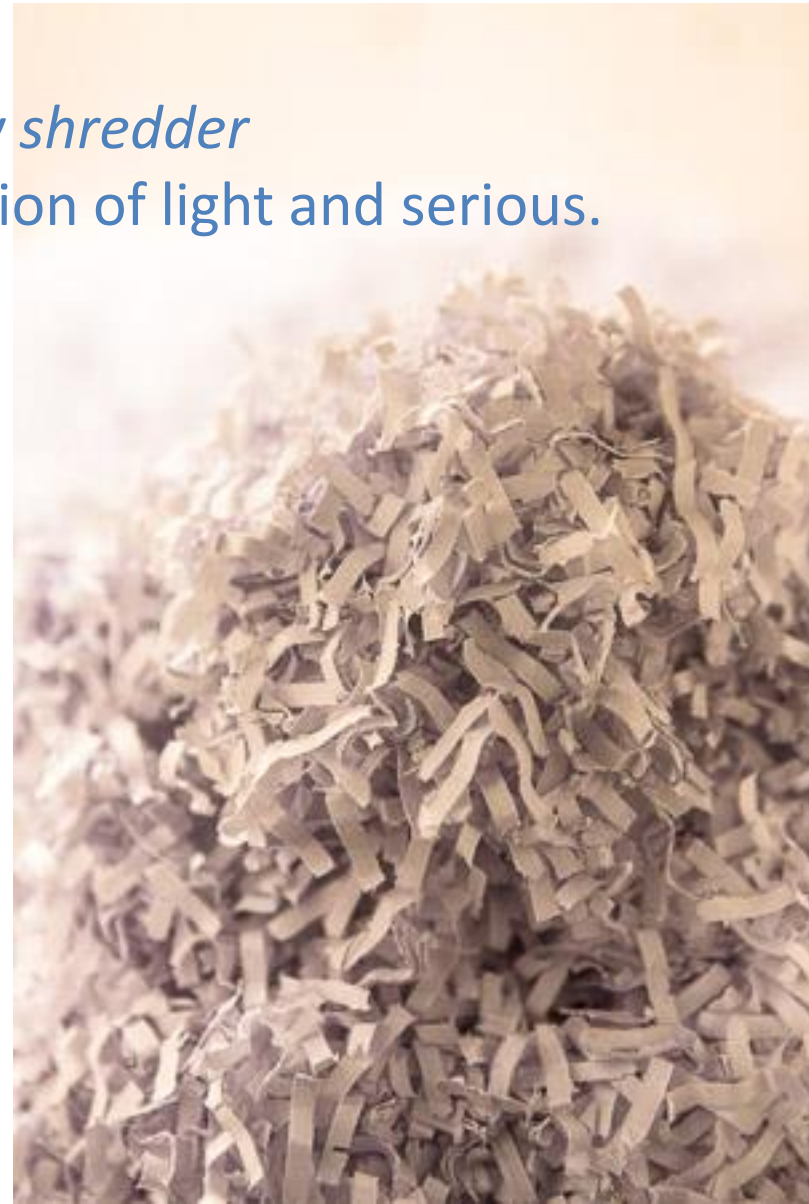


Themes through empathy: The labeled, How does it feel, Take care of yourself





The worry shredder
Combination of light and serious.



Addressing controversy in the future



New initiatives with sensitive themes:

Space and Sex Journey – together with LongPlay and Kollektiivi11

Roadkill – together with Pohjankonna



Thank you!

NOW IN
HEUREKA!

12.10.2013
-21.9.2014

MIKKO

→
Experience Director,
Heureka

HEUREKA
GOES **CRAZY**

NEW INTERACTIVE EXHIBITION ABOUT MENTAL HEALTH



AGÊNCIA NACIONAL
PARA A CULTURA
CIENTÍFICA E TECNOLÓGICA

universcience



HEUREKA



HEUREKA

SUOMALAINEN TIEDEKESKUS | FINLANDS VETENSKAPSCENTER | THE FINNISH SCIENCE CENTRE

Risky Exhibits

Project examples

Race- Paul Martin, Science Museum of Minnesota

Cyber Security- Michelle Maranowski, The Tech

Heureka Goes Crazy and Klima X- Mikko Myllykoski, Heureka



Panel Discussion

Audience Input

Risky Exhibits

Project examples

Race- Paul Martin, Science Museum of Minnesota

Cyber Security- Michelle Maranowski, The Tech

Heureka Goes Crazy and Klima X- Mikko Myllykoski, Heureka

Panel Discussion

Audience Input

