



## Transforming the Science Museum Experience

### Introduction / Background

This project represents an innovative partnership between the Shanghai Science and Technology Museum and Back&Rosta. In response to the call from the Central Committee of the Communist Party of China to enhance the spirit of scientists and reinforce the development of a positive work and academic culture. The Shanghai Science and Technology Museum, a leading force in national science outreach and education, is dedicated to establishing a museum and educational center focused on nurturing the spirit of scientists. They have undertaken the task of updating and renovating the original Academicians Corridor, aiming to create the first comprehensive and detailed stage in China to showcase the style of Chinese academicians in a new form of touch interaction.



The new Academicians Corridor features the world's longest digital interactive display wall to date. Their independently developed large-scale dynamic display system transforms the exhibition from the previous "static and passive" mode to "active interaction" with visually striking dynamic effects, allowing visitors to interact, seek knowledge, and enjoy a rewarding exhibition experience.

The Magic Wall spans 25 meters and is located on the second floor corridor of the Museum.

## Challenges

### ★ Traditional showcasing of academicians' achievements:

The Academicians Corridor at the Shanghai Science and Technology Museum, like many other science museums, faces the challenge of catering to modern audiences accustomed to interactive digital experiences. The focus of the challenge lies in making the Academicians Corridor more attractive and relevant to contemporary visitors.

### ★ Enhanced learning:

Improving the educational value of visiting the Academicians Corridor at the science museum is a challenge. Although the museum provides expert photos and information, the goal is to provide visitors with a deeper and more immersive learning experience.

### ★ Data-Driven Adaptation:

The science museum aims to better understand its visitors and customize exhibition content based on their preferences and needs, but collecting detailed visitor data poses a challenge.



## Product Description



The new Academicians Corridor spans 25 meters and features a proprietary large-scale dynamic display system. Through visually striking dynamic effects, it attracts passing visitors to interact with it and further explore. In a fun and educational manner, children can also learn about Chinese academicians, their research endeavors, achievements, contributions, and sacrifices. Moreover, the new Academicians Corridor is not just a content display platform; it is also an information management platform. With the strong support of numerous academic and research institutions such as the Chinese Academy of Sciences,

Beijing Higher Education Press, China Scientists Museum, and two Academicians Centers in Shanghai and Pudong, valuable raw data and high-quality multimedia materials have been collected. Through professional content planning, combined with cutting-edge visual technology and powerful interactive features, the corridor presents a visual feast that inherits classics and leads the future. It creates a high-tech, information digital interactive display platform for the Shanghai Science and Technology Museum, offering "the most comprehensive data information, the most cutting-edge digital technology, and the best user interactive experience."



## Main highlights of features

### Outstanding Academicians Display:

The 25-meter-long Academicians Wall at the Shanghai Science and Technology Museum showcases a series of portraits of top Chinese scientists, engineers, and scholars along with their major achievements. These academicians span various fields including physics, chemistry, biology, engineering, and more, demonstrating China's research and innovation across different scientific domains.



### Interactive Experience:

The Academicians Wall incorporates interactive features, allowing visitors to learn more about each academician's life, accomplishments, and research directions through touch screens or other interactive devices. This interactive experience enhances visitor engagement and enjoyment of learning.

### Educational Significance:

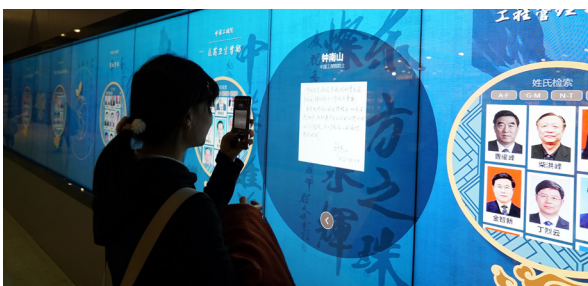
The Academicians Wall serves not only as an exhibition project but also as an educational resource. It showcases to the public the diligent work and pursuit of excellence by scientists, inspiring the younger generation's interest and desire for exploration in science and technology.



### Cultural Value:

As a part of China's scientific community, the Academicians Wall carries rich cultural value. It displays the achievements of Chinese scientists, showcasing China's developmental journey and innovative spirit in the field of science, with profound historical significance and cultural connotations.

## Results



### Promotion of Science Education:

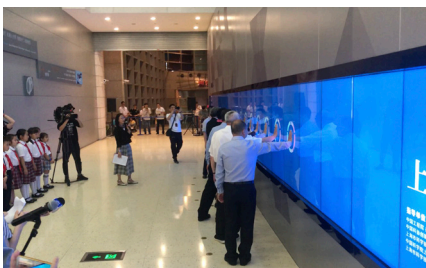
As one of the key display projects at the Shanghai Science and Technology Museum, the Academicians Wall has played a positive role in promoting science education. By showcasing the achievements and contributions of top Chinese scientists, it has attracted a large number of audiences, especially students and young people, enhancing their interest and enthusiasm for science, and promoting the popularization and dissemination of scientific knowledge.

### **Inheritance of Scientific Culture:**

The Academicians Wall exhibits the diligent work and pursuit of excellence by Chinese scientists, showcasing China's developmental journey and innovative spirit in the field of science. This contributes to the inheritance and promotion of scientific culture, inspiring more scientists and young students to engage in scientific research and innovative practices.

### **Enhancement of Social Influence:**

As one of the important display projects at the Shanghai Science and Technology Museum, the Academicians Wall has attracted attention from a large number of domestic and foreign tourists and media, enhancing the social influence and visibility of the Shanghai Science and Technology Museum. This helps to promote the development of the Shanghai Science and Technology Museum in science popularization education, scientific research, and other aspects, making greater contributions to the technological progress of Shanghai and even the whole of China.



## **Conclusion**

The 25-meter-long Academicians Wall at the Shanghai Science and Technology Museum is a display project of educational significance and cultural value. By showcasing the achievements and contributions of top Chinese scientists, it inspires public interest in science and technology, and promotes the inheritance and development of scientific culture.

