It’s a often thought that an exhibition is a success if...

- simple words are used

- knowledge is presented with nice device or animations

Good, but...
It’s a often thought that an exhibition is a success if...

- simple words are used
- knowledge is presented with nice device or animations

Good..., necessary but not sufficient...
Sharing a knowledge mainly deals with concepts behind words

- Which one are really necessary for your goals?

- Accept to leave many ones...
To share knowledge on a topic also deals with (mis-)conceptions of the audience.

Informations

Concepts / Misconceptions of the audience

Understanding, meaning given to it

“do with it to go against it...”
To share knowledge on a topic also deals with (mis-)conceptions of the audience.

Is there a gap between the concepts you want to share and the (mis-)conceptions of the audience?

If so, that’s perfect! A good potential to exploit!
To share knowledge on a topic also deals with (mis-)concepts of the audience

No recipe but some ingredients that can be used:

- change the usual perspective on a subject in order to create an interest on the subject, in order to give sense to the topic
- Unsettle the audience (by challenging some misconceptions, emotional...) AND, at the same time, offer simple models (even too simple, good if more efficient than the misconceptions) to go beyond the misconceptions
- Put in scene the evolution of knowledge – epistemic beliefs (knowledge must be challenged by academics and it also values your work as an academic)
To share knowledge on a topic also deals with (mis-)concepts of the audience.

Example of changing the usual perspective on a subject: in an exhibition on the Anthropocene, the staging was thought in order to make discovering the diversity of environmental changes above the too simple idea that environmental changes = climate changes.

“do with it to go against it...”
Create link and meaning and questioning: introduction of the exhibition

• Does the topic make sense to the audience?
• If the subject is (too) familiar to the audience...try a provocative introduction!
• Ex. Exhibit. Lait, SCNAT Expo Prize 2019->Fribourg NHM
Create narratives and/or a clear thread: the audience must never feel lost in the exhibition

• Create narratives (one for the entire exhibit or one per parts) not a report on a subject

• Exhibition is not a poster session: texts also exposed but not only, vary the means of presentation

• One possibility: to create guiding thread from the concept map
To sum up....

• Science communication (educational side) is also a matter of concepts
• The gap between the knowledge you produced and the misconceptions is an opportunity to make it interesting and meaningful
• Don’t make a report, make choices and use narratives
• To put in scene that knowledge, work with professionals (they are not only able to make it nice but to make the exhibition meaningful in varying the communication supports). An help to vary the means and manner of presentation (humor, songs, ...).