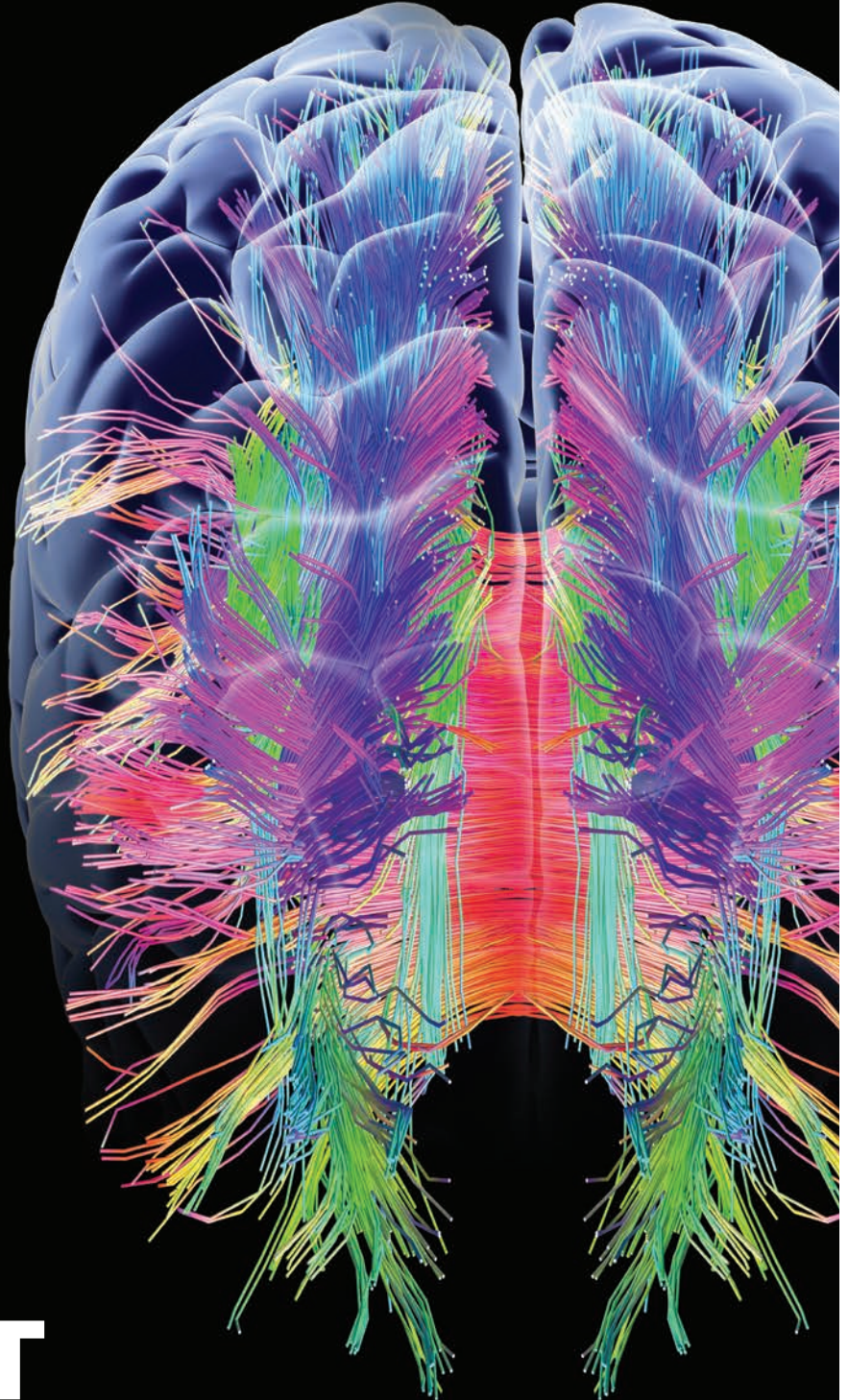


IT'S LIVE!
in Queensland

World Science Festival Brisbane



21–25 MARCH 2018

MEDIA KIT

STRATEGIC PARTNERS



ACADEMIC PARTNERS



PRESENTED BY



ABOUT

WORLD SCIENCE FESTIVAL NEW YORK

World Science Festival takes science out of the laboratory and into the streets, parks, museums, galleries and premier performing arts venues of New York City and beyond.

The festival brings together great minds in science and the arts to produce live and digital content that allows the general public to engage with scientific discoveries.

The first World Science Festival was held in New York in 2008, drawing more than two million visitors, with millions more viewing programs online since it began.

Programs included discussions, debates, theatrical works, interactive explorations, musical performances, intimate salons, and major outdoor experiences in parks, museums, galleries and performing arts venues across New York City.

The World Science Festival is an annual science festival produced by the World Science Foundation, a 501(c)(3) non-profit organization headquartered in New York City.

The foundation's mission is to cultivate a general public informed by science, inspired by its wonder, convinced of its value, and prepared to engage with its implications for the future.

WORLD SCIENCE FESTIVAL BRISBANE

The first World Science Festival Brisbane (WSFB) was held in 2016, presented by Queensland Museum with the support of the Queensland Government.

Queensland Museum secured the festival in Brisbane with an exclusive licence agreement from World Science Festival in New York.

WSFB is an annual celebration of science, technology, engineering, maths and the arts and is held during March in Brisbane's Cultural Precinct.

Brisbane comes alive with science as WSFB brings together some of the world's greatest thought leaders, showcasing local scientists and performers from around the globe.

In 2018, visitors will experience a full and robust program of conversations, theatre performances, and salon-style discussions as the festival focuses on the theme of 'humanity'. Leading scientists from across the globe will delve into what makes us human, how humanity has advanced, and how science is working to ensure we live better for longer.

The festival's regional program in 2018 will again provide Queensland communities the opportunity to get involved locally in the World Science Festival Brisbane.

Programs designed to engage community members in stimulating and inspiring experiences, will be unique to each location, and will offer a selection of STEM-related activities such as discussions with leading scientists, workshops, hands-on activities or visual displays.

Gladstone	2-3 March (in partnership with QGC)
Chinchilla	9-10 March (in partnership with QGC)
Toowoomba	16-17 March
Ipswich	22 March
Brisbane	21-25 March
Townsville	25-26 March (in partnership with Inspiring Australia)

2017 HIGHLIGHTS & KEY ACHIEVEMENTS

Queensland audiences were again enthralled by the latest and greatest science to shape our planet during the World Science Festival Brisbane's 2017 super science celebration.

The key highlight of the program was the Queensland premiere of *A Live Presentation of 2001: A Space Odyssey*, Stanley Kubrick's classic film digitally remastered and complete with live orchestra and choir.

Known as one of the most epic works in cinema's history, the film was accompanied by the Queensland Symphony Orchestra and Australian Voices, and led by internationally renowned conductor Marc Taddei.

World famous physicist and festival co-founder Professor Brian Greene delighted audiences as he led a discussion about how gravitational waves are used to explore the universe in a new era of astronomy.

An outdoor Festival Lab hosted thousands of science enthusiasts who enjoyed the quirky and fun side of science with *Science Gets Social* and the *Brain Food Breakfast* series, learning about brain training, the pairing of wine and music, stand-up science comedy and the future of 3D printing.

Thousands of visitors enjoyed activities across the entire Cultural Precinct, from QPAC to GOMA, and the free two-day outdoor *Street Science!* extravaganza.

Regional communities were also treated to free community events when the WSFB Regional Program travelled to Chinchilla, Gladstone, Toowoomba and Townsville.

THE NUMBERS

182,000

VISITATIONS

ACROSS PERFORMANCES, PANEL SESSIONS, CONVERSATIONS, AND HANDS-ON FUN DURING WORLD SCIENCE FESTIVAL BRISBANE IN 2017

10M

SOCIAL MEDIA INTERACTIONS

1.62M

MILLION VISITS TO THE FESTIVAL WEBSITE

ALMOST
90,000

VISITS TO QUEENSLAND MUSEUM DURING THE FESTIVAL

115
PERFORMANCES

OF 84
EVENTS IN BRISBANE

MORE THAN
7,000

PEOPLE ENJOYED THREE REGIONAL EVENTS
IN TOOWOOMBA, CHINCHILLA AND GLADSTONE

MORE THAN
180

VOLUNTEERS

TURTLES

One of the most popular events on the World Science Festival Brisbane calendar is **The Hatchery!**

Visitors were able to experience a rare opportunity to experience nature's miracle up close and personal.

From incubation to hatching, live at the Festival these precious hatchlings started their journey in January 2017, where they were collected from nests at Mon Repos, near Bundaberg as part of the world-renowned Queensland Turtle Conservation project.

58 loggerhead turtles were meticulously incubated at exactly 29.9 degrees so their hatchings could be timed to emerge over the five days of the World Science Festival Brisbane.

Following the festival the hatchlings bunkered down at SEA LIFE Sunshine Coast ready for their release into the East Australian Current 20 kilometres off the coast of Mooloolaba in April 2017.

From here they will travel past the northern tip of New Zealand and on to the coasts of Chile and Peru and won't return to Queensland waters for 16 years.

The Hatchery is designed by Queensland Museum Vertebrate Curator Patrick Couper and Dr Colin Limpus who co-ordinates the Queensland Turtle Research Program for the Department of Environment and Heritage Protection.

This project allows museum visitors to witness nature at work and connects them with a Queensland-based conservation success story.



2018 PROGRAM

The 2018 festival will focus on ‘humanity’ as scientists from across the globe delve into what makes us human, how humanity has advanced, and how science is working to ensure we live better for longer.

The centrepiece of World Science Festival Brisbane 2018 will be the festival exclusive, world premiere of Steven Spielberg’s 1977 masterpiece *Close Encounters of the Third Kind In Concert*.

This performance brings together cinema, science and music in one spectacular evening of extra-terrestrial excitement.

Professor Brian Greene, World Science Festival Co- Founder, will be returning in 2018 when he headlines a new mainstage event, *In Search of the Spiritual Brain*, to examine one of the most profound and elusive mysteries of our existence – the origins of spirituality.

This year we are honoured to have two Australian of the year recipients as our guests. **Professor Alan Mackay-Sim**; a pioneer in the discovery and use of adult stem cells from the nose for medical applications including spinal cord injury and understanding brain diseases, and **Professor Fiona Wood**, Plastic & Reconstructive Surgeon and inventor of spray-on skin.

They will be taking part in the *Pioneers in Science* program which gives high school students – in person and online – rare access to some of the world’s most renowned scientists.

Other key speakers include **Dr Jennifer Wiseman**, Senior Astrophysicist at NASA’s Goddard Space Flight Centre; Australia’s; **Charles T. Gray** mathbassador for the Australian Mathematical Sciences Institute’s Choose Maths program; and Dr Joanna McMillian, Australia’s most well-known nutrition scientist will tackle gut health.

We are thrilled to welcome back Australia’s favourite science communicator **Dr Karl Kruszelnicki** for ‘Extreme Moments in Science’ where he will take you on a rollercoaster ride through the ‘badlands’ of science where you’ll discover the answers to questions you never knew existed.

Over the coming weeks as the festival’s program unfolds we will announce further exciting events and luminary guests.

The WSFB 2018 programing will explore:

Our Universe

What are the forces that keep us and our planet hurtling through space, time and the whole big bang? Why is physics and maths more relevant than ever for the human race?

The Human Body

What makes us who we are and how does it all work – from conception to death, in sickness and in health, from the workplace to the sporting field.

Human Evolution and Endeavour

How, where and why did humans evolve and how have we progressed through innovation, imagination and technology? What does the future of humanity look like and can we live longer, extend our sporting prowess further and live better and smarter in the future?

Our Environment

We are custodians of the world around us and need to take that responsibility seriously. What are the big challenges facing our race and the planet? Will Earth survive humanity?

2018 WORLD SCIENCE FESTIVAL BRISBANE KEY PROGRAMS

WORLD PREMIERE

CLOSE ENCOUNTERS OF THE THIRD KIND IN CONCERT



24 March 2018
Concert Hall, QPAC

**Featuring an 84-piece
orchestra and 80-voice choir**

The stars will shine bright on Saturday evening when the World Science Festival Brisbane takes the human experience into the realms of science fiction with the world premiere performance of Close Encounters of the Third Kind in Concert.

In a stunning international collaboration between World Science Festival Brisbane, Film Concerts Live! and Columbia Pictures, this world premiere performance brings together cinema, science and live music in one spectacular evening of extra-terrestrial excitement.

Steven Spielberg's 1977 masterpiece, Close Encounters of the Third Kind, is widely considered one of the most treasured and influential science fiction films of all time.

Nominated for eight Academy Awards® including Best Original Score, Close

Encounters of the Third Kind remains as engrossing and inspiring today as it was forty years ago.

Now for the first time ever, audiences will be able to experience John Williams' magnificent score performed in its entirety by an 84-piece orchestra and 80-voice choir live and in sync with this extraordinary film.

Written and directed by Steven Spielberg, Close Encounters of the Third Kind tells the story of Roy Neary (Richard Dreyfuss), an ordinary blue-collar electrical lineman from Indiana who experiences a close encounter with an unidentified flying object. Increasingly obsessed with this unexplained phenomenon, Roy is drawn to a series of seemingly random strangers, each of whom has come in contact with similar UFOs, eventually making his way to Devil's Tower in Wyoming, where he finds the answers he seeks and where his life is forever changed.

Close Encounters of the Third Kind © 1977, renewed 2005, Columbia Pictures Industries, Inc. All Rights Reserved.

Venue: Concert Hall
Location: Queensland Performing Arts Centre, Corner Melbourne and Grey Streets, South Brisbane
Date: Saturday 24 March 2018
Time: 7pm – 10.00pm
Tickets: \$45/\$95



FREUD'S DIVIDE: Bridging the Brain-Mind Gap

Explore the nexus of neuroscience and psychiatry

In the early 20th century, the Freud-inspired distinction between brain and mind generated two approaches to understanding the human brain: neuroscience and psychiatry. Recently, advances in medical research and scientific technologies have identified common features across neurological disorders that challenge Freud's divide.

Australia's Chief Scientist Alan Finkel leads a distinguished panel of neuroscientists, psychiatrists and biologists in unpacking the latest scientific approaches to understanding and treating brain disorders. They will also examine whether the science in this area is living up to its promise when it comes to improving human health.

Venue: Concert Hall
Location: Queensland Performing Arts Centre, Corner Melbourne and Grey Streets, South Brisbane
Date: Wednesday 21 March 2018
Time: 7.30pm – 9.00pm
Tickets: Adult: \$35
Concession: \$30
Student: \$10



THE LANGUAGE OF THE UNIVERSE: Can Mathematics Explain Everything?

Mathematics – the quiet achiever

Underscoring much of our knowledge of life and the universe is the immutable truth of mathematics. From the complex patterns and geometric rules of the natural world to the parabolic symmetry inherent in music, maths charts the forms of existence itself.

From particle physics and Pythagoras to the Parthenon and poker, our stellar panel of astrophysicists, maths-historians and statisticians will reveal the boundless creativity and power of mathematics to explore the outer limits of our world, the human mind and beyond.

Venue: Conservatorium Theatre
Location: Queensland Conservatorium Griffith University; 140 Grey Street, South Brisbane
Date: Wednesday 21 March 2018
Time: 5pm – 6.30pm
Tickets: Adult: \$35
Concession: \$30
Student: \$10



BESPOKE BODIES: The Path To Human Regeneration

Uncover the science of self-renewal

Since the first successful organ transplants in the 1950s, science has made significant inroads into regrowing, replacing and regenerating human cells, organs and limbs.

From life-saving spray-on skin to 3D-printed bones and cartilage, ongoing discoveries in cell biology, bioengineering, neuro-prosthetics and nanomedicine hold enormous benefits for human health and longevity.

ABC science journalist and broadcaster Robyn Williams leads a group of experts in regenerative medicine through the pros and cons of these scientific discoveries as we pursue a life that balances quality and quantity.

Venue: Concert Hall
Location: Queensland Performing Arts Centre, Corner Melbourne and Grey Streets, South Brisbane
Date: Thursday 22 March 2018
Time: 7.00pm – 8.30pm
Tickets: Adult: \$35

STREET SCIENCE!

FREE FAMILY EVENT

24-25 March 2018

Cultural Forecourt,
South Bank Parklands

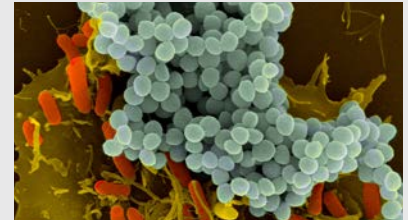
10am – 4pm

In 2018 the cultural forecourt at South Bank Parklands will again turn into a science playground with dozens of FREE immersive and family-friendly events for everyone to enjoy.

Take part in hands-on activities and explore the science behind robots, fossils, bubbles, slime, spiders, solar energy, drones, augmented reality, experiments and even explosions!

Kick back and relax at The Osmosis Stage where you can enjoy a stellar line-up of amazing musicians, mad scientists and science surprises guaranteed to inspire and delight the young and the young at heart.

Grab a drink and join in the experiments at the Festival Lab where you can discover the wonders of science through casual conversations, live events and mind-blowing performances.



BUGS & DRUGS: The Resistance Wars

Join the fight against superbugs with cutting-edge science at your defence

Antibiotic drugs have saved millions of lives since the 1940s. However, while disease-causing bacteria have changed, our pharmaceutical weapons have not, raising the threat of deadly armies of superbugs. The medical and scientific community is rallying but will they crack the microbial codes in time?

Award-winning broadcaster Norman Swan leads our panel in an analysis of how science, government and industry must join forces to defend us in the escalating war of resistance.



Venue: Conservatorium Theatre
Location: Queensland Conservatorium
Griffith University
Grey Street, South Brisbane
Date: Saturday 24 March 2018
Time: 1.30pm – 3.00pm
Tickets: Adult: \$35
Concession: \$30
Student: \$10



SCIENCE GETS SOCIAL: The Art of Cryptology

Hackers, gamers, spies and snap chatters all rely to varying degrees on the multifaceted minefield of cryptology – a digital world of codes, algorithms, patterns and puzzles. Delve into the murky world of encryption and discover the exquisite artistry that permeates our daily lives.

(18+ event)

Venue: Festival Lab
Location: Cultural Forecourt, South Bank
Date: Thursday 22 March 2018
Time: 5.30pm - 7.00pm
Tickets: Adult: \$20
Concession: \$15
Student: \$15



PIONEERS IN SCIENCE: Professor Fiona Wood

Great minds inspire greatness. The Pioneers in Science program gives high school students – in person and online – rare access to some of the world's most renowned scientists.

This year our special guest is 2005 Australian of the Year Professor Fiona Wood, a plastic and reconstructive surgeon specialising in burn care, trauma and scar reconstruction. Professor Wood co-pioneered the world's first 'spray on skin'. She is Director of the WA Burns Service of Western Australia and a consultant Plastic Surgeon at Princess Margaret Hospital and Fiona Stanley Hospital.

This intimate gathering allows students to address some of the most important topics in science with Professor Wood, who will share her personal stories, life challenges and career highlights, giving students a chance to imagine what their future in science might be. There is also a special opportunity for students to submit questions online prior to the event. Some of these questions will then be chosen for the student to ask in person during the show.

Venue: Conservatorium Theatre
Location: Queensland Conservatorium
Griffith University
Date: Thursday 22 March 2018
Time: 1.30pm - 2.30pm
Tickets: Adult: \$10
Student: \$10



EXTREME MOMENTS IN SCIENCE: With Dr Karl

Dr Karl will take you on a brand new rollercoaster ride through the 'badlands' of science where you'll discover the answers to questions you never knew existed – and where you will laugh and learn. The universe is a strange and wonderful place and in his Extreme Moments, Dr Karl has scaled the highest peaks and turned over the tiniest pebbles to reveal what's underneath. Prepare to be amused and amazed as Australia's favourite science guru takes you on an excursion around a scientific landscape from the sublime moments of deep thought to the arcane and bizarre.

Recommended for ages 13 and over.

Venue: Conservatorium Theatre
Location: Queensland Conservatorium
Griffith University
Date: Saturday 24 March 2018
Time: 8pm - 9.30pm
Tickets: Adult: \$15
Concession: \$10
Student: \$10

QUEENSLAND MUSEUM NETWORK

Queensland Museum Network (the Network) is the keeping place for the State Collection of more than 1.2 million objects and specimens, valued at more than \$487 million, and more than 14 million research collection items.

The Network has grown since the Queensland Museum was founded by the Queensland Philosophical Society in January 1862, coming under the responsibility of the State Government in 1871 and moving into its first purpose-built premises in 1879.

Today, the Network is governed by the Board of the Queensland Museum (the Board) and includes:

- Queensland Museum (including the Sciencentre) in the heart of Brisbane's Cultural Precinct at South Bank
- Cobb+Co Museum in Toowoomba
- Museum of Tropical Queensland in Townsville
- The Workshops Rail Museum in Ipswich
- Queensland Museum Collections, Research and Loans Centre in Hendra
- Museum of Lands, Mapping and Surveying in Woolloongabba, Brisbane
- Earth Sciences Museum, The University of Queensland

Over the years, the Network has changed alongside Queensland as it discovers, documents and celebrates the state's natural, cultural and regional diversity.

Through its dynamic network of public attractions, trusted scientific and cultural research, significant collections, and regional and community services, the Network continues to enrich the cultural, social and intellectual life of Queenslanders and visitors to the state.

The Network reaches far beyond the walls of its six public museums, fostering connections with diverse audiences of millions of people each year. It does this through museum visits, events, workshops, talks and lectures, school education kits, online interaction and publications, and continues to be at the forefront in providing successful professional and community support for the collections and museums sector.

The Network is celebrated as a valued cultural and scientific leader, growing with the community to foster a better understanding of our place in the world.

Its scientific and academic researchers are internationally recognised for their expertise in the disciplines of natural and cultural heritage and geosciences.

MEDIA INTERVIEWS AND CONTACTS

A selection of World Science Festival Brisbane images are available for media use and additional images can be sourced on request.

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Image courtesy of Queensland Museum.

Click here to access the suite of images:

<https://www.dropbox.com/sh/2w3q0yy1qq9ycy/AACwYM32gkP31ahjeddpwqc9a?dl=0>

World Science Festival Brisbane is presented in partnership with Queensland Government, Tourism Events Queensland, Brisbane Marketing, Griffith University, QUT, University of QLD, Queensland Performing Arts Centre, QGC, Inspiring Australia, ABC, Arup, QAGOMA, State Library of Queensland, C&K, South Bank Parklands, QIMR Berghofer Medical Research Institute, The Mantra Group, Sci-Fleet Toyota, and Welcome to the Fold.

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