A Case study of New Style Exhibition
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Good morning.

It’s my honor to be here to introduce our exhibition project.
I am the director of exhibition department of Beijing Planetarium.
The exhibitions which you will visit this afternoon were all realized by our department.

There are two buildings: Building A and Building B in Beijing Planetarium.
Building A is the old one which was built in 1957. Building B was built in 2004.

Beijing Planetarium

The relationship between these two buildings can be shown by the following pictures.

The relationship between these two buildings

The old one is a celestial body, the new one is the space around it which was curved by its gravity.
How about the structure inside the Building B? It followed the string theory which combining the four natural forces together. There are four big strings pass through the building space.

And the entrance is a wormhole where visitors can travel to universe conveniently.

This is floor map of Building A. There are Playing With Stars exhibition in it. It is designed for group students from schools to learn basic astronomy.

This is the first floor map of building B. Here is the solar exhibition, moon, planets, observation, and mini theater. Along the wall, show the different objects from moon to the big scale structure in the universe.
Here is Solar Exhibition. Show the knowledge of the sun. Including the history of exploring the sun, the structure of the sun, the life of the star, the relationship between earth and the sun, and you can also observe the sun and see its spectrum. Because there is a solar telescope which bring the sunlight into the exhibition area on the top of the building.

The challenge for us is we do not have real things. All exhibits must be thought out and then built it out. For the art gallery or history museum, they have the real things to show to the public.

When we design a new exhibition, we will consider carefully and deeply the following question: What are exhibitions. What are the difference between them and the other media, such as book, TV, internet, movies, drama. Why people come to visit it.

We realized that the essential difference is that only the exhibition can let visitors go into it and interact with it. So, for designing the exhibition, how to interact with the visitors are crucial.

Last year, we had an idea to develop a new style interactive exhibition: universe shuttle. Visitors will drive the universe shuttle to travel around the time and space, from the big bang till now, to experience the important events during the evolution of the universe in 13.7 billion years.

But you need learn and pass some examination and then you can drive. So we designed a special visiting procedure for visitors. First, you need to know something about the universe, and then, you can pass a test to get the license to drive the universe shuttle.

The universe shuttle has magic power, it can bring you back to the history of the universe, and you can see special events happened at that moment. During the journey, you will meet some accidents, which you must deal with by yourselves. Such as when you watch the Big bang, you find you need to control your universe shuttle to escape quickly, or you will die. And then, when you watch the birth of galaxy, you find that your universe shuttle has not enough power, so you need to collect hydrogen to fusion to get energy. Finally when you watch the born of our solar system, you need to identify the planets, otherwise you cannot return back to the Earth.

During the journey, you will cooperate with other people together, and you will compete with others too. By the end, there are rank list showing on the screen.

During your travelling around the time and space, you will be taken pictured and you can choice to print photo and bring it back home.

That is our new type of interactive exhibition: A story happens, and you are the hero in the story.

Our universe shuttle concept design plan won Beijing competition of public science project and earned some money from Beijing government.
We finished the exhibition on the underground floor. It opened to public on Aug. 23 2011.

- Visitors number: 5117 (39 days from Aug.23 to Oct.8, without 3 days when was closed)
- Print photos number: 583

Learning by reading panels  Take a test to get licence

Travel around the time and space  Print picture

Our team

Welcome to Beijing Planetarium!