

# SparkLab

SCIENCENTRE

## MEDIA KIT

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# Media Release

September 2018

## Spark your curiosity at Queensland Museum's new sciencentre!

See giant sparks of electricity, test your strength, watch water freeze, observe magnetic liquid and be amazed by an illuminated six foot sphere that shows dynamic images of the atmosphere, oceans and land when at Queensland Museum's new *SparkLab*, *Sciencentre*.

Following a multi-million dollar renovation the new *SparkLab* will pave the way to making science, technology, engineering, and maths accessible to everyone.

Minister for Science and Arts Leeanne Enoch said the new *SparkLab* gallery is a fantastic opportunity for all ages to get hands on with science and discover new things about the world around us.

"The Queensland Government's *SparkLab* investment of \$9.4 million will help bring science out of the labs and textbooks and into the hands of our young people so they can make discoveries, challenge ideas and ask questions, which is the basis of all science," Minister Enoch said.

"*SparkLab* is about putting the fun back in science; where else can you go and make cloud patterns, watch a live science demonstration, or build electrical circuits using wire and components, such as light bulbs and buzzers.

"Keeping that sense of amazement, curiosity and discovery is what we want every child – and every adult – to experience throughout their life and I'm sure *SparkLab* will capture imaginations and inspire minds."

This is the first major renovation since the *Sciencentre* opened at Queensland Museum in 2004, and has been designed to allow visitors to explore our world and how it works using the same skills that scientists, engineers and mathematicians use every day.

Queensland Museum Network CEO Dr Jim Thompson said the team at the museum are delighted and excited to welcome visitors to the new vibrant and interactive *SparkLab*.

"We are looking forward to rolling out the welcome mat and opening the doors to a world of scientific discovery where people can test ideas, look for answers and be curious about what science has to offer," Dr Thompson said.

"Science is everywhere in our daily lives, and science is fun, without it you wouldn't be able to drive to work, phone a friend, or turn the lights on, so it's important that we are able to connect with and inspire the next generation to develop interests and skills in STEM."

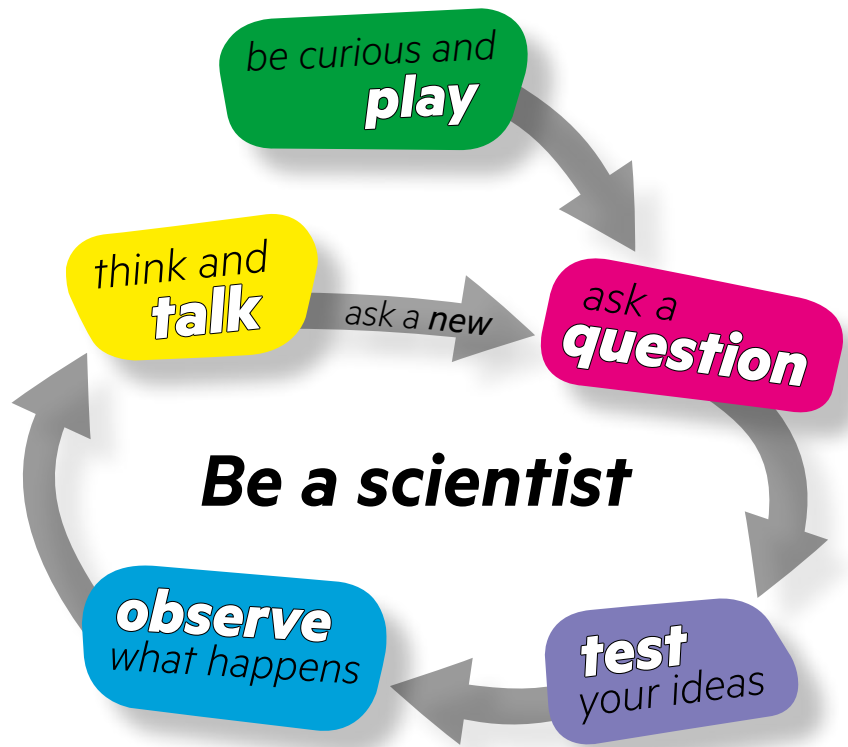
When the doors open, *SparkLab* will include 40 exhibits in three zones including a science bar featuring hands on experiments and demonstrations, and a maker space that gives visitors the opportunity to design, make, test and evaluate their creations.

Queensland Museum partnered with Science Museum London, to deliver *SparkLab*, based on the group's popular Wonderlab galleries.

For more information or to purchase tickets visit

[www.qm.qld.gov.au/sparklab](http://www.qm.qld.gov.au/sparklab)





Visitors are encouraged to follow the scientific process

## About *SparkLab*, *Sciencentre*

Young science enthusiasts will be able to explore their curiosity at Queensland Museum's new interactive science gallery *SparkLab, Sciencentre*.

*SparkLab* will include 40 exhibits in three zones and will also include new science shows, a science bar featuring hands on experiments and demonstrations, and a maker space that gives visitors the opportunity to design, make, test and evaluate their creations in response to a 'big question' or challenge.

### ***SparkLab* creates opportunities for visitors to be a scientist:**

- Through **play**, our visitors are free to be **curious**, make observations and ask **questions** about their world. They can **test** their ideas and **design** solutions to problems.
- Visitors can **share** their thinking and apply STEM skills in our gallery and later in their world.





Flowing mist

## Visitors will explore three zones:

### Zone 1

**Our world and how it works – 10 interactive exhibits about the Earth, space, and states of matter.** Our planet is part of a larger universe and our relationship with our nearest celestial neighbours impacts our world and our daily lives. This zone will explore matter - how it moves, behaves and changes – which helps us to uncover how the world around us works.

#### Science on a sphere

Displays global data which explores the paths of storms, changes in ocean temperature or the surface of Mars with Queensland only Science On a Sphere® (SOS)

This six-foot illuminated suspended sphere is used to help explain Earth science to people of all ages. Animated images, ranging from space to ocean temperatures can be seen on this interactive sphere in real time data. One of only two in Australia from the National Oceanic and Atmospheric Administration.

#### Flowing Mist

Change how the mist moves and flows. Watch mist swirl up and down a slope and explore how the mist moves and flows and understand how gases and liquids behave and move.



Mirror mirror

## Zone 2

**How do we perceive our world? Do we all perceive it the same way? – 11 interactive exhibits.** Our sense of hearing and our sense of sight are two of the ways we gather information about our world. In this space visitors can explore and understand how the science of sound and light can help us question, challenge, test and change how we perceive our world. Compare your perception to other people and also, other animals!

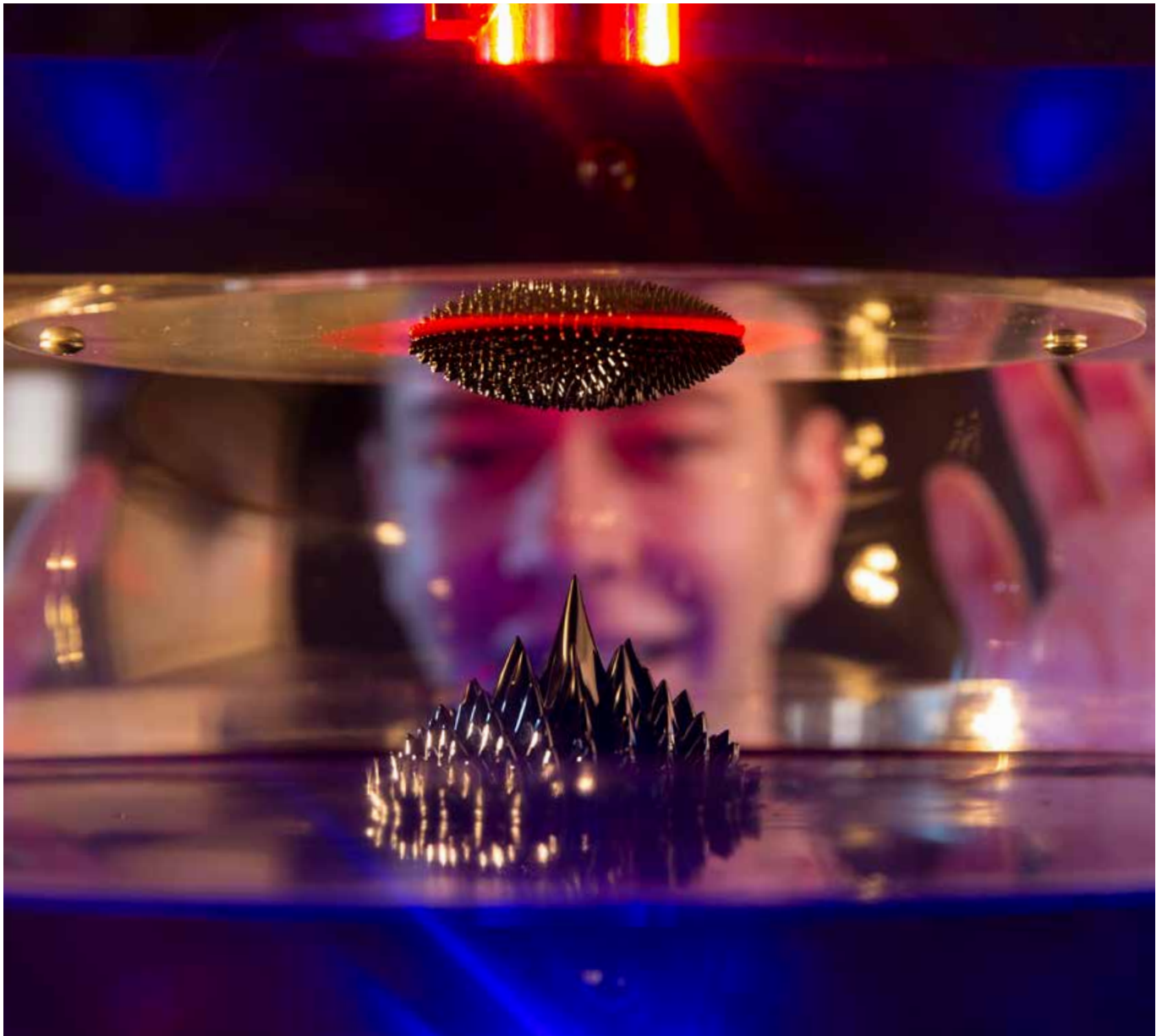
### Coloured shadows

Why are there so many coloured shadows? Cast a number of coloured shadows in different positions while standing in front of a large white wall.

Shining from behind the visitor are the three primary colours of light – red, blue and green. These three colours of light make white light. As the visitor blocks one or more of these lights, they cast a coloured shadow. What colours can they see?

### Mirror mirror

How many of you can you see? Stand in front of more than 100 curved mirrors and see what happens to your reflection. Light reflects off each mirror at slightly different angles, and lets you see images of yourself staring right back at you.



Magnetic liquid

## Zone 3

**How can we change our world? What does this change do? – 19 interactive exhibits.** Explore and manipulate forces, transform and transmit energy and test out structures as you imagine the possibilities. Every tool, machine or structure in our world started as an idea from someone's imagination with the inspiration for design often found in nature.

### Lift a fridge

Test your strength and Lift a fridge.

Choose from three different ropes at different points along a giant lever – which has a fridge attached at one end. As you pull down on the ropes and lift the fridge, you will notice the further away you are from the pivot point, the easier it is. AMAZING!

### Magnetic liquid

How can magnets be used to move a liquid?

Turn two handles – one to move the top magnet and the other the bottom magnet and see what happens to the ferrofluid (liquid) within the sphere when the magnets are close to the fluid or far away?







Maker Space

## More fun and fascinating exhibits to explore:

### Science Bar

A live demonstration area where different experiments will be performed by Museum staff, could be anything from chemistry to taxidermy.

### Maker Space

This space is about visitors designing and testing their own creations in response to a 'big question'. It could be low-tech with paper and glue, or high-tech with coding and drones. Will be both facilitated sessions and self-led opportunities.

### Watch water freeze

Visitors spray water onto a refrigerated glass top and, looking through the polarising lenses, can watch the water freeze and form beautiful ice crystals. Visitors can touch the ice crystals with their hand and melt them, then watch the water re-freeze and form different ice crystals.

### Seeing colour

Visitors enter a room that is bathed in a single colour of light – the light changes between red and green and blue, and creates the unusual effect of objects appearing differently depending on how they reflect light.

### Gravity run

Visitors work together to create a marble run using twister tubes and bells and wheels on a magnetic wall – try to make the longest run they can, and time how long it takes for the ball to make it to the end.

### Circuits

Visitors build electrical circuits using wire and components, such as light bulbs and buzzers. There are six different challenges for the visitor to complete, such as making a burglar alarm.

### Old favourites not forgotten

- **Thong-a-phone** will return in the new **Sound studio**, so gather your friends around to create some music with this unusual musical instrument.
- **Spinning Chair (Rotation Station)** – sit in a chair and get friends to give you a push to start rotating. Control how fast you spin!
- **Plasma Ball (Touch the lightning)** – touch the Plasma Ball and watch as the streams of plasma are attracted towards your hand. Plasma is a state of matter like solids, liquids and gases.

# Timeline and History of the *Sciencentre*

This is the first major renovation since the *Sciencentre* opened at Queensland Museum in 2004, and has been designed to allow visitors to explore our world and how it works using the same skills that scientists, engineers and mathematicians use every day.

## 1983–1989

The initial concept for an interactive science and technology centre was developed as a submission for the Expo 88 project.

The Old Printery Building in William Street was selected as the new location and the *Sciencentre* was first opened on 12th October 1989.

## 1990–2003

Preparations began in 1990 to move the centre to the larger George Street Printing Building. The *Sciencentre* was reopened on 13th September 1992.

At the end of January 2003, the *Sciencentre* in George St closed its doors as preparations began for the move of the *Sciencentre* to Queensland Museum at South Brisbane.

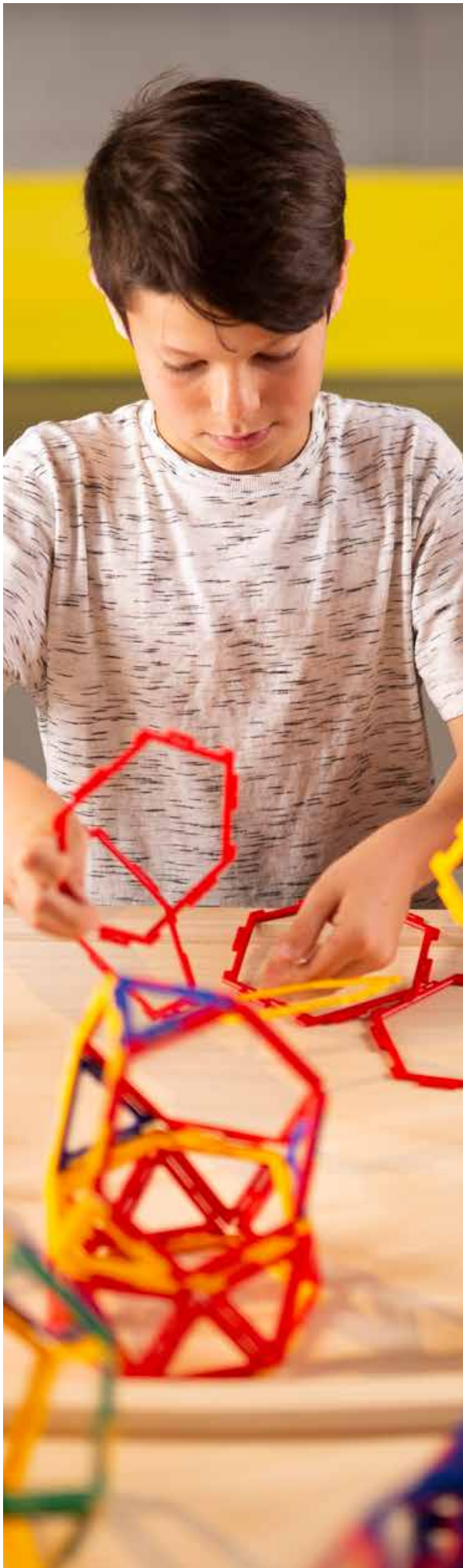
## 2004–2017

The *Sciencentre* at Queensland Museum opened its doors in September 2004 on Level 1 at Queensland Museum welcoming 190,000 visitors annually.

## 2018–present

The *Sciencentre* closed its doors in January to undergo a multi-million dollar renovation. The Queensland Government's *SparkLab* investment of \$9.4million helps bring science out of the labs and textbooks and into the hands of our young people so they can make discoveries, challenge ideas and ask questions.

On Monday, 17 September *SparkLab, Sciencentre* was officially opened to the public.



Shape maker

# Daily Tickets

## Ticket Prices

Adult	\$15.50
Concession	\$13.50
Child (5–15 years)	\$12.50
Children under 5	Free
Family (2 adults and 2 children)	\$46
Health Care Card Holders	\$10

## Timed ticketing

*SparkLab* is a timed entry experience. Choosing your preferred time will reduce waiting times and provide an enjoyable experience for all visitors. *SparkLab* is open daily from 9.40am to 5pm. Entry times commence at 9.40am, then hourly from 11am until last entry at 3pm.

Please note:

- All tickets purchased are for single entry
- Free admission for children under 5 years old
- Children under 16 years old must be accompanied by an adult (18+ years)
- Large bags, food and drink cannot be taken into the gallery

Tickets for *SparkLab* can be booked online

[www.qm.qld.gov.au](http://www.qm.qld.gov.au)

## Why is entry timed?

Timed ticketing helps us make people's visit more enjoyable and gives them time to explore *SparkLab* at their leisure. Once inside, visitors are welcome to stay as long as they wish to. Pass outs are not available.



Coloured shadows

# Annual Pass membership

MyMuseum Membership will be changing to Annual Pass.

Annual Pass membership gives you 12 months of unlimited entry to *SparkLab*, *Sciencentre* plus more.

## Annual Pass Prices

Adult	\$39
Concession (on presentation of a Concession card)	\$33
Child (ages 5–15)	\$30
Family (2 Adults and 2 Children)	\$99
Additional children \$10 each (max 2 additional children)	

## How to become an Annual Pass member

1. Purchase your membership online at the Museum Shop
2. Your card will be issued to your postal address
3. In the meantime, you can present your purchase receipt at the Museum to start taking advantage of all your new benefits!

## Extras

- 10% discount on all purchases at the Museum Shop
- 10% discount on all purchases at Café Muse
- 10% discount on entry to our other Queensland Museum Network campuses: The Workshops Rail Museum in Ipswich, Cobb+Co Museum in Toowoomba and the Museum of Tropical Queensland in Townsville
- Member-only discounts to selected ticketed Museum events and exhibitions
- Access to the Museum research library (by appointment, excludes weekends)
- Subscription to Museum E-news

Take advantage of our reciprocal membership arrangements on your next inter-state holiday.

Present your card for free general admission (excludes special exhibitions) to:

- Australian Museum & Powerhouse Museum - Sydney
- Questacon - Canberra
- Science Space - Wollongong
- Scienceworks - Melbourne
- Scitech - Perth

And at South Australian Museum receive 50% off major ticketed exhibitions and 10% discount in the Museum Shop and Museum Cafe.



**Wild State!**

# Public Programming

## A Night at the Museum

Explore the Museum as the sun goes down at our night time adventure for our smallest visitors.

Discover what happens at night when the Museum closes and see the animals before they go to bed. Explore every nook of the Museum including the brand-new *SparkLab Sciencentre*, and meet the locals in *Wild State!* Dance along with live music; see demonstrations, amazing objects, performances, hands-on activities and more.

**Visit [www.qm.qld.gov.au](http://www.qm.qld.gov.au) to purchase tickets**

## After Dark (18+ only)

After the ultimate post-work knock-off session that will impress a date and top up your science quota? Queensland Museum's After Dark is for you.

Wine in hand, explore all the Museum has to offer — natural history, cultural heritage, science and human achievement. Enjoy expert talks, science demonstrations and displays, live music and entertainment. Get access to the entire museum including the new *SparkLab Sciencentre*. See website for details.

Food and drinks will be available for purchase on the night. This is an 18+, adults-only event. ID will be requested on entry and to purchase alcohol.

### Tickets

Adults (18+ only)	\$24
Annual Membership holders	\$21

Members will need to present their card and ticket on entry. Prices include all booking fees.





Flight test

# Media enquiries

For all media enquiries,  
please contact  
Queensland Museum  
Media team

E: [media@qm.qld.gov.au](mailto:media@qm.qld.gov.au)

**Kylie Hay, Senior Media Advisor**

P: (07) 3842 9388

M: 0434 565 852

**Christine Robertson, Senior Media Advisor**

P: (07) 3840 7789

M: 0417 741 710

## Images for media

A range of images from the exhibition is available to download and use by media via the Dropbox link:

<https://www.dropbox.com/sh/txzaq86d1fxgad4/AABHQ1zCjz7tCk0sJ5ZH5F-pa?dl=0>

Supplied photo captions and credits — included in the image gallery — must accompany publication.

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