

ÅRSBERETNING - VIDENREGNSKAB

2004



ANNUAL REPORT - INTELLECTUAL CAPITAL STATEMENT



EXPERIMENTARIUMS ÅRSBERETNING 2004 / ANNUAL REPORT 2004

Ansvarshavende / Chief Editor	Lise Kinch
Redaktion / Editor	Asger Høeg, Erik Johansen
Oversættelse / Translation	Intertext
Grafisk design / Graphic design	Lise Rasted - Punkt@Prikke A/S
Tryk / Printing	Formegon ApS
Fotos / Photography	Carsten Andersen, Per Arnesen, Les Kaner, Poul Kattler, Flemming Leitorp, Steffen Roland Nielsen, Annemarie Reymann, m.fl.

ADRESSE / ADDRESS

Experimentarium®
Tuborg Havnevej 7, DK-2900 Hellerup
Tel + 45 39 27 33 33, Fax + 45 39 27 33 95
info@experimentarium.dk
www.experimentarium.dk

Experimentarium er en almennyttig fond
CVR-nr. 10 45 55 37
Experimentarium is a non-profit foundation
VAT. No. 10 45 55 37

ÅBNINGSTIDER

Mandag, onsdag - fredag 9.30-17
Tirsdag 9.30-21
Lørdag, søndag og helligdage 11-17
Lukket 23-25/12, 31/12, 1/1

OPENING HOURS

Monday, Wednesday - Friday 9.30-17
Tuesday 9.30-21
Saturday, Sunday and holidays 11-17
Closed on 23-25/12, 31/12, 1/1

LEDELSESBERETNING 2004

ET ÅR PRÆGET AF ET HØJT AKTIVITETSLEVELLE

Med 4 udstillinger, 337.746 besøgende og mange nye undervisningstilbud til skolerne blev 2004 præget af et meget højt aktivitetsniveau.

AFSLUTNING AF FORNYELSEN AF EXPERIMENTARIUMS HOVEDUDSTILLING

Den 29. januar 2004 indviede videnskabsminister Helge Sander "Cirkus Fysikus", der markerede afslutningen på fornyelsen af Experimentariums hovedudstilling. I udstillingen kan man rejse på et flyvende tæppe (godt hjulpet på vej af trykluft), og man kan - som fakiren - lægge sig til hvile på sengen med de tusinde søm. Udstillingens eksperimenter fortæller om naturens kræfter og viser, hvor overraskende disse kræfter ofte virker.

Fornyelsen af Experimentariums hovedudstilling har andraget ca. 22 mill. kr., heraf 17 mill. kr. ved tilskud fra fonde og virksomheder. Experimentarium vil rette en stor tak til disse fonde og virksomheder, som ved deres generøse tilskud muliggjorde dette for Experimentarium så betydningsfulde projekt: Egmont Fonden, Augustinus Fonden, Novo Nordisk Fonden, Lundbeckfonden, Knud Højgaard's Fond, Louis Petersens Legat, Oticon Fonden, Novozymes A/S, Thomas B. Thriges Fond, Den Obelske Familiefond, Brdr. Hartmanns Fond, Icelandair, Energistyrelsen, NCC Danmark, DEFU og København Sund By.

SAFRI DUO SKABTE SUCCES FOR SKOLEKONKURRENCEN "GI' LYD"

Med støtte fra Otto Mønsted's Fond udskrev Experimentarium i 2003 en konkurrence for landets skoler. Opgaven var at udvikle det mest spændende eksperiment om lyd. Der blev udarbejdet materiale til inspiration for lærerne. Der deltog 117 klasser, og der indkom i alt 85 forskellige eksperimenter. I en selvgod stund kunne Experimentarium forledes til den opfattelse, at der ikke kunne indkomme forslag fra klasserne, som vi ikke havde kendskab til i forvejen. Derfor var det en behagelig overraskelse at konstatere den store fantasi og opfindsomhed, som klasserne havde lagt ind i eksperimenterne. Vinderforlaget var en vidunderlig maskine, hvor man kunne se, hvorledes toner frembragt af et el-orgel kunne få en vandoverflade over højttaleren til at bryde ud i den smukkeste vanddråbe-dans. Finalen blev krydret med en fantastisk koncert fra Safri Duo, der personificerede konkurrencen i forhold til skoleeleverne.



Vinderklassen fik en tur til Paris i en uge - sponsoreret af KILROY group travel.

KØNSEXPERIMENTET

Den 30. september indviede undervisningsminister Ulla Tørnæs den fra Technopolis i Flandern indlejede særudstilling "Kønsexperimentet". I udstillingen kan publikum teste, om mænd eller kvinder er bedst til at løse forskellige opgaver. De 40 opstillinger igangsættes med en strekkode fra et armbånd, der udleveres i kvindeudgaver og mandeudgaver. Ved afslutningen af udstillingen kan man ved brug af sit armbånd få udskrevet sit "Scorekort", der fortæller, hvorledes man for de enkelte eksperimenter har klaret sig i forhold til de mange tidligere besøgende - med kvinder for sig og mænd for sig.

I forbindelse med det traditionelle skolemateriale, der altid udarbejdes til nye udstillinger, betrødte Experimentarium helt nye veje. Materialet befinder sig nemlig alene i cyberspace! Til gengæld giver det læreren og eleverne et godt grundlag for at lære om de fordomme, som hersker om mænds og kvinders evner og vaner.

Efter ca. 70.000 mænd og kvinders deltagelse i udstillingens tests blev resultaterne sammenfattet. Det var kun ganske få af opgaverne, hvor der kunne konstateres en forskel på mænd og kvinders resultater.

"Kønsexperimentet" overtog depechen fra "KribleKrable", som havde været vist i Særudstillingslokale 1 fra september 2003.

Køn
SEXPERIMENTET

KONFERENCE OM HJERNEN OG LÆRING

Særudstillingen "Hjernen" udfordrede publikum i Særudstillingslokale 2 hele året. Som supplement hertil og i tilknytning til HjerneUgen gennemførte Experimentarium i samarbejde med CVU Storkøbenhavn en vellykket konference den 10. og 11. marts "Hjernen og Læring" med 250 deltagere.



DEBATAFTENER I SAMARBEJDE MED FOF

I løbet af året gennemførte Experimentarium i alt syv debataftener i samarbejde med FOF. Emnerne, som gerne skal have en snert af det kontroversielle, var: Moderne management og skoleudvikling: Udvidelse af bevidstheden eller nyreligiøsitet vās? Er intelligensen arvelig? Mobiltelefoni, stråling og magnetfelter - hvad vėd vi midt i krydsfeltet mellem videnskab og samfundsforhold. IT og sikkerhed. Kan tro flytte bjerge? Kønnet biologien og opvæksten. Hvorfor er kvinder mindre tiltrukket af naturvidenskab end mænd?



SMS-QUIZ

I samarbejde med Sonofon introducerede Experimentarium i oktober anden generation af SMS'eren. Det drejer sig om en service, hvor publikum ti steder i udstillingen kan besvare spørgsmål via en sms og være med i en lodtrækning om en Siemens S65 Kamera Telefon.

EXPERIMENTARIUMS "FORSKNINGSAFDELING"

I lokaler på 2. sal i Sydfløjen har i alt fire forskere fundet husly. Det drejer sig om 2 specialestuderende fra Roskilde Universitetscenter og 2 Ph.D. studerende fra Syddansk Universitet. Alle 4 studerendes forskning har som emne den formidling, der foregår på Experimentarium. Det daglige samvær med disse studerende bidrager med gode ideer og nyttig kritik af Experimentariums aktiviteter. Med etableringen af husfællesskabet med disse 4 studerende er et eftertragtet mål i Experimentarium Vision 2013 allerede ved at blive indfriet. Ambitionen er at udvide forskningsindsatsen på Experimentarium i årene fremover, således at der gennem formidlingsforskningen kan opnås en løbende strøm af forslag og ideer til en stadig forbedring af Experimentariums udstillinger og øvrige formidlingsaktiviteter.

SCIENCE NIGHT

En gal videnskabsmand prøvede at sabotere skiftet fra Sommertid til Vintertid natten mellem den 30. og 31. oktober 2004. Det var der heldigvis 100 entusiastiske science night børn, der fik forhindret! Efter en pause på et par år er Experimentarium igen begyndt at gennemføre science nights, hvor børnene er på Experimentarium fra kl. 17.30 til næste morgen. Det lykkedes børnene - blandt andet ved at sende lasersignaler fra det ene tårn til det andet - at knække videnskabsmandens kode og sikre den rettidige overgang fra Sommertid til Vintertid.



KRIBLEKRABLE MYLDREDE TIL BRUXELLES

Efter nedtagningen af den egenproducerede særudstilling "KribleKrable" i september 2004 blev udstillingen opbygget i en version med franske og hollandske tekster. Udstillingen blev indviet på Institut Royal des Sciences Naturelles de Belgique den 14. oktober 2004. Udstillingen



har i skrivende stund været besøgt af mere end 150.000 personer. "KribleKrable" skal i samme hollandsk-franske version til Naturalis i Leiden i maj 2005.

HJERNEN TIL POLEN

Den ligeledes egenproducerede særudstilling "Hjernen" blev i efteråret 2004 opbygget i en version med polske tekster. Udstillingen blev efter bare 3 ugers omkalfatring opstillet til åbning i Kulturpaladset i Warszawa den 20. januar 2005. Udstillingen er her allerede set af mere end 100.000 personer. "Hjernen"s europæiske odysse omfatter nu 10 byer: Hellerup, Frøslev Lejren, Århus, Bergen, Stockholm, Wien, Lissabon, Leiden, Bruxelles, Hellerup og Warszawa. Udstillingen har nu været genstand for mere end 1,3 million personers hjerneeksperimenter!

SCIENCE CENTER Udstilling til Centro Cienciã Viva de Sintra

I den smukke by Sintra lige nord for Lissabon bygger det portugisiske netværk af science centre, Cienciã Viva, et nyt science center i en nedlagt sporvognsremise. Experimentarium er af fonden Centro Cienciã Viva de Sintra blevet udpeget til at skulle levere centrets udstilling omfattende 32 eksperimenter. Der er berammet indvielse den 8. september 2005.

BUTIK OG CAFÉ

Den 1. marts 2004 overtog Experimentarium atter driften af Butikken, som ved den lejlighed tog navneforandring til Experimentikken. Butikkens sortiment og indretning er



forbedret, så det i endnu højere grad er i samklang med de eksperimenter, publikum udfordres af i udstillingerne.

Fra den 1. januar 2005 overtog Experimentarium også selv driften af Caféen, som har været bortforpagtet siden 1996. Sigtet med overtagelsen har været at sikre en højere kvalitet, men omsætningen pr. besøgende i både butik og café er steget betydeligt efter overtagelsen - med henholdsvis 72% og 26%.

MASSER AF UNDERVISNINGSTILBUD TIL SKOLERNE I STØBESKEEN

I løbet af 2004 har Experimentarium opnået støtte til iværksættelse af et helt usædvanligt stort antal formidlingsaktiviteter rettet mod folkeskolen.

Med støtte fra EU DG Research og en meget stor donation fra Egmont Fonden blev projektet "Xcitters - naturvidenskab fra ung til ung" iværksat i november 2004. Hendes Højhed, Prinsesse Alexandra, er protektor for Xcitters-projektet. En lang række lærere og disses bedste elever skal lære om formidling af naturvidenskab, hvorefter eleverne tager tilbage til deres skoler og er med til at undervise kammeraterne - både jævnaldrende og yngre - i naturfag. Learning by teaching i den rene vare.

Med støtte fra MT Højgaard, Knud Højgaards Fond og TrygFonden omkalfatrer Experimentarium for tiden en sættevogn til et jordskælvsramt område. Sættevognen skal besøge en lang række skoler de næste 2 år. Der indrettes nødlazaret i lokaler på skolen, hvorefter eleverne får et undervisningsforløb om kroppen og førstehjælp. Undervisningstilbudet hedder "Redningshold for en dag".

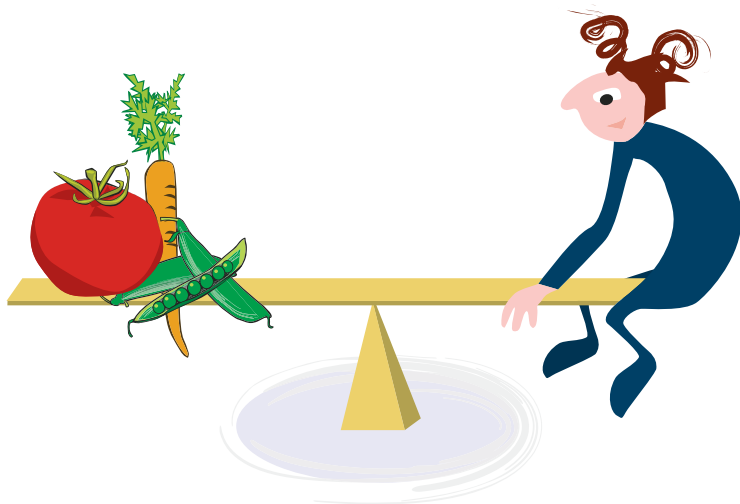
Med støtte fra NES A/S indvier Experimentarium i april 2005 et undervisningsforløb "El-agent for en dag" i et nyindrettet laboratorium i science centret på Tuborg Havnevej 7.



Med støtte fra Otto Mønstedts Fond lanceres en skolekonkurrence i stil med "GI' LYD". Emnet for de eksperimenter, eleverne skal opbygge, er mekanisk energi (typisk kuglebaner). Herved markerer Experimentarium Verdensfysikåret 2005.



Experimentariums næste store egenproducerede særudstilling med åbning den 5. oktober 2005 er "Sport & Spinat". En supplerende aktivitet til udstillingen er "Sport & Spinat spillet". Med støtte fra FDB lancerer Experimentarium her i foråret 2005 den landsdækkende skolekonkurrence "Danmarksmesterskab i Sport & Spinat".



Med støtte fra Oticon Fonden gennemførte Experimentarium i samarbejde med CVU Storkøbenhavn et meget vellykket efteruddannelseskursus i naturfagsundervisning. Kurset blev stærkt overtegnet og gentages - igen med støtte fra Oticon Fonden - her i 2005.

Og så opnåede Gentofte Kommunes 10. klasses elever, der valgte fysik og kemi, husly på Experimentarium fra december 2004. Det er vist første gang i historien, at et science center er længerevarende værter for en skoleklasse!

FORBEDRING AF DRIFTSØKONOMIEN

I 2004 besøgte 337.746 personer Experimentarium. Det er - siger og skriver - 375 flere personer end i 2003! Men entréindtægterne var imidlertid 3,1 mill. kr. højere på grund af en prisstigning på ca. 20%. Denne prisstigning har været nødvendig for at skabe bedre balance i Experimentariums driftsøkonomi. Det bemærkes i den forbindelse, at Statens driftstilskud udgør ca. 8% af Experimentariums samlede indtægter. Experimentariums driftsøkonomi er siden 1991 hjulpet særdeles godt på vej som følge af den generøse og meget store gave fra Carlsberg A/S. Bryggerierne stillede i sin tid bygningen Tappehal Nord på 18.000 m² gratis til centrets rådighed for en periode af 20 år frem til 2011. Experimentariums dispositionsfond er ved udgangen af 2004 på 11,2 mill. kr. Reserverne er suppleret ved tilskud fra Dansk Industri, Provinsindustriens Arbejdsgiverforening og Industriens Arbejdsgivere i København i perioden 2001 - 2003 på i alt 9 mill. kr.

Resultatet for 2004 blev et underskud på 5,816 mill. kr. mod et underskud på 9,729 mill. kr. i 2003. Af underskuddet på 5,816 mill. kr. udgør afskrivninger 7,091 mill. kr. Underskuddet dækkes ved overførsel fra dispositionsfonden.

Der er ikke i den forløbne del af 2005 indtrådt hændelser, som har betydning for Fondens økonomiske situation pr. 31. december 2004.

BUDGETTET FOR 2005

Budgettet for 2005 udviser et underskud på 6,715 mill. kr. på basis af et besøgstal på 320.000 besøgende.

Den 5. oktober 2005 indvies Experimentariums næste store egenproducerede særudstilling "Sport & Spinat".

VIDENREGNSKAB 2004

Experimentariums Videnregnskab 2004 vil blive offentliggjort i juni måned 2005 og vil i lighed med tidligere år være tilgængelig på www.experimentarium.dk

ANNUAL REPORT 2004

A YEAR CHARACTERISED BY A HIGH LEVEL OF ACTIVITY

With four exhibitions, 337,746 visitors and many new educational offers for schools, 2004 was a year characterised by a very high level of activity.

CONCLUSION OF THE RENEWAL OF THE EXPERIMENTARIUM'S MAIN EXHIBITION

On 29 January 2004, the Minister for Science, Technology and Innovation, Helge Sander, inaugurated "Circus Fysikus", which marked the conclusion of the renewal of the Experimentarium's main exhibition. Visitors to this exhibition can travel on a flying carpet (helped along by compressed air) and, as fakirs, can lie on a bed of 1,000 nails. The exhibition's experiments deal with the forces of nature, and demonstrate the often surprising effects that these forces often produce.

The renewal of the Experimentarium's main exhibition has cost a total of approximately DKK 22 million, of which DKK 17 million was derived from grants from foundations and companies. The Experimentarium would like to express its thanks to these foundations and companies, whose generous support made this very important project possible: the Egmont Foundation, the Augustinus Foundation, the Novo Nordisk Foundation, the Lundbeck Foundation, the Knud Højgaard Foundation, the Louis Petersen Scholarship Fund, the Oticon Foundation, Novozymes A/S, the Thomas B. Thrige Foundation, the Obel Family Foundation, the Hartmann Brothers Foundation, Icelandair, the Danish Energy Authority, NCC Danmark, DEFU and the Copenhagen Health Administration.

SAFRI DUO BROUGHT SUCCESS TO THE SCHOOLS COMPETITION "GI' LYD" ("MAKE A SOUND")

In 2003, with support from the Otto Mønsted Foundation, the Experimentarium launched a competition for Danish schools which invited proposals for the most exciting experiments with sound. Inspirational material was also prepared for teachers. 117 classes took part, and a total of 85 different experiments were received. Somewhat complacently, the Experimentarium was under the impression that the school classes could not suggest experiments with which we were not already familiar. Accordingly, it was a pleasant surprise to see just how much imagination and ingenuity the classes invested in their experiments. The winning proposal was a wonderful machine which

caused a water surface above a loudspeaker to produce a very beautiful water droplet dance whenever a note was played on an electric organ. The final round of the competition was spiced with a fantastic concert by Safri Duo, who personified the competition in relation to the pupils. The winning class received a week's trip to Paris, sponsored by the KILROY group travel.



THE GREAT SEXPERIMENT

On 30 September, Minister of Education, Ulla Tørnæs, opened a special exhibition entitled "The Great sEXPERIMENT", which was on loan from Technopolis in Flanders. In the exhibition, the public investigates whether men or women are best at performing various tasks. The 40 exhibits can be started up using a bar code on an armband, which is supplied in women's and men's versions. At the end of the exhibition, visitors use their armbands to obtain a printed "scorecard" stating how well the person concerned performed in each of the experiments in relation to previous visitors – with the total scores for men and women displayed separately.

For the traditional school materials which are always compiled for new exhibitions, the Experimentarium also explored new ground here, inasmuch as the material was available in cyberspace only! On the other hand, the materials gave teachers and students a sound basis upon which to learn about common prejudices concerning men's and women's abilities and habits.

When approximately 70,000 men and women had participated in the exhibition tests, the results were summarised. There were only a very few tasks in which a marked difference could be detected between the results of men and women.

"The Great sEXPERIMENT" took over the stage from "CreepyCrawly", which had been on display in Special Exhibition Room 1 since September 2003.

CONFERENCE ON THE BRAIN AND LEARNING

The special exhibition "The Brain" continued to challenge the public in Special Exhibition Room 2 throughout the year. As a supplement to this, and in connection with the International Week of the Brain, the Experimentarium, in co-operation with the Greater Copenhagen Centre for Higher Education, held a successful conference on 10 and 11 March entitled "The Brain and Learning", which attracted 250 participants.

DEBATE EVENINGS IN CO-OPERATION WITH FOF

In the course of the year, the Experimentarium held a total of seven debate evenings in association with the adult education association FOF. The subjects, which were intended to be slightly controversial, were: Modern management and school development: Expansion of consciousness or new-religious nonsense? Is intelligence inherited? Mobile telephones, radiation and magnetic fields – how much do we know in the interface between science and society? IT and security. Can faith move mountains? Gender, biology and upbringing. Why are women less attracted by science than men?

SMS QUIZ

In October, in co-operation with Sonofon, the Experimentarium introduced the second generation of mobile phone text messages. This consisted of a service in which, at ten locations in the exhibition, the public could answer quiz questions via text messaging, and could thereby be included in a draw for a Siemens S-65 camera phone.

THE EXPERIMENTARIUM'S "RESEARCH DEPARTMENT"

Four researchers have been given a home on the second floor of the South Wing, namely two MSc thesis students from Roskilde University and two PhD students from the University of Southern Denmark. All four students are researching the teaching and communication processes that take place at the Experimentarium. The daily contact with these students is a source of good ideas and useful criticism of the Experimentarium's activities. By sharing its premises with these four students, the Experimentarium is already well on its way to fulfilling one of the important goals set out in its Vision 2013. The aim is to extend the research efforts of the Experimentarium over the coming years, so as to secure a continuous stream of ideas and suggestions which will help to improve the Experimentarium's exhibitions and other educational activities on an ongoing basis.

SCIENCE NIGHT

A mad scientist tried to sabotage the changeover from summer time to winter time on the night of the 30-31 October 2004. Luckily, there were 100 enthusiastic science night children there to stop him! After a break of a couple of years, the Experimentarium is now once again running science nights, in which children stay at the Experimentarium from 5.30 pm until the following morning. By sending laser signals from one tower to another, the children succeeded in cracking the scientist's code and ensuring that the changeover from summer to winter time took place correctly.



CREEPCRAWLY CRAWLED TO BRUSSELS

When the Experimentarium's own special exhibition, "CreepyCrawly", was dismantled in September 2004, it was reconstituted in a French/Dutch language version which opened at the Royal Belgian Institute of Natural Sciences in Brussels on 14 October 2004. At the time of writing, it has been visited by more than 150,000 people. "CreepyCrawly" will also be sent to Naturalis in Leiden in May 2005 in the same Dutch/French version.

THE BRAIN

THE BRAIN GOES TO POLAND

Another self-produced special exhibition, "The Brain", was produced in a Polish-language version in the autumn of 2004. After just three weeks of transformation work, the exhibition opened at the Palace of Culture in Warsaw on 20 January 2005, where it has already been seen by more than 100,000 people. "The Brain's" European odyssey has so far encompassed 10 cities: Hellerup, Frøslev Lejren, Århus, Bergen, Stockholm, Vienna, Lisbon, Leiden, Brussels, Hellerup again, and Warsaw. More than 1.3 million people have undertaken brain experiments at the exhibition!

SCIENCE CENTRE EXHIBITION TRAVELS TO THE CENTRO CIENCIÂ VIVA DE SINTRA

In the beautiful town of Sintra, just north of Lisbon, the Portuguese network of science centres, Cienciã Viva, has built a new science centre in a former tram depot. The Experimentarium has been chosen by the foundation Centro Cienciã Viva de Sintra to supply the centre's main exhibition, encompassing 32 experiments. The inauguration date has been set for 8 September 2005.

SHOP AND CAFÉ

On 1 March 2004 the Experimentarium once again took over the running of the shop, the name of which was simultaneously changed to Experimentikken. The shop's range and decor has been improved, to enable it to harmonise even better with the experiments that the public try out at the exhibitions.

From 1 January 2005 the Experimentarium also took over the running of the Café, which has been under lease since 1996. The aim of these

EXPERIMENTIKKEN

Leg og legetøj for hjerne og sanser

takeovers was to secure better quality, but the revenue per visitor in both the shop and café has also risen considerably since the takeovers by 72% and 26%, respectively.

MANY EDUCATIONAL OFFERS UNDER DEVELOPMENT FOR SCHOOLS

During 2004, the Experimentarium acquired the financial means to implement an unusually large number of educational activities aimed at elementary schools.

With support from EU DG Research and a very large donation from the Egmont Foundation, the project "Xciters – science from youth to youth" was launched in November 2004, with Her Highness, Princess Alexandra, as patron. In this project, a large number of teachers and their top students will learn about science teaching, after which the students will return to their schools and help to teach their schoolmates – both those of the same age, and the younger classes – about scientific subjects – genuine learning by teaching.

With support from MT Højgaard, the Knud Højgaard Foundation and the Tryg Foundation, the Experimentarium is currently transforming an articulated truck trailer into an area struck by an earthquake. The trailer will visit a wide range of schools over the next two years. Emergency medical services will be set up in the schools, and the students will be given instruction in the body and First Aid. This educational offer goes under the title of "Rescue Team for a Day".

In April 2005, with support from NES A/S, the Experimentarium inaugurates an educational offer entitled "Electricity-agent for a day" in a newly-equipped laboratory in the science centre on Tuborg Havnevej 7.

With support from the Otto Mønsted Foundation, a school competition is being launched in a similar style to that held in association with "GI' LYD" ("Make a Sound"). The subject for the experiments constructed by the pupils is mechanical energy (typically marble runs). The Experimentarium is thereby marking World Year of Physics 2005.

The Experimentarium's next major self-produced special exhibition will open on 5 October 2005 under the title "Sports & Spinach". A supplementary activity to the exhibition will be "The Sports & Spinach game". This spring, with support from the FDB, the Experimentarium will launch a national schools competition, the "All-Denmark Sports & Spinach Championships".

With support from the Oticon Foundation, and in co-operation with the Greater Copenhagen Centre for Higher Education, the Experimentarium carried out a very successful course of further training in science teaching. The course was greatly over-booked and will be repeated in 2005, again with support from the Oticon Foundation.

10th-grade pupils from Gentofte Municipality studying physics and chemistry have been offered space at the Experimentarium from December 2004. This is probably the first time in history that a science centre has hosted a school class for an extended period!

IMPROVEMENT IN THE OPERATING ECONOMY

In 2004, 337,746 persons visited the Experimentarium. This is precisely 375 more than in 2003! Admission revenues, however,



rose by DKK 3.1 million, thanks to a price increase of approximately 20%, which was necessary in order to create a better balance in the Experimentarium's operating economy. It is noted in this connection that the State's operating subsidy comprises approximately 8% of the Experimentarium's total revenues. Since 1991, the Experimentarium's operating economy has been greatly helped by the generous and very large gift it received from Carlsberg A/S, in that the brewery placed the 18,000 m² Tappehal Nord building at the disposal of the Centre free of charge for a period of 20 years ending in 2011. At the conclusion of 2004, the Experimentarium's liquid reserve fund was DKK 11.2 million. In the period 2001 – 2003, the reserves have been supplemented by grants totalling DKK 9 million from the Confederation of Danish Industries, the Federation of Employers in Provincial Industry, and the Copenhagen Industries Employers' Federation.

The financial result for 2004 was a deficit of DKK 5.816 million, compared with a deficit of DKK 9.729 million in 2003. Of the DKK 5.816 million deficit, depreciation comprises DKK 7.091 million. The deficit will be covered by transfers from the liquid reserve fund.

No events have occurred in 2005 to date which are of significance for the Foundation's financial situation as of 31 December 2004.

BUDGET FOR 2005

The budget for 2005 shows a deficit of DKK 6.715 million, calculated on the basis of a projected 320,000 visitors.

The Experimentarium's next major self-produced special exhibition, "Sports & Spinach", will be inaugurated on 5 October.

KNOWLEDGE ACCOUNTS 2004

The Experimentarium's knowledge accounts for 2004 will be published in June 2005. As in previous years, they will be accessible at: www.experimentarium.dk

RESULTATOPGØRELSE

for 1. januar - 31. december 2004

Beløb i 1.000 kr.

Indtægter	2003	2004
Entréindtægter	17.213	20.271
Indtægter i butik og café	969	2.782
Salg af serviceydelser	1.351	1.081
Andre indtægter	5.010	4.430
Tilskud	4.314	7.470
Modtaget statsstøtte	3.000	3.000
Hovedudstillings fornyelse ovf. til øvrig grundkapital	0	-3.000
Finansielle poster	506	676
Indtægter ialt	32.363	36.710
Udgifter		
Andre eksterne udgifter	16.483	15.647
Personaleomkostninger	19.021	19.788
Afskrivninger	6.588	7.091
Udgifter ialt	42.092	42.526
Årets resultat	-9.729	-5.816

MILJØREGNSKAB

	2003	2004
Elforbrug i kWh	885.690	841.137
Fjernvarme Gj	5.236	4.399
Vandforbrug / m ³	3.862	8.210
Vandforbrug 2004 er for 20 mdr.		

BALANCE

pr. 31. december 2004

Beløb i 1.000 kr.

Aktiver	2003	2004
Opbygning og indretning	24.274	21.314
Hovedudstilling	13.324	11.561
Inventar og udstyr	396	741
Driftssikringsmidler	7.590	8.770
Anlægsaktiver ialt	45.584	42.386
Omsætningsaktiver		
Varebeholdninger og igangværende arbejde		377
Tilgodehavender	4.583	17.633
Likvide beholdninger og værdipapirer	308	885
Omsætningsaktiver ialt	4.891	18.518
Aktiver ialt	50.475	61.281
Passiver		
Egenkapital		
Grundkapital	30.681	27.177
Dispositionsfond	10.538	11.226
Egenkapital ialt	41.219	38.403
Gæld		
Leverandører af varer og tjenesteydelser	1.006	2.241
Periodeafgrænsningsposter	610	11.848
Bankgæld	0	0
Anden gæld	7.640	8.789
Gæld ialt	9.256	22.878
Passiver ialt	50.475	61.281

Hellerup, 19. april 2005

Direktør Asger Høeg

Bestyrelse:
Jannik Johansen, formand
Peter Augustinus, næstformand
Hans Peter Jensen
Hans Skov Christensen
Lene Lange
Anders Eldrup
Fritz Schur

Revisor KPMG C. Jespersen

Foranstående resultatopgørelse og balance er en forenklet udgave af årsregnskabet, herunder ved udeladelse af noter.

INCOME STATEMENT

for 1 January - 31 December 2004

Amounts in thousand DKK

Income	2003	2004
Admission revenue	17,213	20,271
Shop and Café sales	969	2,782
Sale of services	1,351	1,081
Other income	5,010	4,430
Contributions from fund-raising	4,314	7,470
State subsidy	3,000	3,000
The value of the main exhibition's renewal transferred to additional basic capital	0	-3,000
Financial entries	506	676
Total income	32,363	36,710
Expenses		
Other external expenses	16,483	15,647
Salaries and wages	19,021	19,788
Depreciation	6,588	7,091
Total expenses	42,092	42,526
Net income for the year	-9,729	-5,816

ENVIRONMENTAL AUDIT

	2003	2004
Electricity consumption in kWh		
Heating consumption/m ³	885,690	841,137
District heating GJ	5,236	4,399
Water consumption	3,862	8,210
Water consumption 2004 for 20 months		

BALANCE SHEET

As of 31 December 2004

Amounts in thousand DKK

Assets	2003	2004
Non current assets		
Building modifications and installations	24,274	21,314
Main exhibition	13,324	11,561
Equipment	396	741
Endowment funds	7,590	8,770
Total non current assets	45,584	42,386
Current assets		
Inventories and work in progress		377
Accounts receivable	4,583	17,633
Cash and bonds	308	885
Total current assets	4,891	18,518
Total assets	50,475	61,281
Capital and liabilities		
Capital		
Foundation capital	30,681	27,177
Liquid reserve fund	10,538	11,226
Total capital	41,219	38,403
Liabilities		
Accounts payable, trade	1,006	2,241
Deferred expenses	610	11,848
Bank loans and credits	0	0
Other liabilities	7,640	8,789
Total liabilities	9,256	22,878
Total capital and liabilities	50,475	61,281

Hellerup, April 19th, 2005

Executive Director Asger Høeg

Board
 Jannik Johansen, Chairman
 Peter Augustinus, Vice Chairman
 Hans Peter Jensen
 Hans Skov Christensen
 Lene Lange
 Anders Eldrup
 Fritz Schur

Auditor KPMG C. Jespersen

The above income statement and balance sheet is a simplified version of the original, hereunder by the omission of the notes.

VIDENREGNSKAB 2004

En ny oplevelse hver gang. Sådan skal det være for Experimentariums ca. 340.000 årlige besøgende. Det er vores slogan, og det er vores mål. En ny oplevelse hver gang.

Experimentarium skal øge kendskabet til naturvidenskab og teknik i befolkningen; og Experimentarium skal samtidig være bredt populær. Dette dobbelte sigte – specialisering OG bredde – stiller krav til en god produktudvikling, en kvalitetspræget drift og en målrettet markedsføring. Det fordrer en organisation, som tør udvikle sig i takt med både publikums og medarbejdernes ønsker.

For at lykkes med ovenstående arbejder Experimentarium bevidst strategisk. Til det formål har vi siden 2001 udarbejdet et Videnregnskab. Med Videnregnskabet i hånden sikrer vi kvalitet og fornyelse og styrker virksomhedens mulighed for at nå sine mål.

Samtidig giver Videnregnskabet omverdenen mulighed for at få indsigt i Experimentariums tilstand og udvikling. Man kan se, hvem vi er, hvad vi ønsker at opnå, og hvilke strategier vi griber til for at opnå vores mål. Derved kan også interessenter udefra vurdere, om – og hvordan – Experimentarium opfylder sit formål: En ny oplevelse hver gang.

EXPERIMENTARIUMS OVERORDNEDE MÅL

Experimentarium er en almennyttig, erhvervsdrivende fond, hvis formål er at udbrede kendskabet til naturvidenskab og teknik bredest muligt i befolkningen – særligt med henblik på ungdommen. Fonden blev stiftet den 6. november 1986. Centralt for opfyldelsen står etablering og driften af en science center virksomhed på Tuborg Havnevej 7 i Hellerup.

I 2001 blev der formuleret følgende overordnede mål for arbejdet i de kommende 6 til 7 år:

Experimentarium skal udbygge sin position som:

- Et nationalt kulturcenter for naturvidenskab, teknik, miljø og sundhed.
- Skolernes mest benyttede besøgsmaal i Danmark og i Sydsverige ved hjælp af formidlingstilbud, der er relevante i forhold til Folkeskolens, Gymnasiernes og andre ungdomsuddannelsers læseplaner.
- Et af de mest eftertragtede besøgsmaal for danskerne og sydsvenskerne ved at tilbyde en helhedsoplevelse af høj kvalitet, som på samme tid er underholdende, relevant og lærerig.
- Et af verdens mest innovative science centre ved til stadighed at forny centrets aktiviteter, således at disse er tidsaktuelle, relevante og fremtidsorienterede.

Experimentarium skal desuden:

- Yde en kundeservice, som er den bedste blandt Danmarks publikumsattraktioner.
- Være førende og forbilledlig med hensyn til formidling og forskning inden for den interaktive formidlingsform.
- Skabe en attraktiv og udviklende arbejdsplads, således at virksomheden til stadighed kan tiltrække og fastholde dygtige medarbejdere.
- Drive science centret og den øvrige virksomhed efter forretningsmæssige principper med en professionel markedsføring og kundeservice samt en effektiv drift med en høj produktivitet.
- Opnå så høj grad af selvfinansiering, at fondens uafhængighed aldrig kan betvivles.

Hvem besøger os? Experimentariums gæster

Experimentariums besøgende består af 3 grupper: Det almene publikum, uddannelsessektoren og møder, konferencer og selskaber. Siden 2000 har besøgstallet for disse 3 grupper udviklet sig således:

	2000	2001	2002	2003	2004
Alment publikum	216.022	189.258	293.015	211.551	223.027
Skoleelever	93.909	87.883	118.730	111.106	102.572
Møder, konferencer, selskaber mv.	10.580	15.153	14.456	14.714	12.147
I alt besøgende	320.511	292.294	426.201	337.371	337.746

I 2005 forventes 320.000 besøgende.

...særligt med henblik på ungdommen

I sin formålsparagraf lægger Experimentarium særlig vægt på formidling til den yngre del af befolkningen. At vi lykkes, kan vi se af, at unge under 14 år og unge under uddannelse i alle 5 år har udgjort omkring 60% af de besøgende.

	2000	2001	2002	2003	2004
Unge under 14 år	95.263	84.326	125.198	98.320	102.122
Skoleelever	93.909	87.883	118.730	111.106	102.572
Voksne	131.339	120.085	182.273	127.945	133.052
I alt	320.511	292.294	426.201	337.371	337.746

...et nationalt kulturcenter for naturvidenskab, teknik, miljø og sundhed

Det vil vi være! Men hvad siger publikum?

Hver dag spørger vi 25 besøgende, hvad de synes om Experimentarium. De tilfældigt udvalgte bliver bedt om at udfylde et spørgeskema med 16 spørgsmål. 11 spørgsmål omhandler, hvor tilfredse de er med vores tilbud - lige fra

Experimentikken til besøget som helhed. Publikum giver en karakter mellem 1 og 7. Karakteren 7 er meget tilfredsstillende, mens 1 er meget utilfredsstillende.

Publikums generelle tilfredshed med besøget afspejler sig meget konkret i besvarelsen af følgende spørgsmål: Vil du besøge Experimentarium igen? I 2004 svarede hele 81% ja på dette spørgsmål.

	2000	2001	2002	2003	2004
Ja	74%	77%	86%	86%	81%
Nej	2%	2%	1%	1%	1%
Måske	24%	21%	13%	13%	18%
I alt	100%	100%	100%	100%	100%

Skolernes mest benyttede besøgsmaal i Danmark og i Sydsverige

Det ønsker vi at være. For at sikre at vi også opfylder dette formål, uddeler vi løbende spørgeskemaer til en stor del af de skolelærere, der besøger Experimentarium sammen med deres elever. Tallene tyder på rimeligt tilfredse skoler; men vi ønsker fortsat at gøre det bedre. Skolerne skal fortsat have et større og større udbytte af besøget på Experimentarium.

	2002	2003	2004	Mål
Samlet vurdering af besøget?	5,8	5,8	5,8	6,2
Lærerigt for eleverne?	5,7	5,6	5,7	5,7
Motiverende for eleverne?	5,8	5,7	5,8	6,2
Experimentariums service?	6,6	6,7	6,6	6,2
Antal besvarelser	230	222	231	

Møder, konferencer, selskaber mv.

Hvert år åbner Experimentarium dørene for mere end 100 arrangementer. Virksomheder og institutioner, som vælger Experimentarium som en ramme for deres møder, konferencer og selskaber. Disse arrangementer er en vigtig indtægtskilde for Experimentarium, og derfor beder vi alle kunder om at udfylde et evalueringsskema, hvor Experimentarium både får karakter som arrangør, vært og for sine rammer.

	2002	2003	2004	Mål
Helhedsindtryk af arrangementet?	6,3	6,4	6,1	6,5
Indtryk af bookingpersonalet?	6,7	6,6	6,5	6,5
Indtryk af cafépersonalet?	5,9	6,3	5,9	6,0
Vurdering af traktament?	6,2	6,2	6,0	6,5
Vurdering af rengøringsstandard?	6,0	6,2	5,6	6,0
Indtryk af mødelokale, St.Scene mv.	5,4	5,8	5,4	6,0

Som det kan ses, er Experimentariums service ved disse særlige arrangementer høj, men der skal ske en forbedring

på en række områder. Vi vil i 2005 investere i lokalernes udstyr, og Experimentarium har selv overtaget driften af caféen pr 1. januar 2005.

HVORDAN LÆRER DE OS AT KENDE? EXPERIMENTARIUMS MARKEDSFØRING

Høj service og hyppig produktfornyelse er ikke nok til at få mellem 300.000 og 400.000 besøgende til at myldre ind af dørene. Udstillingerne skal også markedsføres og sælges professionelt.

Markedsføringen over for det almindelige publikum sker gennem anvendelse af traditionelle virkemidler som plakater, brochurer, annoncer, internet, PR. Som noget nyt har vi i markedsføringen af "Kønsexperimentet" udskrevet en SMS konkurrence, hvor vi udfordrede de 10-15-årige fordømme. Denne konkurrence blev markedsført via ungdomsmedier, som distribueres på landets skoler. Derudover når vi kontakt til mange besøgende gennem Experimentariums medlemsklub – en klub som er vokset siden 2000.

	2000	2001	2002	2003	2004
Medlemmer på besøg	8910	11010	20434	20746	18354
I alt besøgende	320.511	292.294	426.201	337.371	337.746
Medlemsbesøg i % af total	2,8	3,8	4,1	6,1	5,4
Antal medlemmer	2771	5191	6350	6895	6602

Også antal besøg på Experimentariums hjemmeside, www.experimentarium.dk vokser hele tiden, og vi kan se, at flere og flere af vore gæster aflægger hjemmesiden et besøg – før de rent fysisk besøger os. I løbet af ganske få år forventer vi da også, at hjemmesiden er vores mest betydningsfulde markedsføringsinstrument.

	1999	2000	2001	2002	2003	2004
Brugere af hjemmeside før et besøg i %	12	17	24	34	38	32

Antallet af besøg på Experimentariums hjemmeside har udviklet sig således:

	2000	2001	2002	2003	2004
Besøgende på hjemmesiden	220.000	300.000	576.000	789.000	830.000

Et besøg varer i gennemsnit ca. 2,0 – 6,5 minut – og den enkelte bruger ser 4 – 6 sider pr. besøg.

Kontaktlærere på næsten 1300 skoler

Til skolerne sker markedsføringen gennem direkte kontakt – enten til den enkelte skoles ledelse eller til en kontaktlærer, som skolen selv har udpeget, og som har ansvaret for





kommunikation mellem skolen og Experimentarium. Ved udgangen af 2004 havde Experimentarium kontaktlærere på 1.044 skoler i Danmark samt på 194 skoler i Sydsverige. Skoler kan købe et abonnement, som koster kr. 20 pr. skoleelev pr. år. Skoler med abonnement kan gratis komme på besøg med indtil 2 klasser pr. dag. I alt har 212 skoler med 69.599 elever sikret sig en tættere kontakt til Experimentarium. Herudover har Experimentarium et særligt samarbejde med naboen Hellerup Skole (indviet august 2002). Som en nyttig ressource i undervisningen kan skolens elever og lærere dagligt benytte Experimentarium gratis.

Skolebesøgene har udviklet sig således:

	2000	2001	2002	2003	2004
Antal abonnements elever på besøg	33302	32186	46196	47245	42729
Elever uden abonnement på besøg	60607	55677	71228	59958	58693
Andre			1306	3903	1150
I alt	93909	87863	118730	111106	102572
Abonnement i %	35	37	39	43	42

Masser af redaktionel omtale

Medierne interesserer sig fortsat for Experimentariums udstillinger og aktiviteter. Og i langt de fleste tilfælde er omtalen meget positiv. Især udstillingen "Kønsexperimentet" blev meget positivt modtaget af alle medier. Mange radiostationer og programmer, målrettet de 15-25 årige, ville gerne beskæftige sig med de fordomme, som findes mellem kønnene. Passer det, at kvinder ikke kan finde vej? Er det rigtigt, at mænd ikke kan gå ned ad trappe, og tygge tyggegummi på en gang? For at teste disse påstande besøgte vi derfor flere radiostationer og TV programmer sammen med en opstilling fra udstillingen, der testede radioværternes talent for "multi-tasking". Det viste sig, at fordommene ikke helt passede!

EXPERIMENTARIUMS PERSONALE

Virksomhedens evne til at løse de kommende års udfordringer hænger uløseligt sammen med medarbejdernes evne og motivation og med den mangfoldighed af faglige kompetencer, som Experimentariums medarbejdere repræsenterer.

Det skaber en spændende arbejdsplads med mange forskellige holdninger til problemer og løsninger. Det ser vi som en væsentlig styrke for virksomheden.

Vores personale omfatter:

- Akademikere indenfor fysik, biologi, geografi og kommunikation.



- 2 pædagogiske medarbejdere med en læreruddannelse som ballast.
- Udstillingsarkitekter, designere og grafikere.
- Værkstederne er bemandet med 8 faglærte håndværkere, bl.a. snedkere, finmekanikere, smede og elektronikteknikere.
- Administrationen håndteres af 9 medarbejdere med kontorfaglig uddannelse (heraf 3 med højere uddannelse).
- Dertil 4 socialt uddannede medarbejdere samt 6 medarbejdere med en autodidaktisk baggrund.
- Et stort korps af udstillingspiloter, der fungerer som publikums guider i det daglige. For hovedpartens vedkommende studerende på videregående uddannelser inden for det naturvidenskabelige og tekniske område.

Personale fra det rummelige arbejdsmarked omfatter:

- 3 medarbejdere i flex-job i henhold til Lov om aktiv Socialpolitik §62.
- 3 medarbejdere i Lov om handicappede i Erhverv.

Endelig beskæftiger Experimentarium p.t. 10 medarbejdere i aktiveringsordning i henhold til Bistandslovens § 60. Herudover beskæftiger Experimentarium civile værnepligtige.

Gennemsnitsalderen for de faste medarbejdere var i 2004 43,3 år. Personalet har i gennemsnit arbejdet 5,6 år på Experimentarium. Den gennemsnitlige ansættelsesperiode for piloter var i 2004 på 3,0 år. Der var 52 piloter ansat ved udgangen af 2004 med en gennemsnitsalder på 24,8 år.

Experimentarium har i 2004 taget afsked med 4 faste medarbejdere – og ansat 13 nye.

Sygefraværet (for alle medarbejdere) var i 2004 på 3,8 dage. Til sammenligning i 2003 – 4,36 dage, 2002 – 3,49 dage, 2001 – 3,11 dage og 2000 – 3,29 dage.

Der er stadig tale om et meget lavt sygefravær.

Personalets velfærd

Der har i 2004 været afholdt 9 velfærdsarrangementer med



i gennemsnit 34 deltagere pr. arrangement. Disse arrangementer spænder over bowling, Politikens Hus, Aveny-T, Nørrebro Bryghus, Frederiksberg Gymnasium, fodbold, sommerfest og julefrokost.

Herudover arrangerede velfærdsudvalget, at skoleelever via Operation Dagsværk, forkælede personalet med lækker frokost og bagværk. Velfærdsudvalget var også vært ved et julehygge-arrangement.

Det interne ugebrev for Experimentariums ansatte: Xpressen, udkommer hver fredag ved middagstid. Xpressen indeholder løbende indlæg fra Experimentariums ledende medarbejdere med nyt fra den forløbne uge og planerne for fremtiden.

I 2004 blev der afholdt 5 Fredagsmøder, ca. 60 medarbejdere deltog pr. gang.

Kunstforeningen X-art udstillede i 2004 værker af kunstnerne: Nynne Savery, Steen (Stony) Drabik, Jeanette Thorup og Lars Pryds.



Personalet i tal

Experimentarium har ca. 130 medarbejdere. Omregnet til årsværk udgør dette ca. 80 årsværk. Experimentarium giver sit bidrag til udviklingen af det rummelige arbejdsmarked ved ansættelse af personale, der i høj grad afspejler de mange forskellige mennesker i samfundet blandt os – uden skelen til nationalitet, religion eller hudfarve.

Experimentarium havde i 2003 ansat 18 årsværk med tilknytning til det rummelige arbejdsmarked.

Personale omregnet til årsværk:

	2001	2002	2003	2004
Almindeligt aflønnede medarbejdere	61,9	62,6	60,5	62
Personale fra det rummelige arbejdsmarked	13,2	13,5	18,1	18,4
I alt	75,1	76,1	78,6	80,4

For samtlige fastansatte månedslønnede medarbejdere på Experimentarium er der i løbet af 2004 gennemført medarbejderudviklingssamtaler med referat.

Experimentarium har i 2004 i alt brugt kr. 220.378 til efteruddannelse, svarende til 1,12% af lønsummen.

Herudover har vi haft 32 undervisningsforløb gennem ODA, "Oplevelsesudvikling i Danske Attraktioner". I alt 23 af vore medarbejdere har deltaget på disse kurser, der spænder fra Attraktionsledelse, Nye regnskabsformer til Café og restaurant. ODA er finansieret af Arbejdsmarkedets Feriefond, og vi håber at kunne gennemføre et lignende antal kurser i samme regi – for en stor del af vore medarbejdere – gennem de næste par år.

ODA har i dag tilknyttet 39 vidt forskellige Attraktioner og er et velfungerende netværk til stor glæde og gavn for alle deltagere.

Hvem er de?

Her kan du møde 4 af Experimentariums 130 ansatte

Hanne Andersen, uddannet cigarmager og kontorassistent. Serviceleder på Experimentarium fra 1990, altså før dets start.

Efter en længere ansættelse som receptionist og arrangementsansvarlig i et IT-firma havde jeg gået arbejdsløs i en halv måned. Så blev jeg ringet op fra AF i Lyngby. Om ikke jeg havde lyst til at blive serviceleder på Experimentarium og om ikke jeg havde lyst til at starte med det samme? Det havde jeg, og vi arbejdede i døgndrift frem til åbningen et par måneder efter. For det var en ren byggeplads, jeg kom til dengang i november 1990.

Som serviceleder er jeg meget af en blæksprutte. Jeg tager mig af planter, af rengøring, af vareindlevering; og i samarbejde med Experimentariums andre afdelinger er vi med til at lave særarrangementer. Hvor forskellige vi end er, synes jeg, vi arbejder godt sammen. Vi har jo et fælles mål!





Med 8 fastansatte i serviceafdelingen, hvoraf de fleste har fundet vej til Experimentarium gennem Københavns Jobcenter, består en stor del af mit arbejde også af personaleledelse. I den funktion er min telefon altid åben. Mange af de mennesker har brug for en sikkerhedslinje; dér har jeg en slags mor-rolle. Men jeg kan også tale med store bogstaver, når der er brug for det. Fx fastslår jeg ofte: Det er en serviceafdeling vi arbejder i, og det er service med stort S.

Poul Kattler, uddannet i geografi og matematik fra hhv. Københavns Universitet og Roskilde Universitetscenter. Videnskabelig medarbejder på Experimentarium siden 1994. Jeg havde gennem længere tid arbejdet med kommunikation og arbejdet eksperimentelt med mit fag: Vist noget frem, lavet eksperimenter med folk; eksperimenter, hvor de kunne bruge deres egne sanser. Så det var oplagt at søge en stilling på Experimentarium. Første job i huset var redaktør af det hedengangne medlemsklubblad. Nu har jeg været her så mange år, at jeg efterhånden har spredt mig over rigtig mange funktioner. Jeg er idégenerator og udvikler nye udstillinger; har et løbende ansvar for mange af funktionerne ude i hallen, står for programaktiviteter og for det faglige indhold på hjemmesiden.

Noget af det bedste ved jobbet er den helt specielle kombination af det intellektuelle – vores faglige og tørre viden – og den praktiske, håndværksmæssige udførelse af udstillingen. Og noget af det skæggeste er at udvikle aktiviteterne i samarbejde med vores besøgende. Det kan jo være svært at vide, hvordan en 10-årig tænker og reagerer på de idéer, som vi udvikler. I udviklingsarbejdet går jeg nogen gange ud i "hallen", finder en lille håndfuld i den rigtige aldersgruppe, og fortæller dem, at vi lige har noget, de skal prøve. Når de prøver det, afsløres svagheder ved vores ideer tydeligt, men de er alligevel altid så forbandet positive! (stor latter). Det er det skæggeste.

Martin Riis, uddannet HH, startede i jobtræning for to år siden. Først i skolebooking, hvor han skulle passe telefonerne. Er nu ansat som marketingsassistent.

På Experimentarium er jobbet som assistent virkelig noget andet – og meget mere – end bare at sidde og tale i telefon. Og selvom der er en del rutineopgaver, å la at putte rigtig mange papirer i rigtig mange konvolutter,



så er der altid lys for enden af tunnelen. Det er et meget alsidigt job, det skifter hele tiden.

En af de faste opgaver, som jeg holder meget af, er at rulle ud i "hallen" (Martin sidder i kørestol) og sørge for, at der bliver udfyldt 25 spørgeskemaer hver dag. Så laver jeg altid skæg og ballade med børnene. Og selvfølgelig lærer jeg også noget hver dag. Det kan ikke undgås, når jeg hele tiden færdes blandt alle "hallens" opstillinger.

Noget af det bedste ved at arbejde her er kammeratskabet. Selvom vi ansatte er meget forskellige og er en blanding af det hele – høj, lav, stor, lille – så taler vi sammen alle sammen. Og jeg føler, at jeg kan bevæge mig frit: Fra den saftige mandehørm på værkstedet og direkte over og føre mig frem for damerne. Tonen er ens over for alle, og der er plads til alle. Så længe man kan finde ud af at lave sit arbejde.

Nanna Franck, uddannet erhvervs-pilot hos SAS. Experimentarium overtog driften af stedets café og restaurant ved årsskiftet, og Nanna har været ansat som caféleder siden efteråret 2004, hvor forberedelserne begyndte.

Jeg har tidligere arbejdet sammen med Line Olsen, som er køkkenleder – og det samarbejde var gået rigtig godt. Så selvom jeg ikke havde haft en lederstilling før, tøvede jeg ikke længe, da jeg blev spurgt, om jeg havde lyst til at overtage ledelsen af stedets nye café og restaurant sammen med hende.

I jobbet er der rigtig mange ting vi skal "få til at fungere", der er meget logistik, og der er meget planlægning. Både når der skal laves særarrangementer og i det daglige. Her kræver jobbet lige så meget strukturelt overblik som pilot-jobbet gør.

I det hele taget arbejder jeg meget struktureret, analyserer tingene meget, og hver lille detalje skal være på plads. Der er jeg meget forskellig fra nogle af de andre medarbejdere. Fx kokkene. De synes først og fremmest, at maden skal smage fantastisk. At det skal være æstetisk. Så allerede i caféen har vi det inde på livet, det med, at vi er så forskellige her på Experimentarium.

Jeg tror, at ligegyldigt hvor forskellige vi er, så synes vi alle sammen, at det er hylende skægt at arbejde her. Ellers ville vi ikke gøre det. På hvilken anden arbejdsplads kan jeg for eksempel lige gå ud i "hallen" og få tjekket min simultankapacitet? Det gør jeg nogle gange her på Experimentarium; og jeg har det som et lille barn på en legeplads.

PS. For øvrigt ligger Nanna Franck's simultankapacitet stadig over middel.





PRODUKTUDVIKLING

For at overleve, og for at leve op til vores motto: En ny oplevelse hver gang, skal vi hele tiden udvikle nye udstillinger med et relevant, lærerigt og underholdende indhold.

Det kræver medarbejdere, der er opdaterede med den mest aktuelle viden indenfor interaktive udstillinger.

Udstillingsprojekterne styres af 2 særligt udpegede projektlejere. Den ene er en videnskabelig medarbejder, der bærer det faglige, tidsmæssige og økonomiske ansvar for selve udstillingen. Den anden projektlejere er en pædagogisk medarbejder, der har ansvaret for aktiviteter rettet mod undervisningssektoren. Til at styre og koordinere Experimentariums mange projekter har vi udarbejdet et Projektstyringsværktøj.

Der er følgende program for Experimentariums store særudstillinger:

- Kønsexperimentet (september 2004). Lejes af Technopolis, Mechelen, Flandern.
- Sport & Spinat (oktober 2005). Egenproduceret udstilling.
- Dialog i mørke (januar 2006). Udstillingen opbygges af Experimentarium med rådgivning fra Dr. Andreas Heinicke, Hamburg.
- The Killer Question (oktober 2006). Lejes af Natural History Museum, London.
- Xtremes (oktober 2007). Udvikles og produceres i samarbejde med Stichting Nationaal Natuurhistorisch Museum – Naturalis og Koninklijk Belgisch Instituut Natuurwetenschappen, Institut Royal des Sciences Naturelles de Belgique.
- I Spy (oktober 2008). Udvikles og produceres i samarbejde med Technopolis, Mechelen, Flandern.

Experimentariums kommercielle aktiviteter udvikler sig positivt, idet udstillingen "KribleKrabbe" er udlejet i perioden fra oktober 2004 til januar 2006 til Stichting Nationaal Natuurhistorisch Museum – Naturalis og Koninklijk Belgisch Instituut Natuurwetenschappen, Institut Royal des Sciences Naturelles de Belgique. Fra april 2006 til marts 2007 skal "KribleKrabbe" præsenteres på det nyåbnede science center i Vaisseau i Strassbourg. "Hjernen" har siden den 20. januar 2005 været vist i Warszawa i Kulturpaladset og skal fra december 2005 præsenteres i Midenasiv i Budapest. Desuden har Experimentarium skrevet kontrakt med Associacao Centro Cienciã Viva de Sintra om udvikling og produktion af en turnkey-udstilling til levering i september 2005.



Gennem de seneste år er fornyelsen af udstillingerne sket i et meget højt tempo. Experimentarium har således i de sidste 6 år præsenteret følgende fornyelser for publikum.

Februar 1999	BørnePavillonen	22 opstillinger	Hovedudstilling
Oktober 1999	Robotten er løs	15 opstillinger	Særudstilling
April 2000	Future Body	38 opstillinger	Særudstilling
Oktober 2000	Vores (u)trolige Klode	61 opstillinger	Hovedudstilling
Januar 2001	Hånd på Fremtiden	14 opstillinger	Særudstilling
Maj 2001	Kommunik@tion	37 opstillinger	Særudstilling
December 2001	Dig & Mig	70 opstillinger	Hovedudstilling
April 2002	Dinosaurer på rov	25 opstillinger	Særudstilling
Oktober 2002	Rejsen til Mars	17 opstillinger	Særudstilling
Februar 2003	KribleKrabbe	28 opstillinger	Særudstilling
Januar 2004	Cirkus Fysikus	42 opstillinger	Hovedudstilling
Oktober 2004	Kønsexperimentet	49 opstillinger	Særudstilling

Formidlingsafdelingen

blev etableret i januar 2003 og har i 2004 arbejdet med følgende projekter:

Busprojektet "Redningshold for en dag"

"Redningshold for en dag" er et spændingsfyldt og lærerigt undervisningsforløb, der i et autentisk set-up handler om kroppen, dens funktioner, førstehjælp i katastrofesituationer mv. Fra efteråret 2005 "bæres" undervisningsforløbet ud til skoleklasser over hele landet i en sættevogn. "Redningshold for en dag" udvikles sammen med Dansk Røde Kors og Beredskabsstyrelsen med støtte fra TrykFonden og Knud Højgaard's Fond. Selve bussen er en foræring fra MT Højgaard a/s.



Skolekonkurrencen 2004: "GI' LYD"

117 skoleklasser fra hele landet deltog i Experimentariums skolekonkurrence "GI' LYD", hvor opgaven til eleverne var



at udvikle det bedste eksperiment om lyd. 48 eksperimenter blev præsenteret i en særudstilling på Experimentarium i februar-marts måned. Den 23. marts 2004 overrakte gruppen Safri Duo hovedpræmien - en klasserejse til Paris - til 6.-7. klasse fra Fole Friskole. Projektet blev støttet af Otto Mønstedts Fond og KILROY group travel, som også støtter Experimentariums skolekonkurrence 2005.

Skolekonkurrencen 2005: "Smæk på mekanikken"

Succes'en fra Experimentariums første, landsdækkende skolekonkurrence "Gi' Lyd" blev afsættet til den næste konkurrence, som har fået titlen "Smæk på mekanikken". Konkurrencen handler om mekanisk energi og lanceres for landets skoler i maj 2005. Den støttes af Otto Mønstedts Fond og KILROY Group Travel, som også støttede Experimentariums skolekonkurrence 2004.

"El-agent for en dag"

El-agent for en dag er et nyt, interaktivt undervisningsforløb, som udvikles i samarbejde med energiselskabet NESA. Eleverne besøger landet Elektricitanien, indrettet i et nyt undervisningslokale på Experimentarium, og arbejder med at sammensætte landets el-produktion. Samtidig lærer de om omkostninger ved forskellige produktionsformer og om gener og miljøproblematikker. Undervisningsforløbet er klar til start i april 2005.

Formidlingsprojektet "Xcitors"

Xcitors er et eliteprojekt, hvor udvalgte elever fra grundskolen arbejder med naturvidenskabelige emner og lærer at formidle disse til andre elever. Elever og lærere deltager i kurser på Experimentarium og projekter på skolen. Xcitors indledtes ultimo 2004 og strækker sig over en årrække. Projektet støttes af EU og Egmont Fonden og har Hendes Højhed Prinsesse Alexandra som protektor.



Danmarksmesterskabet i Sport & Spinat

Til oktober 2005 åbner særudstillingen "Sport & Spinat". I den forbindelse afholder Experimentarium i samarbejde med FDB Danmarksmesterskabet i Sport & Spinat. Der udvikles et kæmpe brætspil og forskelligt undervisningsmateriale, som alle deltagende skoler får udleveret i et "Sport & Spinat kit" før skolestart 2005. Mesterskabet afsluttes med en finale på Experimentarium ultimo november 2005. TEAM BENNS har doneret en skirejse til Norge for hele vinderklassen.

Konferencen "Hjerne og læring"

I samarbejde med CVU Storkøbenhavn og CVU København og Nordsjælland planlagde Experimentarium en stor konference om den nyeste hjerneforsknings resultater i relation til læring. Konferencen blev afholdt 5.-6. marts 2004.

Lærerkurset "Klassens eksperimentarium i natur/teknik"

Som inspiration til natur/teknik-lærere udviklede Experimentarium et 5-dages efteruddannelseskursus i samarbejde med CVU Storkøbenhavn. Kurset blev afholdt første gang i 2004 og bliver gentaget i 2005, begge gange støttet af Oticon Fonden.

Udgivelse af lærebøger i samarbejde med Alinea

Med skolebogsserien "Få tjek på..." bliver Experimentariums ønske om at udgive en bogserie med naturvidenskabelige temaer nu en realitet. Der er indgået en aftale med skolebogsforlaget Alinea, og de første 4 bøger planlagt til udgivelse i 2005. De første 2 bøger støttes af Egmont Fonden.

Virtuelt undervisningsmateriale til særudstillingen "Kønsexperimentet"

Den 1. oktober 2004 åbnede Experimentarium en ny, spændende særudstilling om drenge og piger. Med støtte fra Undervisningsministeriet, Lærerstandens Brandforsikring, Tuborgfondet, Industriens Uddannelsesfond og IBM er der udviklet et netbaseret undervisningsmateriale, der betræder nye veje med hensyn til forberedelse og efterbehandling af et besøg på Experimentarium. Materialet findes på adressen www.fordom.dk

Nye undervisningsmaterialer

Elevhæfter til Experimentariums særudstillinger "Hjernen", til fornyelsen af hovedudstillingen - "Cirkus Fysikus" - samt til skolekonkurrencen "GI' LYD" blev udviklet til aktuelle klassetrin.

INTERNATIONALE KONTAKTER

Naturvidenskab og teknik kender ingen grænser

Udvikling og vedligeholdelse af et science center både fordrer og giver gode internationale forbindelser.

Experimentarium skal præsentere det nyeste og ypperligste inden for science communication. Det kan vi kun gøre, hvis vi løbende har kontakt med verdens største og mest innovative science centre og museer. Derfor har Experimentarium gennem årene opbygget et stærkt net af kontakter. Netværket styrkes løbende gennem Experimentariums indsats i de europæiske science center netværk. Således er Experimentariums direktør Asger Høeg, Founding Father og gennem de seneste 5 år Treasurer for European Collaborative for Science, Industry and Technology Exhibitions (ECSITE). 1. november 2004 blev Asger Høeg valgt som President for ECSITE.

Experimentariums vicedirektør, Nils Hornstrup, er Founding Father og formand for Nordisk Science Center Forbund.

I løbet af årene har en lang række udenlandske delegationer besøgt Experimentarium for at hente råd, råd og inspiration. I international sammenhæng opfattes Experimentarium nemlig som et forbilledigt eksempel på et science center.

I 2004 modtog Experimentarium således besøg fra Reading University, Scandia Consult, Stockholm, Kinder Museum Berlin, Det Italienske Kulturinstitut, Dr. Joseph Pühoringner, Bundeshauptmann, Ober Österreich med delegation, Hamburg Hafencity, The Secondary School of Economics and Trade, Brezice, Slovenien, Srednja School, Krsko, Slovenien, Viten-sentret i Trondheim, Polens ambassadør i Danmark, Krystyna Tuge-Erecinska, Ungarns miljøminister, Miklos Persanyi samt Wan Science Center Team, Polen, og endelig Sonja Schukat, Landmuseum für Technik und Arbeit, Mannheim, som var trainee i 4 måneder i foråret 2004.

SAMFUNDSREGNSKAB

Samfundsregnskabet er udarbejdet på basis af deltagelse i en erfa-gruppe under ODA. Samfundsregnskabet beskriver de pengestrømme, der er mellem Experimentarium og stat, amt og kommune. Her kan vi altså både se, hvad det koster samfundet at have attraktionen, og den anden vej: Hvad samfundet tjener på attraktionens aktiviteter.

Samfundsregnskab	2003	2004
Betaling fra Experimentarium til samfundet:		
Indeholdt A-skat, AM- og SP bidrag	8.178.796	8.437.314
Nettobetaling af moms, og moms der ikke kan afløftes	1.107.457	1.551.429
Lønsumsafgift	678.545	714.197
Energiafgift på el	483.237	418.866
Ejendomsskat	540.824	410.837
Betalinger til samfundet i alt	10.988.859	11.532.643
Betaling modtaget fra samfundet:		
Driftstilskud fra det offentlige	3.000.000	3.000.000
Refusion vedr. flex-jobbere mv.	535.023	1.711.978
Refusion, sygedagpenge mv.	347.946	212.757
Betalinger fra samfundet i alt	3.882.969	4.924.735
Nettobetaling til samfundet	7.105.890	6.607.908

Som det kan ses af ovennævnte, bidrager Experimentarium positivt til samfundet med et ikke ubetydeligt beløb. Derudover bidrager Experimentarium også – som før nævnt - til samfundets generelle positive udvikling ved at påtage sig et vidtrækkende socialt ansvar gennem ansættelse af adskillige mennesker fra det rummelige arbejdsmarked. Som anerkendelse af dette store arbejde har Experimentarium i 2005 modtaget MIA-prisen, indstiftet af Institut for Menneskerettigheder.

FREMTIDEN

Processen med udarbejdelsen af Videnregnskaber har været nyttig. Der foreligger en samlet vurdering af, hvorledes kunder og personale vurderer Experimentarium. Dette er nu en løbende proces, der skal sikre, at Experimentariums publikumstilbud er af en blivende høj kvalitet med en stadig, intens fornyelse. På den måde kan Experimentarium fortsætte som en spændende arbejdsplads med stort medarbejderengagement og inspiration. Og blive endnu bedre til at skabe oplevelser. En ny hvert år.

Fortsættelse følger!

Asger Høeg, Direktør

INTELLECTUAL CAPITAL STATEMENT 2004

A new experience every time; that's how it should be for the approximately 340,000 annual visitors to the Experimentarium. That is our slogan, and that is our goal: A new experience every time.

The Experimentarium must promote knowledge of science and technology among the population, and at the same time, it must have broad appeal. This double aim – specialisation AND breadth – requires sound product development, quality-oriented operations and targeted marketing. It also requires an organisation that dares to develop in parallel with the wishes of both the public and its staff.

The Experimentarium works in a consciously strategic manner to succeed in the above aims. To this end, we have compiled intellectual capital statements since 2001. With these intellectual capital statements in hand, we can ensure quality and renewal, and strengthen the company's ability to reach its goals.

At the same time, the intellectual capital statements enable the surrounding world to gain an insight into the Experimentarium's status and development. People can see who we are, what we want to achieve, and which strategies we apply in order to reach our goals. It also allows external stakeholders to assess whether – and how – the Experimentarium fulfils its goal: A new experience every time.

THE EXPERIMENTARIUM'S OVERALL GOALS

The Experimentarium is a non-profit business foundation, the purpose of which is to promote awareness of science and technology as broadly as possible among the population – with special emphasis on young people. The foundation was established on 6 November 1986. Central to the fulfilment of its goals is the establishment and operation of a science centre at Tuborg Havnevej 7 in Hellerup.

In 2001, the following overall goals were formulated for the work of the following six to seven years:

The Experimentarium must enhance its position as:

- A national cultural centre for science, technology, the environment and health.
- The most popular excursion goal for schools in Denmark and Southern Sweden, with the help of educational offers that are relevant in relation to the curricula of the elementary schools, upper secondary schools and vocational institutions.
- One of the most popular attractions for Danes and Southern Swedes, by offering a total experience of high quality which is both entertaining, relevant and educational.
- One of the world's most innovative science centres, by continually renewing the centre's activities to ensure that these are up-to-date, relevant and future-oriented.

The Experimentarium must also:

- Provide customer service that is unequalled among Denmark's attractions.
- Take a leading and exemplary role with respect to information and research within interactive communication.
- Create an attractive and dynamic workplace, so that the company can continually attract and retain skilled staff.
- Operate the science centre and the other businesses according to commercial principles, with professional marketing and customer service, as well as efficient operations with high productivity.
- Achieve a sufficiently high degree of self-financing to ensure that the foundation's independence can never be called into question.

WHO VISITS US? THE EXPERIMENTARIUM'S GUESTS

The Experimentarium's visitors fall into three groups: The general public, the educational sector, and participants at meetings, conferences and receptions. Since 2000, the numbers of visitors within these three groups have developed as follows:

	2000	2001	2002	2003	2004
General public	216,022	189,258	293,015	211,551	223,027
School students	93,909	87,883	118,730	111,106	102,572
Meetings, conferences, receptions, etc.	10,580	15,153	14,456	14,714	12,147
Total visitors	320,511	292,294	426,201	337,371	337,746

320,000 visitors are expected in 2005.

... WITH SPECIAL EMPHASIS ON YOUNG PEOPLE

In its objects clause, the Experimentarium places special emphasis on communicating with the younger segment of the population. Our success in this area can be measured by the fact that children under 14 and young people under education have made up around 60% of our visitors during all five years.

	2000	2001	2002	2003	2004
Children under 14	95,263	84,326	125,198	98,320	102,122
School students	93,909	87,883	118,730	111,106	102,572
Adults	131,339	120,085	182,273	127,945	133,052
Total	320,511	292,294	426,201	337,371	337,746

... A NATIONAL CULTURAL CENTRE FOR SCIENCE, TECHNOLOGY, THE ENVIRONMENT AND HEALTH

That's what we want to be! But what does the public say?

Every day, we ask 25 of our visitors for their opinion of the Experimentarium. The randomly-selected guests are asked to complete a questionnaire with 16 questions. Eleven questions deal with how satisfied they are with our offers – all the way from the Experimentikken shop to the visit in general. They can award grades from 1 to 7, where 7 is very satisfactory and 1 is very unsatisfactory.

The public's level of satisfaction with their visits is reflected in their very specific responses to the question "Will you visit the Experimentarium again?" In 2004, 81% replied yes to this question.

	2000	2001	2002	2003	2004
Yes	74%	77%	86%	86%	81%
No	2%	2%	1%	1%	1%
Maybe	24%	21%	13%	13%	18%
Total	100%	100%	100%	100%	100%

THE MOST POPULAR EXCURSION GOAL FOR SCHOOLS IN DENMARK AND SOUTHERN SWEDEN

That's what we wish to be. To ensure that we reach this goal, too, we distribute questionnaires on an ongoing basis to a large proportion of the teachers who visit the Experimentarium together with their pupils. The figures indicate that the schools are reasonably satisfied, but we would still like to improve in this area. Schools must continue to benefit more and more from their visits to the Experimentarium.





	2002	2003	2004	Goal
Overall evaluation of the visit?	5.8	5.8	5.8	6.2
Educational for the students?	5.7	5.6	5.7	5.7
Motivating for the students?	5.8	5.7	5.8	6.2
The Experimentarium's service?	6.6	6.7	6.6	6.2
Number of responses	230	222	231	

MEETINGS, CONFERENCES, RECEPTIONS, ETC.

Every year, the Experimentarium opens its doors to more than 100 events with companies and institutions who choose the Experimentarium as the setting for meetings, conferences or receptions. These events are an important source of income for the Experimentarium, and consequently we ask all our customers to complete an evaluation form in which the Experimentarium is awarded grades as event organiser, host and setting.

	2002	2003	2004	Goal
Overall impression of the event?	6.3	6.4	6.1	6.5
Impression of the booking staff?	6.7	6.6	6.5	6.5
Impression of the café staff?	5.9	6.3	5.9	6.0
Evaluation of the food and refreshments?	6.2	6.2	6.0	6.5
Evaluation of the standard of cleanliness?	6.0	6.2	5.6	6.0
Impression of the meeting room, Main Stage, etc.	5.4	5.8	5.4	6.0

As can be seen, the level of service provided by the Experimentarium at these special events is generally high, but there is room for improvement in a number of areas. In 2005 we will be investing in better equipment for the premises, and the Experimentarium has taken over the operation of the Café as of 1 January 2005.

HOW DO THEY HEAR ABOUT US? THE EXPERIMENTARIUM'S MARKETING

A high level of service and frequent product renewal is not enough to get between 300,000 and 400,000 visitors to pour through the doors. The exhibitions must also be professionally marketed and sold.

Marketing towards the general public occurs via the use of traditional means such as posters, brochures, advertisements, the Internet and PR. As an innovation, we announced an SMS competition in connection with our marketing of "The Great sEXPERIMENT", in which we challenged the prejudices of 10-15-year-olds. This competition was marketed via youth-oriented media distributed in the country's schools. In addition to these methods, we also reach many people through the Experimentarium's members' club – a club which has grown in size since 2000.

	2000	2001	2002	2003	2004
Members' visits	8,910	11,010	20,434	20,746	18,354
Total visitors	320,511	292,294	426,201	337,371	337,746
Members' visits as % of total	2.8	3.8	4.1	6.1	5.4
Number of members	2,771	5,191	6,350	6,895	6,602

The number of visits to the Experimentarium's website, www.experimentarium.dk has been growing continuously, and we

can see that many of our guests visit the website first before making a physical visit to us. In a very few years' time, we expect that the website will be our most important marketing instrument.

	1999	2000	2001	2002	2003	2004
Visitors who consulted the website before a visit, in %	12	17	24	34	38	32

The number of visits to the Experimentarium's website has developed as follows:

	2000	2001	2002	2003	2004
Visits to the website	220,000	300,000	576,000	789,000	830,000

Each visit lasts approximately 2.0 – 6.5 minutes on average, and the individual users see 4 – 6 pages per visit.

CONTACT TEACHERS AT ALMOST 1,300 SCHOOLS

In the schools, marketing occurs via direct contact – either with the school management, or with a contact teacher appointed by the school who is responsible for communication between the school and the Experimentarium. By the end of 2004, the Experimentarium had contact teachers in 1,044 schools across Denmark, as well as in 194 schools in Southern Sweden. Schools can buy a subscription that costs DKK 20 per pupil per year, and schools with subscriptions can visit the Experimentarium free of charge with up to two classes per day. In all, a total of 212 schools with 69,599 students have secured closer contact with the Experimentarium. In addition, the Experimentarium has a special partnership with the neighbouring Hellerup School (which opened in August 2002). As a useful teaching resource, the school's students and teachers can use the Experimentarium on a daily basis, free of charge.

SCHOOL VISITS HAVE DEVELOPED AS FOLLOWS:

	2000	2001	2002	2003	2004
Number of subscription pupils on visits	33,302	32,186	46,196	47,245	42,729
Pupils without subscriptions on visits	60,607	55,677	71,228	59,958	58,693
Others			1,306	3,903	1,150
Total	93,909	87,863	118,730	111,106	102,572
Subscriptions in %	35	37	39	43	42

PLENTY OF MEDIA PUBLICITY

The media continues to show an interest in the Experimentarium's exhibitions and activities, and in the vast majority of cases, the publicity is very favourable. The exhibition "The Great sEXPERIMENT", in particular, was given a very positive reception in all media. Many radio stations and TV programmes targeted at 15-25-year-olds wished to focus on the prejudices that exist between the genders. Is it true that women can't find their way around? Is it true that men can't walk down stairs and chew gum at the same time? To test these claims, we visited several radio stations and TV programmes together with a display from the exhibition, and tested the radio and TV hosts' ability to multi-task. It was soon clear that the prejudices did not quite hold water!

THE EXPERIMENTARIUM'S PERSONNEL

The company's ability to meet the challenges of the coming years is inextricably bound up with the abilities and motivation of its



www.experimentarium.dk

Vil du være KØRLS
JA
NEJ



employees, and with the diversity of professional skills that they represent.

This creates an exciting workplace, with staff who have many different attitudes to problems and solutions. We regard this as an important strength for the company.

Our staff include:

- Academic staff within physics, biology, geography and communication.
- Two educational staff members with a teacher training programme behind them.
- Exhibition architects, designers and graphic artists.
- The workshops are staffed by eight qualified craftsmen, including joiners, instrument makers, smiths and electronics technicians.
- Administration is handled by nine staff members with office training (three with third-level degrees).
- On top of this, we have four staff members with social science training and six staff members with a self-taught background.
- A large corps of exhibition pilots, who function as guides for the public. Most of these are students attending courses of higher education in scientific or technical subjects.



Staff from the inclusive labour market include:

- Three staff members in flex-jobs pursuant to section 62 of the Active Social Policy Act
- Three staff members employed under the Disabled Persons in Business Act.

Finally, the Experimentarium currently employs ten staff members in work experience positions pursuant to section 60 of the Social Assistance Act. The Experimentarium also employs persons in civilian national service.

The average age of the Experimentarium's permanent staff members was 43.3 years in 2004. Staff members have on average worked for 5.6 years at the Experimentarium. The average length of employment of the exhibition pilots was 3.0 years in 2004. There were 52 pilots employed at the end of 2004, with an average age of 24.8 years.

In 2004, four permanent staff members left the Experimentarium, and 13 new staff members were recruited.

Average absence due to illness (for all staff) was 3.80 days in 2004. By comparison: 2003 – 4.36 days, 2002 – 3.49 days, 2001 – 3.11 days and 2000 – 3.29 days.

The rate of absence due to illness remains very low.

STAFF WELFARE

Nine staff welfare events were held in 2004, with an average of 34 participants per event. These events included bowling, visits to Politiken, Aveny-T, Nørrebro Brewhouse and Frederiksberg Secondary School, football, a summer party and a Christmas party.

The staff welfare committee also ensured that school students, via 'Operation Dagsværk', pampered the personnel with delicious lunches and baking. The staff welfare committee was also the host for a Christmas event.

The internal weekly newsletter for Experimentarium staff, Xpressen, is published every Friday at midday. Xpressen contains regular articles by

the Experimentarium's leading staff, news from the previous week, and plans for the future.

Five Friday meetings were held in 2004, with an average attendance of around 60 staff members.

In 2004, the art society X-art exhibited works by the artists Nynne Savery, Steen (Stony) Drabik, Jeanette Thorup and Lars Pryds.

STAFF STATISTICS

The Experimentarium currently employs around 130 persons. In full-time equivalents, this comprises approximately 80 full-time positions. The Experimentarium contributes to the development of the inclusive labour market by recruiting personnel who to a large degree reflect the society around us, regardless of nationality, religion or skin colour.

In 2003 the Experimentarium employed 18 full-time equivalents who were associated with the inclusive labour market.

Staff numbers, in full-time equivalents:

	2001	2002	2003	2004
Ordinary hourly-waged staff	61.9	62.6	60.5	62
Staff from the inclusive labour market	13.2	13.5	18.1	18.4
Total	75.1	76.1	78.6	80.4

Staff development interviews, with minutes, were held in 2004 for all permanent, salaried staff members at the Experimentarium.

The Experimentarium spent a total of DKK 220,378 in 2004 on further training, corresponding to 1.12% of the payroll.

We also obtained 32 training courses via ODA, the organisation for the development of Danish attractions. A total of 23 of our staff members attended these courses, which included attraction management, new accounting methods and the operation of cafés and restaurants. The ODA is financed by the Labour Market Holiday Fund, and we hope to be able to run a similar number of courses under the same arrangement for a large number of our staff over the next few years.

The ODA is currently working with 39 widely-differing attractions, and operates a well-functioning network which is of great benefit to all its participants.

WHO ARE THEY? HERE YOU CAN MEET FOUR OF THE EXPERIMENTARIUM'S 130 STAFF MEMBERS

Hanne Andersen, a trained cigar maker and office assistant. She has been service manager at the Experimentarium since 1990, i.e. before its opening.

After a long period as a receptionist and event organiser for an IT company, I was unemployed for a couple of weeks. Then the Public Employment Service in Lyngby called me up and asked if I would like to be service manager at the Experimentarium, and whether I could start straight away. I could, and we worked around the clock until the opening a couple of months later. When I arrived here in November 1990 it was just a building site.

As service manager, I am something of an octopus. I look after the plants, the cleaning and the goods deliveries, and I help to organise the special events, in co-operation with the Experimentarium's other departments. No matter how different we all are, I feel we work well together. After all, we have a common goal!

STER



With eight permanent staff members in the service department, most of whom found their way to the Experimentarium via the Copenhagen Job Centre, a large part of my work also consists of personnel management. In that capacity, I am always available by phone. Some of them need a little guidance, so there I play the role of a kind of mother. But I can also lay down the law if need be. For example, I often say to people: This is a service department we're working in, and that means service with a capital S.

Poul Kattler, graduate in geography and mathematics from the University of Copenhagen and Roskilde University. He has been a scientific member of staff at the Experimentarium since 1994. I had been working with communication for a long time, and had conducted experimental work in my subjects, demonstrating things and performing experiments with people – experiments in which they could use their own senses. So it was an obvious move to seek a position at the Experimentarium. My first job here was as editor of the now defunct members' club magazine. I have been here for so many years now that I am scattered across a lot of different functions. I am an idea generator, and develop new exhibitions; I also have ongoing responsibility for many of the functions in "the hall", and I am responsible for programme activities and for the scientific content of the website.

One of the best aspects of the job is the special combination of the intellectual side of things – our dry, professional knowledge – and the practical, craftsman-like implementation of the exhibition. It can be really fun to develop activities in co-operation with our visitors. It's hard to know how a 10-year-old will react to the ideas we develop, so in our developmental work, I sometimes walk out into "the hall", find a handful of kids in the right age group, and tell them we have something we'd like them to try. When they do so, the weaknesses of the ideas are suddenly clear to everyone, but they're always so damned positive! (much laughter). That's what I find the most fun.

Martin Riis, educated at commercial school, advanced level; began in-service training two years ago. Martin started in school booking, answering telephone calls. He is now employed as a marketing assistant.

Being a marketing assistant at the Experimentarium means much more than just talking on the phone. Although there are a number of routine tasks, such as stuffing a lot of paper into a lot of envelopes, there's always something to look forward to. It is a very varied job – it changes all the time.

One of my regular tasks is to roll out into "the hall" (Martin uses a wheelchair) and make sure that 25 questionnaires are completed every day. I always have fun with the children. And of course I also learn something every day. I can hardly avoid it, when I spend time among the exhibits in "the hall".

One of the best things about working here is the comradeship. Even though we are all very different, and are a mixture of all types – tall, short, fat, thin – we all talk to each other from time to time. I feel I can go straight from the sweaty all-male atmosphere of the workshop to chatting with the ladies. The tone is the same everywhere, and there is room for all of us – as long as you do your work.

Nanna Franck, trained as business pilot with SAS. The Experimentarium took over the operation of the café and restaurant at the turn of the year, and Nanna has been employed as café manager since the autumn of 2004, when preparations for the takeover began. I had earlier worked with Line Olsen, who is the kitchen manager here, and we worked very well together. So although I had never

held a managerial position before, I didn't hesitate when I was asked if I would like to take over the management of the new café and restaurant together with her.

There are lots of things that have to fall into place in this job, there's a lot of logistics and planning involved, both for special events and in the daily work. This work requires just as much structural thinking as my former job as a pilot.

In general I work in a very structured manner; I analyse things a lot, and I like to make sure every little detail is in place. In that respect I'm quite different from some of the other staff – such as the cooks, for example. The most important thing for them is that the food tastes fantastic, that it must be aesthetic. So even in the café, we're aware that we're all very different here at the Experimentarium.

But I think that no matter how different we are, we all find it loads of fun working here. Otherwise we wouldn't do it. At what other job could I wander out into "the hall" and get my multi-tasking ability checked, for example? I do that sometimes here at the Experimentarium, and I feel like a small child in a playground.

PS. Nanna Franck's multi-tasking ability is consistently higher than average.

PRODUCT DEVELOPMENT

If we are to survive and live up to our motto of "a new experience every time", we must constantly develop new exhibitions with relevant, educational and entertaining content.

This requires staff who are up-to-date with the latest knowledge in interactive exhibitions.

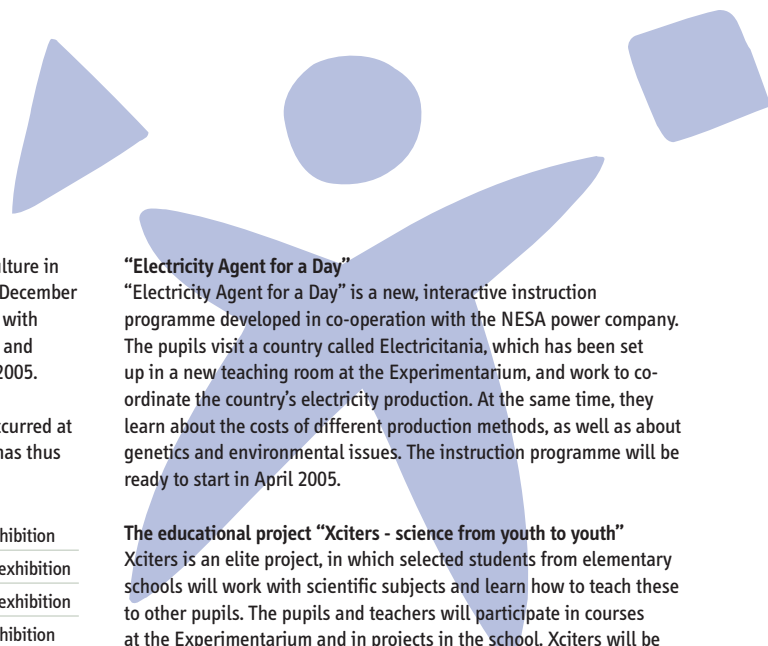
The exhibition projects are managed by two specially-appointed project managers; one of these is a scientific member of staff, who bears the professional, chronological and economic responsibility for the actual exhibition, while the other project manager is an educational member of staff, responsible for activities aimed at the educational sector. To manage and co-ordinate the Experimentarium's many projects, we have developed a project management tool.

The programme for the Experimentarium's special exhibitions is as follows:

- "The Great sEXPERIMENT" (September 2004). On hire from Technopolis, Mechelen, Flanders.
- Sports & Spinach (October 2005). Self-produced exhibition.
- Dialogue in the Dark (January 2006). An exhibition to be constructed by the Experimentarium under the guidance of Dr. Andreas Heinecke, Hamburg.
- The Killer Question (October 2006). On hire from the Natural History Museum, London.
- Xtremes (October 2007). To be developed and produced in co-operation with the National Museum of Natural History – Naturalis, Leiden and the Royal Belgian Institute of Natural Sciences.
- I Spy (October 2008). To be developed and produced in co-operation with Technopolis, Mechelen, Flanders.

The Experimentarium's commercial activities are developing positively, inasmuch as the exhibition "CreepyCrawly" is on loan to the National Museum of Natural History – Naturalis, Leiden and the Royal Belgian Institute of Natural Sciences from October 2004 to January 2006. From April 2006 to March 2007, "CreepyCrawly" will be presented at the newly-opened science centre in Vaisseau, Strasbourg. "The Brain"

Misike, husk Martin ikke vil.



has been on display since 20 January 2005 at the Palace of Culture in Warsaw, and will be presented in Midenasiv, Budapest, from December 2005. In addition, the Experimentarium has signed a contract with Associacao Centro Cienciã Viva de Sintra for the development and production of a turnkey exhibition for delivery in September 2005.

Over the past few years, the renewal of the exhibitions has occurred at a very rapid pace. In the last six years, the Experimentarium has thus been able to present the following renewals for the public:

February 1999	The Kids' Pavilion	22 exhibits	Main exhibition
October 1999	Robots on the Loose	15 exhibits	Special exhibition
April 2000	Future Body	38 exhibits	Special exhibition
October 2000	Dynamic Earth	61 exhibits	Main exhibition
January 2001	Get in Touch with the Future	14 exhibits	Special exhibition
May 2001	Communic@tion	37 exhibits	Special exhibition
December 2001	You & Me	70 exhibits	Main exhibition
April 2002	Dinosaurs on the hunt	25 exhibits	Special exhibition
October 2002	A Voyage to Mars	17 exhibits	Special exhibition
February 2003	CreepyCrawly	28 exhibits	Special exhibition
January 2004	Circus Fysikus	42 exhibits	Main exhibition
October 2004	The Great sEXPERIMENT	49 exhibits	Special exhibition



THE DEPARTMENT OF SCIENCE COMMUNICATION

was founded in January 2003 and has worked on the following projects in 2004:

Bus project "Rescue Team for a Day"

"Rescue Team for a Day" is an exciting and educational instruction programme, dealing with the body, its functions, first aid in disaster situations, etc., in an authentic set-up. From the autumn of 2005 on, the bus project will visit school classes all over the country. "Rescue Team for a Day" was developed in collaboration with the Danish Red Cross and the Danish Emergency Management Agency, with support from the Tryg Foundation and the Knud Højgaard Foundation. The actual bus is a gift from MT Højgaard a/s.

School competition 2004: "Make a Sound"

117 school classes from all over the country participated in the Experimentarium's school competition "Make a Sound", in which students were asked to design the best hands-on experiment with sound. 48 experiments were presented in a special exhibition at the Experimentarium during February and March. On 23 March, 2004, the group Safri Duo presented the grand prize – a trip for the whole class to Paris – to the 6th and 7th grade pupils of Fole Friskole. The project was supported by the Otto Mønsted Foundation and KILROY group travel, who are also supporting the Experimentarium's school competition in 2005.

School competition 2005: "Mechanics in Action"

The success of the Experimentarium's first nationwide schools competition "Make a Sound" has created the basis for the next competition, entitled "Mechanics in Action". The competition deals with mechanical energy, and will be launched for the country's schools in May 2005. It is being supported by the Otto Mønsted Foundation, TEAM BENNS and Lalandia, who also supported the Experimentarium's school competition in 2004.

"Electricity Agent for a Day"

"Electricity Agent for a Day" is a new, interactive instruction programme developed in co-operation with the NESA power company. The pupils visit a country called Electricitania, which has been set up in a new teaching room at the Experimentarium, and work to co-ordinate the country's electricity production. At the same time, they learn about the costs of different production methods, as well as about genetics and environmental issues. The instruction programme will be ready to start in April 2005.

The educational project "Xcitors - science from youth to youth"

Xcitors is an elite project, in which selected students from elementary schools will work with scientific subjects and learn how to teach these to other pupils. The pupils and teachers will participate in courses at the Experimentarium and in projects in the school. Xcitors will be initiated at the end of 2004, and will continue for a number of years. The project is supported by the EU and by the Egmont Foundation, and its patron is HH Princess Alexandra.

All-Denmark championship in Sports & Spinach

In October 2005, the special exhibition "Sports & Spinach" will open. In this connection, the Experimentarium will be holding an all-Denmark championship in Sports & Spinach in co-operation with FDB. We are developing a giant board game and various teaching materials, which will be given to all the participating schools in the form of a "Sports & Spinach kit" at the start of the school year in 2005. The championship will conclude with a final round at the Experimentarium at the end of November 2005. TEAM BENNS is donating a skiing holiday in Norway as the prize for the whole winning class.

The "Brain and Learning" conference

In co-operation with the Centres for Higher Education in Greater Copenhagen and Copenhagen/North Sealand, the Experimentarium organised a major conference on the latest findings in brain research in relation to learning. The conference was held on 5-6 March, 2004.

Teachers' course: "The class's science and nature experimentarium"

As inspiration for science and biology teachers, the Experimentarium developed a five-day training course in co-operation with the Greater Copenhagen Centre for Higher Education. The course was held for the first time in 2004 and will be repeated in 2005, both times with support from the Oticon Foundation.

Publication of school textbooks in co-operation with Alinea

With the schoolbook series "Få tjek på ..." ("Learn about ...") the Experimentarium's wish to publish a series of books with scientific themes is now being realised. A contract has been signed with the schoolbook publisher Alinea, and the first four books are planned for publication in 2005. The first two books will be supported by the Egmont Foundation.

Virtual teaching materials for the special exhibition "The Great sEXPERIMENT"

On 1 October 2004, the Experimentarium opened a new, exciting special exhibition on boys and girls. With support from the Ministry of Education, the insurance company Lærerstandens Brandforsikring, the Tuborg Foundation, the foundation Industriens Uddannelsesfond and IBM, Internet-based teaching materials were developed which explored new pathways with respect to the schools' preparations for and retrospective analysis of a visit to the Experimentarium. This material is available at: www.fordom.dk

INTERNATIONAL CONTACTS

New teaching materials

Pupils' folders for the Experimentarium's special exhibition "The Brain", as well as for the renewal of the main exhibition – "Circus Fysikus" – and the school competition "Make a Sound", were developed for particular year groups.

SOCIAL ACCOUNTS

The social accounts have been prepared on the basis of participation in a knowledge-sharing group under the ODA. The social accounts track the cash flows between the Experimentarium and the state and local authorities; they reveal both the cost of the Attraction to society, and vice versa: What society earns from the Attraction's activities.

Social accounts	2003	2004
Payments from the Experimentarium to society:		
Tax and contributions withheld at source	8,178,796	8,437,314
Net VAT payments, and VAT that cannot be passed on	1,107,457	1,551,429
Payroll	678,545	714,197
Energy tax, electricity	483,237	418,866
Property tax	540,824	410,837
Payments to society, total	10,988,859	11,532,643
Payments received from society:		
State operating subsidy	3,000,000	3,000,000
Reimbursement for flex-job workers, etc.	535,023	1,711,978
Reimbursement for sickness benefit, etc.	347,946	212,757
Payments from society, total	3,882,969	4,924,735
Net payments to society	7,105,890	6,607,908

As can be seen from the above, the Experimentarium makes a positive contribution to society by a not inconsiderable amount. In addition, as mentioned, the Experimentarium also contributes to the generally positive development of society, inasmuch as it displays wide-ranging social responsibility by employing various people from the inclusive labour market. In recognition of this work, the Experimentarium was awarded the MIA prize for diversity in working life by the Danish Institute for Human Rights in 2005.

THE FUTURE

The process of preparing knowledge accounts has been a useful one; an overall evaluation has been obtained of how our customers and staff perceive the Experimentarium. This is now an ongoing process, designed to ensure that the Experimentarium's offers to the public are of permanently high quality, with a consistently rapid rate of renewal. In this way, the Experimentarium will continue to be an exciting workplace with a high degree of staff commitment and inspiration, and will become even better at creating experiences: A new one every year.

The story continues!

Asger Høeg
Executive Director

Science and technology recognise no borders

The development and maintenance of a science centre both requires and provides good international contacts.

The Experimentarium must present the latest and best techniques in science communication. This is only possible through our ongoing contact with the world's largest and most innovative science centres and museums. Over the years, the Experimentarium has thus built up a strong network of contacts; this network is constantly being strengthened by the Experimentarium's contributions to the European science centre network. The Experimentarium's Director, Asger Høeg, for example, is a Founding Father and, for the last five years, Treasurer of the European Collaborative for Science, Industry and Technology Exhibitions (ECSITE). On 1 November 2004, Asger Høeg was elected President of ECSITE.

The Experimentarium's Deputy Director, Nils Hornstrup, is a Founding Father and Chairman of the Nordic Science Centre Association.

Over the years, a wide range of foreign delegations have visited the Experimentarium to obtain advice and inspiration. In an international context, the Experimentarium is seen as an exemplary example of a science centre.

In 2004, the Experimentarium was visited by: Reading University, Scandia Consult, Stockholm, Kinder Museum, Berlin, the Italian Cultural Institute, Landeshauptmann Dr. Josef Pühringer, Oberösterreich, and delegation, Hamburg Hafencity, the Secondary School of Economics and Trade, Brezice, Slovenia, Srednja School, Krsko, Slovenia, Vitensenteret in Trondheim, Krystyna Tuge-Erecinska, Polish Ambassador to Denmark, Miklos Persanyi, Hungarian Environmental Minister, the Wanan Science Centre Team, Poland, and Sonja Schukat of the Landesmuseum für Technik und Arbeit, Mannheim, who was a trainee with us for four months in the spring of 2004.

Medlemmer af
EXPERIMENTARIUMS ERHVERVSKLUB
 MEMBERS OF THE EXPERIMENTARIUM BUSINESS CLUB

Arla Foods amba	Dansk Shell, A/S	Hermedico A/S
BASF A/S	Deloitte & Touche	Industriens Arbejdsgivere i København
Bikubenfonden/BG Fonden	DONG A/S	KPMG C Jespersen, Statsaut. revisorer
Birch & Krogboe A/S Rådgivende Ingeniører	DTU, Danmarks Tekniske Universitet	LEO Pharma A/S
Bolind-Handel, A/S	Egmont	Lundbeckfonden
Brüel & Kjør S & V A/S	Elkraft System a.m.b.a.	Lærerstandens Brandforsikring G/S
Chr Hansen Holding A/S	Energi E2 A/S	Lønmodtagernes Dyrtidsfond (LD)
Contex A/S	FDM	MT Højgaard a/s
COWI A/S	Flextronics Network Services Denmark A/S	Multidata A/S
DaimlerChrysler Danmark AS	FORCE Technology	Niro A/S
Dampskibsselskabet "NORDEN" A/S	Gentofte Kommunes Hovedbibliotek	Novo Nordisk A/S
Danfoss Universe A/S	Grant Thornton, Statsaut. Revisionsaktieselskab	Novozymes A/S
Danisco A/S	H+H International A/S	Nykredit A/S
Dansk Gasteknisk Center a/s	H Lundbeck A/S	Oticon A/S
Dansk Industri	Haldor Topsøe A/S	PKA A/S
Dansk Metalarbejderforbund	HEMPEL A/S	PricewaterhouseCoopers
		R98 / Renholdningselskabet af 1898
		RAMBØLL
		Rockwool International A/S
		RUC, Institut I, Biologi & Kemi
		Selecta A/S
		Siemens A/S
		Skandinavisk Tobakskompagni's Gavefond
		TDC A/S
		TrygFonden
		Zacco Danmark A/S



DONATORER OG SPONSORER

DONATORS AND SPONSORS

Alinea A/S	Filia A/S	NCC Danmark A/S
ALK-Abelló A/S	Forskningsstyrelsen	NESA A/S
Ambu A/S	Fujitsu Siemens Computers A/S	Nordea Danmark Fonden
Arla Foods amba	Fødevareregion Nordøstsjælland	Novo Nordisk A/S
Augustinus Fonden	Gentofte Kommune	Novo Nordisk Fonden
Bispebjerg Hospital	IBM	Novozymes A/S
Bjarne Egedesø A/S	Icelandair	Olympus Danmark A/S
BP Gascenter	Industriens Arbejdsgivere i København	Oticon Fonden
Brandt Group Norden A/S	Industriens Uddannelsesfond	Otto Mønstedts Fond
Braun Danmark A/S	KILROY group travel	Procter & Gamble
Brdr. Hartmanns Fond	Knud Højgaards Fond	Provinsindustriens Arbejdsgiverforening
British Council-Denmark	Kulturministeriet	Safri Duo
Carlsberg A/S	Kunststyrelsen	Siemens A/S
CfT Tandhjulsfabrik A/S	København Sund By	Sonofon A/S
Chr. Hansen A/S	Kødbranchens Fællesråd	Statens Skadedyrslaboratorium
DAG Dansk Autogenbrug A/S	Landbrugsraadet	Steno Museet
Danisco A/S	LB-Fonden til Almenvælgørende Formål	Sundhedsstyrelsen
Dansk Industri	LEGO	Thomas B. Thriges Fond
Dansk Landbrug	Lokale- og Anlægsfonden	Toms Gruppen A/S
Danske Bank A/S	Louis Petersens Legat	TrygFonden
Dansk Erhvervsgartnerforening	Lundbeckfonden	Trykkompagniet A/S
Danske Slagterier	Lærerstandens Brandforsikring G/S	Tuborgfondet
DEFU	Marie og MB Richters Fond	Tuborgs Bryggerier A/S
Den Obelske Familiefond	Matas A/S	Undervisningsministeriet
Egmont Entertainment	Mejeriforeningen	Villum Kann Rasmussen Fonden
Egmont Fonden	Microsoft A/S	William Demants & Hustru Ida Emilies Fond
Energistyrelsen	Ministeriet for Videnskab, Teknologi og Udvikling	YARA Industrials A/S
EU	MT Højgaard a/s	Økologisk Landsforening
Faxe Bryggeri		
FDB		

