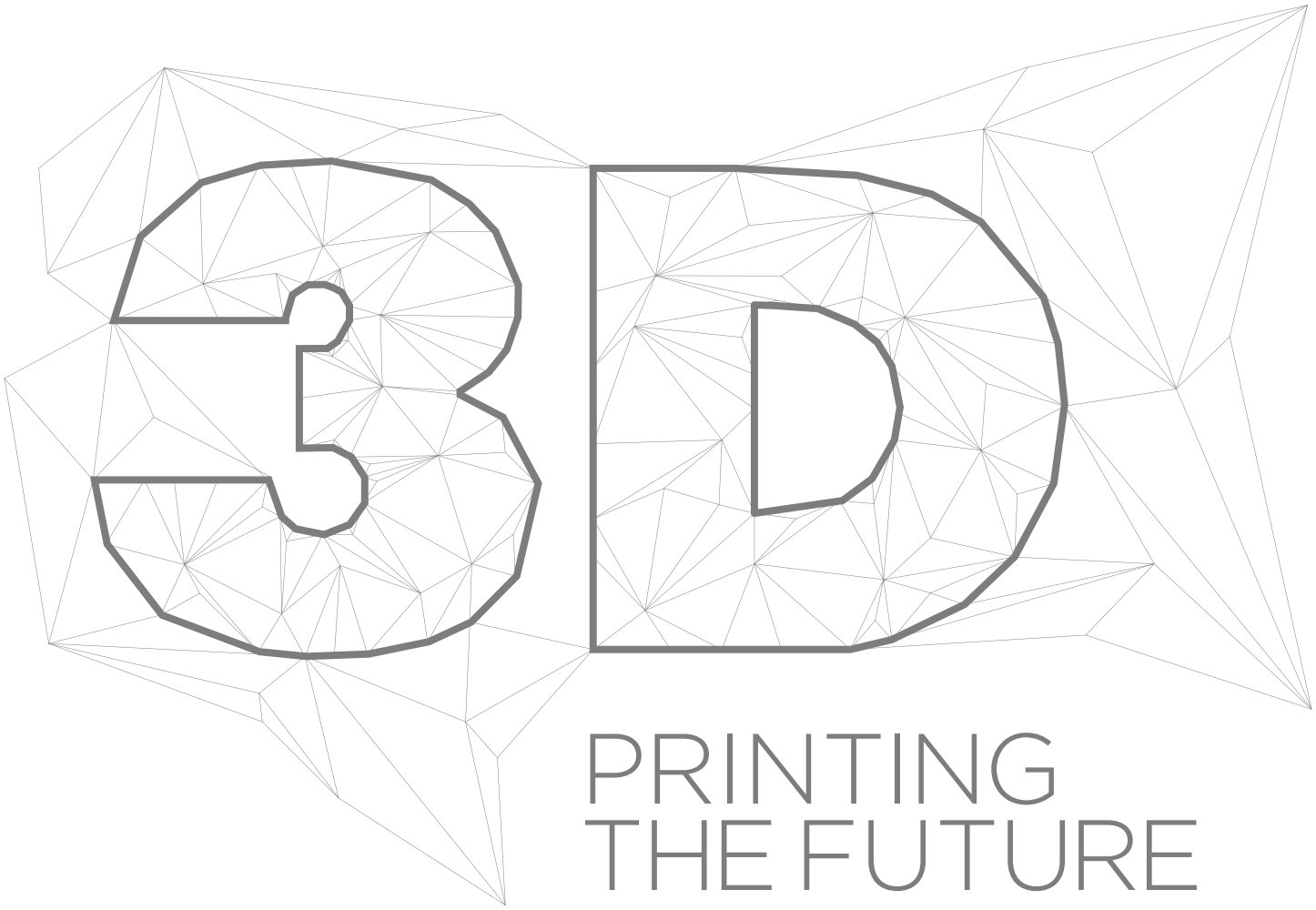


PRINTING THE FUTURE

Now available for hire

SCIENCE MUSEUM TOURING

Following the success of the London display *3D: Printing the Future* is now available to hire.

The Science Museum is offering a Blueprint Pack so that you can be creative, innovative and *print your own exhibition*.

What is a Blueprint Pack?

Welcome to a new way to hire a Science Museum exhibition. Avoid costly shipping and waiting for content by using our Blueprint Pack to produce your own *3D: Printing the Future* exhibition.

Museums, galleries and commercial companies offer exhibitions using different models or formats. Traditionally these divide into 'turnkey' exhibitions that provide a complete package, and 'object only' exhibitions where the objects are provided with a curatorial narrative.

Contemporary science exhibitions, which traditionally do not showcase one-of-a-kind objects, offer an opportunity for an even-lighter-touch exhibition hire, allowing greater flexibility for the host venue, and an exhibition that really works for your space.

Our new **Blueprint Pack** gives a venue our content, concept, designs and meticulously researched IP in order for you to reproduce the exhibition in a way that allows you to take our research and ideas in new and exciting directions.

The Blueprint Pack enables host venues to produce or source all the physical elements for the exhibition, by printing them yourself but also by creating contacts in local industry to build partnerships and unique sponsorship opportunities, allowing for the exhibition to be bespoke to your space, localised to resonate with your audience and unique in its display. You could choose to replicate the Science Museum display, use elements of it to create a dramatic departure from the original, or scale it up to be as big and bold as your space allows.

The pack includes the designs, research content, videos, interviews and programming ideas for you to produce your very own *3D: Printing the Future* with no expensive shipping, no insurance cost, no environmental concerns. By taking our blueprints and developing them into your own exhibition you can feature new or local stories knowing that you have the reassurance of the high standards of the Science Museum's exhibition at its core.

Work in partnership with the Science Museum in London to create a unique exhibition never before seen and never again repeated!

3D: Printing the Future on display at the Science Museum

Exhibition overview

Imagine a world without limits, where any object can be produced at the drop of a hat.

Recent advances in 3D printing mean that more people than ever can make their ideas real. This burst of creativity has created millions of interesting things – some of them could even change your life. No wonder 3D printing is always in the news. But are the stories accurate, or even true? Let us guide you around the hype of 3D printing, as we reveal this technology's real-life potential.

Display the Science Museum's contemporary science exhibition ***3D: Printing the Future*** and bring this fascinating world into your venue.

In London the exhibition display included an explosion of over 600 printed objects, revealing how 3D printers inspire creativity and ground-breaking design. The stories we've uncovered focus on the future of industry, medicine and whether 3D printing will change your everyday life.

As well as an explosion of 3D printed objects from bicycles to Big Ben, the exhibition covered four key themes, each exploring how 3D printing affects us:

- **Print it**
- **Perfect it**
- **Heal it**
- **Try it**

Each of the main themes is explored through object and human stories, with videos, images, quotes and interviews alongside the 3D printed objects. Assets for replicating this exhibition are included in the Blueprint Pack.

Image: Bathsheba Grossman

Print it

There are many different 3D printers, from basic home models to sophisticated industrial machines; each builds objects in layers. Modern machines use different techniques and materials to create all kinds of things. A number of these objects are tactile, allowing the audience to further engage with the exhibition and understand the process of 3D printing and its results.

The Blueprint Pack includes designs that you can print yourself, videos and animations of the printing process and an opportunity to display a working printer on gallery. Even the designs for the content label mounts are included and are 3D printable. You get the London exhibition content but can be creative in adding objects of all shapes and sizes printed using other methods and machines.

Perfect it

3D printing helps designers and engineers to make things lighter, more sustainable and cheaper. By printing prototypes they can test for faults and make better designs faster. By printing end products in layers, designers have the freedom to create complex, multifunctional shapes. These shapes would be impractical, or even impossible, with traditional manufacturing methods such as chipping or moulding.

The Blueprint Pack content communicates the ways in which designs change and develop, through text as well as visually, and covers topics that span skyscrapers and aeroplane parts to satellites and Mars landers. This section includes video interviews from leading designers and scientists from across a range of science and engineering backgrounds. Enable your visitors to engage in the search for perfection and work with your local industry to include local stories.

3D: Printing the Future on display at the Museum of Science & Industry (MOSI), Manchester

Heal it

We are all unique individuals. Our medical needs are unique too. Over 5.5 million people have already been treated using 3D printed medical parts. Today more medical specialists are harnessing the power of 3D printing to create custom-made implants. In the future medics might print bespoke treatments made with biological materials, drugs and even living human cells.

The Blueprint Pack includes specially commissioned videos revealing how a 3D printed skull section can encourage bone regrowth and real-life stories showing how 3D printing has changed someone's life for the better. Create social media conversations among your visitors and discover ways to build relationships with local medical facilities as donors to your exhibition's content.

Try it

It has never been easier for you to try 3D printing. Artists, enthusiasts and entrepreneurs all over the world are taking advantage of 3D printing to imagine and create things. In the UK alone around 4.8 million 3D printed things are made by enthusiasts each year. 3D printing lets people affordably create individual items. Some people have even come up with innovative ways to use 3D printing to help others. This exhibition encourages your visitors to participate in 3D printing, to be actively engaged in the process and to experience 3D printing in their lives.

Using our Blueprint Pack, find out how we scanned visitors at the Science Museum in London, 3D printed them and included them in the display. The Blueprint Pack includes the details of how to run this event, make your visitors feel part of the exhibition and generate unique print-outs as a retail opportunity.

Printed tablets
Image © Science Museum

Learning outcomes

Every day, the media publish stories of a scientific nature, from space exploration to nanotechnology, requiring the reader or viewer to engage for a short period of time with an application of a scientific concept or make a judgment about the validity, safety or consequences of a particular process or product. *3D: Printing the Future* allows the audience the enter and engage with the ongoing global dialogue of contemporary science.

The exhibition content from the Science Museum is aimed at a target audience of:

- Independent adults – specifically young adults (aged 14–30)
- Families
- Education groups and their teachers

Alongside the content from the Blueprint Pack you can add stories and research tailored to any audience you wish to appeal to.

The exhibition aims to:

- Create an understanding that 3D printing is a way of producing physical objects from digital plans.
- Demonstrate that there are different types of 3D printers which print in different ways with different materials.
- Allow visitors to appreciate that 3D printers can make things of such complexity that cannot be made any other way.
- Highlight how 3D printing is driving innovation in the medical industry, big business, small companies and non-profit organisations.
- Draw attention to the range of things that can be 3D printed.
- Create an appreciation of how 3D printing will have an impact on our lives.
- Inspire and excite visitors by the potential of 3D printing to drive innovation across even more fields, resulting in exciting objects in the future.
- Introduce ways of getting involved with 3D printing and 3D design.
- Motivate visitors to discuss 3D printing and its uses.

Pneuma 2 by Neri Oxman
Image © Science Museum

3D: Printing the Future at MOSI

What the Blueprint Pack includes

This pack contains £130,000 worth of research, development and digital assets.

- Exhibition overview and content hierarchy explanation
- Example floor plans and design layout
- Object list and sources
- Object design files (not for every object, just a selection)
- Image files
- Exhibition script, content and research from the Science Museum Contemporary Science team
- Graphic files in editable format
- Contacts list for 3D printing companies and introductions where appropriate
- Press and marketing material
- Specially commissioned videos
- Additional supplementary material for web or display use
- Event suggestions with methodology
- Retail product suggestions and catalogue
- Inclusion in an active social media network of 3D printing host venues
- Educational material and learning outcomes information
- Science Museum Contemporary Science staff time to talk you through the pack, assist with fact checking and as a general contact for queries and assistance
- Use of the Science Museum logo to highlight the collaboration and association

Moving model engine
Image © Science Museum

What is not included

Anything physical

- Venues are expected to design and construct their own platform/structure for the display including mounts and cases. As every venue space is different, and you may want to scale up or down the exhibition, you will need to design the structure onto which the content will be displayed. Examples from London and other displays will be included for reference and to generate ideas. Your structure could be a large wall as in London, or a large table as in Manchester, or something completely different; it is your chance to be creative.
- You will need to print the graphics.
- Venues will need to source the 3D printed objects for the display. Some are available as printable design files in the Blueprint Pack, others should be sourced from local manufacturers or the contacts provided in the pack.
- The pack contains a number of videos. You will need to provide any hardware and license the correct software for displaying these, be it table-top screens or large projections.
- We strongly recommend you borrow or acquire a 3D printer to be displayed on gallery.

Translation

- The Blueprint Pack, exhibition content, graphics and videos are all in English so you will need to translate and re-artwork as appropriate for any language change.

Graphic design

- If adding additional content you can use the templates provided but you will need to lay out your new content and images.

Any costs for Science Museum staff to visit your venue

- We anticipate that the collaborative work can be managed remotely by e-mail and telephone, etc. If you would like an on-site consultation then you would be responsible for the travel, accommodation and subsistence costs associated.

The scale of your exhibition may require you to add additional content. Any additions will need to be curated by your team but the Science Museum Contemporary Science staff will be involved in fact checking and sign-off. We recommend you add some local components and local stories to make the exhibition more meaningful to your visitors.

Pricing

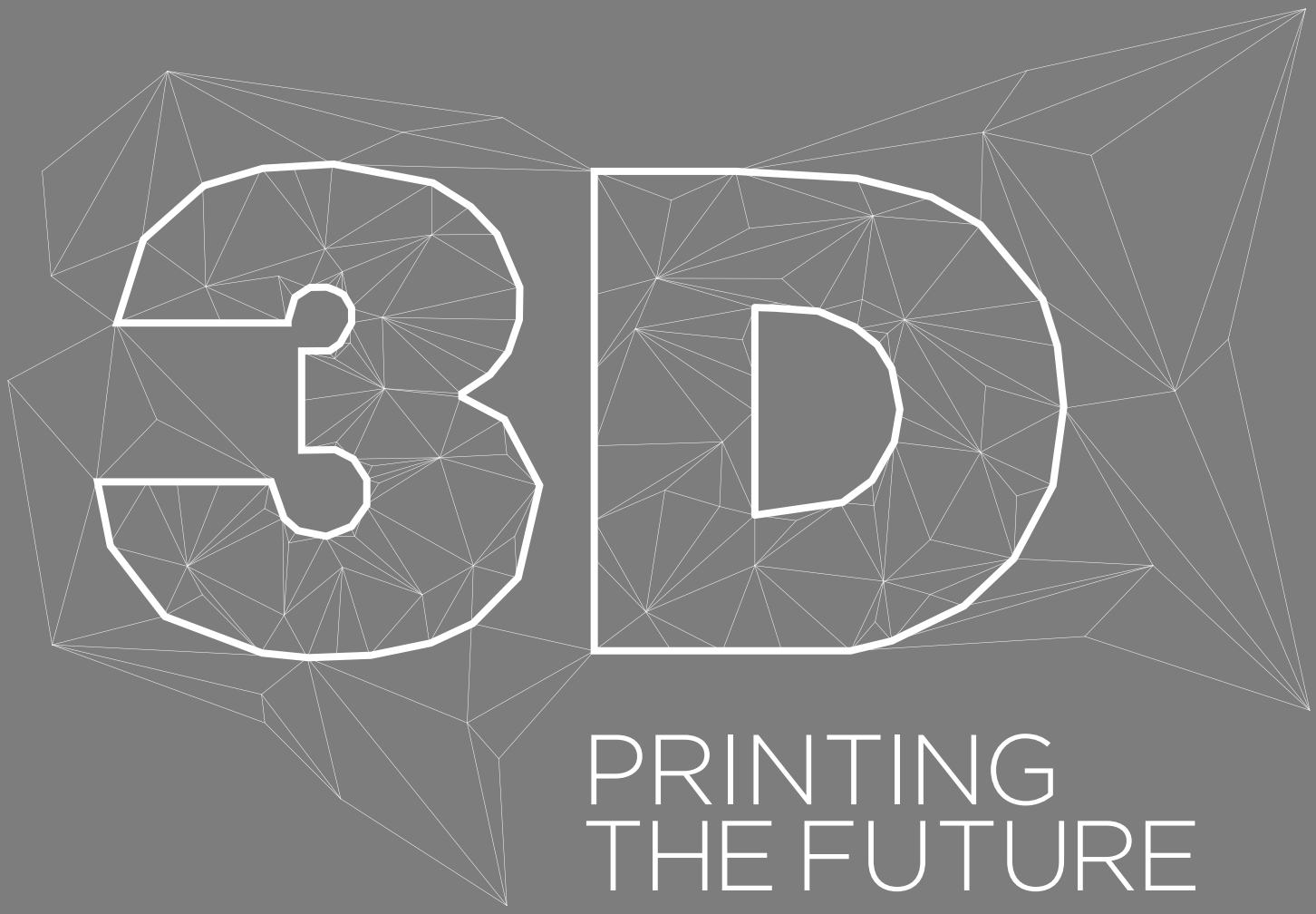
The Blueprint Pack is provided in a two-tier pricing structure.

- Stage 1: Contract for use of Blueprint Pack and fee of £13,000 payable to the Science Museum in advance of receiving the pack.
- Stage 2: Licence fee based on duration of display equivalent to £750 per display per month payable on opening of an exhibition or in instalments throughout the display as agreed in the contract.

Availability

- As you do not receive anything physical the exhibition can be on display at any time. There is no waiting for another venue to close, no restriction dependent on shipping schedules and no concern about conservation and environment to cause delays. As soon as you have purchased the Blueprint Pack work can begin and the exhibition can open in line with your desired timetable.
- Blueprint Packs will be available from 2015 onwards.

Aeroplane door hinge
Image © Science Museum



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Contact

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