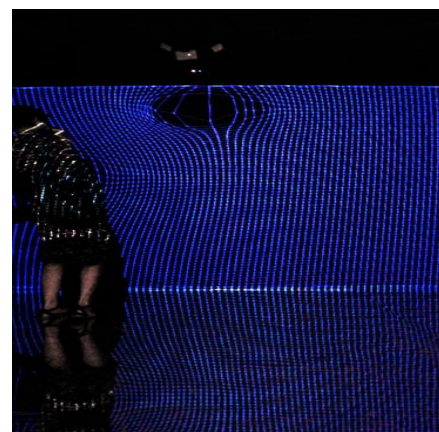




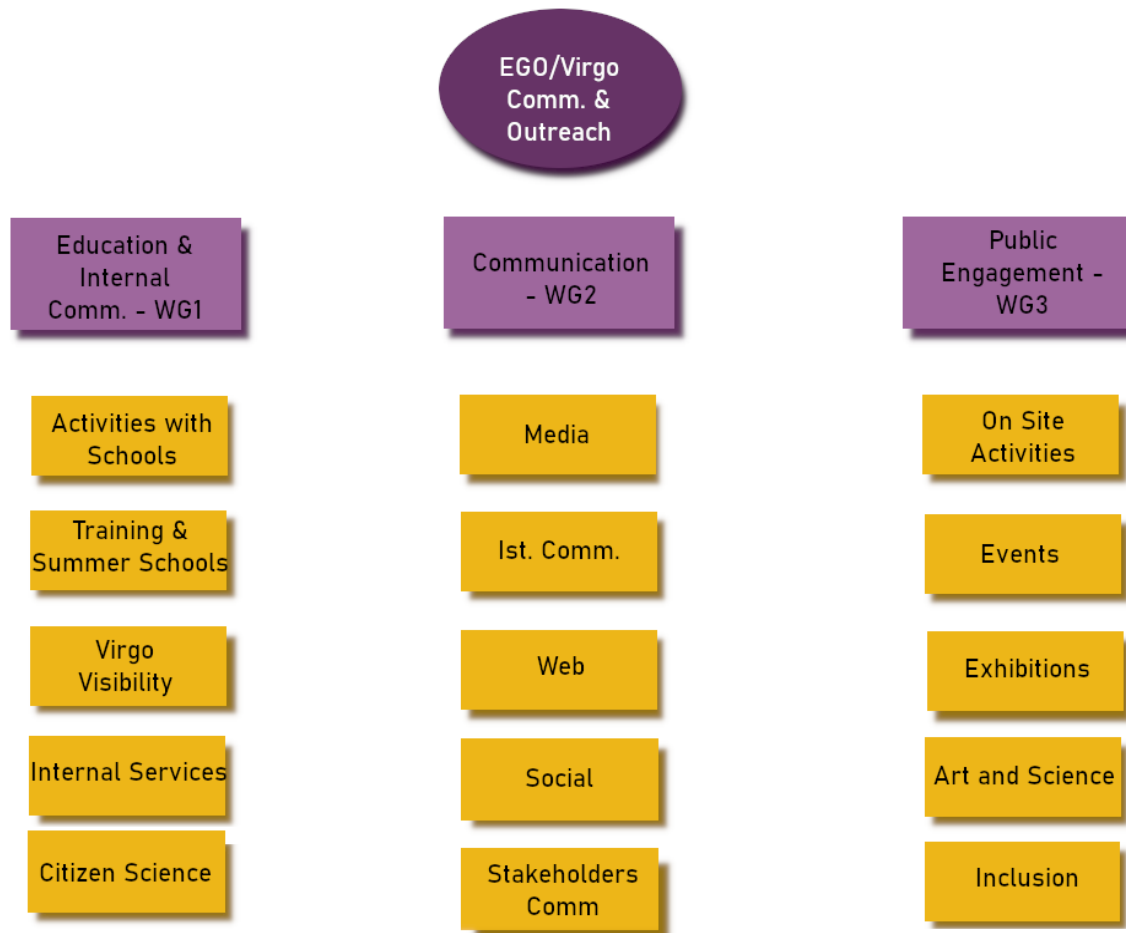
EUROPEAN
GRAVITATIONAL
OBSERVATORY



ON SITE AND 'LOCAL' OUTREACH OF EGO AND VIRGO

STAC - EGO, May 29th 2024

Vincenzo Napolano, EGO Communication Responsible



EGO and Virgo Communication and Outreach





EGO Comm. team

Vincenzo Napolano
EGO Comm Resp.



Giada Rossi
Web, Social Media,
Events

Elisa Velcani.
Visits,
On site initiative



WHO...?

- EGO communicators:
Vincenzo Napolano, Giada Rossi,
Elisa Velcani
- Virgo scientists:
Isabel Cordero, Dorota Rosinska, Jerome
Degallaix, Livia Conti, Nicolas Arnaud,
Valerio Boschi, Simone Mastrogiovanni,
Massimiliano Razzano and others.
- EGO IT Department:
Giuseppe Di Biase, Gary Hamming,
Ferdinando Margarita....



Strategic approach to comm and outreach



- Promote the visibility of EGO and Virgo at different levels.
Reinforce the connections and communication with local (regional, national) communities. Foster the Media coverage.
- Engage the general public about GW physics and related areas.
Highlight the connections between GW science and research and society, culture, economy, global challenges.
- Scientific community can provide role models for society:
 - Science as an international cooperative endeavour
 - Science as diverse context, in which different skills and approaches are integrated
 - Promote the role of women in science
- A special attention to the youngest and to the students.



Actions, tools, contexts: a rich ecosystem



- Public tours of scientific facilities and research centers have a crucial role
- Events dedicated to youngest, students or children
- Public events for general public
- Art and science initiatives, installations, exhibitions and innovative languages (theater, dance...)
- Events Format able to convey general message (e.g. women in science...)
- Social media and web dissemination actions
- Press Office and Media networking



OPEN DAY PREPARATION

- On May 24th we organized the first EGO and Virgo **Open day** after Pandemics
- 30 EGO and Virgo researchers and technicians involved





OPEN DAY: A GREAT SUCCESS!

- 10 guided tours (one overnight), dozen of workshops about vacuum technologies, noise hunting, data analysis, optics, sensing and control...
- Activities for kids!
- Careful definition of access area and activities in agreement with run coordinator, commissioning coordinator and CR staff





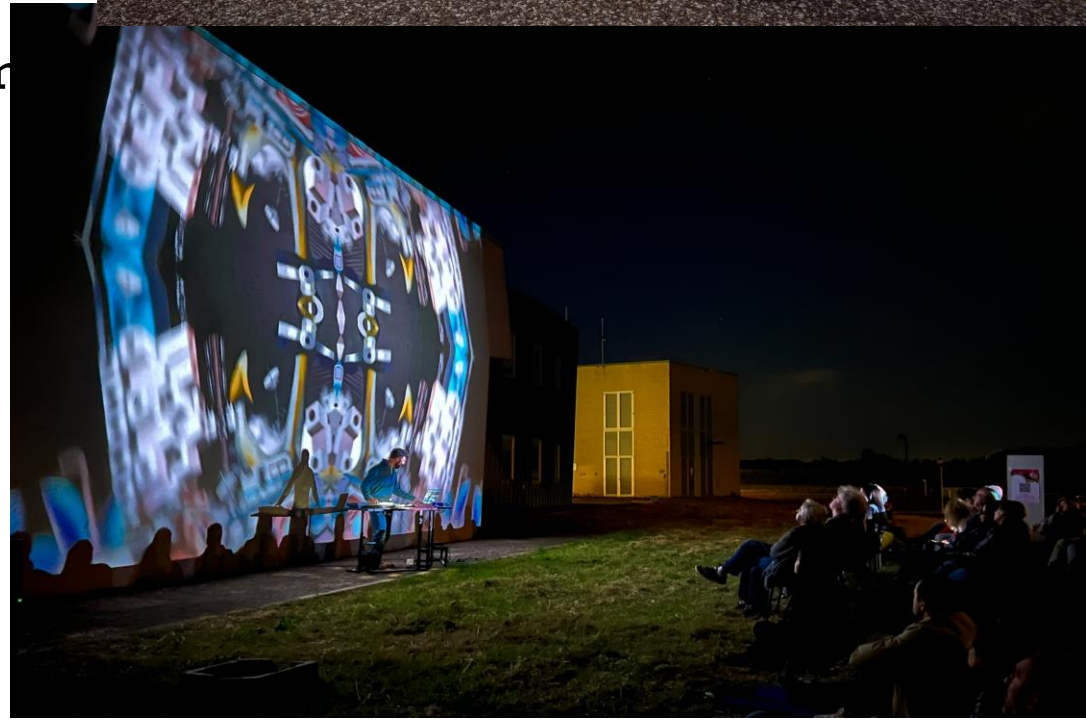
OPEN DAY: A GREAT SUCCESS!

- 1000 visitors from 2 p.m. to 11 p.m. in four shifts (maximum of 200 people on site at the same time).
- Almost fully booked just after few days from opening the reservation slots.
- An evidence of the increasing visibility of EGO and Virgo and of the strengthening connection with the local communities (Cascina, Pisa, Tuscany...).
- A very interested, curious and respectful audience.
- No interference with the run of course!😊



EVENING ACTIVITIES

- ORA a live show with music and video mapping about Earth's environmental sustainability by Imaginarium. The musical track created by Imaginarium Studio sonifying scientific data of Virgo, ESA, INGV
- Night sky observation by local astrophile association





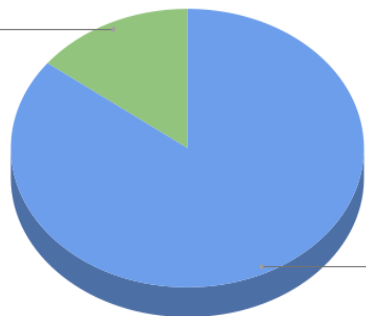
IN PERSON

REGULAR VISITS: A VERY POPULAR DESTINATION

- Approximately 10000 visitors in 2023
- 65% students
- 15% come from outside Italy
- Virgo can be visited on Tuesday and Saturday mornings at 10 am. Bookings sold out until 2025.
- All info can be found at www.ego-gw.it.
- A crucial element of the communication strategy.
- Positioning the site with respect to social/cultural/economic stakeholders

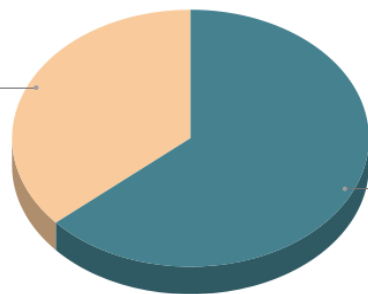


International visitors
14.6%



Italian visitors
85.4%

Other visitors
36.4%



Schools
63.6%



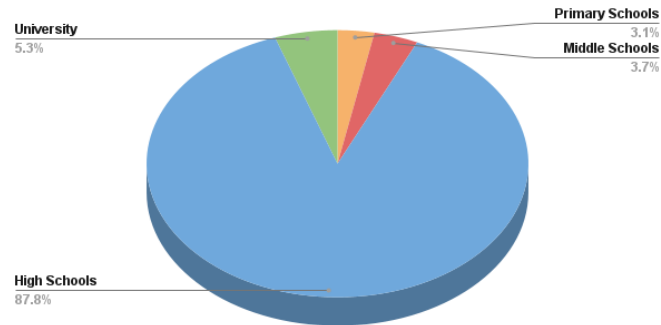
**(ITALIAN) SCHOOLS
VISITING VIRGO IN THE
23-24 SCHOOL YEAR!**

SCHOOLS VISITING VIRGO FROM ALL OVER EUROPE:

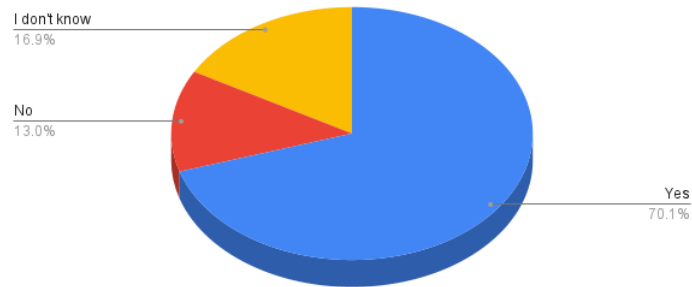
- GREECE (10 GROUPS)
- SLOVENIA
- DENMARK
- UNITED KINGDOM
- FINLAND
- PORTUGAL
- FRANCE
- IRELAND



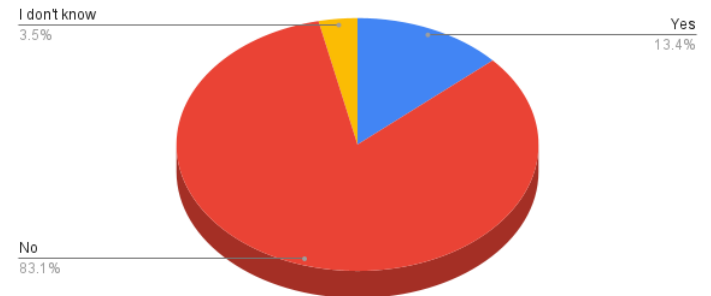
Addressing different audiences



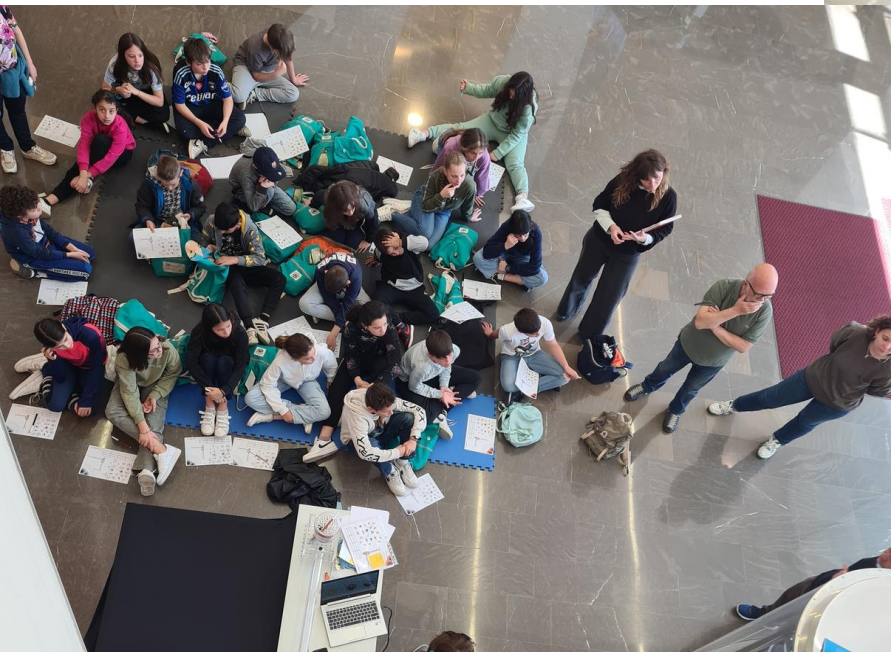
Passionate about science



University education in STEM subjects



Trasforming the spaces



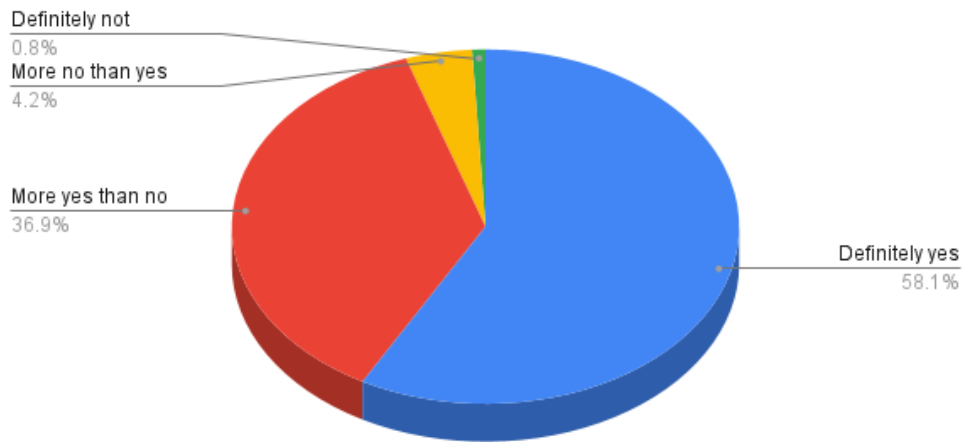


- Time slots for the visits are Tuesday and Saturday 10 am (80/100 persons per day are allowed)
- The calendar is almost fully booked up to end 2023
- Online form for booking on www.ego-gw.it and www.virgo-gw.eu
- 15 EGO/Virgo researchers + 8 external collaborators involved as guides
- A significant effort of organization, coordination and visitor reception (0,5 FTE)
- An online survey available (response rate 20%)
- A photographic contest for the visitors just launched
- A new visit-format for kids!

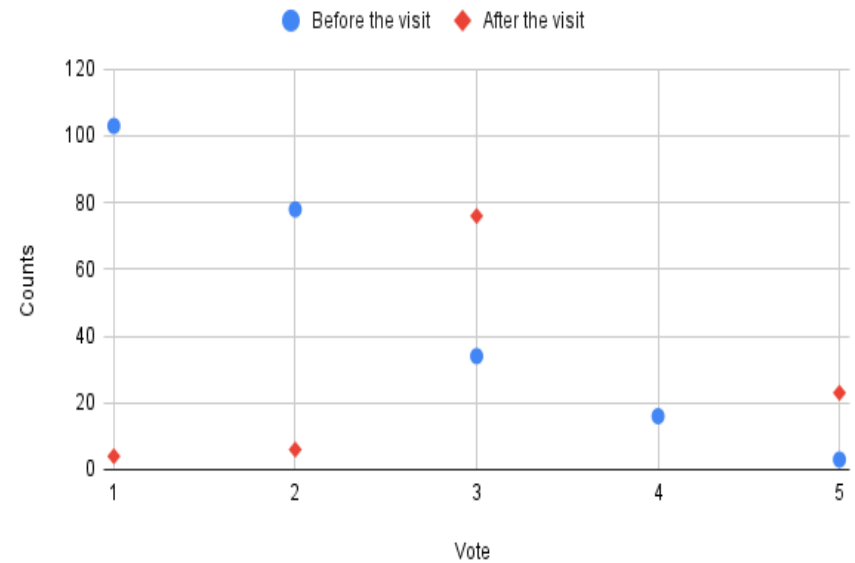


Influence on visitors

Did the visit meet your initial expectations?



How much do you think you know about Virgo?



Accessibility

Via dello
Zannone



Via Macerata



White road



Accessibility



- The potential of the cycle path



- One of the access roads to the site: via dello Zannone

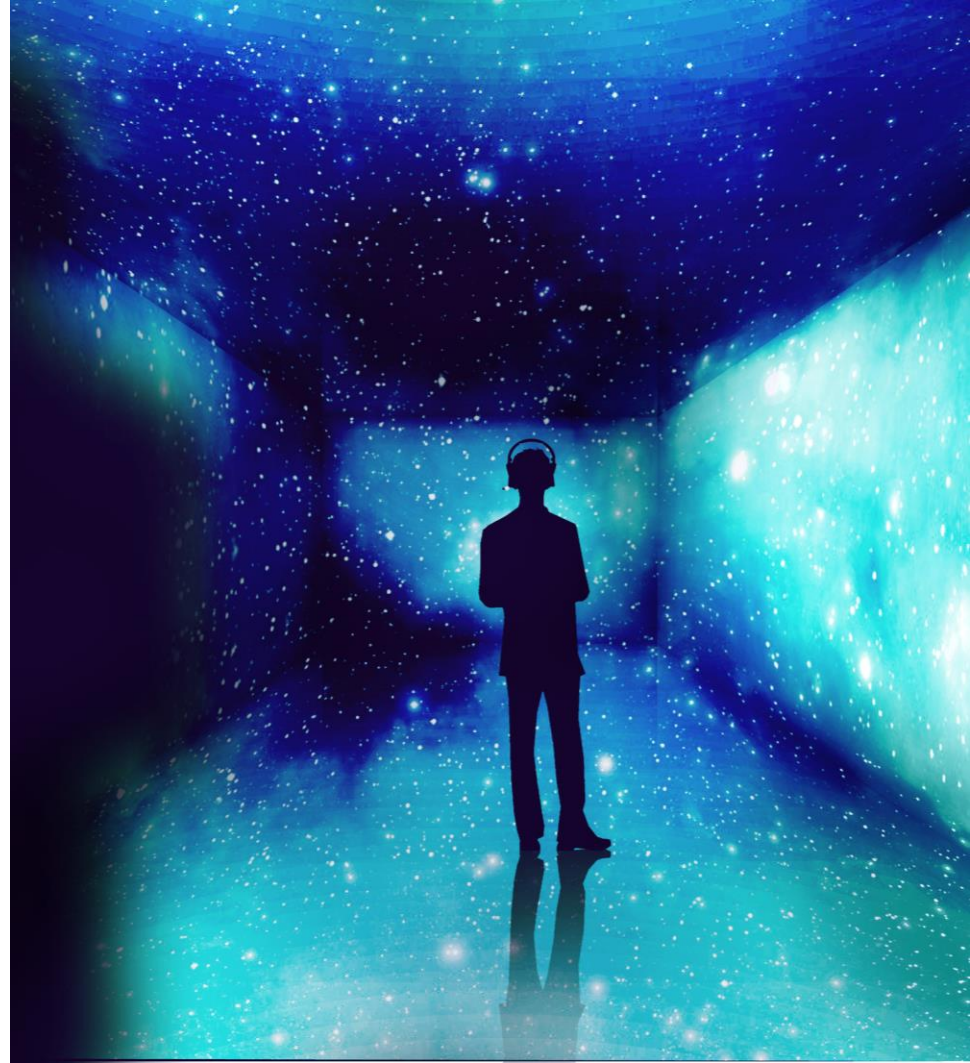
INSPIRING AND STRATEGIC VISION

For exploring the cosmos of these outreach and comm activities it may be useful to consider:

PLACES able to connect our community with specific targets and society at large

FORMATS that engage your audience (are in the flow of shared narratives)

COLLABORATIVE EFFORTS with artists, citizen, stakeholders, cultural operators, critical thinkers



PLACES AND EVENTS

The places where we
tell stories and ideas
add meaning and
context to what we are
telling



La Nunziatina, Pisa, Open-air courtyard for concerts and performances

+ Lucca Comics & Games 2023

■ In the context of the Comics&Science Palace



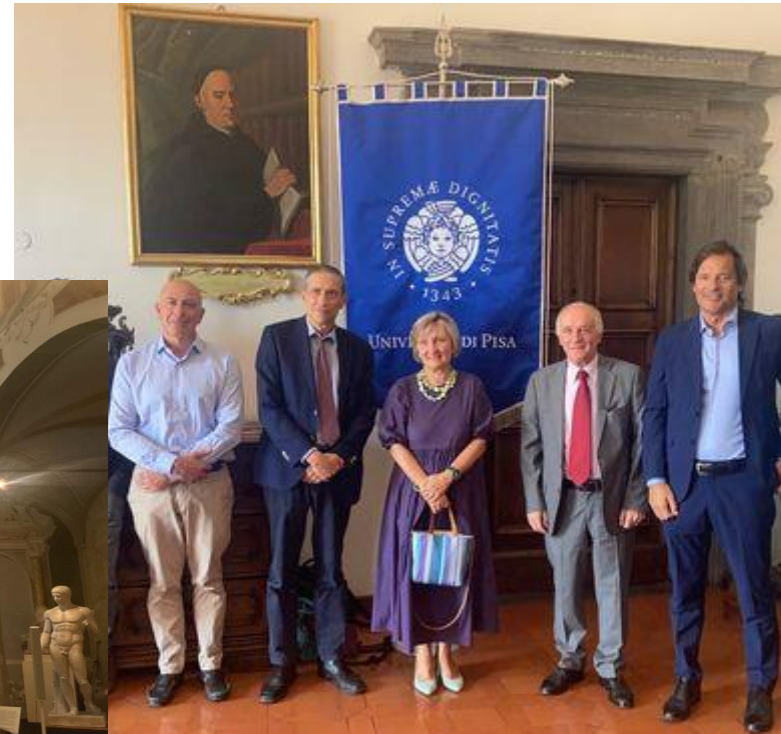
+Musiche dal Cosmo

- Concert to celebrate 20 years of Virgo
- All Stars Orchestra playing the music of Sir John Williams
- At the Verdi Theatre in Pisa



+ Special events in Pisa

- Public conference for the “Giornate Galileiane”, February 2024
- Bright Night, European Researchers Night in Tuscany, 2023



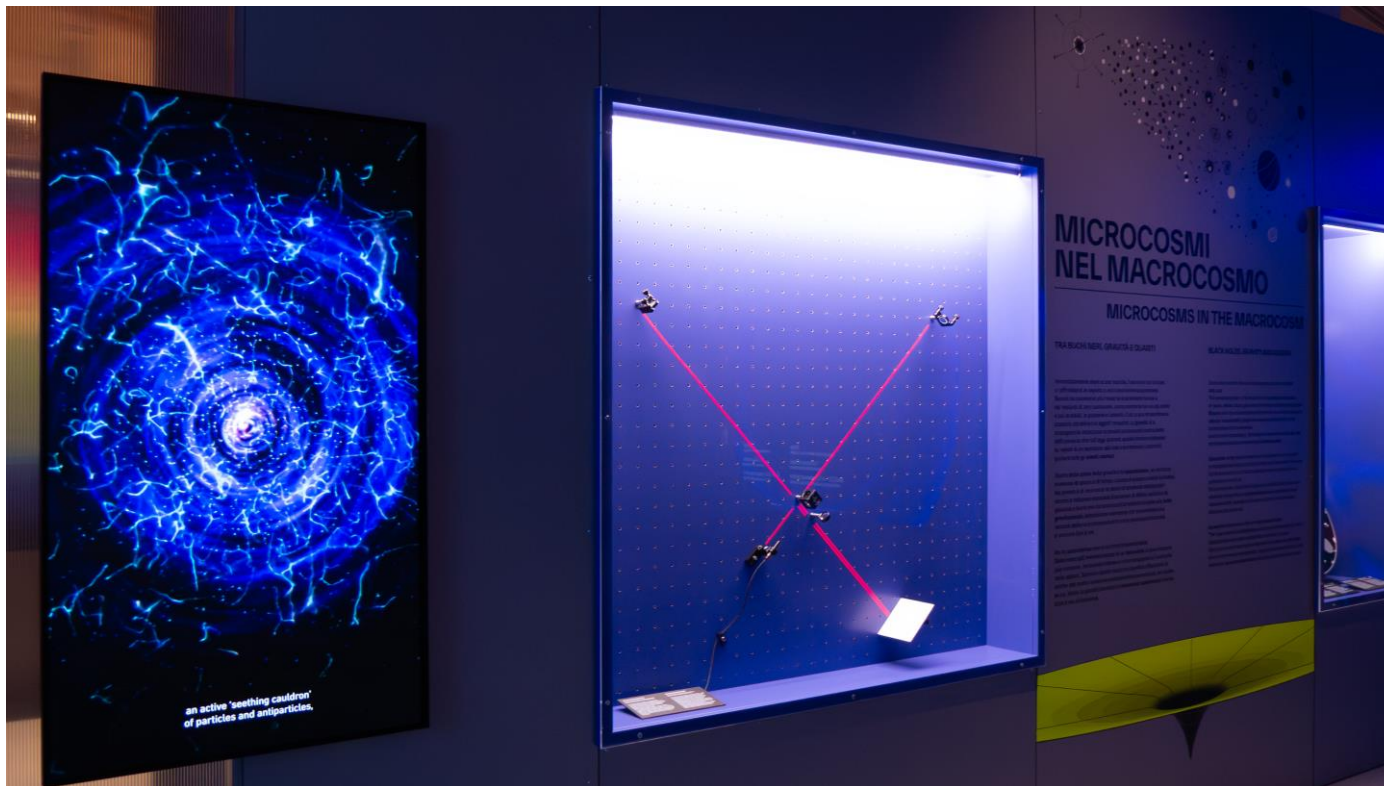
+ Splendori Celesti exhibition in Florence

■ In collaboration with Museo Galileo



+ «Quanto» Exhibition

- Exhibition by INFN, with the collaboration of EGO
- At MUSE - Museo delle Scienze in Trento



FORMATS





Science offers role models



+ Women Listening to the cosmos

- July 15th 2022, Cascina
- September 23rd 2022, La Nunziatina (Pisa)
- December 1st 2022, Festa della Toscana (Pisa)
- May 23rd 2023, Festival Dell'Astronomia (Livorno)
- May 21st 2024, EGO, with Fondazione Deloitte



+ The Sound of the Universe

- Event about multisensoriality and inclusivity in astronomy
- July 19th 2022, Lajatico
- October 30th 2022, Festival della Scienza (Genova)



IL SUONO DELL'UNIVERSO

Domenica 30 ottobre 2022 - h 21

Festival della Scienza Genova - Palazzo Ducale



Wanda Díaz Merced
Astronoma di EGO



Stavros Katsanevas
Direttore di EGO



Massimo Magrini
Sound Designer

A cura dell'Osservatorio Gravitazionale Europeo (EGO)
Modera Andrea Parlange

BLACK HOLE: A NEW INTERACTIVE INSTALLATION BY EGO AND INFN AT CITTÀ DELLA SCIENZA IN NAPLES

Today, November 23rd 2022, as part of the Futuro Remoto science festival in Naples, the exhibition "Space (to the future)" will be inaugurated. The European Gravitational Observatory (EGO) was involved in the creation of an interactive installation on black holes.

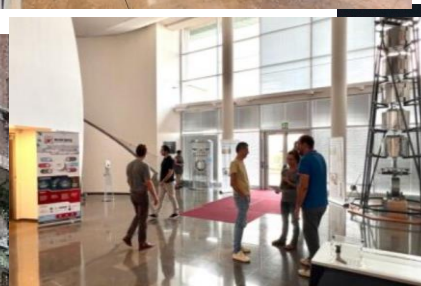
[READ MORE](#)



"THE SOUND OF THE UNIVERSE"
AT GENOA SCIENCE FESTIVAL



"LE DONNE E I PAESAGGI
DELL'ASTRONOMIA", AT PISA



A TWO DAYS WORKSHOP AT EGO
FOR FOSTERING CITIZENS ROLE
IN FUNDAMENTAL SCIENCE



Researchers Night, Pint of science, Science Festival

October 30th 2022, Genoa Science Festival
May 12th 2022, Scienza e Virgola (Trieste)
September 29th 2023, Bergamo
October 8th 2023, Città del Teatro, Cascina
April 2024, Science Festival, Rome



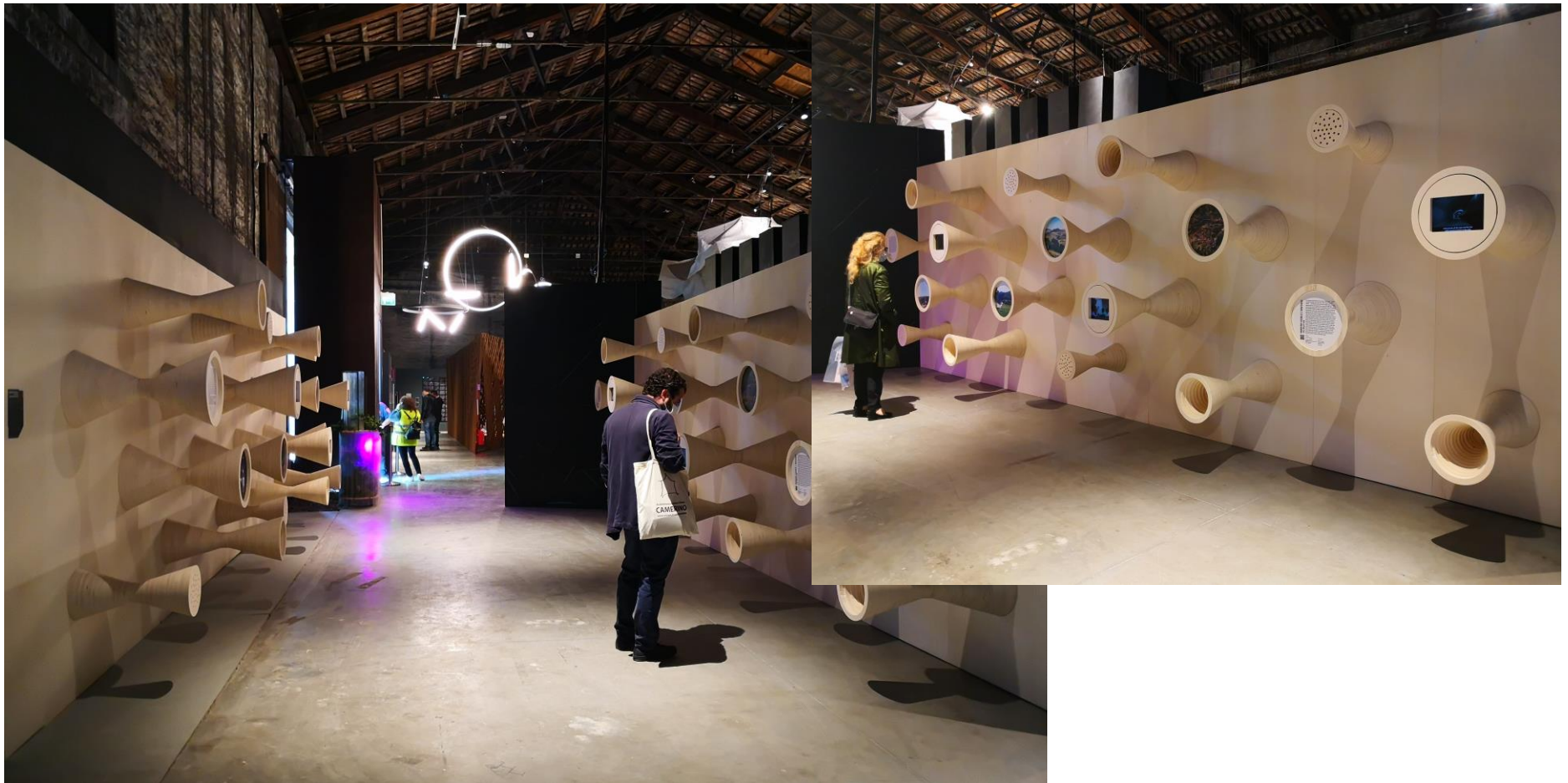
There are stories that allow us to link scientific knowledge to other areas of knowledge, to the great social challenges and to our inner world

ART AND SCIENCE INITIATIVES



+ 2022 Venice Architecture Biennale

■ The future of gravitational waves research



+ Land art and soundscape on site at Virgo

- By Luca Serasini and Massimo Magrini
- From October 2022 to May 2023



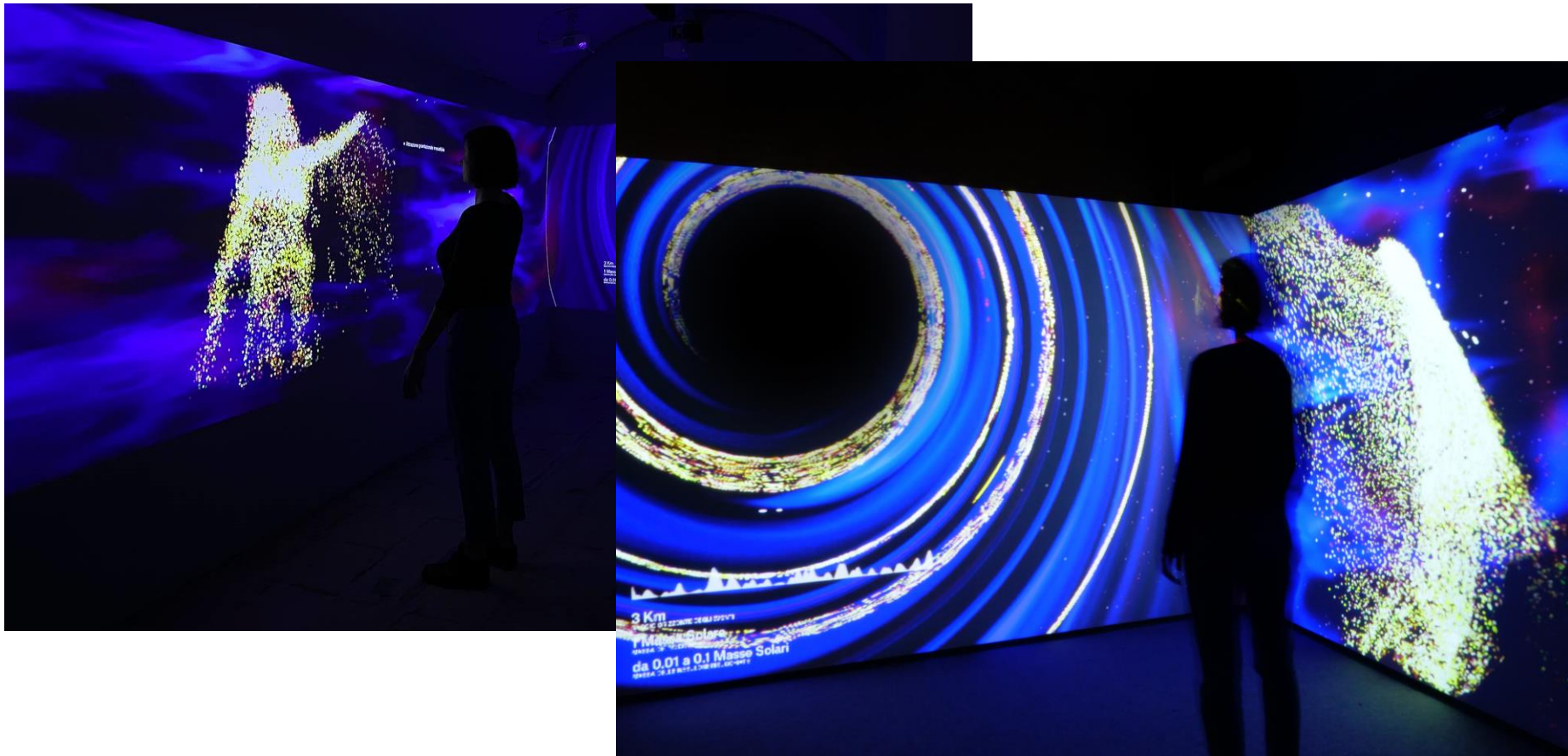
+ Artist in residence

- Lulù Nuti and Spazio Taverna
- Artwork presented at the Spoleto Festival 2024



+ Buco Nero Installation at Città della Scienza (Napoli)

■ Developed by INFN and EGO

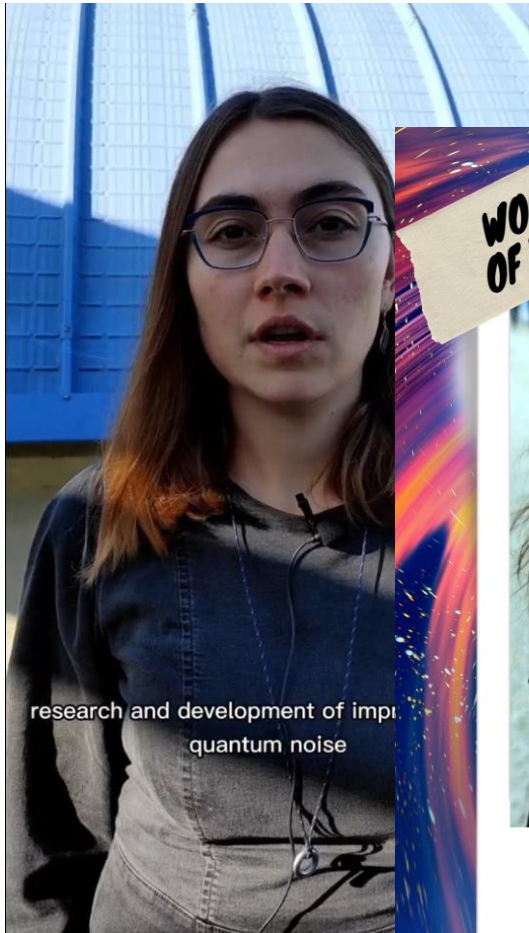




3 Km
RAGGIO ORIZZONTE DEGLI EVENTI
1 Massa Solare
MASSA DEL BICO NOVO
da 0.01 a 0.1 Masse Solari
MASSA DELLA PRIMA ONDA D'URTO

Disco di accrescimento

+ #WomenofVirgo and International Day of Women and Girls in Science





COOPERATIVE EFFORTS



Collaborative Efforts



ECO MULTIMESSENGER VAN



AN IMMERSIVE JOURNEY INTO THE COSMOS AND ENVIRONMENT

By EGO - European Gravitational Observatory





Funded by the EU project AHEAD,
Fondazione Pisa and sponsored by IVECO

MULTIMESSENGER VAN

The VAN will travel **throughout Italy and Europe.**

A **design based on sustainable criteria.**

Children and young people will be involved with **events dedicated to schools.**

Several tens of thousands of people involved each year.

Accessible to **visitors with sensory, motor or cognitive disabilities,** aiming to reach culturally and economically disadvantaged audiences

Multimessenger Astronomy and the contribute of research infrastructures for **the global challenges of sustainability.**

STOPS AND PARTNERS

JULY 24
LAJATICO

TEATRO DEL
SILENZIO



JULY 24
PARIS - UNESCO



AUGUST 24
KATOWICE

EURO SCIENCE
OPEN FORUM
2024



SEPTEMBER 24
FLORENCE/TURIN

EUROPEAN
RESEARCHERS'
NIGHT



OCTOBER 24
GENOVA

FESTIVAL DELLA
SCIENZA



STOPS AND PARTNERS

NOVEMBER 24
NAPLES

FESTIVAL "FUTURO
REMOTO"



DECEMBER 24
TRENTO

MUSE - MUSEO
DELLE SCIENZE DI
TRENTO



DECEMBER 24
MESSINA

FONDAZIONE DI
COMUNITÀ
HORCYNUS ORCA

MARCH 25
GENEVA

CERN



MARCH 25
COMO

FONDAZIONE
COMETA (TBC)

APRIL 25
ATHENS

ASTRONOMICAL
OBSERVATORY

+ Pico – European Project proposal

- **Result of international cooperation between institutions**
- **Proposal accepted in the context of the European Researchers Night call**

List of participating organisations

#	Participating Organisation Legal Name	Country
1	EUROPEAN GRAVITATIONAL OBSERVATORY(EGO) (OSSERVATORIO GRAVITAZIONE EUROPEA)	Italy
2	UNIVERSITA DI PISA	Italy
3	ELLINOGERMANIKI AGOGI SCHOLI PANAGEA SAVVA AE	Greece
4	INSTITUTE OF ACCELERATING SYSTEMS AND APPLICATIONS	Greece
5	INSTITUTO DE FISICA DE ALTAS ENERGIAS	Spain
6	ISTITUTO NAZIONALE DI FISICA NUCLEARE	Italy
7	ISTITUTO NAZIONALE DI GEOFISICA E VULCANOLOGIA	Italy
8	TRUST-IT SRL	Italy
9	COMPLA SRL	Italy
10	CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRS	France
11	Associazione Cascinese Astrofili	Italy

Thank you!



EUROPEAN
GRAVITATIONAL
OBSERVATORY (EGO)

VINCENZO.NAPOLANO@EGO-GW.IT

