

Museology Course

Date: 22 a 24/08
Place: Espaço Ciência
Lecturer: Jorge Wagensberg

Event Schedule

00 Open Lecture

Science Museums and Science Centers

Their Role in Modern Society

01 *What is Science? The Scientific Method (SM)*

3 Concepts: *Reality, Observation & Comprehension*
3 Hypothesis: *the limits of Scientific Knowledge*
3 Principles: *Objectivity, Intelligibility & Dialectics*
3 Benefits: *Universality, anticipatability & Progress*
3 Intellectual Joys: *Stimuli, Conversation & Understanding*

02 *The Intellectual Joy through the SM*

The acquisition of new Knowledge in Schools, Universities and Museums

Stimuli: *The Interaction with Reality:*

Hands on (1),

Minds on (2) and

Heart on (3).

Conversation: *To tell Stories in Museums*

Understanding: *The Museographical EUREKA!*

03 *Interdisciplinary Knowledge*

Crossfire of Ideas

Complexity, Method and Language

Complexity: *From Physics to Sociology*

Method: *What is Science? What is Art?*

What is Intuition?

Language: *Mathematics, Literature and Simulation*

04 *Science, Art and Revelation*

Science, Art and Revelation in the History of Human Condition.

The Method of Art vs the Method of Science

Art in a Science Museum

Science in a Museum of Art

The History of Painting with aphorisms

Language in Art, language in Science

The oldest problem of Painting: *How to represent a 3D volume in a 2D surface: Palaeolithic, Mesopotamia, Egypt, Giotto, Brunelleschi, Velázquez, Dalí,...*

05 The Museographic Language I

Objects, Phenomena and Metaphors

Hands on, Minds on and Heart on

Object vs. Object

The Hipercubic Showcase of Sudden Comprehension

Object vs. Phenomenon,

Metaphor vs. Phenomenon

An Introduction to Total Museology: *a definition.*

How to tell a story using a Museological Language

Natural and Cultural Selection:

The story of the Amazonian Blowgun

Jorge Caridad: a story of paleontological behaviour

The Museographic strength of analogies, paradoxes and contradictions:

The Megatherium was hairy or bare?

06 The Museographic Language II

Texts in Modern Museography:

The telescopic Structure of Texts

Images in Modern Museography

The Age of Simulation

Theatre in a Museum

Extending the Exhibition on the Web

Light and Sound in a Museum

07 The Process of the Museographic Conception

Preliminary Ideas:

a list of emotions collected in situ through conversation with Experts

Museographic Program, Museographic Project

Program of Architecture, Project of Architecture Museographic Production, Promotion and Surveys

08 Temporary and Traveling Exhibitions

AIDS. Microscapes. Ramon y Cajal: the Neurone. The Earth and the Moon: Compared Anatomy. Jules Verne.

Albert Einstein, 1905. Charles Darwin 250 anniversary.

Guess what you are smelling! Music, more music...

09 The best Ideas and Exhibits of Total Museology

Micromania. Toca-Toca. The Laetoli Prints. Fossil Behaviour (Archeoethology). HSSC of Trilobites. HSSC of human tools. HSSC of entomological diversity. The 3rd Law of Newton. The Natural Selection. Chaos, Chance and Statistics. The Cryptical and Aposematic Behaviour. Predators and Prey Vision. Climate Change. How to transform a private collection into a Public Museum.

10 The best exhibits of Total Museology

Huge Exhibits: Geological Wall, The Tropical Flooded Forest, Linear representation of the Biological Evolution. The Theater of Sensorium. Hurricane 1724. Amazonia. Biodiversity in the American Savannah, Theoretical Physics. The evolution of the technological language. To Invent Matter. The emergence of Forms in Nature.

11 Yes or Not?: The Most Frequent Mistakes in Scientific Museography

Lighting with zero Reflections. Hands on vs pushing buttons. Walking reading a text on the wall.

12 The Total Museology applied to Different Contents

The Museum of Natural History. The Museum of Technology. The Observatory Museum. The Museum of Chemistry. The Mathematical Museum. The Art Museum. The Museum of History. The Museum of Music. The Museum of Archeology. The Museum of Paleontology.