

Exhibition „Expedition Deep-sea“

An academically funded interactive exhibition about connections and new discoveries with a wake-up call from the WWF und Greenpeace for the protection of the ocean depths.

Exhibition documentation

You don't need to travel to the future with The Voyager in space to witness crazy aliens. The unknown depths of the oceans and seas of the world can already offer this experience. You don't even need a submarine. A visit to our exhibition gives you the opportunity to see life forms which only a short time ago even natural science experts had never seen.



Exhibition „Expedition Deep-sea“

The depths of the seas and oceans are the least explored parts of our planet. In this exhibition we bring the visitor closer to this fascinating subject in an impressive, exciting and easily understood way. Using a hands-on and, at the same time, scientifically serious approach the visitor will gain confidence with his new knowledge.

We acknowledge the unique items on loan from the „Vienna Natural History Museum“ from the „Musée du Léman“ and from the „Fondation Piccard“.

This popular-science, interactive and academically funded exhibition was developed under the academic leadership of Dr. Hanno Baschnegger und Dr. Victoria Golub.

Hanno Baschnegger is a zoologist and former head of the Department of Knowledge transfer and Exhibitions at the Natural History Museum, Vienna. He works as exhibition and outdoor educator for National Parks at home and abroad. He is a recipient of the Konrad Lorenz Prize and was responsible for major events with over half a million visitors. As a widely experienced developer of exhibitions he unerringly achieves the right balance between education and entertainment.

Victoria Golub is a biologist and science editor. Over the last 20 years Dr. Golub has worked for museums, national parks and NGOs such as WWF und Greenpeace. In her role as a media specialist she has provided an appropriate audio-visual lay-out of the display and ensured that the written content is understandable to the layman.



Our collaborators at the magazine GEO have been involved with the project from the outset and their specialist knowledge and spectacular photographs have made an important contribution to the success of the display. We are proud to have worked with this highly regarded publication.

In the small cinema area of the exhibition we show highlights of the world famous BBC film „The Deep“. The film explores the depths of the seas of the world and examines a number of amazing animal species. One of the chart-displays shows, in a targeted and eye-catching manner, aspects of the efforts of the WWF and Greenpeace to demonstrate the need to protect the ecology of our seas.



Following a trip to the exhibition the visitor can test his knowledge with a quiz and may win a goods voucher, which can be used towards purchases in the shopping centre.

We hope you enjoy your visit and look forward to welcoming you as our guest.

1. The fascination of the deep-sea

Up to the end of the 19th century we believed that life in our seas was only possible down to a depth of 600 metres. 70 percent of our worlds oceans and seas are however deeper than this. Daylight penetration in clear water reaches a depth of only 300 metres and below this depth no plant life can exist. How can animals maintain life below this depth when due to the lack of sunlight there is no primary energy source?

Deep-sea is defined as the totally dark regions of our seas and oceans. This means that 70 percent of our seas is deep-sea. Given that two thirds of the surface of our planet is sea with an average depth of 4000 metres, it follows that the deep-sea is by far the largest living space on our planet.

Since the 1930s we have known that this space is inhabited by an abundance of bizarre and, at times, fearsome creatures. The exhibition puts deep-sea research, its weird life forms and its biology at the centre but it also highlights the menace of the deep-sea!

A popular and scientifically-based exhibition in a shopping centre reaches more people than one based in a museum. The protection of the still largely unknown deep-sea and its life forms is not just an aspiration. Greenpeace and the WWF see the deep-sea as an important focus of their activities.



2. Topic presentation

Although the deep-sea occupies the greatest part of our planet, less is known about it than about the surface of the moon. This is undoubtedly due to its relative inaccessibility. Only a few countries have the deep-sea diving vessels which are necessary to engage in research.

In order to carry out a ship-based sample probe to a depth of 8000 m. requires for a start a 11 km. long cable. It takes 24 hours to lower a probe to this depth and then to bring it back to the surface. The equipment and transport costs are very high. A use of a large research ship costs 10,000 euros a day. Not many countries can afford such expensive investigations.

The deep-sea animals whose behaviour is to be investigated must be observed either in their own environment or be brought to the surface in special high pressure containers; otherwise they would not be able to survive the enormous pressure change.

Furthermore, because of the scarcity of food, the animal density is usually low, and many probes are necessary in order to establish the existence of a particular species.

We are proud that our exhibition presents the findings of the most costly deep-sea research.



3. Exhibition module

The 'Trieste' was an underwater vessel designed for deep sea research by Auguste Piccard, and built in Italy in 1955. The actual 'Bathyspere' – a spherical high-pressure container hung under a cylindrical sheet metal tank containing approximately 110 tons of fuel.

On 23 January 1960 in the Mariana Trench, one of the deepest ocean sites in the world, the Trieste became the first underwater vessel to reach a depth of 10,740 m. This still stands today as the all time diving record!

3.1. Immersion boat Bathysphere „Trieste“ The original interactive hands-on bathysphere

The original interactive hands-on bathysphere has a diameter of 2 m. and is 2.50 m. high. With the help of a guide you can enter the sphere. Just like Piccard in his diving years children can communicate with the outside world.

Interactivity:

You can enter the sphere and experience the close, limited communication possibilities of the original bathysphere.



3.2. Jacques Piccard's video-stand

Jacques Piccard, the most famous deep-sea researcher in the world, talks and answers questions.

He will answer from the video column the most frequently asked questions in French (with German sub-titles).



Interactivity:

The visitor presses a button to choose the question that interests him and gets an answer from Jacques Piccard in person.



Video-stand (70 x 75 x 200 cm)

3.3. Cabinet Trieste 1 with a model of the submersible boat „Trieste“ with it's bathysphere.

These wonderful models enable the visitor to see how large the boat is compared with the far smaller releasable bathysphere. The model is on loan from the museum in Nyon and corresponds, in every detail, to the original.

Cabinet: Model of the „Trieste“ with
it's bathysphere (120 x 50 x 125 cm)



3.4. Cabinet Trieste 2 with additional original pieces of equipment from the Trieste

You can see how the pioneers of deep-sea
research had to cope.

Transformer, manometer, Perspex
searchlight protector, etc...

Cabinet: Original pieces of equipment
from the Trieste (120 x 50 x 125 cm)



3.5. Cabinet Giant squid-tentacle

Giant squids were first mentioned by Jules Verne. What was once fantasy is now scientifically established!

A cabinet with the dissected tentacle of a giant squid shows how powerful the squids of the deep-sea are. Until now the size of these monsters could only be speculated about from the injuries observed on sperm whales. It has only recently become possible to film and catch giant squids.



Cabinet: Giant squid tentacle
 (120 x 50 x 125 cm)

3.6. Cabinet Deep-sea angler Skeleton of an Anglerfish

shows the size that such a fish could grow to at a depth of up to 1000 metres.

Cabinet: Skeleton of an Anglerfish
(120 x 50 x 160 cm)



3.7. Cabinet Black Smoker Diorama of a deep-sea community around a heat source



The Cabinet shows a portrayal of a 'community' discovered near a heat source in 1977 at a depth of 2 kilometres. On display are giant tubular worms and large muscles and snails. The Diorama shows us a world completely unknown just a few years ago.

Diorama of a deep-sea community around
a heat source
(152 x 52 x 175 cm)

3.8. Cabinet „Deep-sea monster“

This Cabinet shows that most of the „deep-sea monsters“ are, in reality, quite small fish. The display is from The Natural History Museum in Vienna.



Cabinet „Deep-sea monster“
(120 x 50 x 160 cm)

3.9. Cabinet coelacanth

This cabinet displays a fossil of a creature still living in the deep-sea, the coelacanth. Originally a fish, the coelacanth is in the transition process of evolving from a fish to a land-living animal. The cabinet is on loan from the Natural History Museum in Vienna.

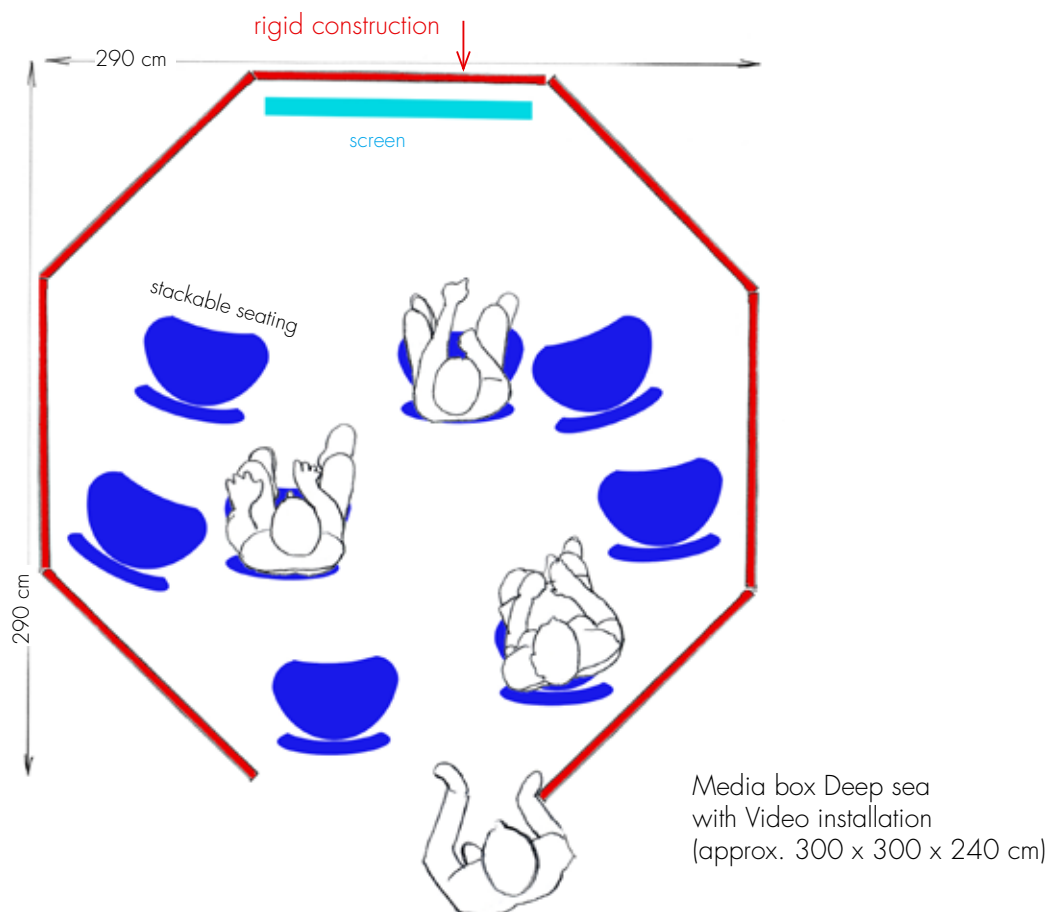


Cabinet coelacanth
(180 x 80 x 150 cm)

3.10. Media box Deep-sea with Video installation

In a post-Trieste but much bigger „cinema-bathysphere“ you can see what can be found in the depths of our seas and oceans.

You can experience the deep-sea world in a BBC documentary.



The inner area of the media box provides seating for up to 8 visitors.

3.11. Display ‚stars‘

The 5 free-standing display panels each consist of 3 display boards. The eye catching layout shows unique pictures supported by appealing written explanations. Through these clearly presented and understandable posters, text and pictures you will get to know many interesting facts about the deep-sea and its history.



Display ‚stars‘
(Area: approx. 100 x 100 cm,
Individual panel: 120 x 4 x 240 cm)



Themes of the 5 display panels

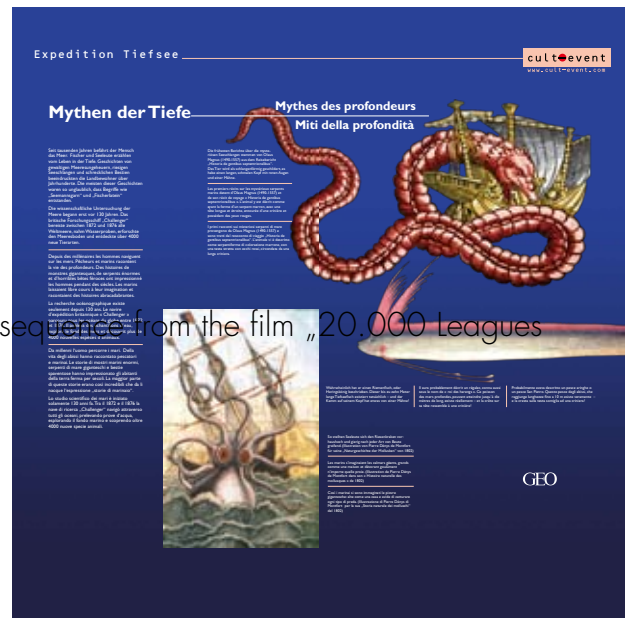
Star 1

- What is meant here by deep?
- Myths of the deep
- 20.000 Metres under the Sea

+ showing a continuously running small-screen sequence from the film „20.000 Leagues under the Sea“

Star 2

- The cradle of life?
- Life without light
- Nature's tricks with light



Star 3

- Battle of the giants
- Sperm whale

+ with a small-screen sequence from the film „Moby Dick“ permanently running

- And its still there!

Star 4

- History of deep-sea research
- Bathyscope Trieste
- The world of the Monster

Star 5

- Stop deep-sea fishing!
- Goldrush in the deep-sea
- As if out of this world

All display board content is available as a PDF-file on the internet.

3.12. „Open the flap“ Stands with „light pictures“

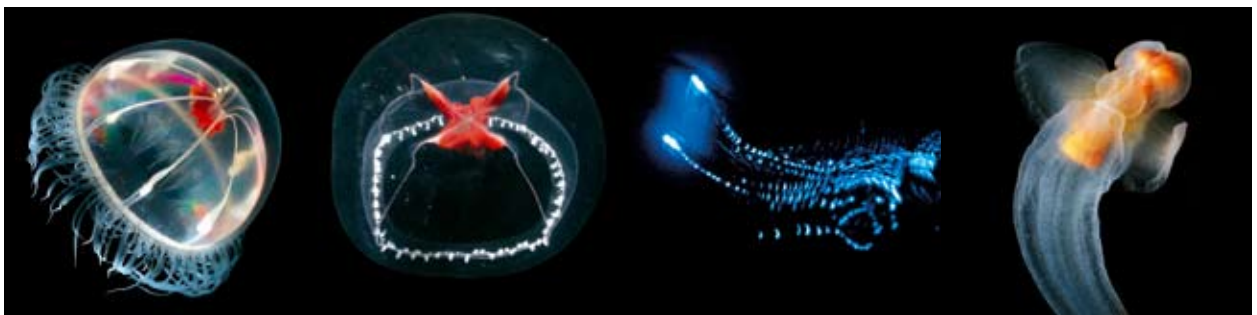
A stand shows, behind 8 flaps, pictures of bioluminescent life forms presenting the aliens of the deep-sea and bringing into view a colourful light show.



Interactivity:

Making use of explanatory text and a small picture you open the flap and bring into view the deep-sea world in all its uniqueness as described in the text.

Stand with opening flaps
with illuminated-pictures
(75 x 75 x 220 cm)



Illuminated jelly fish, squids, snails and much more.

3.13. Deep-sea net (115 x 115 x 85 cm)

A net covers a catch of deep-sea fish. The net contents certainly retain their lifelike qualities which you can experience in the truest sense of the word. The world of deep-sea fauna becomes tangible and understandable to all.

Interactivity:

You can see and touch the exhibits.



3.14 . Work-table with benches (160 x 150 x 73 cm)



Interactivity:

At the work-table children can colour-in various deep-sea animals and through play learn more about them. Or they can point out their favourite, or their most horrible, monster.

3.15. „Yellow Submarine“ Quiz-wall (360 x 80 x 240 cm)

Interactivity:

Based on the „Yellow Submarine“, the Quiz-wall poses questions for you to test your knowledge gained from the exhibition.

Its not only children and youngsters who like to test their understanding.

The „Yellow Submarine“ rounds off your experience of „Expedition Deep-sea“ in a fun way.



Quiz game

All visitors have the chance to take part in a quiz. Two questions are put which any attentive visitor can answer correctly. The completed quiz cards are put in a box and, by arrangement with the shopping centre, there is a draw each week and a number of contestants with correct cards receive shopping vouchers. The sponsors of the exhibition „cult-event Alfred Holzer“ will decide the number of winning cards each week and they will also pay expenses for this process.

Expedition Tiefsee Quiz



Machen Sie mit und gewinnen Sie einen Einkaufsgutschein!
 Jouez et gagnez un bon d'achat!
 Partecipate e vincete un buono acquisto!

Kreuzen Sie die richtige Antwort an und Sie sind dabei!
 Fillen Sie den Teilnahmebogen vollständig aus und werfen Sie ihn hier ein.

Pour participer, cochez la bonne réponse!
 Remplissez entièrement le bulletin de participation et introduisez le ici:

Segnate con una crocetta la risposta giusta e parteciperete!
 Compilati completamente la scheda di partecipazione e la imbuchi qui.



cult-event
 www.cult-event.com

Expedition Tiefsee Quiz



Machen Sie mit und gewinnen Sie einen Einkaufsgutschein!

cult-event
 www.cult-event.com

Kreuzen Sie die richtige Antwort an und Sie sind dabei!

Weißer Wale ...

- ☐ gibt es nur in der Literatur.
- ☐ sind bei alten Walbullen durchaus möglich.
- ☐ sind immer altersschwache Weibchen.

Ein ausgewachsener Riesenkalmar ist ...

- ☐ größer als ein Autobus.
- ☐ gleich groß wie Autobus.
- ☐ kleiner als ein Autobus.

Fillen Sie den Teilnahmebogen vollständig aus und werfen Sie ihn ein.
 Aus allen richtigen Antworten werden am letzten Tag der Ausstellung die Gewinner verlost. Der Rechtsweg ist ausgeschlossen!

Name _____

Straße _____

PLZ _____

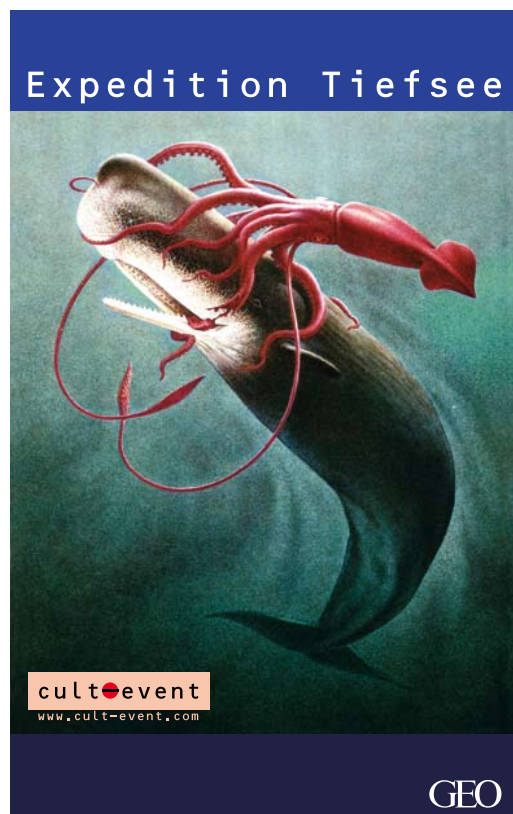
E-Mail-Adresse _____

3.16 . Placard-Wall „Historical Whale catchers” (360 x 240 cm, Rear side „Yellow Submarine”)

This historical photo of a group of whale hunters standing on a dead sperm whale illustrates the problem of sea exploitation.



3.17. Fixed placard „Expedition Deep-sea”



The fixed placard is to be set up by the provider and handed over undamaged to cult-event on the last day of the exhibition.

Sperm whale fighting a giant squid
 (500 x 800 cm)

3.18. Roll-Ups „Expedition Deep-sea“ (200 x 80 cm)

5 Roll-Ups showing various aspects from the exhibition are for advertising purposes in the domain of the shopping centres.



Roll-Ups
 (200 x 80 cm)

4. Education & Communication

A stand attendant will be present for 36 hours each week and will carry out the following tasks:

- Answer visitor's questions
- Encourage the visitor's curiosity
- Explanation of the module, provision of professional information
- Act as a guide through the exhibition

School children from year 7 and above have the chance to have a 1 hour guided tour. The content and depth of the explanation would correspond to the age and educational level of the youngsters. The exhibition modules and films link in to school subjects such as biology, geography and ecology.

cult●event also offers:

- Press support for your media work (Download)
- Photos of exhibition objects
- Letters for the invitation of schools, clubs and firms
- Exhibition logos
- Informationen on the internet in PDF Format
- All display boards and written descriptions of the exhibition objects in German, Italian and French
- Participation of a competent person from cult-event at the press conferences and information events on the opening day
- Guides for school classes and other groups
- Educational care for children at the agreed times

To enable the download you will be given the necessary code at the end of the visit.