I D E A

Ancient Greek Science and Technology

NOESIS
THESSALONIKI SCIENCE CENTER & TECHNOLOGY MUSEUM

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ΙΔΡΥΜΑ ΣΤΑΥΡΟΣ ΝΙΑΡΧΟΣ
STAVROS NIARCHOS FOUNDATION

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Ancient Greek Science and Technology

Temporary Exhibition

Ancient Greek Science and Technology

The exhibition IDEA – Ancient Greek Science and Technology
displays the advancement of Greek Noesis
in many scientific fields that
attained numerous technical and technological achievements.

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EXHIBITION OBJECTIVES

Showcasing important fields of science and arts,
as well as the technological achievements in the Ancient Greek world.

Reminding the influence and contribution of those achievements
underlining their keystone role for the development of the Western Civilization.

EXHIBITION AXES

Introduction

Thematic Areas

Central Axis of “Nous”

Epilogue

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INTRODUCTION

An interactive timeline places a series of technological achievements
in chronological order, defining the outline of the periods exhibited in IDEA.

THEMATIC SECTIONS

The exhibition contains 7 main thematic areas:

- Basic Technologies
- Astronomy
- Exploration and Communication
- Body and Mind
- Arts
- Architecture
- Automata

THEMATIC SECTIONS

SECTIONS AND EXHIBITS

Architecture - Building Technology	Parthenon (scale model)
Architecture - Building Technology	Crane (scale model)
Geography	Hero's Dioptra (replica)
Mathematics-Geometry	Archimedean Solids (3D animation)
Mathematics-Geometry	Pythagorean Theorem (interactive exhibit)
Metrics	Hero's Odometer (replica)
War Technology	Catapult (replica)
Mechanics	Archimedes' Screw (replica)
Telecommunications	Hydraulic Telegraph (replica)
Medicine	Asclepeion of Epidaurus (scale model)
Athletics	Hysplex (replica)
Automata	Mobile Automaton Theater (replica)
Astronomy	The Antikythera Mechanism (replica)
Painting - Sculpture	The Ephebe of Marathon statue (replica)
Painting - Sculpture	Pointing mechanism (replica)
Physics-Biology	Classification of animals- plants- minerals (3D animation)
Ceramics	Ceramics firing process (representation)
Ceramics	Cargo ship (replica) - Pointed Amforae (scale model)
Mining-Metallurgy	Lavrion Washing Table (scale model)
Music	Hydraulis (replica)
Naval Technology	Trireme Ram (replica)
Theatre	The Ancient Greek Theatre of Dion (scale model)
Hydraulics	Eupalinian Aqueduct (scale model)

CENTRAL AXIS OF “NOUS”

A luminous wall throughout the exhibition provides the synopsis
of philosophical questions that constituted the cradle of the Greek Noesis
and gave birth to numerous accomplishments in arts, science and technology.

EPILOGUE

The Epilogue defines the end of the visit. It is designed as a relaxation space,
where one can take a moment to feel and understand the beauty and value of Ancient Greece.
It highlights the most important moments of world history and the contribution of the Greek spirit to it.

Panorama

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Central Axis

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Interactive Surface

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General View

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General View

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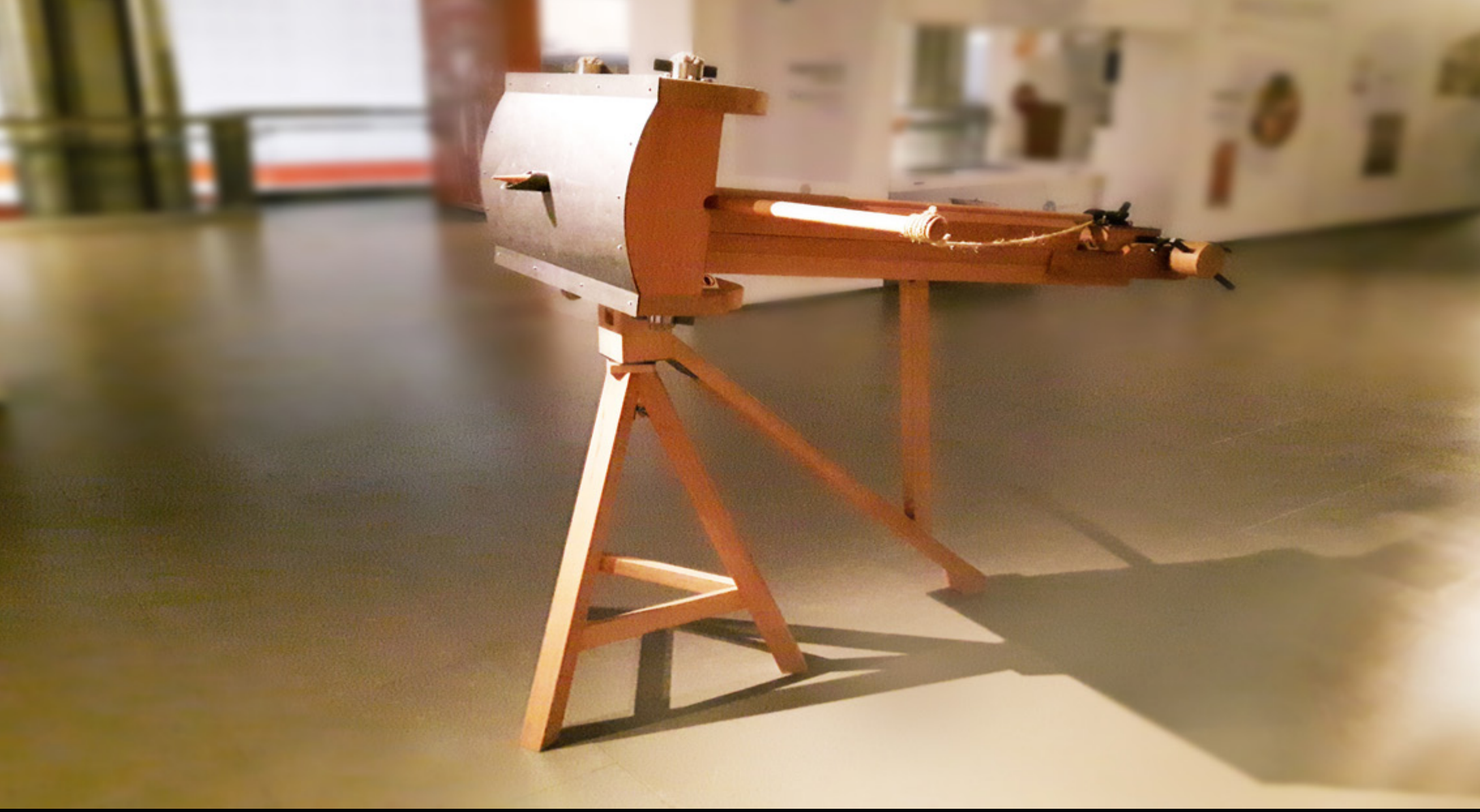
General View



Exhibit

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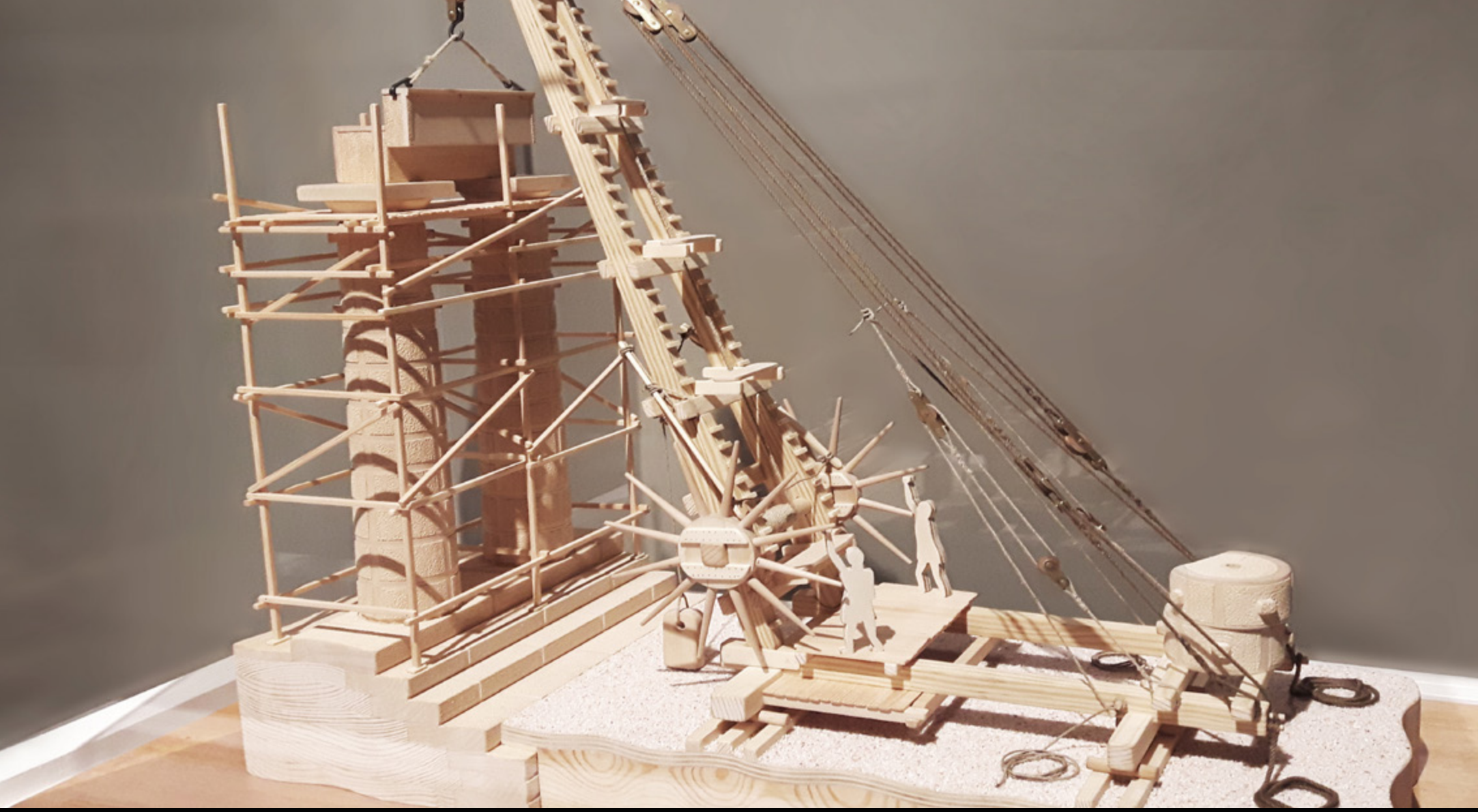

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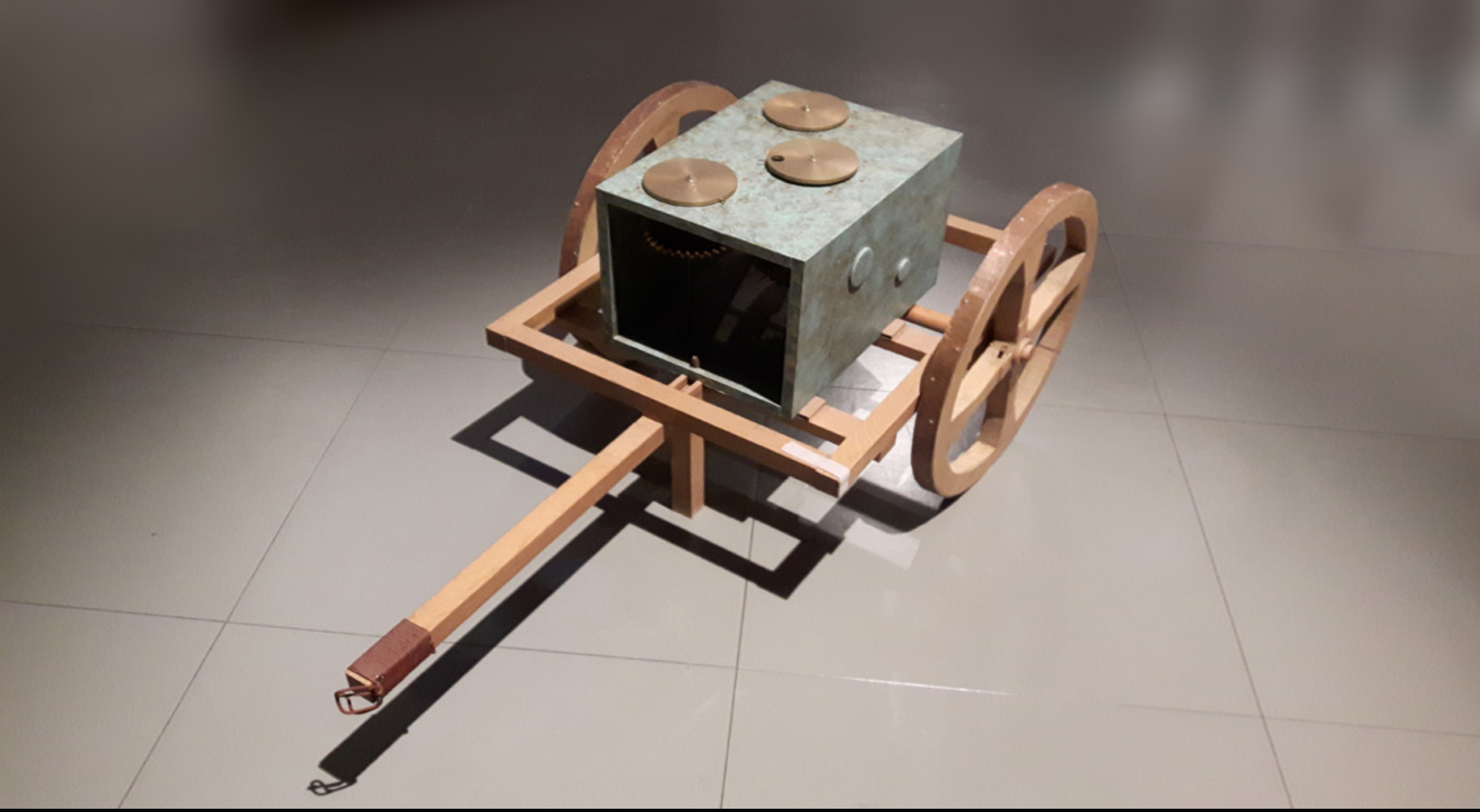

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Graphic Design

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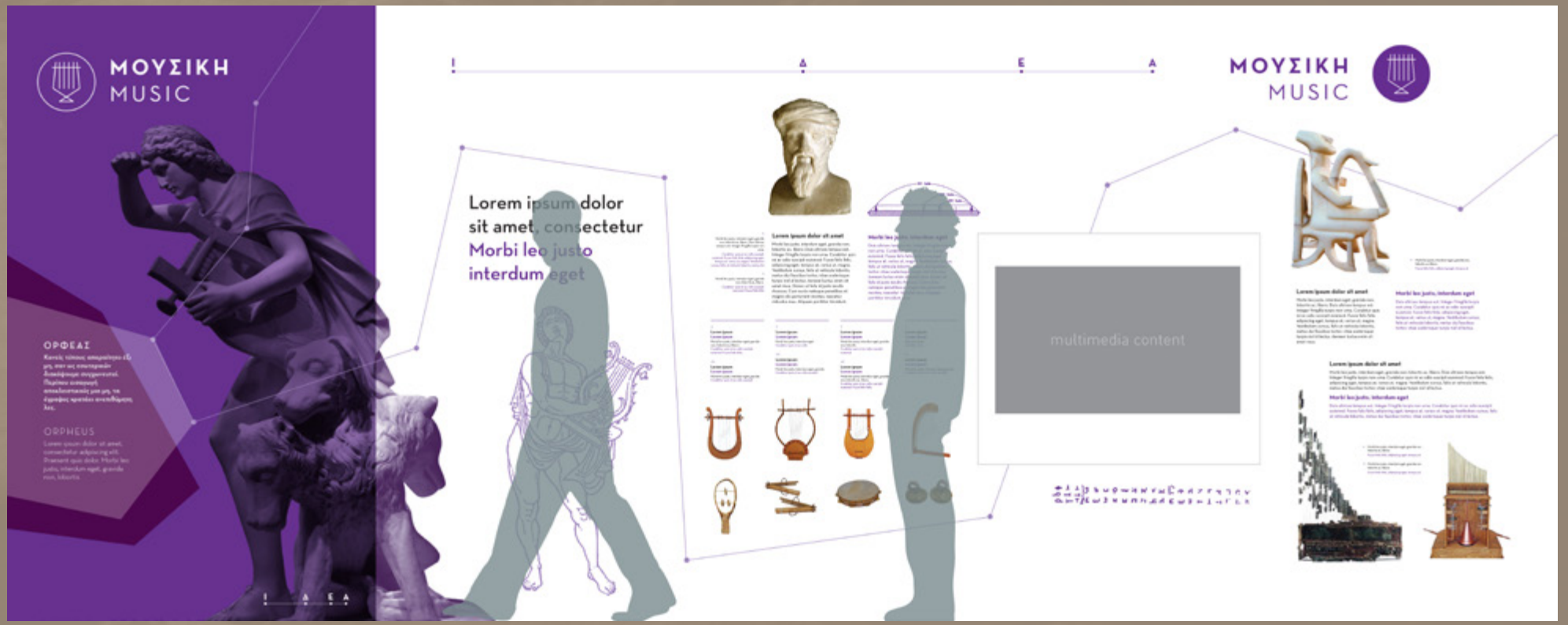

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INTERACTIVE APPLICATIONS

Α Digital guide (application for mobile devices)

Β Interactive on line game application

Γ Interactive applications throughout the exhibitions

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MUSEOPEDAGOGICAL APPLICATIONS

A Playing with the exhibition

An interactive application with tangible interaction. It provides a comprehensive and easy overview of all exhibition sections. Visitors place special cards on an interactive surface and receive information through a multimedia application regarding the issue they are interested the most.

B Playing with words

An installation titled “Do you speak Greek?” which displays, through a fun and educational way the connection of Greek language to the modern “western” way of thinking.
Visitors, choosing Greek and English alphabet letters can compare the phonological relation between the two languages and get information about Greek words used in other languages.

SOUVENIRS FOR MUSEUM SHOP

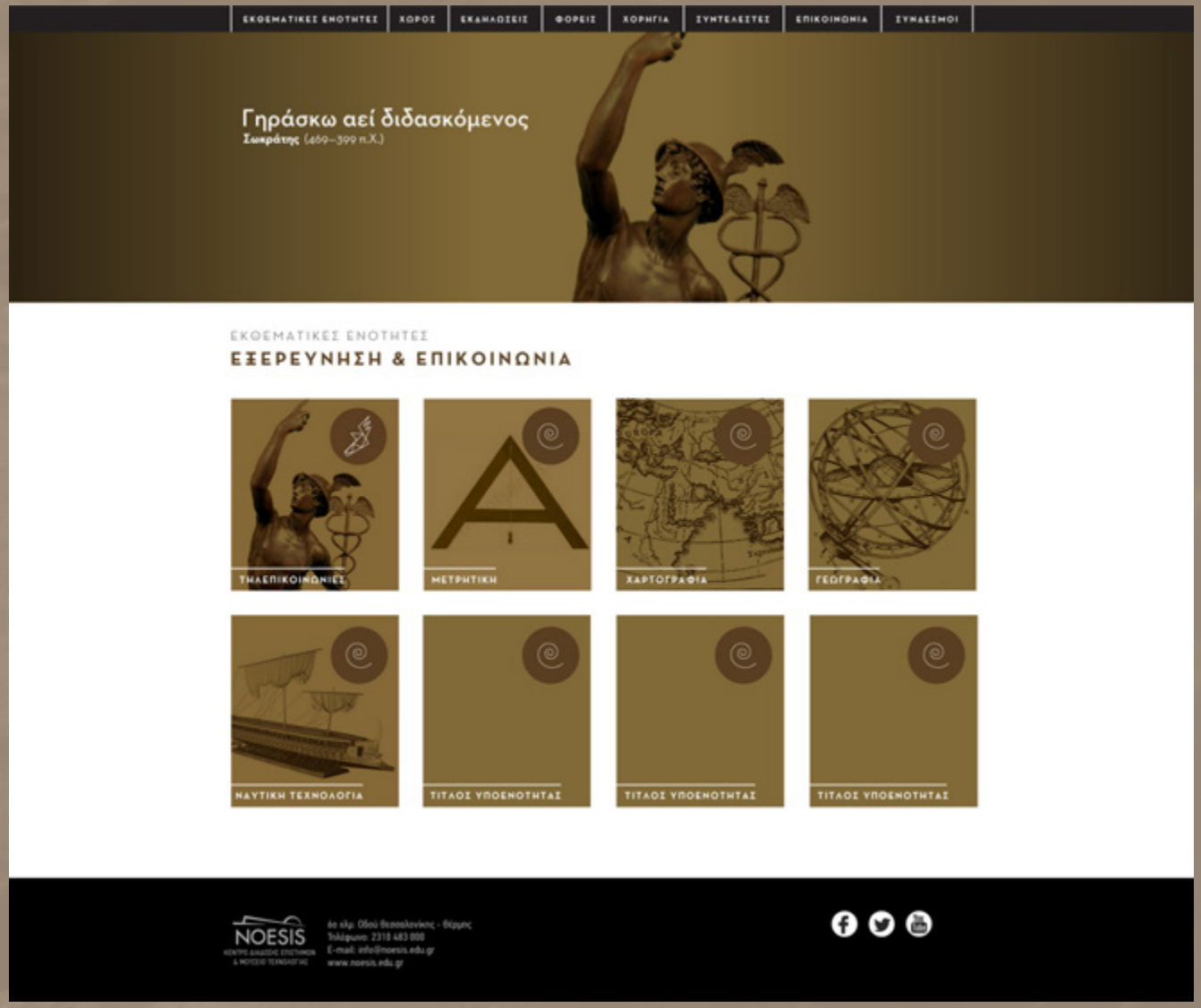
- Exhibition catalogue
- Information brochure of the exhibition
- Posters in various sizes
- Postcards
- Miniatures / exhibit copies
- Pencils, erasers, pens
- DVD with exhibition productions
- Interactive games in digital form
- Science kits for children replication experiments mentioned in the exhibition

MARKETING PLAN

- Brand identity shaping
- Treatment for total promotional campaign
- Promotional activities before the beginning of the exhibition (site, on-line game, social media, advertising)
- Promotional strategy including world wide web promotion, big international sponsors, public relations, creative kit for each partner

MARKETING TOOLS

- On-line application game
- Google map with marked discoveries
- Creating word of mouth on-line and in person
- Promotion of the exhibition by the partners to their networks
- Creating specialized interest through individual thematic sections



Site

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Site

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EXHIBITION CHARACTERISTICS

- Rental time: minimum 3 months
- Space required: 600 – 850 m2
- Exhibition insurance: 200.000€
- Indicative rental cost: 25,000 - 30,000 € per month
- Alternative forms of collaboration:
  - rent
  - percentage on ticket sales
  - barter (i.e. exchange of exhibitions)

TECHNICAL DESCRIPTION

Introduction- Epilogue

The basic sections are made of aluminium frames 2.50m high
that form walls in a Π shape, 30cm thick.This is covered with MDF sheets, 10 mm thick.
A digitally printed coated block-out synthetic fabric is stretched over the MDF.

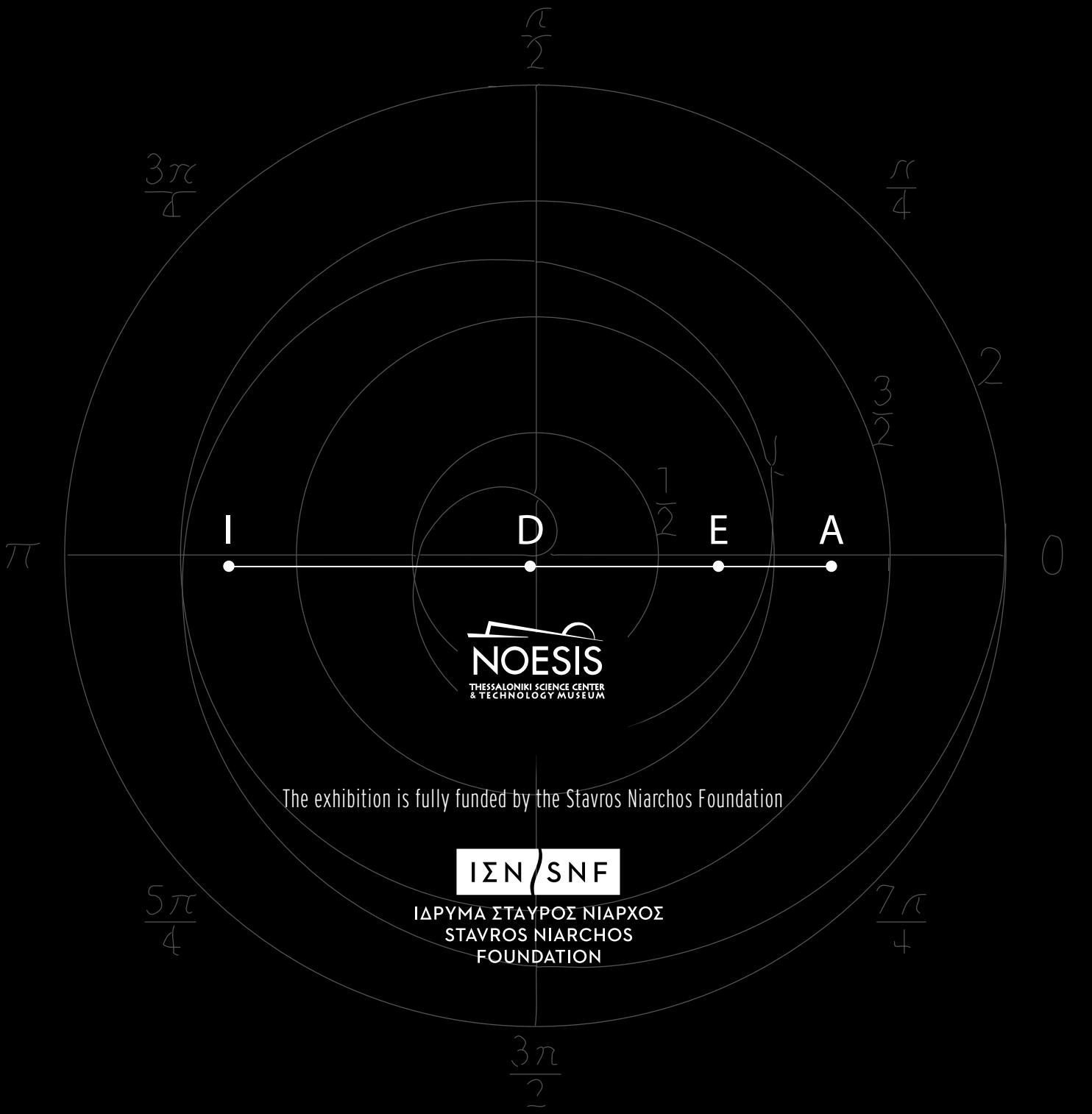
Central Axis of “Nous”

The main connecting axis running almost through the entire length of the exhibition
is made out of an anodized aluminium frame. It is 3m high, 60cm wide and all sections are 10.50m long.
It is internally lit and covered with printed fabric placed on the frame with special aluminium accessories.

TECHNICAL DESCRIPTION

Exhibition Sections

All sections follow a basic technical scheme regardless of their size or shape.
They are made of aluminium frames 2.50m high that form walls in an L or Π shape, 30cm thick.
They are covered with MDF sheets, 10mm thick. A digitally printed coated block-out synthetic fabric stretched over the MDF.



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The exhibition is fully funded by the Stavros Niarchos Foundation

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