

COMMUNICATION PROJECT

General features of the exhibition

“At the borders of conscience” is an interactive and multimedial exhibition involving visitors on both an emotional and an intellectual level. Its goal is to provoke the visitors thought about their own perception and awareness of what surrounds them.

This exhibition will pursue this aim not only through the use of traditional interactive features (hypertexts and hands-on exhibits), but also through three original key features:

- The language of art will be used to convey the main elements of the exhibition in a direct and original way. Four artists from the Turin Academy of Arts “Accademia Albertina delle Belle Arti” will interpret the scientific topics artistically, making the peculiar aspects of a disease subjective by means of an interdisciplinary and very engaging approach.
- The visitors' inclusion in the exhibition. On the basis of the most fore-front experimentation in science museums, the exhibition will be equipped with dialogue exhibits where visitors can express their opinions and emotions and compare them with other visitors' opinions and emotions and with the scientists' views.
- The direct contact with scientific experimentation. Some computers will show some (simplified) tests actually carried out by neuroscientists.

The exhibition entrance

The entrance will play on two different levels, emotion and intellect.

Through a system of mirrors, visitors will immediately face their own image as part of the exhibition and will have to reflect upon the precariousness of the Self.

The neurological pathologies aim at drawing the public's attention to a world that is closer than thought to our everyday experience. In fact, lesions are caused not only by specific diseases, but also by simple traumatic head injuries. Out of these patients' difficulties we can trace our own limits.

The texts guide through the exhibition will provide visitors with an explicit and scientifically correct explanation.

The four pathologies. The artistic interpretation

While approaching the centre of the exhibition, visitors will be surrounded by four immersive installations created by the artists about the four pathologies. Through their suggestiveness these installations will help visitors to get even closer to the inner world of patients, and will enable them to experience it through the use of art and science .

In order to describe brain damage in detail, each sensory installation will be sided by the image of a healthy brain compared with the artistic image of a damaged brain.

The four pathologies. Images and words

Four screens beside the sensory installations will represent the four pathologies through the patients' images and words. Their personal stories allow us to easily access some very complex pathologies in the first place, from a phenomenological point of view.

The perimeter of the hall, will be covered with informative panels which will take visitors back to the emotional level and deeper into the contents of the exhibition — the nature of the four pathologies in the first place — by means of texts, images and diagrams.

Some literary descriptive texts will help visitors to understand the pathologies furtherly and will provide them with an interdisciplinary perspective.

The borders of conscience. The experiments.

The hall will be equipped with computers where visitors can reproduce tests carried out by neuroscientists. For instance, visitors will be able to check their visual and motor coordination: which aspects of our performances are conscious and which are involuntary and unconscious? When and why do we recognise a movement as “ours”?

The exploration of the borders of our conscience at this stage will reach deep into our mind, no longer through a subjective and non-verbal experience (the artistic installations), but through the analytic observation of some peculiar sides of our behaviour.

What is conscience? Exchanging views

This will be the time to consciously reflect, to give our personal judgement and to exchange opinions between the non-expert public and the scientists.

Opposite to the entrance (where the exit will be placed, in the ideal path), visitors will find dialogue exhibits.

Using computers connected to a large screens, guided by questions and audio-visual stimuli, visitors will have the chance to communicate their own idea of conscience and if and how this exhibition has changed their opinion.

They will also be able to consult some statistics on previous visitors' opinions.

Nearby, visitors will be able to listen to the researchers' opinions on a large screen connected to an interactive device. They will be able to choose whom to listen and on which subject, from a pool of internationally acknowledged experts.