

TELUS WORLD of SCIENCE calgary

There are moments in history that define the future of cities. The creation of Calgary's new TELUS World of Science is one of those moments.

Since 1967, TELUS World of Science – Calgary has promoted curiosity, innovation and collaboration, and encouraged children and youth to pursue higher education and careers in science and technology. However, Calgary's spectacular growth over the last decade has provided a once-in-a-lifetime opportunity to create a new, world-class science centre.

Located on an historic site west of Deerfoot Trail and north of the Calgary Zoo, the new TELUS World of Science is the first purpose-built science centre constructed in Canada in more than 25 years. No other attraction in Canada will offer the unique kinds of mind-expanding experiences that will be available every day at Calgary's New Science Centre.

Big and bold, the new TELUS World of Science – Calgary is an important investment in the future of Calgary and southern Alberta.

fast facts

- The New Science Centre is centrally located at the northwest corner of the intersection of Deerfoot Trail and Memorial Drive.
- It will be the first new science centre built in Canada in nearly 30 years
- It will serve more than 500,000 visitors annually – more than doubling the capacity of the exciting site.
- The building will be 153,000 square feet in size (two-and-a-half times the size of our existing facility).
- The building will be situated on 18.46 acres of land.












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STORY IDEAS

-  **Exhibit development** Exhibit and program development are being led by an in-house team of experienced science-centre professionals recruited from around the world
-  **People to Profile**
-  **Environmental Leadership**
-  **Donor involvement**
-  **Urban Venus Deliciously Sweet Run**
-  **Campaign Cabinet Member Profiles**
-  **“Made in Calgary” architecture, design and construction of the New Science Centre 2011 Project**
-  **Construction site tours**
-  **Transformation of TELUS World of Science to the New Science Centre**
-  **Youth involvement in shaping the Technology, Style & Art exhibit gallery**
-  **Features of any of the exhibit galleries or areas of significance in the New Science Centre**

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A NEW KIND OF SCIENCE CENTRE

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vision Calgary's new TELUS World of Science will be an unprecedented embodiment of Canada's future. State-of-the-art and truly interactive, our exhibits and programs will encourage generations of artists, scientists and technologists to push the bounds of their creativity.

Engaging children in creative play, empowering teens to think BIG, and inspiring the techno-savvy workforce of the future, the new TELUS World of Science will help create an informed, scientifically literate citizenry capable of building a prosperous and sustainable future for everyone.

philosophy The science behind science centres is changing – and we are at the forefront of this transformation. The traditional approach revolves around a one-way transfer of information. We talk, you listen. We show, you watch. The new interactive, collaborative approach we have embraced will provide an intersection of engagement for all ages that is unparalleled in North America.

The key to the success of the new TELUS World of Science lies in our philosophy of letting go. We have designed our exhibits to allow participants to teach themselves by refining the art of taking risks, allowing each of us to push our imaginations beyond the foothills of mediocrity and up into the lofty peaks of creative excellence.

audiences The new TELUS World of Science – Calgary will provide people of all ages and abilities opportunities to experience science, art and technology. We will inspire people to explore themselves and the world around them, cultivate creativity and innovative ways of thinking, and develop new skills.

For Adults ✨ it will be a place to unravel the complexities of the issues of the day, to debate, to decide and to act.

For Teens ✨ it will be a place to start from the unexpected and go anywhere their imagination takes them – a place to develop the confidence and skills they will need in work and in life through activities that incite interest and encourage team work.

For Children ✨ it will be a place for hands-on, playful and creative experimentation to bring the fundamentals of science and engineering to life and inspire a life-long love of learning.

A NEW EXPERIENCE

The 153,000 square-foot facility will house five exhibit halls, two theatres, a feature gallery, a learning and leadership centre and an atrium suited to hosting Calgary's signature events.

A four-acre outdoor science park will provide visitors with the opportunity to explore the intersection of science, technology and art in a natural environment.

human body gallery The *Human Body exhibition gallery* will encourage guests to explore what it means to be human through art and science. Guests will understand - through interactive encounters - the mysteries that make us human.

earth & space gallery The *Earth & Space exhibition gallery* will unravel experiences of the universe and the Earth - our home - in ways that you never imagined. Investigate Alberta's unique geology, which has been shaped by ancient seas and tectonic forces to create a unique landscape of mountains and prairies - and the oil and gas beneath them.

technology, style & art gallery For teens, by teens. The *Technology, Style & Art exhibit gallery* will be one that allows teens to take creative risks, question assumptions and develop new skills. *Technology, Style and Art* is a place where disparate ideas, fields and people come together to solve problems and create new ways of thinking.

energy & innovation gallery The *Energy & Innovation gallery* will allow our visitors to explore the power of energy transformation - exploring how different forms of energy can be transformed from one to another and what can be generated as a result.

creative kids museum The new *Creative Kids Museum* will engage children up to eight years old in activities, programs and exhibits that inspire creativity, experimentation, role-playing and curiosity. The new *Creative Kids Museum* will be built on the success of the original museum, which grounds activities in a "neighborhood" of familiar Calgary landmarks.

feature gallery With 8,200 square-feet of flexible space, the *Feature Gallery* will accommodate a variety of events from blockbuster travelling exhibitions, trade shows and other large-scale programs to more intimate offerings for smaller, more specific audiences.

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A NEW EXPERIENCE

the atrium The *Atrium* will be 10,000 square-feet with two-stories, bathed connecting the building's various rooms and exhibit halls. Wired and wireless with programmable projection systems and state-of-the-art sound and lighting systems, the *Atrium* will be used for TELUS World of Science events and rented out for private gatherings. It will have a capacity of 450 people for a sit-down dinner or 1,000 people for a less formal speaking engagement.

the bridge More than seven meters high and 15 meters wide, the *Bridge* will provide visitors with a unique perspective as they are connected to the two wings of the building.

learning & leadership centre The *Learning & Leadership Centre* will empower people of all ages to explore the arts and science and to make courageous choices. There are no desks, only workstations designed to promote collaboration and creativity. Four studios, two laboratory spaces and a learning and research hub will allow children, teenagers and families to put their imaginations into action.

dome theatre Opening in winter of 2012, the *Dome Theatre* will be the only theatre in Calgary featuring high definition, full-dome digital presentations, allowing visitors to experience the unique and the unusual. The 240-seat theatre will place audiences under a large, domed projection screen and surround them with HD sounds and images.

presentation theatre The first of its kind in Canada, the 150-seat *Presentation Theatre* will take concepts in science and art out of the classroom and onto the stage. It will be a high-tech, educational venue to host an ongoing program of powerful works related to specific sections of school curriculum. The *Presentation Theatre* can host special events, lectures, theatrical performances and small concerts.

outdoor park Four acres of outdoor science learning opportunities will connect visitors to the local landscape. Exhibits and installations will explore the human and natural history of Southern Alberta. Situated on the banks of the Nose Creek, and north of the Calgary Zoo, the location blends urban and natural environments into the perfect setting for scientific and artistic exploration.

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A NEW FACILITY

design Designed by lead architect Dialog in the tradition of the iconic landmark building, the new TELUS World of Science is destined to become an architectural symbol of Calgary's growing importance on the national and international stage.

Whether you are driving by on Deerfoot Trail or approaching from the parking lot, the building speaks to transformation and discovery. The layered exterior skin will invite curiosity and exploration, while the wide open interior creates a public space that encourages interaction and dialogue.

sustainable development The new TELUS World of Science – Calgary will achieve Leadership in Engineering and Environmental Design (LEED) Gold Certification (www.cagbc.org). Some of the initiatives being undertaken to achieve this are:

- Full remediation of a former brownfield site.
- Setting the building further back from Nose Creek than required.
- Reclaiming trees displaced by construction for future transplant.
- Incorporating a four-acre outdoor science park.
- Using advanced systems to capture and use storm water for such functions as the flushing of toilets.
- Provisioning of mechanical heat recovery inside the building.
- Adding high-performance building information systems and low maintenance technology systems.
- Using radiant heating panels in the floors and ceilings.
- Installing lighting control systems with occupancy sensors.

fast facts

- Designed by lead architect Dialog.
- Kasian Architecture Interior Design & Planning is the lead firm designing the Dome Theatre as well as the interior spaces.
- Landscape architecture is being led by O2 Planning + Design.
- CANA is leading the construction of the new facility.
- The new building will achieve a LEED (Leadership in Energy and Environmental Design) Gold Certification.

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FUNDING SOURCES

The New Science Centre 2011 Project has raised more than 80 percent of the \$160 million goal from the municipal, provincial and federal governments (\$40 million each) and many of Calgary's corporate leaders.

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of valued sponsors.



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