

PRESSEINFORMATION



AUDIOVERSUM – FASCINATING WORLDS OF LISTENING & WONDERING

An interactive journey through the human senses in Innsbruck

What is 360° hearing and bone conduction? Ever surfed through a 3D ear or run your fingers through oversized sensory cells? AUDIOVERSUM, an interactive museum in Innsbruck all about the fascinating worlds of listening and wondering, invites visitors from around the world to embark on a sensory journey of discovery. Combining medicine, technology, education and art, the Science Center aims to present hearing in a fun and easy-to-understand way. The main exhibition, which is unique in Europe, is complemented by special exhibitions that change every year. Interactive knowledge transfer and contemporary formats are offered under the headings "TO BE HEARD AND KNOWN" and "TO BE HEARD AND SEEN".

"We are an innovative place and want to arouse curiosity, invite people to learn and experiment, and bring listening as an adventure to our visitors," says Dr Eckhard Schulz, founder and creative director of AUDIOVERSUM. When developing our exhibitions, we always rely on the latest technologies, which are developed in cooperation with the renowned Ars Electronica Center in Linz. "Our aim is to raise awareness for the importance of hearing and to make interesting, valuable and beautiful things be heard. In short - to appeal to all the senses and inspire our visitors," says Julia Sparber-Ablinger, Head of AUDIOVERSUM.

The **MAIN EXHIBITION** is a parcours through the world of hearing.

The exhibition starts with the SCREAMING ROOM, where the volume range of one's own voice can be tested. The unique SOUND STAIRS lead through an acoustic urban landscape to the upper floor. There, everyday objects are presented in their actual acoustic size in the WORLD OF SOUND and made perceptible by touching the vibrating surfaces. The BINAURAL GAME trains spatial hearing in a simple and fun way. In the VIRTUAL EAR visitors can travel through the human organ. The SONIC JOURNEY is the demonstration of the middle ear implant Vibrant Soundbridge, an invention of the MED-EL pioneer Geoffrey Ball, who as a child suffered from a severe sensorineural hearing loss. The installation BONE CONDUCTION enables visitors to perceive a piece of music through the bones in their skull, and the AUDITORY CORTEX illustrates that sound can evoke many associations in the brain.

The HAIR CELLS station is a musical installation, in which various frequency ranges can be activated and deactivated by bending the giant hair cells. The playing melody can then be guessed. The installation ACOUSTIC ILLUSIONS is also inviting visitors to guess sounds: Which

PRESSEINFORMATION



language is spoken? What kind of sound is it? In the AUDIOVERSUM Cinema HEAR{D) one can experience what normal hearing means and how a hearing loss sounds and feels like. Which areas of the human brain are activated when we carry out a range of activities such as looking at pictures, reading texts or listening to music, are visualized at the station "ALEX". KEEP YOUR BALANCE is a balance game in which the function of the human vestibular organ is explained, at the colourful SINGING WALL movement is transformed into acoustic signals and at the SOUNDOGRAMM visitors can record their own messages. The SOUND-GALLERY carries visitors away into other worlds, framed by visual art - whether experimental and loud or poetically soft and calm. The AUDIOCHECK is a hands-on station, which gives visitors the chance to test their hearing in a fun and interactive way. The AUDIOVERSUM FOYER features the ART TO LISTEN TO: with pictures and stories accessible via QR-Codes on one's own smartphone or via headphones, the most diverse terms from the world of hearing are explained. The foyer invites visitors to linger and listen with all their senses.

The main exhibition "ADVENTURE HEARING" and the special exhibitions under the headings "TO BE HEARD AND KNOWN" and "TO BE HEARD AND SEEN" are complemented by exciting guided tours, as well as a colourful programme of events and workshops: In addition to classic group tours, the AUDIOVERSUM also offers creative workshops. Physical, biological and psychological aspects of hearing are taught in a playful way.

Podcast

The AUDIOVERSUM Science Center also wants to offer an intelligent form of audible entertainment outside the interactive museum: With Peter Kollreider and his agency "hoerwinkel" we have found an experienced cooperation partner, who is dedicated to telling stories with sounds. Some of the episodes, which can be accessed via all streaming services, are dedicated to the favourite recordings of sound artists and audio professionals. Other podcast episodes will tell the story of people who have been able to hear consciously for the first time after a successful implantation. The AUDIOVERSUM podcast is dedicated to various listening experiences and offers a lot of listening pleasure.

© Peter Kollreider | competence in listening | AUDIOVERSUM Science Center

PRESSEINFORMATION



MED-EL World

AUDIOVERSUM, which opened in 2013, was initiated by MED-EL, the world's leading producer of implant-based hearing systems. Visitors interested in how modern hearing implants have developed over the years should pay a visit to the MED-EL World at AUDIOVERSUM. This exhibition showcasing the impressive history of implantable hearing systems highlights the innovative and pioneering role played by the successful company MED-EL. It also invites visitors to test their own dexterity and motoric skills by inserting a thin wire into an artificial cochlea just like surgeons have to do when they install a hearing implant.

The AUDIOVERSUM is a cooperation partner of the Innsbruck Card, the Radio Tirol summer activity programme and the Tyrolean Family Pass. It also participates in the school holiday activity programme run by the City Council of Innsbruck.

www.audioversum.at

Contact for questions & further information:

Julia Sparber-Ablinger | Head of AUDIOVERSUM

T: +43 57788 5022

M: +43 664 607055022

julia.sparber-ablinger@audioversum.at

Mag. Birgit Hutterer, MSc

T: +43 5 7788 5033

M: +43 664 607055033

birgit.hutterer@audioversum.at