

# WE THE CURIOUS PRESENT

MANIFESTO FOR  
A CULTURE OF  
CURIOSITY



RADICALLY  
TRANSFORMING THE  
SCIENCE CENTRE



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## WE THE CURIOUS IS:

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An idea and a place for everyone. We're all about asking questions, being playful and testing things out

A space that removes boundaries around science, connecting art, people, everything - a united culture of curiosity

A connected, creative human ecosystem of staff, collaborators, researchers, participants... the citizens of Bristol and beyond

A culturally relevant, participatory resource for our city - with a programme of exhibitions, events, happenings, education workshops and creative intersections of things we haven't even dreamt of yet

An educational charity, a movement, a collective voice in support of scientific thinking, multi-disciplinary learning, social equity and opportunity

**“Our time is a time for crossing barriers, for erasing old categories - for probing around.**

**When two seemingly disparate elements are imaginatively posed, put in apposition in new and unique ways, startling discoveries often result.”**

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Marshall McLuhan, visionary  
philosopher of communication theory  
The Medium is the Message, 1967

**We will  
reposition  
science at the  
heart of culture  
and evolve  
to become a  
new breed of  
cultural venue**

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**SCIENCE TRANSFORMS  
LIVES  
IT BEGINS WITH  
CURIOSITY**

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curiosity is the engine that drives both artistic  
and scientific enquiry

it is the knowledge emotion, a bridge between  
feeling and understanding

curiosity is the seed for beautiful questions  
that lead to deep learning and new discoveries



**are sheep  
right or  
left handed  
and does  
it make a  
difference?**

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Charlie,  
Nailsea



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## **ASK BEAUTIFUL QUESTIONS:**

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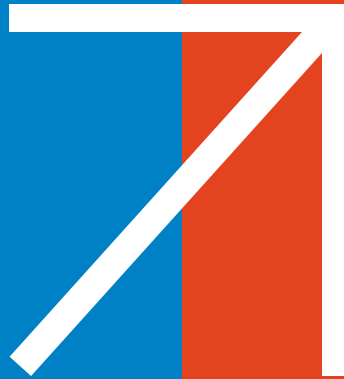
we believe a society of curious people is a more resilient, compassionate, creative and connected society

it is time for a new Age of Curiosity to take flight

only a united, inter-disciplinary culture of resources and ideas will be able to tackle the Wicked Problems we face as a future human species

**MOVING FROM**

ONE DAY VISIT  
JUST FOR KIDS  
SIMULATING SCIENCE  
OUTREACH  
MEET THE EXPERT  
FIXED APPROACH  
EXHIBIT



**TO**

ONGOING CONNECTION  
FOR EVERYONE  
DOING AUTHENTIC SCIENCE  
PART OF THE COMMUNITY  
BE CURIOUS TOGETHER  
MULTIDISCIPLINARY  
EXPERIENCE

**we the curious will:**

**Cultivate  
curiosity**

**Open up science  
in our city**

**Enable diverse  
participation**

**Strive for  
sustainable  
futures**





**if we are made  
up of cells what  
makes us feel  
emotions?**

Meena,  
Redcliffe



**CULTIVATE  
CURIOSITY**

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**build** an architecture of curiosity for all we do, inspired by the questions people ask and the curious nature of human beings

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**support** everyone to be able to ask questions, and to carry the essence of creative, scientific thinking into their lives

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**adopt** a multi-disciplinary approach to celebrate science as part of culture and to remove boundaries between people and ideas

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**act** not just as facilitators but brokers, connecting people with other cultural spaces to create a city-wide culture of curiosity

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**champion** curiosity driven learning and multi-disciplinary education, being part of a movement beyond our doors

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Amanda,  
North Somerset



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## **OPEN UP SCIENCE IN OUR CITY**

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**become** a catalyst for open scientific citizenship in the city, evolving an open source lab of contemporary science, where anyone can take part in authentic research

**shift** the model of public engagement with science from an endpoint of interaction to a midpoint - getting involved in science in progress

**support** researchers to work in a public space and develop a programme for translating data taking experiments into compelling experiences

**find** our voice and amplify others to have agency in public policy and the future of research

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**if the universe is  
expanding what is  
it expanding in to?**

Raffaele,  
Ashley down



## **ENABLE DIVERSE PARTICIPATION**

**embed** new ways of working, to become a porous, relevant, alive cultural space for our city where audiences can be part of what happens here

**play** our part in wider positive social change, research and implement changes so that the profile of our visitors, staff, volunteers and collaborators better represent the diversity of the city of Bristol

**integrate** a meaningful multi-disciplinary approach into our offer, supporting both local and international science researchers, artists, thinkers and makers

Jasmine,  
Montpellier

can we power  
all of Bristol  
using just  
the sun?



## STRIVE FOR SUSTAINABLE FUTURES

**become** an exemplar visitor attraction in the way that we operate sustainably - demonstrating science in action in the way we work with energy, water, waste, resources, travel and nature

**use** our sustainability journey as a starting point to engage diverse audiences with sustainability issues through our exhibitions, public programmes and schools offer

**act** as a hub for showcasing and testing the latest green technologies and sustainable solutions in our city, a European Green Capital

**address** the global problems of sustainability by being an international leader in sustainable science centres

**promote** the vital role of science and multi-disciplinary approaches in solving the critical sustainability issues facing humanity today



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## WE THE CURIOUS CREATING A CULTURE OF CURIOSITY

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### Join the movement

We is you, me, everyone. We can't do this alone - if you're interested, you can help - let us know what makes you curious and share ideas for what we can do together. You can also get involved by volunteering or donating.

If you're curious to know more, email [info@wethecurious.org](mailto:info@wethecurious.org) for a copy of our full manifesto.

WETHECURIUS.ORG

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# Your question will shape what we do



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Turn the page to add your question, then pop this card in an envelope and return it to the address below. You'll be joining a community of thousands of curious thinkers - thank you.

We The Curious  
FREEPOST RTJS-JGKZ-HHRZ  
One Millennium Square,  
Anchor Road  
Bristol, BS1 5DB

**“ I have no  
special talent  
I am only  
passionately  
curious ”**

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Albert Einstein

**We're working on a new ground floor exhibition based on your questions!** We want to collect 10,000 questions to find out what makes us curious. You can ask anything - funny, thought provoking or beautifully bizzare.

We might use it to map the curiosity of Bristol, develop a new experience, start a blog or kick off a whole new thing we haven't even dreamt of yet.

**Just fill in your details here**

We need these details so we can use your question and get in touch to let you know if we do.

Name .....

Age ..... Postcode .....

Email address .....

We The Curious does not share information with third parties. **Tick to receive information about We The Curious events and our progress**

**What's your curious question?**



**Do touch the  
exhibits, Do use  
your phone,  
Do laugh out  
loud, bring your  
kids, friends,  
grandparents or  
come and escape  
on your own  
You, me, everyone  
testing the world  
out together**