



## Scitech exhibition designers impact international stage

Scitech's exhibition designers are garnering recognition on the international stage with high demand for their locally designed and built exhibitions.

"For over 26 years, Scitech has built million-dollar exhibitions at the West Perth workshop and, following a period on our floor, our exhibitions are shipped off to educate, challenge and inspire audiences around the world," said Scitech's Director of Travelling Exhibitions, Mr. Gary Foxton.

"Our exhibitions are acclaimed worldwide for their innovative, durable and popular design that offer an affordable option for science centres looking to add to their visitor experience."

Scitech exhibitions travel to New Zealand, Asia, the Middle East, Europe, and from 7 February 2015, Scitech will add North America to its portfolio with the premiere of its 'SPEED: Science in Motion' exhibition at the Lawrence Hall of Science in Berkeley, California.

"Scitech is looking forward to a big touring year after breaking into the US market. The appeal of our travelling exhibition product is clear with 13 bookings from venues in Texas, Michigan, Pennsylvania, California, Ohio, Kansas, Alabama, and even Las Vegas in Nevada," Mr Foxton said.

At present Scitech has 11 touring exhibitions covering a diverse range of topics including light, speed, transport, forensics, espionage, dinosaurs and space. In 2013-2014 Scitech placed seven exhibitions in eleven international venues reaching an audience of over 1.1 million people from various backgrounds. "Our exhibitions are designed to communicate science effectively regardless of cultural differences. Our graphics panels, audio and computer graphics are all presented in the local language," Mr Foxton said.

The 500sqm science exhibitions are designed to be packed into two 40 foot sea containers and despite many logistical challenges, Scitech is able to meet back-to-back bookings often made by venues on opposite sides of the world.

Storage space also proves problematic at the small Scitech workshop with the technical team often juggling the requirements of a new exhibition design and build with those of a touring exhibition refurbishment.

"Our exhibitions can spend up to three years on the road so any opportunity to bring them home to refurbish and maintain their quality appeal is always a priority," said Mr. Foxton.

*In 2014, Scitech won the WA Industry and Export awards for Education and Training and the ASPAC\* Creative Science Exhibit award for its 'Science Fiction, Science Future' exhibition following a previous win in 2013 for 'Playing with Light.'*

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\* ASPAC (The Asia Pacific Network of Science & Technology Centres)