



VIRAL

THE EXHIBITION

Public Health · Fake News · Social Media
Financial Contagion · Emotions · Go Viral!



We live in VIRAL times. From infectious diseases to financial crises, from consumer trends to fake news dissemination, contagion is all around us. Today, even an idea or a behaviour can go... VIRAL.

The VIRAL exhibition tackles the broad topic of contagion, drawing on scientific fields such as epidemiology and public health, network science, psychology and social sciences. Its 24 exhibits, divided into five areas, encourage dialogue and reflection on how viral phenomena influence health, culture, political movements, trends, norms, and ultimately, us.

Contaminate a crowd while dancing. Discover how yawns and laughs are contagious. Capture a gang of bacteria and viruses. Meet the world's greatest infection agent. More than just an exhibition, VIRAL is a positive, fun and... contagious experience!

AVAILABLE FOR RENTAL IN 2024.



"The design is ingenious and engineered with traveling in mind. The activities are engaging and varied - appealing to learners of all ages."

Claire Pillsbury, Program Director, Exploratorium in San Francisco

Did you know that VIRAL was considered by the *Exploratorium* of San Francisco and by the Center for Advancement of Informal Science Education as one of the notable exhibitions of 2016?



EXHIBITION AREAS

WHAT IS CONTAGION?

You are welcomed to VIRAL by a tunnel of sneezes, viruses and bacteria. This first area of the exhibition introduces a biological approach of contagion.

DEFINING CONTAGION

In the second part of the exhibition you are able to identify disease-causing agents, explore the social networks that shape our lives and the different kinds of contact we establish with each other.

THE DIVERSITY OF CONTAGION

This area explores the diversity of biological and social phenomena related to contagion. Beyond preconceived ideas, topics like the spreading of rumours, financial contagion, emotional and behavioural contagion are explored.

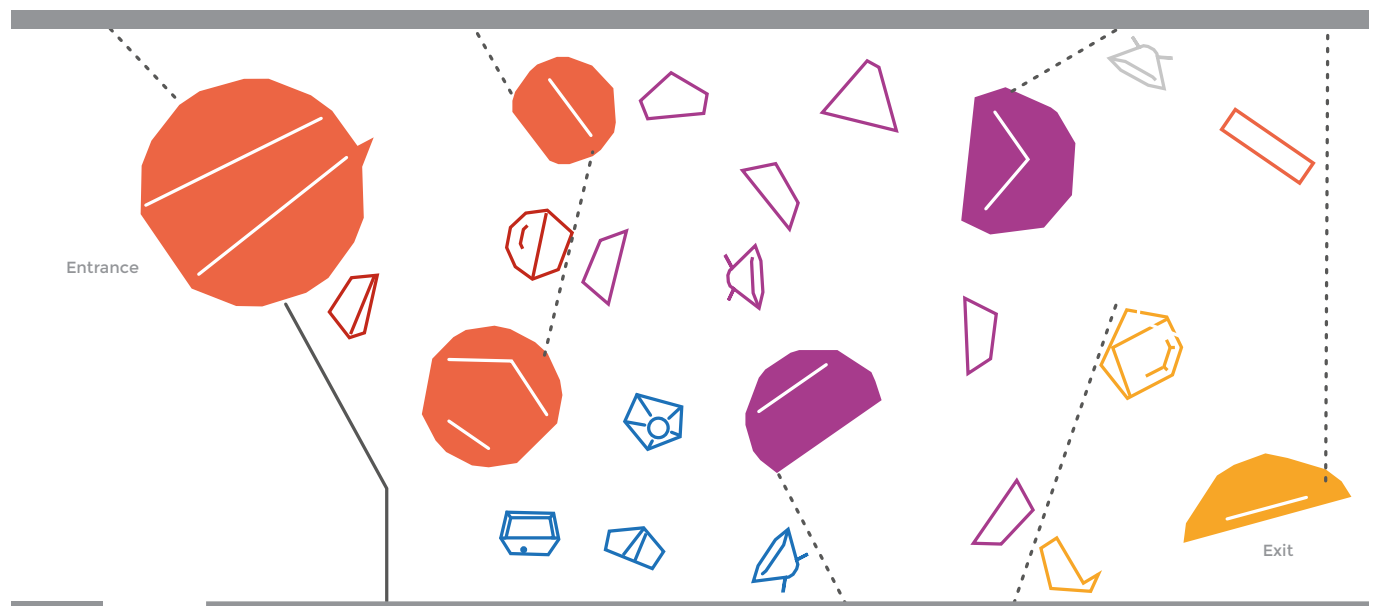
IMMUNITY

Imagine a world without contagion. Could it be that a sense of isolation is the key? Is immunity simply a form of protection?

WE ARE CONTAGION

This last area examines the role each of us has on the contagion process. This contagious experience ends with an invitation to share ideas, thoughts and drawings: How could we infect the world?

EXHIBITION PLAN



WHAT IS CONTAGION?



VIRULENT TUNNEL

This tunnel full of infectious agents, sneezing and coughing, will be the gateway to explore the world of disease contagion.



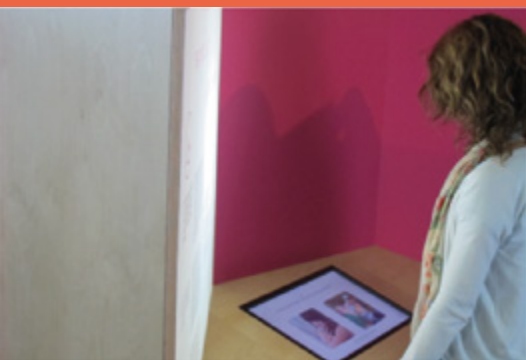
SEEING CONTAGION

We all have a role in the dynamics of disease transmission whether we spread or avoid it. Participate in a real time contagion simulation using devices that identify you as susceptible, infected or immune. Who will escape the contagion?



CONTAGION PHENOMENON

Mathematics can help us understand contagion and how we are all part of it. How many people can become infected with a particular disease? And how long will it take?



THE INFLUENCE

Could it be that other people are important when it comes to defining our preferences and ideas?



HAND IN HAND

Microorganisms can remain on handrails, telephones or toys for a long time just waiting to be picked up by our hands. Discover how washing your hands really makes a difference.



CONTROL THE EPIDEMIC

In this game, a virus spreads through the population. Your mission is to control the pandemic. What will be the most suitable method?



MICROQUIZ

What is the origin of the name "Coronavirus"? Can plants become infected with the coronavirus? Test your knowledge in a quiz of scientific facts about this and other diseases.



MASKS

Necessity is the mother of invention. This exhibit portrays the creativity used by people worldwide to create face masks at the early stage of the pandemic. A video simulation highlights how face masks are now a mandatory accessory in our daily lives.



DEFINITION

Contagion does not happen randomly. Three components are always needed combined; an agent of contagion, a propagation network and the appropriate contact for the transmission. Find out more about it.

DEFINING CONTAGION



WHO'S GUILTY?

Which microorganisms are responsible for which diseases? In this exhibit, your mission is to capture plush microbes in a claw machine and discover more about them. Guilty!

APPROPRIATE CONTACT

Physical contact? Close proximity? Or through a mosquito? In this exhibit, you can match a series of contagious diseases with the appropriate contact for them to spread.



CAUGHT IN THE NETWORK

We are all part of a social network made up of several people with whom we interact. But what is a network and how do diseases and information spread through it?

THE DIVERSITY OF CONTAGION



SO I HEARD

Since the beginning of the pandemic, conspiracy theories and rumours have also infected the world, putting the health of many people at risk. Do not be infected by this "infodemic". In this exhibit your mission is to find out which stories are false or true.



GONE VIRAL

After watching several videos, our task is to discover the key elements that transformed each one of them into a viral phenomenon!



I YAWN, YOU YAWN

Yawning is contagious, although it is not clear why. Here you can watch the most exciting film ever! Will you yawn?



MIRROR, MIRROR?

Watch a movie about mirror neurons, empathy and learning process to discover how these aspects are related to emotional contagion.



SNEEZING ECONOMIES

Financial contagion occurs when a disturbance that is initially confined to a country or region spreads to other places like a pandemic. This exhibit explores the Covid-19 financial crisis as well as others with a worldwide impact.



DO YOU FEEL WHAT I FEEL?

How susceptible are you to others' emotions? Are you a soft sponge or a hard rock? Find out using the emotional contagion scale created by William Doherty.



BE THE TRIGGER

Dance. Clap your hands. Start a wave in a stadium. Here the task is easy: be the trigger and infect the crowd as much as possible!



WARNING: HIGHLY CONTAGIOUS!

Laughing helps us to interact socially and create close relationships. Will you resist this emotional contagion?



IMMUNITY

What is innate immunity? And what about acquired immunity? Throughout our life, we have also gained cultural immunity. But can we also be immune to prejudice, rumors or even ideas?

NÓS SOMOS CONTÁGIO



THE ULTIMATE AGENT OF CONTAGION

In this exhibit there is a button that will reveal you the biggest contagion agent. Get ready to be surprised!



BODY SCALE

In addition to cells, there are millions of bacteria, fungi and viruses in our body. This scale will reveal how much of our weight isn't really yours.



IS THIS CONTAGION?

What is contagion for you? Each of us has the power to spread ideas, cultivate values and spark emotions. Contagion is like a wheel that moves life and its evolutionary processes. This wall is an opportunity for you to be contagious, infect others and even the world!



PRODUCTION

The Pavilion of Knowledge – Centro Ciência Viva Centre in Lisboa is the country's largest Science Centre. Large themed exhibitions and hundreds of interactive exhibits encourage visitors of all ages to discover and experiment the physical world. We collaborate with national and international Scientific Institutes to create and produce high-quality travelling exhibitions.

This exhibition was created by the Pavilion of Knowledge – Centro Ciência Viva in collaboration with the Cité des Sciences et de L'Industrie in Paris, and Heureka in Helsinki.



TECHNICAL DETAILS

Exhibits: 24

Languages: Trilingual

Space required: 400 to 600 m²

Set up: 8 days

Minimum room height: 3 m

Transport details: 4 lorries (2,7 m height) or 5 containers

Accessibility: This exhibition is also accessible to people with special needs

CONTACTS

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www.pavconhecimento.pt/travellingexhibitions

AN EXHIBITION DEVELOPED BY:

CIÊNCIA VIVA

PAVILHÃO DO
CONHECIMENTO
CENTRO CIÊNCIA VIVA

WITH:

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sciences
et industrie

 Heureka