

LA CITTA' DEI BAMBINI E DEI RAGAZZI (THE CITY FOR CHILDREN AND YOUTHS) A new experience museum dedicated to the 5 senses under Acquario di Genova

La Città dei Bambini e dei Ragazzi is the **first experience museum dedicated to the "FIVE SENSES" in Italy** and is located **under Acquario di Genova**.

It covers an exhibition area of 2.000 sq. m with more than 40 exhibits where children and youths aged 2 to 12 years, along with parents or other accompanying adults, can make a real journey discovering themselves and the world through the direct experience

The Splash area is dedicated to the age group 2-4 years as protected place where you can move and learn having fun in freedom.

Four more areas dedicated to the senses – one room for hearing, one for touch, one for taste and smell and one for sight – propose installations **for everyone, children, youths and adults**, with various degrees of complexity and learning objectives depending on the age group of the users.

The in-depth experience proposed in every room is revealed by **portals with great scenic effect** that are interactive exhibits introducing step by step visitors to the topic.

The installations, depending on the topic introduced, propose an experience for individuals, for couples or small groups.

The **"House under construction"** is a real child-friendly construction yard (3-5 years), set in a context dedicated to the sustainable city, whose young visitors, equipped with jacket and helmet, share the tasks and discover the secrets of constructions.

In addition, there is **an educational area**, where workshops for schools can be carried out, and **an area for birthday parties** and private events.

La Città dei Bambini e dei Ragazzi presents itself as a **place of encounter and discovery for every family: an experience museum to live together, a space where also parents get involved and are protagonists and not accompanying persons only**, where brothers of different ages can enjoy in the same way. All the exhibits, except those present in the Splash area or in the area where there is the House under construction, can be used by adults without weight or height limits.

An experiential path that uses **touch, sight, hearing, smell and taste as a tool to pass on knowledge and have fun**, activating in children and youths a permanent process of education and passing on a critical spirit to the new generations with respect to the stimuli provided to them.

Through the direct experience, the users of the City really become protagonists of their knowledge and not simple observers of the external reality.

A technological, colourful, contemporary environment also as regards the scenic setups that can be visited with parents, in groups, with the school and that will allow to live the real experience and to examine in depth, thanks to technology, the contents learned during the experience.

The new experience museum is an ever-changing facility that will propose year by year new spaces, exhibits and educational proposals, always providing new points for visiting and contributing to the attractiveness of Genoa for an audience of families and schools.

La Città dei Bambini e dei Ragazzi is realized by Costa **Edutainment** and **Porto Antico** of Genoa that entrusted the **design, production and art direction** of the experience museum to **Filmmaster Events**, a leading Italian company in creating and producing great events, live shows and ceremonies with more than 40 years of history behind it.

The new experience museum belongs to the AcquarioVillage world, the network managed by Costa Edutainment including Acquario di Genova, Biosfera and Bigo panoramic lift with a view to offer the audience



an integrated edutainment proposal that contributes to the promotion of Genoa, fostering the stay of tourists in the city.

La Città dei Bambini can be purchased, both individually and along with the other attractions of the AcquarioVillage world, at the same ticket office of Acquario di Genova or online in the website www.cittadeibambini.net.

Booking is required to visit the new experience museum with admissions every hour, from 10 a.m. to 4 p.m. (the facility closes at 6 p.m.). The facility is open **every day** of the year.

La Città dei Bambini e dei Ragazzi has received the **patronage of**: AIRC AIRC Foundation for cancer research ETS; Association Festival of Science; CNR National Research Council; IIT Italian Institute of Technology; National Opera Montessori.

The new experience museum is managed by the Costa Edutainment group that, with a pioneering and ten-year experience in the edutainment sector, is leader in Italy in the management of sites and big public and private facilities dedicated to recreational, cultural, educational and scientific research activities.

The word Edutainment, blending of Education and Entertainment, defines at best the mission of the company: satisfy the growing demand to spend free time qualitatively, combining culture, education, performance, emotion and fun in unique and significant experiences.

Today it manages 11 facilities in Italy: in Liguria Acquario di Genova, one of the biggest aquariums in Europe, Biosfera, Bigo panoramic lift, La Città dei Bambini e dei Ragazzi, the water park Caravelle and the tourist village Caravelle Village in Ceriale; in the Romagna coast Acquario di Cattolica, the parks Oltremare, Aquafan and Italia in Miniatura, and in Tuscany Acquario di Livorno.

All the updates on the new experience museum are available in the website www.cittadeibambini.net and in the Facebook and Instagram channels.



SPACES AND EXHIBITS

SPASH AREA (2-4 years)

An underwater location is the setting for the area 2-4 years. Shock-absorbing floor, soft furniture and great figures out of scale to indulge the tactile and sensorial experience of children, with an attention to parents and their requirements. In this space the children can put into play their skills, competence, abilities, thoughts and emotions in a significant way and experience the perception of space and their body, developing motor skills and stimulating their fantasy.

A drawing board offers the children a space in which they can express themselves and a magnetized wall welcomes their compositions. Sensorial wallboards to stimulate the psychomotor development of children. The Spash space provides an outdoor dehor hosting a water game and other interactive exhibits.

HEARING ROOM

Ear and its internal organs are essential not only to allow listening to and telling apart sounds and noises, but also to allow maintaining balance.

The exhibits in this room allow discovering how the sound spreads or the characteristics that differentiate timbre, melody and harmony; to measure the sound intensity and examine in depth principles of acoustics, test their ability to balance and understand their regulatory mechanisms.

Megastereo

Two big headphones characterize the access to the area dedicated to hearing. A sound system placed inside the headphones reproduce audio effects of various kind (speeding car, seagull flying through, polyphonic choir, bells, sirens of ships and noises of the port, etc.), introducing the concept of stereophony. Sound travels from right to left, or vice versa, depending on the visitor's position that can also lay his/her hand inside the auricle of the headphone to perceive sound vibrations.

Voice catcher

An interactive system allows to sample and change through audio filters the voice with scientific insights on the relation between sound source, medium of propagation and characteristics of the same sound. The visitor wears the headphones to activate the exhibit: on the screen there is a short countdown, at the end of which the user voice recording starts (max 5 recording seconds).

After the recording, the sampled audio starts to be repeated and is displayed in the screen in the form of sound wave. It is possible to change the voice by adding filters (underwater effect, robotic effect, reverberation effect, grown-up voice effect, slowed down voice effect, voice in the space effect, helium effect, monster voice effect).

Cubed symphony

An interactive table able to generate multi-instrumentalist melodic loops thanks to the use of special cubes each corresponding to a music instrument (classical instruments, "rock" instruments and electronic sound effects), that literally composes the melody on the table. The children approach the table, wear the headphones and are invited to place the cubes on the table in order to generate a tune. The smaller is the cube placed in the middle of the interactive table, the louder is the volume of the corresponding instrument with respect to the mix of instruments.

Yell-o meter

A soundproof cabin allows to live the experience of the acoustic insulation of the surrounding environment. Children can range from total silence to the liberating scream. At the same time, the cabin is equipped with an instrument capable of measuring the power of a scream. Inside the installation, a screen invites to press a button and to scream as loud as you can: after pressing the button a countdown starts and the perceived sound pressure moves an indicator that measures the level reached. The level reached, in decibels, is compared to the volume produced by an everyday object or an animal. The result also appears outside the cabin. The record noise of the day and the absolute record will remain registered.



Sound surfer

Children get in the tilting platforms, wear the headphones and look for the perfect balance: their oscillatory movements affect the sound that will tilt to the right or to the left. The objective is to stay in balance, exploring at the same time the relation between hearing and sense of balance. Achieved the balance for at least 2 or 3 seconds, a “little bell” sound effect is added to the tune. The installations are two, one alongside the other, in order to allow to challenge each other.

TOUCH ROOM

Hands are one of the most important body parts for our species: we use them to grab objects and instruments, to prepare food, to interact with other people. Therefore, they are very sensitive, and allow us, also with our eyes closed or in the dark, to recognize hardness, consistency, roughness, shape and temperature of anything surrounding us.

But touch receptors are not only in the skin that covers hands, but on the whole body and among the information that they record there is also pressure.

This room stimulates exploration and curiosity of children with experiences to understand how fine the tactile perception of our body can be, the difference between active touch and passive touch and test how this sense can replace sight.

All touch

The room portal is a big tactile area stimulating children's curiosity allowing the discovery of different types of surfaces and materials through the use of touch.

Mystery boxes

Learn to recognize objects understanding how to use the sense of touch rather than sight. Four darkened boxes with holes on the front where putting hands to explore the object inside. Two boxes are dedicated to the exploration of the hot-cold concept. The objects chosen have a different complexity.

Aeolus

The tactile experience is not only come into contact with a solid substance, but so is also a breath of air. Something invisible that lightly touches and generates in everyone different sensations. Multiple graphic faces in the pose of blowing are set up on a wall. Visitors are invited to rotate a mechanical crank to generate the breath of air or the wind effect.

3D imprints

Create images with your body and at the same time discover topics like touch and pressure. The Pin Art game, which allows to reproduce a shape by pressing pins, it is presented in a version out of scale: adults and children can “impress” their body shape on the installation.

Softy

A soft floor area that allows the child to understand how touch is a sense that does not concern hands only but all the skin as well. Elasticity or stiffness of a material also when you wear shoes.

Touch to see

Embossed wall that represents the Porto Antico area. Visitors are invited to explore the area by closing their eyes and using hands only as a system to orient themselves in space.



TASTE AND SMELL ROOM

Taste and smell are two closely related senses. The issue is even more complex if we consider that the flavour sensed, for example, does not come from the simple information that come to us from the taste buds, but it is the combination of many information coming from smell, touch and, although it may seem strange, from sight. The experiences proposed in this area help to focus the importance of the development of a food identity, as well as of the proper nutrition through the balanced composition of our meals.

For every taste

A colourful scenic portal involves children in a world made of candies and delicacies, by introducing this aspect of the sensorial perception. A diffuser of essences that spreads in the air candy flavours enhances the effectiveness of the experience. Taste can be prepared to perceive flavours with greater intensity if the brain is properly stimulated through other senses. For instance, sight fosters appetite and allows us to “fore-taste” what is in front of us. In the same way, through smell we can start imaging the taste of food.

Big nose

A big installation tests smell of young visitors but also tells how technology can increasingly replace our senses. Visitors are invited to withdraw a sphere – among the 90 in the basket – and try to guess at the smell that emanates. Once tested your olfactory ability, you can place the sphere under the big nose that emerges from the wall. Thanks to an embedded *Rfid* technology, the installation will be able to indicate the essence related to a specific smell, which is communicated in the form of sound and text.

FRIEND dish

A captivating exhibit to examine in depth the idea of healthy meal through the balanced composition of foods. Children, on the basis of the age group, will have a set time to complete the dish. This interactive game was created in cooperation with AIRC - AIRC Foundation for Cancer Research to underline the importance of a correct and healthy diet since childhood.

The factory of recipes

The installation provides a wall with a wall graphic with a QR code and a call to action that invites the users to use their mobile phone to be able to access the Montessorian recipes to allow children cooking together with their parents. Indeed, by framing the QR code with their mobile phone, they can access a website where they can download the PDF document of recipes to be prepared at home.

The society of smells

A screen alongside the sculpture of an ant tells how smell is a particularly developed sense in these insects: a social glue for the whole anthill, thanks to the digital simulation of their movements regulated through the olfactory communication.

SIGHT ROOM

How does eye work and how does the transmission of visual stimuli work? What are the different components of light and its shapes? How the image is created, whose biological principle is used also to compose digital images through pixels. These are some questions that children can answer by playing with the exhibits in this room.

Sphererama

A long wall installation formed by lots of spheres placed as matrix that, rotating on themselves, change colour allowing the children to have fun by creating patterns, images or writings. A concept that from pointillism leads to the principle of pixels for the digital image. A space thought to stimulate the creativity and use the game to introduce educational concepts.



Watch out children!

A striking-looking portal, which uses the human eye shape to create a perspective effect: the eye appears “made of” overlapping layers that conceal within them the niches where distorting mirrors are placed. At the far end of the opposite wall, through an optical effect carefully made, the pupil can be seen that “completes the image of the same eye, using the optical principle of parallax.

Magic mirrors

The mirror takes on great importance for children, being an instrument that support them in the construction of mental representation of their body, face, therefore themselves. Children are invited to walk through a hallway of distorting mirrors. The vision of their reflected image, inside an “intimate” area like that of the gallery stimulates reflections about their self-perception.

Kaleidoscope

A tubular-shaped installation open on both ends and covered in the inside by mirrors properly angled between them, generates a range of reflection effects able to transform the image of a face or an object placed at an end into a charming kaleidoscope image at the opposite end of the pipe. This is an installation that stimulates interaction between two persons, while allows to explore the optical phenomenon of reflection and alteration of self-perception, meanwhile appreciating the aesthetics of symmetry.

The colours of shadows

The wall is projected from the combination of 3 light sources of different colour (red, green and blue), which together generate a white light. When hands or an object approach the wall, the shadow generated on the wall appears broken up into the 3 primary colours, giving back the practical demonstration of one of the fundamental principles of color theory. The installation allows also children to experiment freely with the shape of shadows generated by their gestures, a playful occasion that also refers to ancient traditions, such as the “shadow theatre”.

Megamicro

Magnifying glasses are a useful instrument to explore reality through your sight, especially when the size of very small or very far objects does not allow to appreciate them to the naked eye. This installation allows the users to observe a miniaturized scene with the aid of a magnifying glass, understanding in this way the function of glasses. The diorama represents the miniature of a Ligurian port and a surreal beach set inside a real-size small bucket. Visitors, with the aid of the glass, are invited to explore the environment and find, inside the scene, a small bucket.

The ghost light

A lamp out of scale, a giant replica of a classical desk lamp, dominates a corner of the sight room. Visitors can stay under the lamp (where there is an armchair/pouf) and discover that the bulb switched on over their heads is able to enhance and alter some colours of their clothes, teeth, etc. Indeed, it is a Wood lamp, a light that acts outside the standard range of the light that can be seen to the naked eye and that generates curious chromatic effects. A display equipped with countdown near the lamp measures the time before the blackout of the sight room: when the time is reduced to zero, the traditional lights of the rooms turn off, making way for the Wood's lighting spread throughout the environment for some seconds. This “surprise” change of the environmental lighting allows visitors to be immersed in a very particular bright setting, able to alter their perception, while drawings previously invisible to the naked eye appear on walls and ceiling. Pedagogical and training aspects The visible light spectrum The change of perception caused by a bright environment Playful approach to the discovery and observation of reality

The wall of illusions

The outer hallway of the sight room is dedicated to the world of illusory perception, outcome of the particular interaction of the organ of sight with your brain that processes its stimuli. Squares with illustrations dedicated to classical optical illusions stand alongside in the hallway outside the room. Pedagogical and training aspects Optical illusions and particular aspects of human perception.

**Hologram**

Inside the sight room there is a holographic box that hosts a digital common dolphinfish set in a real scenic environment.

HOUSE UNDER CONSTRUCTION (3-5 years)

In a context dedicated to the sustainable city, children interact with elements of a real construction yard to suit them, having fun together and at the same time learning principles related to the future of the city, destined to become even more a place of sustainable practices. The materials used are made of foam and are moved thanks to wheelbarrows, cranes and conveyor belt directly operated by children to create an ever-changing building.

The area provides for an extension outside with the setup of a dehor hosting a construction game to stimulate fantasy and cooperation between children.



USEFUL INFOS

Tickets

Children 2-3 years 7 euros

Children 4-14 years 12 euros

Adults 12 euros

Reduced 10 euros

Schools 6 euros (2 free entries every 15 paying persons – compulsory booking by writing to scuole@c-way.it)

Groups 8 euros (1 free entry every 20 paying persons – compulsory booking by writing to info@c-way.it)

10-entrance ticket. The subscription, which is not nominative, is valid for 1 year from the time of purchase. It can be used to book simultaneously different entrances, every day of the week, including public holidays, for all the types of ticket (adult/child/reduced).

La Città dei Bambini + Acquario di Genova

Children 2-3 years 7 euros

Children 4-12 years 29 euros

Adults 37 euros

Reduced 31 euros

AcquarioVillage (Acquario di Genova, La Città dei Bambini e dei Ragazzi, Biosfera, Bigo panoramic lift)

Children 2-3 years 7 euros

Children 4-12 years 35 euros

Adults 46 euros

Reduced 38 euros

Opening hours

The facility is open **every day of the year** all day long. **The visit must be booked with entrance every hour**, from 10 a.m. to 4 p.m. (the facility closes at 6 p.m.).

Birthday parties

La città dei bambini e dei ragazzi offers a dedicated space and the possibility to celebrate your **birthday** along with your friends, living together surprising discoveries on natural phenomena, our body and materials surrounding them.

The proposal includes the exclusive availability of a reserved room, a themed entertainment for 45 minutes. <https://www.c-way.it/biglietto/compleanno-a-la-citta-dei-bambini-e-dei-ragazzi-genova/>

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