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**EINSTEIN WAS BORN IN THIS HOUSE IN  
ULM, GERMANY ON MARCH 14, 1879.**

## BACKGROUND

Albert Einstein is the most famous physicist of the 20th century. His image is recognized by people of all ages around the world. He stands for many timeless and relevant ideals, such as, excellence in science, political responsibility, social activism, and of course, a wealth of inventive ideas. His theories on space, time, light and atoms have completely altered our worldview and shifted the paradigms of physics. Today, his theories continue to be applicable to wide-ranging areas of scientific research and development. For example, the Nobel Physics Prize for 2017 was given for the detection of gravitational waves, a prediction Einstein made almost a hundred years ago.

Ulm, Germany is Einstein's birthplace. The city is home to a major university and has been granted the German status of "Scientific City". Yet, it presently lacks an institution that highlights Einstein's universal significance in the world of science and technology and beyond. To recognize Einstein's significant contributions to society, a major international project to establish an Albert Einstein Discovery Center in the heart of the city has been launched.

This mission is spearheaded by our non-profit Association, the Albert Einstein Discovery Center Ulm e.V.. Formed on September 16, 2016, our Association is composed primarily of citizens from Ulm and the surrounding area, but also includes members from around the world. We are resolved to break ground on the Discovery Center by 2024 on a property near Einstein's birth house and Ulm's main train station. The Discovery Center building will be easily accessible to citizens of Ulm, visitors and tourists.

## A 3-IN-1 DISCOVERY CENTER

The Discovery Center will offer three different experiences to the visitor:

**A historical guide** to Einstein's life, his family background and the city of Ulm in 1879, the year of his birth. The exhibits will provide visitors insight into the historical and political context of Einstein's life and work.

**A modern technology showcase** of Einstein's research and theories. The exhibits emphasize the roles they play in modern society and our daily lives.

**A science center** with interactive experimental physics exhibits. It will offer hands-on participation by visitors of all ages, with a special focus on interesting young people in science, technology, engineering and mathematics (STEM).

Together, the three parts will cover Einstein's past, his influence on the present and the continuation of his legacy by young scientists of the future.

Each of the three sections could stand alone, but together they provide a wider, more diversely interesting and forward-looking approach to explain the legacy and the man – Albert Einstein.



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## VISION

### Our Association

The members of the Albert Einstein Discovery Center Ulm e.V. want to create a worthy tribute to Albert Einstein as a scientist, genius and visionary.

We view our project as an educational endeavor that benefits society.

Our Association will lay the groundwork for the Albert Einstein Discovery Center in Ulm by 2024.

We take an active role in the public debate on the significance and importance of science and technology today in our society.

We want to inspire young people to learn more about STEM (science, technology, engineering and mathematics) disciplines and consider them as career choices.

### A Place to Discover

Our vision focuses on presenting the most comprehensive and modern view of Albert Einstein's life and work combined with the history of Ulm.

The Albert Einstein Discovery Center in Ulm is planned to be the first institution in the world in which quantum physics and the Theory of Relativity take center stage in making Einstein's ideas accessible to the general public.

To reach a broad audience, it will blend edutainment with knowledge.

Like science itself, it will never stand still. In cooperation with the University of Ulm and other world-class institutions, it will be constantly updating itself in the light of new research and where possible technical phenomena will be presented at 'hands-on' experimental stations.



# MISSION

## Visitor Orientation

Regardless of age, education, language or culture, each visitor will be warmly welcomed to the Albert Einstein Discovery Center. Knowledgeable guides and tour leaders will be available for those who need them. The architectural design, personnel, location and ambience will be optimized to make visitors comfortable and receptive to the world of a genius without intimidating them.

## Extracurricular Learning

The Albert Einstein Discovery Center will be a unique extracurricular learning venue and will offer a variety of learning opportunities, especially for young persons. We will recognize scientific inclination, motivate young people to tackle scientific topics, and give them possibilities to explore phenomena on their own or with guidance. We will work with the educators of Ulm to develop enrichment programs to give their students in-depth looks into science, which will affect all of them in their future lives, whether or not they have a STEM career.

## Learning Organization

We want to continuously develop the Albert Einstein Discovery Center in all areas and to ensure innovation by incorporating the latest findings in science and technology. The work culture is characterized by the personal and professional training of employees, giving them equal rights, respect and appreciation.

## Didactic

We want to provide teachers and educators with attractive, easy-to-use materials for enhancing science education.

## Other Experiences

In addition to the permanent exhibits, the Discovery Center will host special limited-time events that further its mission. These could include any or all of the following: installations, lectures by renowned scientists from all over the world, scientific symposia, multi-day seminars open to the public, workshops and even theatrical and musical performances. A possible example would be to bring Phillip Glass's "Einstein at the Beach", which has been performed in opera houses all over the world, to Ulm.



## CONCEPT

### Exhibition

All exhibitions will be topic and learning-based. Where required, the most current scientific knowledge will be incorporated. Every applicable medium will be used by the Discovery Center to appeal to visitors of all ages and all educational levels.

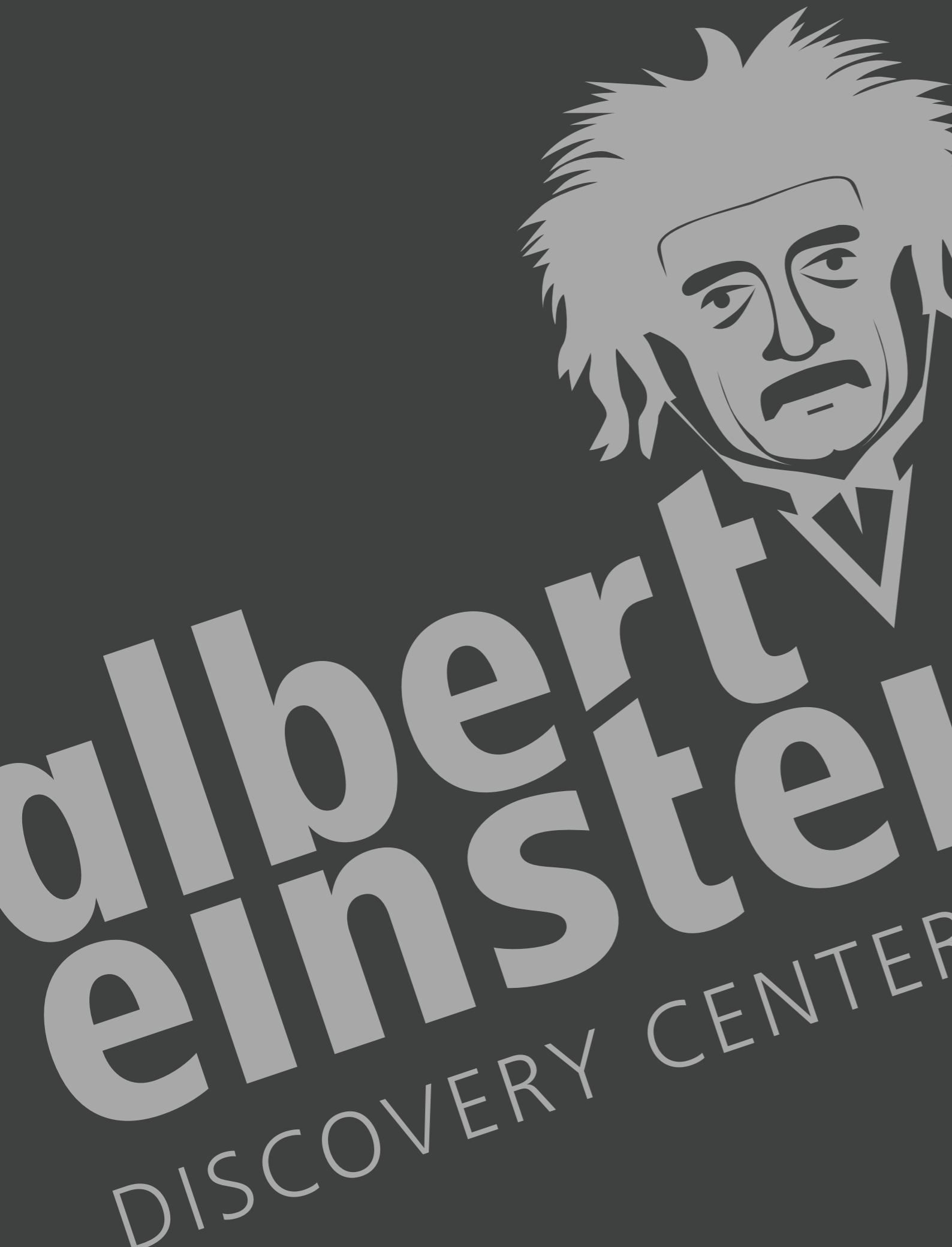
### Languages

All materials will be presented in both German and English. Audio recordings and brochures in many languages will also be employed as well as multi-lingual docents and guides.

### Building

The museum's architecture and interior space will be functional, physically accessible to all as well as visually appealing. Exhibitions and events will be housed in spacious rooms. The facility will include a science center, classrooms, labs and a service area for staff.

All visitors are valued and their needs taken into account. The entire structure will be accessible to the physically challenged. There will be space for strollers and wheelchairs, as well as sitting areas for visitors to relax and contemplate. Special tours for the visual and hearing impaired will be available.



## BRAND & PARTNERS

### Brand

We will create the Albert Einstein Discovery Center brand to stand for the best in science, education and public service.

### Partners

Most vital to the creation and flourishing of an outstanding Discovery Center are those who join to build and maintain it. Much like the initiative to construct Ulm's Münster in the 14th century and to found the University of Ulm in the 1960s, the initiative to establish the Albert Einstein Discovery Center is spearheaded by local citizens. They are joined by the City of Ulm, the University of Ulm, sponsors, schools, educational institutions, foundations and philanthropists. A side benefit of our initiative is that it brings all of them closer together in pursuit of an excellent goal.

The participation of the University of Ulm is particularly significant, because it means the Discovery Center will be in forefront of educating visitors on current hot topics in science. The university's international recognition in the field of quantum physics will enhance the museum's stature as it creates traveling exhibits with other national and international science centers, technical museums and universities.

Albert Einstein was one of the founders of the Hebrew University in Jerusalem and decided to make it an eternal home of his intellectual legacy by bequeathing to it all his papers and personal correspondence. They constitute today the Albert Einstein Archives at the Hebrew University – a unique facility with immense importance – which can be an important resource for the Discovery Center. The Hebrew University also owns the trademarks to "Albert Einstein", "Einstein" and the official Albert Einstein logos. Discussions are already under way with the Hebrew University, which could lead not only to a long-term partnership but also a cultural exchange between the Discovery Center in Ulm and Israel.





# UNIQUENESS

**The Albert Einstein Discovery Center will be as one-of-a-kind as its namesake. From the minute it opens its doors, its innovations will take it from a local landmark to a world destination. Here are a few of the immediate offerings and future possibilities.**

## **Origins**

Ulm is where the Einstein story began. No other city can be his birthplace.

## **3 Centers in 1**

History, art and science museums abound, but nowhere is there the full three-part approach offered by the Discovery Center: the life story of one of the most iconic humans in history, a technological homage to his impact on life today and a chance to share his world of scientific discovery in hands-on interactive experiences.

## **Relativity**

Other museums and institutions have “friends” who support them. Only the Discovery Center will offer the opportunity to be a “relative”. For a set donation, individuals, families or school classrooms around the world will gain the honor of becoming an Einstein Relative. Using digital technology and holograms, each one will be listed in the special Relativity room. When they make their pilgrimage to the center, they will be honored by the staff and they will see their names displayed.

## **Humanity**

Einstein was a man of peace. Jewish but not religious, he nevertheless believed, as did those who built Ulm’s Münster, in “good will among men and peace on earth”<sup>1</sup>. He once said, “Our task must be to free ourselves by widening our circle of compassion to embrace all living creatures and the whole of nature and its beauty”<sup>2</sup>. What could be more appropriate than connecting Ulm’s spiritual symbol with its 20th century icon? The winning architect will create a Discovery Center with impressive views from the air, including the top of the Münster. Many who visit the Discovery Center will enjoy the challenge of the 768 step climb to see the view and ponder on the meaning of what they encountered at the Center.

<sup>1</sup> <https://www.azquotes.com/quote/525980>

<sup>2</sup> [https://www.brainyquote.com/quotes/albert\\_einstein\\_122243](https://www.brainyquote.com/quotes/albert_einstein_122243)



## **BUILDING**

A bold and impressive architectural masterpiece, selected by an invitation-only competition among accomplished architects, will draw local, national and international visitors to this historical location and positively enhance the skyline of the city of Ulm.

(Artistic rendering. Building, design and location should be taken as examples.)



## **BENEFITS FOR THE CITY OF ULM**

### **Ulm as Einstein's Birthplace**

The Discovery Center will expand the city's place on the world stage. Instead of one sentence in Einstein biographies, it will become a known destination for those on every continent who are fascinated and inspired by the scientist. Ulm profits on many levels by hosting a unique learning center, complete with an international flare in the fields of science and technology, located in its downtown.

### **New Cultural and Educational Landscape**

Citizens, families and schools will benefit from the opportunities offered by the Discovery Center's exhibits and programs. It expands Ulm's museum landscape with the addition of a heretofore non-existent technological and natural science museum.

### **Science City**

Research and science are fundamental to the progress of civilization. The close connections between the Albert Einstein Discovery Center, educational institutions and local scientific and high-tech companies will make Ulm an even better city for living, working and raising families.

### **Economic Impact**

The Albert Einstein Discovery Center will be a boon to local businesses. The growth in tourism will result in the growth of commerce in all sectors of the Ulm economy. It will particularly offer enhanced employment opportunities to younger citizens.

### **Accessibility**

Ulm is located at a major traffic hub in southern Germany, the crossing of the A8 (Munich to Stuttgart) and the A7 (Würzburg to Füssen) expressways. There are also excellent connections by train to the large cities of Stuttgart and Munich and their airports.

### **Tourism**

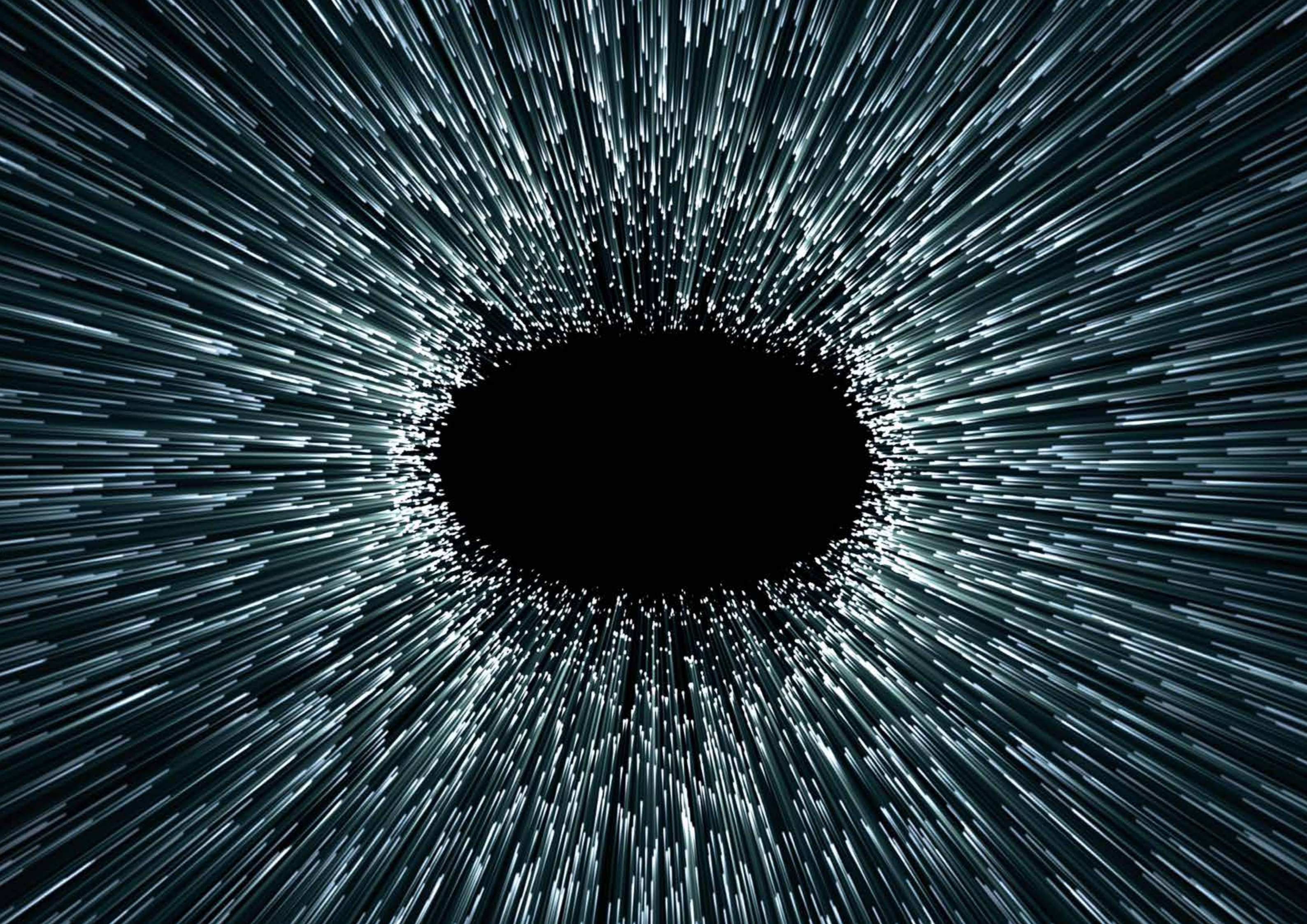
The increase in both domestic and international visitors will positively impact tourism in the region. Visitors will be drawn to the numerous opportunities for cultural, educational and leisure time activities in Ulm.

### **City Development**

The location of the Albert Einstein Discovery Center near to the main train station and the central omnibus station (ZOB) complements the extraordinary mix of commercial and residential architecture in that quarter and is of paramount importance to urban development. This section of Ulm is a living and pulsating quarter and the Discovery Center dramatically increases its aesthetic value. With the Discovery Center, Ulm bridges the gap between the historical old city and the modern European city, offering visitors the optimal experience directly downtown.

### **Marketing**

As Einstein's birthplace, the city of Ulm has a marketing possibility that has never been utilized. The 150th anniversary of his birth in 2029 offers a unique opportunity for Ulm to celebrate royally with visitors from all around the world. Build the museum and the Einstein enthusiasts will come!



# ALBERT EINSTEIN DISCOVERY CENTER: 3-IN-1 CONCEPT

## I. Discovering History: Albert Einstein and Ulm: 1879 and Beyond

Who was Albert Einstein?

The installation will cover the many roles he played in his life: natural scientist and humanist. It will look at his perspective on fascism, his humanism, his political and social work, and, of course, his relationship to his birthplace – Ulm. The exhibits will include but not be limited to:

Historical Timelines. They will mark important milestones in the evolution of natural science and technology, leading to Einstein's contributions. They will also be used to trace the progress of all his scientific, cultural and philosophical interests.

Memory Boxes. Interactive multimedia installations will offer immersions into 1879 Ulm, the year of Einstein's birth. Visitors will learn more about Ulm's community and social structure, including its minority religious groups, such as the one to which the Einstein family belonged.

Historic Einstein Trail. Visitors will be encouraged to follow up on their virtual journey of "Einstein's family in Ulm" and take a self-guided stroll through the same streets in the old "Gild" part of Ulm. Multi-language tours will be offered with headphones or live guides.

Whenever possible, original artifacts, such as the Einstein letters from the City Archives or others acquired on loan, and historic furnishings will be displayed. Some of Einstein's contemporaries and descendants of his family will be virtually heard and seen.

## II. Discovering Einstein's Legacy

Albert Einstein's study of matter, space, time and gravity significantly altered the way we look at the physical world. The technological exhibition is devoted to his theories and their influence on our modern life.

Two exhibits serve as examples.

One will show how Einstein's theories of Relativity are part of our daily life in the form of satellite navigation (GPS). The exhibit will explain how GPS works and feature an interactive model of clocks on satellites, which visitors can position to understand how locations are accurately determined.

The "Ulm of the future" exhibition will feature innovations and scientific solutions to societal challenges that highlight the successful synergy of scientific research, industry, commerce and an informed public.

Other Einstein research topics addressed by the Discovery Center will include:

- Gravity's influence and power on space and time
- Equivalence Principle and the formula  $E = mc^2$
- Light amplification by stimulated emission of radiation (LASER)
- Brownian molecular motion and the determination of atomic size
- Photoelectric effect and photon detectors
- Quantum theory

Since much of modern physics and astrophysics can be connected to Einstein's seminal work, the Discovery Center will create pop-up exhibits based on hot physics topics in the news. These temporary exhibits combine graphics and information in imaginative ways for the benefit of visitors and local, national and international news services, television programs and websites. They will help the staff's social media manager and publicist to enhance the Center's brand and heighten awareness of the institution.

By rotating among limited-time new exhibits, visiting exhibits and permanent exhibits, the technological area, in keeping with the institution's name, will always offer first-time and repeat visitors a wealth of discoveries.



### III. Discovering Science

In the Science Center, visitors will experience hands-on stations that allow them to explore technological and natural scientific phenomena. Most of the stations will feature developments of the 20th century in which Einstein lived and worked.

Pre-conceived notions will be challenged by the interactive stations. The goal is to give visitors a feeling for the thrill of inquiry, plus the gratification of problem-solving.

For some, it will help them better understand how scientists work to improve life on Earth. For others, especially students, it may awaken or further encourage their interest in STEM careers.

Topics rooted in Einstein's work that will be addressed by the Science Center include:

- light
- energy
- mass
- time
- gravitation

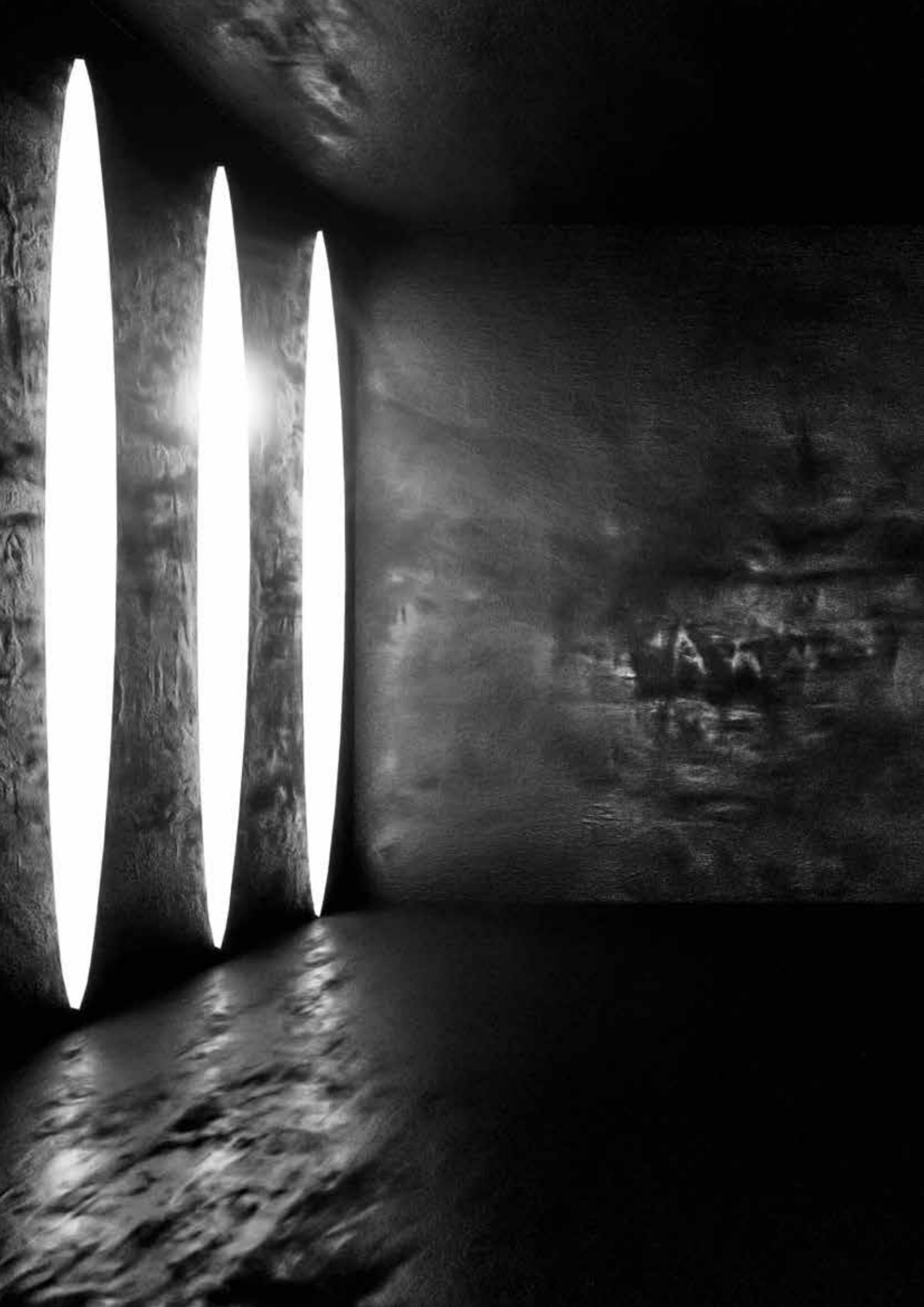
There will be between 250 and 300 experimental stations, including temporary exhibits. Well-trained and friendly Science Center staff members will assist the visitors, answer questions and encourage further scientific exploration.

Live "science shows" will supplement the stations with entertaining and stunning dramatizations of experiments and theories.

Laboratories in the Science Center will offer individuals and supervised student classes the opportunity to experience actual research environments and processes. They will also be the scene of regular workshops on important scientific innovations for both students, educators and interested adults.

An important role model for the Association is the Swiss Technorama in Winterthur. Its attention to quality, didactic presentation and aesthetics is exemplary.





## **EXHIBITION** **CONCEPT**

The transfer and acquisition of knowledge takes place through discovery-based learning, which appeals to all the senses and focuses on solution-oriented thinking. A participative and thematic approach is pursued because knowledge is not dictated from “above” but is achieved through constant dialogue and interaction between exhibits and visitors. The goal is lasting communication that:

- raises the awareness of topics
- encourages discussion
- provokes questions
- changes and strengthens inquisitive attitudes
- establishes open dialogue

With a current perspective in mind, the Discovery Center’s visitors are drawn closer to Einstein and his main areas of interests in diverse ways: historically, scientifically, theoretically, and practically. The visitor realizes that nothing stands alone; the networking of science, technology, and everyday life is omnipresent.

The Discovery Center’s goal is to offer the visitor a multimedia and interactive place to learn and experience. Using elements of storytelling, fun and adventure are boundless. Experiences should speak to and excite the visitor.



# SUMMARY OF COMPETITION

## Albert Einstein Sites

Germany has no museums dedicated entirely to Albert Einstein. Below are some brief descriptions of sites (including museums) devoted to Einstein. The most visited ones are in Bern, Switzerland.

### Einstein Museum in the Historical Museum of Bern

With the motto “Meet Einstein – experience physics” the Einstein museum in Bern displays his life and work by using original documents and letters, audio recordings and film, all in a space of only 1,000 square meters. The exhibition focuses on the history of the 20th century with themes of anti-Semitism and Nazi Germany. Special attention is paid to his Jewish background, and only a small part of the exhibit deals with his scientific theories with an animated film, individual experiments and a virtual trip through the Cosmos.

In 2015, the Bern Einstein Museum recorded roughly 30,000 visitors and according to surveys, a high percentage of the guests (76%) were international. Nearly all visitors rated the exhibit with “good” or “very good”<sup>1</sup>.

Due to a traveling exposition in China<sup>2</sup> between 2010 and 2012 as many as 1.2 million people<sup>3</sup> visited this “Albert Einstein” exhibit which had been translated into Chinese.

### Einsteinhaus (Einstein House) Bern

On the exact site where Albert Einstein lived with his wife Mileva Maric and their son Albert in Bern, enthusiasts can visit the original apartment and reminisce in the environment where his revolutionary scientific work emerged. In 2016, the Einstein House recorded over 57,000 visitors<sup>4</sup>, which is almost twice as many visitors as the number that attended the Einstein Museum in 2015. Nearly 95% of the visitors were international, and when Jürg Stettler, tourism expert at the Hochschule Bern was asked for an explanation, he explained it was the attraction of being in the actual living quarters of Albert Einstein<sup>5</sup>.

**The most recent figures for both the Einstein Museum and Einstein House demonstrate that Albert Einstein is a crowd drawer for the city of Bern.**

### More Einstein Sites:

- Albert Einstein Archives at the Hebrew University of Jerusalem, Israel
- Einsteinhaus in Caputh, which belongs to the Hebrew University and is operated by the Einstein Forum in Potsdam (open to visitors)
- Einsteinturm (Einstein Tower) in Potsdam (visitation by appointment only)
- Institute for Advanced Study, Princeton, New Jersey, USA
- Albert Einstein House, Princeton, New Jersey, USA (not open to the public)

### Analysis

Each of the Einstein sites described above provide insight into his persona and are successful in resonating with the public. Although they are in competition for Einstein enthusiasts with the planned Discovery Center in Ulm, our Ulm site will increase interest in the Einstein aura and hence benefit from the existence of the other sites.

In fact, our approach for the Albert Einstein Discovery Center in Ulm is more extensive, interactive and hence different from the currently available exhibitions. As discussed in the 3-in-1 concept section, we offer a 360-degree perspective on the Einstein persona and legacy on a variety of different levels. Important milestones in both science and the society of his time are provided. Visitors personally take part by experimenting with Einstein concepts in the Science Center. Ultimately, the goal is to show the value of the Einstein’s scientific contributions and to make this fact evident to the visitor.

The Albert Einstein persona is definitely a valuable asset and will attract visitors to the city of Ulm.

<sup>1</sup> See Bernisches Historisches Museum: “Erfolgreiche Subventionsperiode 2012-2015”: <http://www.bhm.ch/de/informationen/medien/medieninformationen/> (viewed on Feb. 3, 2017)

<sup>2</sup> See Historisches Museum Bern: Die Berner Albert-Einstein-Ausstellung in China”, in: Yearly report 2010, pg. 8: <http://www.yumpu.com/de/document/view/921086/historisches-museum-bern-musee-historique-de-berne> (viewed on Feb. 2, 2017).

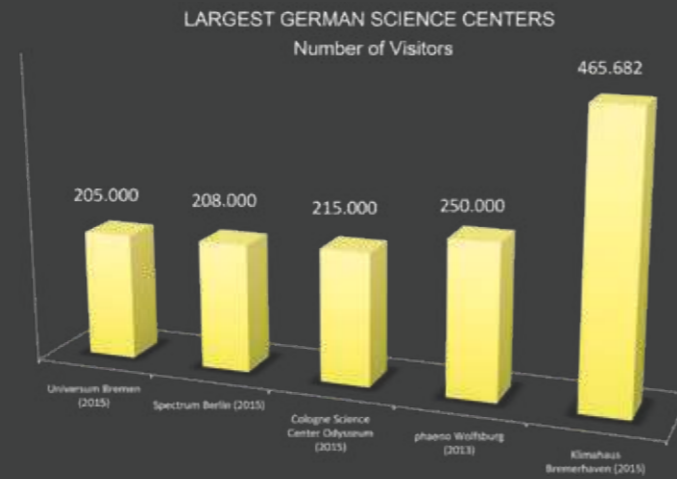
<sup>3</sup> See Tambiente: “Einstein zog 500.000 Besucher an. Ein Grund zum Feiern”: [https://www.tambiente.de/News-einstein-zog-500000-besucher-an-ein-grund-zum-feiern\\_16746.html](https://www.tambiente.de/News-einstein-zog-500000-besucher-an-ein-grund-zum-feiern_16746.html) (viewed on Feb. 4, 2017).

<sup>4</sup> See visitor numbers provided: <https://www.einstein-bern.ch/index.php?lang=eng&show=haus> (viewed on Jan. 25, 2018).

<sup>5</sup> See Raaflaub, Christian, Einstein: “Die Relativitätstheorie der touristischen Vermarktung”, 25.11.2010: [http://www.swissinfo.ch/ger/wissen-technik/100-jahre-allgemeine-relativitaetstheorie\\_einstein--die-relativitaet-der-touristischen-vermarktung/41783780](http://www.swissinfo.ch/ger/wissen-technik/100-jahre-allgemeine-relativitaetstheorie_einstein--die-relativitaet-der-touristischen-vermarktung/41783780) (viewed on Feb. 2, 2017).



# SCIENCE CENTERS



There are more than 1,300 institutions worldwide<sup>6</sup>, called science centers, and in Germany alone there are currently 30. The top group of German science centers<sup>7</sup>, with the highest number of visitors and which draw crowds from afar, include:

- Universum Bremen
- Spectrum Berlin
- Cologne Science Center Odysseum
- phaeno Wolfsburg
- Klimahaus Bremerhaven

One of the world's largest science centers (and Switzerland's only) is the Technorama in Winterthur, Switzerland. A shining example, it continues to be a role model for science centers far beyond Switzerland.

## Technorama Winterthur

- Attendance: 256,694 (2015)
- Visitor statistics: see infographic<sup>8</sup>
- Total area: 6,500 square meters
- Experiment stations: more than 500
- Financing: 25% from the public, 12 % from businesses, foundations and private donors, 63% museum's own contribution from entrance fees, rental, services and sale at exhibits

There are 3 science centers<sup>9</sup> in the state of Baden-Württemberg nearest to Ulm:

## ExploHeidelberg

- Topics: optics, mechanics, acoustics, physics, genetic technology
- Target groups: primary school children, pupils of all ages, especially grades 9-13, teachers, trainees
- Attendance: 12,000 (2004)
- Total area: 500 square meters
- Experimental stations: 50

## experimenta Freudenstadt

- Topics: air and water, waves and sound, magnetism, shadows and light, power and mass
- Target groups: children and young people
- Attendance: not available
- Total area: 500 square meters
- Experimental stations: 50

## experimenta Heilbronn

- Topics: energy and environment, technology and innovation, people and communication
- Target groups: children, young people and adults
- Attendance: 168,000 (2015)
- Visitor statistics: 60% families, most trips weekends and holidays. 40% school classes of all ages
- Total area: 7,500 square meters. Expanding to be Germany's largest science center by the end of 2018, with a new, modern building
- Total area after 2018: roughly 13,500 square meters
- Experimental stations: 150, after expansion over 200
- Investment: €30 million with the existing structure
- Financing: 50% from the city of Heilbronn with the help of four companies in the region, 50 % from the Dieter Schwarz Foundation, which guarantees lasting support<sup>10</sup>.



Klimahaus Bremerhaven



Universum Bremen

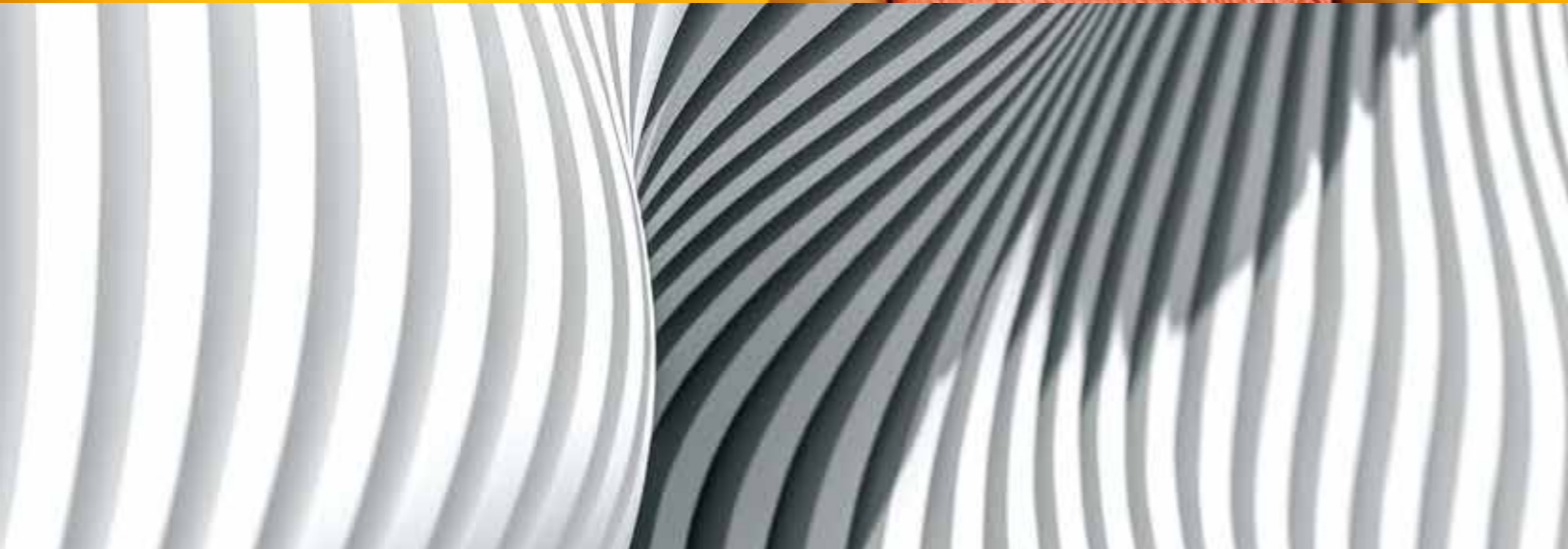
<sup>6</sup> See Wulf, Marco Günter: "Nutzung von interaktiven Experimentierstationen in Science Centern", Dissertation, Flensburg 2015, pg.24.

<sup>7</sup> Science - Museen: "Besucherzahlen": <http://www.science-museum.de/orte/> (viewed on Jan. 15, 2017).

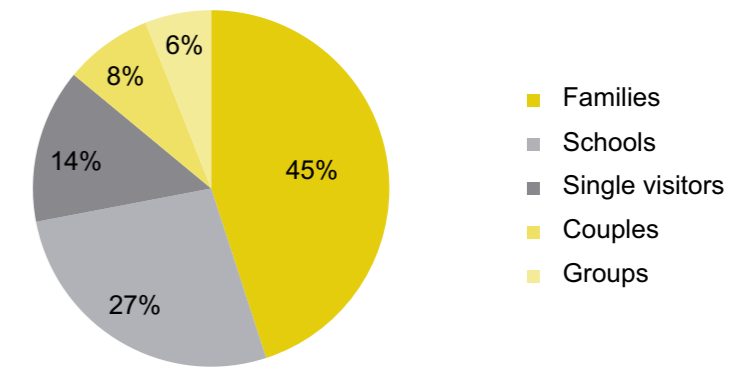
<sup>8</sup> See Swiss Science Center Technorama: Geschäftsbericht Technorama 2015, Winterthur, 2015, pg. 18, 28.

<sup>9</sup> See Science - Museen (footnote 7).

<sup>10</sup> See Ministerium für Kultus, Jugend und Sport: Anfrage der Abg. Monika Stolz, Drucksache 15/3736, 2013, pg.3.



Technorama visitor profile (2015)



### Analysis

Both the experimenta in Freudenstadt and the ExploHeidelberg are small science centers catering mainly to the local public. In addition, the ExploHeidelberg is less a leisure destination than an educational institution catering to schools. These Science Centers are located almost 2 hours by car from Ulm, making them difficult for school classes to access from the Ulm area and certainly harder to reach for those even farther away. The competition with the Albert Einstein Discovery Center is assessed to be low.

When the new building is completed, the experimenta in Heilbronn, with roughly 13,500 square meters and 200 experimental stations, will be the largest science center in Germany. Despite its success in attracting many visitors, annual attendance has remained under 200,000, which is why the experimenta is still not in the top 5 ranking. However, this will definitely change once the new facilities are opened to the public.

Even though the experimenta in Heilbronn is located 1½ hours by car and almost 2 hours by train from Ulm, it is certainly a direct competitor for school classes which would visit the Science Center section of the Albert Einstein Discovery Center. This is the case especially for those school classes located nearer to Heilbronn than Ulm. For the citizens of Baden-Württemberg, it is a very positive situation to have more than one interactive Science Center to encourage young minds in the STEM field areas. Due to the anticipated draw of experimenta, it is necessary to undertake a feasibility study to analyze the competition for visitors to the science center.

That said, it is extremely important in an analysis of the competition to stress that the Albert Einstein Discovery Center is not only a Science Center, but is an institution focusing on the life, work and theories of Einstein. Here, the Discovery Center is a touristic destination for visitors worldwide, it is not merely a Science Center aimed toward families and young visitors.

The benefits of an Albert Einstein Discovery Center expand beyond that of a Science Center, thereby elevating Ulm's status and promoting a cooperative environment between Industrial Science and Technology and the University System of Ulm's "Wissenschaftstadt – Science City"!

# ESTIMATES FOR THE DISCOVERY CENTER

## Catchment Area<sup>11</sup>

The area on the map shows a radius of 150 km and reaches from Lake Constance in the south to Crailsheim in the north and from Tübingen in the west to Munich in the east. To get an approximate number of potential visitors, the population of the nearest region and some of the closest cities have been used. Rural areas were not included.

## The Danube-Iller region:

Alone in Ulm (population of 122,636<sup>12</sup>) and Neu-Ulm (population of 60,000<sup>13</sup>) the number of potential visitors is 182,636. If the radius is extended to Zone 2 including Blaubeuren, Laichingen, Ehingen, Günzburg, Leipheim, Illertissen and Laupheim, then the population is 423,560. Zone 3 with Biberach, Riedlingen, Krumbach, Geislingen, Heidenheim, Dillingen, Lauingen and Memmingen has a population of about 357,110.

## Core area, Zones 2 and 3 includes 963,306 inhabitants<sup>14</sup>

If the inhabitants of the cities of Constance, Friedrichshafen, Ravensburg, Kempten, Singen, Augsburg, Günzburg, Heidenheim, Aalen, Stuttgart and Tübingen are added, the population increases to 1,500,742.<sup>15</sup>

**The Albert Einstein Discovery Center has the potential to reach more than 1.5 million nearby inhabitants.**

## Prognosis visitor count

The visitor count is dependent on many factors. Given the conservative estimation of potential visitors from the region mentioned above and the location of the Discovery Center, we aim to reach an attendance of 200,000 visitors per year. This estimation is based on the number of visitors of comparable science centers.

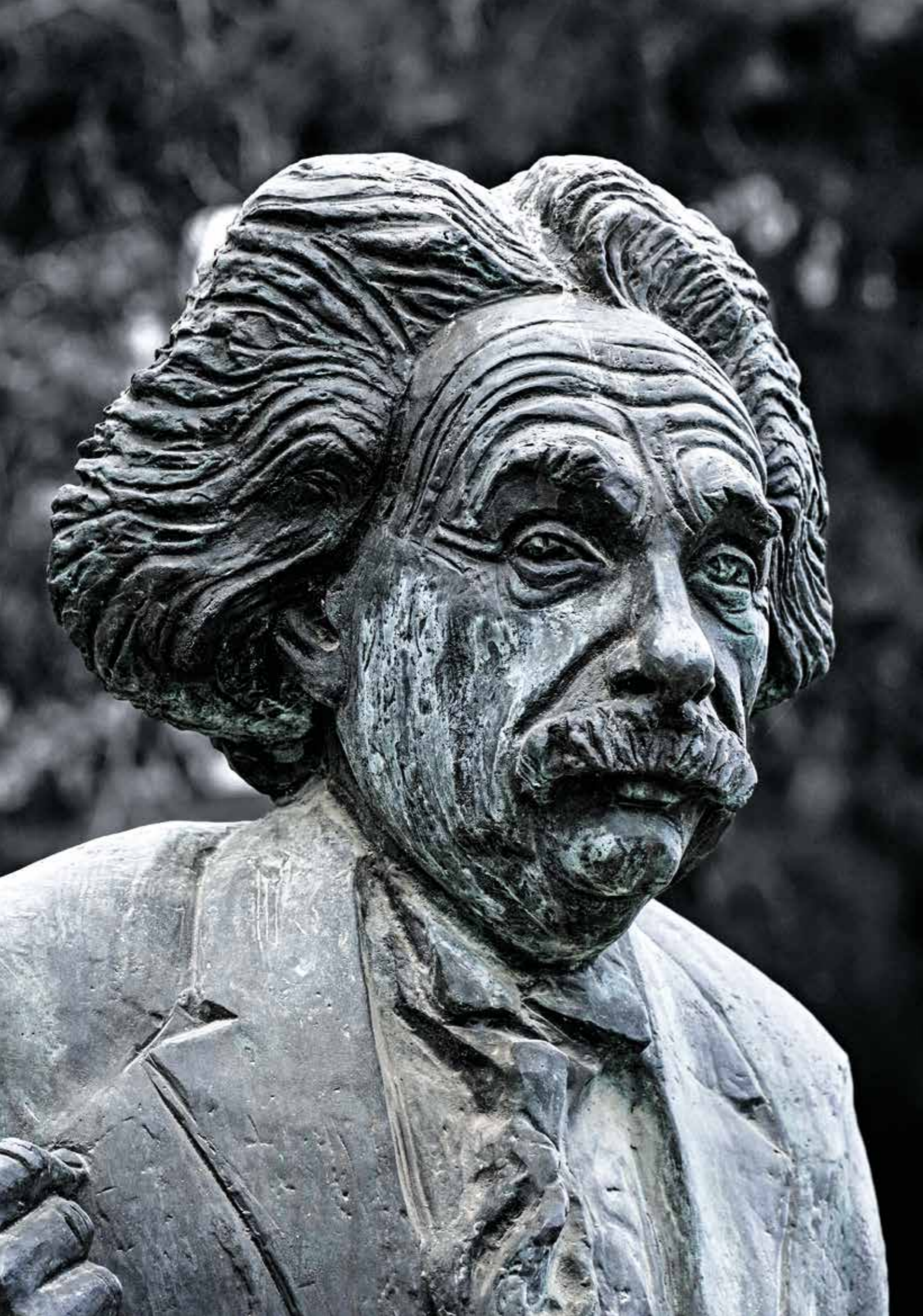
## Estimated footage

The total size of the Albert Einstein Discovery Center is estimated between 7,000 and 10,000 square meters based on the intended use as well as by comparison with other similar institutions.



Catchment Area for  
Albert Einstein Discovery Center

<sup>11</sup> See Google Maps: <https://www.google.de/maps/@48.3822642,10.0495124,9z> (viewed on January 15, 2017).  
<sup>12</sup> Statistisches Landesamt BaWü: "Bevölkerung Ulm 2015": <http://www.statistik.baden-wuerttemberg.de/Bevoelkerung/Bevoelkerung/99025010.tab?R=LA> (viewed on January 22, 2017).  
<sup>13</sup> Neu-Ulm: "Einwohnerzahl und Fläche", unter: [http://nu.neu-ulm.de/index.php?id=212&no\\_cache=1&sword\\_list\[0\]=einwohnerzahl](http://nu.neu-ulm.de/index.php?id=212&no_cache=1&sword_list[0]=einwohnerzahl) (viewed on January 22, 2017).  
<sup>14</sup> See Gesellschaft für Markt- und Absatzforschung mbH: Auswirkungsanalyse zur Ansiedlung des innerstädtischen Einkaufszentrums „Sedelhöfe“ im OBERZENTRUM ULM, Ludwigsburg, 2013, pg. 17.  
<sup>15</sup> Statistisches Landesamt BaWü "Einwohnerzahl - Suche" unter: <http://www.statistik.baden-wuerttemberg.de/Bevoelkerung/Bevoelkerung/99025010.tab?R=LA> (abgerufen am 22.01.2017); [www.factfish.com/de/regional-atlas/suche/G%C3%B4Cnzburg/38845](http://www.factfish.com/de/regional-atlas/suche/G%C3%B4Cnzburg/38845) (viewed on January 22, 2017).



## SUMMARY

The Albert Einstein Discovery Center in Ulm pays homage to Einstein as well as connecting his birth city with his life and achievements. His life and groundbreaking theories will be featured in two of the Center's three areas. The third will feature hands-on attractions that provide entertainment for visitors as they learn more about science and technology.

Our Vision and Mission is to use the Discovery Center as a platform to demonstrate the importance of science and technology in modern life and to inspire young people to pursue professions in STEM fields.

The Discovery Center and Ulm will also benefit from cooperation with other like-minded institutions around the world, beginning with the Hebrew University of Jerusalem, home of the Einstein Archives. Such a cooperation would be a corollary to a broader research collaboration between the two universities and would also contribute to building cultural bridges between Ulm: Einstein's birthplace and Jerusalem: final home of his intellectual legacy.

The Discovery Center will draw local citizens and students, as well as tourists and Einstein enthusiasts from around the world.

## ADDENDUM

Our 'Albert Einstein Discovery Center Ulm e.V.' Association consists of members of all ages, including teachers, lawyers, politicians, engineers, physicists, students, pharmacists, marketing agents, filmmakers, children, tax attorneys, shop owners, homemakers, physicians and architects. Our initiative is spearheaded by local citizens.

We are working on all levels ranging from political to financial support, to the project's economic underpinning as well as educational approaches to make the Albert Einstein Discovery Center a reality.

# SUPPORTERS



**PROF. WOLFGANG KETTERLE**

NOBEL PRIZE WINNER  
„PHYSICS“ (2001)



**PROF. DR. BERT SAKMANN**

NOBEL PRIZE WINNER  
„PHYSIOLOGY OR MEDICINE“ (1991)



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## **IMPRINT**

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## **PROJECT CONCEPT**

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