

Delve into the big data with DATASPHERE, Edinburgh Science Festival's new major exhibition at the National Museum of Scotland

On now until 24 April

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How the internet works: DataSphere at the Edinburgh Science Festival. L-R: Winnifred Maia (9), Zak Brodie (12), Jocelyn Dudley (10), Blake Brodie (11), Lucas Brodie (8) getting hands-on with science at the National Museum of Scotland. Credit Ian Georgeson

PHOTO CALL IMAGES:

<https://www.dropbox.com/sh/sfq8uc40vukuzn5/AABSbEpGON2YvGTdaLoUnHwka?dl=0>

FESTIVAL IMAGES:

https://drive.google.com/drive/u/1/folders/1WbG1LvGJO7rAh_ypam4vNiCYeL9YhIki

An innovative, multi-media and free exhibition taking centre stage at Edinburgh Science Festival 2022, **DataSphere** is set to immerse audiences in the information age like never before. With *Revolutions* as the theme of this year's Festival, DataSphere explores the myriad ways our lives have been transformed by the power of data. The exhibition covers some of the most urgent topics of the information age, including a deep dive into big data, issues around privacy and how data can help us in the global fight for the climate. Audiences can experience the fascinating exhibition in the **Grand Gallery of the National Museum of Scotland until 24 April 2022**. DataSphere is supported by Cirrus Logic, Culture & Business Fund Scotland, US Embassy London, UK Government Scotland, Digital Xtra Fund, and the PLACE (Platforms for Creative Excellence) Programme, a partnership between the Scottish Government - through Creative Scotland - the City of Edinburgh Council and the Edinburgh Festivals.

Data is the most plentiful natural resource of the 21st century. From your smartphone, to your tablet, to the computer on your desk – it is all pervasive; it is everywhere you look and in everything you do. The Earth is no longer just a sphere, it is a 'datasphere', but how do we make sense of this flood of information and not only deal with the challenges but seize the opportunities this presents? This flagship new exhibition explores our personal, local and global reliance on data through a series of engaging and interactive installations whilst prompting audiences to ask the question – is access to all of this data always a good thing?

DataSphere also features **artworks from Scottish artists - Alan Brown's *Biological Clock*** looking at DNA molecules and **Silent Chaos** turning the Grand Gallery into a bespoke information collector - both supported by PLACE funding as well as a rotating schedule of exciting drop-in events including:

- MicroCoders, supported by Digital Xtra Fund: Tue 19 – Sun 24 April
- University of Edinburgh Student Artwork: Wed 20 – Fri 22 April
- Heriot-Watt Robots: Wed 13 – Thu 14 April
- [Data After Dark](#) offering an exclusive after-hours and adult-only access to the exhibition, including a DJ set, new activities and a bar: Thu 21 April

Full Festival programme is available here: www.sciencefestival.co.uk

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Notes to editors:

Images: https://drive.google.com/drive/folders/1WbG1LvGJO7rAh_ypam4vNiCYeL9YhIk1

Edinburgh Science

Edinburgh Science, founded in 1989, is an educational charity that aims to inspire people of all ages and backgrounds to discover the world around them. The organisation is best known for organising Edinburgh's annual Science Festival: the world's first festival of science and technology and still one of Europe's largest.

The two-week Festival provides wide and diverse audiences with amazing science-themed experiences through a diverse programme of innovative events for adults and families. Alongside the annual Festival in Edinburgh, the organisation has a strong focus on education, running a touring programme, *Generation Science*, that brings science to life for primary schools around Scotland throughout the year, and running an annual *Careers Hive* event which promotes STEM careers to young people.

After programming on the themes of climate change and the environment for many years, in 2019 Edinburgh Science awarded the Edinburgh Medal to Christiana Figueres, the inspirational Costa Rican diplomat instrumental in the Paris Climate agreement. Inspired by this visit, Edinburgh Science

established the Climate Opportunity Ideas Factory, a forum for all sectors to come together and generate collaborative actionable ideas that accelerate our transition to a zero-carbon world.

Edinburgh Science also shares its content and expertise internationally through Edinburgh Science Worldwide and operates a large-scale international programme of work. It regularly presents events overseas and is currently the Major Programming Partner of the annual Abu Dhabi Science Festival, helping to curate, produce and deliver the event. For international partners, the team at Edinburgh Science provide engaging content, curatorial advice on programming and business planning support, along with expert staff and training for local science communicators.

www.sciencefestival.co.uk

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