

Living with MOSQUITOES : the Exhibition



In 2016, for the annual National Science and Technology Fair of Thailand, mosquito was selected as a topic because of their status of global threat, also Thailand.

Despite huge steps have been done in the fight against mosquito-borne diseases, every possible effort is still needed.

People need to learn how to proactively protect themselves.

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How to create an immersive and stimulating experience to draw the attention of the visitors and foster their curiosity?

Three Abstract Objectives

Have a better understanding about mosquitoes and their life.

Discover the real threat posed by mosquito-borne diseases.

Learn about active bites prevention and innovation in products.

One Tangible Exhibition

Live specimen and giant models were showcased to explain thoroughly the differences between species. Games were developed to make it easier to understand how mosquitoes perceive the world.

Diseases were presented through, almost hidden pictures to arouse curiosity in to the visitors. Videos with real statistics were played to make people understand how dangerous mosquitoes are and how important is for them to be proactive.

Interactive panels were focused on how to prevent mosquito bites, especially getting rid of breeding sites. Some of the latest innovations were showcased and researchers presented their methodology and tools.



Conclusions

Producing an exhibition focused on experience, rather than just a simple display of knowledge, can transform a topic perceived as dull into a whole new exciting world to discover.

The large engagement of the visitors has proven worthy the time spent developing innovative exhibits about difficult subjects; e.g. the senses of mosquitoes or their reaction time to stimuli.

In fact, despite there is space for improvement, the most important idea was to arouse curiosity in the visitors so they could keep discovering on their own; even after the visit.

Opportunities

Given the importance of the topic and response of the audience, would be worthy to transform this exhibition, with a proper re-design of its exhibits, into a travelling exhibition.

It could, also, be fully or even partially adopted by other institutions.

Truly, the structure of this exhibition is quite similar to a platform. Being careful not to disrupt the experience, part of it could be expanded or replaced; for example displaying species and diseases relevant to another country, rather than to Thailand.

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