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KONTAKTPERSON  
Thomas Rauh

KONTAKT  
07131 88795-429

## A unique world of knowledge and experiences

**At experimenta, visitors of all ages can discover exciting aspects of science and technology as well as fascinating elements of everyday life: at the 275 interactive stations in the exhibition, in the current special exhibition “AI, What’s Up?”, or during an exciting show in the Science Dome. And with its free-to-enter AI Pavilion, Germany’s largest science center also offers insights into and a glimpse of the world of artificial intelligence.**

The world is full of questions: What does it feel like to be in the eye of the storm? What’s important when paragliding? And does a slice of bread really always land butter-side down? experimenta invites visitors of all ages to discover the answers to many questions about science and technology in a playful way. To do so, visitors embark on a personal journey of discovery in the exhibition area at 275 interactive stations and in four creative studios. Always by their side is the “digital backpack”: this is the ticket wristband with an RFID chip, on which self-created images, videos, or music can be saved at many stations.

Changing special exhibitions complement the program at experimenta. Through September 6, “AI, What’s Up?” showcases the many facets of this key technology. In this exhibition, guests aged ten and older learn the basics of AI in a playful way through application examples, technological background, and ethical questions. The exhibition offers diverse and easy-to-understand explanations of how AI works. It also presents impressive examples that demonstrate where and how AI is already being used. The exhibition was developed jointly by the Universum Science Center in Bremen, the AHHAA in Tartu, the Musée de l’Air et de l’Espace in Le Bourget near Paris, and experimenta. Admission is included in the experimenta ticket.

### Experience magical moments

A world of its own lies hidden in the basement of experimenta: The Science Dome is a unique combination of movie theater, planetarium, and performance stage. Here, audiences experience fascinating educational shows, plays, and thrilling 360-degree films that will be remembered for a long time to come—not only because of the 726-square-meter dome and the rotating audience seating area.

The Experimental Theater is located on the fifth floor. There, children between the ages of three and ten can immerse themselves in the colorful and exciting world of knowledge. In

experimenta gGmbH  
Experimenta-Platz  
74072 Heilbronn

**Kontakt**  
T +49 (0) 7131 887 95 - 0  
info@experimenta.science  
www.experimenta.science

**Sitz der Gesellschaft**  
Heilbronn  
**Amtsgericht Stuttgart**  
HRB 722941

**Vorsitzende des Aufsichtsrates**  
Prof. Dr. Bärbel G. Renner  
**Geschäftsführung**  
Dr. Franziska Lang, Nico Wiest

**St.-Nr.**  
65208/08060  
**UST-ID**  
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**Bankverbindung**  
Kreissparkasse Heilbronn  
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the child-friendly plays, they can, for example, meet “King Sound and His World,” learn who invented the light bulb in the live radio play “Edison,” or experience in the play “Lumina” how the fantasy creature of the same name uses fog, soap bubbles, and singing glasses to make herself and her world glow. This is an inclusive play that gets by entirely without words.

The accessible observatory is located on the roof of experimenta. It offers fascinating views of the moon, planets, and distant galaxies. Not only at night, but also on sunny days: thanks to special filters on the telescopes, astronomy enthusiasts can spot sunspots or learn how the solar wind is formed.

### **Focus on Artificial Intelligence**

As a central theme, artificial intelligence (AI) plays a key role at experimenta. Since April 2024, this future-oriented technology has had its own exhibition space on Experimenta Square in the form of the AI Pavilion. The history of AI is told here through key milestones. In addition, visitors can learn about and try out AI applications at interactive stations. And even after dark, the AI Pavilion offers an interactive experience: Thanks to the “Echo” light installation, passersby can make the building glow by speaking, singing, or clapping into a funnel—then artificial intelligence transforms the sounds and noises into a fascinating light show on the façade.

With this free offering, experimenta aims to raise public awareness of AI—particularly among school groups—in a vivid, understandable, and playful way. This concept was also recognized by the jury of the German Design Award 2025, which honored the AI Pavilion in the category “Excellent Architecture – Trade Fair and Exhibition.”

### **A recreational facility for all ages in a central location**

With its wide range of activities, experimenta is an ideal leisure destination, especially for families. Guided tours are available for senior citizen groups. Group programs featuring team-building activities also make the Science Center an ideal destination for company and club outings. And, of course, for class trips and school field trips. After all, experimenta is a recognized extracurricular learning center and, with eight labs and an experimental kitchen in the adjacent brick building, offers the perfect conditions for reinforcing learning content through hands-on experience.

On the ground floor of the same building, the Maker Space, with its workshops, invites visitors to develop, design, program, and discuss—where ideas quickly turn into projects. And at the Youth Research Center on the fourth floor, everything revolves around experimentation and hands-on learning: with its laboratory facilities and high-quality technical equipment, it offers young researchers a wide range of opportunities to carry out scientific projects.

Germany’s largest science center is located in the heart of Heilbronn, right on the Neckar River between the main train station and downtown. A parking garage and bus parking are located in the immediate vicinity. Just a few minutes’ walk from the youth hostel on the

former Federal Horticultural Show grounds, the science center can be perfectly incorporated into a school trip, for example. And because time flies during a visit, a restaurant on the ground floor of experimenta offers a diverse selection of beverages, hot meals, and snacks. The entrance foyer also houses the Osiander bookstore, which offers a selection of books tailored to the themes of experimenta: This way, everyone can deepen their understanding of what they've learned or take home a fitting souvenir.

### **Lots of fun at half price**

You can save money with a special discount offer from experimenta: If you visit on a Friday, tickets for the exhibition and the Science Dome cost only 50 percent of the regular price. This applies to all visitor groups (adults, seniors, and groups). With this offer, experimenta aims to make it possible for everyone to visit this innovative leisure and educational facility even during difficult economic times, thereby helping to create unforgettable experiences.

The complete event program is available on the experimenta website at [www.experimenta.science/besuchen/veranstaltungen](http://www.experimenta.science/besuchen/veranstaltungen). There you will also find detailed descriptions of the events, information on admission prices, and the option to purchase tickets.

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### **Press Contact**

Thomas Rauh  
Press officer  
[thomas.rauh@experimenta.science](mailto:thomas.rauh@experimenta.science)  
Tel. 07131.88795-429