

### How to get to 100 – and enjoy it

A modular exhibition and information system on the topic of demographic change, developed by Population Europe in collaboration with the Max Planck Society, the ESRC Research Centre for Population Change and Archimedes Exhibitions.



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“How to get to 100 – and enjoy it” combines recent research on demographic change with the individual life course. Through the use of iPads, interactive games, as well as accessible images, graphs and texts, visitors can experience the challenges and chances demographic change presents to their own lives.

### Target Group

The main target audience are visitors between the ages of 16 and 65 - people who have to adjust now and in the future to the challenges and opportunities of the longer lifespans they can expect.

### Composition

The information system has three main components: The central element and reception desk, the backlit photo steles combined with iPads, and the art gallery.

#### a) Central element:

This consists of a monitor and three photo walls (picture 1) each displaying people of a different age group: children, middle-aged, and the aged. Visitors can put their heads through the hole and have their own picture taken. When they scan the QR code with the iPad, they are provided with basic facts about demographic change in the respective age group.



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On the monitor, they can watch an introductory slide show presenting everyday objects and situations associated with demographic change.

At the reception desk, iPads are handed out to the visitors. If they scan the QR code on the desk, they are presented with general information about the exhibition, the partners and collaborators and an introduction to the topic of demographic change.

**b) Ten backlit photo steles and iPads:**

Each stele displays a picture associated with a certain stage in the visitor’s life also connected to a certain field of demographic research. It is combined with a term related to this field. This non-technical term is translated into 25 European languages forming a “word cloud” on the photo. Next to it is a QR code. When the visitors scan the code with the iPad or select “start” on one of the two affixed iPads on the steles, they are offered further information on the topic. In each case there are 5 to 9 short texts, photos, graphs, an interactive game and a short (1 to 2 minute) video interview with an eminent scholar in the field.



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**c) Art Gallery:**

The back of the steles display the photo exhibition “Persona” by Berlin-based photographer Romy Kaa. The photographer, her mother, and her daughter pose in different situations and assume different roles. This surreal staging plays with conventional photographic genres and challenges our conventional definitions of age, identity and family ties (see: [www.romykaa.de](http://www.romykaa.de)).



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## Content

Numbered from 1 to 10, the photo steles and the corresponding content on the iPads are organized along the life course and cover the following questions and research topics:



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### 1. Lifetime: What are my chances of reaching 100?

Insights from longevity research

*Interview: James W. Vaupel, Founder and Executive Director of the Max Planck Institute for Demographic Research, Rostock (Germany)*

*Game: Life expectancy calculator*

### 2. Early Years: How important are my early years of life?

Interdisciplinary research on how early childhood experiences can influence life expectancy

*Interview: Aart Liefbroer, Professor of Demography of Young Adults and Intergenerational Transmission, Faculty of Social Sciences, VU University Amsterdam*

*Game: Questionnaire on learning experiences in childhood*

### 3. Family: We are family – aren't we?

New family forms, birth rate developments and work–family reconciliation

*Interview: Wolfgang Lutz, Founding Director of the Wittgenstein Centre for Demography and Global Human Capital, Vienna (Austria)*

*Game: Create your own family*

### 4. Career: How will my life work?

The “rush hour of life” and new models for the redistribution of work across the life course

*Interview: Gerda Neyer, Stockholm University Demography Unit (SUDA), Sweden*

*Game: Quiz “Who works the most in Europe?”*

### 5. Neighbours: Where will my future neighbours come from?

Results from mobility and migration research

*Interview: Helga de Valk, Netherlands Interdisciplinary Demographic Institute, The Hague (Netherlands) and Interface Demography, Department of Sociology, Vrije Universiteit, Brussels (Belgium)*

*Game: Visualize migration routes*

### 6. Work: How does the ageing society work?

Research on “active ageing” in the labour market

*Interview: Axel Börsch-Supan, Director of the Munich Center for the Economics of Aging (MEA), Max Planck Institute for Social Law and Social Policy (Germany)*

*Game: Discover an age adapted workspace*

### 7. Health: Is there a formula for healthy ageing?

Recent insights from ageing and mortality research

*Interview: Ulman Lindenberger, Director of the Max Planck Institute for Human Development, Berlin (Germany)*

*Game: Pac-Man on healthy and unhealthy behavior*

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8. **Independence: How can I remain independent in old age?**  
 Research on care needs and the opportunities offered by technology  
*Interview: Jane C. Falkingham, Director, ESRC Research Centre for Population Change, University of Southampton (United Kingdom)*  
 Game: Simulation of age-related eyesight problems
  
9. **Solidarity: How are the young when I get old?**  
 Research on intergenerational relations in an ageing society  
*Interview: Clara Mulder, Head of Population Research Centre, University of Groningen, (Netherlands)*  
 Game: Photo simulation “How will I look when I am old?”
  
10. **Future: Can demographers predict the future?**  
 Population scenarios for 2060  
 Game: Letter to the future



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## Dates & Venues (selection, as of September 2015)

**Berlin**, Kalkscheune, BMBF-Zukunftskongress Demografie "Technik zum Menschen bringen", 21-22 October 2013 | **Bonn**, World Conference Center, Parlament der Generationen, 17-18 November 2013 | **Munich**, Alte Kongresshalle, Theresienwiese, Münchner Wissenschaftstage, 15-19 November 2013 | **Brussels**, Building Joseph II 79, European Commission, 17-21 March 2014 | **Berlin**, Allianz Kulturforum, Pariser Platz, Berliner Demografie Forum, 10-23 April 2014 | **Prague**, Carolinum, Charles University in Prague, 19 May 2014 - 18 June 2014 | **Budapest**, Corvinus University, European Population Conference, 26-27 June 2014 | **Budapest**, Mammut Shopping Mall, 1 September 2014 - 5 October 2014 | **Southampton**, West Quay, 20-26 October 2014 | **London**, Oxo Gallery, 28 October - 3 November 2014 | **Glasgow**, Silverburn Shopping Centre, 17-21 November 2014 | **Birmingham**, Millennium Point, 24-29 November 2014 | **Cardiff**, National Assembly for Wales, 1-5 December 2014 | **Manchester**, MediaCityUK, 16-18 January 2015 | **Belfast**, W5 – Interactive Discovery Centre, 19-28 February 2015 | **Louvain-la-Neuve**, Forum des Halles, 16 March – 2 April 2015 | **Vienna**, Vienna University of Economics and Business, 7 – 12 September 2015 | **Geneva**, Salle des Pas Perdus, United Nations, 1 – 9 October 2015 | **Tallinn**, Academic Library of Tallinn University, 2 – 25 November 2015 | **Tartu**, Science Centre AHAA, 30 November – 21 December 2015 | **The Hague**, Stadhuis, 23 May – 3 June 2016 | **Groningen**, Der Aa Church, 6 – 18 June 2016 | **Brussels**, European Parliament, 26 – 30 September 2016



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## People & Partners

**Project management:** Dr. Andreas Edel, Population Europe / Max Planck Society, Berlin / Rostock | Professor Jane C. Falkingham, ESRC Research Centre for Population Change, University of Southampton | Jörg Schmidtsiefen, Archimedes Exhibitions GmbH, Berlin | Professor Dr. James W. Vaupel, Max Planck Institute for Demographic Research, Rostock

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**Funding and support:** German Federal Ministry of Education and Research, Berlin / Bonn | European Commission, Directorate-General for Employment, Social Affairs and Inclusion, Brussels | Economic and Social Research Council, Swindon | Friede Springer Foundation, Berlin | Allianz SE, Munich / Berlin



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## Practicalities

The exhibition consists of a total of 14 modules and can be set up in spaces measuring approx. 170 to 250 m<sup>2</sup> with different floor plans. Museums, educational and administrative establishments, conferences, fairs, or companies can book the exhibition and use it for their own public presentations. A smaller version with roll-ups, instead of the steles, is also available. Please send enquiries for more detailed information about technical requirements and costs to [exhibition@population-europe.eu](mailto:exhibition@population-europe.eu).

[www.population-europe.eu](http://www.population-europe.eu)

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