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Maloka interactive center of science and technology *Colombia*

Good Practice

New for 2002

Categories: Children and Youth:
- education and vocational training (including day care and after school care)
Poverty Eradication:
- vocational training
Social Services:
- education

Level of Activity: National

Ecosystem: High Plateau

Summary

Maloka is, as its indigenous name indicates, urban landmark, encounter place and dialogue, where possible paths open for the individual's and the society's better future.

It's a program of national projection that looks for the contribution of social change, through multiple strategies of democratized and permanent seeking for social appropriation of science and technology entertaining way.

Located in Ciudad Salitre, the biggest development pole of Santafé of Bogotá— capital of Colombia, Maloka opened its doors to the public the 4th of December of 1998.

Under the 7.000 mts² of the square of Maloka, to 8 meters deep it spreads 10.000 mts² of exhibitions distributed in 9 thematic halls, the only Cinema Dome of giant screen of South America, Internet Coffeshop, restaurant, recreation areas, spaces for management events and the Maloka s Shop.

The Center leans on a team of education professionals, who design and coordinate activities to make Maloka a pedagogic tool and a scenario to share new science and technology teaching methodologies. Conferences, workshops, forums, clubs of sciences, courses and address visits are some of the activities that allow the new generations to focus in the science and in the technology path.

The activities of Maloka over cover installations thanks to the different itinerant exhibitions and to our web page www.maloka.org.

Narrative

The Situation before the Beginning of the Project

Colombia presents serious difficulties at political and economic level which cut the investment in science and technology. Besides, the country suffers without doubt, lack of science, in all the levels of the educational system, owing this specialty to the little interest for the scientific and techniques careers shown by the youths, and the low number of the complete time investigators as well as the limited number of engineers dedicated to the technological development. This leads to an almost

nonexistent national technology, to a low level of science and to an obsolete and not very prepared industry to confront the challenges of the global world successfully.

Before the existence of Maloka in the country there were two similar experiences, The National University: Science and Game Museum and The Children's Museum. However the differences in its conception and the way of operation make the Center unique, especially for the public who is directed to and the national level projection. This fact is directly related with the objective of science and technology popularization.

Priorities

Maloka's priority, settled before its creation by the ACAC, is based on the awareness of the science and technology. This means that the group of actions guided to diffuse science among the public, allowing an approach between the people and the science, are important.

The science and technology awareness is the clue for the nations future development and, especially, for the developing countries as Colombia.

Objectives and Strategies

The objectives as well as the strategies were formulated and designed entirely by Maloka based on the science and technology country's situation.

Objectives

Awareness of Science and Technology.

Make Colombians realize the importance of being competitive encouraging the development of basic investigation activities and the incorporation of scientific and technological advances to their projects and productive processes.

Complement and reinforce the academic programs of science for teachers by no traditional ways. To serve as a model or a pilot project promoting and facilitating the creation of other interactive centers in the country.

To fulfill these objectives, Maloka has developed some lines and work strategies: the Exhibitions Halls, the Educational Activities, the Dome Cinema, the itinerant exhibitions and the Virtual Maloka.

Resources Mobilization

The ACAC with the help of the Fondo Nacional de Desarrollo, Fonade (National Development Fund) led the prefeasibility and feasibility of Maloka. The lot where the Center was built, has 20.000 mts², and was diminished by the urban project: Ciudad Salitre which contemplated within the project the existence of a cultural and recreation space.

For the prophase other contributors participated such as: Colciencias, the companies Ospina & Cia, Jaime Bateman and the American Science and Technology Centers Association.

During the construction period it was necessary a high administration of attainment in the years 1996, 1997 and 1998 that guaranteed the building, endowment and opening to the public. The gathered sum ascended to US\$ 7'518.796. The companies and organizations that joined the project came from the central and local governments and the private sectors. That was how the 4th of December of 1998 the doors of the first Interactive Center of South America were opened.

Process

Maloka was born in the heart of the Asociaci n colombiana para el Avance de la Ciencia, ACAC

(Colombian Science Development Association), more than 20 years ago. To make real this dream many working years were necessary, those which finally gave such results of national impact as the Año Nacional de la Ciencia y la Tecnología (The Science and Technology National Year), the 29 national law of 1990, Expociencia (Exposcience) and Expotecnología (Expothechnology), the magazine revista Innovación y Ciencia (Innovation and Science) and the Programa Nacional de Actividades Científicas Juveniles (National Program of Young Science Activities).

These efforts were not enough to energize the science and technology sector. However and with new juridical tools and according to the Programa de Apropiación Social de la ciencia y la Tecnología (Social Science and Technology Appropriation Program), proposed by the Misión de Ciencia, Educación y Desarrollo (Science, Education and Development Mission), summoned during the Gaviria's Government 1990-1994, the ACAC finally decided to carry out the dream of building for Colombia an interactive center that allowed to diffuse among the general public, science and technology like a fundamental instrument for the country's modernization.

The construction process included the strategies design that allowed the development of Maloka's objectives, this strategies still are: the Exhibitions Halls, the Educational Activities, the Dome Cinema, the itinerant exhibitions and Virtual Maloka.

The Center has 9 exhibitions halls: Water, Universe, Sustainable City, Children, Life, Human Being, Energy, Telecommunications and Biodiversity, endowed with 270 interactive modules.

At the education level the community has benefited with activities such as: workshops and conferences cycles of multiple topics, Maloka Pedagogic Tool, Teacher's Wednesday, software for teachers, pedagogic laboratory, pedagogic spaces, pedagogic workshops, Workshops Cycles about Basic Competition, pedagogic days, scientific bazaars, sciences clubs, vacations workshops, workshops for families, fairs and Maloka's Anniversary.

On the other hand Maloka has also developed projects of social impact like the one sponsored by the Departamento Administrativo del Medio Ambiente, DAMA (Environment Administration Department) "Scholar Environmental Projects Promotion", the "Waves Project" led by Colciencias and the Fundación FES (Foundation FES) project to form scientific mentalities. Moreover it has also carried out an investigation project together with the Secretaría de Educación (Education Secretary) "School Labs, a space for the knowledge".

Another of the programs at educational level developed by the Center is "Art and Science". In this context was developed the "Educate Cycle Picasso and Brain". Other two projects were also developed in association with the Academia Superior de Artes de Bogotá ASAB (High Art Academic) "Art and Nature" and "Theater and Science".

Maloka owns the first South American cinema giant format screen, with capacity for 314 people. It has a screen of 180 grades, a sound system of 30.000 watts and the most advanced projection technology.

Others work axis of Maloka are the itinerant exhibitions such as: Night of Stars and Maloka Traveler, which is an extensive program of national level that looks forward the reaching of the most vulnerable population of country.

Virtual Maloka is a rich web page in corporate and educational contents that reinforce the mission of the organization and opens new covering possibilities.

Results

Enters to the Exhibitions Halls: 1'065.528

Assisted Teachers: 51.516

Courses and Workshops Assistants: 12.882

Conferences Assistants: 9.553

Dome Cinema Assistants: 1'158.447

Vulnerable groups and Agreements: 28.029

Night of Stars Assistants: 83.700

Maloka Traveler Assistants: 192.260

Web Page Visitors: 1'441.422

Recognitions

Design Reward "Pencil of Steel" magazine Proyecto y Diseñ (Project and Designs)

UJTL Reward 25 years Industrial Design, University Jorge Tadeo Lozano

Military medal "Marco Fidel Suárez", Colombian Air Force

"Briefcase Managerial-1999 Reward" innovation modality, Marries Editorial El Tiempo

Recognition as one of the three symbols of Bogotá according to El Tiempo newspaper survey

"Successful Project Reward" to represent Colombia at an international level, Departamento Nacional de Planeación (National Planning Department).

"Transparency Symbol" selected by the Cámara de Comercio de Bogotá (Bogotá Commerce Chamber) for being considered the most appropriate scenario for the "Pact of Transparency" signature.

The International Affairs Ministry of France chose Maloka to reproduce in Spanish the itinerant exhibition "Mathematics 2000".

The Swiss physics Nobel prize George Charpak, during a homage in his honor carried out by Los Andes University in Bogotá, stood out Maloka's work as a world example of science and technology social appropriation.

The XVII Colombian Biennial of Architecture selected Maloka as a special project in the "Urban Project" category.

"Golden Web Award" for being one of the best 100 web pages during this last February.

Sustenance

The Maloka sustenance understood as the Center's operation support is framed in the legal nature of the organization, a mixed corporation out of lucre governed by private right. This characteristic allows Maloka a private administration that permits units of business, this particularity is permanently evaluated in feasibility and efficiency (revenues, expenditures, devaluation, reinvestments). The units of business are: exhibitions halls, dome cinema, restaurant, Maloka's Shop, internet coffeshop and education.

Lessons

The biggest lesson learn was the need to create others Centers like Maloka around the whole national territory as a development and peace focus for a country where science and technology spaces don't exist. This has been evidenced through the positive answers received around the country that look forward to carry out in others cities similar experiences, for that Maloka is helping with advise.

Transferability

At national level the Barranquilla's Museum and the Bucaramanga's Interactive Park Center have already begun the conceptualization process, design and assembly of their science Centers. During this time Maloka has been advising the promoters for the projects with: exhibitions, symbolic production, web page and educate strategies.

References

Newspaper "El Tiempo". Maloka Paraí de los Niños February 2, 2001.

Newspaper "El Nuevo Día". Nohora Rios Garay. Maloka, la Aventura del Conocimiento. October 26, 2001.

Magazine "Semana Destinos". Bogotá (Ea Ciudad Imaginada). February 2001.

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Type of Partner Support: Political Support

Financial Profile

YEAR BUDGET 2000 \$2.905.292,022001 \$2.944.378,712002 \$2.972.971,51

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