



SILBERSALZ²³
SCIENCE & MEDIA FESTIVAL
HALLE (SAALE) 25. – 29.10.2023
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PRESS KIT



FESTIVAL PROFILE

What are the questions and issues on which science is focusing? Which answers could prove helpful for humans to live together more peacefully and waste fewer resources? What will the Earth look like in the future?

Since 2018, SILBERSALZ has demonstrated its commitment to the public with its program of fascinating films, passionate discussions and walk-in installations that permit scientific and media subjects to be experienced with all our senses.

To achieve this aim, SILBERSALZ focuses on three target groups: All who are interested in science or even skeptical about it (see Public Program), specialists working in research, in addition to the film and media sectors (see Conference Program), as well as children and youth (see SILBERSALZ made by Youth).

With this unique combination consisting of a festival, conference and youth program, the latest questions and issues are explored from a wide range of perspectives and thus tailored to the various target groups involved. SILBERSALZ provides a platform to researchers, as well as to film and media professionals, for mutual inspiration. The intention in this regard is to establish a broad, open-ended dialogue that accentuates our view of the world.

To date, SILBERSALZ has been run both live and as a hybrid event. The roughly 300 events already held, consisting of film screenings, live performances, talks and VR installations, have been attended by more than 90,000 visitors live on location and by over 250,000 persons digitally.

The highlights have included the »Gaia« installation from the British artist Luke Jerram, as well as discussions with renowned specialists and academics, such as Prof. Dr. Antje Boetius, Prof. Dr. Lothar Wieler and Prof. Dr. Maja Göpel, in addition to Yanis Varoufakis, Dr. Eckart von Hirschhausen, Kübra Gümüşay, Prof. Dr. Harald Lesch and many more.

FUNDERS

The city of Halle, Medienanstalt Saxony-Anhalt, Central German Media Fund and MDR.

IN COOPERATION WITH

the State of Saxony-Anhalt, Burg Giebichenstein Kunsthochschule Halle, European Media Art Platform, EURASF, Falling Walls Foundation, Hochschule Merseburg, Kunstmuseum Moritzburg, Leopoldina – National Academy of Sciences, Martin-Luther-Universität Halle-Wittenberg, MDR Wissen, science2public, Werkleitz, Wissenschaft im Dialog.



SILBERSALZ IMPRESSIONS





THE SILBERSALZ FESTIVAL PROGRAM IS DIVIDED INTO THREE SECTIONS

1

PUBLIC PROGRAM

Aim: Entertainment & Discovery

For: Everyone

2

CONFERENCE PROGRAM

Aim: Collaboration & Networking

For: Scientists and Media Professionals

3

YOUTH PROGRAM

Aim: Inspiration & DIY

For: Youth



PUBLIC PROGRAM

The SILBERSALZ public program consists of freely accessible discussion formats, film screenings, workshops, live performances, public talks and installations dealing with a wide range of scientific disciplines and issues, aimed at people of all ages – those who are already interested in science and those just wanting to know more about the subject.

A selection of recent science fiction, documentary and animated films, from various countries and with different stylistic approaches, provides the audience a glimpse of the future, including the latest advancements and discoveries. It also tackles contemporary social issues, the impact of science on society, and its relentless quest to search for global solutions. All screenings are followed by talks with leading scientists, providing indepth understanding on the subjects and their scientific relevance.

The film talks aim to bring the public into a direct dialog together with the thinkers, scientists and researchers. This provides a neutral ground to engage with future ideas, open new perspectives and interact with science as part of everyday life.

Interactive installations at various exhibition venues give visitors the opportunity to relate to and learn about scientific topics, and themselves become an integral part of the program.



CONFERENCE PROGRAM

Science & Media Forum

The SILBERSALZ Science & Media Forum consist of a twoday professional event with keynote speeches, panel discussions and case studies, as well as the Science & Media Pitch section. It is held in the Leopoldina – National Academy of Sciences venue.

Specialists from science and the media have opportunities here to conduct exchanges on the latest developments in the fields of science and media communications.

The aim of the SILBERSALZ Science & Media Forum is to discuss new way of conveying and communicating science on an interdisciplinary level. It is only through the involvement and participation of the general public that subjects from scientific can develop into socially relevant discourses. The SILBERSALZ Forum provides an essential basis for future networks, partnerships and collaborations.

The subjects of the most recent SILBERSALZ Conference consisted of »The Science of Love« and »The Two Faces of Trust« as well as »The Art of Science Communication« as well as »Changing Perspectives«. The discussions focused primarily on issues related to the climate crisis, populism, justice on a global scale and new challenges for science and media. The speakers included renowned specialists and academics, such as Prof. Dr. Gerald Haug, Prof. Dr. Antje Boetius, Prof. Dr. Jürgen Renn, Hossein Derakhshan, Prof. Dr. Maja Göpel and Prof. Dr. Dilip Menon.

To date, the SILBERSALZ Science & Media Forum has been held as both a live and a hybrid-format event.



YOUTH PROGRAM

SILBERSALZ aims to encourage and support dialog and exchanges with young people, and especially with youth who have had little contact with science to date. To achieve this, for several years now SILBERSALZ has organized the made by Youth event, as well as running an all-year-round youth program open to everyone, in addition to presenting selected events and formats in the context of the festival. These have succeeded in reaching more than 1,500 children and youth to date.

The focus of this work and the successes gained have resulted from the close cooperative efforts and the development of concepts with regional third-level colleges and with dedicated locality-based research and social facilities, as well as with local youth and families.

Prior to the festival's official opening, the SILBERSALZ by Youth festival section permits access to its own 300-square-meter location at the »Passage 13« venue in Neustädt-Halle, intended as a space for experiments and encounters open to everyone. School classes and individual youths can investigate and study research and science subjects here under analog and digital conditions.

DIY workshops, MINT, MEDIA and MAKER events, a stage program and art exhibitions organized by SILBERSATZ: All of these provide numerous opportunities to become involved, test, experiment and make presentations, through which the participants personally experience scientific subjects and topics.

Students in regional third-level colleges and universities that cooperate with SILBERSALZ assume the conveying and communicating of the subjects relevant for young people. This provides low-threshold access to science especially for up-and-coming talents, as well as to the world of study and work.

In addition to the festival program, the »Passage 13« venue is freely available all year round as an extracurricular place of learning. To facilitate this, SILBERSALZ cooperates with regional universities, colleges and educational institutions, permitting it to provide high-quality learning options to young people from the fields of science and technology, politics and society, art and culture, as well as empowerment and skills.



SILBERSALZ SCIENCE & MEDIA AWARDS

in association with Jackson Wild

Since 2020, the SILBERSALZ Science & Media Awards in association with Jackson Wild recognize and celebrate the achievements of those who are working to solve many of today's challenges, of those who fascinate and inspire audiences worldwide through their stories, of those who encourage the next generation to engage with STEM subjects through global outreach, and of individuals promoting science and evidence, advancing the public discussion around global issues.

The awards ceremony is being held in October in an exclusive setting at the Leopoldina – National Academy of Sciences in Halle (Saale).



In nine categories, the awards honor creative stories dealing with a range of scientific disciplines, including natural sciences, social sciences, mathematics, engineering and medicine.

The international competition categories consist of:

- . Best Science Documentary
- . Best Factual Series
- . Best Short Science Series
- . Homeland Earth Award
- . Mitteldeutscher Rundfunk (MDR) Award
- . Southern Lights Award
- . Young Audience Award
- . Immersive Science
- . Short & Crisp Award in Partnership with Fast Forward Science



CONTACT

If you have questions regarding the festival please feel free to contact us.

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DISTRIBUTION LIST

Please send an email to **press@silbersalz-festival.com**.

We are happy to include you in our mailing list and provide you with up-to-date news about this year's program.

DISTRIBUTION LIST

Photos of the last festival editions can be found and downloaded [here](#). High-resolution versions can be provided on request.

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wissenschaft : im dialog