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Exhibition “Albert Einstein (1879–1955)” in China

An exhibition by the Historical Museum Bern, Switzerland, in cooperation with the Swiss Federal Department of Foreign Affairs

The Exhibition

The Einstein Exhibition opened in Bern in 2005 on the occasion of the 100th anniversary of the theory of Relativity. Albert Einstein was living in Bern in 1905, his “annus mirabilis” (*admirable year*), when he developed the famous formula $E=mc^2$ and thus turned our previous concept of space and time on its head. The exhibition by the Historical Museum Bern attracted 350'000 visitors in Switzerland and has received wide international acclaim. Along with other high-level guests, the then Chinese Deputy Minister for Education honoured the exhibition with a visit.

More than 200 objects, texts and film documents are staged to provide a vivid, intricate illustration of Einstein's life and times. Apart from shedding light on Einstein's biography and putting it in the context of global history, the exhibition also provides insight into his revolutionary ideas in the realm of physics. Computer animations are used to explain complex phenomena in easy steps. The exhibition shows the immense beauty and diversity of the universe, using up-to-date technology and authentic telescopic imagery. Sustained tracking shots take us back through time and space to the Big Bang.

The China Tour

In 1999, Time Magazine declared Albert Einstein to be the “Person of the Century”. To this day, the Nobel Laureate is admired and revered as a genius in physics and as an influential humanist. The exhibition by the Historical Museum Bern is thus of interest to China and offers an opportunity to presents Switzerland – through the personality of Einstein – as a research-oriented and humanist country with vibrant innovation in fields that matter to China.

“Albert Einstein (1879–1955)” will first open its doors in China at the China Science and Technology Museum (CSTM) in Beijing on 30th May 2010, where it will be shown until 6th October 2010. The following further stops are planned:

- Guangzhou: Guangdong Science Centre (GDSC), November 2010–February 2011 (tbc)
- Hong Kong: Museum of Science, April–August 2011 (tbc)
- Shanghai: October 2011–February 2012 (tbc)

The exhibition's tour in China stands under the joint patronage of the Federal Councillor Micheline Calmy-Rey, Switzerland's Foreign Minister, and H.E. Mr. Yang Jiechi, Minister of Foreign Affairs of the People's Republic of China, in this year when both countries celebrate 60 years of diplomatic relations. It is financed by the Federal Department of Foreign Affairs, Presence Switzerland. Implementing the Confederation's strategy on Switzerland's communication abroad, Presence Switzerland is in charge of increasing knowledge about Switzerland abroad, enhancing its international visibility, and fostering



Switzerland.

Switzerland's network with current and future decision-makers and opinion-leaders. The project is carried out under the leadership of the Embassy of Switzerland in China and with the support of the General Consulates in the respective cities.

The E+ Framework Program

In addition to the exhibition itself, a complementary program is organized by swissnex China. During the exhibition's stay in Beijing, Guangzhou, Hong Kong and Shanghai, several high-level events will take place in the respective cities: Nobel Prize Laureates and celebrated scientists from Switzerland and China will give "Lectures of Excellence" on the importance of creativity in science and technology, and renowned Swiss and Chinese scientists and scholars will be invited to deliver a Master Lecture Series for the academic and general public. Furthermore, a program called "Meeting the Astronauts" is being planned. This event intends to bring together Swiss and Chinese astronauts and allow students and the interested public to interact with the professionals in an open, creative manner.

The leading ideas of the framework program is to increase the understanding of the importance of science and technology for everyday life, to bring together the high potentials of China and Switzerland, to present Switzerland as a top location for science, technology and innovation and to foster interest in studying in and cooperating with Switzerland.

Contacts

Media inquiries:

Mrs. Lydia Wang
Consultant
Ogilvy Public Relations Worldwide
Phone: 86-10-85206164
Mobile: 86-139-10052292
Fax: 86-10-85206600
Email: lydia.wang@ogilvy.com

General inquiries:

Mr. Terence Billeter
Counsellor
Head of Culture and Media Section
Embassy of Switzerland in China
Phone: 86-10-85328839
Fax: 86-10-65324353
Email: terence.billeter@eda.admin.ch

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