



THE ROYAL SOCIETY
CELEBRATING 350 YEARS



SUMMER SCIENCE EXHIBITION 08

smart answers to **BIG** questions

where?
The Royal Society
6-9 Carlton House Terrace
London SW1Y 5AG

when?
Monday 30 June: 6pm to 9pm
Tuesday 1 July: 10am to 6pm
Wednesday 2 July: 10am to 4.30pm
Thursday 3 July: 10am to 4.30pm
Last entry 30 minutes before closing

FREE entry for all

twenty ten and beyond

www.summer-science.org.uk

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FREE entry for all



exhibits

10.00am - 11.00am	Space: The International Space Station
11.00am - 12.00pm	Space: The International Space Station
12.00pm - 1.00pm	Space: The International Space Station
1.00pm - 2.00pm	Space: The International Space Station
2.00pm - 3.00pm	Space: The International Space Station
3.00pm - 4.00pm	Space: The International Space Station
4.00pm - 5.00pm	Space: The International Space Station
5.00pm - 6.00pm	Space: The International Space Station
6.00pm - 7.00pm	Space: The International Space Station
7.00pm - 8.00pm	Space: The International Space Station
8.00pm - 9.00pm	Space: The International Space Station



welcome to the
2008 Royal Society
Summer Science
Exhibition

The President and Council of the Royal Society request the honour of the company of
at a Soiree on the occasion of the Summer Science Exhibition
at 6-9 Carlton House Terrace, London SW1Y
on Wednesday 2 July 2008 from 7.30pm

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RSOIP
6th Floor, Green
The Royal Society
6-9 Carlton House Terrace
London SW1Y 5AG
Tel: 020 7625 2123
www.royalsociety.org

Order ticket
Directly from
Caroline, 03 0200
You may need to pre-order
a ticket for this event.

The Royal Society

The ask

We were appointed by the Royal Society to promote their Summer Science Exhibition with a single-minded brief – to appeal equally to A-level students, teachers and the general public, from different cultural and socio-economic backgrounds. Whether they had a specific interest in science, or a general thirst for learning, they needed to be convinced that this was the place to go.

The task

The fascinating exhibition programme sold itself, so our task was to create awareness and entice participation. We focused on producing visually-arresting imagery, based upon the central paradigm of science – the question. This was developed into an integrated campaign including posters for London Underground platforms and escalators, magazine ads, in-school and university publicity posters and flyers, fact sheets and giveaway bags. A highlight for us was designing and producing a beautiful invitation for their exclusive VIP Soirées, using a process from the history of science itself – letterpress printing.

The proof

Not only was the Royal Society's attendance target comfortably achieved, but the diversity of the attendees attested to the success of our campaign to engage different age, cultural and socio-economic groups.

**bentley
holland**