

# NEW EYES ON THE UNIVERSE OPENING RECEPTION PHOTOS





Dr. Art McDonald speaks at the opening reception





## NEW EYES ON THE UNIVERSE PROMOTION



### [NEW EYES ON THE UNIVERSE](#)

**Interactive exhibit exploring the 2015 Nobel Prize in Physics**  
Agnes Etherington Art Centre, 36 University Ave.

Discover how Queen's Professor Emeritus Dr. Arthur McDonald, a team of Canadian and international scientists, and SNOLAB unlocked the mysteries of neutrinos, redefined the basic laws of particle physics and won a Nobel Prize in the process.

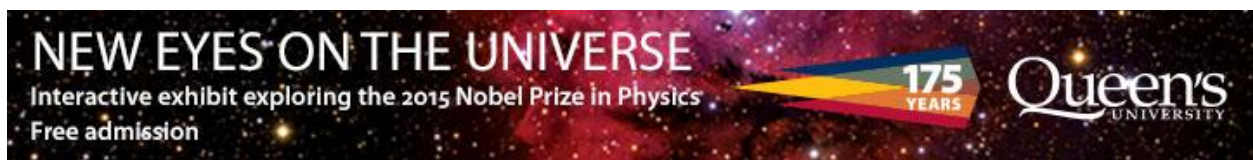
**Guided tours led by Queen's physics graduate students are available for groups of 10 or more June 3 to July 9.**

30-minute introduction tour (for ages 10+)  
50-minute full tour (for ages 14+)

Exhibit admission is free. Tours are offered free of charge.

Book a tour using our [online form](#)  
or by calling 613-533-6000 ext. 77449


Tour guide evite



Digital programmatic display ads for homepage takeover of local newspaper



# NEW EYES ON THE UNIVERSE



**2015 Nobel Prize in Physics**  
 Discover how Dr. Arthur McDonald, a team of Canadian and international scientists and SNOLAB unlocked the mysteries of neutrinos, redefined the basic laws of particle physics and won a Nobel Prize in the process.

**AGNES**  
 ETHERINGTON  
 ART CENTRE

Queen's University  
 May 27 to July 7  
 Free admission  
[queensu.ca/research](http://queensu.ca/research)

**175 YEARS**

**Queen's UNIVERSITY**

The SNOLAB Institute is operated under a Trust agreement between Queen's University, University of Alberta, Carleton University, Laurentian University, Université de Montréal and Vale, and includes external and international membership from both academic and industrial sectors. The New Eyes on the Universe exhibit is owned by SNOLAB.

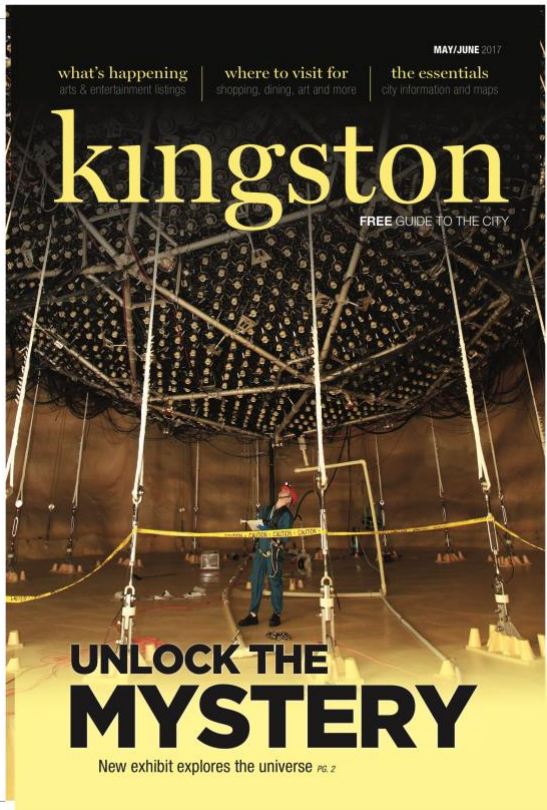
Sample print ad

MAY/JUNE 2017

what's happening | where to visit for | the essentials  
 arts & entertainment listings | shopping, dining, art and more | city information and maps

# kingston

FREE GUIDE TO THE CITY



**UNLOCK THE MYSTERY**

New exhibit explores the universe Pg. 2

KTK MAY.indd 1 2017-04-20 11:59 AM

Local tourism publication cover and editorial

## ON THE COVER



## NEW EYES ON THE UNIVERSE

New exhibit at Queen's University

See how the basic laws of particle physics were redefined in New Eyes on the Universe, a special exhibit featuring the discoveries of the Sudbury Neutrino Observatory (SNO), the recognition of this work with a Nobel Prize in Physics in 2015 for SNO director Dr. Arthur McDonald, and the facilities and experiments of SNOLAB. In this display, spectacular images of the history and development of SNO and SNOLAB are presented on some 40 panels. Video kiosks let visitors explore themes and offer a virtual tour of SNOLAB.

A life-size "Virtual Art" presents information from Dr. Arthur McDonald about the work of SNO and SNOLAB and his perspective on the future. The awarding of the Nobel Prize to Arthur McDonald and Japanese physicist Takaaki Kajita is featured through images from Nobel Week in Stockholm and a display

of the Nobel Medal, citation and artwork. Exhibit artifacts include unique detector components developed especially for SNO, as well as a scale model of the SNO detector. A SNO and SNOLAB people station shares interviews with young scientists who started their scientific careers with SNO.

Discover New Eyes on the Universe from May 27 to July 7 at the Agnes Etherington Art Centre at Queen's University. For more information, visit [queensu.ca/research](http://queensu.ca/research). Admission is free.

*The New Eyes on the Universe exhibit is owned and operated by SNOLAB. The SNOLAB Institute is operated under a trust agreement between Queen's University, University of Alberta, Carleton University, Laurentian University, Université de Montréal and Vale, and includes external and international membership from both academic and industrial sectors.*

24 Key to Kingston 1 May/June 2017

PHOTO BY FERRIS/CLARK AND GUESTS/SHUTTERSTOCK



Path to the Nobel video. [View on Facebook](#)

## NEW EYES ON THE UNIVERSE PLANNING DOCUMENTS

### Exhibit Install

#### Contacts on site:

Agnes: Scott Wallis x77048

SNOLAB technical staff: Andrew Blair, 705-662-3544

Technicians: Purtell's staff x 2 (Contact – Penny Shane at 613-548-4684 or pshane1@cogeco.ca)

Marketing contact: Radissen Ramoutar, 613-539-4032

Moving truck: Capital Movers (613-544-9574)

Martin's storage (Terry Fox Drive): 613-545-1362, unit K021 (\*no loading dock, ground level storage, can back truck up to door, two doors that both require locks – Janelle has)

#### May 15 – 19, 2017

Prior to exhibit arrival	Scott to test outlets in atrium
	Janelle to deliver 7, 20' extension cords to the Agnes (completed)
	Janelle to deliver the custom panel to the Agnes to be stored prior to installation (completed)

#### Friday, May 19, 2017

Scott to supply: 4-wheel furniture dolly (in place of Johnson bar)

Pump truck (in place of forklift and driver)

12:00pm *more exact time to be determined by Audrey day of	Exhibit to arrive at Agnes, Scott to meet driver and get crates unloaded from truck and stored at Agnes
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#### Tuesday, May 23, 2017

Scott to supply: 4-wheel furniture dolly (in place of Johnson bar)

Pump truck/palette jack (in place of forklift and driver)

9:00am	<p>Scott, Andrew and technicians to meet at the Agnes, conduct site inspection, adjust lighting as necessary prior to set-up, see if at all possible to leave in house projector and wall to show video clear (if not possible that is fine)</p> <p>*let Andrew know we would like to remove and keep the custom panel when the exhibit is torn down</p> <p>*Ask Andrew if it is possible for us to add a cloud chamber to the exhibit at a later point – one may be available through Tony Noble</p> <p>*Ask Andrew if there is anything that we need</p>
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	to be turning on and off on the exhibit *Ask Andrew if there is anything to turn on with the exhibit
9:00am – 5:00pm	Installation of the exhibit
4:00pm	Moving truck to arrive to load crates and move to Martin's Storage – Unit K021
4:30pm	Radissen to meet driver at Martin's storage to lock storage doors once crates are all unloaded (Janelle will give you the locks)

**Wednesday, May 24, 2017**

Scott to supply: 4-wheel furniture dolly (in place of Johnson bar)  
Pump truck/palette jack (in place of forklift and driver)

9:00am	Scott, Andrew and technicians to meet at the Agnes
9:00am – 5:00pm	Installation of the exhibit

**Thursday, May 25, 2017**

Scott to supply: 4-wheel furniture dolly (in place of Johnson bar)  
Pump truck /palette jack (in place of forklift and driver)

9:00am	Scott, Andrew and technicians to meet at the Agnes
9:00am – 5:00pm	Installation of the exhibit
10:00am	Radissen to deliver 175 <sup>th</sup> and New Eyes on the Universe flags to the Agnes

**Duration of the exhibit:**

- Exhibit open to the public May 27 – July 9, free admission
- Free guided tours available by booking – contact Lori Payne at extension 74987 or use online booking form (<https://www.queensu.ca/forms/new-eyes-universe-guided-group-tour-booking>)
- Agnes staff to manage the placement of 3 flags (175<sup>th</sup> and two exhibit titles) outside of the Agnes each day during hours of operation



## Exhibit Removal

### Contacts on site:

Agnes: Scott Wallis x77048 / Front desk - 32190

SNOLAB technical staff: Andrew Blair from Science North, 705-662-3544

Alternate/Emergency Tech Contact: Audrey Dugas from Science North, 705-561-0624

Technicians: Purtell's staff x 2 (Contact – Penny Shane at 613-548-4684 or pshane1@cogeco.ca)

Marketing contact: Radissen Ramoutar, 613-539-4032

Moving truck: Capital Movers (613-544-9574)

Customized logistics Solutions (delivery truck to Science North) contact – Liz Kovacs (director)  
716 481 5068 (cell)

Martin's storage (Terry Fox Drive): 613-545-1362, unit K021 (\*no loading dock, ground level storage, can back truck up to door, two doors that are both locked)

### Monday, July 10, 2017

Scott to supply: 4-wheel furniture dolly (in place of Johnson bar)

Pump truck/palette jack (in place of forklift and driver)

9:00 am	Scott to meet Andrew and two technicians at the Agnes to begin take down of the exhibit
10:00 am	Radissen to meet Capital Movers truck driver at Martin's storage to unlock doors (unit K021)  Driver to load crates and transport to the Agnes (between 12 noon - 1 pm) for packing up exhibit (dock access and storage confirmed with Scott)  Students arrive to pack the cloud chamber. Jonathan (15jtc@queensu.ca) or Bella (15ifl@queensu.ca)
9:00 am – 5:00 pm	Removal of the exhibit *Andrew to remove custom panel during take-down for Physics to keep (Radissen to give to physics and assist with ordering the hardware required for them to display it)
2:00 pm	Radissen to collect 175 <sup>th</sup> and New Eyes on the Universe flags from the Agnes

### Tuesday, July 11, 2017

Scott to supply: 4-wheel furniture dolly (in place of Johnson bar)

Pump truck/palette jack (in place of forklift and driver)

9:00 am	Scott to meet Andrew and same 2 install technicians at the Agnes to begin take down of the exhibit
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9:00 am – 5:00 pm	Removal of the exhibit
12:00 pm – 5:00 pm	2 labourers available to help with offloading of crates from moving truck, and help pack exhibit and prep for loading onto big truck
2:00 pm	Customized Logistics Solutions 53' trailer truck on site, ready for loading and shipping from Kingston to Sudbury  *4 parking spaces have been reserved in order to give the trailer enough room to maneuver into the loading dock. Scott and Radissen can help guide them into the dock upon arrival.
5:00 pm	Job is complete. NOTE: Andrew heads to airport to catch 7 pm flight.

## Opening Reception

### Contacts on site:

Agnes: Kyle Holleran

Event Services: Emily Robdrup, 613-583-1040

Kingston Soundworks sound/video technician: Mike Dickson 613-851-6878

Media relations: Anne Craig, 613-484-3979

Event lead: Radissen Ramoutar, 613-539-4032

Photographer: Stephen Wild

Speaker handlers: Principal Woolf – Helena Debnam  
MPP Sophie Kiwala – Craig Leroux  
Dr. McDonald – Anne Martineau  
Elizabeth Fletcher – Alison Migneault  
David Walker – Alison Migneault

### Friday, May 26, 2017

1:00pm	Alison and Radissen arrive at Agnes to set-up (site plan attached) -podium on riser, tv on riser, 5 chairs on floor -podium background (flat 175 from comms) -175 <sup>th</sup> x2, Queen's, exhibit, Art banner ups -cover up sign posts and tie ribbon -table toppers for cruiser tables, bar and Agnes reception desk (6) -175 <sup>th</sup> buttons/pins, pocket protectors -reserved signs on speaker chairs -Alison give laptop with video to Kingston Soundworks (possibly music too if the Agnes doesn't provide)
2:30pm	Riser, podium, tvs, chairs, cruiser tables all setup and ready (Event Services)
2:30pm	Anything to turn on with exhibit? (SNOLAB)
3:00pm	Kingston Soundworks to test video and sound *stationary mic to be used for all speakers (provided by Kyle at the Agnes)
3:00pm	Anne Craig to arrive to meet media
3:30pm	Anne Craig to manage media tour led by Dr. McDonald
4:00pm	Final question opportunity with Dr. McDonald before media depart
4:00pm	Bar setup and ready (Event Services)
4:30pm	Ready to accept guests
5:00pm	Guests begin to arrive, Radissen around front entrance to welcome guests as they come in and encourage them to get some food, drink and enjoy the exhibit
5:30pm	Speakers to arrive for final briefing with handlers



	Alison and Radissen to move ribbon on signage stands from in front of speaker chairs to in front of stage
5:45pm	<p>Program begins:</p> <ul style="list-style-type: none"> <li>• Welcome – Principal Woolf (1 min), introduce Sophie Kiwala, MPP, Kingston and the Islands</li> <li>• MPP, Sophie Kiwala – welcome and congratulations on behalf of the province (1-2 min)</li> <li>• Principal Woolf opening remarks (3 min)</li> <li>• Introduction of the video presentation featuring Dr. McDonald and collaborator’s research that led to the 2015 Nobel Prize in Physics – Principal Woolf (1 min)</li> <li>• <i>Show video</i> (3 min) (Kingston Soundworks)</li> <li>• Introduction of Dr. McDonald – Principal Woolf (1 min)</li> <li>• Dr. McDonald remarks – overview of his research and the exhibit experience (5 min)</li> <li>• Elizabeth Fletcher remarks – the future of research at Queen’s from a student Perspective (3 min)</li> <li>• David Walker remarks – congratulations to the 175<sup>th</sup> anniversary committees on a successful year of celebrations (2-3 min)</li> </ul>
6:07pm	Ribbon cutting for official opening of the exhibit – Principal Woolf, Dr. McDonald, Elizabeth Fletcher, David Walker, Sophie Kiwala (Dr. McDonald to actually do the cutting) *scissors on podium for David to give to Art
6:08pm	Guests welcome to continue touring exhibit
7:00pm	Reception close
	Event cleanup (Event Services) Drop off banner ups, laptop, scissors, buttons and background at office (Alison, Radissen)

**Speaking notes:**

Principal Woolf:

- Welcome
- Introduce MPP Sophie Kiwala (welcome and congratulations on behalf of the province)

- Event overview – here to celebrate Dr. McDonald’s Nobel Prize in Physics, the research that led to that prize, the future of research at Queen’s and the end of our 175<sup>th</sup> anniversary
- General remarks about each of these elements
- Video introduction – video celebrating the research that led to Dr. McDonald’s 2015 Nobel Prize in Physics
- Introduce Dr. McDonald

Dr. McDonald:

- General overview remarks about the research collaboration, research itself and what one will experience as they tour the exhibit
- Introduce Elizabeth Fletcher

Elizabeth Fletcher:

- Remarks about your experience as a student researcher at Queen’s and the future of research at Queen’s
- Introduce David Walker –Queen’s 175<sup>th</sup> Anniversary Executive Committee Chair, David Walker, Meds’71 and Executive Director and Stauffer-Dunning Chair of Policy Studies, Professor (Emergency Medicine) School of Medicine

David Walker:

- Quick overview of the 175<sup>th</sup> anniversary of Queen’s
- Thank you remarks to the 175<sup>th</sup> committees
- Announce that we will now officially open the New Eyes on the Universe exhibit with a ribbon cutting (everyone cuts the ribbon)
- Thank you to all for attending, please continue to enjoy the celebrations and tour the exhibit

**Notes:**

- Agnes staff hired for 3-hour minimum, charged from 5-8pm