

Alexandra Limcaco, from the Mind Museum in the Philippines, was one of three ASPAC Fellows who attended ASPAC 2012 in Singapore. This is her reflection on her experience as a Fellow.

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## ASPAC 2012 Reinvention

It was an honor to have been chosen as an ASPAC fellow for 2012 especially in the year that The Mind Museum formally opened to the public. It was a validation by the international museum community that The Mind Museum was also creating extraordinary educational experiences. It was therefore very rewarding to gather with fellow science centers in Singapore to learn from those who have paved the way for us.

As I am responsible for Web and social media communication, the session on “Expanding Your Toolbox: New Techniques and Strategies” was of particular interest. I enjoyed Julie Moskalyk’s discussion on Science North’s blog by their staff scientists and science communicators. Her discussion intrigued me enough to visit Science North’s Web site and discover their section on Cool Science.

What I found was a wealth of information on various topics divided into different categories. I appreciated how the articles were complemented by videos, slide shows or even try-at-home experiments. This gave their visitors an overall experience: an engaging pre-visit introduction to what Science North represents and a complementary learning tool for after visits. No wonder Julie shared their bloggers even had a fan following.

Cool Science is a learning I would like to emulate as I revise The Mind Museum’s Web site. Incorporating a blog managed by our science communicators will help take our site from a fundraising tool to the portal for science fascination.

Another learning I appreciated was the sharing of Aroon Tan of Magma Studios on the augmented reality apps he created for Science Center Singapore. This was definitely a cutting-edge addition to learning. It was amazing to know about the different possibilities apps could provide for an interactive experience. This is also an idea that I would like to explore further to augment our Web site.

Lastly, I was inspired by the plenary discussion of Professor Wei-Hsin Sun on Unique Science. I was amazed how Taiwan’s National Museum of Natural Science was able to create a theatrical production on the life of Galileo and Michael Faraday, enjoyed by thousands. This was something to aspire for. It is our hope that The Mind Museum will breed scientific literacy so one day soon Filipinos will also be moved by the lives of great scientific minds.

ASPAC 2012 was a wonderful experience. I am grateful to the ASPAC committee for allowing me this opportunity to learn from the best practices of international science centers and museums.