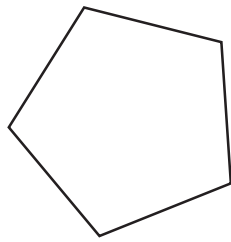

leiden european city of science 2022



narrative & framework
playbook

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foreword

The [Z] factor

We are writing in October 2020. The world is in uproar. Opportunism and deep fakes gnaw away at scientific integrity and the search for truth. While one person experiences the current pandemic at first hand, another freely casts doubt on its existence. Unprecedented heatwaves, devastating forest fires and melting ice caps are more likely to instigate polarised discussions than a shared sense of urgency. Perceptions and reality turn in a danse macabre while humanity is blinded by love for itself and no longer seems to have any eyes for its environment. However you look at them, Trumpian sound bites such as 'I don't think science knows actually' are typical of the times we are living in. The American Association for the Advancement of Science (AAAS) went as far as to hand out T-shirts to its members with the revealing text 'Trust me! I'm peer reviewed'. That is our Zeitgeist, the [Z] factor.

In the film trailer that we showed in relation to the handover of the European City of Science title from Trieste to Leiden, we introduced 'Alice'. A curious and ambitious millennial looking for knowledge. Or actually, looking for herself and her potential added value for the world of today and tomorrow. Bearing in mind the [Z] factor, that is quite a challenge. Which peers can she count on? What does she have to lean on? Who is telling the truth? Who really knows?

Her search across the knowledge landscape brings Alice, full of questions and amazement, to Leiden 2022. The year in which artists and scientists literally and figuratively welcome her with an open door. And are ready to help her and many like her to make a leap forward in personal development and wisdom on the basis of science, knowledge and skills.

As the Intendant of Leiden European City of Science 2022, I was asked to develop a meaningful annual programme in this dynamic playing field. A programme that offers the Leiden, South Holland and Dutch knowledge field a European platform from which citizens in cities, regions and the country can benefit.

I addressed that challenge with great pleasure. This playbook describes the strategic vision and the contours of the programme plan, starting with the introduction of the narrative of Leiden 2022. With the development of this framework, we aim to arrive at an excellent annual programme. The bar is set high, with ambitious goals: a little wiser every day for 365 days. We are aiming for a leap in knowledge that enables everyone to reflect on and anticipate a world full of confusion and change. Because knowledge has value. What you know makes you who you are.

[C]olophon

*ECS22 Playbook, version 1.2
Leiden, October 2020*

*This playbook was written and
compiled by Lucien Geelhoed,
Intendant Leiden European City of
Science 2022, on commission from
Meta Knol, Managing Director of the
Leiden European City of Science 2022
Foundation.*

*The Leiden European City of Science
2022 Foundation is a joint initiative of
Leiden Municipal Authority, the
University of Leiden, Leiden University
Medical Centre and Leiden University
of Applied Sciences. Many other
partners have also made generous
contributions to the realisation of the
Foundation's objectives.*

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leiden european city of science 2022

overarching narrative

Still from 'Alice The Movie', the film trailer for Leiden European City of Science 2022 by Pepe van de Kerkhof (1996). The main character in the film is curious Alice, here in the Bibliotheca Thysiana, in her search in knowledge land. She is concerned with big issues in a confusing zeitgeist of a search for truth and deep fakes.



[N]arrative

Who Knows

We are launching the Leiden 2022 annual programme under the overarching narrative of 'Who Knows'. For who today has a monopoly of wisdom? Who decides what is true? And who knows what the future will look like?

Typical Dutch

A common response, which we regard as positive by extension to our mission, is that it is a typically Dutch idea to use such a word combination as a narrative. 'Only the Dutch can come up with a straightforward strong narrative like this with such an impact.'

(ツ)/

Who Knows

In the digital world, imagery is continually being developed. From ASCII-II text art via emojis to today's memes. Who Knows is ideally suited for this.

The Unknown

Science has the image of already knowing a great deal. This is undeniably the case. At the same time, it is also relative. It is estimated that we still know nothing about 85% of the different species on Earth; we have yet to investigate 95% of the oceans and 97% of the universe is a mystery to us, as are large areas of our own brains. Who will be the discoverers of tomorrow? Who will know? Who Knows?

Past, present, future

In a certain sense, the narrative is timeless. 'Who Knows' leans on past knowledge and looks ahead, with the science of today, to a future that is only partially predictable.

With the choice of this narrative, we are responding to the call from many of the people we have spoken with in recent years and months. We asked everyone: 'How can we review the state of the world and make a meaningful response to that with the programme for Leiden 2022?' The guiding theme in the talks became the precarious relationship between science and citizens. In this time full of confusion and change, the distinction between fact and fiction, between truth and reality has become blurred. The current 'post-truth' era is marked by tension between what can be scientifically proven and what is socially acceptable. While scientists think that they know more than ever before, that knowledge often becomes stranded in the social force field. Science is struggling with legitimacy issues, while citizens in despair wonder who they can still believe. That Zeitgeist, which we came to call the [Z] factor, has become the determining factor for this narrative. Or, as someone put it: 'The Zeitgeist is the narrative.'

Who Knows is a touch provocative, but also a striking summary of the current situation. Short but sweet.

Who Knows can be read as a question, an observation, an exclamation, a concept and as a wink to the future. It can be combined with a question mark, exclamation mark or full stop. However, because we support an open interpretation, we deliberately keep the narrative free of punctuation marks.

Who Knows stands for the eternal quest, driven by curiosity, for science, knowledge and skills. For asking questions and the old-fashioned Dutch hunger for knowledge. And further to that, for the question of how the reliability and accessibility of that knowledge can be secured.

With the narrative we want to build a bridge, or some say bridge a gap, between science and citizens. Leiden European City of Science 2022 is an ideal opportunity to connect science and society. That is only possible on the basis of openness, respect and equality. We see smart scientists before us who become just a little wiser about social awareness through special meetings with citizens. And we see curious, critical citizens before us who also become a little wiser when it comes to the question of what science means for them. We are therefore working all-out for interaction and dialogue. For citizen science, citizen engagement, open science, inclusive science. Leiden 2022 is not about science and society, but science with society.

Today
↓

past is history

future is mystery

Who Knows

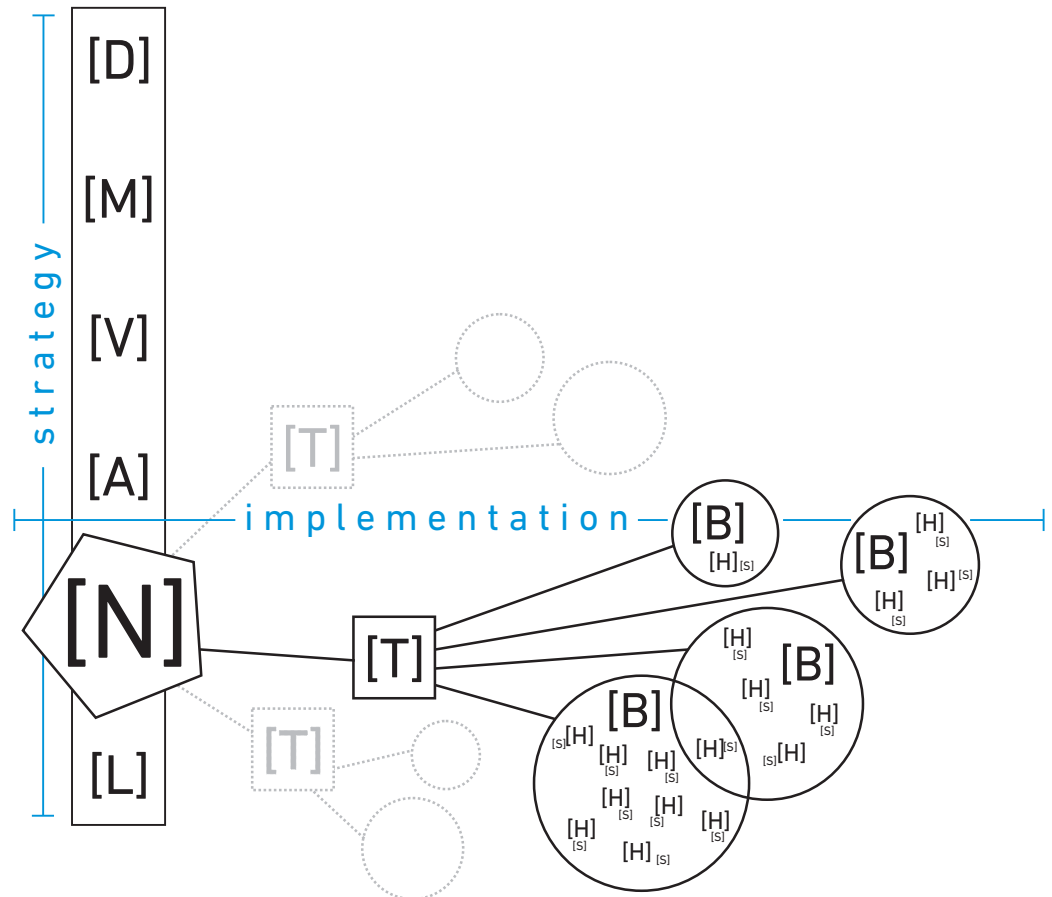
leiden european city of science 2022

strategy

schematics

Schematics for Leiden 2022

With the schematics, we create order in the programme. The vertical series is the strategic axis of vision and policy. The horizontal series shows their implementation: the actual performance.



[D]efinition

Here we establish the definitions we use as a point of departure for the programme. This concerns our interpretation of terms such as 'Science', 'Europe' or 'Citizen'. What do we mean by these terms in relation to Leiden 2022?

[M]ission

In our mission, we briefly define who we are (our identity) and what we stand for (our values).

[V]ision

In our vision, we make our goals clear: what we want to achieve, and who for.

[A]mbition

Our ambitions say something about the envisaged impact and penetration of our annual programme, and also about the legacy: what we want to embed permanently after 2022.

[N]arrative

The overarching narrative is the substantive core of our programme. It offers the translation from strategy to implementation.

[L]eap

The leap is the envisaged goal: a leap in knowledge for all participants in the annual programme.

[T]rack

Three lines are extended from the narrative. We call these 'the tracks'. They each stand for a particular angle on and perception of the narrative. These are the three main lines of the programme.

[B]ubble

In each track, we find several bubbles. A bubble is a cluster of activities.

[H]otspot

Each bubble contains a set of hotspots. These are the actual activities in the annual programme, the 'places to be'. They may be lectures and workshops, presentations, performances, walking tours, exhibitions, etc. The annual programme is filled with hundreds of hotspots. The Knowledge throughout the Districts bubble alone contains 365 of them.

[S]park

In order to ignite an activity, or a hotspot, a spark is needed. With this spark, we aim to make activities accessible in a playful manner. The spark is also a way to encourage interaction among the participants in the programme.

strategy

European City of Science (ECS) – trademark

In accordance with the award of the Leiden bid in 2017, the Leiden European City of Science 2022 Foundation (SLECS22) was granted the loan of the European City of Science title by EuroScience in Strasbourg on 6 September 2020. With this trademark, we will have full freedom to design the year as we see fit, with its own narrative, mission and vision. Together with EuroScience, a rationale has been drawn up for an innovative realisation of the trademark.

Dublin 2012

A major innovation relating to ESOF 2012 in Dublin was the expansion of the Science in the City programme to become a year-round programme. This fell beyond the auspices of EuroScience and was aimed at maximising the impact of the hosting of ESOF in Dublin and accomplishing a completely new level of public engagement. The annual programme was a success and attracted 600,000 visitors.

Flag-bearers

In addition to the University of Leiden and Leiden UMC, which enjoy an excellent reputation world-wide, the Leiden Bio Science Park is also an international flag-bearer of the Leiden knowledge ecosystem. With its 35-year track record, it is among the established global leaders in life sciences.

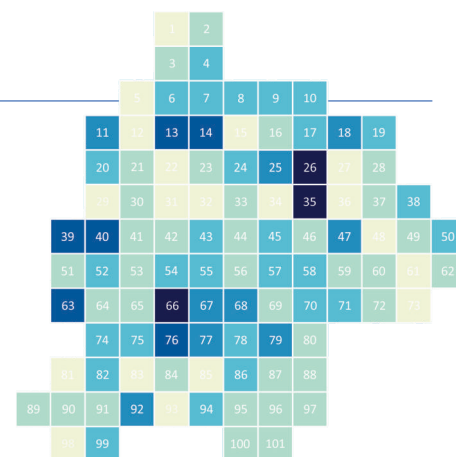
In previous editions, the European City of Science title was limited to a fringe element of the EuroScience Open Forum (ESOF) congress, with Manchester 2016 as an exception to the rule, and Dublin 2012 as an early adopter outside EuroScience.

In the new design, the reverse is true: the ESOF congress is a part of European City of Science. This fully agrees with the course we supported in 2018 in Toulouse, i.e. greater importance for the title, and the opportunities for a distinctive and successful year have increased considerably.

[D]efinition

Definition: Leiden

We extend the geographical contours of the city of Leiden to the Leiden region, including the suburban municipalities of Leiderdorp, Oegstgeest, Voorschoten and Zoeterwoude. This regional modus operandi is based on the approach of the European capital of culture, Leeuwarden (LF18). There, the region, under the name of the city, was also a fully-fledged part and carrier of the annual programme.



The 101 neighbourhoods, spread over five municipalities, which are the focus of the Knowledge throughout the Districts project.

For example in [B] Knowledge throughout the Districts, 101 neighbourhoods in the Leiden region play a key role in the programming. 55 of these neighbourhoods form part of Leiden municipality and 46 lie in the suburban municipalities.

In the [B] The Square of Science cluster, focusing on knowledge-intensive enterprise, in particular start-ups, we distinguish three economic regions which we jointly present under the Leiden name towards Europe. This concerns the Economic Board Duin- en Bollenstreek (EBDB), the Economic Development Board Alphen aan den Rijn (EDBA) and Economie071 (six municipal authorities in the Leiden region working together at the economic level). We link this on a higher scale to the Economic Board Zuid-Holland (EBZ).

Internationally, the name of Leiden is strongly associated with its famous university. From that point of view, we use the 1-2-3 definition of the university itself for Leiden: 1 university - 2 cities - 3 campuses. The Leiden University Medical Centre (LUMC) is located in the Leiden Bio Science Park, one of the three campuses. Although it has been agreed that the emphasis of the programme will lie on Leiden, this is also carried by the campus in The Hague, under the name of (the university of) Leiden.

EuroScience Rationale European City of Science

The European City of Science (ECS) label is intended to celebrate the richness and diversity of the European scientific landscape as well as to foster mutual learning, scientific integration, interest for science among the younger generations and development of a borderless European research community across the continent. In addition, the ECS label should enhance the European and international profile of the scientific community in a particular city or region, increase engagement of citizens with the scientific community locally, trigger public investment in regional scientific infrastructures and boost tourism.

Criteria for the European City of Science label

The bid to become a year-long European City of Science should provide a convincing concept to promote and celebrate the scientific and educational ecosystem around the candidate city. With that objective in mind, the bid should:

- highlight innovative concepts, processes, tools and governance models as a test-bed for a modern scientific and educational ecosystem;
- engage citizens with the scientific community and ensure uptake of citizens' ideas;
- expand the city's attractiveness to become a role model for other cities in Europe and worldwide.

The project developed by the candidate city is expected to correspond to the spirit and objectives of the label, and the year-long ECS programme associated with the label should be:

- forward-looking: a city is not awarded the ECS label for its scientific heritage. A city's heritage can be the basis for a bid but should not constitute the bid itself. How will having the ECS label transform the city and its research landscape?
- European and international: the bid should highlight the strengths of the local scientific ecosystem in a European context and the programme must have appeal on a European and international level;
- different from business as usual: the programme should go above and beyond the normal scientific outreach and networking activities routinely proposed by the city. How will having the ECS label enable connections with non-scientists and what are the expected outcomes of those connections?
- organised for legacy: the bid should contain a concept regarding how the novelties introduced in the year-long ECS programme can be made sustainable. What are the city's overarching strategic priorities and how does the ECS label fit into those priorities?
- planned to include participation as a regional site for ESOF: the ECS is expected to participate as a regional site in the EuroScience Open Forum (ESOF).

narrative & framework

Knowledge city

A knowledge city is synonymous with an ecosystem loaded with knowledge and educational institutions, institutes and organisations on the cutting edge of science and innovation, in combination with a knowledge-intensive enterprise landscape. Leiden meets these criteria in full.

Knowledge

*knowl-edge \ 'nä-lij
: a familiarity, awareness, or understanding of someone or something, such as facts (propositional knowledge), skills (procedural knowledge), or objects (acquaintance knowledge)
: by most accounts, knowledge can be acquired in many different ways and from many different sources, including but not limited to perception, reason, memory, testimony, scientific inquiry, education, and practice*

8 billion

*The world is expected to reach a new milestone in 2022: towards the end of that year, our planet will hold a global population of eight billion people.
Quite apart from this immense number, the speed at which this growth is being realised is striking: in barely 50 years, this number has doubled from four to eight billion citizens of the world.*

Definition: City

It is our ambition to put Leiden permanently on the map as a City of Science in Europe. We therefore describe Leiden as 'a true City of Science' and position the city on the basis of an ambition to also be a European Second Tier Creative (Class) City.

Definition: Science

Defining Science is challenging. In the interests of open and inclusive programming, we seek the limits of the term, so that we can ensure that all facets are raised: our definition of Science covers Alpha, Beta and Gamma.

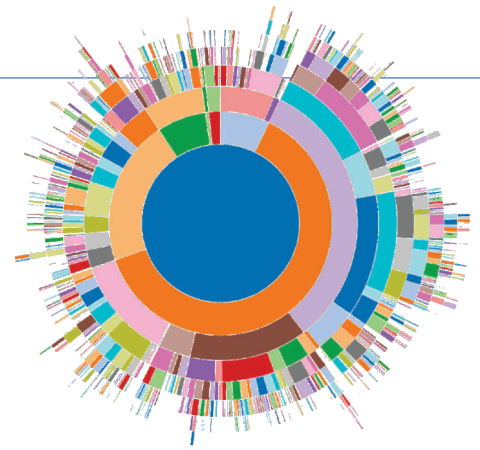
We also break open the term in another way:

Science is more than scholarship, it is also knowledge (which can manifest itself in all sorts of ways in all sorts of domains) and skills (as in craftsmanship knowledge and skills - know-how, savoir-faire). Our reference framework is the container term 'Human Knowledge': knowledge as a shared, human value.

With the annual programme, we also connect with the variations of the more educative scientific clusters, such as STEM (Science, Technology, Engineering, Mathematics) and STEAM (ditto, with the addition of Arts), S&T (Science & Technology) and SNT (Science, Nature and Technology).

Definition: Citizens

Countless fact-finding meetings in the run-up to the narrative quickly made clear that people, citizens, will play a key role in Leiden 2022. In one respect there is almost unanimous agreement: the era of the citizen is here. We also see this reflected on other fronts. Citizen science has now become noblesse oblige in the scientific world and the European Commission makes frequent reference to citizen engagement (being a precondition). In the annual



A (vain?) attempt of Dr. Edurne Scott Loinaz to define all 'Human Knowledge' gives rise to a fine visual taxonomy.

programme, we aim for a convergence of citizen science and citizen engagement, where 'citizens' refers to people (not limited to urbanites, to which 'citizens' can also refer).

[M]ission

Leiden 2022 is an inclusive and accessible value-driven platform for sharing, questioning, facilitating, stimulating and celebrating science, knowledge, art and skills.

Explanation

Leiden 2022 is the European platform for the Leiden, South Holland and Dutch fields of knowledge and for all citizens: local, regional, national and European.

We consciously refer to a value-driven platform, in order to realise an authentic, vital connection between science and society.

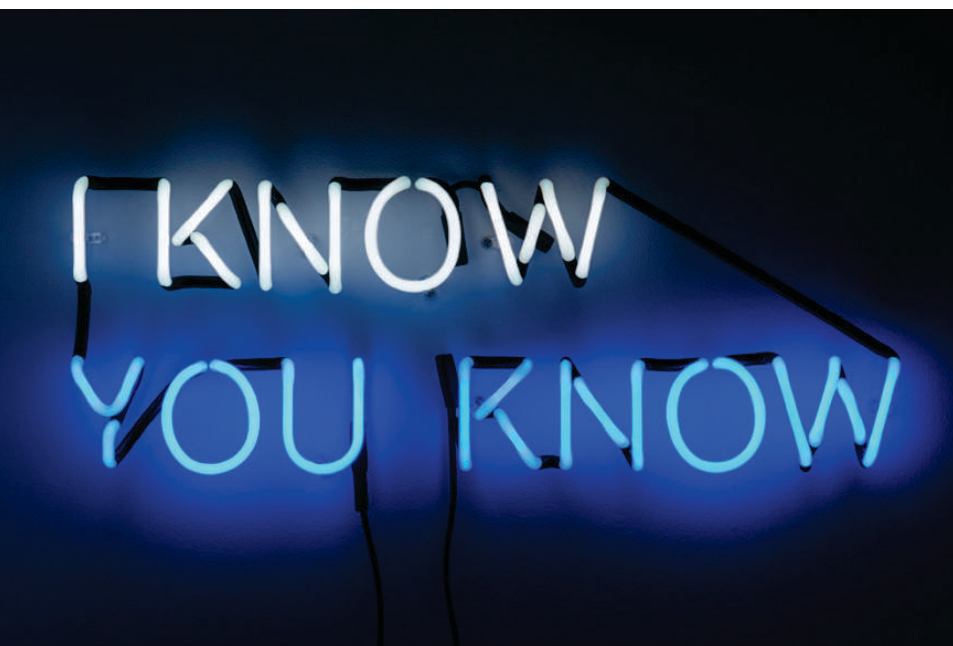
The Leiden 2022 platform is as inclusive and accessible as possible. There are also other values or value systems that we gladly embrace. For example, we emphasise the 17 Sustainable Development Goals (SDGs), the 25 routes of the National Science Agenda (NWA) and the underlying ideas of NL2025 and the European Green Deal 2050. Sustainability is a theme that rises frequently in all these programmes. The 'Leiden DNA' also serves as a reference framework, with the mottoes Haec Libertatis Ergo (For the sake of Freedom) of the municipal authority and the Praesidium Libertatis (Bastion of Freedom) of the university. Freedom is also one of our key terms.

[V]ision

The Leiden 2022 platform offers all participants the possibility of making a knowledge value leap of a valuable leap in knowledge.

Explanation

Under the motto 'a little wiser every day', we aim for everyone who takes part in the Leiden 2022 programme to make a leap ahead through knowledge. The principle of the programming is that curious people will be able to ask each other questions: citizens of scientists and scientists of citizens.



*Tim Etchell
Who knows (2014)
Set of 24 Neon Signs in 12 Pairs - excerpt.*

*"Be curious,
not judgmental."*

*Walt Whitman (1819-1892)
American poet*

*"Art is the solution of a
problem which cannot
be expressed explicitly
until it is solved."*

*Piet Hein (1905-1996)
Danish scientist*

*"Tell me and I forget,
teach me and I remember.
involve me and I learn."*

Benjamin Franklin (1706-1790)

**'Leiden Kennisstad' ->
Leiden City of Science**

*At its meeting of 17 October 2019,
the steering group of the knowledge
covenant adopted the
recommendation to change the name
of 'Leiden Kennisstad' to Leiden City
of Science from the start of 2020,
where appropriate and logical, for
example in international activities.
The synergy benefits of aligning with
Leiden European City of Science 2022
are perceived as a 'quick win'. Both
aim to connect science and society.*

Knowledge can be drawn from the various parts of the annual programme on the basis of a general interest or, still better, accessed through the curiosity of the participants themselves. Curiosity is the catalyst in the journey of the value leap, inciting a hunger for knowledge, raising questions and offering answers (the actual knowledge). And with that knowledge, the recipient can make the envisaged value leap. We call this 'the [L]eap'.

Through integral inclusion of art and culture in all programme elements, we can provide for that playful, unexpected spark that drives curiosity. Openness, creativity and a drive for experimentation are qualities of the cultural sector. For example, art allows you to look at reality from a different point of view. These are strong and perhaps crucial aspects of the connection with science, knowledge and skill.

[A]mbition

Our ambition is to make a genuine difference with Leiden 2022, by realising material interactions between scientists and citizens that lead to lasting changes.

Engagement & Involvement

In the consideration of whether we want to reach as many people as possible in 2022 or want to reach people as well as possible, the choice is simple: we go for the quality of the genuine meeting, because we genuinely believe that this is the most effective way. Naturally, parts of the annual programme will be of a general nature and accessible to large numbers of people, but the lion's share of the programme is aimed at that quality impulse and actual synergy with the public. Ideally, the public is a real participant, in the sense of 'having a share in' the programme and a feeling of being a co-owner or shareholder.

We do this not by steering for stereotypical demographically determined target groups, but by making authentic connections between people on the basis of the content. Sparking curiosity is the strategy for bringing together precisely those people who have a shared (substantive) interest.

Partners

The annual programme is supported by many (core) partners who endorse the joint strategy and objectives for 2022, each with their own emphases. It is our ambition to take these nuances into account in all openness and to give them a place if possible, without losing sight of the overarching interest.

Legacy

Our ambition is to place our international knowledge city and its knowledge institutions permanently on the European map as Leiden City of Science and in the Netherlands as a city of knowledge and culture. The annual programming is designed to generate a lasting impact and to sustain successful results, including after 2022.

[L]eap

The [L]eap is what we are doing this for: the knowledge-oriented value leap and the value-driven leap in knowledge of every participant in the platform. Through the 365-day approach, we offer participants an opportunity every day to make small leaps ahead, around continually changing activities and themes.

Memetica

Making a leap also implies a point of departure, or the current situation from which the leap is made. To define this somewhat more clearly, we consider matters including the memetic (by analogy with genetics), the study of the evolution of culture and ideas via memes. The meme serves here as the physical representation of the information that is subject to evolution. To give a basic explanation: memes transfer from one brain to another. Memes can contain elements of ideas, languages, melodies, designs, moral and aesthetic values, skills and everything else that is taught and learned and passed on to others. On the basis of the work of Richard Dawkins, who introduced the term 'memes', Graves, Beck and Cowan developed Spiral Dynamics: a frequently-used tiered model that describes the development of awareness, with a leap being made to a subsequent value system in the dynamic spiral, taking along all knowledge from the previous value system. Knowledge adds up.

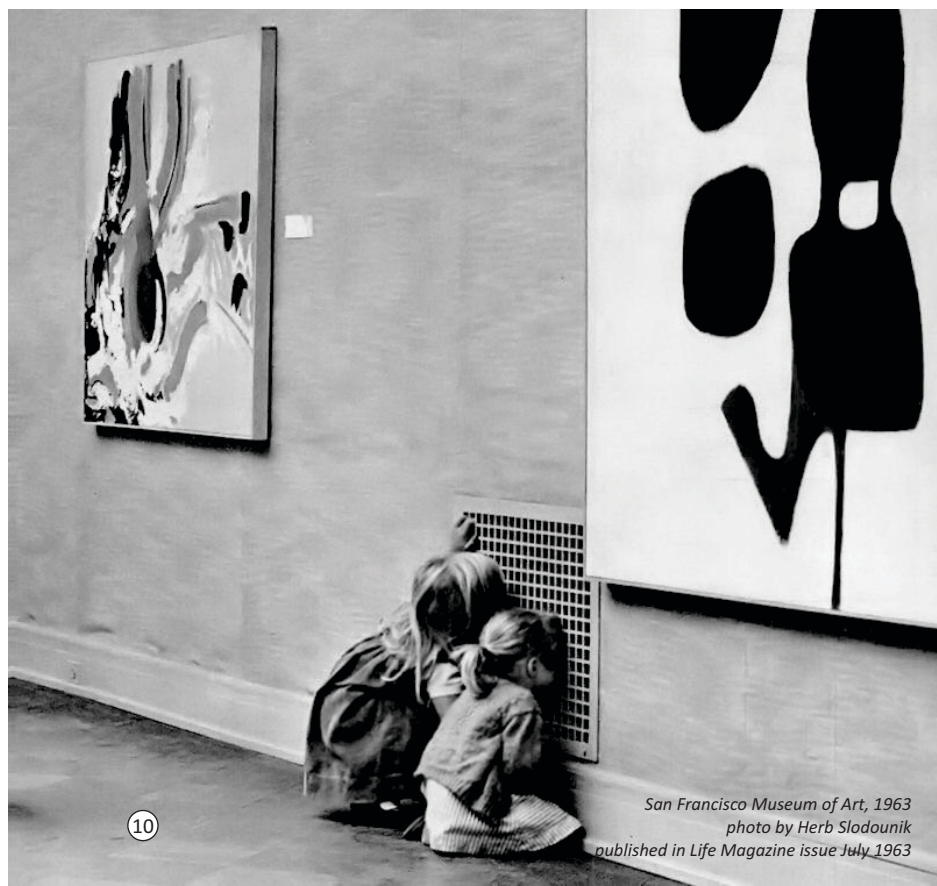
*The Spiral Dynamics
method is interesting for
mirroring the envisaged
[L]eaps.*

leiden european city of science 2022

implementation



Rijksmuseum, 2014
photo by Gerbert van der Wal
This afternoon at the Rijksmuseum



San Francisco Museum of Art, 1963
photo by Herb Slodounik
published in Life Magazine issue July 1963

narrative & framework

[T]rack

There are three tracks, the main lines of the programme, which each stand for a particular angle on and perception of the narrative.

Contemplate

*con-tem-plate \ 'kän-təm-,plāt
: to spend time considering a possible future action : to view or consider with continued attention : meditate on : to view as likely or probable or intention*

[B]ubble

In every track, we encounter a variable number of bubbles. A bubble is a cluster of activities.

Participate

*par-tic-i-pate \ pä-r-'ti-sə-,pāt
: to take part : to have a part or share in something*

Celebrate

*cel-e-brate \ 'se-lə-,brāt
: to observe a notable occasion with festivities : to mark something special by festivities or other deviation from routine : to honor an occasion especially by ceremonies or by refraining from ordinary business*

[T] Contemplate

The value for the first track is Contemplate. In this track, we host and facilitate events focusing on debate and discussion on the basis of presentations. These include the 25 international congresses to be held in Leiden in 2022, as well as existing events such as Brave New World and the Veerstichting. Brave New World focuses on people who want to know what the future has in store for them and their organisations, while the Veerstichting was formed to promote debate between students and the 'designers' of society.

[B] EuroScience Open Forum 2022

EuroScience Open Forum 2022 is an important bubble in the Contemplate track. This bi-annual multi-disciplinary EuroScience congress, of which Leiden will host the 10th edition, focuses entirely on an exchange of knowledge in the field of (open) science. The following champions of ESOF 2022 have been appointed in Leiden: Corinne Hofman (professor in Caribbean Archaeology and former Dean of the Archaeology Faculty) and Ferry Breedveld (professor in Rheumatology and former CEO of LUMC).

[B] Growing Green Cities

Another bubble in this track is Growing Green Cities, in which collaboration is sought with other European cities that will each address the challenges of this time in their own way in 2022. This ranges from the Floriade 2022 in Almere to Kaunas in Lithuania, one of the European cultural capitals of that year.

[T] Participate

The Participate track is by far the biggest track in 2022, due to the extensive number of activities that it comprises. The bubbles in this track are aimed at very different target groups. While a European Science in the City Festival will be developed together with the European Commission, aimed at Europeans, Knowledge throughout the Districts focuses precisely on the residents of 101 neighbourhoods in Leiden and the surrounding area.

[B] Knowledge throughout the Districts

The aforementioned Knowledge throughout the Districts can count on a very broad support base. Once again, a note is in order here: it is 'with, for and by' the districts. The objective of this programme is to create strong engagement among local residents; for the 365 days of 2022, all 101 neighbourhoods will be visited at least once, always with a different programme of the day. We will produce a tear-off calendar full of activities: something for everyone every day, a little wiser every day.

[B] The Square of Science

The Square of Science (Science2) zooms in on knowledge-intensive enterprise in the province and seeks cooperation for this with four economic clusters: the Economic Board Duin- & Bollenstreek (EBDB), the Economic Development Board Alphen aan den Rijn (EDBA), Economie071 and the Economic Board Zuid-Holland (EBZ). Special attention will be devoted here to science-based start-ups.

[T] Celebrate

The third track is Celebrate. A joyful track in which we extensively celebrate science, knowledge and skills and place (young) talent and laureates in the spotlight. We do this by devoting attention to special milestones and with sparkling presentations of certificates, awards and grants. Naturally, 2022 also offers the momentum for holding the next Willem van Oranje Freedom Lecture with all the attendant honour.

[B] Glorifying Arts & Science

With great pleasure, we will welcome many organisations in 2022 that reward talent with prizes. This includes international high-impact awards such as the Heineken Prizes for Arts & Science and also the Young Talent Awards of the Royal Dutch Chemistry Association (KNCV). We want to invite talents and laureates to also attend other parts of the annual programme, such as a Knowledge throughout the Districts session.

[B] Milestones

Under the heading Milestones, we celebrate (scientific) anniversaries and other milestones. In the series of round numbers, for example, we encounter: 5 year City Deal Kennis Maken with a share for the Netherlands Network of Knowledge Cities; the 10th edition of ESOF; 15 years of the Regional Knowledge Development Foundation, 20 years of LERU; 25 years of the Lorentz Centre; etc. From the Maastricht Treaty, which celebrates its 30th anniversary in 2022 to the 447th Dies Natalis of our university. A broad palette of events to celebrate is coming up. An absolute highlight is the 150th anniversary of the birth of Johan Huizinga in December 2022.

[B] New Kids on the Block

Also worth celebrating! In 2022, or just before, a number of striking knowledge-related new building projects will be delivered, such as the expansion of the Leiden University of Applied Sciences, SRON and the campus square at the Leiden Bio Science Park.



narrative & framework

[S]park

In order to ignite an activity, or a hotspot, a spark is needed. With this spark, we aim to make activities accessible in a playful manner. The spark is also a way to encourage interaction among the participants in the programme.



Homo Ludens

In 1933, five years before the publication of his Homo Ludens, Huizinga already discussed its theory in his Dies Natalis lecture as Rector Magnificus of the University of Leiden. 'On the boundaries of play and seriousness in culture', 8 February 1933.

"The eternal gulf between being and idea can only be bridged by the rainbow of imagination."

Johan Huizinga (1872-1945)

Post for Boerhaave

Herman Boerhaave, 'de Batavian Hippocrates', the most famous doctor in Europe in his day, was immensely popular. According to anecdote, a letter posted to Boerhaave anywhere in Europe would always reach its destination on the Rapenburg, even without an address.

The principles of gamification encompassed in a schematic presentation. These are instrumental in our drive for an exciting creative mix of knowledge, emotion, social aspects and a practical orientation.

[H]otspots and [S]parks

We refer to the actual activities in the annual programme as 'the hotspots'. Interaction with the participants is always sought here, for involvement and engagement are precisely what all the activities are about.

Ignition

In order to also figuratively ignite a hotspot, we seek a spark for every activity: a special angle that makes that activity just a little bit more attractive to attend or that facilitates asking questions during the activity. Art and culture very frequently play an essential role in this.

Other options include the deployment of well-known persons with an appeal (of the Freek Vonk or André Kuipers type), the use of technical ingenuity that can strengthen the activity (VR, 3D, touchpoints, holographics, etc.), or the choice to give a theme a somewhat more nuanced (accessible) description.

Gamification

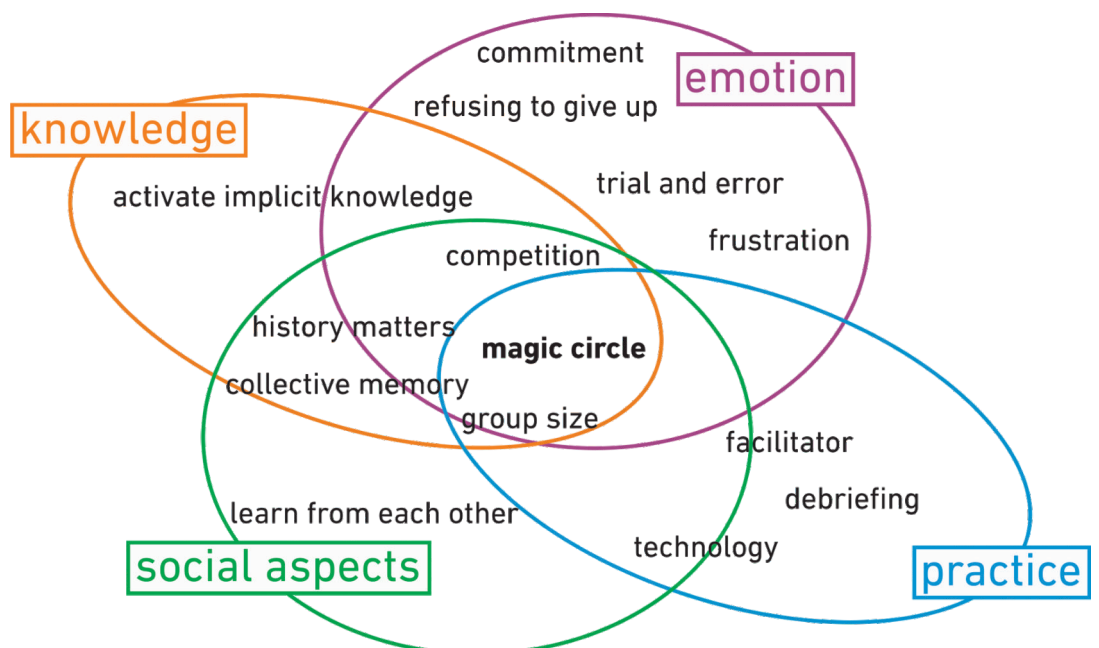
Elements of gamification (see illustration) are used in the method for effecting a high participation level in activities and with this, facilitating the envisaged value leap of the participants. This offers a rich and varied palette of possibilities for accessible and playful interaction with the participants. With a wink to Homo Ludens, 'man the player', by Johan Huizinga, who argues in this that man is first and foremost a playing being and that play is a necessary condition for the creation of culture. We are happy to draw inspiration from this famous book dating from 1938, particularly in the year in which we are celebrating the 150th anniversary of his birth.



Illustration of Marthe de Grift with the article Leven brouwen in het lab: de knutselwezens komen eraan ('Creating life in the lab: artificial beings are on the way') in the Volkskrant of 11 September 2020.

The power of curiosity

A desired outcome of the year 2022 is that participants feel free and empowered to ask plenty of questions on the basis of their curiosity, not just during the year but also as a lasting result. Many initiatives which relate to this topic are currently in progress. We specifically invite all these parties to see Leiden 2022 as a catalyst for their own ambitions and hopefully, to realise a durable (i.e. lasting) partnership in which a situation arises in which everyone can always find answers to their questions. Just as letters to Santa (address unknown) never remain unanswered, a letter to Leiden should also always merit a (substantive) reply, *a la* Boerhaave.



leiden european city of science 2022

programme overview

Disclaimer: the programme elements listed on the next page are presented for illustration purposes only in this phase and should be regarded solely as an impression without obligation. The further development in outline of the annual programme will be announced at the end of 2020.

who knows

[N]

[T]

contemplate

[T]

participate

[T]

celebrate

[B] euroscience open forum
[H] inclusive science
[H] science policy
[H] science to business
[H] science careers
[H] science & poetry

[B] european science in the city festival
[H] eu r&i days on tour
[H] science truck fest

[B] glorifying arts & science
[H] heineken prizes
[H] eyra
[H] knvc
[H] eucys
[H] leiden freedom lecture

[B] growing green cities
[H] singelpark
[H] floriade
[H] kaunas
[H] grenoble
[H] ddw
[H] helsingborg

[B] square of science
[H] economie 071
[H] ebdb
[H] ebz
[H] edba

[B] convention city
[H] ISOO 2022
[H] 5th CRG
[H] ISIE2021
[H] EAS
[H] 13th ICE
[H] RAI 22

[B] gulliver's agency
[H] special exhibitions
[H] guided tours
[H] amazing
[H] excursions

[B] milestones
[H] 5 city deal
[H] 10 kenni maken
[H] 20 LERU
[H] 25 walkers
[H] 15 srko
[H] 30 maastricht
[H] 100 lafv
[H] 150 huizinga
[H] 40 rubik
[H] 447 dies natalis

[B] art & science
[H] mdl
[H] art & science
[H] P10
[H] galerie lumc

[B] knowledge throughout the districts
101 neighbourhoods
[H] 365 days

[B] ...
[H] ...

[B] new kids on the block
[H] lbsp campus square
[H] heineken
[H] hogeschool II
[H] SRON
[H] boerhaave
[H] de geus

