



*The biggest discovery
is the one we make.*





MISSION

Approaching people, science and technology
focusing in a fuller comprehension of reality.





MCT's HISTORICAL



1961
40 m²



1967



1968
160 m²



1988



1999
22.000 m²



2003

Creation

4th July, 1967 , PUCRS Museum Of Science.

New Exposition Area

14th December, 1998 , PUCRS Museum Of Science And Technology.

Creator and Founding Director since 1961 to this very day.

Prof. Dr. Jeter Jorge Bertoletti





MAIN GOALS

- Awake and develop scientific and technological spirit of the main population.
- Popularize science and technology through the scientific education, in a process of social inclusion through the learning system developed in MCT.
- Contribute to the improving of formal and informal education of Sciences and Mathematics.
- Contribute to the improving of teachers education
- Enable technicians, specialists and researchers.
- Produce educational materials and programmes.
- Establish exchange with similar institutions.
- Improve the basic and applied scientific research.





LOCATION

Ipiranga Avenue, 6681 - building 40 - Porto Alegre/RS - Brazil.
Cep: 90619900- Phone: (51) 33203521 - Fax: (51) 33203903
e-mail: mct@puhrs.br



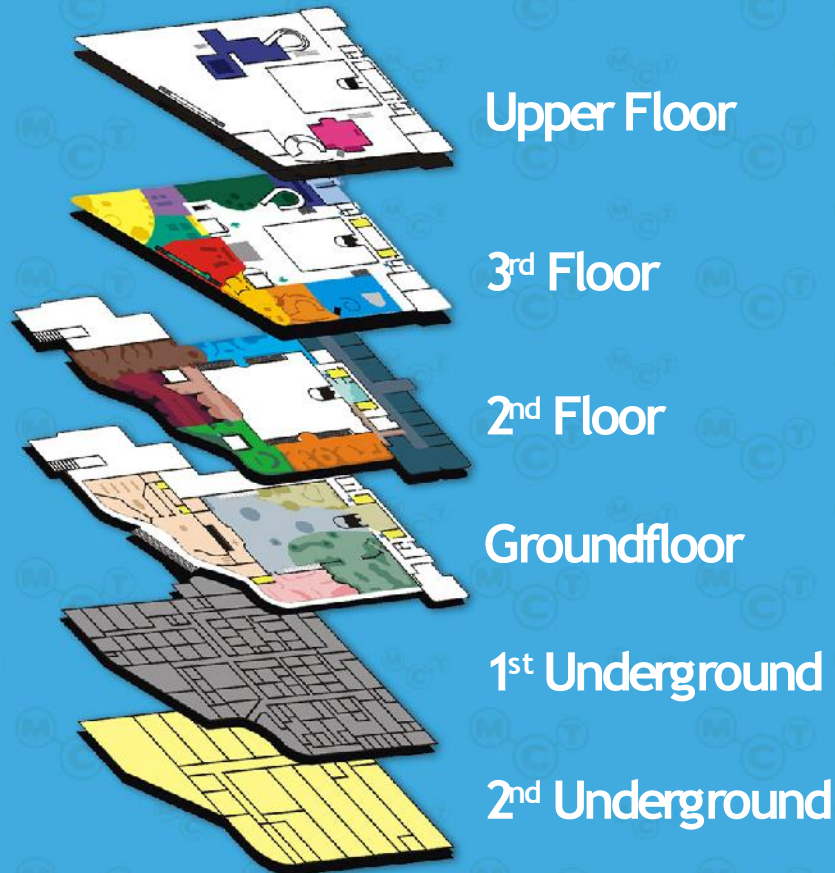
Museum of Science and Technology

BUILDING





INSTALATIONS



- Total Area : 22,000 m², divided in 5 floors and 2 upper floors .

- External Areas : Mechanics Works hop, Snake and Fish Center, and Garages .

- Shared Áreas : Science and Culture Centers , Theater with capacity for 600 people, Restaurant, Amphitheater and Special Rooms .





STAFF

- Director
- Vice - Director
- Coordenators
- Creators
- Museologists
- Biologists
- Physicists
- Educators
- Architects
- Publicists
- Engineers
- Artists
- Researchers
- Maintenance, Mechanics and Fish tank technicians
- Employees (secretariat, reception, stock - room, library, drivers and general assistants)
- Scholarship holder
- Trainees
- Postgraduation students
- Volunteers





IDEALIZATION, DEFINITION AND PLANNING OF EXPOSITIONS

- Natural Science
- Physic
- Chemestry
- Mathmatics
- Technology
- Communication
- Astronomy
- Archeology
- History
- Geography
- Computer Science





EXPOSITION / TYPES

PERMANENT



TEMPORARY



Traffic Education



Dinosaurs

ITINERANT



VIRTUAL





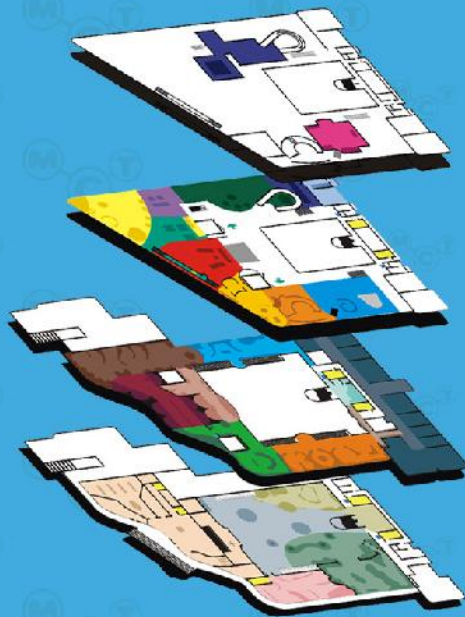
Target Public

- Child School , Elementary School, High School and College students.
- General community





EXPOSITION / PERMANENT



Upper Floor

3rd Floor

2nd Floor

Groundfloor

22 areas distributed in 12.500 m².

The first floor also holds:

- Box - office
- Reception
- Bar
- Store





EXPOSITION / AREAS

Groundfloor

- Lobby and services
- Attractions
- Child World
- Live Interaction

Upper Floors

- Communication
- Numbers and Pictures
Challenge

2nd Floor

- Universe
- Planet Earth
- Diorams
- Millions of Years
- Living Being
- Human Being
- In the Past
- Health

3rd Floor

- Computer Club
- Force and Movement
- Fluids
- Light
- Waves and Sound
- Electricity and
Magnetism
- Heat
- Material and Energy
- Technology
- Young Scientist Espace





PUBLIC RECEPTION

- POSITION
 - DISPOSITION
 - EDUCATION
 - ATENTION
 - INVOLVEMENT
- Correct and accessible explanations, without compromise of the learning-investigating goal of the experiments.





EXPOSITION / BOX



Office Schools Reception



Box - Office





EXPOSITION / RECEPTION



Informations



Reception and Baggage-Keeper



Scheduling
Avisos



Security





EXPOSITION / RECEPTION

Enter and exit control



Mascot stamp on hand



Electronic roulettes





EXPOSITION / STORE



Reception



MCT Products





EXPOSITION / SHOWS and CIENTIFICAL THEATER

Aurorae Borealis

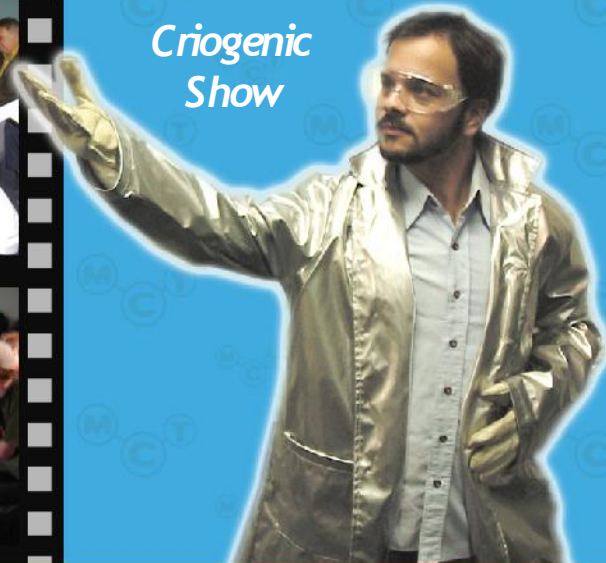


Optics illusions show

Genierobot



Criogenic Show



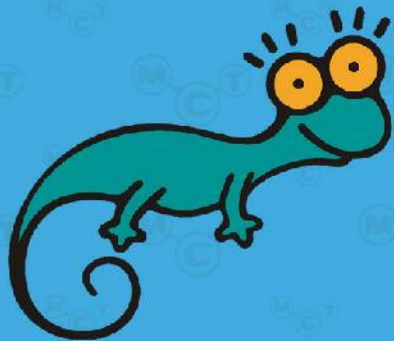


EXPOSITION / VISUAL IDENTITY

Brand



Gimick - EuGênio



Variations of Gimick





EXPOSITION / VISUAL PROGRAMMATION

Use of the visual identity of MCT in various supports.



Internal Signalling

Uniforms

- RED - reception, store and billing stand
- GREEN - maintenance
- GREY - supervisors
- YELLOW - temporaries (internship)



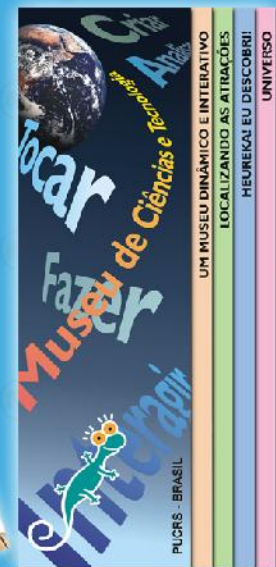


EXPOSITION / PROMOTION MATERIAL



MUSEU DE CIÊNCIAS E TECNOLOGIA
PUCRS

Folders and news

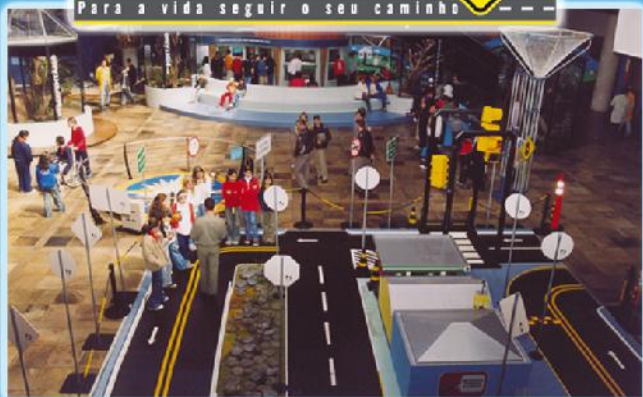




EXPOSITIONS / TEMPORARIES

Educação no Trânsito

Para a vida seguir o seu caminho



• Traffic Education



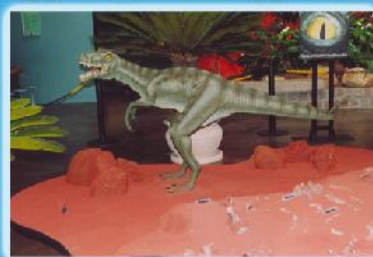
• Antarctic



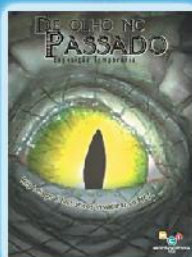
• DNA 50 years



• Brazil 500 years



• An eye on the past



• Umbrellas

___OTHERS EXPOSITIONS___

- Meteors
- Fossil Art
- Maximo Sansavini
- and others

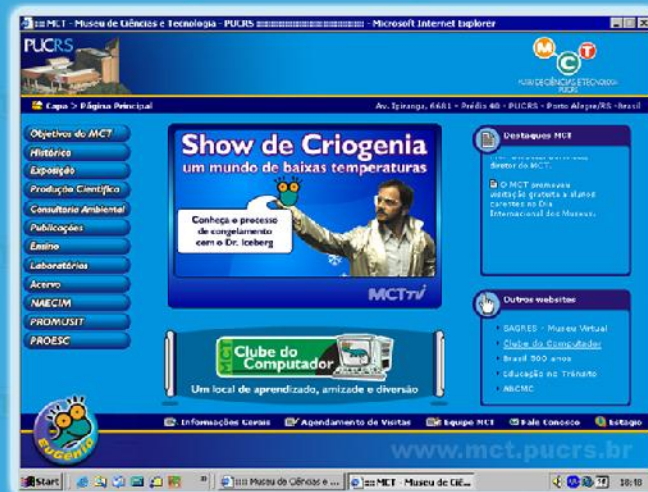




EXPOSITION / VIRTUAL (internet)



SAGRES - Virtual Museum



MCT Institutional





Mass Media



**PROMOÇÃO
FIM DE SEMANA
NO MCT**

O mundo das ciências e tecnologia convida você para um passeio interativo e divertido. Aproveite a promoção de ingresso a R\$5,00, durante os sábados, domingos e feriados, nos meses de abril e maio.

A maior descoberta é aquela que a gente faz.



**APROVEITE AS FÉRIAS,
VISITE O MCT!**

R\$5,00

Durante todo o mês de julho, você paga só R\$ 5,00 para aprender e se divertir com mais de 700 experimentos interativos.

De Terças a Domingos das 9 as 17 horas

An: 141 Imp: 1483 - Produto: 85 - Produto: 85 - 8x11
Fone: 5106-1117 ou 33334466 - www.mct.pucrs.br



**PROMOÇÃO
TAMANHO
FAMÍLIA**

O mundo das ciências e tecnologia convida você e sua família para um passeio interativo e divertido. Aproveite a promoção especial com 50% de desconto no ingresso aos sábados, domingos e feriados.

A maior descoberta é aquela que a gente faz.





EXPOSITION / GENERAL INFORMATIONS

TICKETS

- AdultsUS \$ 4,00
- Children until 12 years old, seniors above 60 years old and students (groups) accompanied by teacher.....US \$ 5,00
- Agreement..... range between US \$ 5,00 and US \$ 6,00

VISITES SCHEDULLING

55 (51) 3320.3597
55 (51) 3320.3697
www.mct.pucrs.br (in the schedulling link)

DAYS and SCHEDULES

From Tuesdays to Sundays, from 9h to 17h.





CIENFIFIC LABORATORIES



Acquaculture - Carcinology



Acquaculture - Malacology



Acquaculture - Limnology and
Pisciculture



Archeology



Botanics



Earth Sciences



Entomology



Herpetology



Ictiology



Mastozoology



Ornithology



Paleontology





CIENTIFIC LABORATORIES and ARRAY





CIENTIFIC LABORATORIES and ARRAY





SUPPLY

Exposition

810
experiments

Scientific / Reserve

5 million
pieces

Most part of the supply is digitalized.





EDUCATION

- Special laboratories for the education of teachers constitute the Center of Support to Education in Sciences and Mathematics (NAECIM).
- Postgraduation
 - * Masters in Education in Sciences and Mathematics.
 - * Masters and Doctorate in Archeology and Zoology.
- Courses, lectures, conferences and educational works hops .
- Educational project of short, medium and long term.





Accomplished through contracts and agreements:

- Evaluation of environmental impact
- Evaluations of flora and fauna
- Applied technology: reforestation, fish culture, landscaping, rational use, reconstitution of degraded ecosystems and reports of environmental impact.





Comunicações do Museu de Ciências e Tecnologia



Séries

- Zoologia _____ ISSN 0104-6950
- Botânica _____ ISSN 0104-6976
- Ciências da Terra _____ ISSN 0104-9364

Divulgações do Museu de Ciências e Tecnologia



ISSN 0104-6969

e livros

- Circulation of a thousand copies each.
- Some series have circulation of two thousand copies each.





MANAGEMENTS





SUPPORT SECTORS

- Architecture
- Public Relations
- Visual Programmation
- Multimedia
- Especialized Library
- Exchange
- Educational Collections
- Mechanics
- Art Workshop
- Maintenance Workshop
- Audiovisual
- Water Animals Reproduction
- Quarentine
- Hidropony
- Production of river and sea waters
- Vegetation House
- Snake Center
- Amphitheather
- Security
- Stock - room
- Garages for truck, bus, van, cart and boats.





SUPPORT SECTORS

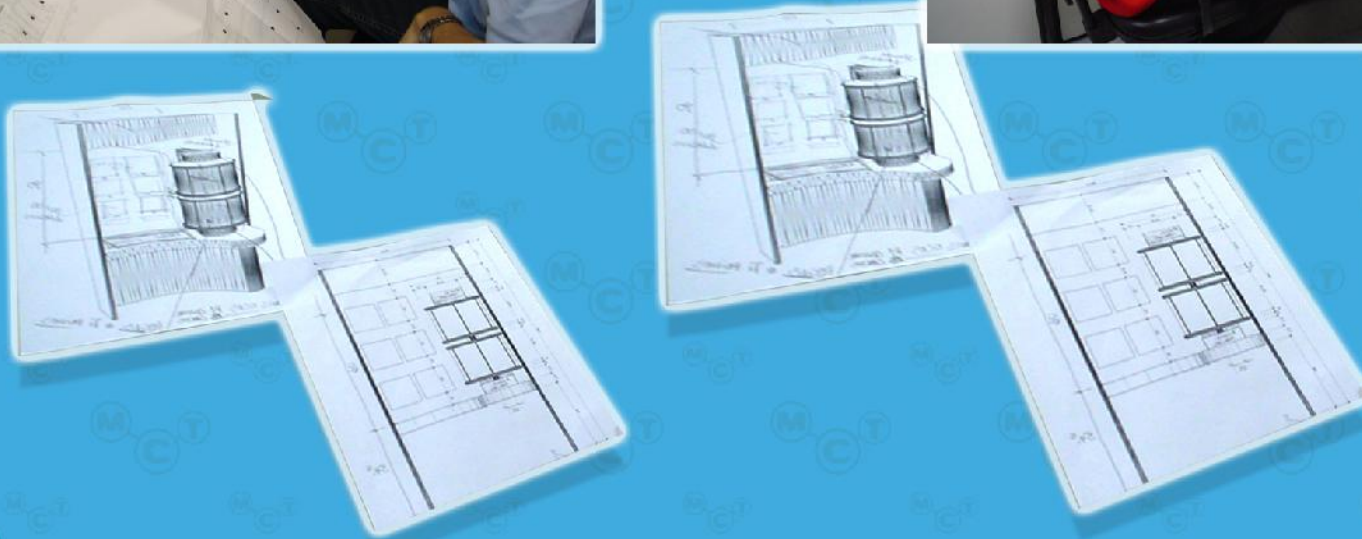
ADMINISTRATION and SECRETARY'S





SUPPORT SECTORS

ARCHITECTURE e ELETRIC ENGINEERING





SUPPORT SECTORS MULTIMEDIA



Essa regulação natural da pupila permite que a vista se adapte às diferentes situações de intensidade de luz como, por exemplo, de uma sala de cinema ou um dia de sol intenso.

Se a luz for muito intensa, a pupila não consegue proteger completamente a vista. Nesse caso é importante a utilização de óculos escuros ou de algum outro artifício. Por esse motivo, jamais devemos olhar diretamente para o sol ou para a luz emitida por um aparelho de solda.

MCT

olho em corte

página anterior

nova consulta

DE QUE
DEPENDE O
EMPUSO

MCT

nova consulta

próxima página





SUPPORT SECTORS VISUAL PROGRAMMING





SUPPORT SECTORS MAINTENANCE WORKSHOP





SUPPORT SECTORS ART WORKSHOP





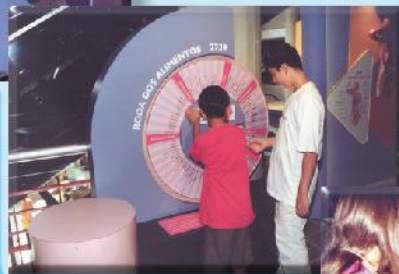
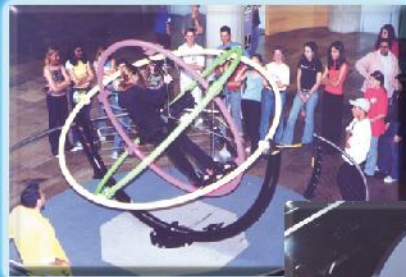
SUPPORT SECTORS MECHANICS WORKSHOP





EXPOSITION / EXPERIMENTS

Around 700 interactive experiments.





Museum of Science and Technology

Experiments





Museum of Science and Technology

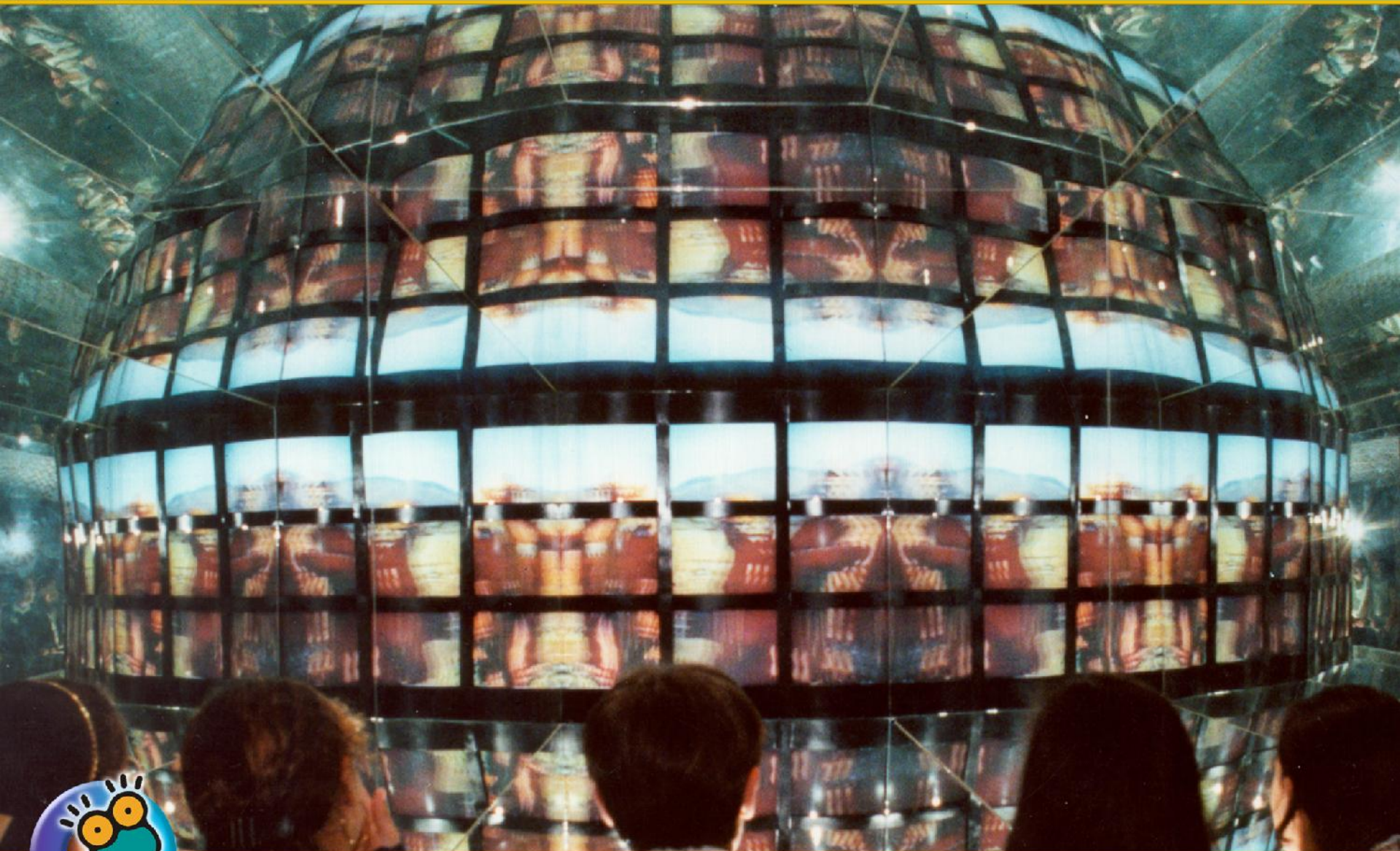
Experiments





Museum of Science and Technology

Experiments





Museum of Science and Technology

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Museum of Science and Technology

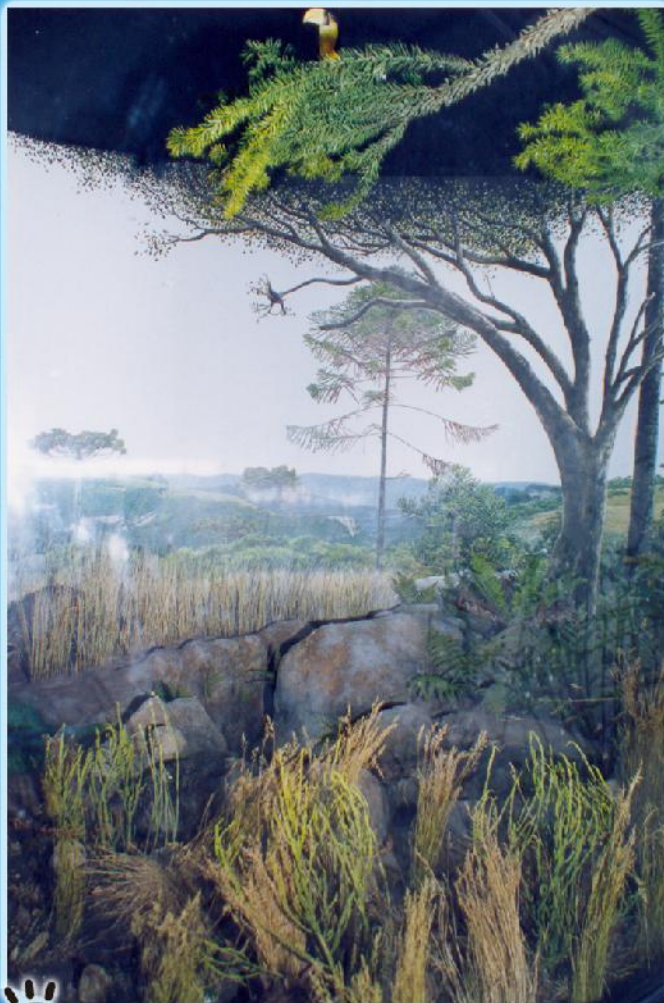
Experiments





Museum of Science and Technology

Experiments





Museum of Science and Technology

Experiments



Natural reproduction from Acará
Bandeira in Amazonia

Acará bandeira eggs





Museum of Science and Technology

Experiments



Warehouse



Tropical fish incubators



Fish tanks in exhibition



Cold waters fish incubators



Rivers and lakes





SPECIAL PROJECTS

Special Free Projects of popularization of science through social inclusion.

Project itinerant museum

From 10/27/01 to 10/12/05 in 249 days of activities, visited 67 cities and received 1.461.306 visitors.

Project School - Science

From 12/27/01 to 09/30/05, in 440 days of activities, visited 114 cities, 551 schools, receptioned 30.179 poor and special students, and served 8.828 meals.



MAIN EXPOSITION RESULTS

Another gratuitous visitors, including care-needing schools, from 14/12/98 a 30/09/2005 in 1941 days of activities 118.102 visitors were (attended ou with us).





SPECIAL PROJECTS

PROMUSIT





SPECIAL PROJECTS

PROESC





PRÓ-MATA

IME SPECIAL PROJECT



CENTRO DE PESQUISAS E CONSERVAÇÃO DA NATUREZA

PRÓ-MATA



Puma concolor



Leopardo tigrinus melânico

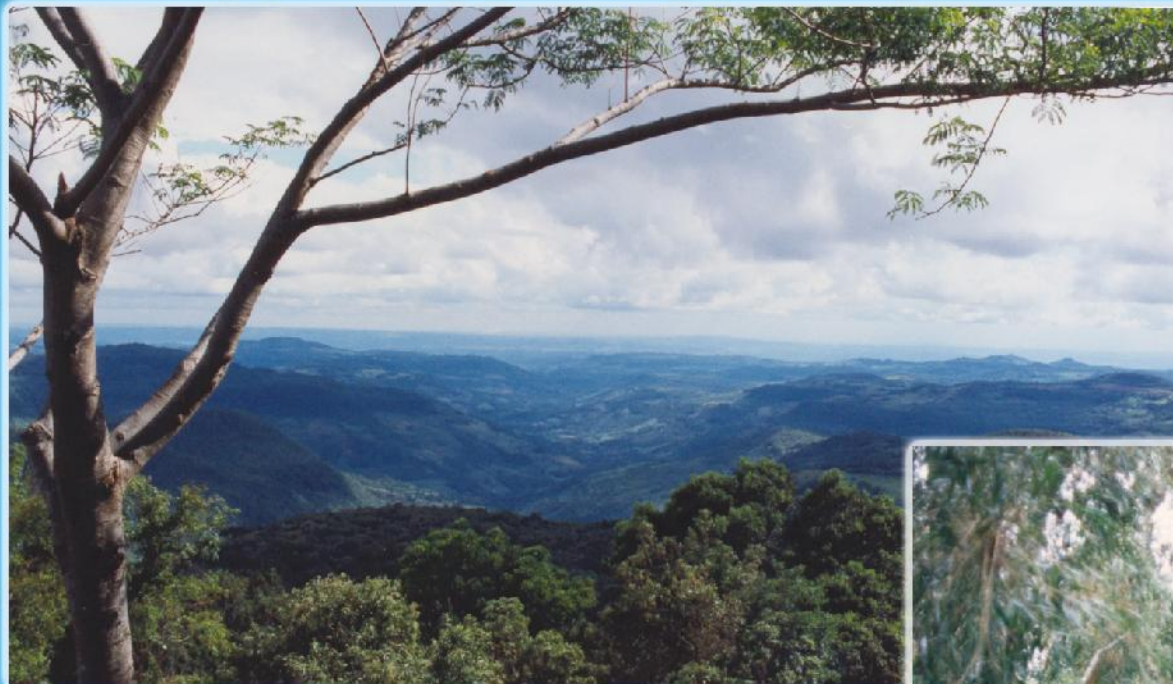
The pró-mata project were developed in the museum of science and technology, from the university Tübingen concept creation of a Preservation Unity in the São francisco de paula/RS region, directed basicaly to the nature research and conservation. Has a 45 million m² and many ecosystems of high ecological relevance.





PRÓ-MATA

IME SPECIAL PROJECT



In 1991, the Prof. Dr. Jeter Jorge Bertoletti created the project with the support from Dr. Dieter Wittmann and from Prof. Ana bertoletti





Museum of Science and Technology

Tainha Project (1976 - 1978)



Fish Production to Care-Needing Communities

Idealized and implanted by Bertoletti to fish production, shrimps e other crustaceans to care-needing fishermen. The community received directions about the procedures and teachings about the technology used.





Museum of Science and Technology

Tainha Project (1976 - 1978)





Museum of Science and Technology

Workshops and Internship





Museum of Science and Technology

Science Fairs





Museum of Science and Technology

Visitors



David Ellis (ex-director of Boston Museum - EUA)



Colin Johnson (ex-director of Techniquest)



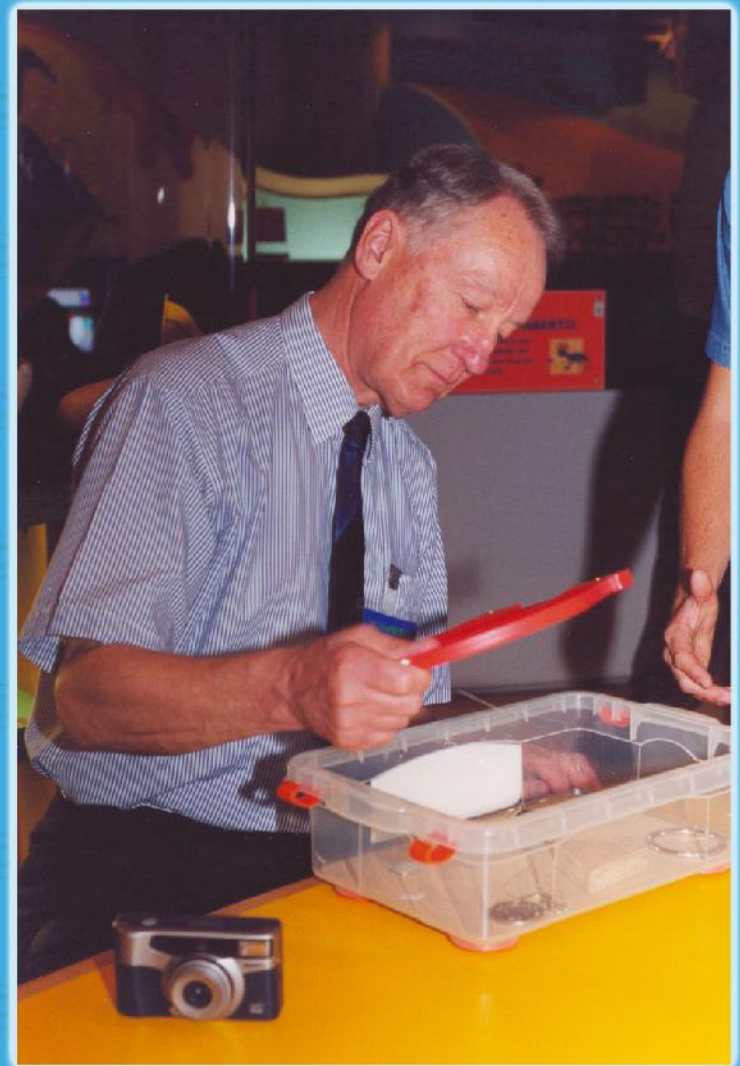


Museum of Science and Technology

Visitors



Bresser Pereira (science and technology minister)



Alan Edward - Techniquist



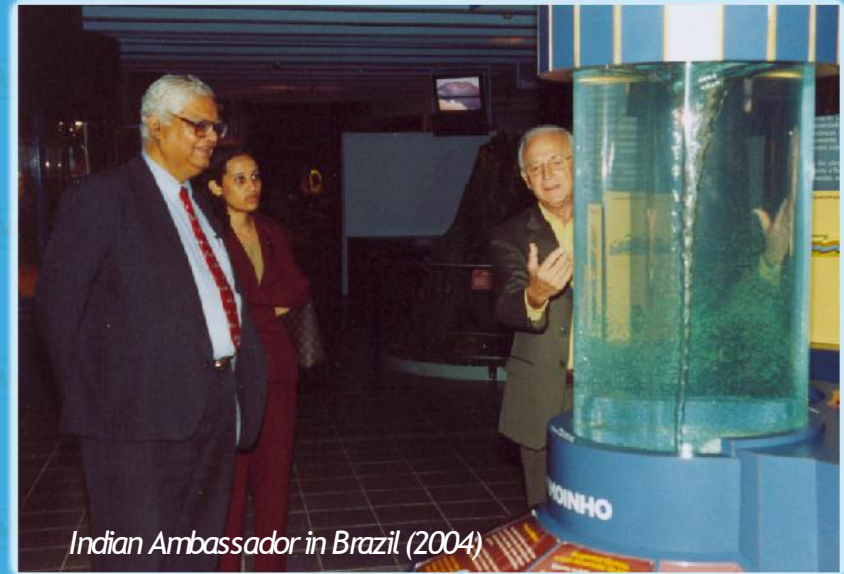


Museum of Science and Technology

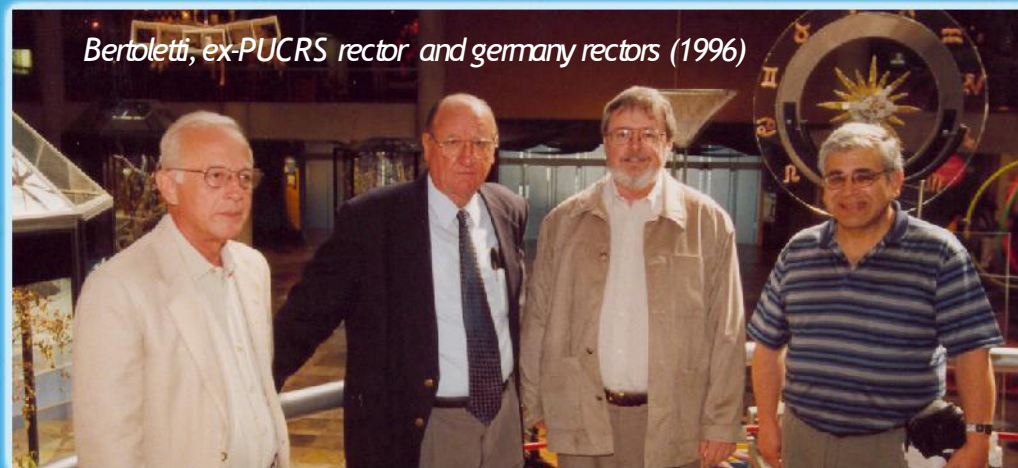
Visitors



Andréa Drapier (British Council) e Bertoletti



Indian Ambassador in Brazil (2004)



Bertoletti, ex-PUCRS rector and germany rectors (1996)





Museum of Science and Tecnology

Visitors



Israel Vargas - Science and Tecnology Minister (2000)



Regina Weinberg - Executive Director from VITAE (2000)

*Approved the MCT project from bertoletti donating
more than 5 million dollars*





Museum of Science and Technology

Visitors



Ambassadors from many countries (2002)





Museum of Science and Technology

Visitors



Germany Minister (1994)



Holland Prince (2000)





Museum of Science and Technology

Visitors



Austrian Ambassador (2001)



France Ambassador (2000)





MAIN RESULTS

MCT EXPOSITION 2004

Visitation and Exposition figures

- December 14, 1998 to September 30, 2005:

1.198.180 people

- 85% students and teachers
- 15% general public.





MAIN RESULTS

of MC and MCT from 1967 to 2005

_____ From July 4th, 1967 to August 31st, 2005 _____

• New species in study _____	187
• New species to science _____	305
• Cientifical publications, books and articles _____	1.822
• Studies, projects and finished researches _____	1.578
• Lectures and conferences _____	1.818
• Academic and teacher guidance in laboratories _____	7.616
• Cientifical expeditions and field trips in the country and abroad _____	3.712
• Guidance to Elementary School and High School students _____	7.216
• Scientific articles exchange _____	58.560
• Scientific and didactic material lending _____	67.227
• Extension Courses (given) _____	786
• Educational Workshops _____	328
• Oficinas pedagógicas _____	316
• Exposition and events promotion _____	206
• Agreements and contracts _____	192
• Visitors reception in exposition (building 10 and 40) _____	1.496.611
• Reception of Promusit (oct/01 - oct/05) _____	1.461.306
• Reception of Proesc (dec/01 - set/05) _____	118.102
• Total reception of visitors (1967 to 2005) _____	2.957.917





MAIN SPONSORS AND SUPPORTERS



PUCRS



Apoio à Cultura, Educação e Promoção Social



Ministério da
Ciência e Tecnologia



O banco do terceiro milênio.




Consultant Companies and Others


CNEC, HIDROSERVICE, MAGNA, STE, ECOPLAN, ELETROSUL,
TRACTEBEL, CEEE, CORSAN, IME/DNIT, CAMBARÁ S/A, GIDF, etc.



www.mct-pucrs.br



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MOVIMENTO DE INTEGRAÇÃO
DA UFRGS



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Museum of Science and Technology
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2nd Floor

Groundfloor

1st Underground

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www.mct.pucrs.br



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- Director
- Vice- Director
- Coordinators
- Creators
- Museologists
- Biologists
- Physicists
- Educators
- Architects
- Publicists
- Engineers
- Artists
- Researchers
- Maintenance, Mechanics and Fish tank technicians
- Employees (secretariat, reception, stock - room, library, drivers and general assistants)
- Scholarship holder
- Trainees
- Postgraduation students
- Volunteers





- Natural Science
- Physics
- Chemistry
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- Archeology
- History
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Traffic Education

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- Young Scientist Espace

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EXPOSITION / RECEPTION



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Reception



MCT Products





Aurorae Borealis



Optics illusions show

Genierobot



Criogenic Show





Brand



Gimick - EuGênio



Variations of Gimick



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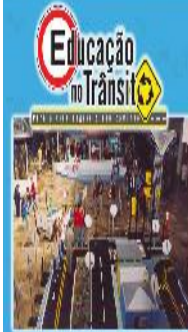
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•Antarctic



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•An eye on the past



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MCT Institucional





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SCIENTIFIC LABORATORIES



Aquaculture - Carcinology



Entomology



Aquaculture - Malacology



Herpetology



Aquaculture - Limnology and
Pisciculture



Ictiology



Archeology



Mastozoology



Bothanics



Ornithology



Earth Sciences



Paleontology



www.mct.pucrs.br



SCIENTIFIC LABORATORIES and ARRAY







SUPPLY



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810
experiments

Scientific / Reserve

5 million
pieces

Most part of the supply is digitalized.





- Special laboratories for the education of teachers constitute the Center of Support to Education in Sciences and Mathematics (NAECIM).
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Comunicações do Museu de Ciências e Tecnologia

Divulgações do Museu de Ciências e Tecnologia



Séries

- Zoologia _____ ISSN 0104-6990
- Botânica _____ ISSN 0104-6976
- Ciências da Terra _____ ISSN 0104-9364

ISSN 0104-6969

e livros

- Circulation of a thousand copies each.
 - Some series have circulation of two thousand copies each.





MANAGEMENTS





SUPPORT SECTORS



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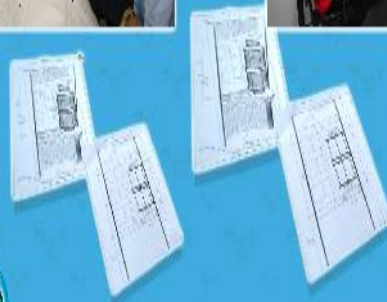


SUPPORT SECTORS ADMINISTRATION and SECRETARY'S





SUPPORT SECTORS
ARCHITECTURE e ELETRIC ENGINEERING







SUPPORT SECTORS
VISUAL PROGRAMMING





SUPPORT SECTORS MAINTENANCE WORKSHOP





SUPPORT SECTORS
ART WORKSHOP





SUPPORT SECTORS
MECHANICS WORKSHOP





Around 700 interactive experiments.

























Natural reproduction from *Acari Bandeira* in *Artocarpus*

Acari Bandeira eggs





Warehouse



Tropical fish incubator



Fish tanks in exhibition



Coldwaters fish incubator



Rivers and lakes





SPECIAL PROJECTS



Special Free Projects of popularization of science through social inclusion.

Project itinerant museum

From 10/27/01 to 10/12/05 in 249 days of activities, visited 67 cities and received 1.461.306 visitors.

Project School - Science

From 12/27/01 to 09/30/05, in 440 days of activities, visited 114 cities, 551 schools, receptioned 30.179 poor and special students, and served 8.028 meals.



MAIN EXPOSITION RESULTS

Another gratuitous visitors, including care-needing schools, from 14/12/98 a 30/09/2005 in 1941 days of activities 118.102 visitors were attended ou with us.



SPECIAL PROJECTS
PROMUSIT





SPECIAL PROJECTS
PROESC





PRÓ-MATA IME SPECIAL PROJECT



Puma concolor

The pró-mata project were developed in the museum of science and technology, from the university Tübingen concept creation of a Preservation Unity in the São francisco de paula/RS region, directed basically to the nature research and conservation. Has a 45 million m² and many ecosystems of high ecological relevance.



Leopardo tigris melanis





PRÓ-MATA IME SPECIAL PROJECT



In 1991, the Prof. Dr. Jeter Jorge Bertoletti created the project with the support from Dr. Dieter Wittmann and from Prof. Ana Bertoletti





Fish Production to Care-Needing Communities

Identified and implanted by Bertolotti to fish production, shrimps e other crustaceans to care-needing fishermen. The community received directions about the procedures and teachings about the technology used.





Museum of Science and Technology
Trainha Project (1976 - 1978)





Museum of Science and Tecnology
Workshops and Internship







David Ellis (ex-director of Boston Museum - EUA)



Cain Johnson (ex-director of Teqniques)





Bresser Pereira (science and technology minister)



Alan Edward - Technician





Museum of Science and Technology

Visitors



Andrea Drieger (British Council) e Berbleti



Indian Ambassador in Brazil (2004)



Berbleti, ex-PUCRS rector and German rector (1996)





Israel Vargas - Science and Technology Minister (2000)



Regina Weinberg - Executive Director from VITAE (2000)

Approved the MCT project from herbeleli donating more than 5 million dollars





Embassadors from many countries (2002)



Germany Minister (1994)



Holland Prince (2000)





Austrian Ambassador (2001)



France Ambassador (2000)





Visitation and Exposition figures

- December 14, 1998 to september 30, 2006:

1.198.180 people

- 85% students and teachers
- 15% general public.





MAIN RESULTS of MC and MCT from 1967 to 2005



From July 4th, 1967 to August 31st, 2005

• Newspecies in study	187
• Newspecies to science	305
• Cientifical publications, books and articles	1.822
• Studies, projects and finished researches	1.578
• Lectures and conferences	1.818
• Academic and teacher guidance in laboratories	7.616
• Cientifical expeditions and field trips in the country and abroad	3.712
• Guidance to Elementary School and High School students	7.216
• Cientifical articles exchange	58.560
• Cientifical and didactic material lending	67.227
• Extension Courses (given)	786
• Educational Workshops	328
• Oficinas pedagógicas	316
• Exposition and events promotion	206
• Agreements and contracts	192
• Visitors reception in exposition (building 10 and 40)	1.496.611
• Reception of Promusit (oct01 - oct05)	1.461.306
• Reception of Proesc (dec01 - set05)	118.102
• Total reception of visitors (1967 to 2005)	2.957.917





MAIN SPONSORS AND SUPPORTERS



PUCRS



VITAE
Associação Brasileira de Engenharia de Energia Elétrica



CAPES
PADCT

Mundo de
Céras e Tecnologia



Banco Santander
Banco de Investimentos



Consultant Companies and Others

CNEC, HIDROSERVICE, MAGMA, STE, ECOPLAN, ELETROSUL,
TRACTEBEL, CEEE, CORSAN, MEDNT, CAMBARA S/A, GDF, etc.