



curiosity

curiosity gGmbH
(non-profit organization)

curiosity
The place that sparks curiosity.

PREFACE



Welcome to the **curiocity Science Center** – a place where curiosity about Science, Technology, Engineering, and Math (STEM) comes to life! Our goal is to inspire people of all ages with the fascinating connections between nature and technology while fostering their curiosity.

With an interactive exhibit and a creative tinkering area, we provide a learning environment that invites experimentation and wonder. Here, knowledge becomes tangible: our visitors can actively experience natural phenomena and technologies, gaining meaningful and lasting insights along the way. We see ourselves as a bridge between theory and practice—a place that inspires participation and contributes to greater understanding of the importance of STEM topics in our society.

As part of the TUM Convergence Center at LabCampus, the new innovation hub at Munich Airport, we offer a unique opportunity: the curiocity Science Center will host regular events and be available as a venue for special occasions. With this approach, we aim to establish the Science Center as a space for active exchange between science, business, society, and art. In doing so, we contribute to the national and international networking of stakeholders from Freising and the region while positioning ourselves as a hub for interdisciplinary and creative dialogue.

As a nonprofit organization (gGmbH), we focus on sustainable knowledge transfer. Our long-term goals include securing a skilled workforce in the local area and promoting exchange between science, society, and the economy. International best practices and the latest scientific topics guide our efforts.

Our vision is to promote a sustainable learning culture that excites people regardless of their age or background. Whether through creative workshops, captivating science shows, educational school programs, or interactive exhibits—our focus is always on connecting knowledge with the joy of discovery.

Join us in exploring the fascinating world of science and technology. Let curiocity inspire you and experience STEM like never before—entertaining, engaging, and exciting!

Kim Ludwig-Petsch and Annika Strömmer
Founders of curiocity



“As the patron of the curiocity Science Center, I am especially delighted to support this significant project. It plays a crucial role in Bavaria’s educational landscape by encouraging young people to explore the world of science through playful and interactive learning. Together, we are strengthening science education and fostering interest in technology and innovation.”

Dr. Florian Herrmann
State Minister and Patron



“I am pleased that curiocity has such a strong connection to the city of Freising. The new Science Center enriches our 1,300-year history with a highly contemporary highlight.”

Tobias Eschenbacher
Mayor of the City of Freising and Patron



“As a patron of the curiocity Science Center, I am thrilled to support this unique project! This will be a place that excites young people not only about science but about the future itself. Hands-on science—this is the force that changes the world!”

Prof. Dr. Ferenc Krausz
2023 Nobel Laureate in Physics, Max Planck Institute of Quantum Optics in Garching, and Patron

OUR MISSION STATEMENT

CLARITY – JOY – EXCHANGE

We aim to provide people of all ages and backgrounds with easy access to the fascinating connections between natural phenomena and technologies—through the joy of experimentation and personal discovery. In doing so, we promote a sustainable culture of learning and inspire widespread enthusiasm for STEM subjects. Another key focus is fostering interdisciplinary exchange among science, business, society, and the arts, to establish Freising and the Munich metropolitan area as a hub for transdisciplinary dialogue.

INTUITION – INTERACTION – MOTIVATION

At the curiocity Science Center, interactive and intuitively designed exhibits invite visitors to explore, play, and experiment. These exhibits inspire curiosity about technology, encourage the development of new ideas, and spark excitement for science. Alongside workshops and STEM-focused events for families, children, and teens, we offer science slams and shows for diverse audiences. Our inspiring spaces, complete with access to exhibits, are also available for private and corporate events.

OUR VALUES

STEM IS CULTURE

STEM fields shape society, science, business, and art as a cultural force. They not only drive technological progress but also offer solutions to global challenges such as health, the environment, and digital transformation. STEM knowledge stimulates philosophical and ethical discussions, fosters new ways of thinking, and drives societal developments.

SCIENCE AND TECHNOLOGY: BENEFICIAL FOR ALL

We aim to strengthen understanding of STEM topics by fostering enthusiasm and teaching fundamental principles. Our goal is to empower individuals to comprehend scientific and technological innovations and recognize their positive impact on daily life. At the same time, we strive to raise awareness of how individual actions can positively influence society and the environment.

ORGANIZATION AND COOPERATION: EXCHANGE AND TRUST

Sustainable planning and close collaboration with partners in government, business, and science are the keys to our success. By diversifying our offerings and audiences, we promote economic success and create an environment of trust and collaboration.



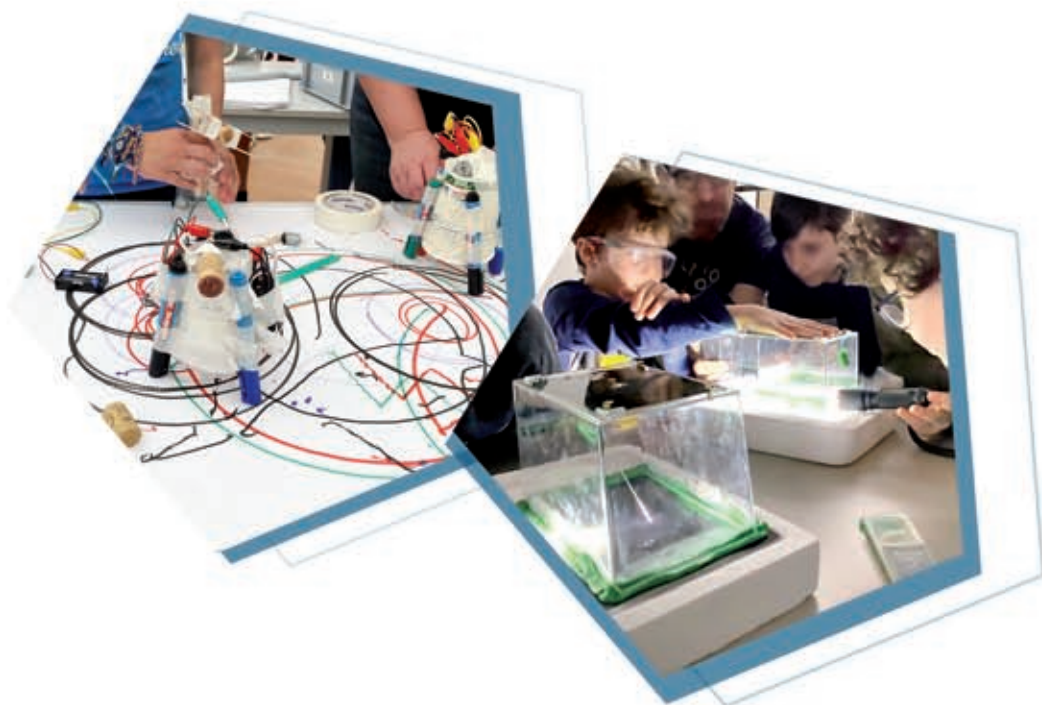
curiosity

discover. understand. create.

SCIENCE CENTER

A Science Center is an interactive educational and experiential hub that presents science and technology in a playful and engaging way.

Unlike traditional museums, Science Centers focus on participation, experimentation, and hands-on exploration. Visitors of all ages and backgrounds can independently investigate phenomena from science, technology, mathematics, and other disciplines through interactive exhibits and experiments.

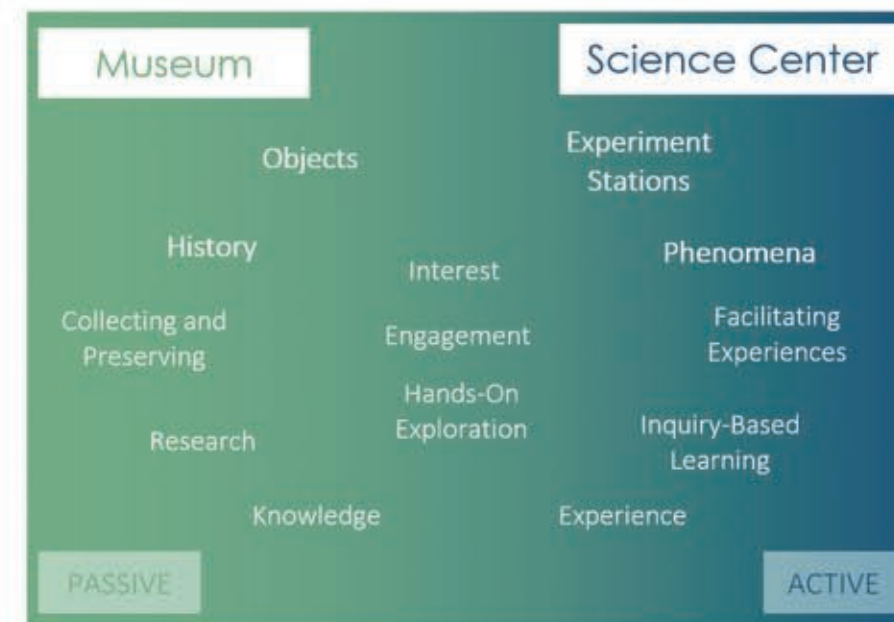


CHALLENGE

In today's society, there is a growing shortage of skilled professionals, particularly in STEM fields (Science, Technology, Engineering, and Mathematics). Additionally, public interest in STEM subjects is often low because science is frequently perceived as difficult and abstract. This perception prevents many young people from developing enthusiasm for these areas.

SOLUTION

A Science Center provides a solution by acting as a field of discovery. It increases intrinsic motivation and sparks curiosity for STEM topics through direct, tangible experiences. By actively engaging visitors in experiments, it creates emotional connections that foster a deeper understanding of the subjects and a lasting interest in science and technology.



The spectrum between museums and Science Centers is fluid, but curiosity defines itself as a pure Science Center.



curiocity

discover. understand. create.



"Making science truly tangible and integrating it into the education of tomorrow's talents as early as possible has long been a top priority at TUM. We are thrilled that the founders of the curiocity Science Center are expanding on this vision under TUM's umbrella to create an immersive scientific experience. Curiosity will be housed within the spaces of our TUM Convergence Center at Munich Airport, further enriching the programmatic convergence we aim to foster."

Technical University of Munich

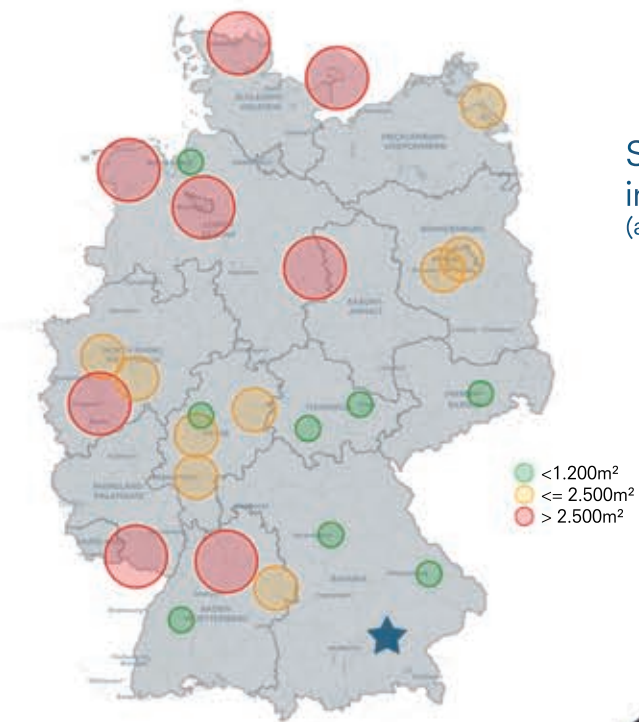
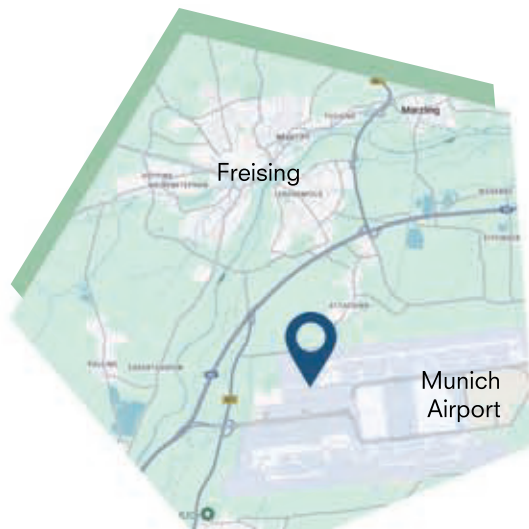
LOCATION

By the end of 2025, a unique place will be created as part of the TUM Convergence Center at LabCampus, the new innovation hub directly at Munich Airport, designed to captivate people of all ages.

While most regions in Germany already have science centers, Bavaria has been missing a place entirely focused on hands-on participation and experimentation. The curiocity Science Center fills this gap. With its proximity to renowned universities, research institutions, global companies, and a strong network of small and medium-sized enterprises, the location offers ideal conditions for success.

Complementing Bavaria's rich museum landscape, the curiocity Science Center emphasizes direct engagement: hands-on stations and the joy of experimenting take center stage. Its strategic location near Freising, excellent transportation links, and central position in Bavaria make it the perfect place to make knowledge accessible and attract a broad audience.

curiocity Science Center
Labcampus 48
85356 Munich Airport



Science Centers
in Germany
(as of 12/23)



"As president of MINTaktiv, the association of national institutions from the worlds of technology museums and science centers, I welcome the founding of the curiocity Science Center. It will strengthen our shared mission to make science tangible and inspire people of all ages with the fascinating topics within STEM."

Prof. Dr. Andreas Gundelwein
Director, Technoseum; President, MINTaktiv

Our focus is on fostering awareness, engagement, and participation in science and innovation.

We aim to engage and motivate people in the region to explore the curiosity Science Center as a central destination for personal and interactive science experiences. The goal is to inspire the community, train educators and influencers, and actively contribute to promoting STEM education while strengthening the innovation pipeline.

FROM VISION TO REALITY



2027

Growth phase
Close monitoring
Potential adjustments to processes and strategic direction

2025

Financing
Construction of facilities and exhibits
Preparations for the opening

2026

Development phase
Organizational setup
Opening

Q1/2 2024

Founding of the NPO (gGmbH)
Feasibility analysis
Science Center business plan

Q3/4 2024

Building financial support
Business model development
Networking

2023

Formation of the founding team
Defining the vision
Launch of initial STEM activities



"The Weihenstephan-Triesdorf University of Applied Sciences is convinced by the idea of the curiosity Science Center and actively supports the concept during its planning phase as a collaborative partner."

Prof. h.c. Dr. Eric Veillet
President, Weihenstephan-Triesdorf University of Applied Sciences

curiosity

discover. understand. create.

01



EXHIBITION AREA

The exhibition area features interactive stations and captivating exhibits that bring science to life. Visitors of all ages can explore scientific and technological phenomena in a playful and engaging way.

04

WORKSHOP AREA

In the open-view workshop, visitors can watch as new exhibits are created and existing ones are repaired, offering insights into the creative and technical development process behind modern science communication. At the same time, there is an opportunity to actively involve the public in co-design processes.

02



AUDITORIUM

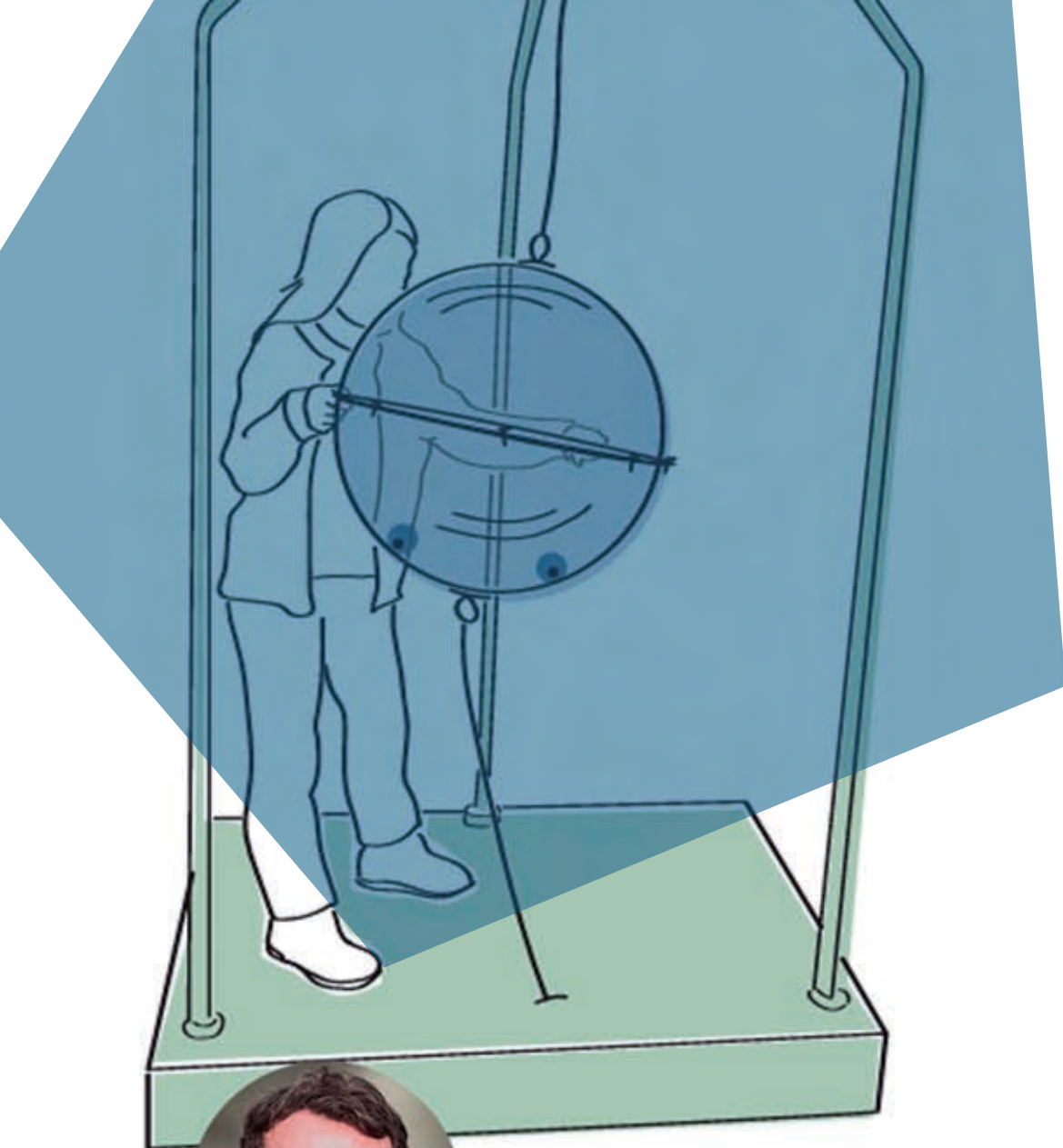
The modern auditorium captivates visitors with fascinating science shows, lectures, and film screenings, presenting complex topics through engaging presentations and live experiments. It can also be booked as an event venue and serves as a space for temporary exhibitions.

03



LABORATORIES

The laboratory area is a creative learning environment designed specifically for interactive educational programs. Here, school classes and groups can independently explore and apply scientific and technical concepts through exciting experiments and hands-on workshops. Additionally, the space hosts training sessions for educators and facilitators to introduce new ideas and approaches for teaching STEM subjects in educational institutions.



“Exploring and presenting scientifically and socially relevant topics such as artificial intelligence, astrophysics, medical sciences, or quantum physics in an understandable, interactive, and personalized way is essential to fostering enthusiasm for science within society. With our expertise in physics education, we aim to support Curiosity gGmbH and the curiocity Science Center in making forward-looking topics tangible through the use of cutting-edge technologies and in creating sustainable understanding.”

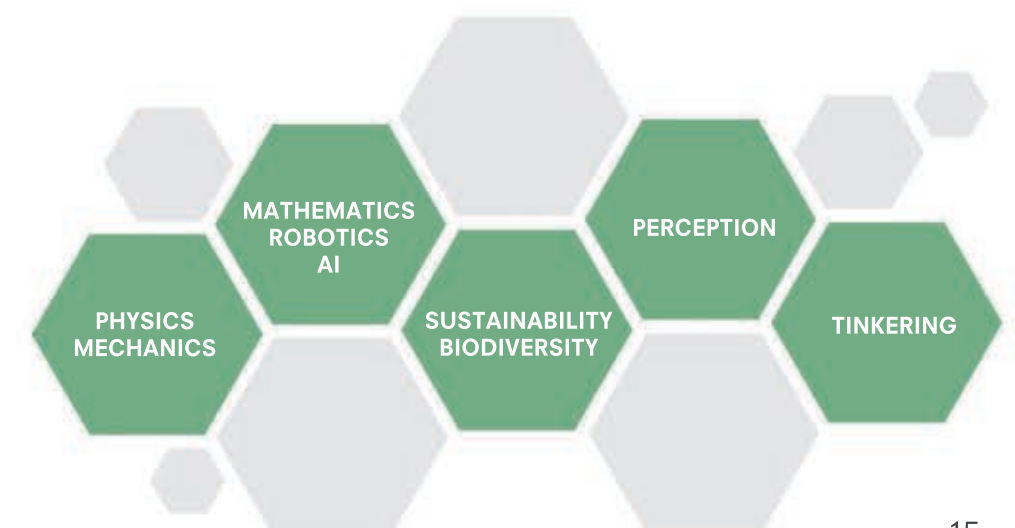
Prof. Dr. Jochen Kuhn
 Chair of Physics Education
 Ludwig Maximilian University of Munich



TOPIC AREAS

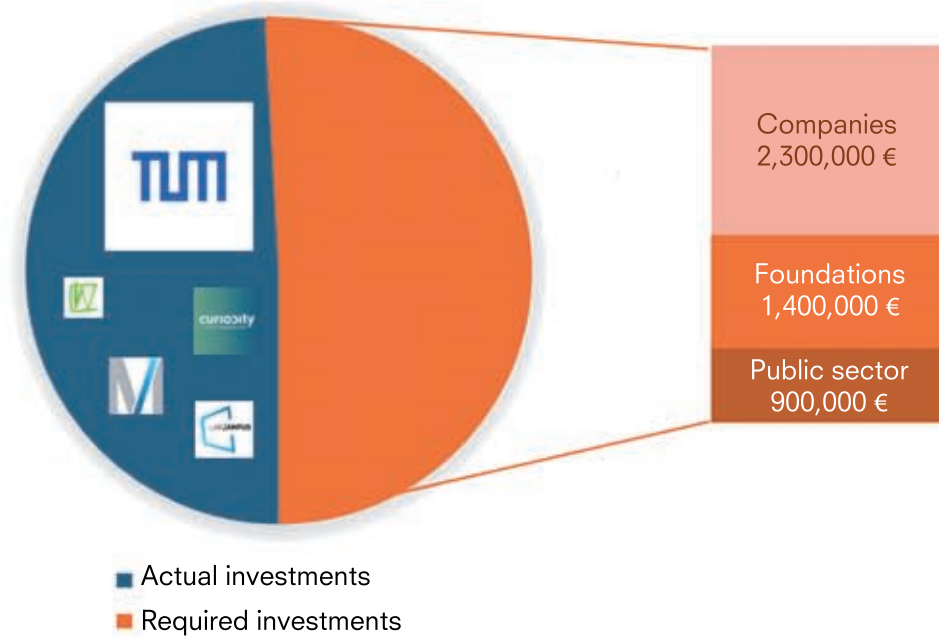
The laboratory and tinkering area invites visitors to experiment, craft, and bring creative projects to life. Interactive exhibits make the fascinating world of STEM subjects vivid and accessible.

The exhibition space, with its various themed areas, forms the core of the experience, encouraging visitors to discover the diversity of science and technology interactively. Each area is designed to spark curiosity, convey knowledge, and inspire active participation. Offering a wide range of topics and stations, the Science Center takes visitors on an exciting journey through diverse disciplines—from foundational concepts to pioneering technologies.



FINANCING

INITIAL INVESTMENT NEEDS



FACTS

Total area	approx. 1,400 m ²
Exhibition space	approx. 700 m ²
Exhibits (planned)	60
Employees (planned)	12



"The present business plan has been carefully constructed from our perspective, with realistic figures. With appropriate execution and marketing, the targeted visitor numbers can be achieved with the set ticket prices. From our point of view, the Science Center is feasible in this form and will serve as a valuable educational and knowledge dissemination facility for the region, in addition to the direct and indirect value creation effects that will arise."

from the plausibility check of the curioCity business plan
 by dwif-Consulting GmbH, November 4, 2024

VISITORS

Based on target group potential and demand analysis

68,000
 Visitors per year
 (estimated)



73%
 Local population

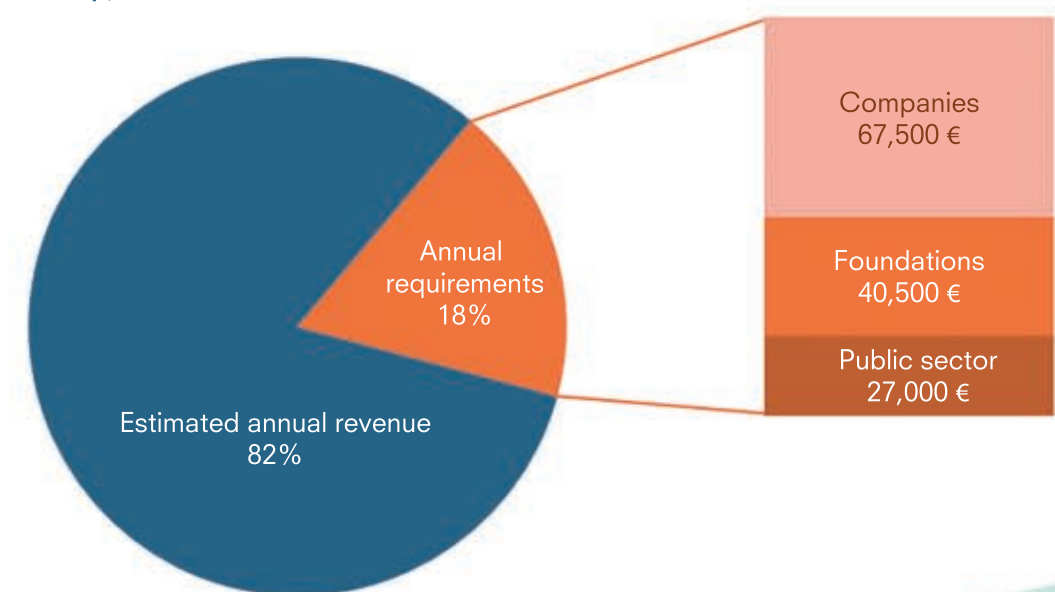


6%
 School groups



21%
 Vacationers

OPERATING EXPENSES (annually)



SUPPORTERS

DONATION

Support us with a one-time or regular donation and simultaneously benefit from our advantages, as well as the tax benefits.

The donation can be flexible and does not require a long-term commitment, allowing for uncomplicated and targeted contributions to support the cause.

Amount (in EUR)	from 10,000	from 50,000	from 100,000	from 500,000
Logo on the entrance ticket*				✓
Exclusive nameplate on exhibit			✓	✓
Hosting of a family or partner event			✓	✓
30% discount on venue rental for events		✓	✓	✓
1 free admission for every 1,000 €	✓	✓	✓	✓
Acknowledgement on website and annual report	✓	✓	✓	✓
Acknowledgement on the supporter board*	Small	Medium	Large	Large

* for a period of 3 years

PARTNERS

MEMBER OF THE SUPPORTERS' CIRCLE

Membership in the Supporters' Circle offers the opportunity for more intensive collaboration.

It strengthens the connection to the organization and allows you to actively participate in the design and implementation of projects. Additionally, you will benefit from exclusive information. Beyond financial support, you will gain positive publicity, co-branding opportunities, and a strong positioning in the area of Corporate Social Responsibility (CSR).

Amount (in EUR) per year for at least 3 years	Friend from 100	Bronze Sponsor from 10,000	Silver Sponsor from 25,000	Gold Sponsor from 50,000	Main Sponsor from 100,000
Industry exclusivity					✓
Logo on entrance ticket and printed materials					✓
Hosting of a family or partner event				✓	✓
Time-limited special exhibition				✓	✓
30% discount on venue rental for events			✓	✓	✓
Acknowledgement on website and annual report		✓	✓	✓	✓
Acknowledgement on partner board		Small	Medium	Large	Large (highlighted)
1 free admission for every 1,000 €	2	✓	✓	✓	✓

WHY INVEST?

Brand Visibility

Showcase your company logo in key locations (entrance, website), offering sustained positive visibility. Gain recognition through events, collaborations, and the supporter wall, with positive mentions in the media and in the minds of visitors.



Employee Recruitment and Retention

Positive values, social engagement, and impact are increasingly important to employees. Supporting curiosity can help attract and retain talent, while employees can also benefit from the Science Center as a recreational space.



Developing Technical Talent

Invest in educational programs that inspire young people to pursue careers in specific fields, and benefit long-term from a pool of skilled and motivated candidates in the region.



Social Responsibility

Take on social responsibility while enhancing your public image and generating positive PR.



Fostering an Innovation Culture

Engagement with science and technology can inspire your employees. For companies relying on innovation, this involvement can spark new ideas and provide fresh perspectives for internal development.



Tax Benefits

Donations to our nonprofit organization or supporting association are tax-deductible, reducing your tax burden while contributing to meaningful social impact.



Join something big –
Let's inspire the future together!



Kim Ludwig-Petsch
Founder and Managing Director

kim@curio-city.de
+49 (0)174 935 86 89



Annika Strömmer
Founder and Managing Director

annika@curio-city.de
+49 (0)173 73 13 239

Details and Team Contacts
www.curio-city.de/ueber-uns

Status at the time of printing: November 2024

Image Credits

Vision, AI-generated: Cover Image

(c) Jörg Koch, Bavarian State Chancellery: p. 4

(c) Dirk Daniel Mann, City of Freising: p. 4

(c) Daniel Gerst, Max Planck Institute: p. 4

Photographed at Tom Tits Experiment, Södertälje, Sweden: p. 6

(c) Thomas Wieland: p. 9

(c) Dorian Schott: pp. 7, 12, 13, 15

(c) Weihenstephan-Triesdorf University of Applied Sciences: p. 11

(c) Ludwig Maximilian University of Munich: p. 14

(c) Birgit Nadler: p. 14



curiocity Science Center
curiocity gGmbH
Düwellstr. 12
85354 Freising

www.curio-city.de