

Science for Everyone

muci MUSEO DE
CIENCIAS



In Paraguay, science is often perceived as something distant: something that happens in laboratories, universities, or behind a white coat.



For MuCi, the challenge was not simply to promote a science museum. It was to change the way people perceive science itself.



As an interactive museum built around curiosity, experimentation, play and the senses, MuCi needed a communication idea that could make science feel closer, more human and relevant to everyone.

The key question became:

What if we stopped explaining where science happens, and started showing people that it is already happening all around them?

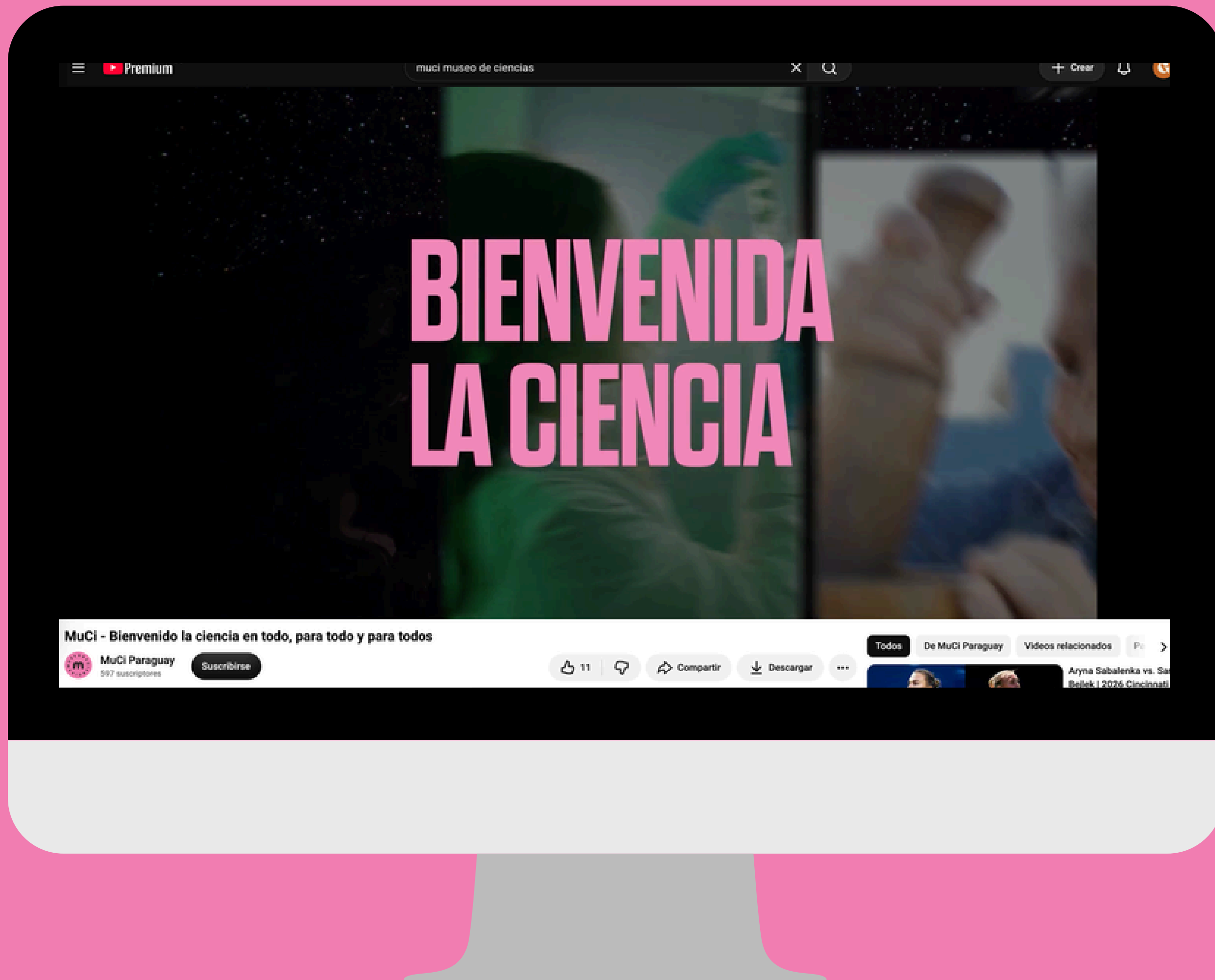


We created “Science for Everyone”

Instead of portraying science exclusively through scientists, laboratories and technology, we showed it through everyday people and situations: cooking, sports, nature, traditional knowledge, mechanics, teaching and childhood play.

a campaign built around
one simple thought:
Science is everywhere.
And it belongs to everyone.

The campaign reframed these ordinary actions through a scientific lens, inviting audiences to recognize something they already experience every day.



Video
campaing
Link

Making science something you can feel

The campaign extended beyond audiovisual content into a series of graphic pieces built around the senses:

SCIENCE TO TASTE.

SCIENCE TO SMELL.

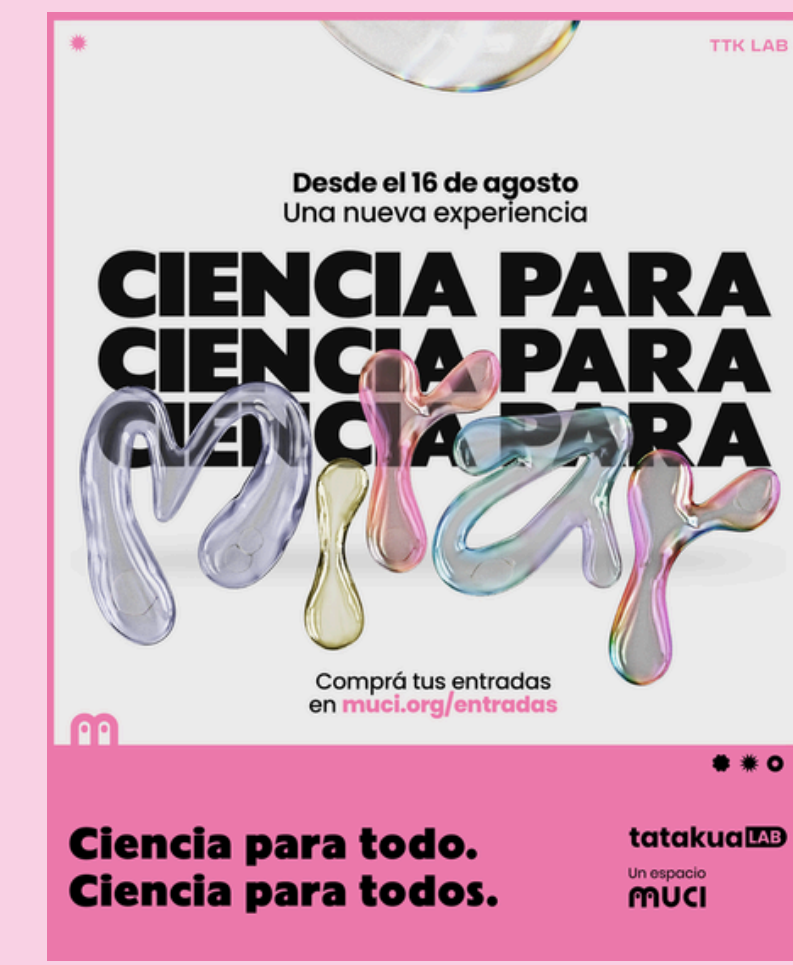
SCIENCE TO TOUCH.

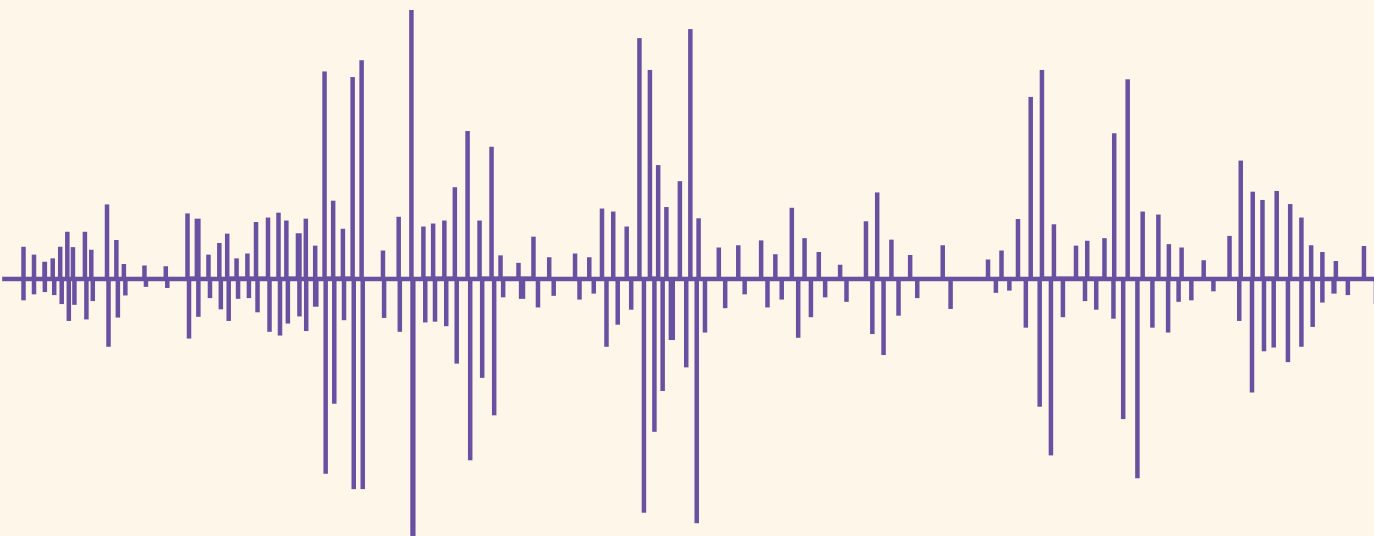
SCIENCE TO SEE.

This became a natural bridge between communication and MuCi's physical experience.

For MuCi, interaction is not an accessory to learning. It is the starting point.

The campaign therefore did not simply communicate that MuCi is an interactive museum. It made interactivity part of the communication language itself.





[Link](#)



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Science, On the Radio

We produced three 30-second radio spots that used sound and everyday situations to spark scientific curiosity. From the changing sound of an ambulance to a question about whether honey expires, and an imaginary flight over Mars and Olympus Mons, each spot turned a familiar experience into an opportunity to ask a scientific question.

Together, the series brought the central idea of Science for Everyone to radio: science can be found in what we hear, eat, imagine, and experience every day—**and it is accessible to everyone.**

**+1.5 million people reached
through radio audiences
30 days of radio spot airtime
and exposure
US\$3,900 invested in paid
media distribution**

The campaign was closely connected to Tatakualab, MuCi's experimental science and prototyping space. Tatakualab allowed MuCi to test a different kind of museum experience: one where visitors could interact, experiment, ask questions and discover through doing.

tatakuaLAB | Un espacio MUcI

Taller de Kokedama

Por el día de la primavera, vení a crear con tu manos una pieza única para tu hogar con una técnica milenaria de cultivo.

Sábado
20
de set
18:30 a 20:30 hs.

Actividad exclusiva para +18

Invitada: Lorenza Nuñez

Cupos: 30 personas
Para mayores de 12 años

Entradas: mucil.org/entradas
Gs. 80.000 online y en puerta



Taller de cerámica

MUNDOS DE BARRO

Vení a este sábado de adultos, aprendé sobre la ciencia detrás de la arcilla, su composición y crea tu propia pieza utilitaria y única.

Nueva fecha

Sábado
06
de setiembre
18:30 a 20:30hs.

Entradas: mucil.org/entradas
Gs. 60.000 online y en puerta

Cupo limitado: 25 personas
Actividad +18 años

Anfitrión: Teo Olazar maestro artesano de la Ciudad de Aregua. IPA

tatakuaLAB | Un espacio MUcI



tatakuaLAB | Un espacio MUcI

Experi viernes

Vení a ver como nuestros mediadores hacen experimentos con insumos cotidianos para demostrar fascinantes fenómenos científicos.



Todos los VIERNES de setiembre

8:30 a 12:30 hs
16:00 a 20:00 hs
(cada 1 hora).

Entradas: mucil.org/entradas
Gs. 20.000 online
Gs. 25.000 en puerta

Estamos en: Complejo Textilía, Avda. Gral. Santos c/Concordia

tatakuaLAB | Un espacio MUcI

Sábado porá Tereré y Naturaleza

Cada sábado de tarde, conectate a la naturaleza y hacé ciencia ciudadana con la observación de aves.

Todos los Sábados de setiembre

Horario: 17:00 a 18:30 hs.

Anfitriones: Mediadores de MuCi

Entradas: mucil.org/entradas
Gs. 20.000 online
Gs. 25.000 en puerta

Actividad dirigida para todas las edades





Over four years, the space welcomed more than 120,000 visitors and hosted seven exhibitions.



**“Science for
Everyone”
translated that
experience into a
communication
platform.**

The campaign did not promise an experience that was different from the brand.

The campaign communicated exactly what MuCi wanted people to experience.

Instead of saying:

Come and learn science.

We invited people to:

Look. Touch. Taste. Explore. Question. Discover.



The campaign helped establish a distinctive communication territory for MuCi and created a single idea capable of connecting audiovisual content, graphic communication and physical experiences.

More importantly, it helped shift the conversation around science. The objective was not to make everyone interested in science. It was to make everyone realize that science is already part of their lives.



“Science for Everyone” therefore became more than a campaign for a temporary space. It became a column of the foundation for how MuCi will communicate its purpose going forward.



Title: Science for Everyone

Conceptualization & Original Idea: Horacio Ruidias

Creative Team

Art Direction: Robert Baez

Graphic Design & Adaptations: Ingrid Ortega

Executive Creative Direction: Horacio Ruidias

Campaign Assets

Print, Digital, Out-of-Home (OOH), Direct Marketing, Gift Shop Merchandise, Radio Spots, and TV.

Voice-Over for TV & Radio: Juanma Lopez Moreira

Press Agency: Pressencia

MuCi Team

Scientific Content Development: Esther Benítez

PR: María Brítez

Director of Communications: Gonzalo Recalde

Executive Director: Paola Martinez