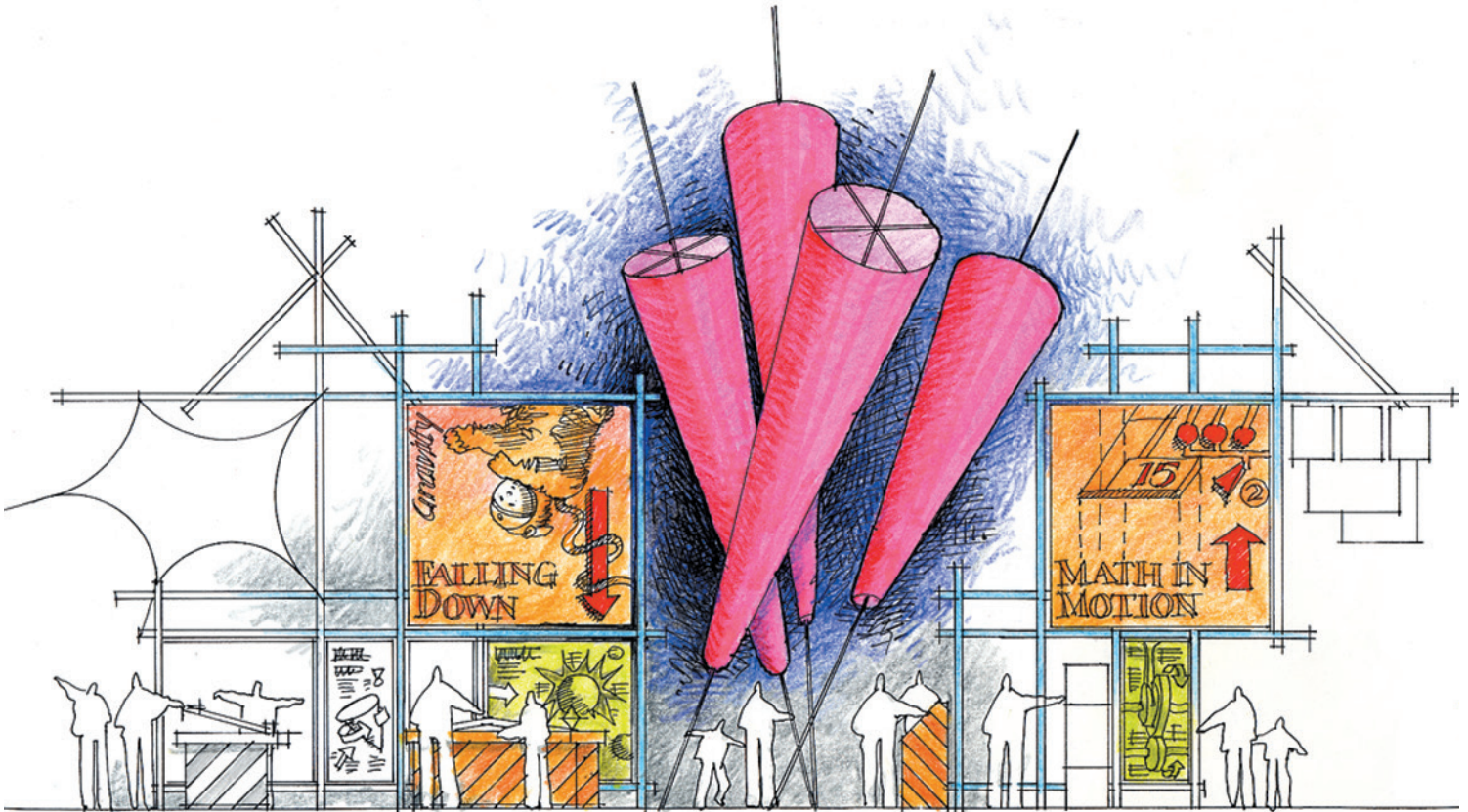


Pushpa Gujral Science City

Chandigarh, India



Science for the masses

Pushpa Gujral Science City is a science center and entertainment complex in the Punjab region of India. Science City occupies a 71-acre site that includes numerous specialty theaters, indoor exhibits, outdoor science parks and recreational opportunities, such as boating and rock climbing. Science City's goal is to cultivate scientific literacy, demonstrate emerging technologies and promote careers in science.

AldrichPears completed a planning and feasibility study for Science City. Our firm conducted an analysis of the target audiences and developed exhibit parameters based on these findings. The study also outlined the science center's interpretive themes, exhibit scope, interpretive approach and design concepts.

