

Reimagine Science Communication in Museums: An Autoethnography of the Aesthetic Experience of Art- Science Exhibitions

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Abstract

In recent decades, museum practitioners in the U.K. have developed cultural sensitivity, aesthetics and emotions in science exhibitions to an unseen degree and trying to make museum a foreground of breaking the boundaries between art and science.

This paper will explore this topic mainly from three perspectives: firstly, from the cultural perspectives, this paper will refer to C.P. Snow's famous theory of 'two cultures', exploring the reason of the existing gap between science and art; Secondly, this paper will analyse how the 'paradigm shift' in the museum field inspired the emergence of the science-art projects in the museums. Thirdly, this paper will provide support of the collaboration of science and art from the research finding of 'aesthetic experience' from other academic fields, and therefore lead to the justification of the research method of this paper – autoethnography.

This paper will use "I Can't Help the Way I Feel" and "State of Mind" from the Wellcome Collection, UK as case studies to justify that art can be an effective way to interpret science.

Keywords: Museum, Science Exhibition, Art, Autoethnography