

## DESCRIPTION AND GENERAL CHARACTERISTICS

### Location:

Noesis is situated in the extended urban area of Thessaloniki, in the municipality of Themi. It operates in a privately-owned, brand-new 15,000 sq.m. building.

The site's geo reference is 40°33'51.5"N 22°59'45.1"E.

### Description:

Description of the resource, its landscape, natural and ethnographic values, architecture, activity developed...

In the Center's premises visitors see, understand, act and assume roles, intervening in the learning process through:

- Shows in the 160-seat digital Planetarium, with an 18m diameter dome. The Planetarium has been recently upgraded with a modern projection system, a dome screen extension and a system with wireless headphones that transmits the narration in 2 languages.
- 2D and 3D films in the 300-seat Cosmotheater with a 17×23 m flat screen and a system with wireless headphones that transmits the narration in 2 languages.
- 2D and 3D shows in the Virtual Reality Simulator, with 18 seats that move in 6 axes.
- Exhibitions with topics related to Science and Technology:
  - The "Automobile Technology Exhibition", featuring car models that marked the history of automobile. The exhibition consists of 5 main thematic areas, based on 5 top car models of the 20th century: mass production, city and environment, technological advances, design and society and speed.
  - The "Technopark", featuring interactive, hands-on exhibits. The visitor has the opportunity to discover scientific knowledge and have fun.
  - The "Ancient Greek Technology", one of its kind, refers to the period from prehistoric to the Hellenistic and Byzantine era. The exhibition features more than 70 exact replicas of mechanisms that have marked people's lives and set the cultural context.
  - The "Image and Sound", featuring the technology of photography, radio and television (currently under study).



- All the exhibitions are complemented with a personal audio tour guide system.
- The Temporary Exhibition Hall, a place suitable to host exhibitions from other museums and cultural organizations from Greece and abroad.
- The Library, with relevant books, DVDs and computer working stations (1Gb internet).
- The Digital Lab, a place where multimedia productions and 3D animations can be created in-house (about to be completed).
- Educational programs, such as "Magic of Science", "Science in your Kitchen?" and "Pressure".
- Meetings and discussions with members of the scientific community.
- The 200-seat Amphitheater, equipped with up-to-date audiovisual and translation systems. The latter, combined with the audience halls of the Planetarium, the Cosmotheater and the Temporary Exhibition Hall allow the use of the premises of the foundation as a Conference Center. Finally, the foundation houses a Cafe and Restaurant with an excellent view to the city and a Gift Shop selling educational books, specialized editions and souvenirs. Runs here start from Shezhanka (the Snow White) Peak and their altitude ranges from 1926 m to 1400 m. The tourist season begins in December and lasts well until the end of April.. Climbing Persenk Peak (June, July, August, September)-Golyam Persenk (2091 m) is a beautiful pyramid-shaped peak, the highest in Chernatitsa – the Western Rhodopes. Don't forget to tease homemade yogurt with honey.

### Protection category:

- No relevant.

## ACCESSIBILITY

### 1. Accessibility of the resource (universal):

The Science Center and Technology Museum "NOESIS" is a welfare, non-profit cultural and educational foundation that promotes Technology Culture and creates an appropriate environment for informing the public of the latest developments in Science and Technology.

The main objective of the Center is the popularization of modern knowledge and its dissemination to the public through exhibitions, films, seminars and lectures. The brand name of the Center intends to emphasize the connection between its operation and

human intellect (noesis), since the intention of its founders was to make scientific knowledge available to everybody.

The activities of the center are aimed at the general public, dealing with general subjects within its scope. More specifically, the center's activities are directed towards:

- School groups, for whom organized visits and guided tours are arranged;
- Young people with an aptitude for Natural Sciences and Technology;
- Educators, via the provision of ongoing training and support in their educational work;
- Any other members of the public interested in Science and Technology, whether for reason of information, education or provision of services.

All public spaces at the building of Noesis (including the administration area) are 100 percent accessible. Access to different floors is given through elevators. The main exhibition area is on the ground level, directly accessible to visitors. Temporary exhibitions areas are on the ground level and 1st floor of the Main Museum hall through an elevator.

All theater areas (planetarium, 3d cinema, conference center) have a specially provisioned area for up to 6 wheelchair spectators. Audio tour equipment is provided in the exhibitions area for persons with visual problems and hearing aid connectivity.

Parking areas next to the building are free and have outlined / marked spaces for disabled visitors. Access to the entrance of the building is through paved ramps.

Last, the web site of Noesis has a specially prepared template (W3C / WAGC 2.0 compatible) that follows the recommendations for making Web content more accessible. These guidelines make our website content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these.

## 2. Resource Signaling:

**Indoor:** indoor signs for the visit .

Easy access through main roads. Poor signposts.

You can find signs nearby the main entrance (through Harilaou - Thermi road), guiding to the premises.

Inside Noesis, there are a lot of signs in all main halls and the museum.

## 3. Level of accessibility:

Access to the center:

The Foundation is located opposite the mall Mediterranean Cosmos.

Main entrance is from old Harilaou - Thermi road.

By bus: Line 66 (Charilaou - Thermi). See the relevant page of OASTH with limited hour's services. Select your departure and arrival day.

By car: follow our map



ΚΕΝΤΡΟ ΔΙΑΔΟΣΗΣ ΕΠΙΣΤΗΜΩΝ ΚΑΙ ΜΟΥΣΕΙΟ ΤΕΧΝΟΛΟΓΙΑΣ ΝΟΗΣΙΣ  
6η κμ Θεσσαλονίκης - Θέρμη (στην οδό από το Mediterranean Cosmos) - Τηλέφωνο: 2310 483 00  
ΛΕΩΦΟΡΕΙΟ 66 ΔΙΑΔΡΟΜΗ: ΧΑΡΙΛΑΟΥ - ΘΕΡΜΗ  
ΛΕΩΦΟΡΕΙΟ 66 ΔΙΑΔΡΟΜΗ: ΒΟΥΛΓΑΡΗ - ΖΩΝΗ ΚΑΙΝΟΤΟΜΙΑΣ - ΒΟΥΛΓΑΡΗ

## MARKETING

### 1. Marketing profile:

The resource is marketed aiming both directly to visitors individually and/ even in cooperation with tour operators and travel agencies included in special made touristic packages.  
Usage of printed, digital and on line marketing material.

### 2. Information available of the resource:

<http://www.noesis.edu.gr>  
<https://www.youtube.com/user/NoesisGR>  
<https://www.facebook.com/NoesisScienceCenter>

Direct emails

Video spots (digital material) regarding the resource and its activities (<https://www.youtube.com/user/NoesisGR>)

Brochures and leaflets (printed material)

## VISITS

### 1. Capacity of the establishment:

Noesis hosted in 2014 154.000 visitors in its premises.

### 2. Schedule and Availability for visitors:

Open from Tuesday to Sunday all year-round

Mondays: closed

Possibility to visit any day upon request

### 3. Admission:

Ticket fee may vary from 4€ to 7€ per single ticket

Combined ticket (more than one activities per visit) fee may vary from 7.5€ to 14€

Free activities available (i.e. temporary exhibition, science show, lecture etc)

### 4. Limitations:

Lack of road signs that show the way to the premises of the resource

Poor public transportation to the premises of the resource

## 5. Visit the resource:

Possibility of visiting the resource both individually and be self-guided or in a group (10 people or more) and have a guided tour.

## TOURIST RATING OF THE RESORT

### 1. Hierarchical level of resource:

- **Level 3:** With exceptional Attractive and of great significance for the international tourist market. Capable to motivate by itself an important stream of visitors (actual or potential).
- **Level 2:** Attractive with exceptional features in a country, able to motivate a stream of foreign or domestic visitors (current or potential), either alone or together with other adjacent resources.
- **Level 1:** Attractive with some striking feature, able to interest visitors from long distance that had come to the zone by other touristic reasons, or capable to motivate local tourist flows.
- **Level 0:** Attractive without enough features to be included in the previous hierarchies, but which is also part of the touristic heritage as an element that can complement other resources in higher hierarchies in the development of touristic resorts.

### 2. Tourism demand:

Mainly students and free visitors (on weekends).

97% of the visitors are locals and 3% from abroad (Russia, EU countries, Turkey etc.).

As already referred, Noesis is all year round open and accepts visitors with an average of 160 visitors/per day in weekdays and 106 visitors/per day in weekends.

Noesis is a considerable point of interest for the broaden area of Thessaloniki.

In its premises a lot of events relevant to science and technology are organized every year.

It's also a "must" for school visits as it combines the official learning program with informal education.

Over the last years, there is a strong effort to because a tourist destination for people from the nearby countries (FYROM, Serbia, Turkey etc.) with remarkable results.

The adjacency to the airport is an asset, so as the level of services which offers to the public and its visitors. On the other hand, problems like the lack of signs or poor public transportation are real threats to the development (so as the lack of investments).

The long term relations with bodies like the amateurs astronomers (OFA), or the local universities can became the basis to develop in the next years the idea of stargazing and astrotourism in the area.

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	Nationality	User profile	Seasonality
Smolyan region/ municipality including Smolyan town and another small villages		<ul style="list-style-type: none"> <li>• Young people, students, families with children</li> <li>• Adults and elderly</li> </ul>	90% in Winter 10% tracking in the Summer or rural tourism
Pamporovo ski resort	39% foreigners-most of them from Greece, Romania England and Turkey www.nsi.bg 61% Bulgarian tourists	Young people, students, families with children, adults	90% in Winter 10% tracking in the Summer or rural tourism
Smolyan planetarium	No available data	Young people, students, families with children	All year