

Borealis extends its partnership with the Vienna ZOOM Children's Museum

Further joint projects are planned to inspire the creative spirit of the young generation

Borealis has been the main sponsor of the ZOOM Children's Museum since 2013. In these six years we have initiated a number of large and important projects together, especially the two thematic exhibitions 'Plastic' and 'Earth & Soil'. Exhibitions at the ZOOM are visited by over 50 000 children every year. They engage with topics from everyday life, science and art, presenting complex contents playfully and using the senses. This successful collaboration, geared to promote the spirit of research in children, is now to be extended for a further three years, until 2022/2023.

"Our programme aims to strengthen children's creative capacity, enabling them to enjoy discursive approaches and nuanced ways of seeing," is how ZOOM Director Elisabeth Menasse-Wiesbauer explains the Museum's approach to content, and is delighted that "an important contribution to the continuation of this work has been made with the extension of the Borealis partnership for the three years to come".

Both partners in this cooperation prioritise encouraging children to take a keen early interest in science and research, and promoting their problem-solving skills. The next joint projects are currently still in the concept phase — however both partners are already looking forward to pursuing inspiring and exciting subjects once again after the previous well-attended exhibitions, in order to playfully introduce young visitors to socially relevant topics, such as the sustainable use of the planet we live on.

"Our cooperation with ZOOM Children's Museum is a clear acknowledgement of our social obligation as a company to invest in education and so promote critical debate in the next generations of young people," emphasizes Borealis CEO Alfred Stern. "Critical minds are essential if we are to continue to find innovative and sustainable solutions to the challenges facing our society. This is why we have made it our mission to inspire children in the fields of science, technology, engineering and mathematics in particular. We are exceptionally well placed to achieve this at the ZOOM Children's Museum."



Photo: ZOOM Director Elisabeth Menasse-Wiesbauer and Borealis CEO Alfred Stern

Photo: © Borealis

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About Borealis

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. With its head office in Vienna, Austria, the company currently has more than 6,800 employees and operates in over 120 countries. Borealis generated EUR 8.3 billion in sales revenue and a net profit of EUR 906 million in 2018. Mubadala, through its holding company, owns 64% of the company, with the remaining 36% belonging to Austria-based OMV, an integrated, international oil and gas company. Borealis provides services and products to customers globally, in collaboration with Borouge, a joint venture with the Abu Dhabi National Oil Company (ADNOC) and with Baystar™, a joint venture with Total and NOVA Chemicals in Texas, USA. www.borealisgroup.com | www.stopoceanplastics.com

About ZOOM

ZOOM Children's Museum is a place where kids can inquire, explore, play and make things. In exhibition and studio spaces specially designed for children, they can investigate topics from the worlds of art, science and everyday culture in a playful way. Child-friendly play areas, objects, art installations and workshops arouse their curiosity and encourage their creativity. Over an area of 1,600 square metres, ZOOM offers four different areas for visitors from 8 months up to the age of 14: There's the ZOOM hands-on exhibition, and the ZOOM Ocean play area, the ZOOM Studio workshop space, and the ZOOM Animated Film Studio.⁶⁶ www.kindermuseum.at
