

A new ATLAS Visitor Centre

On behalf of the **ATLAS Collaboration**
ICHEP2022 - Bologna

Introduction

- Set up in 2011, the **ATLAS Visitor Centre**, was redesigned and reinstalled between 2018 and 2021. Re-opened (2022).
- One of the most-visited guided sites of all the CERN Visit programme
- Exhibition developed as a joint project between the ATLAS Collaboration and CERN, together with design company Point Prod (Geneva).

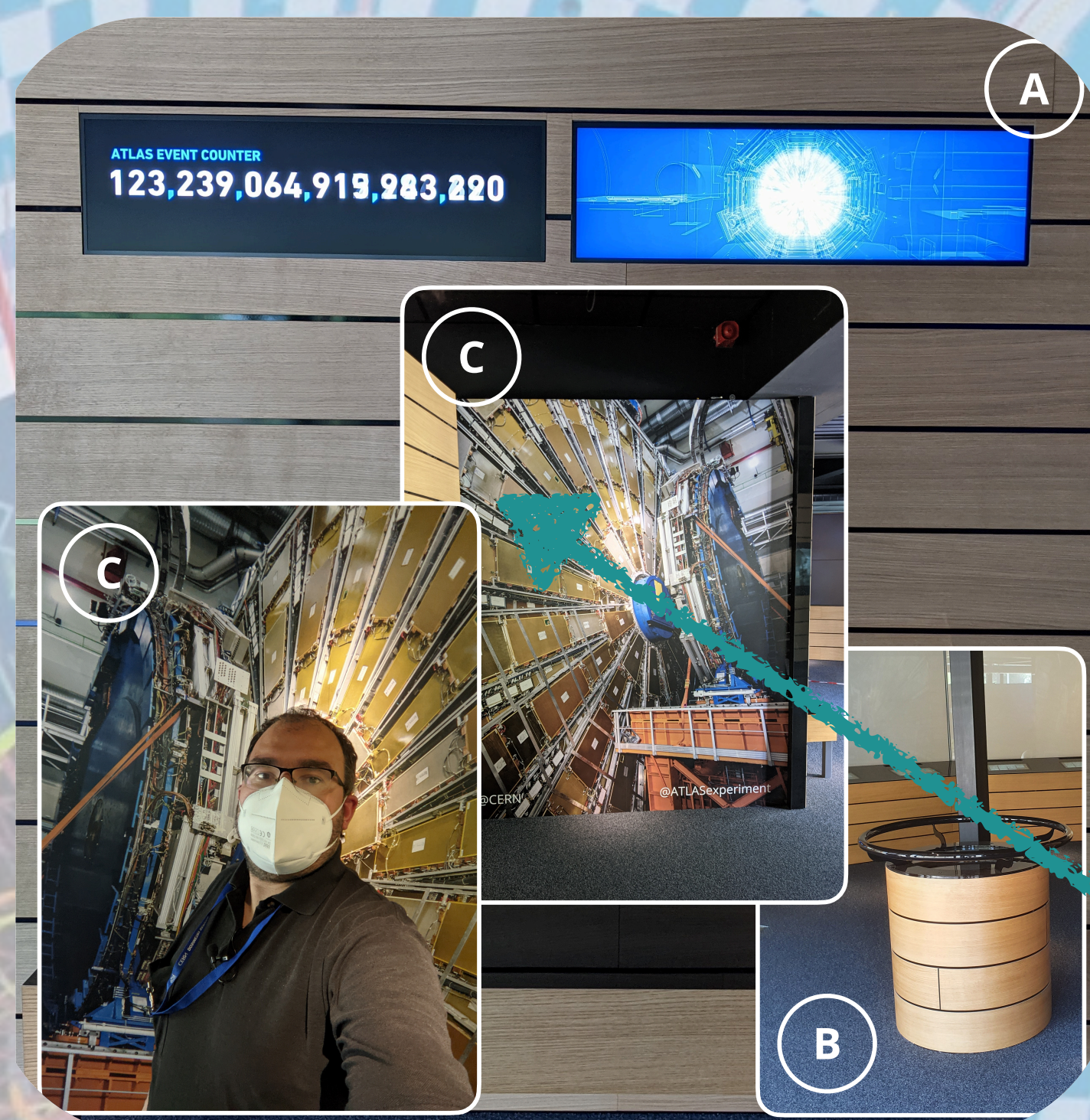
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Thanks a lot to everyone that supported and contributed to the project!

Additional features

- Live event/Higgs counter along with ATLAS & LHC information (A)
- A periscope to look into the cavern and explore the experiment underneath (B)

- Selfie wall for visitors to create their own memento of their tour (C)

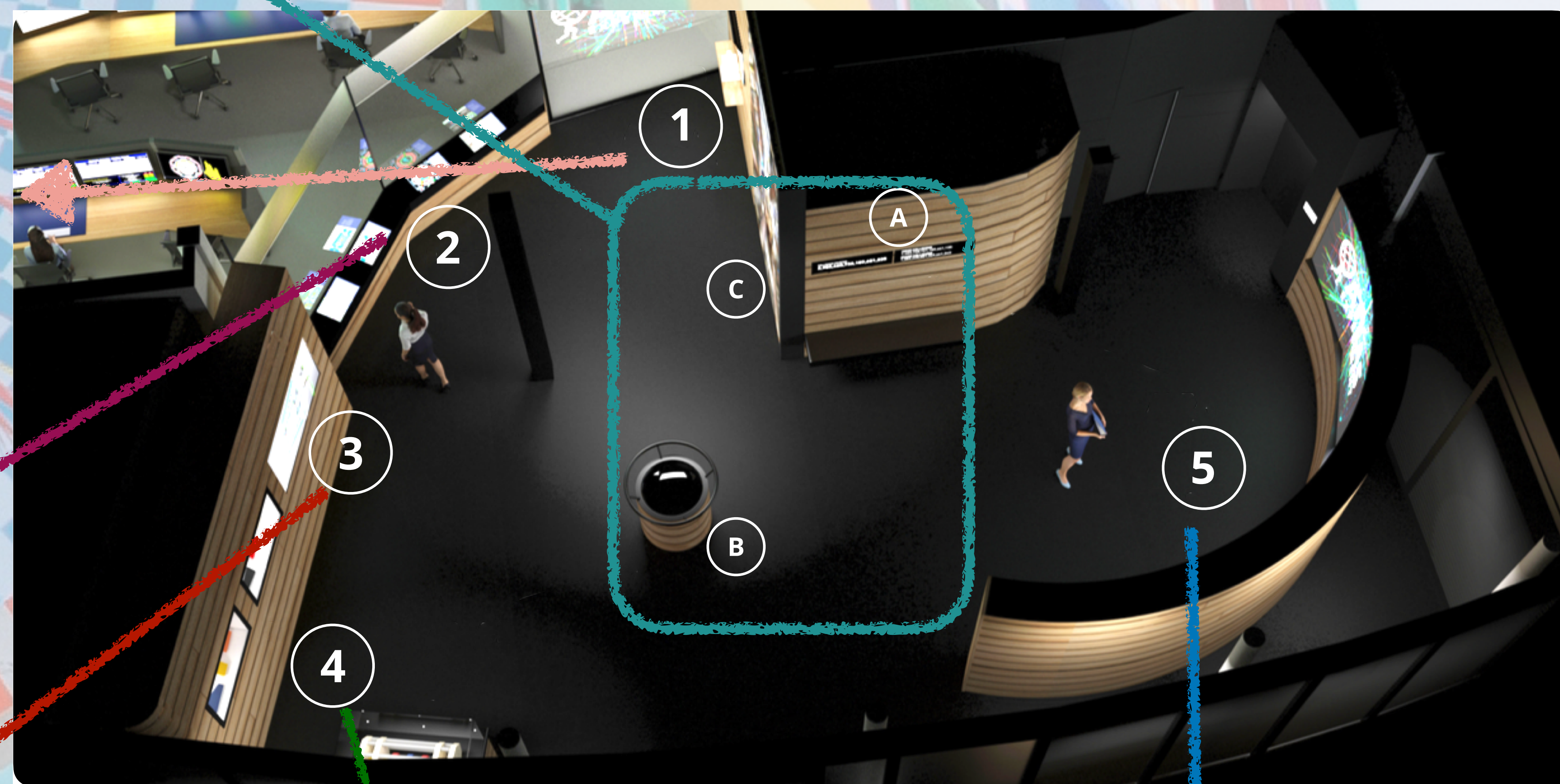


Overview

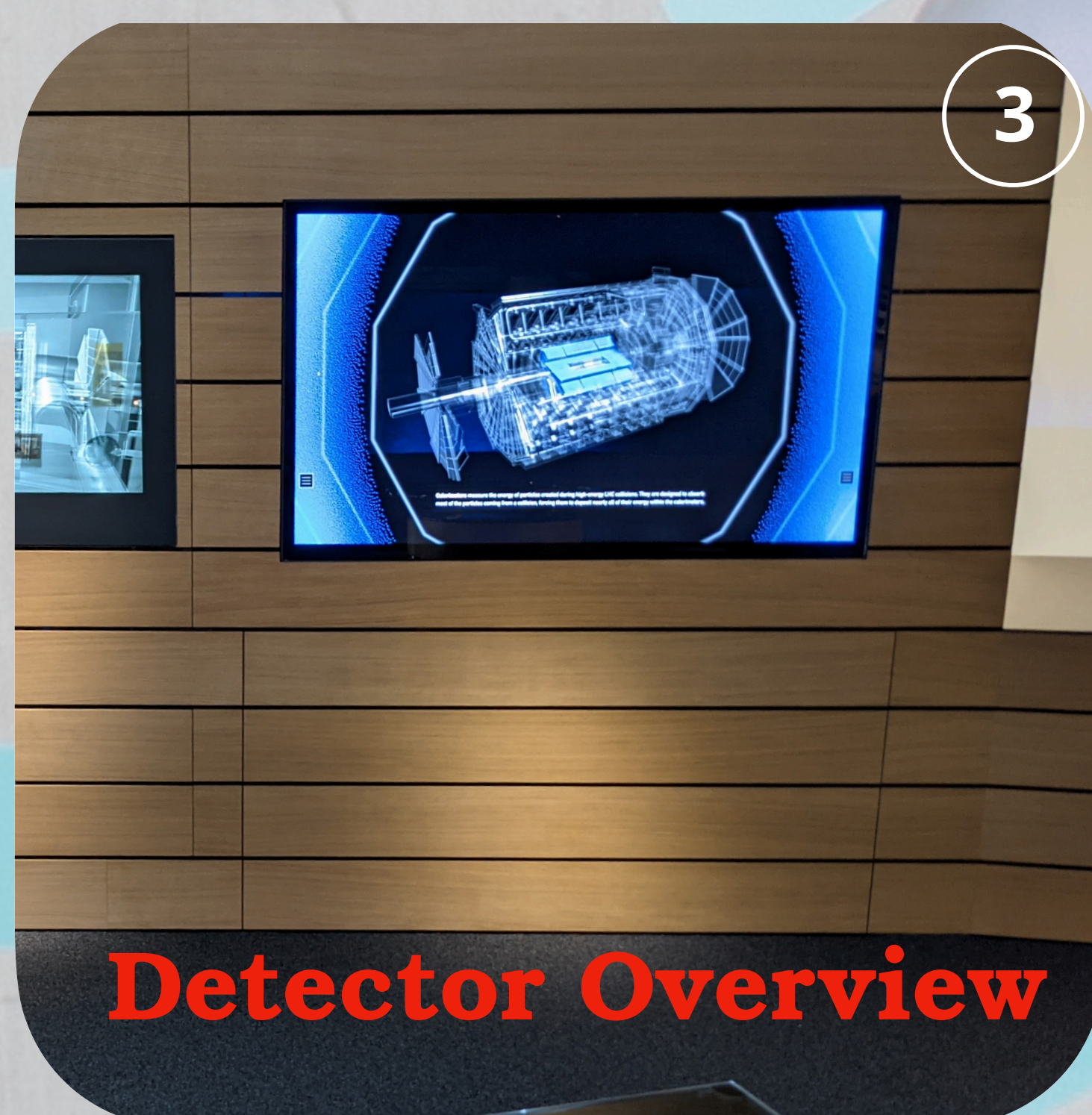
- A completely updated exhibition, separated into five main sections, was designed using the existing space.
- Visitors are guided through the different sections and the installations focus on supporting the guides on their tour.
- The exhibition highlights all the features of the ATLAS Experiment, focusing on its physics programme and goals as well as the Collaboration.
- Guides can choose several optional contents offered by the installations and interfaces to enrich their tour, based on their preferences and experience (not all CERN guides are ATLAS members).

Virtual Visit Corner

- Dedicated separate Virtual Visit area
- Improved equipment, connectivity and lighting for visit hosts
- Allows to have virtual and in-person visits at the same time



- Windows can be turned from opaque to transparent to reveal the control-room, giving an element of surprise!
- Four touchscreens to explain and explore the work of the shift crew in the control room



Detector Overview

- 65" touchscreen
- Gives a rough overview of the experiment's composition
- Also more detailed information and impressions of the main sub-detectors

- Two transparent-touchscreen showcases with smaller detector exhibits
- One large exhibit underneath glass-floor tiles
- An eye-catching ATLAS model made of LEGO pieces to illustrate size and complexity in a fun way

Exhibits & Models



Video Wall

- Large 12 x FullHD video wall
- To feature a newly produced intro video setting the scene of the visit experience
- Guides can also show (regular) presentations
- Audio induction loop to support visitors with hearing aids