

**2011 Children's Chemical Experiment Show:
An International Year of Chemistry Special**
A hands-on event for children to experience the wonders of chemistry

The "2011 Children's Chemical Experiment Show: An International Year of Chemistry Special" was held at the National Museum of Emerging Science and Innovation in Tokyo on November 26-27 by Dream Chemistry 21, a group of associations focused on promoting chemistry.

Since 1995, the Children's Chemical Experiment Show has been held annually to promote to the general public, and especially the future generation, an interest and understanding of the wonders of chemistry and the contributions it brings to society. Marking the 17th experiment show this year, previous shows were traditionally held during the children's summer holidays. However, this year, the show was postponed until the end of November due to the Great East Japan Earthquake and proceeding efforts to conserve electricity during summer. Nonetheless, a total of about 12,000 elementary school children and their parents participated in the 2011 experiment show.

During the event, the member companies of the Japan Chemical Industry Association (JCIA) and other chemical organizations hosted 19 different experiment classrooms, as well as two stage shows and a special event, a "Performance of Drawings in Light," to celebrate the International Year of Chemistry.

The experiments, many of which enlisted the participation of the children in attendance, included: making batteries using fruits; how detergents work; the recycling of plastics using ordinary products as materials; the water treatment process; and the production of aromatics.



Among the special events, outstanding illuminated drawings were shown in the dark at the “Performance of Drawings in Light,” using luminous paint by artist Jinpei Washiro, who presented the world inspired through the collaboration of chemistry and art. After the show, the artist told the participants, “Never stop dreaming the dreams of childhood.”



“I am very pleased that so many children participated in our experiment show this year, despite the fact that it was not held during the summer holidays,” said JCIA Chairman Kenji Fujiyoshi, who visited the show. “Although there are many people who see chemistry in a negative light, it is important that our children participate in the experiment show and experience firsthand the wonder and fun of chemistry and the many uses and benefits of chemistry in our daily life, and in the future, we hope to expand this experiment show to make it a nationwide event.”

Regarding the International Year of Chemistry, Fujiyoshi noted, “I think this year provided a good opportunity for us to review how the chemical industry should use events like this to communicate with the general public. Moving forward, with next year marking the International Year of Energy, we intend to give some thought to how the chemical industry can benefit energy and the issues surrounding the subject.”

In addition to the experiment show, the Chemical Society of Japan also held “Your Magic – ‘New’ Discovery of Chemistry” at the same venue from November 19 through 27. During the event, experiments were conducted on eight technologies, including shape memory alloy, polarizing board, and heat sensitive colors which are used all around us.

About Dream Chemistry 21: Dream Chemistry 21 is a committee comprised of the Chemical Society of Japan, the Society of Chemical Engineers, the Japan Association for Chemical Innovation, and the Japan Chemical Industry Association. The group focuses on promoting a better understanding of the benefits and contributions chemistry has on society.