

PR activities in a museum cooperated between art and science: An example of the poster image of the special exhibition “Ice Age” in Osaka Museum of Natural History

*Yoko ISHII¹

1. Osaka Museum of Natural History

Poster images are very important for PR activity in museums.

Although the media such as newspapers and televisions did not report the special exhibition “The Ice Age” in the Osaka Museum of Natural History, as many as 25,000 people came to it. It has been one of the successful special exhibitions in the museum. According to the results of the visitor questionnaire, some people wrote that the poster image was attractive. The poster image is considered to be one of the causes of success of the exhibition.

The artist and researchers cooperated to create the poster image. In the center of the poster, the Naumann’ s elephant was drawn. The forest of the glacial period was drawn on the left side of the background and the forest of the interglacial period was drawn on the right side. The researchers advised the artist to draw scientifically correct restoration images of the Naumann’ s elephant and ancient forests.

The poster image was not only scientifically correct but also attractive as a painting. Attractive poster images are necessary to have people come to the museum, and the power of art is necessary to disseminate science to people.

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