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Press release

#discoverConservation at Tierpark Berlin

A new way for visitors to gain hands-on experience of species conservation

What do bearded vulture Lucky in the European Alps, Przewalski's horse Barca in Mongolia, and black rhino Zawadi in Tanzania have in common?

The answer is that they were all born in Berlin, and are now all living in their species' natural habitat thanks to the commitment of Berlin's zoos. They are also some of the stars of the new exhibition #discoverConservation in Tierpark Berlin's Monkey House. Species conservation is one of the most important undertakings of modern zoological institutions like Zoo and Tierpark Berlin. These zoos follow responsible animal-keeping practices and assist efforts to breed and protect threatened species. They also help build up important reserve populations and support reintroduction and resettlement programmes – thus making an important contribution to the long-term protection of many different species.

On 18 December, a new permanent exhibition opened at Tierpark Berlin with the goal of giving visitors first-hand insights into this crucial and multifaceted issue. Visitors can experience the fascinating world of animals at interactive multimedia stations and take a closer look at species conservation efforts. What do the terms "reserve populations", "in situ" and "ex situ" mean? What role does science play? Across the 700 m² exhibition space, the Tierpark explains all this and more with games, audio stations, and moving images. The exhibition was designed and produced with the expert assistance of Unikatium Ausstellungsmedien GmbH, a company with years of experience in shaping exciting, interactive ways of communicating knowledge.

"The exhibition enables our visitors to see, hear and experience the thrilling topic of species conservation in a whole new way," says Christian Kern, Deputy Zoological Director of Tierpark Berlin. "I know of no exhibition at any other zoo in Germany that is as comprehensive or as interactive as this one. Vivid and appealing visuals and concrete examples present the many varied measures that are being carried out in the name of species conservation." Visitors of all ages can browse through the interactive studbook of the Javan leopard; test their knowledge in a puzzlehunt; go head to head in an endangered species memory game; and even try their hand at animal matchmaking.

"The #discoverConservation exhibition allows visitors to explore the exciting world of species conservation and learn about the projects that Tierpark Berlin is supporting around the world," summarises Zoo and Tierpark Director Dr Andreas Knieriem. Two thirds of the around €200,000 needed for this state-of-the-art exhibition was provided by GRW, a fund to improve the regional economy. This has been the first GRW-funded project to be successfully implemented at Tierpark Berlin. Next, the indoor and outdoor areas of the



Monkey House are to be redesigned. In the coming year, the howler monkeys, white-faced sakis and their primate pals can all look forward to new, spacious hangouts in the open air.