

The future of technology and science comes to the next generation

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Technopop London launches a free festival of cutting-edge science, technology, design and innovation.

Today sees the launch of Technopop London a new eight-week, pop-up festival that is bringing cutting-edge science, technology, design and innovation to schools, students and families. Happening in The International Quarter (TIQ) on the edge of Queen Elizabeth Olympic Park, from 1 March to 21 April 2014, Technopop is open to all ages and is free to register. Technopop aims to inspire, enthuse and inform over 150,000 young people about the ideas and innovations that will shape their future in both work and play.

Technopop Founding Director, Jo Tasker, says: "Technopop is a truly cutting-edge event. Building on the optimism of the Olympics, we are giving kids the chance to explore careers in sectors and industries that are only just emerging. With its focus on future technologies, Technopop not only gives companies a platform to showcase their latest innovations in an exciting environment, but also offers vital inspiration to the employees, inventors, designers, scientists and entrepreneurs of the future."

The Crystal: A Sustainable Cities Initiative by Siemens is the lead partner for Technopop London. Elaine Cowley at Infrastructures & Cities, Siemens plc says: "The Crystal is a perfect fit with Technopop. We are always looking for ways to engage with the next generation of innovators, and we can see that Technopop offers a unique opportunity for young people to immerse themselves in the inspirational technologies that will shape their world."

Supporting the UK's mission to promote the science, technology, engineering and mathematics (STEM) agenda, Technopop will be a hive of interactivity and hands-on learning experiences from 3D printing to smart cities. Focusing on a different theme each week, Technopop will provide visitors with practical activities, a high-tech exhibition, shows and workshops, as well as careers information and role models from start-ups and leading industries.

For more information:

www.technopop.co.uk (<http://www.technopop.co.uk>)

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