





Experience science, fun, and local flavor!

October 17, 2024—What a night! The seventh annual Science on the Square blended the wonders of science with the buzz of the Madison Night Market for an unforgettable evening in downtown Madison. From 5 to 9 p.m., State Street came alive with a mix of hands-on STEM activities, live entertainment, and vibrant local businesses showcasing their unique offerings. Here's a recap of the night's highlights-whether you were there relishing the fun or missed it and need convincing to join next year, this will spark some serious FOMO! What is Science on the Square?

State Street into a bustling hub of discovery where outdoor STEM-themed activities with local business and vendor tents lining the streets. From live demonstrations to interactive science stations, you found something exciting at every step while exploring all that Madison has to offer.

Science on the Square brings science to life right in the heart of downtown Madison - transforming



Indoor venues across downtown Madison also hosted special exhibits, engaging talks, and exclusive product or menu specials. It was the perfect opportunity to explore the everyday science

that surrounds us while also enjoying Madison's local culture. **Block-by-Block Magic**

Here, science truly came alive. UW-Madison Physics wowed the crowd with "Spooky Action at a Distance" demonstrations, while lan's Pizza kept everyone fueled with their buzzing slice special.

100 Block: Where Physics and Food Meet

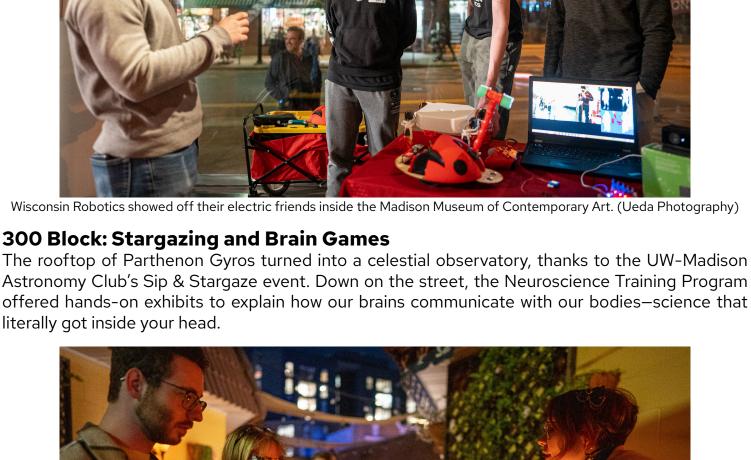
For the curious foodies, the Wisconsin Cheese Mart teamed up with the MDTP Fermentation Club to delve into the microbiology behind cheese and beer. Nothing like science to make your taste buds tingle!



how robots "see" the world-a fascinating peek into AI and visual systems. Meanwhile, the tea lovers at Sencha Tea Bar partnered with the UW-Madison Lankau Lab to explain how fungi could

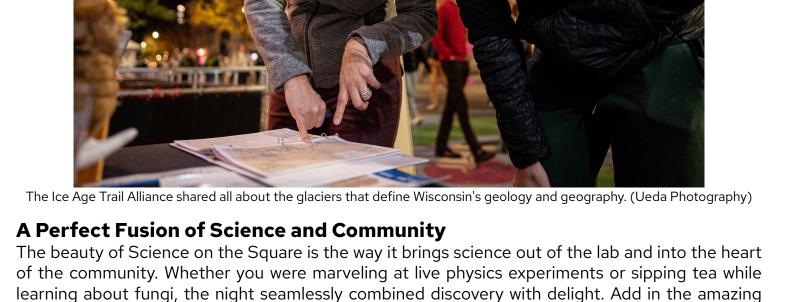
be the secret to saving forest ecosystems. Plus, visitors could create their own binary bling with

Code to Connect, turning names into sparkling computer code art!



UW-Madison Astronomy took over the rooftop at Parthenon Gyros to help visitors explore the stars. (Ueda Photography)

400 Block: Music, Ice Age Mysteries, and Zoo Secrets At Lisa Link Peace Park, live music from Lake Collective and the Wisconsin Singers kept the energy high while attendees learned about how glaciers sculpted Wisconsin's landscape through the Ice Age Trail Alliance's scavenger hunt. Meanwhile, the Henry Vilas Zoo wowed animal lovers with insights into how adaptations help species thrive. The mix of music and science proved to be a show-stopper!





Potato racers with the USDA researchers caused major excitement to attendees. (Ueda Photography) See You Next Year! If you couldn't make it this time, mark your calendar for next year's Science on the Square -October 16, 2025. Whether you're a science enthusiast, a foodie, or just looking for a unique night out, this event has something for everyone. Until then, keep exploring the world around youbecause, as this event showed, science truly is everywhere.