

Creating a unified brand image of Japanese geoparks The Museum of Molina as interpretation center for Molina and Alto Tajo Geopark

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One of the main Molina and Alto Tajo Geopark interpretative resources is the Regional Museum. It was inaugurated twelve years ago and offers several working areas as: Exhibition, research, outreach and teaching. We will talk about the latest achievements for the didactic Geopark objectives.

The aim of the Museum is to convey to visitors and in particular students, how life depends of geology and changes the physical medium on which it sits. The museum discourse is divided into six halls: Hall of Paleontology and Geology, that shows geologic processes in a dynamic way, explains the formation of rocks and, supported by a stratigraphic structure, the geologic history of the region; Entomology Hall, where highlights the great diversity and importance of insects, essential basis of life on our planet as an important part of the food chain; Wildlife Room where visitors are immersed in smells, sounds and images, where vegetation and animals are around, losing the feeling of being in an enclosed space and being transported to a natural environment; Archaeology Hall, presents the human being in its cultural and adaptive aspect, highlighting its evolution during the Paleolithic, Neolithic, and especially the pre-Roman Celtiberian culture periods of our region; Human Evolution Room, showing the latest findings of paleoanthropology and Temporary Exhibitions, where graphic Geopark works from local artists find a place to be exposed.

The aim of this presentation is to describe how the remodeling process of the first three rooms, has allowed us to research new didactic techniques for students and Geopark population. In addition, this remodeling has been used as educational tool for immersion on Geopark values, because they have participated in the development of the remodeling process.

Presented in Theme 4