

Weatherworld is a new and totally unique concept, which will be located in Devon, in the UK. It's a World-Class attraction with an education and research centre dedicated to furthering our knowledge and understanding of weather and climate change.

But it's not just informative. Whatever your age and wherever you come from, you'll find Weatherworld captivating and enjoyable at the same time. Housed in amazing, environmentally sympathetic structures, you'll experience an array of graphic demonstrations and highly interactive multimedia resources that use the latest technology to bring the world's weather to life. And we'll lead you through how our climate's altering and how we can all make a difference by the way we live and by the decisions we make. With constantly changing displays, presentations, exhibits and live data-feeds we're confident it's somewhere you'll want to visit again and again.



weather world





## Welcome to Weatherworld

No other phenomenon has such a profound impact on our existence as the weather. And no other issue is having such a profound impact as man-made climate change. Weather defines where we live, determines what we do and directs when we'll do it. We're fascinated by its diversity, in awe of its power and wary of its consequences – especially with the effects of climate change threatening our future survival. There's a mystique about the weather too. How its changes can transform our moods and control our fortunes with incredible speed and unquestioned authority. Little wonder therefore, that the weather infatuates us all.

Imagine then, a single destination that brings weather and climate change from around the globe to life. A place where you can see how the world's climate is altering, how we can make a difference, affect it and adapt to it. How we can live differently by the decisions we make on energy, travel and waste and see how the latest technology can make it happen. A place with appeal for all ages where you can experience and interact with the elements, unravelling the mysteries of why and how the weather is so fundamental to everyone's lives. And over which mankind has absolutely no control.

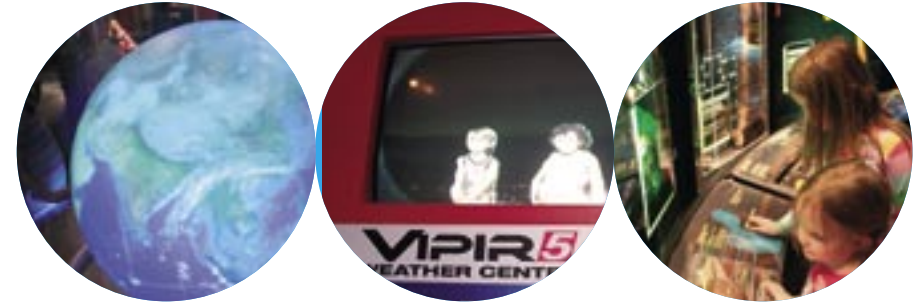
Imagine somewhere that's entertaining, informative and unique, dedicated to celebrating our relationship with the weather, our influence on it and its effect on all of us. Welcome to Weatherworld.



### The biggest issue of our times

Weatherworld gives you a perceptive, interactive and engaging view of climate change and how global warming is altering both the weather and subsequently the very nature of the planet. Look at the evidence that human activity is responsible for rising temperatures and sea levels, feel what temperatures could be like in the relatively near future and take in the consequences for the UK. There's the chance to assess the damage that's being done and the impact of the changes on how we live our lives. We can consider the actions we can all take to limit further adverse changes and then see the effect of our decisions. See the difference we can make to the weather in 50 years time if we increase the usage of cleaner, renewable energy resources.





### **Experience a whole world of weather**

At Weatherworld the weather really lives. Our architecturally stunning, carbon neutral site is packed with the latest interactive display technology and multimedia equipment. It showcases every conceivable aspect of the Earth's weather and climate and graphically demonstrates man's association with it.

Take a real-time trip around the world, keeping an eye on global conditions as they happen and experience the elements come to life. Feel extremes of temperature and find out what it's like to be caught in a storm. You can even create your own weather using the most advanced computer wizardry or prepare a weather forecast and then try out a simulated broadcast.

A visit to Weatherworld equips everyone with an understanding of what the weather is, how it works and what its effects are in a way that's exciting and involving. It's educationally stimulating for those that want to learn and equally inspiring for those that simply want to be entertained.

### **Put your head in the clouds**

Weatherworld is a weather wonderland. It provides a refreshing and absorbing insight into the causes and effects of weather phenomena, demonstrating how the forces of nature combine and work with each other to generate specific conditions. Learn about the atmosphere, the sun, the wind and the oceans, along with their roles in establishing climates. We'll help you understand more about pressure systems, cloud formation, what makes it rain



and what is changing our climate. You'll see the reasons behind the changing seasons and how geography affects the weather in different locations. Have the chance to get to grips with weather measuring and forecasting technology with demonstrations and explanations of the equipment and techniques employed in the past and today.

Weatherworld puts the weather into a relevant context too. Every weather occurrence carries a human outcome, particularly when there are extreme results like floods or droughts. So there are exhibits and displays that draw on historical data to throw light on why and how famous weather events happened, like the Great Storm of 1987. You can see also how weather has been represented in famous works of art in Weatherworld's gallery.

### **The ever-changing weather**

Inside Weatherworld you'll find the Meteodome where you can see real-time data feeds, satellite pictures and web camera images showing what's going on weather-wise around the globe. It's also where you can make weather happen by using hi-tech interactive software to produce your own clouds, pressure systems and lightning strikes.

The Meteodome is a wall-to-wall weather experience. Not only can you create the weather, you'll get to feel it too. Like the highest and lowest UK recorded temperatures, getting caught up in a flood or the heaviest recorded rain. You can even try out the wind tunnel and experience the full force of a hurricane.





### **A Gateway to the Sky**

Take one look at Weatherworld and you'll immediately recognise that it's much more than a simple tourist attraction, it is a site of global significance. Every part of its physical design and composition, from the impressive, environmentally sensitive construction to the format and content of its state-of-the art presentations confirms its status as a World-Class facility.

As a centre for enhancing our understanding of the weather and the world's changing climate, it does so in ways that are informative, appealing and enjoyable. And as a focus for national and international research and education, a forum for the dissemination of new information and an opportunity for the exchange of views and opinions by weather professionals and enthusiasts, it is second to none.

However you experience Weatherworld you'll soon appreciate why it's here where the weather lives.

