

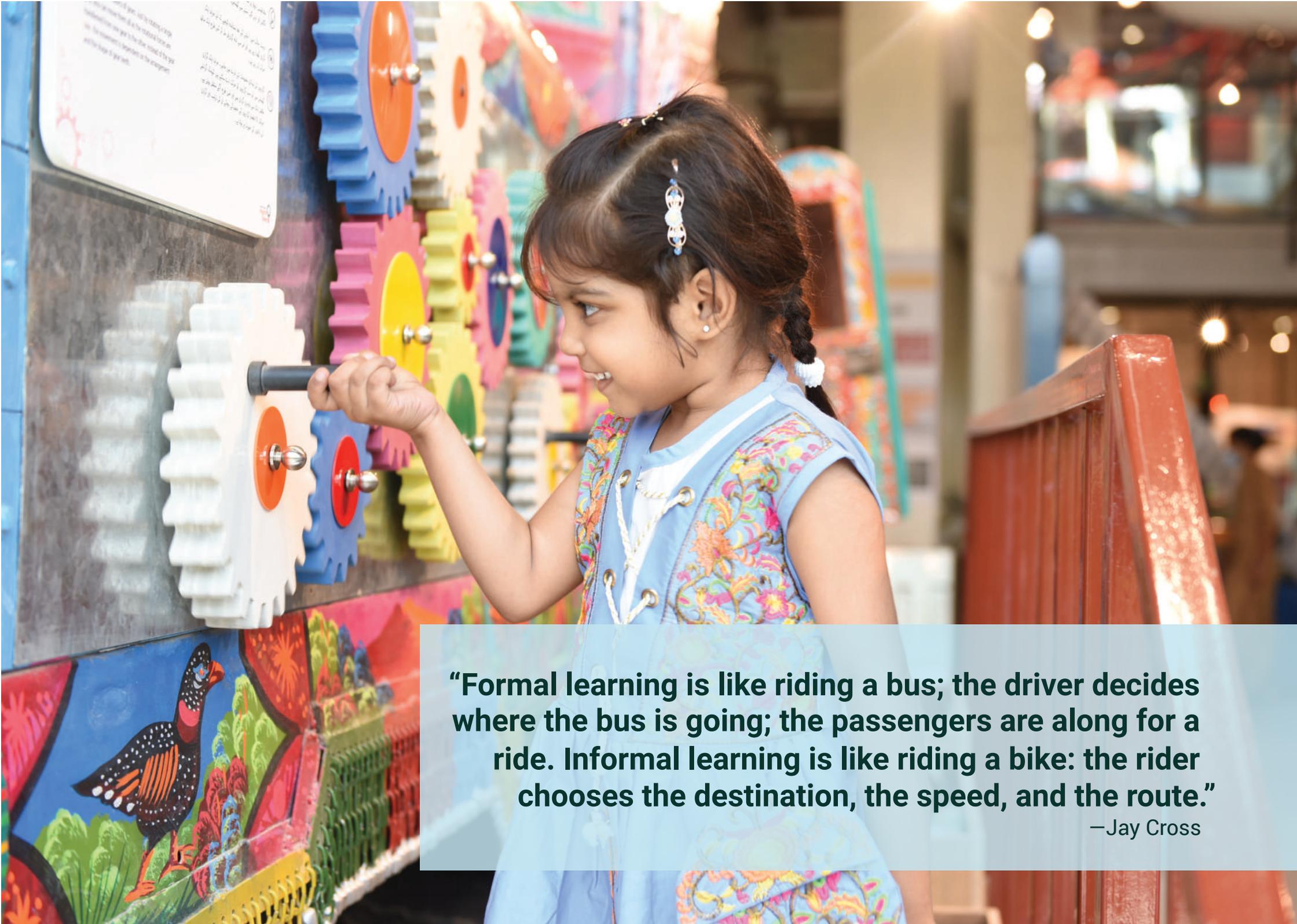


**SCIENCE IS  
FOR EVERYONE!**



**“Science and everyday life cannot  
and should not be separated.”**

—Rosalind Franklin



**“Formal learning is like riding a bus; the driver decides where the bus is going; the passengers are along for a ride. Informal learning is like riding a bike: the rider chooses the destination, the speed, and the route.”**

**—Jay Cross**

# Vision, Mission, and Goals

## The Dawood Foundation



Diversity is one of our core values. We believe in providing equal opportunities for employment, learning, and growth to people of different abilities and backgrounds.

## TDF MagnifiScience Centre

### Vision

Science is for everyone! Promoting scientific literacy through interactive, experiential, and informal channels which spark curiosity and lead to critical thinking, inquiry, and problem-solving.

### Mission

To establish a contemporary and interactive science centre that provides an opportunity to engage with science, irrespective of gender, age, socio-economic, cultural, religious, or demographic barriers.

### Goals

- Science Literacy for All
- Developing a Culture of Science and Informal Learning
- Encourage Investment in Science
- Promote Indigenous Science and Technology in Pakistan

## About MSC

Following the success of its MagnifiScience Exhibitions (2016) and Children's Studio (2018) aimed at fostering science literacy, The Dawood Foundation (TDF) has established MagnifiScience Centre (MSC)—Pakistan's first contemporary and interactive science centre.

Designed to provide hands-on learning experiences to people of all ages and backgrounds, MSC's inclusive space will allow visitors to explore and engage with science in an informal, fun way while empowering them with a better understanding of scientific principles and thinking. MSC hopes to function as a science hub that not only sparks a curiosity in science among visitors but also facilitates them in developing critical thinking and problem-solving skills.

Located in the financial hub of the country, MSC is currently spread over three floors with each floor showcasing different science themes and concepts. This specially curated infrastructure houses hundreds of permanent interactive science exhibits, demonstrations, and educational programmes. Special care has been taken to align the topics covered in MSC with the local school curricula, thus making science relevant to everyday life and applicable to real-life problems.

MSC will also promote indigenous science and technology by showcasing uniquely Pakistani exhibits that reflect the scientific approaches adopted by local communities.



**“These are the kind of progressive initiatives our country needs.”**

**—@sameera.raja**

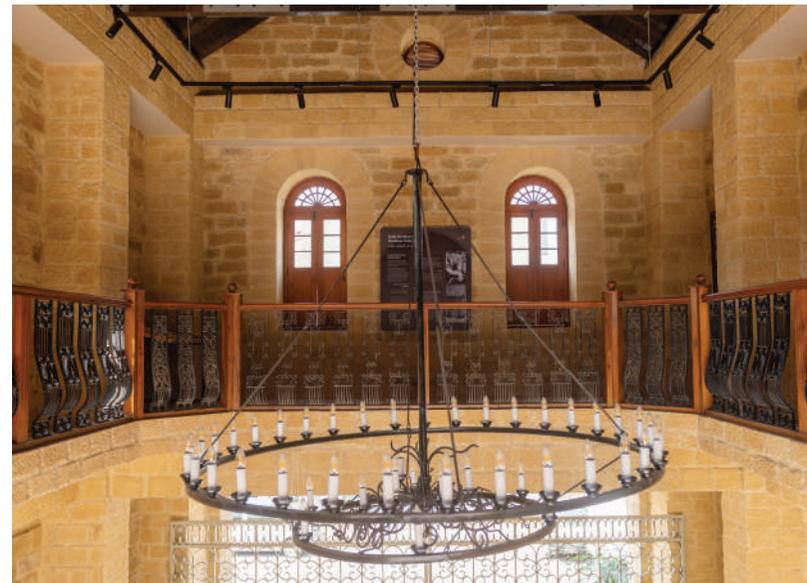
## Green Building:

MSC is a purpose-built Pre-Engineered Building (PEB) covering an area of approximately 79,568 square feet. With a view to minimize environmental impact, solar panels as well as a rain and wastewater recycling system have been installed at the facility. A drip irrigation system has been laid out inside the Science Garden to conserve water, electricity, and manpower, and to regulate the supply of fertilizers to trees and plants.

## Historical Significance:

TDF MagnifiScience Centre is an amalgamation of the historical and the modern in its architectural design. It is located within the limits of the historic Railways Quarter which was the hub of economic activities in Karachi of yesteryears. The original property functioned as a warehouse building during the British colonial period. After undergoing many changes over the years, the stone boundary walls and the entrance gateway of the property have been restored with the aim to bring back its original shape and character as much as possible.

**“a much-needed addition to city’s  
lacklustre science landscape.”**  
—Shazia Hasan, *Dawn*



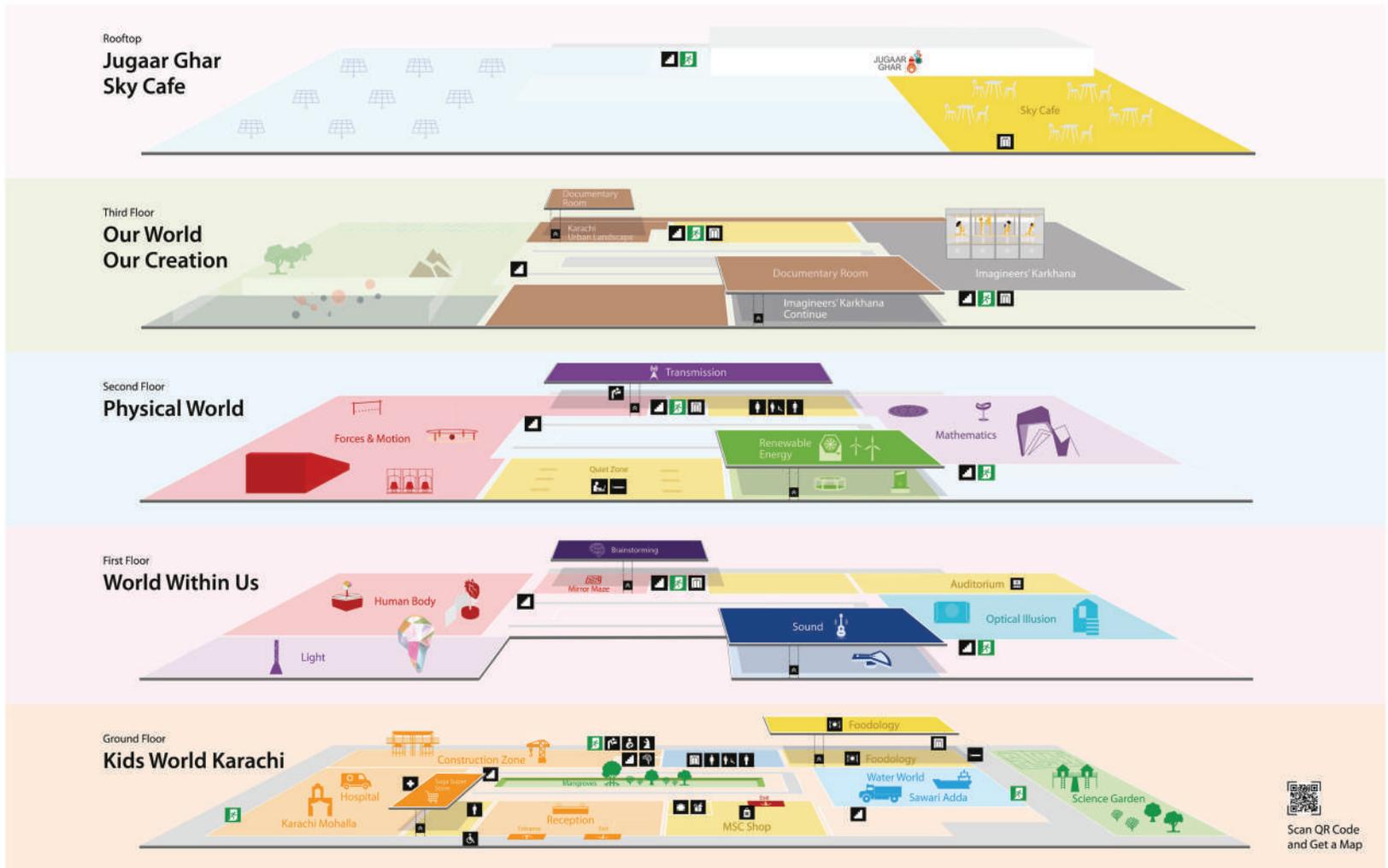
**“Science knows no country, because knowledge belongs to humanity, and is the torch which illuminates the world.”**

—Louis Pasteur



# Floor Plan

Explore TDF  
MagnifiScience  
Centre



Scan QR Code  
and Get a Map

Facilities				
Wheelchair Ramp	Female Prayer Room	Male Restroom	Foodology	Sensory Corner
MSC Shop	Baby Care Room	Smoking Area	Lift	Water Dispenser
Locker Room	Female Restroom	Stairs	Auditorium	Emergency Exit
Lost and Found	Accessible Restroom	Quiet Zone	Sick Room	

Themes			
<b>Ground Floor</b>	Karachi Mohalla	Sawari Adda	<b>First Floor</b>
Hospital	Water World	Light	Sound
Construction Zone	Mangroves	Human Body	Brainstorming
Saga Super Store	Science Garden	Mirror Maze	
		Optical Illusion	
		<b>Second Floor</b>	<b>Third Floor</b>
		Forces & Motion	Imagineers' Karkhana
		Mathematics	Karachi Urban Landscape
		Renewable Energy	Documentary Room

**"You cannot teach a man anything;  
you can only help him discover it  
in himself."**

—Galileo



## Permanent Exhibitions

### Kid's World Karachi Location: Ground Floor

Kids' World Karachi is a depiction of the city of Karachi through the eyes of children. This is a space for our young visitors to visualize, participate in, and explore life in Karachi, its culture, and its economic activities. By assuming the role of builders, learning the importance of oral and hand hygiene, and making decorative patterns on a truck, children will be able to contextualize various aspects of their daily lives as citizens of this megacity.

Themes:

- Karachi 'Mohalla'
- Hospital
- Construction Zone
- Sawari Adda
- Mangrove Wetland

**“The attention to detail is immaculate.”**  
—Wajiha Shaikh



## Permanent Exhibitions

### The World Within Us

Location: First Floor

At The World Within Us, visitors will develop an understanding of internal sensations and the processes through which we become aware of the environment. The exhibits highlight how we receive information using our five senses and how our brain forms perception influenced by the environment and culture. Each exhibit helps in recognizing the benefits of sensory play and will help develop the cognitive, motor, social, and language skills of our young visitors.

Themes:

- The Human Body
- Seeing is Believing (Optical Illusions)
- Sound
- Light
- Brainstorming

**“The moment I entered, it felt like I was in a science centre in any other city in the world. It is at par with international science centres.”**

—@thebrokestudentblog



## Permanent Exhibitions

### The Physical World Location: Second Floor

This section connects visitors with the inorganic world around them and helps in understanding how the universe behaves through objective phenomena. The exhibits on this floor explore matter, the forces of nature which drive its motion, and its interaction with energy. Visitors will learn how mathematical concepts can be applied to solve real-world problems and how technology has enabled data transmission over long distances.

Themes:

- Forces and Motion
- Renewable Energy
- Mathematics
- Transmission

**“...this place is the shining star of Karachi.”**  
—Ali Allahwalla



## Permanent Exhibitions

### Our World, Our Creation

Location: Third Floor

Our World, Our Creation is around engineering, design skills, and the urban landscape of Karachi.

Climate change is one of the major problems affecting Pakistan. Learn about the importance of maintaining a balance between the natural and manufactured world through sustainable use of natural resources and minimizing the environmental degradation caused by human activities

Themes:

- Karachi: Urban Landscape
- Imagineers' Karkhana





**"Science is simply the word we use to describe a method of organizing our curiosity."**

—Tim Minchin

## Science Spaces

### Jugaar Ghar

Jugaar Ghar is a specially curated space for Science, Technology, Engineering, Arts, and Mathematics.

The Jugaar Ghar provides a hands-on learning experience for young scientists and engineers. The materials and equipment helps to bridge the gap between classroom learning and real-life application. From DIY activities to robotics, exposing students to a future led by STEAM inspires them to explore like designers and think like engineers from a young age.

Different sections have been set up to cater to the vast variety of scientific topics covered inside the Jugaar Ghar. These sections have been specially curated to be safe for children of different age groups. Students can conduct experiments within the Science Corner, use their imagination to create artworks in the Art Station, explore engineering design processes in the Tinkering Zone, perform tasks on the Tool Wall, develop games and animations, and program robots in our Robotics Space.



## Science Spaces

### Science Garden

Science Garden offers outdoor activities and nature science information.

The science garden is an outdoor zone of discovery which allows visitors to enjoy our natural environment as well as to harness their fine motor skills and encourage flexible thinking. It features a navigation maze, climbing structure, balancing challenge, treetop ropes course, and swings.

**“An excellent learning environment designed to cater to all children...this place is a perfect representation of what an inclusive environment means.”**

—@team\_neurodiversity



## Science Spaces

### Splash Zone

The Splash Zone offers plenty of opportunities for fun-filled and water-related activities. From dodging friends with water guns to getting drenched under the tipping water buckets, our visitors enjoy great aquatic adventures in a carefully designed, safe environment.

Keeping sustainability in mind, the space features a closed loop water recycling system which ensures that water wastage is minimized while filtered and chlorinated water is supplied throughout the zone.



A man with dark hair, wearing a black polo shirt, is looking upwards with a wide, joyful smile. He is positioned in the foreground, slightly to the right. In the center of the frame, a large red ball decorated with blue and white stars is suspended in the air. The background is a brightly lit museum or gallery with orange and red walls. Several other people are visible in the background, some wearing face masks. The overall atmosphere is one of excitement and discovery.

**“Creativity is piercing the mundane  
to find the marvellous.”**

—Bill Moyers

## Attractions

### Water World

Here children discover the science behind what causes objects to float or sink, how water pressure and density work together, and how waterwheels are fed from different natural water resources.

### Witch House

Inside the Witch House, visitors learn about the concept of relative motion by experiencing rotational motion.

### Mirror Maze

By navigating through seemingly endless mirrored hallways, visitors learn how repetition, symmetry, and tessellation combine to create patterns that appear infinite when reflected.

### Friction Slide

Children learn about the concept of friction while sliding down different materials on the Friction Slide.

### Television Broadcasting

A simulation of a television broadcasting studio has been created where visitors can experience what it is like being on a live programme on TV.

### Mangrove Wetland

At the central atrium on the ground floor of the MSC is the mangrove wetland located, simulating the ecosystem along Pakistan's coastline. Learn about the different species of mangroves, their unique inhabitants, their economic and ecological value, and the threats they face.

**“The centre has not only been designed with a lot of thought, I love that the exhibits are contextualized for an average Pakistani audience, with inscriptions in both Urdu and English, examples covering Pakistani symbols....”**  
—Syed Mustafa Jamal



## Food and Shopping

### Foodology Cafe

If you're looking for a bite to eat while visiting the Science Centre, then Foodology is the place to go. Located on the ground floor, the cafe offers a range of options from light bites, hot meals to sweet treats, all made in-house by our chefs. The decor of the café is an amalgam of the old and the new, providing an interesting ambiance to relax and think about science and sources of food, while you refuel for the next part of your adventure.

### MSC Shop

Here you will find a nice selection of souvenirs and products inspired by the exhibits at the MagnifiScience Centre (MSC). Come and browse themed toys, MSC merchandize, fun and educational science kits, puzzles, books, and much more. The gift shop is located on the ground floor.

**“They have a great café inside which is so convenient when you need to take a break for lunch and then resume exploring.”**

—Urmia Abbas Naqvi





**“Every brilliant experiment, like every great work of art, starts with an act of imagination.”**

—Jonah Lehrer

- Olive
- Peach
- Peanut
- Pineapple
- Pinenut
- Pistachio
- Pomelo
- Potato
- Mango
- Mushroom

# Reviews from Social Media

**Murtaza Wahab Siddiqui**  
@murtazawahab1

I recently visited **TDF MagnifiScience Centre**, a project by Dawood Foundation. All scientific themes and exhibits are highly informative and engaging. I believe this addition in #Karachi will be important for developing critical thinking skills in our children.



**Hira Farooq Rasheed** ▶ The Travel Diary  
8 m • 📷

Everytime I travelled, It'd make me feel how deprived our country was of entertainment other than food! Ginti ki art galleries, exhibition centres and museums. Other than Sindbad and a few other play arenas, we rarely have any interactive experiences for children in particular. Few days back I had the luck of visiting Pakistan's first ever science centre and my mind was blown away! A truly incredible place, put together so beautifully and artistically that I cannot be grateful enough to the creators of this space. What a thoughtful initiative, generations to come will thank The Dawood Foundation for this. Please do treat your children for an absolutely magnificent experience at The Magnifscience Centre. Also, my son incidentally happened to be the first youngest visitor of Magnifscience, Karachi

**Kinza Rafiq**  
@KinzaRafiq3

I wish it was there when I was a School/Collage going student.

Truly an asset for Karachiites!

Hats off  
@DawoodTdf



**Syed Hamza Sohail**  
@hamzasyedsohail

The best part was seeing the place full of kids who were having the time of their lives. Children are naturally inquisitive, and when given spaces like these to explore, they can't help but develop a knack for science. I wish this place was around when I was 10



**Tanya Mirza-Ashraf**  
October 11 at 12:01 PM • 📷

It's called the TDF MagnifiScience Centre effect. Incredibly uplifting for all ages!



## Reviews from Social Media

### Enabling the Differently Abled

Inclusivity is at the heart of what we do at TDF MagnifiScience Centre (MSC). The facility has been especially designed and curated to make science accessible to all members of the society, particularly the ones with special needs.

Young Zunaira, who is fighting hydrocephalus and craniosynotosis, medical conditions that affect the brain, won our hearts with her heartwarming vlogs documenting her fun-filled and enriching experience at MSC. From assuming the role of a builder at a construction site to administering first aid inside an ambulance, from learning about the unique ecosystem of mangrove forests to defying gravity in the anti-gravity room; our accessible and safe learning space made it possible for Zunaira to engage with our multi-sensory exhibits and learn about scientific phenomena while having fun.



TeamZunaira  
October 12 at 8:06 AM • 🌐  
Detailed vlog of TDF MagnifiScience Centre glimpses of anti-gravity room, mirror maze and lots more on TeamZunaira YouTube channel.  
<https://youtu.be/fp6vBnmXXk>



TeamZunaira  
October 10 at 7:16 AM • 🌐  
MashAllah Our Sweet Angel Zunaira And Shaheer went to TDF MagnifiScience center. We had a wonderful time with great fun and information. Kids enjoyed a lot and experience many new things Related Science It's Remarkable Place We Enjoyed A lot Specially Zunaira And Shaheer  
TDF MagnifiScience Centre



### MSC Community

TDF's MagnifiScience Centre is providing free education through its Community School, which caters to underprivileged children from the neighbourhood. 50 children from ages 3-11 years are enrolled at the school. All of these children come from neighbouring Miskeen Gali. The school provides basic education to these children in English, Mathematics, and Urdu through engaging concepts and interactive learning five days a week.





Observe your...  
screen, just as your skeleton...  
the bike.

### کلنگ ڈھانچا

پر بیٹھیں اور اسکرین کو حرکت میں آتے ہوئے  
سیکھیں کہ کس طرح ڈھانچے کی بدولت جسم  
ت کا پورا نظام ممکن ہوتا ہے۔  
کا ڈھانچہ سائیکل چلا رہا ہو تو اسکرین پر اپنا  
کریں۔

### Light

The world is filled with light and color.  
Light is the most abundant form of energy  
in the universe.  
When light is split into its component colors,  
we see a spectrum of colors.  
The colors we see are due to the different  
wavelengths of light. Light of different  
wavelengths has different effects on  
the human eye.

**“All outstanding work, in art as well as in science, results from immense zeal applied to a great idea.”**  
—Santiago Ramon Y. Cajal



## Support Us

TDF MagnifiScience Centre (MSC) is an informal learning space that The Dawood Foundation is providing to enable people to explore the wonders of science through unique hands-on experiences in a safe, inclusive environment.

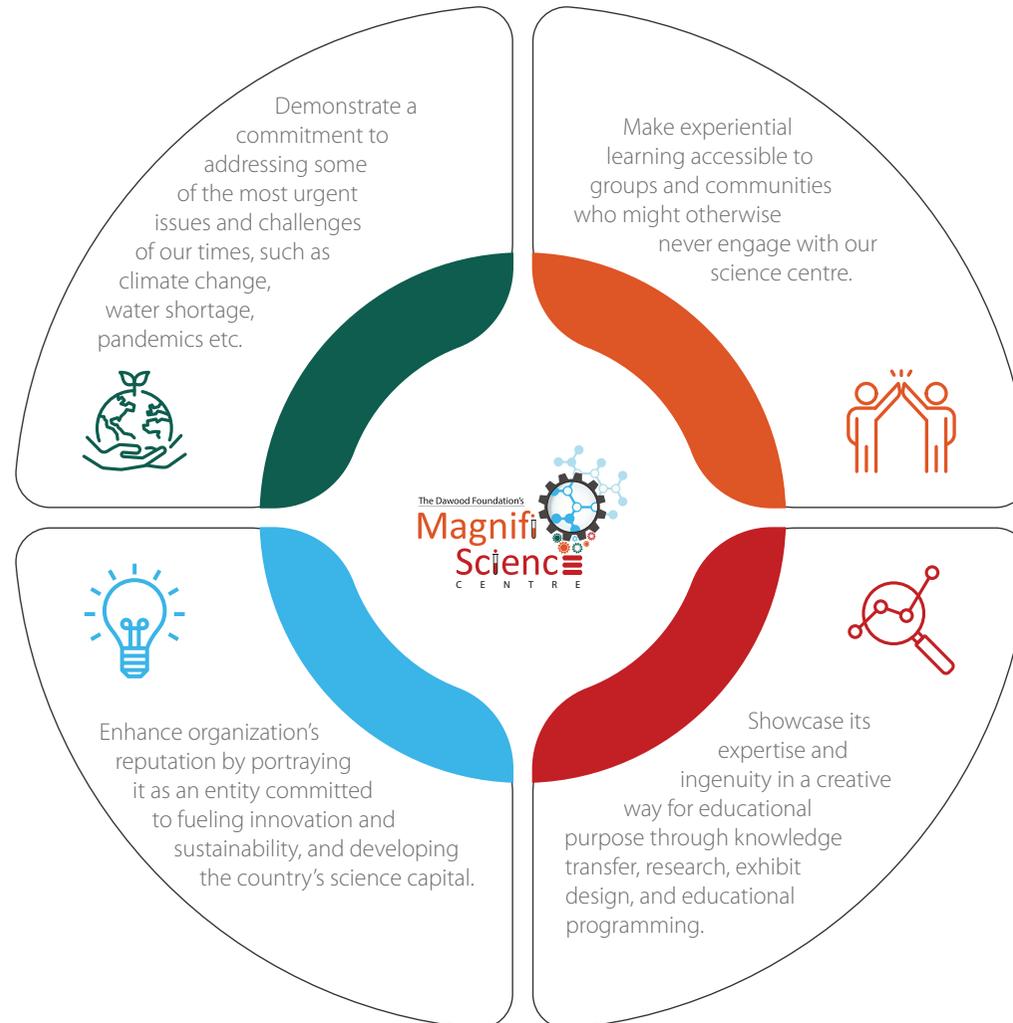
### Why invest in TDF MagnifiScience Centre?

Supporting the country's first interactive science centre will provide a unique opportunity to mission-driven organizations and stakeholders to align themselves with an institution that will create a long-term impact on not only the people of Karachi but beyond as well. Our partners can play a crucial role in enabling us to offer cutting-edge experiences and avenues for science learning to a wide audience.

The MagnifiScience Centre is looking to partner with corporations, academia, interest groups, NGOs, donor agencies, individual donors, and philanthropists. Your support and donations will help in contributing to our vision of making science accessible for everyone, elevating science literacy, and inspiring future generations of scientists and innovators.

Investment in MSC will allow organizations to benefit in these ways:

Find out about how you can support by visiting:  
[magnifiscience.org/support-msc](https://magnifiscience.org/support-msc)



## Support Us

### Support a Child's Visit to MSC

The Dawood Foundation (TDF) has established MagnifiScience Centre (MSC)—Pakistan's first contemporary and interactive science centre—with the aim to provide hands-on learning experiences to people of all ages and backgrounds. MSC aspires to function as an inclusive science hub that ignites an interest in science among students and citizens and empowers them with a better understanding of scientific principles and methods.

As a not-for-profit organization, The Dawood Foundation relies on the support of organizations and individuals to realize MSC's mission of making science accessible to everyone possible. Your contribution, in terms of sponsoring the science centre visit of students from educational institutions with limited resources and facilities, will enable them to engage with science in an experiential learning environment and thereby increase science literacy.

Help us fulfil our goal of providing children from underserved areas an invaluable opportunity to not only explore the wonders of science in an informal learning space but also to inspire in them the spirit of inquiry. Your generous donation will be used to cover the MSC visit expenses of these deserving children.



The  
Dawood  
Foundation



### Donor Pledge Form

#### THE COST OF SPONSORING A CHILD'S VISIT: Rs 1,800/-

(Full access admission ticket: Rs 1,000+ food: Rs 300 + transport: Rs 500)

Name of Donor(s): \_\_\_\_\_

Contact Number: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Date: \_\_\_\_\_

I/We hereby pledge to sponsor the one-time visit of \_\_\_\_\_ (number)  
of child/children @ Rs 1,800/- per person.

Total: Rs \_\_\_\_\_ (Cash/Credit Card/Cheque/Bank Transfer)

Please make all cheques payable to '**The Dawood Foundation**'.

#### For online donations:

Bank Name: Habib Bank Limited

Account Title: Dawood Foundation

Bank Account Number: 0786-00052688-01

You can learn more about MSC at: [www.magnifiscience.org](http://www.magnifiscience.org)

For further information on how to donate,

Please email us on [msc@dawoodfoundation.org](mailto:msc@dawoodfoundation.org)

TDF MagnifiScience Centre, Plot No. 1 RY – 15, Railways Quarter, Karachi.

Tel.: (021) 38899672.



## Contact Us

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