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Rock out at the 15th annual Wisconsin Science Festival

Get ready to rock and roll at the **Wisconsin Science Festival**, featuring 10 days of in-person and virtual events across the state October 16-26. This year, the event celebrates 15 years of unleashing curiosity for Wisconsin residents of all ages.

The 2025 festival feature is “**Rock and Roll**” – a play on words that emphasizes the dynamic intersection of science and art with more than 650 events and programs inspired by music, motion, and the geology that shapes Wisconsin.

The celebration kicks off with **Science on the Square** on Thursday, October 16, a fan favorite event and signature collaboration with the **Madison Night Market**. Get ready for an energetic evening jam-packed with something for everyone. Stroll down State Street and the Capitol to explore hands-on science activities, rock out to live music, grab a bite to eat at local food trucks and shop for unique items from local vendors.

Over the past 15 years, the Wisconsin Science Festival has grown from a local 3-day event in Madison to a 10-day science showcase in over 50 counties across Wisconsin. As a member of the National Science Festival Alliance, the Wisconsin Science Festival continues to serve as a flagship model for engagement and collaboration.

“The mission of the Wisconsin Science Festival is to elevate science and art, to keep Wisconsin curious, and to showcase the imagination and creativity that fuel innovation,” says festival director **Sam Mulrooney**.

This year's lineup boasts several "rock stars" – in both science and the arts – with strong ties to Wisconsin:

- Renowned geologist, author and geology professor [Marcia Bjornerud](#) will lead us through an exploration of the Earth beneath our feet at the Door County Museum and Archives.
- The Waukesha County Historical Museum will feature an immersive exhibit on [Les Paul](#), who made waves in the music industry by experimenting with sound and inventing the solid-body guitar.
- A whole panel of local geologists and artists will come together to thread the story of Earth's oldest rocks to kick off the [Crossroads of Ideas](#) series.
- ...and many more!

Looking to have a good laugh while you learn? Stop at the Discovery Building on the UW–Madison campus for Amalgam Improv's [Sci-prov](#) show, or experience the high-energy mashup of science talks, artful performances and live music at the [Why Sci Variety Show](#) held at the Majestic Theater. Grab a pint while you ponder at a [Badgers on Tap](#) event at Delta Beer Lab in Madison or Tumbled Rock Brewery in Baraboo.

For curious kids – and kids at heart – the popular [Science in a Bag](#) project will once again be available at participating library locations state-wide. This year, volunteers hand-packed over 3,000 take-home kits with several activities and access to digital resources that feature science and research happening in Wisconsin. [Find a participating library](#) local to you and discover other unique programs such as makerspace events, story times, citizen science BioBlitzes, and more.

The Wisconsin Science Festival offers the perfect opportunity to unleash your curiosity and discover how science connects to everyday life. Take a walking tour of Wisconsin's geological landscape, explore the science behind how we hear music, try your hand at rock identification and more.



"Curiosity is imagination put to work. The festival not only helps inspire scientific understanding, but also nurtures creative thinking and communication at a time when these skills are more important than ever," says [George Tzougros](#), executive director of the [Wisconsin Arts Board](#) and a founding member of the festival.

So come join us Oct. 16–26 and get curious. With hundreds of events throughout the state, there's something for everyone! For the full festival schedule and interactive map, visit the [Wisconsin Science Festival](#) website.

Explore these events and more:

Northern WI

Visit the River Doc Nature Conservancy for a guided hike and BioBlitz; bring your kids to Junior Naturalist Activity Day at the Cable Natural History Museum; learn about music and mental health at the Augusta Memorial Public Library.

West Central WI

Unlock the secrets of the Fibonacci sequence and the Golden Ratio in nature and art at the Galaudet Gallery in Eau Claire; explore science by the river in Wisconsin Rapids; observe the beauty of the universe at the Allen F. Blocher Planetarium at UW–Stevens Point.

Northeast WI

Kids can explore Leonardo da Vinci's Workshop at the Building for Kids while adults discover creepy and gory medical oddities at the History Museum After Dark in Appleton; unveil the science of music at the Neville Public Museum in Green Bay or the Door County Library in Sturgeon Bay.

Madison

Conquer the corn maze and learn about Wisconsin's glacial landscape at Treinen Farm, attend a Wisconsin Book Festival STEM Author event, explore how Wisconsin Rocks! with Mel Reusche from



the WI Geological and Natural History Survey; dive into the Story of Water mini-expo at the Discovery Building.

Southeast WI

Embrace the Creepy Cosmos at the UWM Planetarium or Spooky Space at the Horwitz-DeRemer Planetarium; discover the Joys of RockHounding at the Waukesha Public Library; learn about the world of bats at Lapham Peak's Hausmann Nature Center; explore Millipore Sigma's Curiosity Cube at Discovery World.