

OUTREACH ACTIVITIES I

07/03/2008

Outreach Activities are dynamic presentations and activities aimed at engaging citizens in science and technology issues. ESOF2008 will make complex scientific concepts clear and understandable to the general public and demonstrate the many ways in which science enriches our daily lives. Shows, exhibits and presentations that make use of a variety of media will animate science with respect to culture, sports and leisure.



Human Mind

Title	Organiser	Institution	Country
re(PER)curso: a mixed reality performance	Paul Verschure	Pompeu Fabra University (UPF)	Spain
Synthetic Oracle	Paul Verschure	Pompeu Fabra University (UPF)	Spain
Secrets of the brain and frontiers of the mind	Anna Berti / Lorenza Accusani	University of Turin (UNITO) / in collaboration with Sissa Medialab	Italy
Switch your brain on!	Giuseppe Zambon-Nino Lepore	"Experimenta" Regione Piemonte	Italy
Cognitive Systems and Interactive Media	Narcis Pares	Pompeu Fabra University (UPF)	Spain
Cooperate or compete?	Maria Cristina Junyent Rodríguez	Fundació Ciència en Societat	Spain



Human Body

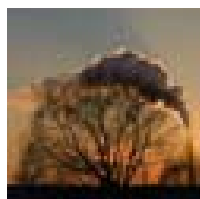
Title	Organiser	Institution	Country
Do Research! How are drugs developed?	Rosina Malagrida	Barcelona Science Park (PCB)	Spain
The Stem Cell Dream	Ana Godinho	University of Edinburgh	United Kingdom
Discovering the DNA	Gloria Lligadas	Centre for Genomic Regulation (CRG)	Spain
Nutrition and obesity: the Mediterranean diet takes to the streets	Lina Badimon	The Cardiovascular Research Center	Spain

OUTREACH ACTIVITIES II



Human Body (cont.)

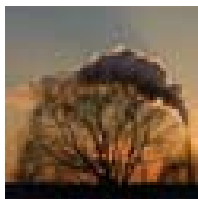
Title	Organiser	Institution	Country
Food, science and society	Camilla Rossi-Linnemann	National Museum of Science and Technology Leonardo da Vinci	Italy
Genomics à la carte	David De Lorenzo	University of Lleida (UdL)	Spain
Dynamic Tango	Manuela Arata	"Festival della Scienza" Association	Italy
Science in the kitchen	Daniel Jimenez Albiac	TV3	Spain



Planet Earth

Title	Organiser	Institution	Country
A virtual travel across Nature	Jesus Marco/Celso Martinez Rivero	Spanish National Research Council (CSIC)-Instituto de Física de Cantabria (IFC)	Spain
From the fossil to The DiNosAur	Elena Spoldi	Fondazione per Le Biotecnologie	Italy
Experimenting our ancestors' technologies.	Juan José Ibáñez	Spanish National Research Council (CSIC)	Spain
Deep-sea oases: exploring the Big, the Small and All by 2010	Eva Ramirez-Lidora	Spanish National Research Council (CSIC) - Institute of Marine Sciences (ICM)	Spain
Changing climate, challenging communication	Antonio Navarra	The CIRCE Integrated Project	Italy
Energy and Utopia: theatre of the Biosphere	Velia Papa	Inteatro Association	Italy
Plastics with the Environment	M ^a Carmen Bernardo	CICLOPLAST	Spain
International Polar Year: Dazzling Science and Powerful Messages.	Jose Manuel Abad	Spanish National IPY Committee	United Kingdom

OUTREACH ACTIVITIES III



Planet Earth (cont.)

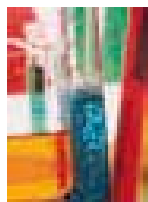
Title	Organiser	Institution	Country
Il Di-Vertisuolo (Having fun with the soil)	Michele Freppaz/Ermano Zanini	University of Turin (UNITO)	Italy
Clouds	Jordi Mazon Bueso	Catalan Meteorological Observers Association (ACOM)	Spain



Matter and Universe

Title	Organiser	Institution	Country
Casa Proton - Feel like a quark!	Marco Costa	University of Turin (UNITO)	Italy
SuperStrings and the 10 Mysteries of the Universe	Enrique Gaztanaga	Spanish National Research Council (CSIC)	Spain
Cosmic coffee	Nora Capozio	Centro Fermi	Italy
Molecular simulations on PlayStation3	Gianni De Fabritiis	Pompeu Fabra University (UPF)	Spain
"There's plenty of room at the bottom": a nanoscience theatre play	Mato Salustiano	Government of Galicia	Spain
Understanding the story of the Universe through cosmic particles	Marsollier Arnaud	European Organization for Nuclear Research (CERN)/AstroParticle ERANet (ASPERA)	Switzerland
Superstring Installation: come into a vibrating universe.	Marcella Lorenzi	University of Calabria (UNICAL)	Italy
Particle physics in LHC: a journey to the Big Bang	Hugo Ruiz Pérez	University of Barcelona, (Department of Matter Structure and Constitution)	Spain
Scales of the Universe	Jordi Torra Roca	University of Barcelona (Department of Astronomy and Meteorology)	Spain

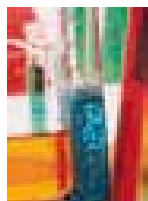
OUTREACH ACTIVITIES IV



Discovering Science

Title	Organiser	Institution	Country
Making life easier: what next-generation communication systems can do for you	Carles Anton Haro	Centre Tecnològic de Telecomunicacions de Catalunya (CTTC)	Spain
Scientists as cyber-journalists	David Segarra	Recerca en Acció Portal	Spain
Neuston. Experiment 1. Exploring the Interface.	José Pintado	Spanish National Research Council (CSIC) - Institute of Marine Sciences (ICM)	Spain
Treasure hunt: European scientists and discoveries	Andrea De Bortoli	University of Turin (UNITO)	Italy
Getting to the point - An interactive media communication training	Lena Raditsch	European Molecular Biology Laboratory (EMBL)	Germany
Decide! Interactive debates on emerging sciences	Rosina Malagrida	Barcelona Science Park (PCB)	Spain
Young scientists: a demonstration	Premysl Velek	Academy of Sciences of the Czech Republic	Czech Republic
Biotechnologies and the Lisbon Strategy: a discussion	Montserrat Daban	Biocat, Catalan Bioregion	Spain
The Art of Creating	Sarah Sherwood	Institute for Research in Biomedicine (IRB) Barcelona	Spain
Reactable concert	Sergi Jorda	Pompeu Fabra University (UPF)	Spain
The sounds of science: MusicACE	Pietro Cipresso	University of Languages and Communication (IULM)	Italy
The adventure of writing and publishing: the game of scientific publications	Remedios Melero	European Association of Science Editors (EASE) - CSIC	Spain
Careers in Science - space exploration, arts and science and science communication.	Christopher Warrick	United Kingdom Atomic Energy Authority (UKAEA) Culham Division	United Kingdom
Hundred Mysteries on the Universe: Lab-based training of science communication skills	Yasuo Fukui	Nagoya University	Japan
FameLab	Michael White	British Council	United Kingdom

OUTREACH ACTIVITIES V



Discovering Science (cont)

Title	Organiser	Institution	Country
Stories on a weak giant called SCIENCE	Gregorio Valencia	Spanish National Research Council (CSIC)	Spain
The Physics behind the atmosphere	Jordi Mazon Bueso	Catalan Meteorological Observers Association (ACOM)	Spain
Textile factory: a theatre sketch	Joan Muñoz	National Museum of Science and Technology (mNACTEC)	Spain
The aerostatic show	Joan Muñoz	National Museum of Science and Technology (mNACTEC)	Spain
Engaging young students with Science	Jesus Marco/Celso Martinez Rivero	Spanish National Research Council (CSIC)-Instituto de Física de Cantabria (IFC)	Spain
ESCITY, European Science and the City Network	Vladimir de Semir	Pompeu Fabra University (UPF)	Spain
Breaking the Gaudi code	Claudi Alsina	The Technical University of Catalonia (UPC)	Spain
Oxygen, theatre play written by Roald Hoffman and Carl Djerassi	Mercé Piqueras	Catalan association of scientific communication (ACCC)	Spain
Science and Poetry	Maria Cristina Junyent Rodríguez	Fundació Ciència en Societat	Spain
Experiments that changed the world	Daniel Jimenez Albiac	TV3	Spain
Young scientists exhibit	Manuel Belmonte	MAGMA	Spain
Science for Kids	Isabel Rius	Ciencia Divertida	Spain



Outdoor Activities

Title	Organiser	Institution	Country
Industrial villages in the riverside of Llobregat	Joan Muñoz	National Museum of Science and Technology (mNACTEC)	Spain