Fields, festivals and fruit flies

Creative science engagement at the Crick and beyond

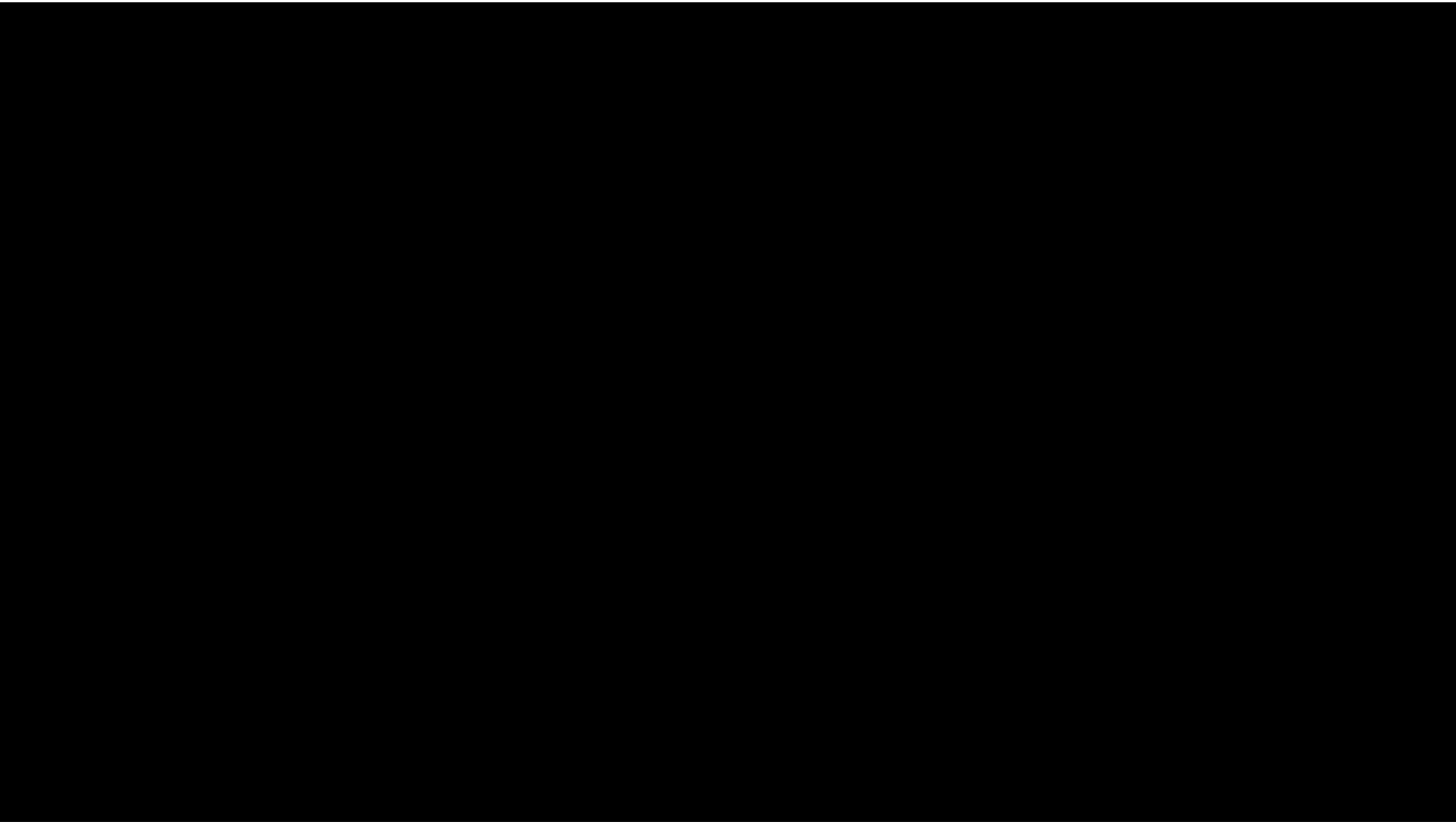
Jenny Jopson

“The definition of genius is taking the complex and making it simple.”

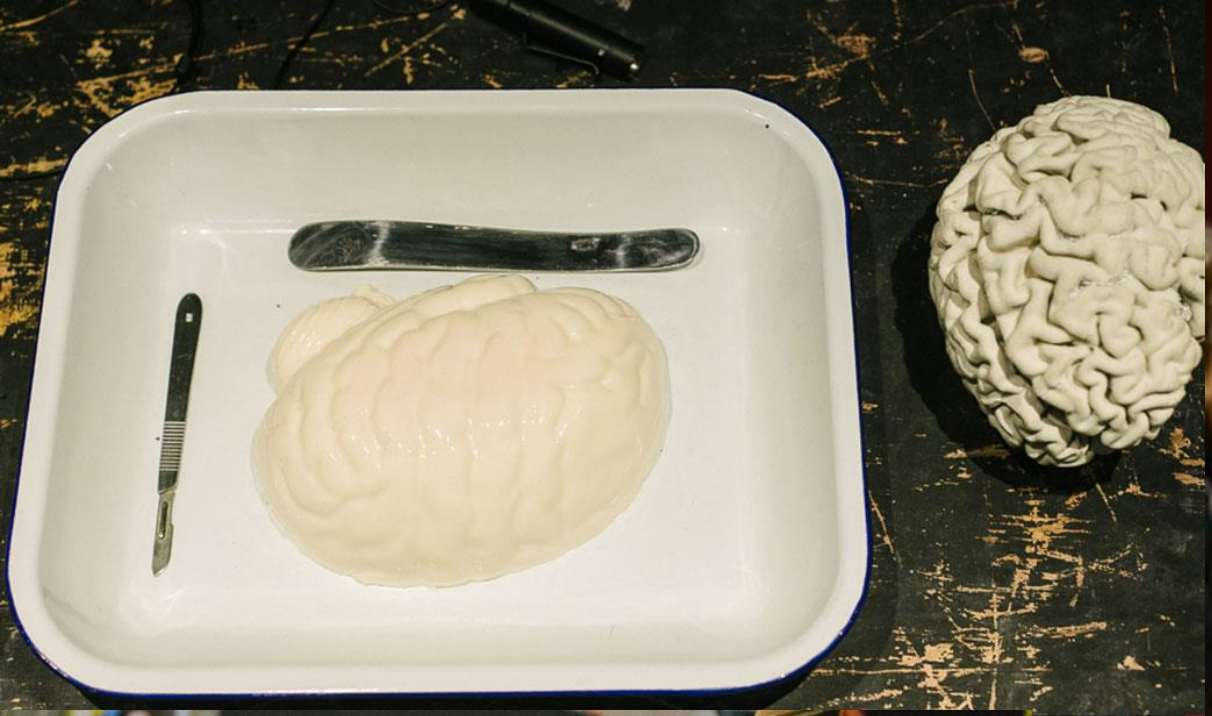
Albert Einstein

“Any intelligent fool can make things bigger and more complex... It takes a touch of genius and a lot of courage to move in the opposite direction.”

Ernst Friedrich Schumacher



GUERILLA
SCIENCE



MADNESS

ARE YOU
SMARTER
THAN A
RAT?

live short
and prosper!

wellcome
collection

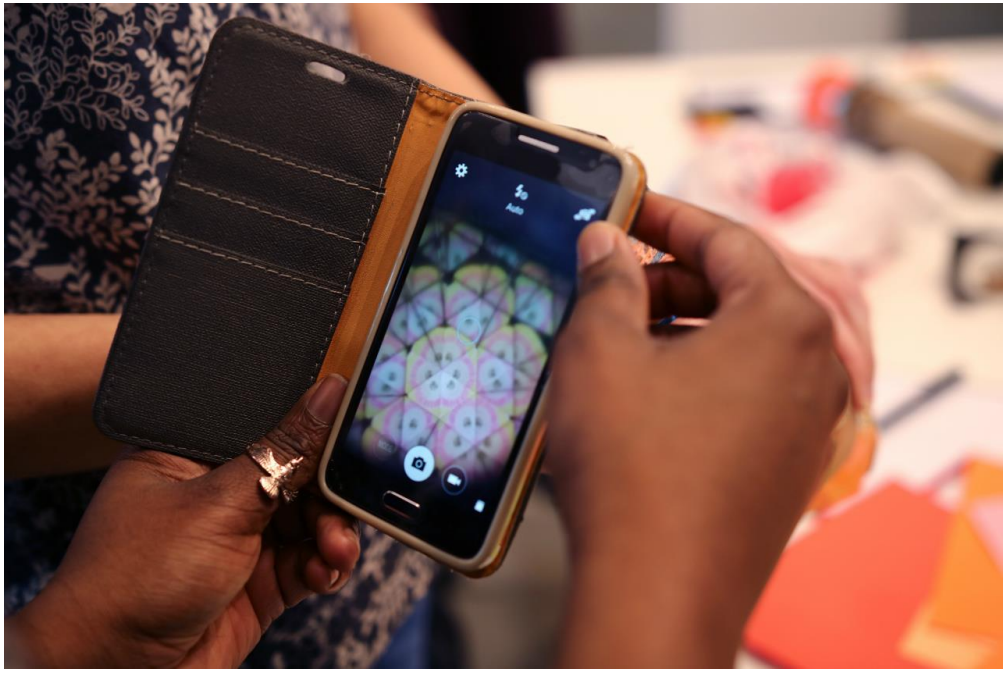
wellcome collection

The Francis Crick Institute

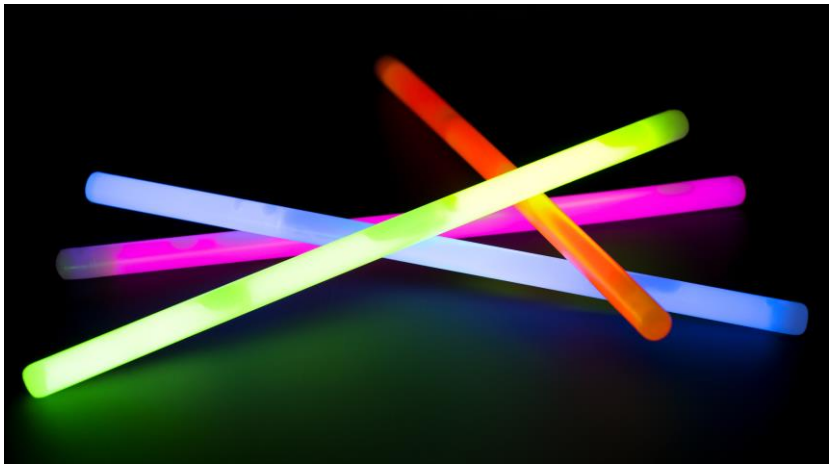
A biomedical discovery institute dedicated to understanding the fundamental biology underlying human health and illness.

- Cancer
- Heart disease
- Stroke
- Infection
- Neurodegenerative diseases

Art and science workshops



Science Museum Late: Bio-revolution



THE FRANCIS CRICK INSTITUTE

Crick Late: Discovery – 3rd May

Early ideas include:

- CRISPR film editing
- Glow in the dark grapes
- Neuro circuitry crafting
- Clay organoids
- Gut racing

Meet a Scientist sessions

THE FRANCIS CRICK INSTITUTE

Top tips for successful engagement

Consider your audience

Accessibility vs. detail

Have a hook

Practice on a non-scientist

Enjoy the journey!

MRC Medical Research Council

UCL

Imperial College London

King's College London

wellcome trust

CANCER RESEARCH UK