

LENS news

THE NEWSLETTER OF SCIENCELENS LTD

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Introducing Sciencelens Design

Effective application of science photography

New blog series: This day through the Sciencelens

science **lens**.

PHOTOGRAPHING
SCIENCE, INDUSTRY
AND TECHNOLOGY



FROM THE EDITOR

gerry@sciencelens.co.nz

Hi everyone, and welcome to the, ahem... first (!!) Scienclens newsletter for 2012.

Scienclens' year started with an extended overseas trip, which kept us away from the newsletter for the first couple of months, and subsequently various activities and commitments have conspired to keep the newsletter on the back-burner. But we're back, and I promise the second half of the year will see more regular appearances of the newsletter.

This month we focus on our brand new Scienclens Design offering. We are very excited to have this up and running, and showcased on our website, and we'll be offering various introductory design specials over the coming months in support of this new venture.

I've also recently started a new daily series on the Scienclens blog, called "This day through the Scienclens", where I hope to share a snippet of science amusement each day – see more on page 3.

Finally, as a fine example of the effective application of photography in a science communication context, we highlight some recent publications by the Malaghan Institute of Medical Research in Wellington. We are very proud indeed to have been able to contribute photography to these lovely publications.

As always, your feedback on the newsletter would be much appreciated.

Yours in visual science,

Gerry

TRANSIT OF VENUS - ITALIAN STYLE!

Earlier this month, on 6 June, Venus passed in orbit between the earth and the sun. This was a once (ok, possibly twice) in a lifetime event, with the next pair of transits only happening in 2117 and 2125, so it was a pretty big deal. Unfortunately, we had an overcast, rainy, blustery day here in Palmerston North, with the sun hidden behind thick clouds the entire day. As a result the momentous event sadly passed by for us without a single sighting.

Well, what can you do? Making the most of the occasion, we created our own version of the event. Admittedly it didn't take too long to change from a Transit of Venus to a full eclipse!



31 MAY

World No Tobacco Day

Tobacco industry interference – don't get me started!



THIS DAY

THROUGH THE SCIENCELENS

On 18 May 2012, after having neglected the Sciencelens blog for way too long, I made a small blog post on *The Appreciation of Plants Day*. This sparked the idea of sharing a date-relevant science snippet on the Sciencelens blog every day, accompanied by some original, illustrative photography.

Not only should this daily personal science communication challenge (called '*This day through the Sciencelens*') keep the Sciencelens blog more active and relevant, but I'm also finding it to be quite a personally enriching experience digging up some vaguely science-related facts for each and every day, accompanied by an illustrative original photo. And who knows, perhaps someone somewhere in cyberspace also finds it amusing!

I've managed (touch wood) to stick to a daily blog update for 4 weeks now, with topics as diverse as plant mathematics, measurement techniques, brainwaves, biological diversity, textile weaving, schizophrenia, meteorology, jazz, composting, tobacco, multiple sclerosis, the ocean, sewing machines, coin flipping, washing powder, Donald Duck and many more.

For your daily dose of scientific amusement, subscribe to the Sciencelens blog (sciencelens.wordpress.com). Alternatively, I will also be posting daily blog-updates on our Facebook page (facebook.com/sciencelens) and on Twitter (twitter.com/gerryleroux).

Please let me know what you think!



6 JUNE

Birth of the modern day washing detergent

On Persil – the first detergent to combine soap and bleach in the same product.



10 JUNE

Celebrating Ball-point Pen Day

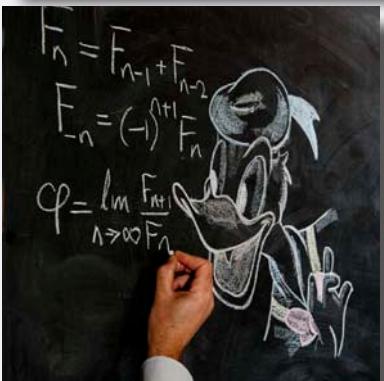
A call to do the write thing in celebration of the ball-point pen.



13 JUNE

Sewing Machine Day

Yes, you can be creative and green with a sewing machine.



9 JUNE

Donald Duck Day:

Is there a link between Donald Duck and mathematics? You bet!



11 JUNE

Corn on the Cob Day

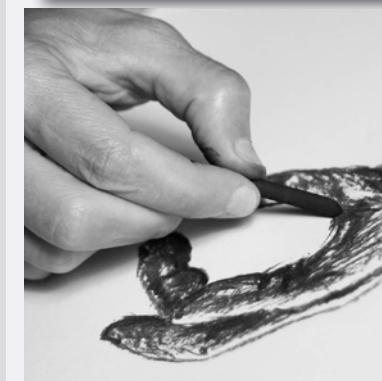
What would corn be without a bit of genetic modification?



1 JUNE

Flip-a-Coin Day

Probability, statistics and an amazing coin-tossing game called 'Penney's Game'.



2 JUNE

Drawing Day

Celebrating the creativity inherent in all of us, and discussing pencil-making in the process.

SCIENCELENS DESIGN

It is with great excitement this month that I'd like to introduce *Sciencelens Design*, the new graphic design component of Sciencelens Ltd.

As some of you may know, my partner Wouna (pronounced Vona – the Germanic spelling complicates it a little) is a graphic designer. Having cut her teeth working in a corporate environment before embarking on a freelance career, she has a decade of experience designing for the corporate sector.

While Wouna spent much of her time over the past two years servicing our international clients, she is changing her focus and will in future concentrate on the local market. This is good news to me, because I believe that the skills and experience she brings combines very well with the current Sciencelens photography offering, to provide a more comprehensive service to our clients.

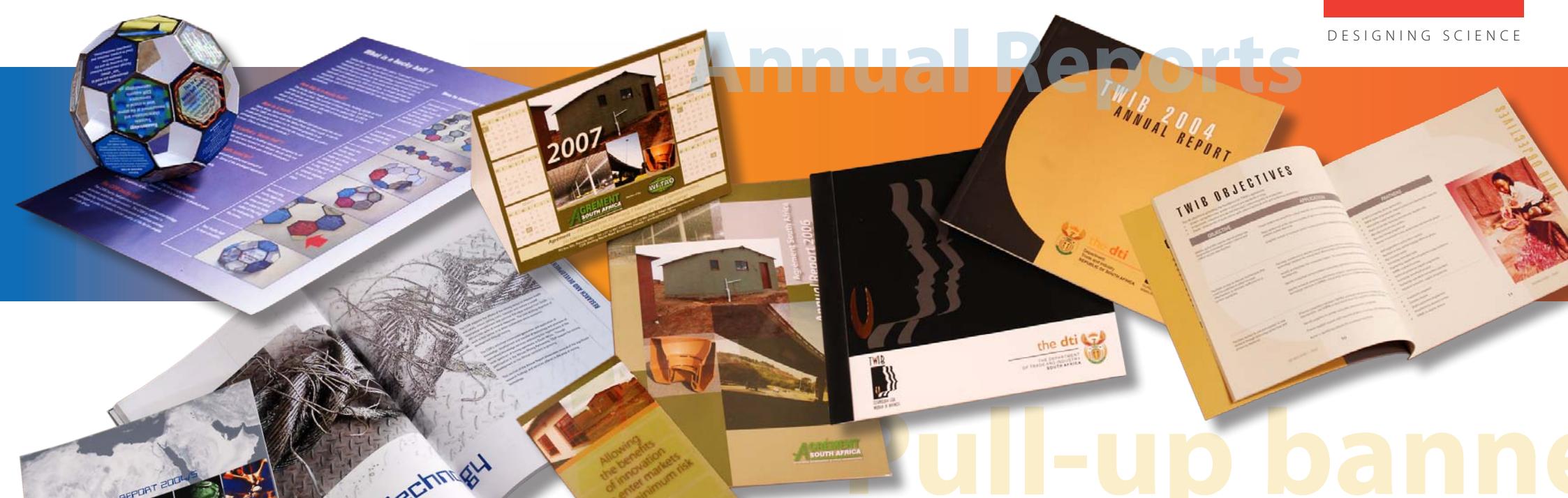
To support the launch of Sciencelens Design, we will over the coming months offer a range of design specials, so watch this space. In the meantime, if you require any freelance graphic design support, please ask us for a quote – I believe we are able to offer an excellent and very competitive service.

Having focussed on graphic design in the corporate sector, and more specifically servicing clients from the science and technology domains, we have a good understanding of working in this environment. Our emphasis is on creating designs that are clear, clean and elegant, supporting and enhancing the message being communicated, rather than causing confusion through complicated and elaborate design flourishes.

Try us – we will leave you pleasantly surprised!

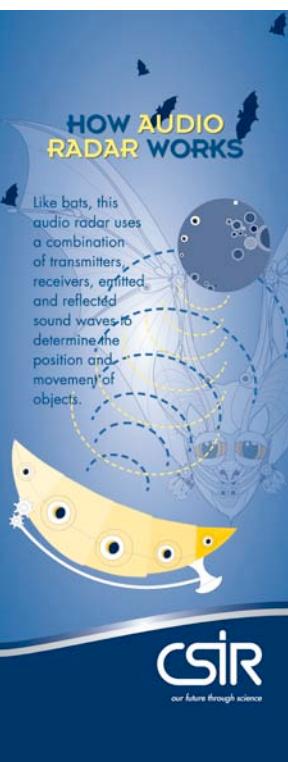
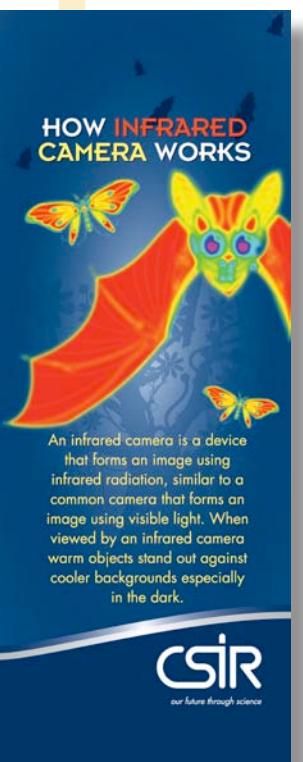
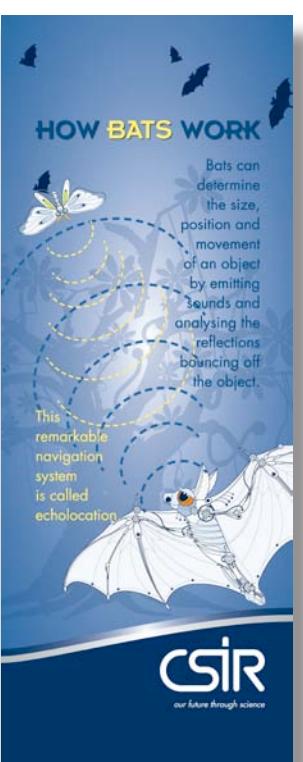
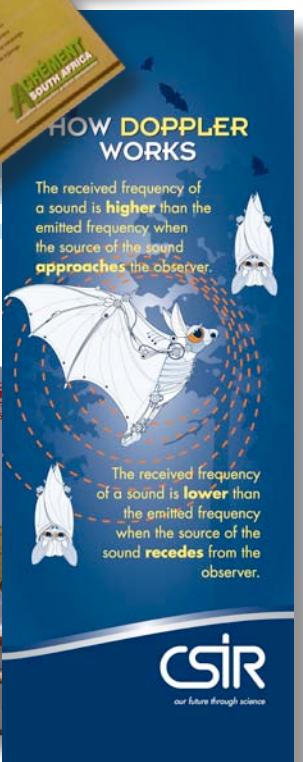


Annual Reports



Pull-up banner

Calendars



Logos

SCIENCE IMAGES IN PRINT

Back in April 2011 (Sciencelens Monthly Vol 2 No 3), we discussed the management and maintenance of a photo library.

However, maintaining a comprehensive and up to date photo library is of limited value if it is not being creatively and consistently utilised in your publications and marketing material. As a fine example of the effective application of photography in a science communication context, we

would like to highlight some publications by the Malaghan Institute of Medical Research in Wellington.

A sincere thank you to the Institute for entrusting me with updating their staff and research photo library over the past year. It continues to be an enriching experience witnessing and documenting the amazing work done at the Institute.



NEWS SNIPPETS

UPCOMING CONFERENCES

- » **Third International Starlight Conference**, 11-13 June 2012, Lake Tekapo
- » **Federated Farmers National Conference 2012**, 27-29 June 2012, Auckland
- » **Food, Markets and Society III Symposium**, 29 June, Wellington
- » **RMBF 2012 Annual Conference** - "Building Excellence", 28-30 June 2012, Tauranga
- » **New Zealand Institute of Forestry 2012 Conference**, 1-4 July 2012, Christchurch
- » **New Zealand high-performance computing (HPC) applications workshop**, 4 July 2012, Wellington
- » **NZ eResearch Symposium 2012**, 4-6 July 2012, Wellington
- » **World Conference on Timber Engineering**, 16-19 July 2012, Auckland

TIPA ONE WORLD PHOTO CONTEST

The Technical Image Press Association (TIPA) launched its first International Photo Contest in May 2012 with prizes to the value of €10.000 to be won!

The 'One World' photography contest aims to celebrate the beauty and diversity of our world through the art of photography, and highlight the medium's vital and central role in contemporary culture in an ever-changing world. Photography is a universal language that communicates beyond language barriers and borders and the photo contest aims to encapsulate that.

The 'One World' contest offers photographers the opportunity to showcase their work to an international community of publishers, agencies and galleries that are always on the lookout for new talent.

sciencelens.
PHOTOGRAPHING SCIENCE, INDUSTRY AND TECHNOLOGY

Editor – Gerry le Roux

Design & layout – Wouna le Roux

wouna@sciencelens.co.nz

There are two categories in the competition that accommodates both professional and amateur photographers.

- » **Professional category** – Photo Story (€6000 for the overall winner)
The best Photo Story must consist of a series of three images that tell a story and portray the theme.
- » **Amateur category** – Single Image (€4000 for the overall winner)
The best Single Image that portrays the theme.

The contest opened on 15 May and all entries must be submitted by 14 July. Winners will be announced on 19 September 2012.

To enter visit www.tipa.com.

NEW ZEALAND INTERNATIONAL SCIENCE FESTIVAL

A reminder that the New Zealand International Science Festival is happening in Dunedin from 30 June to 8 July.

Attendees include:

- » NASA astronaut Stephanie D. Wilson, a veteran of three space flights who has logged more than 42 days in space
- » Award-winning Stanford (USA) science rapper and biologist, Tom McFadden aka The Rhymebosome, who will be visiting and performing at schools in Auckland, Wellington, Christchurch, and Dunedin from 21-30 May 2012 as part of the festival's science idol rap competition
- » Alice Roberts, popular BBC presenter and professor of public engagement in science at the University of Birmingham, who will, amongst other events, give a public demonstration of anatomical body painting, with a focus on muscle anatomy and function.

Further information: www.scifest.org.nz

CONTACT US

PO Box 20037 • Palmerston North • 4471

Phone: 06 3566 377

Mobile: 027 510 5177

Email: gerry@sciencelens.co.nz

www.sciencelens.co.nz

2012 PRIME MINISTER'S SCIENCE PRIZES

New Zealand's pre-eminent science awards, the Prime Minister's Science Prizes, are open for entries.

The Prime Minister's Science Prizes recognise the impact of science on New Zealanders' lives. They are an opportunity for the people of New Zealand to celebrate the contribution of our current scientists and to encourage those of the future.

Each year five prizes are awarded, with prize money totalling \$1 million.

- » Prime Minister's Science Prize
- » Prime Minister's MacDiarmid Emerging Scientist Prize
- » Prime Minister's Science Teacher Prize
- » Prime Minister's Science Media Communication Prize
- » Prime Minister's Future Scientist Prize

Please visit www.pmscienceprizes.org.nz to find out more. Entries close 24 July.

AUCKLAND FESTIVAL OF PHOTOGRAPHY

This wonderful festival, which features professional and amateur photographers, is now in its ninth year, and is on until 24 June.

The festival is a city-wide contemporary art and cultural event which takes place within Auckland's major galleries, project spaces, non-gallery venues and public sites during June each year. The programme includes a mix of emerging and established artists and comprises existing works and creation of new work.

For more information and the festival programme, visit the festival website at www.photographyfestival.org.nz.

MORE ABOUT SCIENCELENS

To find out more about Sciencelens, and the things that make us tick, follow us on

Facebook (<http://www.facebook.com/sciencelelens>) and

Twitter (<http://twitter.com/gerryleroux>),

and don't forget to keep an eye on our

blog (<http://sciencelelens.wordpress.com>).

SONY WORLD PHOTOGRAPHY AWARDS

Entries for the 2013 Sony World Photography competition is now open. The entries, which opened on 1 June 2012, will be open until 4 January 2013.

The competition contains a number of categories, catering for professional and amateur photographers. This is a prestigious international competition, with prize money of \$25000 (professional category) and \$5000 (amateur category) as well as other great incentives.

More information is available on the competition website, www.worldphoto.org/competitions.

SIR PAUL CALLAGHAN NAMED SUPREME WINNER OF THE 2012 WORLD CLASS NEW ZEALAND AWARDS

Sir Paul Callaghan was named the Supreme Winner of the 2012 World Class New Zealand Awards posthumously at the World Class New Zealand Awards in Auckland last week.

The annual Awards, a New Zealand Trade and Enterprise (NZTE) initiative delivered by Kea New Zealand, are a celebration of New Zealand innovators and entrepreneurs who have made significant contributions to the country's growth and development.

Kea Global board member and Chair of judges John Stace said Sir Paul Callaghan was a truly inspirational and world class New Zealander whose outstanding achievements have earned him numerous awards and respect worldwide.

"Sir Paul's exceptional talents were an asset for New Zealand and his consistent commitment to connecting science with business to widen the country's economic growth was truly admirable."

Disclaimer : Every effort has been made to ensure the accuracy of the information contained in this newsletter. We accept no responsibility for any errors.

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