

# The Art of Dissemination

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# Dissemination is a pillar of every project

## The difference between plan and reality

- Projects contain ambitious plans
- Raising public awareness is a strong request
- Difficult to raise public awareness and moreover engagement
- Scientists disseminate to scientists
- Different audiences, different story
- Objectives might not met during the project lifecycle

# Engaging artists in residence in FET projects

## A new idea and concept that was tried for the first time

- featart.eu, Erich Prem (prem@eutema.com)
  - Matching artists with selected FET projects
  - To create project-associated physical artwork
  - To assist in dissemination especially to GP
- 
- What to expect? What will be the results?
  - We were lucky to be matched with Anna Dumitriu
  - Extremely talented, very diligent
  - Excellent communication and great social media skills
  - We share our first-hand experience

# The results are great!

## Beyond any expectations and still continues

- The power of art can do magic for science dissemination
- Impressive results and wide exposure are achieved
- Over 160,000 people reached so far
- And it does not stop...
- Take home message: recommended to embrace the artist-in-residence model as standard in any research intensive project

Anna Dumitriu

# Background

- Artist in Residence, MRG\_Grammar Project (FET Open)
- Artist in Residence Modernising Medical Microbiology, University of Oxford
- Visiting Research Fellow: Lead Artist, The Wellcome Trust Brighton and Sussex Centre for Global Health Research, Brighton & Sussex Medical School
- Leverhulme Artist in Residence, Department of Chemistry, University of Birmingham
- Research Fellow: Lead artist “Trust Me, I’m an artist”, Waag Society
- Artist partner: Future Emerging Art and Technology EU FET project
- Visiting Research Fellow: School of Computer Science, University of Hertfordshire





HINTS ON WASHING

# MAKE DO AND MEND

UNPICK AND KNIT AGAIN

WHERE'S THAT MOTH?

DECORATIVE PATCHES

PREPARED FOR THE  
BOARD OF TRADE  
BY THE MINISTRY  
OF INFORMATION

Price 3<sup>d</sup> net





## When a Garment GOES UNDERARM

Circles on the diagram at left suggest where material for patches may be cut away from the lining of the yoke, or by removing pocket, belt, cuffs, collar or hem lining. Where necessary, replace with a contrasting material.

## Cloth knickers call for Neatness

The first step is to unpick central back seam and part of inner leg seams (1). Use a round patch in two pieces cut to shape of both leg seams (2). Do not cut away the worn part, as this helps to reinforce the new patch.



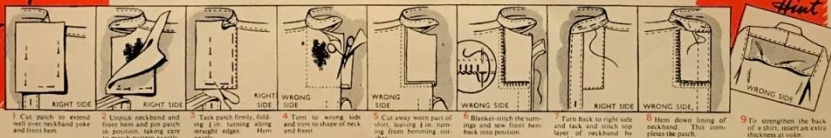
## Rescue Work on Coat Lining

Diagram (1) shows how to shape patches to reinforce the underarm lining in a coat. The armhole seam must be undone to allow them to be put in place.



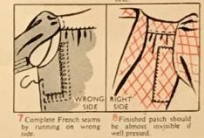
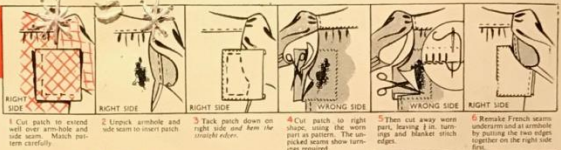
## Saving a Shirt

Pieces for patches can be taken from the tail of the shirt and replaced there by any soft cotton. If new material is used it should be washed first.



**3 SIMPLE RULES TO REMEMBER ABOUT PATCHING**

- 1 Patch must cover worn parts round the hole as well as the actual hole.
- 2 Selvage threads and parts of patch must follow those of the garment.
- 3 Patches must not be placed over hems or seams; these must first be unpicked, patch put on and new hem or seam stitched on to patch.

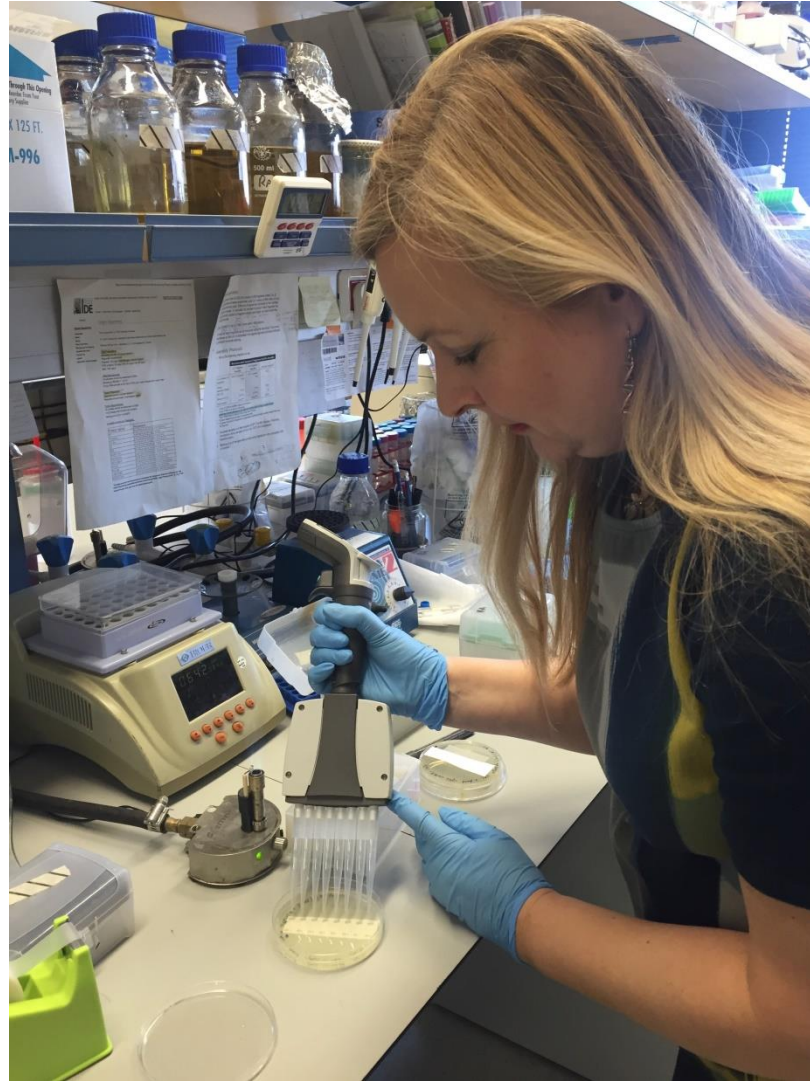


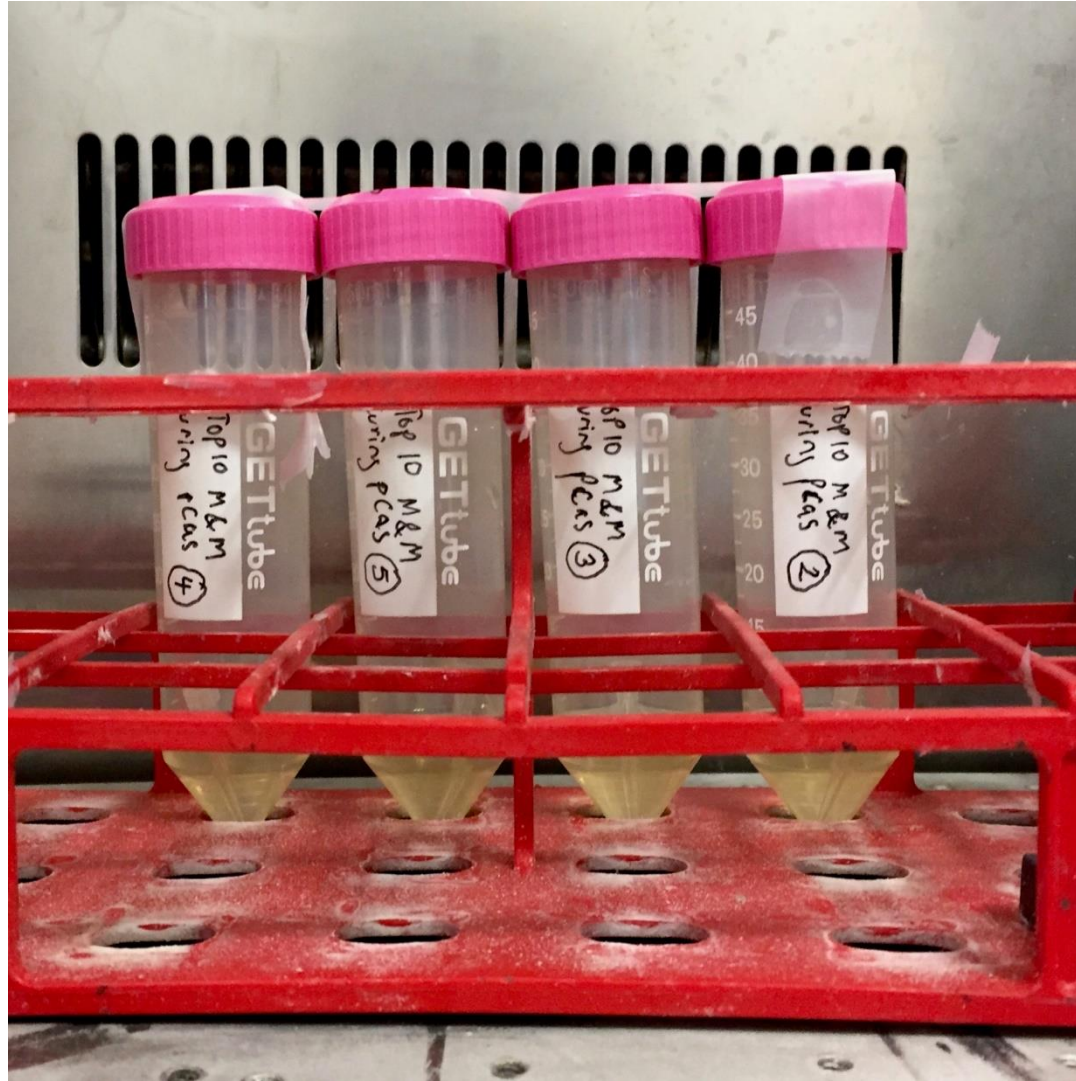
## Repairs to Flannel & Stockinette

Flannel and stockinette do not fray so turnings are not required—but overlap must be allowed for patch to take in stitching. Place patch on the wrong side of the material—with selvedge threads running to match—then herringbone the raw edges of the patch to the garment (1). Turn the garment to the right side, cut away worn parts so that about 1 in. is left from outside stitches. Herringbone raw edge of right side to patch leaving a space between wrong side and right side herringboning (2).

## Another Shirt Hint























MUSEUM *of the*  
HISTORY *of*  
SCIENCE



**Anna Dumitriu**  
BioArt and Bacteria



Anna Dumitriu  
BioArt and Bacteria

Make Do and Mend  
Repairing and Reusing

Handing Back

# Anna Dumitriu

## BioArt and Bacteria















# Outcomes

- 5 Exhibitions at BOZAR Art Museum Brussels, The Museum of the History of Science Oxford, Science Gallery Dublin, Ars Electronica Festival Linz, Zone2Source Amsterdam, BOM Birmingham
- Peer reviewed paper in Leonardo Journal of Art and Science
- 18 publications including reviews in Art Quarterly, Nature and The Lancet
- Nominated for EU STARTS Prize
- Interview on Dutch National Radio 1
- 10 keynotes/talks/lectures including Ars Electronica Festival, BOZAR, Imperial College, Oxford University
- 5 workshops including The Museum of the History of Science in Oxford, BOM Birmingham, The Google Campus Tel Aviv
- Forthcoming shows at Eden Project in Cornwall and Philadelphia Science Center

# Audience Engagement

- Attendees at exhibitions so far: 141756
- Attendees at talks so far: 1092
- Readership of publications so far: 897900
- Total Engagement: 1040748 and rising!

# Links

- <http://www.normalflora.co.uk>
- <http://www.feartart.eu>
- <https://www.patreon.com/annadumitriu>
- Facebook: <https://www.facebook.com/annadumitriuarts>
- Twitter @annadumitriu
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