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
live short and prosper!

fly
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
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
Top tips for successful engagement

Consider your audience
Accessibility vs. detail
Have a hook
Practice on a non-scientist
Enjoy the journey!