

# FEDERATION OF EUROPEAN NEUROSCIENCE SOCIETIES



## DANA/FENS funded Brain Awareness Projects - Final Report 2012



In 2012, the directors of the Dana Foundation once more approved a grant to FENS. This money enables funding of several small grants to various European Brain Awareness Week partner organizations for public presentation during the campaign.

### Selection procedure

The selection was done by a committee composed of members of Dana, Edab, and FENS:

Barbara Gill (Dana)

Kathleen Roina (Dana)

Pierre Magistretti (Edab)

Colin Blakemore (Edab)

Sigismund Huck (FENS)

Mike Stewart (FENS)

FENS distributed these grants in a competitive procedure. A call for applications was launched and the best projects were selected. **73 applications from 23 different European countries were submitted, 29 projects in 19 different European countries can be supported.** The following BAW events (listed in alphabetical order by last name) were selected for funding:

1. Aglioti, Salvatore Maria (**Rome, Italy**) Neuroscience and Neurodiversity: the social brain and the social world through the eyes of scientists and of individuals with Autism Spectrum Conditions
2. Aviram, Refael (**Jerusalem, Israel**) Brain and Film – Collaboration with Jerusalem's Cinematheque Theatre
3. Battaglia-Mayer Alexandra (**Rome, Italy**) THE BRAIN FOR LITTLE KIDS III: How can I see my brain and its activity?
4. Borroto-Escuela, Dasiel (**Stockholm, Sweden**) 24FramesPerSecond NEURO WEEK
5. Cragg, Lucy (**Nottingham, United Kingdom**) Funfair of the mind
6. Crawford, Winlove (**Exeter, United Kingdom**) Your amazing brain
7. Dierssen, Mara (**Barcelona, Spain**) BCNeuroscience, Celebration of the Year of Neuroscience in Spain
8. Efthimiopoulos, Spiros (**Athens, Greece**) Brain Awareness Week 2012
9. Emil, C. Toescu (**Birmingham, United Kingdom**) Art for the Brain
10. Esen, Ferhan (**Eskişehir, Turkey**) Brain Awareness Month (BAM) in Eskişehir- Turkey
11. FitzGerald, Una (**Galway, Ireland**) Understanding the brain and brain disorders
12. Franke, Margret (**Berlin, Germany**) Brain Awareness Week Berlin
13. Girão da Cruz, Maria Teresa (**Coimbra, Portugal**) Have Yourself a Merry Healthy Brain
14. Grieder, Matthias (**Bern, Switzerland**) Brain Week 2012, Bern
15. Gurzu, Cristian (**Braila, Romania**) Teen's sharp mind
16. Heffer, Marija (**Osijek, Croatia**) Stress resistant
17. Hurlbert, Anya (**Newcastle upon Tyne, United Kingdom**) The Neuroscience of Sport and Entertainment
18. Japaridze, Nadezhda (**Tbilisi, Georgia**) The Amazing Human Brain
19. Jovanovic, Ksenija (**Toledo, Spain**) La Semana del Cerebro 2012, Toledo
20. Krugers, Harmen (**Amsterdam, The Netherlands**) Neuroscientists at school
21. Milton, Amy (**Cambridge, United Kingdom**) Psy-Fi / SciScreen Compulsion Film Festival 2012
22. Mostert, Jeanette (**Nijmegen, The Netherlands**) Brain Whispers, A world-wide demonstration of brain decoding Participating Universities: Frankfurt, Nijmegen, Hawaii and others
23. Pyza, Elzbieta (**Krakow, Poland**) The 2012 Brain Awareness Week in Krakow – “Brain Gender”
24. Rebelo, Sandra (**Aveiro, Portugal**) Brain in Motion
25. Starc, Martina (**Ljubljana, Slovenia**) Brain Awareness Week 2012: Communication in and between brains
26. Stevanić, Dušan (**Belgrade, Serbia**) Focus Brain in Belgrade 2012
27. Svjetlana, Kalanj Bognar (**Zagreb, Croatia**) BRAINY GRANNY - Aging brain
28. Thibert, Chantal (**Grenoble, France**) Our brain deceives us
29. Tillet, Yves (**Tours, France**) Brain Awareness Week: Events in Tours

**FENS warmly congratulates the grant winners!**

# **1. Neuroscience and Neurodiversity: The social brain and the social world through the eyes of individuals with Autism Spectrum Conditions/Rome, Italy**

**Dates and Duration:** March 31 - April 01, 2012

**Contact:**

Salvatore Maria Aglioti  
Laboratory of Social and Cognitive Neuroscience  
La Sapienza University of Rome  
Via dei Marsi 78  
00185, Rome, Italy.  
+390649917635  
[salvatoremaria.aglioti@uniroma1.it](mailto:salvatoremaria.aglioti@uniroma1.it)

Two days to learn about neurodiverse brain and sociality. Visitors had the opportunity to meet people with Autism Spectrum Conditions, learn directly from them about their passions and interests, share their peculiar ways to perceive the sensory world, engage together in fun outdoor activities, watch informative movies, and enjoy visual art and music. The event was well attended by about 500 people including professionals, individuals with ASC and their care takers, and most importantly lay individuals who were fascinated by the variety of activities proposed. The event provided visitors and participants with real one on one opportunities for learning and sharing and received very positive and passionate feedback.

Unfortunately due to a last minute cancellation from our guest speaker from the U.S. John E. Robison, person with Asperger syndrome and best seller author, we had to rethink and therefore postpone the entire event. Regardless of this inconvenience, the final result was beyond our best expectations!

## 2. Cinema and Brain Week: Lectures and Movies - Imagination and Reality in Brain Research / Jerusalem, Israel

**Dates and Duration:** 10-15 March, 2012

**Contact:**

The Edmond and Lily Safra Center for Brain Sciences

Silverman Life Sciences Building 3RD wing 6th floor

Edmond J. Safra Campus, Givat Ram

The Hebrew University of Jerusalem

Jerusalem 91904

Rafi Aviram: +972-2-6586064 [rafi.aviram@elsc.huji.ac.il](mailto:rafi.aviram@elsc.huji.ac.il)

Elisheva Dovev: +972-2-6585927 [elisheva.dovev@elsc.huji.ac.il](mailto:elisheva.dovev@elsc.huji.ac.il)

ELSC and the Jerusalem Cinematheque organized the second Cinema and Brain Week. Each evening (six in total) the public was invited to attend lectures given by leading brain researches from ELSC.

These lectures were followed by films related to the lecture topics.

In addition, ELSC PhD students presented their recent findings in brain research to the audience with multimedia presentations one hour before the lectures.

**Program of the event:**

March 10th - Prof. Idan Segev and the artist Vered Aviv spoke about art and the brain, specifically about the work of Jackson Pollock. Their talk was followed by the film "Pollock" (Ed Harris, 2000).

March 11th – The official opening evening, Prof. Naftali Tishby talked about human perception and the brain and how perception can be manipulated. His talk was followed by a demonstration by the illusionist Lior Manor. The film shown was "The Prestige" (Christopher Nolan, 2006).

March 12th - Prof. Hagai Bergman and Dr. Renana Eitan spoke about depression and the possibility of applying Deep Brain Stimulation to patients suffering from major depression. The film shown was "Sylvia" (Christine Jeffs, 2003).

March 13th - Prof. Leon Deouell spoke about patients with Locked-in Syndrome. His talk explored the possibility of using brain-machine interfaces in order to communicate more effectively with such patients. The film shown was "The Diving Bell and the Butterfly" (Julian Schnabel, 2007).

March 14th - Dr. Yonatan Loewenstein spoke about reinforcement learning and whether our personal experience assists or hinders our decision making. The film shown was "Groundhog Day" (Harold Ramis, 1993).

March 15th - The last lecture titled "Order and Disorder – Between Brain and Music" was given by Prof. Israel Nelken followed by a musical piece played by Miriam Nelken on the viola and Yizhar Kershon on the cembalo. This final evening's film was "Pride and Prejudice" (Joe Wright, 2005).

The second Cinema and Brain Week was a great success. The 350-seat auditorium was full and a long waiting list was compiled for most evenings.

### **3. THE BRAIN FOR LITTLE KIDS III: How can I see my brain and its activity?**

**Italy, Rome**

**Dates and Duration:** March 19 - 23, 2012

**Contact:**

Alexandra Battaglia-Mayer  
Professor of Physiology  
Department of Physiology and Pharmacology  
SAPIENZA- University of Rome, Italy

The event was part of a wider project addressed to children of an Elementary Public School, located in the historic centre of Rome (ISTITUTO VIA GIULIA 25 ROMA, ITALY). The project consisted of lectures and games (for a total of 10 hours activity) held by myself, Professor of Physiology, with the collaboration of one PhD student in Neurophysiology of University of Rome that voluntarily collaborated to the initiative.

The general idea of this project is to illustrate each year, for 5 consecutive years (duration of Primary School), the basic concepts of Neurosciences.

In the past two years (2010, 2011) we have addressed several questions, such as:

- What is the brain for?
- How does the brain work? (electrical signals, neurons, synapses, neurotransmitters)
- How do we interact with external world? (basic sensory processes such as vision, auditory system and movement)
- How do we move and control our actions? (bases of motor behaviour and neural structures underlying it)

This year we focused on the different techniques that allow knowledge of our brain and its functions. In particular, I have talked about

- Introduction to Scientific and Experimental Method

- The differences of Anatomy (morphology) and Physiology (functions)
- Different techniques for brain visualization from anatomical point of view: MRI, CT, DTI
- Different techniques to visualize brain functions: fMRI, PET, EEG, single-unit recording from awake animals
- The neural structures underlying motor behaviour from cortex to cerebellum and the consequences of their lesion.

This year we also benefitted of the lecture given by the ethnologist Dr. Augusto Vitale from Istituto Superiore della Sanità (Italy) on primates: their variety, behaviour and how well they represent an animal model to understand human behaviour.

At the BAW end the kids were divided in groups each of which was required to “write” a Scientific Project: they had to ask a question on a particular brain function and choose the best method to address it, specifying details about their experimental design. On the basis of this material they created several Posters that were/are shown to parents, teachers and all other students.

In conclusion, I would like to thank the DANA Foundation and FENS for supporting again this initiative. As last years, this was a very exciting experience in teaching Neuroscience. I hope we will be able to continue in the future.

#### 4. 24FramesPerSecond NEURO WEEK/Sweden, Stockholm

**Dates and Duration:** March 12-16, 2012

**Contact:**

DASIEL O BORROTO ESCUELA, PhD; KJELL FUXE, Prof

KAROLINSKA INSTITUTET NEUROSCIENCE

RETZIUS VÄG 8

17 177, STOCKHOLM, SWEDEN

Phone, Fax: +46 8 52486995; +46 8 315721

[dasiel.borrito-escuela@ki.se](mailto:dasiel.borrito-escuela@ki.se)

The "24FramesPerSecond NEURO WEEK" is a contest held by the Division of Cellular and Molecular Neuroscience at the Department of Neurosciences, Karolinska Institutet, Stockholm, Sweden during the Brain Awareness Week 2012 (March 12<sup>th</sup>-16<sup>th</sup>) in the Hillarp Lecture Hall raising awareness through video, compelling documentary and friendly scientific lectures about neurobiological and mental disorders. It was addressed to the entire scientific community of the Karolinska Institutet and nearby scientific institutions in the Science Park and to the Karolinska Hospital, as well as the general public in the Solna community. During the "24FramesPerSecond NEURO WEEK" [see for more details <https://sites.google.com/site/24fsneuroweek/>], PhD, postdoctoral and established researchers presented their research and vision in lectures followed by selected movies related to neurobiological disorders and mental illness. Every day, one hour before the lectures, Ph.D students presented their recent findings in neurosciences research to the public with artistic display and imagines of neurons and the inner workings of the brain, through posters and videos. In addition with the occasion of the celebration Kjell Fuxe lab invites all Campus students, PhD and professor to enjoy "L'heure de l'apero" in the Neuroscience lunch room during this week. With a lunch-room full of participant, this was a good moment to share opinions and discuss about the future direction of the neuroscience field and how to involve general public in our activities and research programs. On the opening day, Monday March 12, Prof. Kjell Fuxe and our Senior Research and Film maker Richardson N. Leão, shared their thoughts about the relation between the film industry and neurosciences research. Talks were followed by a documentary movie (Richardson N. Leão, 2004). On the following days, selected speakers presented their vision of a particular neuroscience subject, followed by movie.

**Type of BAW events held:** Movies exhibition for students and the general public, lecture and scientists discussion, forum.

**Target audience(s):** General Public, university students, PhD students and Post-doc.

**Approximate number of people reached:** 1200/1300

**Publicity methods used:** We mainly use emails, mailings, posters/flyers, website as publicity methods, and insight of them the most successful was the website and posters, at least from the positive feedback that we received. In all of our publicity we explicitly mention: Our proposal has been selected by the FENS with the financial support of the DANA Foundation.

We are very satisfied with the proposed activity and the celebrated activity. We received many positive comments and we are thrilled by the participants and now convinced that the next year the BAW should be even more successful!

## **5. Brain Awareness Week @ The University of Nottingham/United Kingdom, Nottingham**

**Dates and Duration:** March 14-28, 2012

**Contact:**

**Dr Lucy Cragg**, +44 115 84 67926, [lucy.cragg@nottingham.ac.uk](mailto:lucy.cragg@nottingham.ac.uk)

**Dr Nadja Heym**, +44 115 95 15296, [nadja.heyman@nottingham.ac.uk](mailto:nadja.heyman@nottingham.ac.uk)

**Mrs Jane Fowlie**, +44 115 95 15316, [jane.fowlie@nottingham.ac.uk](mailto:jane.fowlie@nottingham.ac.uk)

School of Psychology,

University of Nottingham

Nottingham, UK, NG72RD

Across 2 afternoons in March, 102 local secondary school students (16-18-year-olds) visited the University of Nottingham to take part in an interactive workshop on the mind and brain. The students first experienced 3 short talks from academic staff on topics such as brain imaging and schizophrenia. They then split into small groups to experience a variety of hands-on demonstrations of current research from our graduate students, a visit to the driving simulator, and games from our psychology funfair.

The star wars force trainer ([http://unclemilton.com/star\\_wars\\_science/#/the\\_force\\_trainer/](http://unclemilton.com/star_wars_science/#/the_force_trainer/)), used as a demonstration of how electroencephalography works, was very popular. Overall the students reported that they had enjoyed the event and that it had increased their interest and understanding of psychology and neuroscience, thus fulfilling our goals for the project.

## 6. Your Amazing Brain 2012/Exeter, United Kingdom

**Dates and Duration:** March 12 – 16, 2012

**Contact:**

C.I.P. Winlove, Ph.D.  
Peninsula College of Medicine and Dentistry,  
St. Lukes Campus,  
Magdalen Road,  
University of Exeter  
EX1 2LU.

“Your Amazing Brain 2012” took place in the largest school in the region and its main shopping centre. Over three days my team of 12 undergraduate students and I engaged with hundreds of children, and a surprisingly large number of adults, through a range of hands-on activities. Most of our school sessions were with lower-performing students, so it’s be great to hear that many of these students are now more engaged. Hands-on activities ensured students were actively involved in their learning, and the chance to take-away stickers and brain key-rings, which they had labelled themselves, was immensely popular. These events provided an exceptional opportunity to make enduring connections with members of our local community. As a direct result of Brain Awareness Week, I am now working with local schools to identify further ways in which we can increase children’s exposure to science. We are starting a student volunteer group and aim to organise further events later this year. The University is also keen to support outreach activities, and is considering appointing new members of staff to support such activities.

None of this would have been possible without the support of the DANA and the Federation of European Neuroscience Societies





## 7. “Brain fair: The Brain Illusions”/Spain, Barcelona

**Dates and Duration:** March 17+25, 2012

**Contact:**

Mara Dierssen

Center for Genomic Regulation

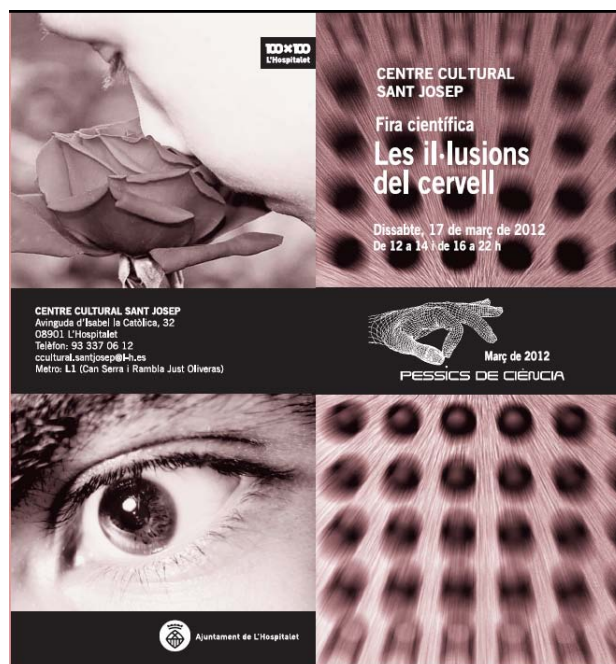
Dr Aiguader 88

08003 Barcelona

Spain

The 11th Brain Fair “Illusions of the Brain” is the continuation of an increasingly successful series of outreach activities started in 2000 and organized by the Center for Genomic Regulation in Barcelona. This year’s event with almost 2.000 participants was announced by local newspaper and radio stations. The workshop included six experiments with 16 volunteers (predoctoral and master students) and two lectures followed by a discussion with the audience, entitled “The ingenious reality” and “The mind of an artist”. The participants could experience five illusions (proprioceptive, auditory, visual, gustatory, multisensorial) accompanied by a scientific presentation.

In addition we were able to provide material on facts and lines in neurosciences (sponsored by the European Dana Alliance for the Brain) and we handed out a questionnaire in order to get feedback from the participants. High ratings were given to all experiments and presentations, to the organization prior and during the meeting and the quality of the experiments. The large number of participants confirmed that this outreach activity definitively met the interest of the citizens.



## 8. “Brain week in Greece”/Greece, Athens

**Dates and Duration:** March 10-17, 2012

**Contact:**

Spiros Efthimiopoulos

Efthis@biol.uoa.gr

The Hellenic Society for neurosciences organized brain awareness activities in 8 Greek cities (Nafpaktos, Patra, Athens, Corfu, Thessaloniki, Irakleion, Rethymno and Salamina). Several members of the Hellenic society for neurosciences participated in these Events that took place during the whole month of March 2012.

The brain awareness activities included presentations of members of the Hellenic Society for Neurosciences on various subjects, visits of pupils to University labs, visits of members of the our society in elementary Schools, High Schools and lyceum, neuroscience projects by pupils including songs, theatrical plays, videos and powerpoint presentations (most of them are already in our webpage), national competitions on “ask the best neuroscience question” and “create the best neuroscience video” and finally a translation of a book for the public on “Attention deficit and hyperactivity disorder”. You can see detailed reports for each activity (city) separately on the webpage of the Hellenic Society for Neurosciences:

<http://www.hsfm.gr/2011/en/2011-10-23-17-16-24/brain-awareness-week/activities-2012.html>

<http://www.hsfm.gr/2011/en/2011-10-23-17-16-24/2012-02-25-07-14-20.html>

<http://www.hsfm.gr/2011/en/2011-10-23-17-16-24/2012-04-12-17-16-08.html>

## 9. The “Arts for the Brain” /Birmingham, United Kingdom

**Dates and Duration:** March 12-25, 2012

**Contact:** Emil Toescu, Email: E.C.TOESCU@bham.ac.uk

The “**Arts for the Brain**” Exhibition displayed a variety of works of art, kindly lent by the Stroke Association and Parkinson’s UK. The paintings and photographs produced by people who have been diagnosed and are suffering from these neurodegenerative diseases, express, in addition to their artistic qualities, the power of art to act, in many instances, as a conduit for rehabilitation and recovery, and thus to reaffirm the power of human creativity and individuality that goes beyond brain plasticity. The program was also enriched by three separate public lectures, during which the lecturers (artists and researchers from the University and both charities) discussed not only the most recent developments in disease treatments, but also the important role of art in assisting recovery by exercising and developing the plasticity of the brain. The open format of these lectures allowed a closer interaction between scientists, public and some of the artists presented in the exhibition.

**Wed 14<sup>th</sup> March:** sponsored by the Stroke Association: a short presentation, by **Dr. Wai-Ling Bickerton**, from School Psychology, University of Birmingham and **Mr. Mark Ware**, film producer and one of the artists displayed followed by a Q&A session

**Thu 15<sup>th</sup> March** sponsored by the Parkinson’s UK: a presentation by **Dr Kieran Breen**, Director of Research and Innovation at Parkinson’s UK followed by a Q&A session

**Fri 16<sup>th</sup> March:** two talks from **Prof. Chris Miall** (Prof. of Motor control regulation at Univ. of Birmingham), and his collaborator, **John Tckalenko** (from Camberwell College of Arts, London) discussing the latest results of brain imaging studies of the mechanisms and brain regions that are activated during performing various artistic tasks, like drawing or painting. Again, the presentations were followed by an informal Q&A session.

Some quotations encapsulate the success and positive interest of all our BAW events this year... “Cool” (12-year old, after the lecture on the activation of brain regions); “I never knew that the brain could be so plastic” (stroke sufferer); “I’d very much like if such events could be brought to our pupils” (a teacher from a 6th form College in Birmingham)... These comments bring home the importance and value of public engagement, and remind us that it not only achieves outputs of esteem and impact, but is also fun, rewarding and worthwhile in itself.



## 10. Brain Awareness Month (BAM)/Turkey, Eskişehir

**Dates and Duration:** February 21 – March 22, 2012

**Contact:**

Assoc. Prof. Ferhan ESEN  
Department of Biophysics  
Faculty of Medicine  
Eskişehir Osmangazi University  
26 480 Eskişehir, Turkey  
Email: fesen@ogu.edu.tr

Our program started on February 21, three weeks before BAW, with conferences and lab tours specifically organized for Brain Bee competitors. Prof. Kubilay Uzunur gave a conference on *"Neurophysiological Principles of Behavior"*. Prof. İpek Cingi talked about the *"Harmful Substances to the Brain"*. Prof. Hamza Esen and Assoc.Prof. Ferhan Esen were conducted a demonstration: electrodermal activity, blood flow and heart rate recorded from a volunteer student in response to arousal stimuli were used to evaluate the sympathetic nervous system activity. Brain Bee competitors also got the chance to touch a real human brain and watched brain and nervous system demonstrations by Prof. Ferruh Yucel, Prof. Hilmi Ozden, Prof. Emel Ulupinar, Dr.Hakan Ay, Dr.Erdem Soztutar, Dr.Fatma Topal and Dr.Asrın Nalbant at the Eskişehir Osmangazi University Department of Anatomy. Fifty five students from fourteen different high schools in Eskişehir took part in the fifth annual Brain Bee competition sponsored in part by the Eskişehir Osmangazi University. After above activities, on March 6, competition was held at the medical faculty. Jury of the competition awarded 5 high school students. Mehmet Toprak from Kılıçoğlu Anadolu High School won first place.

In a series of BAW activities in day care at the Eskişehir Osmangazi University, preschool children enjoyed with the fun things in the *Turkish Mindboggling Workbook*. We also performed another activity, *"Let's Learn Our Brain and Sense Organs"* for children who are under treatment for diabetes and leukemia in the elementary school of university hospital.

General public and more than 150 students from faculty of Education participated in the panel *"Dark Side of Community : Sexual Violence"*. Before the panel, national folk dances performed by students of The Folklore Research and Training Center (HAMER), Eskişehir Osmangazi University.

In collaboration with Eskişehir Osmangazi University and Eskişehir Office of the Ministry of National Education we organized school visits on 22 March. Fifteen volunteer medical students, Brain Team-2012, from Eskişehir Osmangazi University trained to give talk on neuron, synapse, synaptic transmission, brain and nervous system and sense organs.



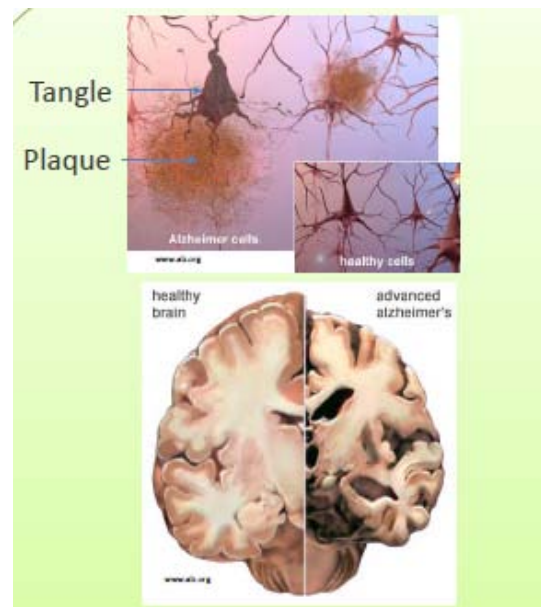
## 11. Understanding the brain and brain disorders

**Dates and Duration:** March 07-08, 2012

**Contact:**

Dr. Una FitzGerald  
NCBES  
NUI Galway  
University Road  
Galway  
Ireland

The 4th BAW event was held by the Galway Neuroscience Group in the Galway city museum. Junior and senior researchers based in the national centre for biomedical engineering science, pharmacology, neurology, anatomy, biochemistry, physiology, psychiatry, the network of functional biomaterials, psychology took part. General members of the public attended and organised visits from 8 schools (age 12 – 18 yrs) were arranged. Information about the brain and neurological disorders was provided through the Dana Foundation -funded large posters on display (see attached PDF copies of posters). A quiz based on poster content was designed, with an iPod shuffle given as a prize each day. Stands allowing participants to try mirror writing, or to check their hand-eye coordination, were popular, as were computer-based left-brain-right-brain questionnaires or examples of optical illusions. A footfall of 1,432 was recorded during the two days, with an estimate of around 600 school children taking part.





## 12. Brain Awareness Week Berlin/Germany, Berlin

**Dates and Duration:** March 12-16, 2012

**Contact:**

Inken Dose  
Berlin School of Mind and Brain  
Humboldt-Universität zu Berlin  
Unter den Linden 6  
10099 Berlin, Germany  
[inken.dose@hu-berlin.de](mailto:inken.dose@hu-berlin.de)  
phone: +49-30-20938105

Margret Franke,  
Bernstein Center for  
Computational Neuroscience  
Humboldt-Universität zu Berlin  
10099 Berlin, Germany  
[margret.franke@bccn-berlin.de](mailto:margret.franke@bccn-berlin.de),  
+49-30-20939110

Hu-Ping Chen  
International Graduate Program  
Medical Neurosciences  
Charité Universitätsmedizin Berlin  
Charitéplatz 1  
10117 Berlin, Germany  
[hu-ping.chen@charite.de](mailto:hu-ping.chen@charite.de),  
+49-30-20934585

We offered a program for different target groups including talks and discussions at three high schools (120 participants), a talk and three workshops for high school pupils at the Humboldt Graduate School (66 participants) as well as a workshop for kids aged 6-10 years at the "Gelbe Villa" (25 participants). For the general public we showed the movies "In search of Memory" (53 participants) and "Playing against Time" (40 participants) with following discussion. We presented a discussion on "How a balanced diet may help prevent stroke" (256 participants) and a talk with the topic "Empathy, Compassion and the Possibility to Train them - Social Emotions from a Neuroscientific Point of View" (191 participants), as well as the exhibition "Enception - the Beautiful Mind" (43 participants). The Max-Planck Science Gallery offered a tour and presented a new book on neuroscience. The program was announced in the university restaurants and in the underground TV system with more than 30 spots/day.



### 13. Have Yourself a Merry Healthy Brain/Portugal, Coimbra

**Dates and Duration:** March 05-April 01, 2012

**Contact:**

Maria Teresa Girão da Cruz, Ph.D.  
Center for Neuroscience and Cell Biology (CNC)  
Science Communication Office  
Largo Marquês de Pombal, University of Coimbra  
3004-517 Coimbra  
Portugal  
Phone: +351 239 820 190  
Email: mtgirao@cnc.uc.pt

In Portugal the BAW 2012 focused on the theme “Brain Health”. Several events took place for the general public:

- 1) “The brain and degenerative disorders” – conference and debate at the Coimbra City, which brought together researchers, physicians, psychologists, and patient associations.
- 2) the exhibit “The Brain in Colors” included pictures by CNC researchers and the installation “Brain” by the theatre company “Marionet” who was CNC’s “artist in residence” for six months.

Our programme included a variety of activities for school-age children: 1) Neuroscientists go to Schools; during this event neuroscientists visited schools and gave lectures on brain related subjects to middle and high school students; elementary school students had the opportunity to perform several hands-on activities, games, and brain teasers. 2) Open Laboratories; during this event students visited CNC’s laboratories and listened to talks about neuroscience research. The total audience was 1363 students from 17 schools. 42 CNC researchers took part in the activities.



## 14. Woche des Gehirns 2012 / Switzerland, Bern

**Dates and Duration:** March 12-16, 2012

**Contact:**

Brainweek Bern  
C/o Matthias Grieder  
Department of Psychiatric Neurophysiology  
University Hospital of Psychiatry  
Bolligenstrasse 111  
CH-3000 Bern 60  
Switzerland  
Phone: +41319328351  
Email: grieder@puk.unibe.ch

This year's Brain Week Bern opened with an interactive theatre entitled «Right in the middle and completely in the fog». It allowed the audience to participate in the play by modifying the behavior of the characters. Furthermore, they were even encouraged to act themselves and thus experience fictitious situations with a depressed family member. On the following evening, the topic «Depression and suicidal tendency» was picked up again and elaborated further by means of talks of experts. The other topics of separate evening forums were «The fascinating child's brain» and «chronic pain». On these three evenings, novel scientific findings were presented in a way that they were comprehensive for the broad audience. The lively discussions in the end of each forum supported this impression. As last year, the Brain Week was in coincidence with the Bern's night of the museums on one evening; an exhibition about «insights...» and «let paintings talk» of psychiatric patients were shown at the psychiatric museum Bern.





## 15. TEEN'S SHARP MIND/Romania, Brăila

**Dates and Duration:** March 12 - 18 2012

**Contact:**

Cristian Gurzu, Ph.D., biology teacher  
National College Nicolae Bălcescu  
Street Alexandru I.  
Cuza 162, Brăila,  
Romania  
**Phone:** +40239615333

**12<sup>th</sup> march:** poster exhibition *"Brain briefings"* with translated posters from SfN web site, about : *Neuromith busters, Sensory illusions, Mapping Brain Circuits, A matter of taste, Healthy aging, Addiction and brain circuits*. Posters were placed on a panel dedicated to BAW event

**13<sup>th</sup> march Lecture:** *Prenatal testosterone improves the spatial learning and memory by protein synthesis in different lobes of the brain in the male and female rat* – cognitive study presented by Cristian Gurzu Ph.D., at 6<sup>th</sup> FENS Forum of European Neuroscience.

**14<sup>th</sup> march** was organized the drawing competition and exhibition *"Teen's sharp mind"* by the students from 5<sup>th</sup> and 6<sup>th</sup> grade from National College N.Balcescu

**15<sup>th</sup> march,** the students were attending the **DVD HHMI lectures:** *"Mapping memory in the brain"* by Erick Kandel, M.D.

On **16<sup>th</sup> march** was organized the symposium *"The memory for senses"*, where the young students presented their own studies about how working different types of senses memory. All the projects were awarded with diplomas, trophies, booklets, from Dana Foundation and *Neuroset* journal

**17<sup>th</sup> march** was organized the Romanian Brain Bee, a live neuroscience competition for 9<sup>th</sup> to 12<sup>th</sup> grade students. The first place of Brain Bee competition was held by Flavius Bratu from National College Unirea, Focsani. He will attend the International Brain Bee, in Cape Town, South Africa.

The directors of National College Nicolae Balcescu were assured the logistic for this event. Also, local sponsors have an important contribution to organize this event.

The Brain Awareness Week had a great success in community and the events were published in the local press and website [www.neuroset.uv.ro](http://www.neuroset.uv.ro)



## 16. Stress Resistant / Croatia, Osijek

**Dates and Duration:** March 12-17, 2012

**Contact:**

Heffer Marija, Full Professor

School of Medicine, University of J. J. Strossmayer, Osijek

Department of Medical Biology, Department of Human Anatomy and Neuroscience

Huttlerova 4

31 000 Osijek, Croatia

Tel: +385 31 512 845,

Fax. +385 31 505 615

Email: mheffer@mefos.hr

Two months before BAW a drawing competition for elementary school pupils entitled 'My Family's Safeguard Symbol' was announced. Furthermore, the survey testing creativity in conditions with and without time restraints was offered to middle and high school pupils. A week before BAW we received more than 500 drawings and 2500 surveys from 15 participating schools. The results of the survey will be made available next month through Education and Teacher Training Agency to each of the participating schools and finally published in the national journal for teaching methodology. Workshops, lectures, lab tours and the exhibition were held from 12th to 16th March.

*Programme BRAINS:*

More than 80 members of Student Organization for Neuroscience (SENZOS) in collaboration with students of biology, economy and linguistics (Uni Os) organized 68 events (lectures, workshops, lab tours, brain battle) and hosted more than 5000 participants. Osijek artist Marin Balaic designed an attractive poster, T-shirt, bookmark and BAW's diploma. Due to a twofold bigger than expected number of students who visited workshops and lab tours, we offered them again in the week after BAW. Elementary and art high school pupils drew their family's safeguard symbols. The best drawings, lectures, workshops and 'brain battles' were awarded with T-shirts. Middle and high school pupils participated in the survey about creativity in regular and stressful conditions. The information about BAW events were broadcast on all radio and TV stations in our region and also displayed on the official web site (<http://www.mefos.hr/cms/mefos/hr/znanost/snzos.html>) and Facebook page (SENZOS).



## 17. Inside 3D' & 'Come See': Lecture, Film and Interactive Showcase/United Kingdom, Newcastle upon Tyne

**Dates and Duration:** March 18 2012

### Contact

Professor Anya Hurlbert (Institute of Neuroscience)

Mr Lee Allen (Institute of Neuroscience),

Newcastle University,

Framlington Place,

Newcastle upon Tyne, NE2 4HH

United Kingdom

Anya Hurlbert (+44-191-222-7638), Lee Allen (+44-191-222-8320).

[anya.hurlbert@ncl.ac.uk](mailto:anya.hurlbert@ncl.ac.uk) and [lee.allen@ncl.ac.uk](mailto:lee.allen@ncl.ac.uk)

[Dr Jenny Read](#) delivered a talk to 80 people ('Inside 3D'; at the local arts cinema) charting the history of 3D cinema and explaining the science of human visual perception that underpins today's advanced 3D technology. The audience were encouraged to participate in visual experimentation while viewing the film Hugo (3D). Post-film, Jenny discussed the collective viewing experience and its manipulations. The 'Come See' showcase demonstrated EEG recording and audio-visual illusions, in interactive displays. Around 50 visitors took part and learned about brainwaves and sensory perception. Visitors were also invited to explore their memories of emotional movie experiences. In other BAW2012 activities, the IoN Ambassadors led workshops for 220 Year 9 pupils from Framwellgate School, exploring the neuroscience of athleticism and competition. Dr Russell Hill (Durham University) delivered a public lecture at Newcastle Medical School on 'Seeing Red', on the effects of colour in human competition.



## **18. The Amazing Human Brain/Georgia, Tbilisi**

**Dates and Duration:** April 30-May 05, 2012

**Contact**

Dr. Nadezhda Nana Japaridze, Prof. Mzia Zhvania

14, Gotua street,

0160 Tbilisi

Georgia

+995 32 237 03 42

[nadia\\_japaridze@yahoo.com](mailto:nadia_japaridze@yahoo.com), [mzia\\_zhvania@iliauni.edu.ge](mailto:mzia_zhvania@iliauni.edu.ge)

Because of enlarged interest of high school students to the project “The Amazing Human Brain” and increase in the number of people wishing to participate in the BAW, the planned events are postponed to April 30 – May 5, 2012 (see attached letter of administration, I.Beritashvili Center of Biomedicine). After school every day during this week 20 students, 20 parents and 10 teachers will be transported to the I. Beritashvili Center of Biomedicine. One department of the center and one lecture will be introduced to BAW participants per day. To discuss the impressions of participants and their assessments of BAW events on the last 7<sup>th</sup> day interactive session will be organized. Besides FENS financial support Sigma Xi Georgian Chapter and SENCER Georgian Center will increase their contribution - €500 and €300 correspondingly. The media coverage will be provided.



## 19 Semana Internacional del Cerebro/Spain, Toledo

**Dates and Duration:** March 12-16, 2012

**Contact:**

Dr. Ksenija Jovanovic,  
Laboratorio de Reparación Neural y Biomateriales  
Hospital Nacional de Paraplégicos  
Finca la Peraleda s/n  
45071 Toledo  
Spain  
Tel: (34) 925 247 758  
kjovanovic@sescam.jccm.es

This was the second time the BAW event was organized at the National Hospital for Paraplegics (HNP) with the goal of engaging and educating the public on the function and importance of the central nervous system (CNS) and contributions of the neuroscience research to treating CNS disorders and functional deficits induced by these disorders. A series of activities, addressing a distinct audience and different research topics, encouraging discussions between the public and HNP scientists was organized in some of the most emblematic city venues. We also organized visits to local elementary schools and mini symposia at the university (faculty of sports and the faculty of engineering) as well as an interactive tour to the HNP laboratories where students of the final year of high school had a chance to speak with the scientists about the research, equipment and methodology. During interactive and dynamic talks the public was informed about different aspects of the neuroscience research and their importance addressing subjects such "the spinal cord lesion and its social and individual impact", "the brain's role in movement planning and development", "the MRI-new vistas of the brain", "microscopy and the use of image in the brain investigation", "electricity and biomaterials: new technologies for the CNS reparation", "use of robotics and virtual reality in the spinal cord injury treatments", "olive oil-good for your kitchen and for your CNS", "use of animal models in brain research". The final event entitled: "**Mind and body romance, what if things go wrong?**" culminated in 2 talks, by invited scientists, about the brain and its role in learning and locomotion and how it is changed when there are cognitive disorders and Parkinson disease, respectively. We reached over 500 people from different age groups, attending lectures and didactic poster exhibition prepared by the HNP scientist, and received multiple requests for more such events in the future. An original event poster and the programs, together with the DANA informative material, accompanied all the events and were distributed throughout the city. We had excellent media coverage, interviews in local radio/TV stations



## **20. The Brain Awareness Week 2012/The Netherlands, Amsterdam**

**Dates and duration:** March 12 - 18 2012

**Contact:**

Dr Harm J. Krugers  
Swammerdam Institute for Life Sciences  
Center for Neuroscience, University of Amsterdam  
Kruislaan 320,  
1098 GB Amsterdam  
+31 20 525 7621  
+31 20 525 7709  
[h.krugers@uva.nl](mailto:h.krugers@uva.nl)

During the Brain Awareness Week (between March 12-March 18<sup>th</sup> 2012), the Dutch Neurofederation and several other organizations (such as the Dutch Brain Foundation and various research institutes) promoted knowledge about the Brain and Brain research for a broader audience in the Netherlands.

The Dutch Neurofederation emphasized the Brain and Brain Research by stimulating and coordinating interactions between Dutch Neuroscientists and students. Neuroscientists were asked to present information of the brain as well as their own scientific work at several High Schools in the Netherlands (at the level of 15-18 year old students) The secretariat of the Dutch Neurofederation matched both into a country wide activity.

Many Neuroscientists volunteered, and many students were reached. We therefore believe that the Brain Awareness Week 2012 was a great success and contributed to more interest and understanding of how the brain works in health and disease.

The Dutch Neurofederation wants to thank the FENS for providing funding that enabled to organize this initiative.

## 21. Psy-Fi / SciScreen 2012 Film Festival on 'Compulsion' / United Kingdom, Cambridge

**Dates and Duration:** March 13-18, 2012

**Contact:**

Dr Amy L. Milton  
Department of Experimental Psychology  
University of Cambridge  
Downing Site  
Cambridge  
CB2 3EB  
UK  
Tel: +44 1223 333593  
Email: alm46@cam.ac.uk

Dr Katia Smith-Litierre  
Chair, Cambridgeshire branch of the British  
Science Association  
(Personal address)  
33, Cavendish Place  
Cambridge  
CB1 3BH  
UK  
Email: katia.smithlitierre@googlemail.com

The Film Festival on 'Compulsion' ran with a similar format to last year's 'Memory Film Festival' (also supported by a BAW Grant). The scientific topics raised by each film were introduced by a scientific speaker, and after the screening the audience joined the speaker for discussion. This year, the events were run with the British Science Association, which bi-monthly runs similar events (SciScreen) on many science topics.

Three films were shown, of different genres and at different times of day to attract a wide audience. This was successful; 65% of the audience polled were below 25yrs in age, and over 70% stopped studying science at A-level. Many attendees (65%) had not participated in BAW events before, and 90% wanted to learn more about neuroscience following the events. Also, SciScreen will include more films covering brain research in their programme next year, continuing to inform the public about neuroscience.

We are grateful to FENS and the DANA Foundation for their support.

**PSY-FI AND SCISCREEN**  
PSYCHOLOGY FILMS AND SCIENCE SCREENS

**PRESENT THE  
2012 FILM FESTIVAL ON  
COMPULSION!**  
AS PART OF THE CAMBRIDGE SCIENCE FESTIVAL  
AT THE CAMBRIDGE ARTS PICTUREHOUSE

**VERTIGO (PG)**  
USA | 1958 | DIR: ALFRED HITCHCOCK | 128 MINS  
**TUESDAY, MARCH 13TH, 9AM:**  
FEATURING AN INTRODUCTION ON THE SCIENCE OF PHOBIAS  
BY DR TIM DALGLEISH, MRC COGNITION AND BRAIN SCIENCES UNIT  
COST: £3.50

**BLACK SWAN (15)**  
USA | 2010 | DIR: DARREN ARONOFSKY | 108 MINS  
**THURSDAY, MARCH 15TH, 6PM:**  
FEATURING AN INTRODUCTION ON THE COMPLEX CAUSES OF  
ANOREXIA AND COMPULSIVE EATING DISORDERS  
BY MS SHEL SPIGEL, UNIVERSITY OF CAMBRIDGE CENTRE FOR GENDER STUDIES  
USUAL BOX OFFICE TICKET PRICES APPLY

**CROUPIER (15)**  
FRANCE | UK | 1999 | DIR: JANE FONDEN | 94 MINS  
**SUNDAY, MARCH 18TH, 2.30PM:**  
FEATURING AN INTRODUCTION ON PATHOLOGICAL GAMBLING BY  
DR LUKA CLARK, BEHAVIOURAL AND CLINICAL NEUROSCIENCE INSTITUTE, UNIVERSITY OF CAMBRIDGE  
BOX OFFICE TICKET PRICES APPLY

**Book online at [www.picturehouses.co.uk](http://www.picturehouses.co.uk)  
OPEN TO THE PUBLIC  
[www.psychology-films.webnode.com](http://www.psychology-films.webnode.com)**

SciScreen uses films as a way to engage the public with science and is organised  
by the Cambridgeshire Branch of the British Science Association.  
[www.facebook.com/SciScreen](http://www.facebook.com/SciScreen)



## 22. Donders Institute Open Dag: Open je Brein/The Netherlands, Nijmegen

**Dates and Duration:** March 15, 2012

**Contact:**

Arthur Willemsen (main contact person)

Postbus 9101

6500 HB Nijmegen

The Netherlands

[arthur.willemsen@donders.ru.nl](mailto:arthur.willemsen@donders.ru.nl)

+31 (0)24-3610650

As part of the international Brain Awareness Week the Donders Institute opened its doors for everyone in the neighborhood (and beyond) to discover all aspects of neuroscience research that is conducted at our institute. Approximately 1800 people of all ages and backgrounds visited the open day. They attended presentations which included a demonstration about neuroscience research on baby's, a presentation about post-traumatic stress disorder in soldiers who went to Afghanistan, a demonstration about decoding brain activity with fMRI, a presentation about Parkinson's disease and a debate about using neuroscience in court. Additionally, people could visit our labs and learn about how to conduct neuroscience research. These demonstrations were very interactive, and visitors enjoyed them a great deal. To quote an eleven-year old visitor "I felt like a real scientist and tried to figure out how the brain works". We consider the open day as having been a great success.



Presentation and demonstration about research using babies.



Using your brain waves to type, and to switch on a light.



## 23. "Brain Gender"/Poland, Krakow

**Dates and Duration:** March 12-18, 2012

**Contact:**

Elzbieta Pyza  
Department of Cell Biology and Imaging  
Institute of Zoology, Jagiellonian University  
Gronostajowa 9  
30-387 Krakow, Poland  
Tel. +48 12 663 53 37  
[elzbieta.pyza@uj.edu.pl](mailto:elzbieta.pyza@uj.edu.pl)

During the BAW 2012 in Krakow we have organized 7 public lectures for general audience, a press conference and the first step of the Brain Bee Polish Championship. During the press conference, two speakers: Jerzy Vetulani and Malgorzata Kajta, the organisers: Elzbieta Pyza and Irena Nalepa gave interviews for Radio RMF Maxx. The lectures, each 45-60 min. long, were given as multimedia presentations and were followed by intense discussions. The lectures were organized at the Jagiellonian University Auditorium Maximum. Each lecture was attended by 300-600 people but the lecture entitled: Neurobiology of sexual behaviour was attended by more than 1000 people.

The programme of the BAW 2012 was as follows:

**March 12** Anna Grabowska (Nencki Institute, Polish Academy of Sciences, Warsaw) – Brain gender.

**March 13** Piotr Wolski (Institute of Psychology, Jagiellonian University) – Two souls in one brain.

**March 14** Małgorzata Kajta (Institute of Pharmacology, Polish Academy of Sciences, Krakow) – How do endocrine disrupters affect the brain?

**March 15** Bogdan Wojciszke (Warsaw School of Social Sciences and Humanities, Campus in Sopot) – The psychology of gender differences – facts and fictions.

**March 16** Jerzy Vetulani (Institute of Pharmacology, Polish Academy of Sciences, Krakow) – The neurobiology of sexual behaviour.

**March 17** Jacek Kuznicki (International Institute of Molecular and Cellular Biology, Warsaw) – Does the calcium ion have a gender?

**March 18** Jolanta Rabe-Jablonska (Medical University, Lodz) – Why do women more than men suffer from eating disorders - anorexia and bulimia.

The lectures were given in Polish and are also published as articles in a popular science journal "Wszystko" (Universe). The journal and materials which we have received from DANA were distributed during the conference. We have also organized the first step of a competition on basic neuroscience for high school students (The Brain Bee Polish Championship). The final step of the competition was on April 14, 2012.

## **24. BRAINY GRANNY - Aging brain**

**Dates and Duration:** March 12 – 17, 2012

**Contact:**

Odete da Cruz e Silva

e-mail: [odetecs@ua.pt](mailto:odetecs@ua.pt);

Phone: 00351-234-370200-22759

Sandra Rebelo

e-mail: [srebelo@ua.pt](mailto:srebelo@ua.pt);

Phone: 00351-234-370200-22759

Several activities were organized for the Brain awareness week 2012 (BAW 2012). The purpose of this week is to make people aware of the importance of the brain, since it controls vital bodily functions and is associated with key processes including perception, learning and memory. The need for protection and stimulation of the brain was also addressed. Therefore the 5 activities developed were the following:

### **1. Neuroscientists visit schools (every day visits)**

We strongly support that brain awareness should start early in education and so we visited 12 different schools (different levels of education) in our district and we did the presentation named 'ABCÉREBRO' ('ABCBrain') and 'Cérebro Sr. Comandante' ('Commander Mr. Brain'). Other small activities were also performed such as puzzles, drawing and handcrafts related with the brain and neuronal cells. In overall, we came in contact with around 600 students and several professors.

### **2. Guided visits to the Neuroscience laboratory (Tuesday and Thursday visits)**

It is important to communicate the current neuroscience research but also what is going on locally. Therefore we received 10 people in our neuroscience laboratory.

### **3. Brain Rally paper (Wednesday)**

Our University is located on a campus where we can find several departments and it was very pleasant to perform a 'Brain rally paper' that targeted the university community. Around 60 university students from different departments participated in this activity. They perform several activities associated with brain functions and related with the main activity of each department.

### **4. Deep in the brain (Tuesday)**

The general population was also achieved. We organized a conference called 'Deep in brain' with several invited speakers (from clinicians, researchers and other interest groups) that permitted a good discussion and a deep understanding of the brain. The number of participants was around 120 persons.

### **5. Brain on wheels I (Saturday)**

This activity was cancelled due to the weather conditions.

## 25. Brain Awareness Week 2012: Communication in and between brains/Slovenia, Ljubljana

**Dates and Duration:** March 12-17, 2012

**Contact:**

Starc, Martina  
c/o SiNAPSA, Slovensko društvo za nevroznanost  
Inštitut za patološko fiziologijo  
Zaloška 4, p.p. 2218  
SI-1000 Ljubljana, Slovenia  
GSM: 0038631695407  
martina.starc@gmail.com

BAW 2012 comprised several activities across Slovenia. The central events again took place in Ljubljana, and there were lectures, workshops and movie projections in 9 other towns as well. In Ljubljana, Monday was dedicated to the press conference, opening of the events, and basic lectures on this year's theme "Communication in and between brains". Workshops for children and adults took place on Tuesday and Saturday. Wednesday was our "Top 7" event where we presented the best of research in neuroscience in the previous year. Thursday was dedicated to communication in clinical practice a topic we touched upon again on Friday when organised a round table with 4 experts from different backgrounds. Each day was also accompanied by movie projections and talks explaining the movie from a neuroscientific point of view (8 altogether). In preparation for BAW we organised an art/video competition for schools that started in September 2011 and the prizes were awarded during BAW.



## 26. Focus Brain in Belgrade 2012/Serbia, Belgrade

**Dates and Duration:** March 12-18, 2012

**Contact:**

Dušan Stevanić,  
Gavrila Principa 24  
11000 Belgrade,  
Serbia

+381641141232

[sigismundfr@yahoo.com](mailto:sigismundfr@yahoo.com)

Snežana Stanković

Ljermontova 4

11000 Belgrade

Serbia

+381649245166

[snezanastankovic@gmail.com](mailto:snezanastankovic@gmail.com)

Focus brain in Belgrade (7 days, 8 locations and 23 insitutions) combined: 14 public lectures (epilepsy, Parkinson disease, sleep disorders, psychodrama, working therapy, cerebrovascular disorders, headaches, egzecutive functions, anxiety and depression, humanoid robots, electrophysiology, neurodegenerative diseases, male and female brains, neuromiths), 6 days of interactive events, 4 workshops, 6 days of science exhibitions (posters about the interesting historical facts, physiological processes related to nervous system and disruption of their function), 7 days of art exhibitions (paintings performed by psychiatric patients and children with autism), 7 days of book exhibitions, 1 theatre event (performed by psychiatric patients), 2 show programs with demonstrations of anthropomorphic and lego robots, 5 open labs (EEG monitoring, electrophysiology, laser microscopy, brain-computer interface), 9 school visits, media and internet promotions.

Events ware took place at galleries, university halls, institutes, foundations, theatres and libraries.

## 27. BRAINY GRANNY - Aging brain/Croatia, Zagreb

**Dates and Duration:** March 12 - 18, 2012

**Contact:**

Svjetlana Kalanj Bognar  
Croatian Institute for Brain Research  
School of Medicine  
University in Zagreb  
Croatian Society for Neuroscience  
Šalata 12  
10000 Zagreb, Croatia  
Phone: +385-1-4596830; Fax: +385-1-4596942  
E-mail: [svjetla@mef.hr](mailto:svjetla@mef.hr)

During BAW2012 in Croatia, following major topics were presented: brain maturation, brain aging, brain and stress. Within this specific project we focused to brain aging, in order to promote publicly the advances in our understanding of changes which occur in human brain tissue during aging. We organized workshops for senior public in institutions and homes for elderly persons (How is my brain changing while I am aging?) as well as professional care-givers in geriatric institutions. With our audience we discussed on questions such as: Why do we age? Why some old people seem to have better memory then others? Is aging always disadvantaging? How can we maintain brain health during aging? How can society improve the care for old people? How can we recognize the first symptoms of dementia and other diseases affecting brain tissue in aged population? In addition, public lectures and round tables were organized referring to topics of brain maturation, brain stress and most recent advances in research of Alzheimer's disease etiology, diagnostics and therapy approaches. Lectures were held by scientists, medical doctors, and professionals working at universities, hospitals and medical institutions. During Croatian Institute for Brain Research Open Days, lectures and workshops were organized for primary and secondary school population. The event was extremely well presented in media, through daily, weekly and monthly journals, radio and television reports.



## 28. “our brain deceives us”

**Dates and Duration:** March 12 - 16, 2012

**Contact:**

Chantal Thibert, CNRS researcher  
Centre de Recherche Inserm U836  
Université Joseph Fourier –  
Site Santé - BP 170  
38042 GRENOBLE cedex 9  
Tel.: +33 4 56 52 05 00  
Fax: +33 4 56 52 06 57  
Email: [Chantal.thibert@ujf-grenoble.fr](mailto:Chantal.thibert@ujf-grenoble.fr)

This year, the executive committee has proposed an original program about « Our brain deceives us » to inform about current research findings, to explain what we know about the brain and to interact with citizens. Each event included a debate with the audience.

- 1) A conference on “*out-of-body experiences*” by Pr O. Blanke (neuroscientist).
- 2) A “scientific coffee” on « *Brain and manipulations* » with A. Chilton (Director of communication and marketing), F. Nesta (art professor) and L. Vercueil (neurologist).
- 3) A presentation of a movie on distortion of the reality during dreams (“*The science of sleep*”, by M. Gondry) with the neuroscientists JP. Lachaux and F. Perrin.
- 4) An evening on “*How does the brain “see” the reality?*” in the presence of an illusionist (D. Coven), a neuroscientist (J. Hérault) and a psychologist (C. Bry).
- 5) The troop of art students presented its creation on “*our brain deceives us*” with J. Holtzman (psychiatrist) and M. Dojat (neuroscientist).

In addition, there was an exhibition of paintings of C. Lebrun inspired by scientific pictures and Scientific workshops organized with the association “Les petits débrouillards” for 9 to 11 years old children on “deceive our senses”.

This week was a great success: 150 to 350 peoples have participated to each event, adds-up to at least 2000 people for the whole week. Several TV shows (France3 and Telegrenoble), radio interview and articles in local newspapers were done about the Brain Awareness Week.

The valorisation of the brain awareness week of Grenoble will be done by the realisation of a short video. Moreover, all the debates have been recorded and will be placed as podcasts in the university website.

## 29. "our brain deceives us"

**Dates and Duration:** March 02 - 24, 2011

**Contact:**

Dr Yves TILLET

INRA-PRC

UMR7243

37380\_Nouzilly France

Tel : 33 2 47 42 79 66

Email : [yves.tillet@tours.inra.fr](mailto:yves.tillet@tours.inra.fr)

Date	Event (exhibition, lecture,...)	Event title (including the name of lecturer)	Public (Children, General public)  Attendance	
2/03	Lecture	Jail of Tours- Brain and emotions	Public pénitentiaire	7
13/03	Lecture	Brain plasticity	General public	60
14/03	Lecture	Vascular pathologies and cognitive impairment in elderly people	General public	80
15/03	Brain and literature - Meeting in a bookshop	Meeting with an author in a book shop "La Boite à Livre", in Tours with the Dr Jacques Balthazart (University of Liège) for his book "Biologie de l'homosexualité : on naît homosexuel, on ne choisit pas de l'être" (Edit. Mardaga 2010)	General public	60
23/03	Movie/ discussion	Fleeting memory Author director: Amaury Brumauld – Discusion about Alzheimer disease (With Touraine Alzheimer). Médiathèque François Mitterrand	General public	40
24/03	Brain and literature - Meeting in a library	Meeting with an author in the public library « Médiathèque François Mitterrand » in Tours with the Dr Catherine Armessen (Physician and novelist) for her book "Matière Crise"	General public	5
From 12/03 to 7/04	Exhibition	« Fighting forgetting »	General public	
From 13/03 to 5/04	Workshop for children	Discovering the brain  2h long workshop (modelling, memory game, microscope observation...)  15 sessions (primary school pupils 11, public 4)	Children 7-12 ans	318