



Talking Science...within a cage

The rational

Test the following idea:

Communicating a scientific content
being confined within prescribed
bounds

induces you to find creative solutions to
be effective

Fame Lab

TALKING SCIENCE

An international competition for
researchers and young scientists

What's special about FameLab?

- Each contestant
 - 3 minutes presentation
 - no technical props
 - no powerpoint or visual supports

FameLab aims

- Identify and support new science communicators
- Encourage scientists, technologists, engineers and mathematicians to find their voices and inspire and excite the public imagination

FameLab takes place in:

- Science Centres
 - Museums
 - Theatres
 - Galleries
- Industry venues
 - Universities

Pros

Cons

Fame Lab

TALKINGSCIENCE

Who are the judges?

- 3 or 4 Judges
 - Scientists and communicators, actors, showman
 - Immediately after the presentation ask questions to the contestant

Criteria to assess the performance

Clarity

Content

Carisma

Listen and judge

Examples from the
international FameLab final
2012

Cheltenham 13,15 June
On Youtube

http://www.youtube.com/user/famelab?feature=results_main

CHELTENHAM FESTIVALS



International Fame Lab

TALKING SCIENCE

NiPS Laboratory
Noise in Physical Systems



NiPS Lab Summer School 2012

Erice – Ettore Majorana Foundation and
Centre for Scientific Culture 23,24 July



What do you need to have
an effective start?



A content

- Choose something that is relevant to you and make it relevant for others
- Practise the art of choosing
- Do not fall in love with your ideas
- Choose the cutting edge science
- Build connection between evergreen and current science



A story

A story

- Clearly define the beginning and the end
- Decide if it's a real story or a fiction
- Choose the appropriate language to tell the story (be yourself)
- Test the story with some friends of yours



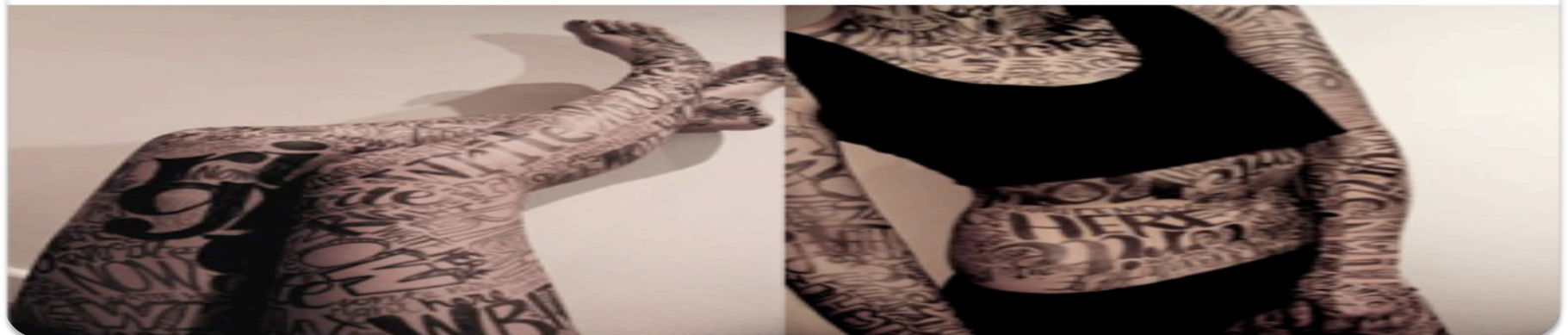
Objects?

Objects?

- An object might inspire you while thinking to the story
- The story might need a visual hook represented by an object
- Simple objects work better
- Practise as much as possible the use of the object



A good body language



Body and voice

- Your movement are the punctuation of your speech
- Your voice stresses the main points of your talk
- Your body can be an instrument



*“Difficult and popular things are
good for everybody’s health”*

R. Benigni