



Institut national de physique nucléaire
et de physique des particules

www.in2p3.fr

A composite image showing particle tracks on the left and a cosmic nebula on the right. The particle tracks are colorful lines (yellow, orange, red) with small blue dots at their endpoints, set against a dark background. The cosmic background is a vibrant nebula with purple, pink, and blue hues.

Sonder les infinis : des particules au cosmos

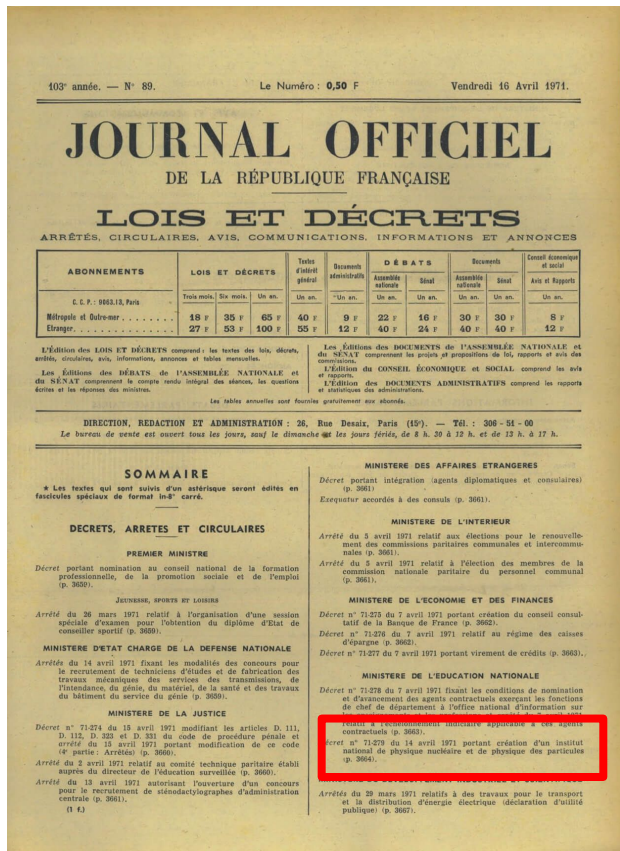
(Probe the infinites from particles to cosmos)

1971-2021: celebrating 50 years of IN2P3

Emmanuel Jullien
Nicolas Arnaud

IPPOG meeting, CERN, 2021/11/17

1971-2021: CNRS/IN2P3 50th anniversary



- French Official Journal from 1971/04/14
 - All laws and decrees
- Decree from the Minister of National Education creating “a national institute for nuclear physics and particle physics”

→ How to best celebrate that anniversary...

... while not neglecting daily activities and duties of the communication and outreach team

... and with a worldwide pandemic to deal with?

Décret n° 71-279 du 14 avril 1971 portant création d'un institut national de physique nucléaire et de physique des particules (p. 3664).



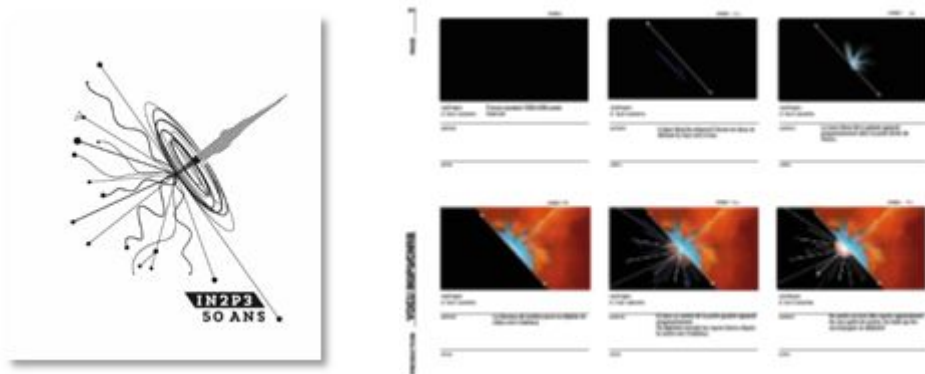
Preparation and definition of a year of celebrations

- Brainstorming started in early 2020
 - Both internal and external communications
 - All 25+ labs and platforms involved
 - All IN2P3 topics (physics, technologies, applications for society) to be covered
 - Strong support from the IN2P3 direction and significant budget allocated for this anniversary
- Several iterations prior to converging to the final planning
 - And later changes imposed by the evolution of the covid-19 pandemic
- Key elements
 - Public website: <https://50ans.in2p3.fr>
 - Central repository for resources
 - Only available in French unfortunately
 - Complete agenda listing all events organized
 - A local celebration event in each IN2P3 lab -- spread over several months, from spring to fall
 - A live remote opening event on April 14, the official IN2P3 birth date
 - A closing, in person, event still to come on December 10
- In parallel: the final steps of the decadal IN2P3-wide prospective analysis
 - To define the Institute strategy for the period 2020-2030: <https://prospectives2020.in2p3.fr>
→ A scientific milestone



Graphical chart to give unity

- The poster : showing the “two infinities”, the roots of the Institute and its goals, all with a spectacular aspect
- The logo
- This year’s greetings card



Exhibition : 50 years of physics from one infinite to the other

- Focus on the Institute, history, goals, expertises, structure
- Both a set of webpages: <https://50ans.in2p3.fr/exposition> and a set of posters available for download
- One set printed for every lab
 - Each lab adds its own poster to the set

→ 35 posters in total



New dedicated website

The memory of this anniversary year

- The past and roots: the timelines
- The present and the future: the exhibition
- The people and various corporate aspects
- The anniversary events
 - Calendar, videos, pictures





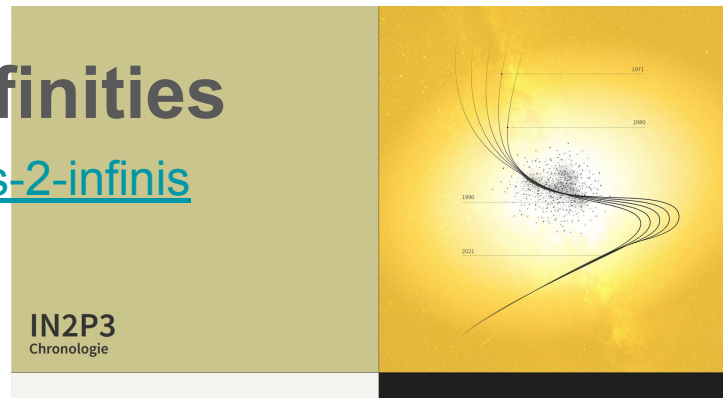
- **The big timeline of the 2 infinities**

<https://50ans.in2p3.fr/la-grande-timeline-des-2-infinis>

A memory of the institut, a place to show all the accomplishments of its first 50 years

- Discoveries
- Collaborations
- Labs

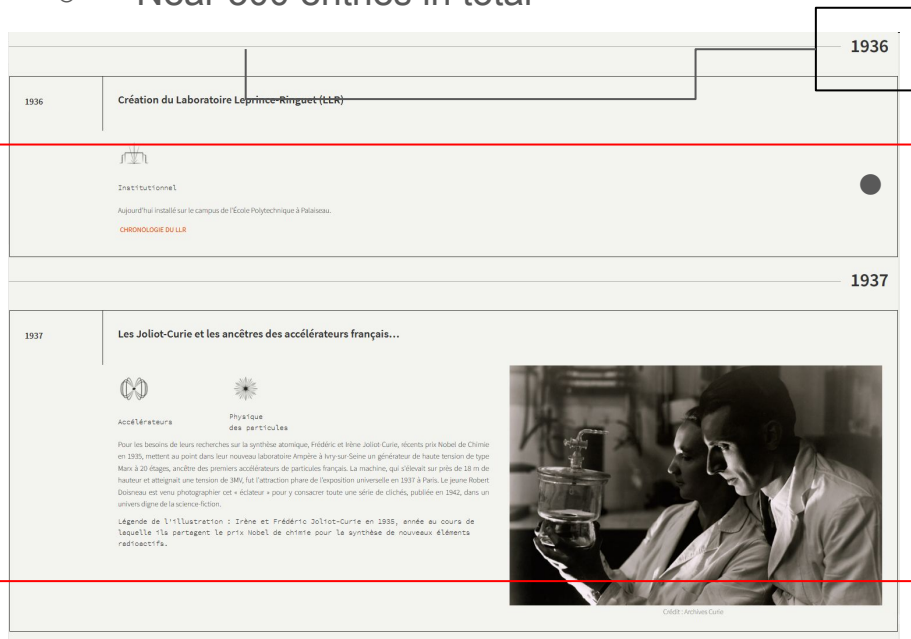
Huge collective work and validation process
involving the full communication team, with all the IN2P3 scientific directors and some twenty experts from the Institut



Original website design done by a team of two developers : easy to navigate, to modify and to upgrade

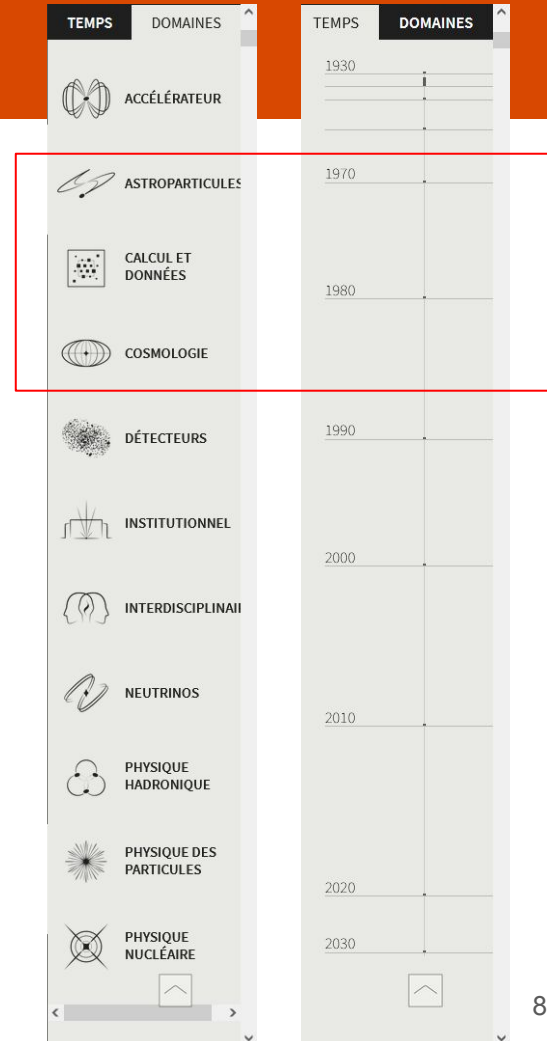
Website : the timelines

- Starts decades before IN2P3 creation, when the first labs were born
 - Near 300 entries in total
- Custom navigation tools
 - Filter by topic
 - Overview of full timeline



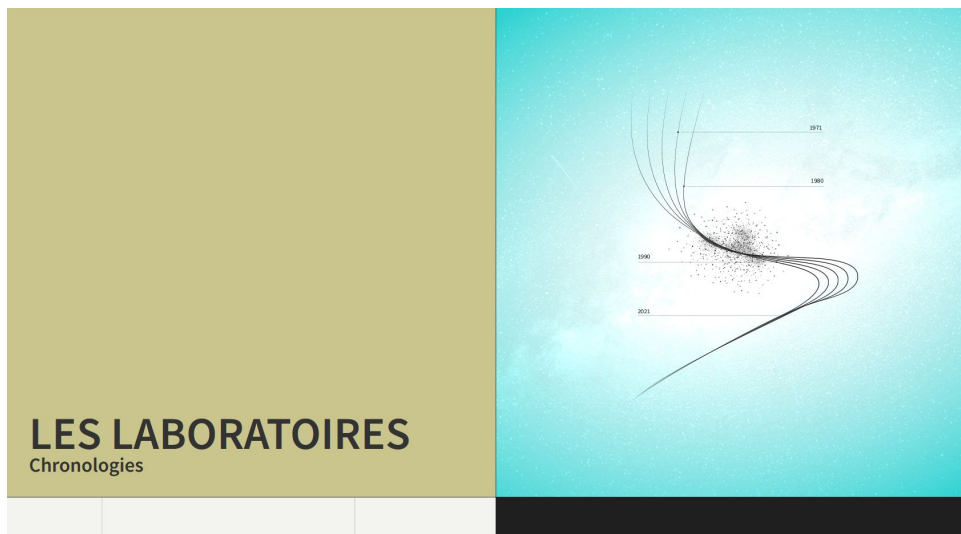
A lot of info in each entry

- Year
- Title
- Text
- Image
- Caption



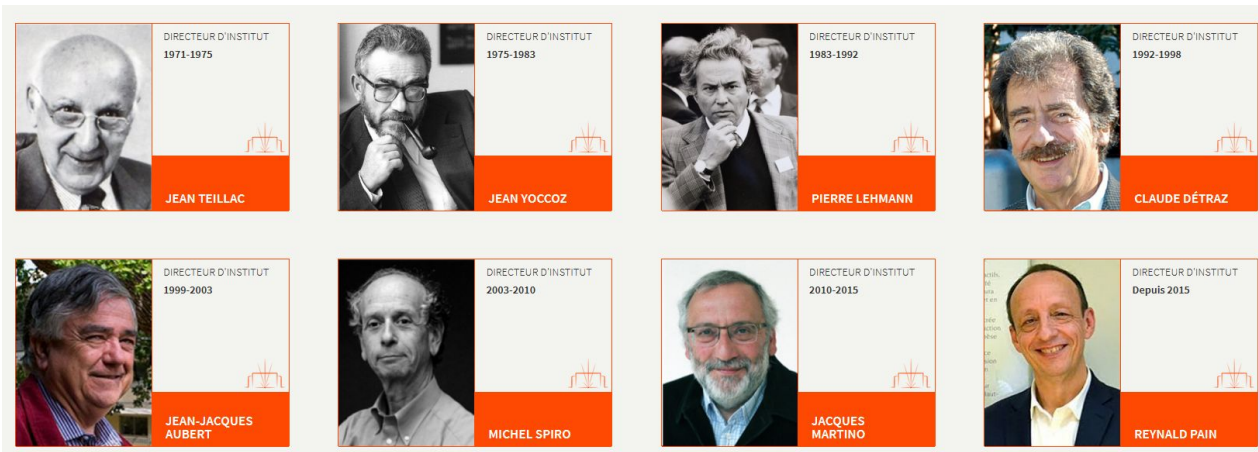
Website : the timelines

- To get the big picture and being more inclusive, **each lab has its own timeline** : <https://50ans.in2p3.fr/timeline-des-laboratoires-2>
 - All lab communication teams were involved in the production of these resources



Website : corporate part

- A brief history of IN2P3: <https://50ans.in2p3.fr/une-breve-histoire-de-lin2p3>
 - In partnership with CNRS history group
- Some who's who
 - IN2P3 directors
 - Wall of fame: awards received by IN2P3 people
 - List as exhaustive as possible -- if not complete

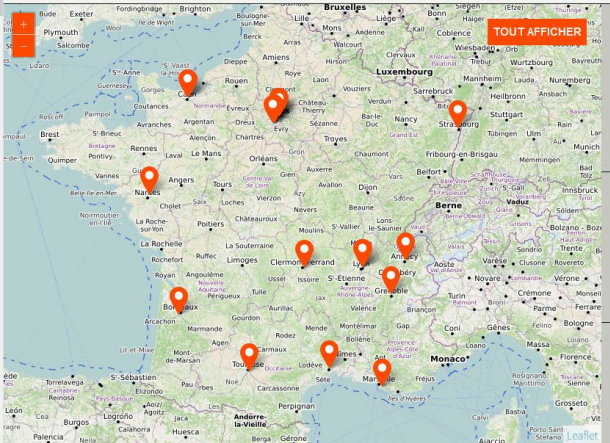


Website : the schedule

- <https://50ans.in2p3.fr/agenda>
 - Focus on the local aspects -- “Occuring nearby you”

ÇA SE PASSE PRÈS DE CHEZ VOUS

Retrouvez-nous à partir du 14 avril dans l'un de nos événements spéciaux organisés dans nos laboratoires avec des démonstrations, des échanges avec nos scientifiques, des conférences...



TOUT AFFICHER

MUSÉE CURIE PARIS Lancement des festivités au Musée Curie, 50 ans jour pour jour après la publication du décret de création de l'IN2P3.	14 AVRIL 2021
LOCALISER LE LABORATOIRE	PROGRAMME DE L'ÉVÉNEMENT
LLR PALAISEAU Journée organisée conjointement par le Laboratoire Leprince Ringuet (LLR) et OMEGA.	19 MAI 2021
LOCALISER LE LABORATOIRE	PROGRAMME DE L'ÉVÉNEMENT
OMEGA PALAISEAU Journée organisée conjointement par OMEGA et le Laboratoire Leprince Ringuet (LLR).	19 MAI 2021
LOCALISER LE LABORATOIRE	PROGRAMME DE L'ÉVÉNEMENT



14 April 2021: the opening event

- In-person event impossible \Rightarrow online event instead
- To stay closer to the people, we opted for an interactive programme on Twitch: video + live and moderated chat
- Symbolic location : Marie Curie's office in Paris
 - Museum nowadays jointly operated by IN2P3 and Curie Institute
- 2.5 hours live with people, science, institute's highlights
 - Interviews, videos, pictures
- 3 months preparation / full team of video technicians / 2 trucks of material / 2 days of installation
- **Professional aspect - advertising chat - great impact**
- Replay: <https://youtu.be/0Jvoo0z9Jao>





The local lab events

Major goals

- Bring together the staff of the laboratories for a festive moment
- Tighten contacts with local partners
- Explain what historical and scientific facts connect the labs to the Institute
- Get in touch with students from schools and universities





10 December 2021: the closing event

- A prestigious location: National Museum of Natural History
 - Where natural radioactivity was discovered by Becquerel
- International dimension: invitation of our partners from all over the world
- Half-day international scientific symposium: <https://indico.in2p3.fr/event/24820>
- A great reception (Limited attendance, at the Institute's invitation)



- Then: finally some rest for the IN2P3 communication and outreach team, and the network of communication officers in the IN2P3 labs!



The team behind

Incredible work done by the communication teams from the Institute and the labs

A big thank you to all of them !

Emmanuel





1971-2021: CNRS/IN2P3 50th anniversary

Thanks a lot for your attention

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