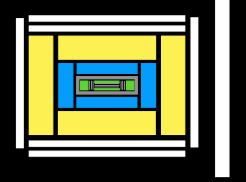


Particle Physics for Babies



Outreach for the youngest audience

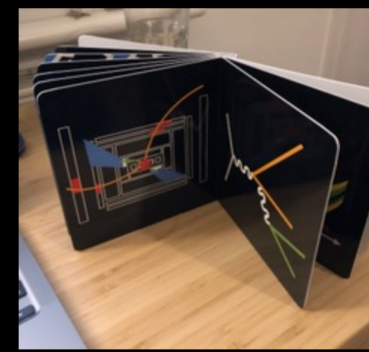
What is it?

- I became a father in late 2020. How to **share my passion with my newborn daughter?** communicate particle physics **without using any words at all?**
- Babies love bold, high-contrast images:** helps them **develop focus and eyesight...** but most books on the market are boring arrays of dots, circles and lines. Oddly familiar to a particle physicist...
- High Energy Physics contains many **striking visuals, high-contrast images** and **interesting shapes**.
- Put two and two together... and **the book was born!**
- Created artwork on last day of parental leave, and got a prototype printed. **My daughter loved it!**



A baby book as an outreach tool ?

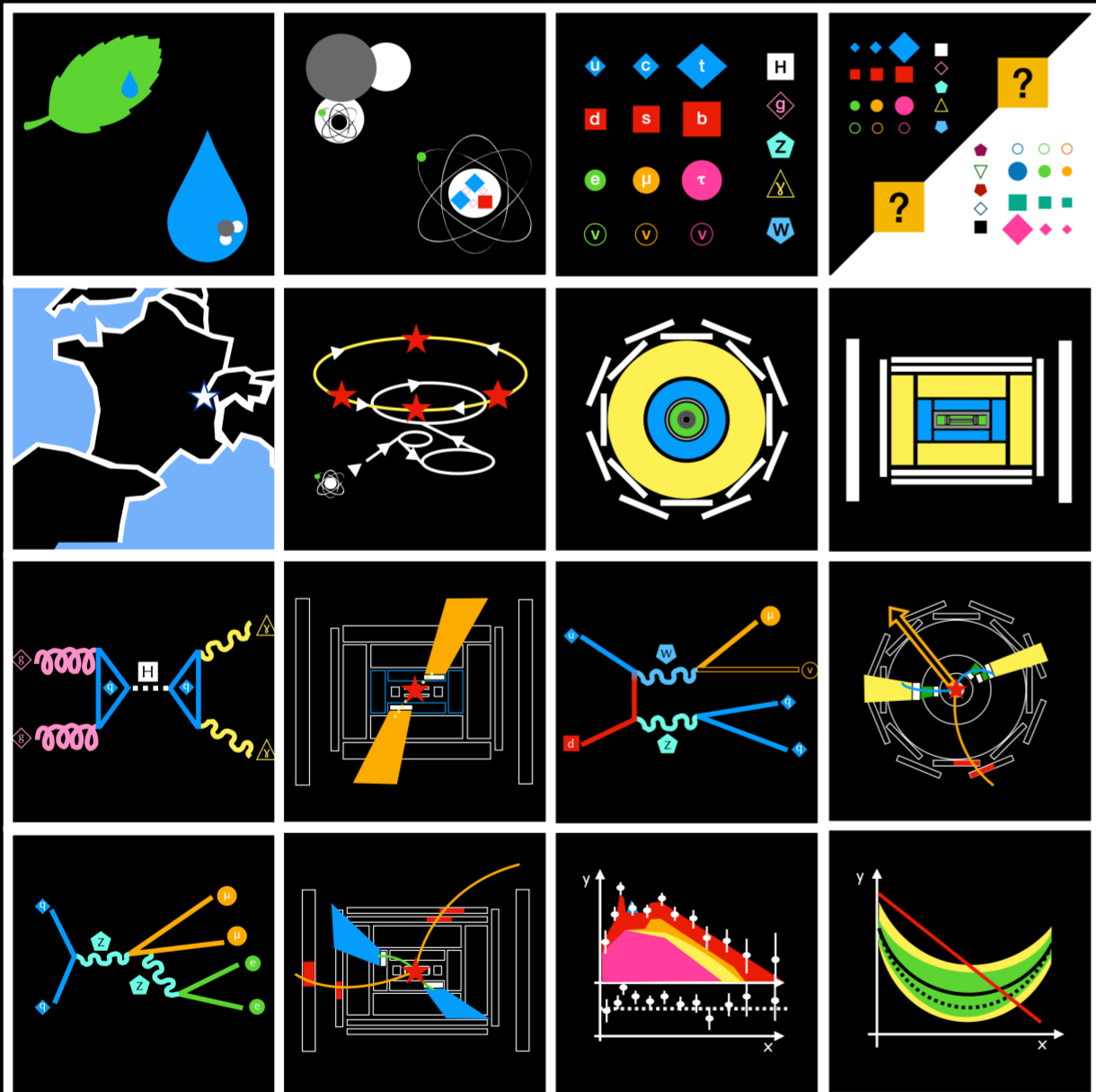
- More and more **friends requested copies**, for physics and non-physicists alike... Realised the **potential of the book as an outreach tool**.
- Worked with ATLAS Outreach and International Particle Physics Outreach Group (IPPOG)
- Refined concept and artwork, added **downloadable captions:** non-physicists can describe book to their babies with confidence.



Prototype of the board book

A fascinated baby!

A particle physics outreach talk... without any words at all!



Who is the target audience?

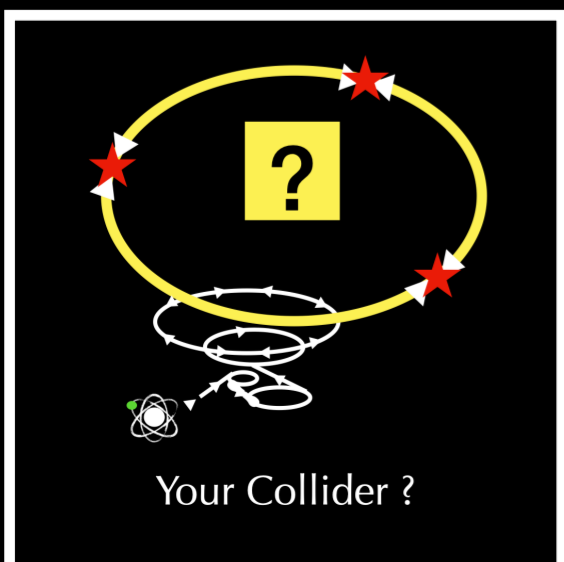
Downloadable captions allow us to reach two audiences for the price of one:

- Babies get science as part of their universe from day zero.** Demystify science, part of everyday conversation. Addresses them directly.
- The **parents, friends and family**, who learn about the LHC while reading them the captions!

Almost everybody knows *somebody* who is expecting a baby, and it makes for a **unique and quirky present!**

Where can I get one?!

- Initial print run **kindly funded by ATLAS and IPPOG** (+ invaluable advice, support and encouragement!)
- CERN gift store** have pre-ordered copies. It will also be stocked at **ATLAS secretariat** and louiecorpe.com (where you can pre-order a copy.)
- First copies expected over the summer.** Expected price ~12 CHF. PDF+captions downloadable free. **Creative Commons BY-NC-SA License**



Scan me for captions!

