The role of IMAGES in the storytelling of the INVISIBLE

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Why IMAGES?

- particles and forces of nature are not generous in offering images of themselves
- Images play a relevant role in building a good storytelling
- the goal is to communicate an accessible message in a passionate way and reach ever new audiences
- different communication languages, from the scientific dialogue to the use of metaphors, images or cartoons, music and performing arts can interweave
- Images means a metaphorical storytelling of scientific concepts and/or a personal experience
Where using images?

- Science Festivals
- Story of a discovery
- Exposition
- Cultural Festival

And also:
- Facebook
- Television programmes

- Science Show
- Open Day
- Science Museum
- Presentation at school
Public events
Conferences, dialogues and shows...
Public events
Not only dialogues...

Artists transform concepts and ideas in sounds and images to give an emotional contact with them through the senses. Music, Bubble art, Sand art, performing art, drawing...

Readings help the intuition and the comprehension at an imaginative level. Calvino, Borges, Buzzati, G. Wells, Queneau...

Videos and animations tell a story using images and useful graphical drawings.
GW discovery announcement
What GW are, how they appear?
Events

From fundamental physics to physics applications like medicine and art ...

... images are essential when describing what we do
Explaining physics using cartoons

10 minutes in three acts:
• Light
• Matter
• Gravity

using drawings and a simple story text
Physics in a 3’cartoon

1- matter, antimatter, dark matter..
Physics in a 3’cartoon
2- seeking back for the Big Bang
Physics in a 3’cartoon

3 - spacetime vibrations
Drawn ideas + humor means easier and friendly...
Exhibitions for the general public
Scenographic, interactive, multimedial

• 2016: first museum permanent exposition of High Energy Physics in Italy– Extreme, Museo L. Da Vinci Milano

• March-July 2017 “Virtual Man. Physics explores the human body”. Pisa, Palazzo Blu
Images to be experienced
telling an interactive story ...
Multimedia Exhibition

Scenography: represents ideas using images and sounds

Multimedia exhibits: describe ideas as real experiences

Videos: shows ideas and their histories

Animations: explains ideas using drawings
Exhibitions

Exploring and discover... in 40’’