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# THE ROLE OF IMAGES IN THE STORYTELLING OF THE INVISIBLE

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As particle physicists are, even those who work on the communication on particle physics are always involved with the traces of something. Images have an increasingly important function in communication through both traditional and new media, and play an even more relevant role in building a good storytelling. Unfortunately - that's a well-known evidence - particles and forces of nature are not generous in offering images of themselves, and although they determine our universe and even our existence, they are not really familiar objects. The story of particles is so time by time a new challenge: that's well-known for those who work in the Communications Offices of Scientific Institutes devoted to research in this field, which has to deal daily with both the constraints of institutional communication and the need to communicate an accessible message in a passionate way, in order to reach ever new audiences. Research and experimentation of different ways to communicate have led to the birth of conference-show projects, in which artistic performances intertwine with the scientific narrative, like it happens in the public events, recently produced by INFN, "Cosmic Tale" or "What I do not know". But also art exhibitions that, thanks to a proper scenography realized through videos and interactive multimedia installations, seek to create realistic environments. The goal is to allow the public to immerse themselves in a metaphorical storytelling of scientific concepts. This is what happens with the installations "Spacetime", "Higgs Boson" or "Universe Expansion". Thus, the interweaving of different communication languages, from the scientific dialogue to the use of metaphors, images or cartoons, music and performing arts, can accompany the public to the discovery of some of the most fascinating ideas of the contemporary physics: from the discovery of gravitational waves to the search for Dark Matter, from Albert Einstein's General Relativity to the wave-particle duality.

## Experimental Collaboration

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