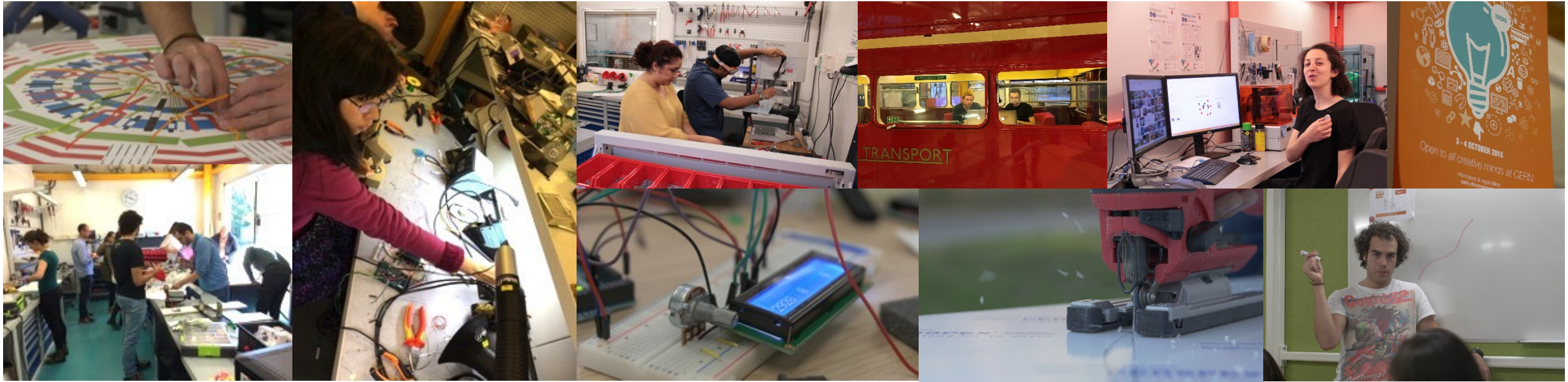




“Why do we do what we do at CERN?”

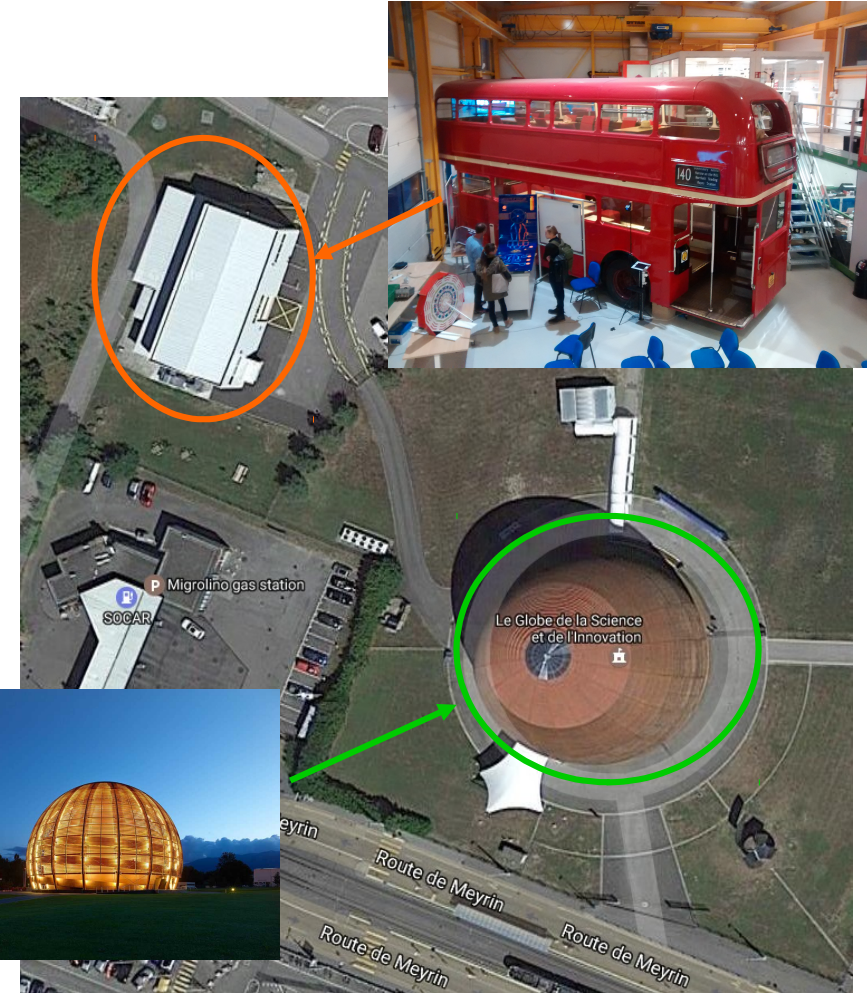
Ludivine Ceard for the LHCreate team



2 Days Hackathon

To answer the most common question about CERN: « Why? »
By building an interactive exhibit for the general public!

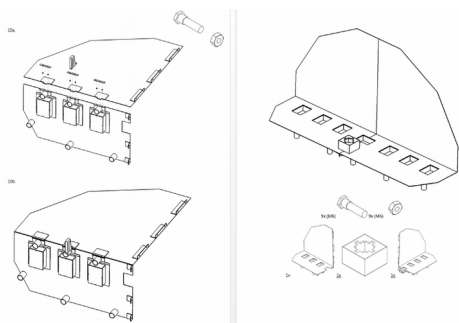
- * 4 teams of 6: bringing together 4 CERN affiliates (physicist, IT, admin...) and 2 design students from IPAC Design Geneve
- * 2 days at **IdeaSquare**
- * Professional advisers in physics, design, tourism ...
- * Full workshop at disposal for fast prototyping
- * Public event at the **Globe** with panel of judges and winning team



Past Events

- * 2 previous editions CMS Create (now LHCreate) 2015 and 2016
- * 2 winning exhibits made publicly available
- * Focus on **diversity** as essential for creativity
- * Significant outreach with local organisations:

Pays de Gex tourism office, IPAC Geneve School of Design and the Port



Diversity 2016

24 participants

12 nationalities

50 % men – 50 % women

From 6 CERN Departments
EP, TE, IR, IT, BE, HSE



LHCreate

Edition 2017



* 16th and 17th of November at IdeaSquare

* Atlas is joining and we become LHCreate

* Supported by CERN diversity office and CERN communication

* Still judged on:

Scientific content/Suitability for Visits/ Product Design/ Reproducibility

* Final presentation in the Globe: prizes for Judges' choice and public's choice

* Winning prototype to be turned into a permanent exhibit to be displayed at CERN, tourism office and all over the world

LHCreate

WHY WE DO WHAT WE DO AT CERN

A TWO-DAY WORKSHOP
TO CHALLENGE YOUR IMAGINATION

16-17
NOVEMBER
2017

BROUGHT TO YOU BY
CMS & ATLAS

information & registration:
cern.ch/lhcreate

ATLAS CMS CERN IdeaSquare



LHCreate



Visit our website at cern.ch/lhcreate

Ludivine Ceard for the LHCreate team

