

INSTITUTIONAL IMAGE & OUTREACH TO SOCIETY

AMPARO GARRIDO (since October) Coordinator



The Office of Institutional Image & Outreach to Society was created in October 2018. Although all our paths to knowledge may differ, it is fair to say that all of us at the CNIO are united by the experience, effort, creativity and care that we dedicate towards strengthening links between our Centre and the citizenry which it serves. We hope that our efforts will enable our message to be successfully transmitted to society and that we impress upon people our Centre's reality of being a place where state-of-the-art scientific research is carried out intensively with the aim of defeating a disease that, one way or another, affects each and every one of us.

At the same time, we are at pains to foster an ever-deepening relationship between our teams of scientists and the public at large by organising and publicising various educational, recreational and other activities to heighten public awareness of the current state of play in advanced cancer research. Among those many activities is the initiative known as CNIO Arte.

CNIO Arte is an initiative created by CNIO, with support from the *Banco de Santander* Foundation, in conjunction with the Spanish Foundation for Science and Technology-Ministry of Science, Innovation and Universities, through CNIO & the City. Its goal is to bring together scientists and artists so that they can explore the uncharted territory where scientific research and artistic creation overlap.

We took our cue from CNIO's recently published book entitled 'Excelentes' that includes photographs by Amparo Garrido and texts by Monica G. Salomone, highlighting close-up portraits and biographical background sketches of several notable women and men who have been hosted at the CNIO over the past few years. Each year, CNIO Arte will invite one of these distinguished scientists to Madrid to take part in an inspirational dialogue with a respected artist who will then create one (or more!) works of art based on their interaction.

Our inaugural encounter was called 'Binomio, a Dialogue between Art and Science'. It was curated by Mireia Puigventós and proved to be a thought-provoking platform for its participants: pioneering molecular biologist Margarita Salas and renowned artist Eva Lootz, who was awarded Spain's National Prize for the Plastic Arts. The result was a series of 59 drawings and an audio-visual presentation that remained on display at CNIO headquarters for two and a half months. The artwork also really attracted lots of attention at ARCO, Spain's biggest and best known contemporary art fair. Sharing

“We do not communicate through words alone. In order for a message to get across properly it has to surmount the complexities of stimuli that surround us. Our office takes care of creating and delivering a message that can prevail over everything else.”

the credit for its success are Maria A. Blasco (Director of the CNIO), Susana Gómez (*Banco Santander* Foundation), Eva Lootz (Plastic Artist), Estrella de Diego (Distinguished Professor of Art), Amparo Garrido (Artistic Director) and Mireia A. Puigventós (Curator).

Artwork created by the artists who take part in CNIO Arte will be available to the public for viewing and 100% of the proceeds from their sales are earmarked by 'CNIO Friends' for the financing of cancer research at the Centre.

The year 2018 marks the launching of the new CNIO website, an important milestone for which we worked, and continue to do so, with dedication and motivation. One other major goal we have set for ourselves at the CNIO's Office of Institutional Image and Outreach to Society, is to encourage and assist our researchers as they familiarise themselves with our 'corporate identity manual' in order to build an institutional brand that is eye-catching in its visuals and memorable in its content. Those criteria ensure that everyone's creative endeavours, whether it be the design of a T-shirt with the CNIO logo or a presentation made before a congress of professional researchers, are all synergistically linked. Both criteria are of inestimable value in bolstering CNIO as a global brand. With so much ocular stimulation impacting on our daily lives, an effective and consistent visual identity can be particularly helpful in seeing that our message gets through to the public.