Institutional Image & Outreach to Society
In 2021, the CNIO celebrated the fourth edition of CNIO Arte carried out, as in previous years, with the collaboration of Fundación Banco Santander. Its commissioner was once again Amparo Garrido, coordinator of the CNIO Office for Institutional Image and Outreach to Society. This year featured visual artist Daniel Canogar, whose work has had a great impact across the continents, and computational biologist Sarah Teichmann, from the Wellcome Sanger Institute (Cambridge, UK), co-founder of the international Human Cell Atlas project. Following their encounter, the artist produced the work “Fulguraciones”, which was on display at CNIO from June 14th to September 11th. All proceeds from artwork sales go directly to the CNIO Friends philanthropic platform, which funds cancer research at the CNIO.

For the first time in Spain, we had the honour of being the first research centre to be awarded an exhibition space of our own in the ARCO International Contemporary Art Fair. The CNIO Art initiative had a stand at the fair to exhibit the artworks of artists Daniel Canogar, Eva Lootz, Chema Madoz and Carmen Calvo, our participants in CNIO Arte throughout the years. The Fair was held between the 7th and the 11th of July. Our stand was a great success and was very well received by the public. There were many visitors, ordinary citizens as well as representatives from well-known corporations, foundations and institutions. These encounters had a positive impact on disseminating knowledge about the CNIO, opening the door to prospective donations and collaborations.

CNIO Arte was presented in ARCO on July 9th, in the ARCO Presentations Room. A panel was held with Maria A. Blasco, CNIO Director; Hugh Elliott, Ambassador of the United Kingdom to Spain; Borja Baselga, President of the Banco Santander Foundation; Daniel Canogar, featured artist from CNIO Arte 2021, and with CNIO Arte Commissioner Amparo Garrido as the moderator. The media showed great interest in the event, as was the case in the previous years. The following media outlets were present: EL PAÍS, ABC Cultural, ABC, La Razón, 20Minutos, Diario Vasco, EL Correo, La Verdad, El Diario Montañés, Ideal, Hoy, Sur, Norte de Castilla, El Comercio, Las Provincias, La Voix de Càdiz, Diario Siglo XXI, RTVE, RNE 1, EFE, COLPISA, Crónica de Cantabria, Infosalud.com, Biotech-Spain, among others.

Owing to the great popularity achieved with CNIO Arte, Eva Lootz was chosen to participate and show her work, along with several other Spanish artists, in the exhibition “Synapsis: Science and Art in Spain, from Ramón y Cajal to the 21st century” in Sweden’s Nobel Prize Museum, held between 24 November - 05 December 2021.

Another initiative that our Office worked on in 2021 is a joint project between the CNIO, Columbia University in New York, theoretical physicist and computational biologist Raúl Rabadán — who collaborates with CNIO — and Daniel Canogar, the CNIO Arte 2021 featured artist. The project foresees the creation of new artwork by Daniel Canogar inspired by Raúl Rabadán’s work, which will then be exhibited first at Columbia University. This would help boost CNIO’s exposure, as well as speak for the importance of scientific research. Initiatives such as this one advance the two fundamental missions of our Office: to consolidate the “CNIO stop cancer” brand and to promote outreach activities, both cultural and scientific.

In our efforts to bring art and science closer together, we have also signed a cooperation agreement with the Amigos del Reina Sofía Foundation. Its aim is to promote joint activities and to amplify the dissemination of the Centre’s information. There
are also benefits for CNIO staff, namely a permanent 50 %
discount on the Amigos del Reina Sofía membership fee.

In order to reinforce the CNIO Arte initiative, this Office held
the II Art and Science Symposium in 2021 as well. The purpose
of the Symposium is to enrich and deepen the connections
between art and science, whereby leading experts invite us to
reflect on this matter. In accordance with the dialogue between
Daniel Canogar and Sarah Teichmann in CNIO Arte, the theme
for this second edition of the Symposium is “Cartography in
the Digital Age”. We were pleased to welcome Carlos Jiménez,
Professor Emeritus of Aesthetics, historian, architect, author,
art critic and Director of the Symposium; Alfonso Valencia,
ICREA Research Professor Director of the Life Sciences
Department at Barcelona SuperComputing Center; Elena
Castro, philosopher and researcher; and Nerea Calvillo,
architect, lecturer and researcher, along with artist Daniel
Canogar. Together, they reflected on society’s current huge
appetite for data and information, the challenges posed by the
availability of so much information and the importance of
representing this visually. This event, as well as the CNIO Arte
Presentation, are available on our YouTube channel. The Office
was also in charge of recording via Zoom and post-producing
the campaign videos for the “CNIO stop cancer DONA 2021”
series, featuring mountaineer Edurne Pasaban, actor Carlos
Hipólito and motorcycle champion Laia Sanz, in collaboration
with the Development & Philanthropy Office. Our Office also
directed and supervised all the photographs used in CNIO’s
Annual Report, coordinated its graphic design, as well as the
printing of the Report, together with the Scientific Publications
Office.

In 2021 we also continued to update the content on our website
www.cnio.es, including images, infographics and news about
the Centre and its activities. Our Office collaborated with
other CNIO departments to help familiarise them with the
latest version of our corporate identity manual. We also
participated in various events, supporting them and
collaborating with other entities with the aim to boost our
visibility, such as the European Researchers’ Night and World
Cancer Research Day, among others.

Finally, towards the end of 2021, our Office Coordinator,
Amparo Garrido, travelled with Susana Solano — the CNIO
Arte 2022 featured artist — to Mozambique, to visit the hospital
where scientist Pedro Alonso works. This trip was required
by the artist to find inspiration, connect with the subject, and
create the work that will be exhibited at CNIO Arte 2022.
Amparo documented this trip visually, with photographs,
video and interviews. These materials will be used to promote
and support CNIO Arte 2022.

Our Office is responsible for the design and printing of this
Annual Report and other institutional publications, the
creation and adaptation of outreach materials, brochures and
merchandising that reflects the new brand identity, as well as
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