

## JCOM Masterclasses ready to start



### High-level training for science and technology communication professionals

12 May 2014

Four courses aimed at scientists, cultural managers, public sector and education professionals, architects, designers, journalists, museum workers and other specialists dealing with scientific/technological communication. These are the **JCOM Masterclasses**, top-level international training courses held by academics and professionals selected from among the greatest experts in the field. The project brings together the main science institutions of Trieste, SISSA, ICTP, Elettra-Sincrotrone and ICGEB, as well as involving the Trieste Architects' Association.

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The field of science and technology communication needs new professionals, that is, all those specialists involved in the development of science exhibitions and science centres: project managers, content developers, informal education experts, designers and architects specializing



in interactive exhibitions and multimedia communication. The JCOM Masterclasses have been designed to train new professionals and enhance the capabilities of those already working in the field. The courses also represent a unique opportunity to meet with top science and technology communication experts who operate at the international level.

Classes will address theoretical issues but will also provide practical tools, and they will be held by some of the leading world experts in the various sectors. The courses are structured as intensive programmes: they will last five days each and include, as well as whole-class lectures, a series of smaller workshops to facilitate closer interaction between teachers and students and allow students to focus on their specific projects.

**The deadline for enrolments is June 30.** Each of the four courses, which will take place in Trieste between September and November, deals with a major aspect of today's science communication market:

- **How to facilitate debate on technological and scientific progress:** 1-5 September 2014
- **How to develop successful temporary and permanent exhibitions:** 15-19 September 2014
- **How to set up successful science museums and science centres:** 27-31 October 2014
- **How to communicate current research to different audiences:** 10-14 November 2014

The course leaders will include internationally renowned professionals. To name a few: **Gordon Rankmore**, for many years in charge of exhibitions at the Natural History Museum of London; **Sharon Ament**, now director of the Museum of London; **Peter Higgins**, creative director of Land Design Studio, a consultancy that integrates architecture, "narrative" design and communication media for museums and other centres; **Luisa Massarani**, a Brazilian science journalist, director of the network of science museums and science centres of Latin America; **Laura Miotto**, an Italian living in Singapore where she directs GSMprjct, a company specializing in exhibition and museum design, especially in Asia.

The courses are organized by SISSA Medialab with the partnership of SISSA, the International Centre for Theoretical Physics (ICTP) of Trieste, The International Centre for Genetic Engineering and Biotechnology (ICGEB) of Trieste and other international research centres.

Furthermore, a collaboration agreement has been established with the Association of Registered Architects, Planners, Landscape Architects and Conservators of Trieste, that have asked for the acknowledgement of continuing education credits for the members of the Association taking one of the courses.



Thanks also to grants offered by ICTP and ICGEB, over 150 candidates from all continents have already applied to attend the courses, while the presence of some of the course leaders is in part funded by Elettra-Sincrotrone.

### ***More in detail...***

In the international science communication scene the **JCOM** logo stands for quality: the Journal of the Communication of Science, the first online journal in the field of science communication, was founded in 2002 by SISSA, and is a point of reference worldwide for all those studying and working in the field.

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#### **USEFUL LINKS:**

- JCOM Masterclasses: <http://JCOM.sissa.it/masterclasses>
- To register: <http://jcom.sissa.it/masterclasses/registrations/index.html>

#### **IMAGE:**

- *Credits: Sissa Medialab*

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