

## SCIENCE COMMUNICATION by »Thinking Hands«

One of the great challenges of scientific research is to communicate your work outside the well-established and therefore comfortable boundaries of science papers.

Visual communication is intuitive and easily perceptible across cultures, language and educational backgrounds and therefore an extremely effective form to explain your research project and its result to experts, reviewers and the general public in an innovative form.

The »Thinking Hands« workshops allow you to experience the principle of collective drawing: Scientists learn to visualize the key aspects of their work as a team, supported by the expertise of the workshop leader. By adding to the other's pictures with their individual knowledge, they are engaged in a very dynamic process.

The result is a creative overview comparable to a joint picture map and can be used to support talks, publications, proposals and public lectures. The form of drawing surprises the audience – and catches attention. It vividly encourages your communicational actions for feedback and funding of your research.

In addition, »Thinking Hands« provides your team with an intuitive communication tool: it strengthens the team spirit, encourages discussions and may even raise new research questions and correlations. Each workshop is individually designed.

In cooperation with the brand agency »Brains« / Vienna I developed two workshop modules:

1. Science Communication by Thinking Hands / Wissenschaftskommunikation mit Thinking Hands»
2. Science Communication by Thinking Hands for Children / Wissenschaftskommunikation mit Thinking Hands für Kinder»