

FEDERATION OF EUROPEAN NEUROSCIENCE SOCIETIES



DANA/FENS funded Brain Awareness Projects - Final Report 2013



In 2013, the directors of the Dana Foundation once more approved a grant to FENS. This money enables funding of several small grants to various European Brain Awareness Week partner organizations for public presentation during the campaign.

Selection procedure

The selection was done by a committee composed of members of Dana, Edab, and FENS:

Barbara Gill (Dana)

Kathleen Roina (Dana)

Pierre Magistretti (Edab)

Colin Blakemore (Edab)

Marianne Amalric (FENS)

Mike Stewart (FENS)

FENS distributed these grants in a competitive procedure. A call for applications was launched and the best projects were selected. **85 applications from 26 different European countries were submitted, 27 projects in 19 different European countries can be supported.** The following BAW events (listed in alphabetical order by last name) were selected for funding:

1. Arsen, Gasparyan (**Yerevan, Armenia**) - Brain Awareness Week in the Schools of Armenia
2. Beames, Finn (**London, United Kingdom**) - The Anatomy of Melancholy: an Opera
3. Castelo-Branco, Miguel (**Coimbra, Portugal**) - The magic brain
4. Chazal, Geneviève (**Marseille, France**) - The emotional brain: from pleasure to addiction
5. Çiçek, Metehan (**Ankara, Turkey**) - 3rd Brain Awareness Week in Ankara University Brain Research Center
6. De Sousa, Alexandra (**Bath, United Kingdom**) - Getting Hands On with Brain Evolution
7. Dierssen, Mara (**Barcelona, Spain**) - BCNeuroscience programme BAW 2013
8. Dose, Inken (**Berlin, Germany**) - Brain Awareness Week Berlin - Several different projects during Brain Awareness week 2013
9. Efthimiopoulos, Spiros (**Athens, Greece**) - Young Brainiacs; The Importance of Stress and Sleep for the Adolescents; Brain Path Finder
10. Gurzu, Cristian (**Brăila, Romania**) - Sparkle Brains
11. Kestutis, Jankevicius (**Plunges, Lithuania**) - Inside The Teen Brain – practical applications of modern neuropsychology
12. Kisvárdy, Zoltán (**Debrecen, Hungary**) - Brain research during shopping
13. Knapska, Ewelina (**Warsaw, Poland**) - Brain Awareness Week: "The top questions in neuroscience"
14. Krugers, Harmen (**Amsterdam, The Netherlands**) - 'Neurowetenschappers op school' ('Neuroscientists at school')
15. Madarász, Emília (**Budapest, Hungary**) – 'What our brain is doing while we act - the neurobiological basis of behaviour'
16. Maggi, Adriana (**Milan, Italy**) – 'Cervell...a..mente' (Brain...Mind)
17. Méry, Pierre-François (**Montpellier, France**) - Let's meet brains in downtown Montpellier!
18. Prötsch, Markus (**Salzburg, Austria**) - Brain Awareness Week in Salzburg
19. Pyza, Elzbieta (**Krakow, Poland**) - The 2013 Brain Awareness Week in Krakow: "Brain and Drug Abuse"
20. Radoš, Milan (**Zagreb, Croatia**) - Dancing Brain – Neuroscience of Movement
21. Refael, Aviram (**Jerusalem, Israel**) - Brain and Cinema Week 2013
22. Rodrigues, Ana João (**Braga, Portugal**) - Open Your Brains
23. Solomon, Tom (**Liverpool, United Kingdom**) - Battling the Brain Bugs
24. Snežana, Stanković (**Belgrade, Serbia**) - Serbian Brain Awareness 2013 - "All Brains in One Place"
25. Starc, Martina (**Ljubljana, Slovenia**) Brain Awareness Week 2013: On the trail of development
26. Thibert, Chantal (**Grenoble, France**) - Achievements and challenging one's limits
27. Zappalà, Giuseppe (**Torino, Italy**) - Sport and the Brain.

FENS warmly congratulates the grant winners!

1. “Brain Awareness Week in Schools of Armenia” educational campaign - Armenia

Dates and Duration: March 11-17, 2013

Contact:

Mr. Arsen Gasparyan

Young Biologists Association NGO

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On 11-17th of March, the “Brain Awareness Week 2013” educational campaign was held in Armenia. Young Biologists Association NGO in the framework of campaign realized educational seminars and competitions about Alzheimer’s and Parkinson’s diseases in 10 schools of Armenia. Additionally, informational posters were posted in the schools. 10 schools took part in campaign. Among them, 5 from Yerevan - #185, #196 secondary schools, “Ohanian”, “Poqrik Ishkhan” educational complexes and “Quantum” college. 5 from the regions – Avshar and Gegharqunik villages’ secondary schools, c. Metsamor’s #2 high school, Qanaqeravan village’s “Poqr Mher” military educational complex, Hrazdan’s #10 high school: About 200 pupils participated in the campaign. During the educational seminars young biologists presented Alzheimer’s and Parkinson’s diseases, methods of diagnosis and treatment as well as cut-edge research achievements. After the seminars the competitions for participants were organized. The pupils were awarded various prizes. At the end of the week based on each school’s results the best school was selected. The best school of «Brain Awareness week» 2013 was recognized “Quantum” college.



2. The Anatomy of Melancholy – United Kingdom

Dates and Duration: March 14-15, 2013

Contact:

Finn Beames
62 Primrose Hill Court
King Henry's Road, London
NW3 3QT
UK

The Anatomy of Melancholy is an operatic performance piece loosely based on Robert Burton's work of the same name, published in 1621. Aiming to express renaissance and present-day enquiries into depression through spoken word, song and music, the piece was performed in open public spaces in London during BAW '13 and subsequently at an evening of new music at Arch 402 in Hoxton.

Using text lifted from Burton and original lyric poetry by Finn Beames, Kate Whitley composed a score incorporating song and speech. In a ten-minute performance, repeated across two days in several locations, the piece attempted to capture some aesthetic qualities of depression, possible causes, diagnoses and cures and raise awareness of the history of scientific investigation into the melancholic brain. Armed with BAW materials, performers engaged with the public after performances to explain the motivations behind the piece, and to inform viewers of the current neuroscientific contexts for the performance.

Listen to the Mp3 Anatomy of Melancholy Opera (enclosed).

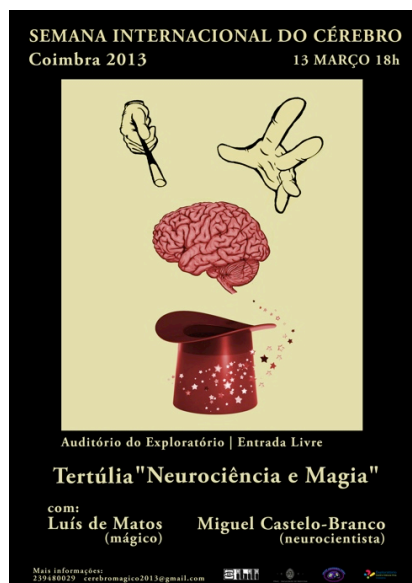
3. The Magic Brain (O Cérebro Mágico) - Portugal

Dates and Duration: March 11 - 15, 2013

Contact:

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In the IBILI/Exploratório, we had 15 sessions (with 784 students) where we explored how magicians manipulate attention and visual perception. Participants interacted with researchers and got to know the techniques available at our lab to study the human brain. In the Skin conductance response station, we tested the rubber hand illusion. The goals were to explain the technique and create a perceptual illusion relating vision and proprioception. At the MRI station, participants were guided through a simulated neuroimaging experiment, in a dark room, with audio/video-support. Participants tried virtual reality head mounted and cave systems. Eyetracking tasks (illusions and attention, 'where is Waldo', change blindness and neuromarketing) were performed. At the EEG station we demonstrated a visual task. **Café Scientifique** (200 participants): a Neuroscientist and a Magician, presented illusions from their distinct perspectives and discussed with the general public.



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Logo of the French Republic (Marianne) and the text "F.R.E." (France Région Europe).

Logos of partner organizations: **ENCAP**, **INRA**, **INSERM**, **UNIV. PAU**, **UNIV. BORDEAUX**, **UNIV. NANTES**, **UNIV. LILLE**, **UNIV. CLERMONT**, **UNIV. GRENOBLE**, **UNIV. LYON**, **UNIV. PARIS**, **UNIV. STRASBOURG**, **UNIV. TOULOUSE**, **UNIV. VALENTIGNEY**, **UNIV. VITRÉ**, **UNIV. YVES**, **UNIV. ZEPHYR**, **UNIV. ALGER**, **UNIV. BORDAUX**, **UNIV. CLERMONT**, **UNIV. GRENOBLE**, **UNIV. LYON**, **UNIV. PARIS**, **UNIV. STRASBOURG**, **UNIV. TOULOUSE**, **UNIV. VALENTIGNEY**, **UNIV. VITRÉ**, **UNIV. YVES**, **UNIV. ZEPHYR**, **UNIV. ALGER**, **UNIV. BORDAUX**, **UNIV. CLERMONT**, **UNIV. GRENOBLE**, **UNIV. LYON**, **UNIV. PARIS**, **UNIV. STRASBOURG**, **UNIV. TOULOUSE**, **UNIV. VALENTIGNEY**, **UNIV. VITRÉ**, **UNIV. YVES**, **UNIV. ZEPHYR**, **UNIV. ALGER**, **UNIV. BORDAUX**, **UNIV. CLERMONT**, **UNIV. GRENOBLE**, **UNIV. LYON**, **UNIV. PARIS**, **UNIV. STRASBOURG**, **UNIV. TOULOUSE**, **UNIV. VALENTIGNEY**, **UNIV. VITRÉ**, **UNIV. YVES**, **UNIV. 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5. Ankara University Brain Research Center, 3rd Brain Awareness Week Activities (AU-BRC BAW) - Turkey

Dates and Duration: March 11-12, 2013

Contact:

Prof. Metehan CICEK

Ankara Üniversitesi Beyin Arastirmalari Uygulama ve Arastirma Merkezi

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Ankara University Brain Research Center (AU-BRC) celebrated 3rd Brain Awareness Week with the grant of DANA Foundation. During the two-day activities (March 11-12, 2013), conferences and panels have been organized. Scientists from different disciplines including psychiatry, neurology, electrical and electronical engineering have presented talks to different audience groups.

On 11th of March, first panel was on “UNDERSTANDING AND EXPLAINING THE AUTISM”, presented in the university conference hall with the participation of faculty, university students, patients and their family members and also press officers. In this panel, the causes of the autism, benefits of the early diagnosis and treatment have been extensively discussed. Second panel was on “Seeing The Functioning Brain” in which the imaging studies in the field of brain research have been summarized from the perspectives of engineers. Lastly, the conference entitled “Traces of Epilepsy in Sait Faik’s Stories” was presented by the neurologist Prof. Aytaç Yiğit. Students’ questions and their contribution made the conference a real celebration.

On 12th March, conferences of medical school students brought candidate young neuroscientists and faculty members together. In the EEG workshop, principles of the EEG analysis have been demonstrated in practice to the researches and students.

Valuable contribution of DANA to our BAW activities was acknowledged in the posters, fliers, slides of the presentation and in the media press.

“SEEING THE FUNCTIONING BRAIN” panel “UNDERSTANDING AND EXPLAINING THE AUTISM” panel



Medical Student conference



AU-BRC BAW ACTIVITIES in WRITTEN AND VISUAL MEDIA



<http://tvvarsivi.com/player.php?y=15&z=2013-03-16+14%3A22%3A00>

EEG Workshop

SonDakika.com 16:40
Ankara Haber Ajansı

Beyin Farkındalık Haftası'nda Halka "Beyin" Anlatılacak

Ankara Üniversitesi, "3. Beyin Farkındalık Haftası" etkinliklerinde "beyin ve işlevleri hakkında" halkı bilgilendirecek, bilimsel araştırmaları ve son gelişmeleri anlatacak.

Ankara Üniversitesi, "3. Beyin Farkındalık Haftası" etkinliklerinde "beyin ve işlevleri hakkında" halkı bilgilendirecek, bilimsel araştırmaları ve son gelişmeleri anlatacak.

Tüm dünyada beyin ve işlevleri hakkında halkı bilgilendirmek, beyin ile ilgili yapılan bilimsel araştırmaları ve son gelişmeleri kamuoyuyla paylaşarak, ameliyatı kullanan Beyin Farkındalık Haftası'nda, Ankara Üniversitesi de etkinlikler düzenleyecek.

Üniversiteden yapılan açıklamada, Ankara Üniversitesi Beyin Araştırmaları Uygulama ve Araştırma Merkezi (AU-BRC) 11-12 Mart 2013 tarihlerinde "3. Beyin Farkındalık Haftası" dolayısıyla halkı beyin ve işlevleri konusunda bilgilendirecek.

Beyin Farkındalık Haftası etkinlikleri, 11 Mart 2013 tarihinde "Ölümü Anlamak ve Anlatmak", "İşlevleri Beyin Görmek" konulu panelistleri yanı sıra "Sat Fak Hikayelerinde Epilepsi Üzeri" başlıklı konferans ile başlayacak. 12 Mart 2013 tarihinde ise beyine ilgili çalışmalar ve sınırlarına ilgili duyan herkesin açık olarak gerçekleştirilecek olan, 10 fakültesi öğrencilerini barındıran konferans programı ile devam edecek. Ardından sınırlı sayıda katılımcıya açık olarak gerçekleştirilecek "EEG Çalışmaları" ile hafta etkinlikleri son bulacak. - Ankara

Haber Yayıncı Tarih: 08.03.2013 11:40
Ankara Haber Ajansı (0432 38 11)

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Ana Sayfa Haber Spor Fotoğaleri Gazeteler Hava Durumu

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6. Getting Hands-on with Brain Evolution – United Kingdom

Dates and Duration: March 11 – 17, 2013

Contact:

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Visitors to At-Bristol, one of the UK's Leading science centres, have had the opportunity to learn more about neuroscience than ever before during Brain Awareness Week as a result of this outreach activity. Two new hands-on activities, 'brain inspection' and 'how your brain measures up', were introduced as a result of this initiative. These activities were concurrent with other BAW activities ongoing at At-Bristol.

'Brain inspection' made use of At-Bristol's Expertise in public anatomical demonstrations, which take place in a purpose-built "Live Lab. The new brain Lab promoted a public understanding of neuroscience by exhibiting and describing fresh pig brains. Staff-training sessions in neuroscience and a brain inspection guide were developed for this purpose, and will be used again in the future.

'How your brain measures up' involved modeling the (scaled down) weights of animal brains (represented by playdough), and comparing these to body size (represented by printed images) across diverse animal species. This was used to demonstrate animal extremes in brain size as well as the difference between absolute and relative brain size.

The new activities were a success and will be a permanent and recurrent part of At- Bristol programming. Visitors, including school children and families, showed tremendous interest in seeing and handling brains.



7. "Brain Awareness Week in Barcelona" - Spain

Dates and Duration: March 13-20, 2013

Contact:

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The Brain Awareness Week in Barcelona presented a successful series of outreach activities organized by the Center for Genomic Regulation and the Institute of Culture of Barcelona. This year we organized a neuroconcert dedicated to biomedical research, a round table on Alexia, in which brain-enthusiastic barcelonians gathered in the Library Sagrada Familia. It included three lectures by Angels Prat Pla, Professor Emeritus at the University of Barcelona, Begoña Díez and Albert Costa, postdoctoral researchers at the University Pompeu Fabra (see <http://blog.senc.es/what-is-alexia>) followed by a discussion with the audience. Finally, we carried out the very first Neuro-unconference at the Convent de Sant Agustí in Barcelona, with a panel of scientists and intense debates (<http://blog.senc.es/neuro-unconference-2013-in-barcelona/>). All activities were announced by local newspaper and radio stations (see annex). High ratings were given to all the activities. The large number of participants confirmed that this outreach activity definitively met the interest of the citizens.



INICIO SECCIONES BOLSA DE TRABAJO WEB DE LA SENC CONTACTO BUSCAR ACCESO

HOME » CURIOSIDADES » ENTREVISTAS » EVENTOS Y ACTIVIDADES » CURRENTLY READING:

Understanding how the brain processes language at the first event of 2013 BAW in Barcelona, What is Alexia?

ilaria_mirabile marzo 15, 2013 Curiosidades, Entrevistas, Eventos y Actividades No Comments

□ Last Wednesday, 13th March, a group of brain-enthusiastic barcelonians gathered in the Library of the Sagrada Família, in spite of the awful weather, to attend the first of the events organised to celebrate Brain Awareness Week in the city, 'What is Alexia?'

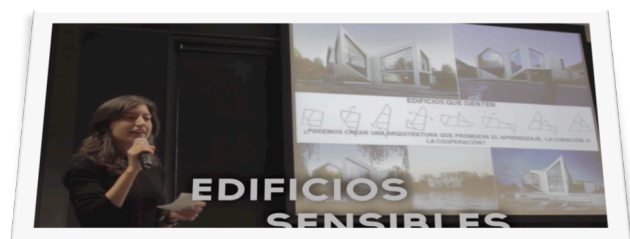
In the packed auditorium, the conversation started with the emotional recollection of Angels Prat Pla, Professor Emeritus at the University of Barcelona. With her academic career, Angels is not new to conferences. But this time she wasn't on stage to describe her studies, as a professor. She shared with us her experience, as a patient.

Last year, Angels was finishing writing the book 'Competències científiques i lectura a secundària' when she realised with incredulity and shock that she had troubles reading: she could see symbols on the paper, but she wasn't able to make sense of them. Doctors found out that she had caught Toxoplasmosis, a parasitic infection. Toxoplasmosis left Angels with 'Alexia pura': she could still write, speak and understand language without problems, but she couldn't remember letters and numbers, and therefore couldn't read a sentence. It shocked us to know that it'd take her a minute to read nine words. Although her symptoms have improved with therapy, Angels knows that patients with alexia cannot learn to read from scratch, as a five year old does, because something irreversible has happened in the brain.

Angels' story introduced the second talk of the evening on 'Developmental Dyslexia', by Begoña Díaz, Postdoctoral Fellow at Pompeu Fabra University. Whereas alexia is also known as acquired dyslexia, because it is caused by an external event, developmental dyslexia is a genetic trait: it can be passed from father to son, pretty much as the color of eyes, or the shape of the nose. This means that someone is born dyslexic, although he would generally get diagnosed at scholar age.



Speaker Corner: Let the young talk!



8. Brain Awareness Week Berlin 2013 - Germany

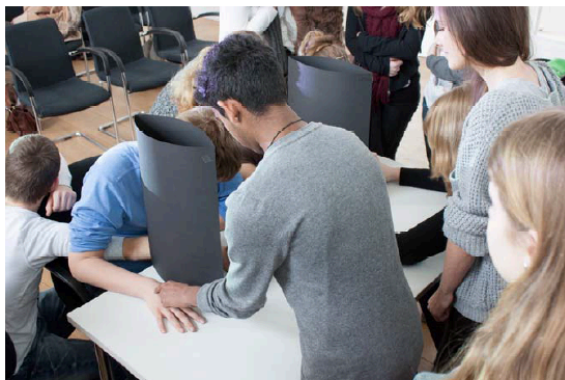
Dates and Duration: March 9-15, 2013

Contact:

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The program included a talk and workshops for high school pupils at the Humboldt Graduate School (120 participants) as well as a workshop with brain caps, brain twister game and stroop test for kids aged 6- 10 years at the "Gelbe Villa" (39 participants). One doctoral student gave a talk at a high school for pupils aged 16 (15 participants).

For the general public we showed the movies "Vergiß Mein Nicht" (60 participants) and "Am seidenen Faden" (50 participants) with subsequent discussions. We presented a talk on "Neuromythology" (45 participants), a talk on "How we hear with our visual system" (75 participants); the exhibitions "The Beautiful Mind" (29 participants) and "Future Brain" (560 participants). On the occasion of the exhibition opening at the Science Gallery (180 participants) two talks were offered and a talk on "Singing as speech therapy" (65 participants). The BAW was announced in university restaurants and the underground TV with more than 30 spots/day from 9 March to 15 March.



Workshop for pupils: "Rubber Hand Illusion" at the Berlin School of Mind and Brain.



Brain research. Workshop for kids at "die gelbe Villa" Berlin. Photo: Laura Viefhues.



Brain twister game. Workshop for kids at "die gelbe Villa" Berlin. Photo: Laura Viefhues.



Workshop for pupils: Introduction to the EEG lab (Niko Busch) at the Berlin School of Mind and Brain.

9. Young Brainiacs; The Importance of Stress and Sleep for the Adolescents; Brain Path Finder - Greece

Dates and Duration: March 1-April 3, 2013

Contact:

Spiros Efthimiopoulos

Hellenic Society for Neuroscience

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tel: +2107274890

The Hellenic society for neurosciences organized Brain Awareness Event in various Greek cities including: Athens, Thessaloniki, Patra, Nafpaktos, and Rethymnon,

In Athens we organized the following events:

1. "The Plasticity of the brain and its role in learning and memory"
2. "Meet your brain!"
3. "Sleep, the best medicine"
4. The function of sleep and its importance for memory and learning as well as for physical and mental health
5. "Brain, Sleep, Learning and Memory"

In Nafpaktos, we organized the event entitled: "The importance of stress and sleep for the adolescents"

In Patras we organized the event entitled: A School Day for the Brain. "BRAIN PATH FINDER"

In Rethymnon, Krete, we organized the event entitled: "The mental health today: The role of the Brain".

To organize these events we collaborated with Elementary Schools, High Schools and Lyceums and the Eugenides foundation. We stimulated the participation of pupils by communicating our activities in all Greek Schools asking the pupils, for example, to develop a project on Sleep and by March 21st (World day of Poetry and World day of Sleep) to send a poem on Sleep. We received 90 poems.



Prototy Experimental Primary School of the University of Patras

«Stroke..... Musical Shorting »

10. Sparkle Brains – Romania

Dates and Duration: March 11-17, 2013

Contact:

Cristian Gurzu, PhD, biology teacher
National College Nicolae Bălcescu
street Alexandru I. Cuza 162, Brăila, Romania
Phone: +40239615333

On **11th March** was organized the poster exhibition *Brain briefings* with translated posters from SfN web site, about: *Depression, Multiple sclerosis, Spinal cord injury, Schizophrenia, Posttraumatic disorder*. Posters were placed on a panel dedicated to BAW event.

On **12th March** was organized the lecture *Brain in the news* with short presentations made by students about latest researches and discoveries in neuroscience, published in *Brain in the news* journal from Dana Foundation.

On **13th March** was organized the drawing competition *Sparkle Brains* by the students from 7th grade from National College N.Balcescu.

On **14th March**, was organized *Neuroset* competition – a live neuroscience competition for 7th grade students about human brain and senses.

On **15th March** was organized the symposium *The emotional memory* where the students presented their own studies about how working emotional memory and the role of emotional memory in learning and school performances.

On **16th March** was organized *Romanian Brain Bee* competition where the winners of local Brain Bee competition attended the live neuroscience competition for 9th to 12th grade students. The winner is Alexandra Madalina Robu and she will attend the International Brain Bee 2013, held in Vienna.

All the BAW winners were awarded with diplomas, trophies, medals and *Neuroset* magazine.

The BAW event was published in the local press and presented at the national broadcasting radio.



11. “Inside the Teen Brain – practical applications of modern neuropsychology” - Lithuania

Dates and Duration: March 11-15, 2013

Contact:

Kestutis Jankevicius – Administration director

Institute: Lithuanian Public Health and lifestyle organization “Nauja Pradžia”

Medsėdžiai., Plate sen., Plungės raj. LT 90420

Tel.: 8 67644003; 8 610 43251 El. paštas: naujapradzia@takas.lt

Our project was composed of two parts – one for 10-12 grade students and one for teachers and parents. A list of participating schools is attached. There were a total of 14 schools and education centers participating. In some instances students or teachers from nearby schools met at a central location. We had multiple meetings every day from March 11-15. As all events were unable to be completed during the BAW we also had a teacher’s seminar on March 26 and 28. We still have an uncompleted teacher’s seminar that will take place April 3rd as well.

Students attended a two lecture series designed to increase their knowledge of their brain’s development. Special emphasis was placed on emotions, self-identity, risky behaviours and discussions to increase interest in furthering brain research projects. We were very pleased to see the strong interest. Some schools made the lectures compulsory, but many made the event open and optional. We were especially happy to see that the later also had full seats and the majority of youth returned for the second lecture. A few of their evaluation reports will be noted below. Approximately 60 participants attended the average student lecture.

Teacher / Parent seminars were designed to give educators and parents an understanding of brain development, improve understanding of typical teen emotions and communication as well as learning styles. The lectures were arranged through the certified educational centers to provide teachers with continuing education credits. The attendance and interest was very good and we have many requests for further programs and follow-up lectures. Some of the teachers evaluation reports will be noted below. We were a bit disappointed with the low attendance by parents – although attending parents gave a positive report.



12. Brain research during shopping and teaching - Hungary

Dates and Duration: March 4-22, 2013

Contact:

Zoltan Kisvarday

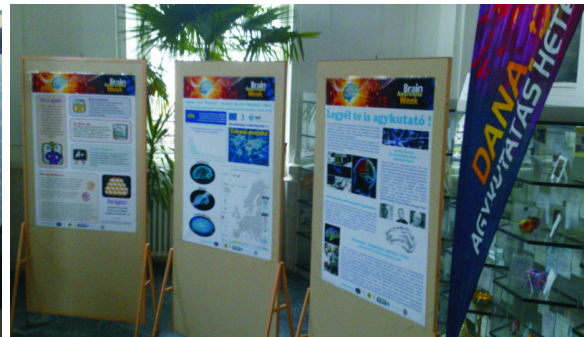
Dept. Anatomy, Histology & Embryology

University of Debrecen, Health and Science Center

Nagyterdei krt. 98.; 4032 Debrecen, HUNGARY

kisvarday@anat.med.unideb.hu ; phone: (36) 52-255724

The core idea of our 2013 BAW event was to move the program to locations, which are frequently visited by many people. Schools and shopping centers are ideal from this point of view where all age groups can be readily reached. Accordingly, we deployed large and attractive posters and flyers at these places where hundreds of people turn up each day. Our posters were thematically organized so that from teenagers to senior spectators everyone could find something interesting and attractive topic regarding brain science, e.g. It's Mindboggling, Common neurological diseases, Human Brain Project, Brain research in Hungary and Brain Prize winners. In addition to our road show of posters we also organized school visits for delivering talks during regular biology classes or afternoon sessions as a biology course. Enthusiastic PhD students of the Univ. Debrecen came up with interesting topics and they talked about their own scientific work and ascribed what they find interesting and exciting in brain science.



13. "The top questions in neuroscience" - Poland

Dates and Duration: March 11-15, 2013

Contact:

Ewelina Knapska, Ph.D.

Neurobiology of Emotions Lab

Nencki Institute of Experimental Biology PAS

Pasteur 3; 02-093 Warsaw, Poland

tel. +(4822) 5892370; mobile: 665018679

email: e.knapska@nencki.gov.pl

During the Brain Awareness Week 2013 in Warsaw, Poland we organized a series of lectures focused on specific scientific problems of neuroscience: memory, sex of the brain, behavioral addictions, sleep physiology and disorders and neurodevelopmental disorders such as ADHD and autism. The lectures were given by the renowned polish experts in the fields of neuroscience, neurobiology, psychiatry and neuropsychology, who talked about the latest findings in their fields (see attached poster). They were open to the general public (they took place in the auditorium of weekly magazine "POLITYKA") and attracted interest of the broad audience. Every lecture provoked a lot of discussion. To reach out to a broader audience, the lectures were also transmitted *via* Internet (available through the webpage: <http://tydzienmozgu.nencki.gov.pl/>). Moreover, we organized a workshop (for 72 participants) at the Nencki Institute during which the participants could see the brain (3D brain atlases), how the brain sections are prepared and histologically stained, and how our memory and attention work (neuropsychological tests, fMRI and EEG).

TYDZIEŃ MÓZGU w Warszawie
11-17 marca 2013

Program

Wykłady: 11-15 marca 2013, godz. 17:00
Sala konferencyjna tygodnika POLITYKA - ul. Słupecka 6 w Warszawie
Wstęp wolny!

- 11.03.2013** „Pamięć: jak ją badamy, co o niej wiemy?”
prof. dr hab. Leszek Kaczmarek, IBD im. M. Nenckiego PAN w Warszawie
- 12.03.2013** „Płeć mózgu: dlaczego jesteśmy różni?”
prof. dr hab. Anna Grabowska, IBD im. M. Nenckiego PAN i SWPS w Warszawie
- 13.03.2013** „Seksualizm i inne nałogi”
dr n. med. Bogusław Habrat, Instytut Psychiatrii i Neurologii w Warszawie
- 14.03.2013** „Fizjologia snu i wybrane zaburzenia snu”
dr n. med. Michał Skalski, Katedra i Klinika Psychiatrii - Warszawskiego Uniwersytetu Medycznego
- 15.03.2013** „Zaburzenia neurorozwojowe - w jaki sposób badania nad mózgiem zmieniają ich postrzeganie i postępowanie terapeutyczne?”
dr hab. Filip Rybakowski, Instytut Psychiatrii i Neurologii w Warszawie i SWPS w Poznaniu

Warsztaty – 16 marca 2013, sesja poranna 9:00-12:45, sesja popołudniowa 14:00-17:45
Instytut Biologii Doświadczalnej im. M. Nenckiego PAN, ul. Pasteura 3 w Warszawie
Zapisy na adres: zapisy@nencki@gmail.com do 6.03.2013 r.

W programie:

- Zobaczyć mózg na własne oczy!
- Jak stworzyć własny preparat mózgu?
- Jak działa ludzki mózg?

A także Konkurs plastyczny i materiały edukacyjne dla najmłodszych!
Szczegóły na:
www.tydzienmozgu.nencki.gov.pl

14. Neuroscience at School – The Netherlands

Dates and Duration: March 11-17, 2013

Contact:

Harmen Krugers
Institute Dutch Neurofederation
Department Swammerdam Institute for Life Sciences
Street Science Park 904
Zip Code, City, Country 1098 XH, The Netherlands
Phone/Fax: + 31 20 525 7621
Email: h.krugers@uva.nl

During the Brain Awareness Week (between March 11-March 17th 2013), the Dutch Neurofederation and several other organizations (such as the Dutch Brain Foundation and various research institutes) promoted knowledge about the Brain and Brain research for a broader audience in the Netherlands.

The Dutch Neurofederation emphasized the Brain and Brain Research by stimulating and coordinating interactions between Dutch Neuroscientists and students. Neuroscientists were asked to present information of the brain as well as their own scientific work at several High Schools in the Netherlands (at the level of 15-18 year old students).

Neuroscientists volunteered, and students in this important age were reached. We therefore believe that the Brain Awareness Week 2013 was a great success and contributed to more interest and understanding of how the brain works in health and disease.

15. „What our brain is doing while we act – the neurobiological bases of behaviour” - Hungary

Dates and Duration: March 11 - 14 2013

Contact:

Inst. Experimental Medicine of Hung.Acad.Sci.; 1083 Budapest, Szigony u. 43

Emilia Madarász (.; Tel.: 36 1 210 9966; madarasz@koki.hu

Eszter Szabadits: Tel.: 36 1 210 9400 / 267; szabadits.eszter@koki.mta.hu

Csaba Cserép: Tel.: 36 1 210 9400 / 190; cserep.csaba@koki.mta.hu

The events organized in Budapest in the Brain Awareness Week attracted many people. The open-air exhibition was attended by many students of neighbouring secondary schools, from the nearby University and, because of its central location many passengers were looking at the pictures, as well. All pictures have been stored for the next year BAW events. The call for the children's drawing competition on the secrets of neurons was an unexpected success. More than 100 drawings arrived from fairly different schools, from many part of Hungary. According to the jury's opinion, the pictures have great values from both artistic and neurobiological aspects. The science-disseminating lectures met the interested lay audience. All presentations were followed by long, vivid discussions, extending the afternoon session far beyond the planned duration.

1ST Prize drawings: Secret of Neurons

Kovats Janka, 13 years



Sik Fanni, 12 years



Tolmácsy Dorka, 10 years

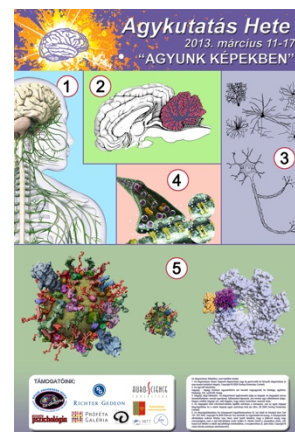


2nd Prize Drawings:

Percsi David, 13 years



Kohazy Anna, 12 years



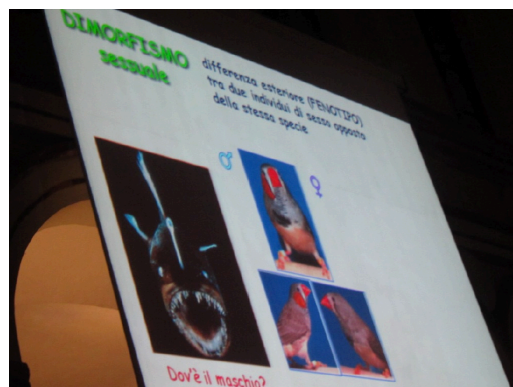
16. Cervell..a..Mente' - France

Dates and Duration: March 11-24, 2013

Contact:

Prof. Adriana Maggi, dott. Rossana Notarantonio,
CEND (Centre of Excellence on Neurodegenerative Diseases)
Via Balzaretti, 9, 20133 - Milano, Italy;
Phone, Fax: +39 0250318290;
adriana.maggi@unimi.it, rossana.notarantonio@unimi.it

Il CEND has a long tradition in organizing BAW events. The conferences were opened to the high school students, to the university students and to the generic public. About 6.500 people participated. The Director of CEND and the Rector of the University of Milan were invited to say something. Cervell..a..Mente started with the lecture of the 'Bioethics' (Prof. M. Reichlin) and 'The reward pathway and drug addiction' (Prof. D. Fornasari). All conferences had taken place in the Milan University buildings. A short exhibition permitted us to reach a wide and heterogeneous public satisfying all the likes. We distributed the useful booklets. Organizers were pleased by the success of the events. This is good, because it increases individual confidence in dissemination of science, which is socially extremely important. Students and the general public probably understand that science is not that far from them and that they can easily interact with scientists and make them questions.



17. Let's meet brains in downtown Montpellier! (A la rencontre des cerveaux au cœur de Montpellier) - France

Dates and Duration: March 16 2013

Contact

Gangarossa, Giuseppe, PhD, Post-doctoral student, Neurosciences Department

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Laffray, Sophie, PhD, Post-doctoral student, Physiology Department: Sophie.Laffray@igf.cnrs.fr

Méry, Pierre-François, PhD, researcher, Endocrinology Department: pierre-francois.mery@igf.cnrs.fr

Institut de Génomique Fonctionnelle

141 rue de la cardonille, 34094, Montpellier, France; Phone, Fax 33(0)4 3435 9291

At 11h00, we set up a four tents and large banners at the intersection between the Place de la Comédie and the Promenade de l'Esplanade, a pedestrian area. A stage, equipped with a public address system and security barriers, had to be installed within a tent (because of the cold wind). The other tents were equipped with (1) two computers ruining memory, cognitive and psychological tests and displaying information on learning, memory, psychiatric disorders, (2) drawing and painting materials and various gifts, and information on senses and learning, (3) a microscope with samples and a place for other tests (Stroop's...), and information on addictions. A large area was dedicated to the exhibition of scientific pictures. All the participants were wearing very identifiable white labcoats. Most people stopped by themselves and asked for information, details, quizz and testing, and others were invited to have a close look or participate in these events. Each child received a small gift after "drawing his best dream". The tents were always crowdie, and participants were very busy. Scientific pictures allowed participants in describing their research and the day-to-day life at the lab. The Conferences, which started at 14h30, have attracted genuine audiences. Questions were asked at the end of the talks, but people often took advantage of the presence of the speakers afterwards. As it seemed, some people came specially in order to talk to a particular speaker. The stage attracted people until the end of the talks, about 17h30. Journalists were received during the day, and one of them is preparing a "documentary about research in biology". At 18h00, people were still coming and stopping for information and documents. This action was a clear success and would have been even more spectacular with a more opportune weather!



En tête-à-tête avec le cerveau sur l'Esplanade

Dans le cadre de la semaine du cerveau, des chercheurs, des médecins et des étudiants ont créé une vaste animation dans le centre-ville de Montpellier. Aujourd'hui, des conférences, des projections vidéo, une exposition de photos, des jeux sont proposés en extérieur pour susciter la curiosité et les débats.

Les conférences seront animées par des spécialistes du cerveau : les professeurs Touchon, Bockart, Paul, Courtet, les docteurs Pin, Verdier, présentant l'état de neurosciences de Montpellier.

Le public est invité à les rencontrer et à débattre autour des dernières découvertes sur des sujets aussi variés que les émotions, la pensée, la conscience. Il sera également question des progrès récents sur les maladies cérébrales et leurs traitements.

Des projections, des jeux pour susciter la curiosité du public.

Chacun pourra tester ses connaissances et évaluer ses fonctions cognitives avec des jeux, des quiz, des sondages... Les enfants découvriront les rêves que leurs cerveaux protègent jalousement. Les parents seront mis à contribution également et de petits souvenirs seront distribués aux participants.

► Aujourd'hui, de 12 h à 18 h, animation sur l'Esplanade. Contact :



Les conférences : des drogues à Alzheimer

A 14 h 30 : "Le cerveau vieillit-il ?" par Jean-Michel Verdier (Inserm).
A 15 h : "La communication, une histoire de molécules", par Jean-Philippe Pin (IGF, CNRS).
A 15 h 30 : "Entendre et ne plus les entendre : quelles thérapies pour traiter les surdités et les acouphènes" par Jean-Luc Paul (INM, Inserm).

A 16 h : "La maladie d'Alzheimer : les dernières découvertes en matière de diagnostic et de traitement" par Jacques Touchon (CHU Montpellier, Inserm).
A 16 h 30 : "Drogues et cerveau" par Joli Bockart (IGF, CNRS).
A 17 h : "La recherche en psychiatrie à Montpellier" par Philippe Courtet (CHU Montpellier, Inserm).



18. Brain-Awareness Week 2013 in Salzburg - Austria

Dates and Duration: March 11-16, 2013

Contact

Haus der Natur: Mag Markus Prötsch

Haus der Natur

Museumsplatz 5

A 5020 Salzburg

+43 662 842653 3201

markus.proetsch@hausdernatur.at

Universität Salzburg: Thomas M. Weiger

University of Salzburg, Department of Cell Biology

Division of Cellular & Molecular Neurobiology

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thomas.weiger@sbg.ac.at

1. Events for schools:

16 classes (app. 350 pupils and their teachers) took part in 7 different workshops on the following topics:

- Registration of electrical processes in the nervous system - effects of blockers and toxins
- Anatomy of the vertebrate brain
- Production of cultured nerve cells
- "Fraud in the brain" or "How to hide the blind spot"
- "Brain splits": cerebral multitasking
- Pain in everyday life
- Perception, feelings, emotions: How does my brain work?

The workshops were carried out in cooperation with neuroscientist of the University of Salzburg (Alois Lamteschwandtner, Thomas M. Weiger, Günther Bernatzky) and Paracelsus Private Medical University Salzburg (Sebastian Iles, Hans-Christian Bauer).

2. „Brain Day“

Events for interested visitors - Saturday, 16 March

Workshop "Do you have nerves?"

Workshop for children from 6 to 12 years with selected experiments on perception and optical illusion. 15 children took part with obvious enthusiasm.

The Brain-Show

In the afternoon, Markus Prötsch presented in the phenomena and limits of multitasking Brain show to an audience of about 80 interested visitors.

In addition, before and after the show, visitors had the opportunity to test their reaction time in order to draw consequences concerning their driving safety.

19. The 2013 Brain Awareness Week in Krakow, Poland – “Brain and Addictions” - Poland

Dates and Duration: March 11-17, 2013

Contact:

Elzbieta Pyza

Department of Cell Biology and Imaging, Institute of Zoology, Jagiellonian University, Gronostajowa 9, 30-387 Krakow, Poland, Tel. +48 12 663 53 37, elzbieta.pyza@uj.edu.pl

Irena Nalepa

Institute of Pharmacology, Polish Academy of Sciences, Smetna 12, 31-343 Krakow, Poland, Tel. +48 12 637 40 22, nfnalepa@cyf-kr.edu.pl

During the 2013 BAW, from March 11 till March 17, seven public lectures were organized at Auditorium Maximum of the Jagiellonian University in Krakow. In addition two lectures were given during the BAW in Wroclaw on March 16 and in Szczecin on March 22. The lectures were attended by the general audience, including students of high schools and universities, teachers, medical doctors and scientists. The lectures were broadly advertised in press, TV and radio. The programme posters were displayed in many places in the city and also at high schools and universities in Krakow. The Organizers and Lecturers have given several interviews for radio, TV and newspapers. Each lecture was attended by 500-1000 people. The lectures were delivered in Polish and are also published in a popular science journal WSZECHSWIAT.

The following lectures were presented during the event:

March 11 Jerzy Aleksandrowicz (Jagiellonian University, Medical College, Krakow) – “Addiction – Choice or Compulsion”

March 12 Jerzy Wordliczek (Jagiellonian University, Medical College, Krakow) – “Opioids in Pain Treatment”

March 13 Jolanta Zawilska (Medical University of Lodz) – “What is New in the World of Drugs?”

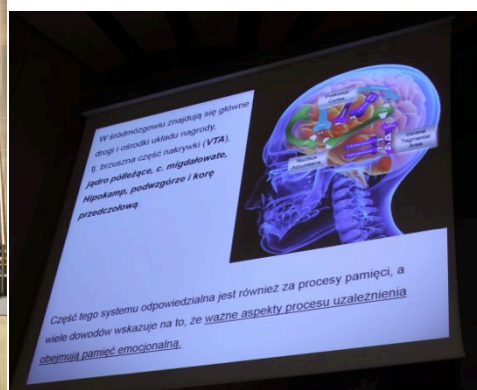
March 14 Malgorzata Filip (Institute of Pharmacology, Polish Academy of Sciences, Krakow) – “New Addictions of the XXI Century”

March 15 Krystyna Golembiowska (Institute of Pharmacology, Polish Academy of Sciences, Krakow) – “Drugs - How Do They Work?”

March 16 Jerzy Vetulani (Institute of Pharmacology, Polish Academy of Sciences, Krakow – “Neurobiology of Alcohol Addiction Therapy”.

March 17 Janusz Heitzman (Institute of Psychiatry and Neurology, Warsaw) – “Mental Health of Poles – Present Problems and Prognosis”

http://www.uj.edu.pl/universytet/aktualnosci/video-foto/-/journal_content/56_INSTANCE_iSE9/10172/16379005



20. Dancing Brain - Croatia

Dates and duration: March 11 – 15, 2013

Contact:

Milan Radoš, MD, PhD

Šalata 12, 10 000 Zagreb, Croatia

Tel: 00-385-459-6801

mrados3@yahoo.com

During this year BAW I have used different media to make general public more familiar with amazing abilities of our brain to control movement of body from simple smile to passionate dance. First address to Croatian public was through article in Cosmopolitan magazine (February edition), which announce BAW 2013 on 2-page article about brain, dance and movement. Also, during 11-15 of March I gave two interviews on Croatian national radio stations and one on Croatian national TV station. Finally, at the 15th of March I gave a public lecture with title “Dancing Brian” and after that lecture choreographer Marija Scekcic presented our cooperation on dance project Human Error but also announce new project “The Doors of Velebit”. Public response to all our activities was very good, with few requests to make additional lectures and workshops for more specific public like dancers and people with disabilities.



21. Cinema and Brain Week: Lectures and Movies - Imagination and Reality in Brain Research - Israel

Dates and Duration: March 2-7, 2013

Contact:

The Edmond and Lily Safra Center for Brain Sciences
Silverman Life Sciences Building 3RD wing 6th floor
Edmond J. Safra Campus, Givat Ram
The Hebrew University of Jerusalem
Jerusalem 91904
Rafi Aviram: +972-2-6586064 rafi.aviram@elsc.huji.ac.il
Elisheva Dovev: +972-2-6585927 elisheva.dovev@elsc.huji.ac.il

This year's project included 3 elements:

a. Lectures and films

During all but one of the event's six evenings (see full program), the public was invited to attend lectures given by leading brain researches from ELSC and other faculties of The Hebrew University of Jerusalem.

These lectures were followed by films related to the lecture topics.

Over 2,200 people attended the lectures at the Jerusalem Cinematheque, heard about the latest developments in brain research and viewed the films chosen to reflect the lecture topics.

This year a special event for children (and their parents and grandparents) was part of the festivities, held in cooperation with "Einayim" magazine for children, which published a special March issue devoted to the human brain. This new addition to our Cinema & Brain Week was a great success and we thank Dr. Inbal Goshen for her efforts to present the wonders of brain science to the next generation.

b. Lab presentations

ELSC PhD students presented their recent findings in brain research to the audience with multimedia presentations one hour before the lectures.

c. Photo exhibition

We also organized an exhibition titled: "Nervous Connections: Imaging the Depths of the Brain". Brightly colored, fluorescent images of neurons, protein molecules and DNA segments that resemble fascinating works of art were presented to the public along the Jerusalem Cinematheque corridors.

For more information regarding this event (photos, videos, full program, media etc.) please check out our web site at:

<http://elsc.huji.ac.il/content/brain-awareness-week-2013-cinema-brain>



22. “Open your brains” - Portugal

Dates and Duration: March 11-17, 2013

Contact:

Ana João Rodrigues, PhD

Life and Health Sciences Research Institute (ICVS)

University of Minho

ICVS/3B's - PT Government Associate Laboratory, Braga/Guimarães, Portugal

Tel:+351 253 604 929/835

1. Neuroscientists go to the Schools: Researchers went to multiple schools from the north of Portugal, where they held seminars and encouraged students to participate in discussions on neuroscience research topics.

2. Open Labs: Students visited our laboratories and were able to perform various experimental activities that, in an informal and fun environment, were aimed to teach various fundamental aspects of neuroscience. This initiative included diverse activities ranging from “How do our senses work”, “Neurons *in vivo*”, “Knowing your Brain with the Brain-in-Hand”, “Worms have brains”.

3. Keeping “old” brains young: We received elderly people from the north of Portugal; participants learned how to perform a simple neurological exam and also participated in some brain gymnastic exercises. They also visited the laboratories.

4. National Closing Ceremony | 16th March

This year, ICVS, together with SPN (Portuguese Neuroscience Society), organized the official National Closing Ceremony, that was held in Casa do Gaiato, a shelter for children of dysfunctional families. This was a unique opportunity for them to contact with neuroscientists and perform some experimental activities.

This week reached around 1250 participants and allowed, once again, to highlight the importance of studying the brain in health and disease, and further contributed for the interaction between scientists and society.





23. Battling the Brain Bugs – United Kingdom

Dates and Duration: March 16, 2013

Contact:

On behalf of grant recipient Prof Tom Solomon:

Nicola Frost

Communications Officer

Institute of Infection and Global Health

University of Liverpool

8 West Derby Street

Liverpool , L69 7BE

Email: nfrost@liv.ac.uk

Tel: +44 151 795 9620



Scientists and doctors from the Institute of Infection and Global Health hosted a family-friendly interactive event at the Liverpool World Museum.

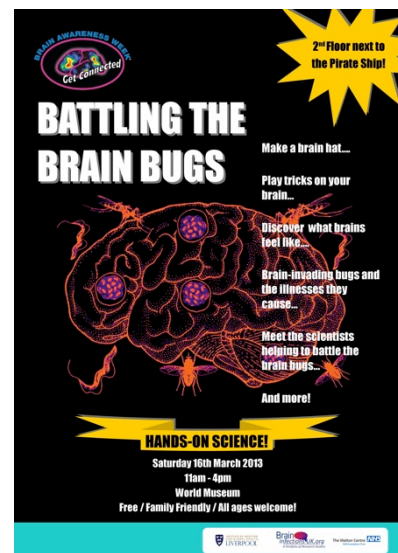
Over 1100 visitors took part in a range of activities designed to help them learn about the bugs that cause brain infections and how they are treated. Children got to meet Bella the Brain mascot, make colourful paper brain hats, dress up as scientists to look at infected brain tissue down a microscope, and make mini brains with the same texture as real ones (especially popular!)

Visitors learned about different brain infections, including encephalitis and meningitis, through poster displays and by chatting to the researchers working on studies to improve outcomes and find new treatments for these conditions.

Institute Director Professor Solomon said: “Events like this are a great way of engaging the public with our research. A lot of it is publicly funded, so we have to be able to explain what we are doing, and why.”

Link to news page:

<http://news.liv.ac.uk/2013/03/21/battling-the-brain-bugs-at-the-world-museum/>



24. Serbian Brain Awareness Week 2013, „ All Brains in One Place“- Serbia

Dates and Duration: March 11 – 17, 2013

Contact:

Snežana Stanković – director

Ljermontova 4/11

11 010 Voždovac, Belgrade, Serbia

snezana@nsm.rs ; tel: +381 64 924 51 66

Dušan Stevanić – promotion: dusan@nsm.rs

Mirna Jovanović – coordinator for children program: mirna@nsm.rs

Marija Stepanović – coordinator for „Human library“: stepanovic_marija@yahoo.co.uk

Jelena Bakušić – coordinator for neurological program: bakica023@yahoo.com

Stefan Milutinović – coordinator for psychology: stefan@nsm.rs

28 popular lectures (“Stroke and art – From Handel to Fellini – from a catastrophe to a new beginning”, “Tan-Tan, a story-story about Broca-Broca”, “Awakenings of Parkinson’s disease patients – a talk about the movie “Awakenings” filmed in 1990”, “Does epilepsy affect memory?” etc.), 92 visitors in average.

-Neuroscientific cafe “Are large-headed people really smarter?” – talk about social networks and many other relevant subjects, 44 visitors.

- Little school of neuroscience “Following the footsteps of Santiago Ramon y Cajal” for children that are from 6 to 12 years old, 56 participants.

- “Human library”- conversations with users of psychiatric services, 57 visitors.

-Scientific exhibitions “Brains with pathology” and “Neuromyths”, 1800 visitors.

-Artistic display of micrographs as well as exhibitions of artworks by psychiatric patients and children with autism, 300 visitors.

-A theatre play performed by psychiatric patients’ amateur theatre, 80 visitors.

-Interactive workshops for children, 1300 visitors.

-Psychodrama workshop, 20 visitors.

-Demonstrations of robots and systems used for neurological patients’ rehabilitation, 240 visitors.

-Interactive workshops: “What do neurologists want from you?”, 450 visitors.

- Open labs, 80 visitors.



25. Brain Awareness Week 2013: On the trail of development - Slovenia

Dates and Duration: March 11-16, 2013

Contact:

Starč, Martina
c/o SiNAPSA, Slovensko društvo za nevroznanost
Inštitut za patološko fiziologijo
Zaloška 4, p.p. 2218
SI-1000 Ljubljana, Slovenia
GSM: 0038631695407
martina.starč@gmail.com

BAW 2013 was the 10th consecutive BAW event organised in Slovenia. In commemoration of this occasion, we organised events in 10 towns across Slovenia, with the majority of the events taking place in the capital Ljubljana. The programme followed the previously established format with lectures, discussions, workshops, movie projections and round tables. In Ljubljana, Monday was again dedicated to the press conference, opening of the events, and basic lectures on this year's theme - development. Workshops for children and adults took place on Tuesday and Saturday. On Wednesday we presented the "Top 10" research in neuroscience in the previous year. Thursday was dedicated to development in clinical practice while the round table took place on Friday. Each day was also accompanied by movie projections and talks explaining the movie from a neuroscientific point of view (8 altogether). In preparation for BAW we organised an art competition for schools that started in September 2012 and a concluding ceremony during BAW.

Overview of the BAW programme:

Ljubljana: 11. 3. – 16. 3. – lectures, workshops, round table, movie projections (5-10 hours each day)

Celje: 16. 3. – lectures with discussions (3 hours)

Grosuplje: 15. 3. – lectures with discussions (2 hours)

Koper: 11. 3. – 12. 3. – lectures (5 hours altogether)

Lukovica: 15. 3. – lecture with discussion (1 hour)

Maribor: 13. 3. - 14. 3. – lectures with discussions (4 hours)

Murska Sobota: 8. 3. – lectures with discussions (2 hours)

Nova Gorica: 14. 3. – lectures (2 hours)

Novo mesto: 13. 3. – discussion (2 hours)

Velenje: 14. 3. – lecture with discussion (2 hours)

Accompanying events:

Little school of neuroscience, Ljubljana, 11. 3. – 15. 3. – lectures on basic neuroscience topics

Art competition "Žan the brain in a time machine" for primary schools, September 2011 to February 2012, closing event for best contributors – 16. 3.



26. “Achievements and challenging one’s limits” - France

Dates and Duration: March 11-15, 2013

Contact:

Centre de Recherche Inserm U836

Université Joseph Fourier - Site Santé - BP 170

38042 GRENOBLE cedex 9

Tel.: +33 4 56 52 05 00 Fax: +33 4 56 52 06 57

Isabelle Le Brun, assistant Professor UJF (University Joseph Fourier-Grenoble 1)

isabelle.lebrun@ujf-grenoble.fr ; Tel: 00 334 56 52 05 30

This year, the executive committee has proposed an original program about « **Achievements and challenging one’s limits** » to inform about current research findings, to explain what we know about the brain and to interact with citizens. Each event included a debate with the audience; a selection of books proposed by the bookstore “Les modernes” and address several themes (see appendix 3):

- 1) On Monday, a conference about “brain activity during sport ” by S. Vergès
- 2) On Tuesday, a “question-answer” debate through video games with the participation of a winner of video games, A. Campagne and C. Cannard.
- 3) On Wednesday, the documentary “cerebral stimulation: a new hope for obsessive-compulsive disorder” by C. Pochon with C. Pochon, M. Polosan and S. Chabardes.
- 4) A guided tour by S. Garrel and P. Baro of the exhibition “Technology and medicine: 1900/1960, medical sciences have been drastically changed” organized by S. Bretagnon at the “musée dauphinois des sciences médicales”.
- 5) Tuesday evening was organized with CCSTI about sport performances in extreme conditions with G. Millet, A. Sergeant and JB Hirleman.
- 6) On Friday evening, a drama troop of students from the “conservatoire à rayonnement régional (CNR) de Grenoble” presented its creation « *Ravages...* » in the presence of JC Exbrayat and Y. Stefan.

In addition, scientific workshops were organized with the association “Les petits débrouillards” for 9 to 11 years old children on “Testing head and body”.

This week was a great success: 150 to 350 peoples have participated to each event, adds-up to at least 2000 people for the whole week. Several TV shows, radio interview and articles in local newspapers were done about the Brain Awareness Week in Grenoble. Most of the debates have been recorded and will be placed as podcasts in the following university website:

www.semaineducerveau.fr/grenoble

La Semaine du Cerveau 2013
DU 11 AU 16 MARS 2013

Conferéce
Lundi 11 mars à 20h30
Le cerveau et l'effort
Participation obligatoire gratuite à l'invitation d'un expert et à la lecture d'un ouvrage

Exposition
Mardi 12 mars à 19h30
Technologie et médecine 1900-2013
Petite conférence autour de deux ouvrages en lien avec la technologie et la médecine

Documentaire
Mercredi 13 mars à 20h30
Cerebral stimulation: a new hope for obsessive-compulsive disorder
Documentaire de C. Pochon avec C. Pochon, M. Polosan et S. Chabardes

Visite guidée
Jeudi 14 mars à 10h30
Technologie et médecine 1900/1960, medical sciences have been drastically changed
Organisée par S. Bretagnon au musée dauphinois des sciences médicales

Théâtre
Vendredi 15 mars à 20h30
Ravages...
Drame de JC Exbrayat et Y. Stefan

Partenaires
Inserm, Université Joseph Fourier, CCSTI, Les modernes, Les petits débrouillards, etc.

Grenoble
Performances et dépassement de soi

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Grenoble
Performances et dépassement de soi



27. Sport and the Brain - Italy

Dates and Duration: March 11 - 18, 2013

Contact:

Associazione CentroScienza Onlus
Via Mantova, 19 - 10153 Torino - Italy
Tel. +39-011-8394913 Fax +39-011-8127736
info@centroscienza.it - www.centroscienza.it

A series of entertaining lectures, covering sport, brain and cognitive sciences. The lectures have had an audience larger than 600 people (3 sold out and 2 full conferences), mostly young students and some professionals with many questions from the public.

BEYOND THE MIRROR: NEURONS, MOVEMENT AND OTHER MARVELS

Alberto Rainoldi and Marco Ivaldi, Motor Science Research Center, University School of Motor and Sport Science, University of Turin

Mirror neurons represent the neural system that underlies to social activities of the human beings. The tendency to imitate observed behaviours is particularly strong for sport events and in sport activities and mirror neurons can be fundamental in learning and improving motor and sport-related skills.

NEURONS IN THE GYM

Luca Bonfanti, neurobiologist, Neuroscience Institute of the Cavalieri Ottolenghi Foundation, University of Turin (NICO)

Physical exercise enhances neurogenesis and neural plasticity in the adult brain and represent a formidable tool for self-repair of the brain. How can we use physical activity to keep an healthy brain and prevent neurodegenerative diseases?

WATCH YOUR HEAD: SPORT AND BRAIN DAMAGE

Adriano Chiò, Department of Neuroscience, University of Turin; Diego Garbossa, Neurosurgical Clinic, University of Turin

Sport-related concussions have been related to mild-to-severe brain traumas: their cumulative effects in the long run can lead to symptoms and morphological alterations shared with neurodegenerative diseases.

THE BRAIN OF THE CHAMPIONS

Giuseppe Vercelli, University School of Motor and Sport Science, University of Turin – Psychologist FISI (Italian Federation of Winter Sports)

Brain is fundamental in the analysis and maximization of performance in sport, as well as in any competitive activity.

THE BRAIN ON THE BIKE

Giovanni Tredici, Dept. Surgery and Translational Medicine, University of Milano Bicocca – Race doctor of Giro d'Italia

Competitive cycling requires balance, quick reactions and decision-making skills. The brain is fundamental in a cycling stage race such as Giro d'Italia, but also amateur cycling can have beneficial effects on neurodegenerative diseases.

Web site: <http://www.circololettori.it/settimana-del-cervello-2013/>



La iniziativa di CentroScienza Onlus
è sostenuta da



in collaborazione con



La settimana del cervello è una iniziativa
della Dana Foundation
www.dana.org/brainweek



foto di Paolo Bini/Phila, Italia.com

BRAIN AWARENESS WEEK

SETTIMANA DEL CERVELLO 2013

SPORT AND THE BRAIN

TORINO
CIRCOLO DEI LETTORI
VIA BOGINO 9, ORE 18.00

Per informazioni:
Associazione CentroScienza Onlus
Via Mantova, 19 - 10153 Torino
tel. 011 8394913
Fax 011 8127736
www.centroscienza.it
info@centroscienza.it



11 - 18 MARZO 2013
TORINO, CIRCOLO DEI LETTORI,
VIA BOGINO 9
INGRESSO LIBERO



LUNEDÌ 11 MARZO ORE 18.00 - SALA GRANDE OLTRE LO SPECCHIO: NEURONI, MOVIMENTO E ALTRE MERAVIGLIE

Alberto Rainoldi e Marco Ivaldi
Centro Ricerche Scienze Motorie,
Scuola Universitaria Interfacoltà in Scienze Motorie
(SUISM), Università degli Studi di Torino

Il fitto sistema di neuroni e miliardi di
connessioni sinaptiche assicurano la ca-
pacità di apprendimento. Una via privilegiata
per imparare è l'osservazione,
l'emulazione: questa tendenza a imitare i
comportamenti che osserviamo negli altri come strategia di apprendimento è
fondata sul ruolo dei neuroni specchio ed è particolarmente evidente nel caso di
eventi sportivi e nelle attività motorie con la formazione di uno schema mo-
torio che resiste con stupefacente capacità al rumore e ai danni (informazioni
incomplete, difficoltà di comunicazione, ridotti tempi di decisione) adattandosi
e riprogrammandosi a fronte di danni strutturali come nel caso dell'atleta
paralimpico. Il meccanismo costituisce il substrato nervoso per la condivisione
delle intenzioni e la cooperazione tra gli individui, cruciali nell'espressione dei
comportamenti coordinati di una squadra.

MARTEDÌ 12 MARZO, ORE 18.00 - SALA GRANDE ESERCIZIO FISICO E NUOVI NEURONI

Luca Bonfanti

Neurobiologo - Università di Torino,
Neuroscienze Institute Cavalieri Ottolenghi (NICO) di Orbassano.

L'esercizio fisico aumenta la genesi di neuroni e la plasticità nel cervello
adulto. Questo fatto, recentemente dimostrato negli animali da laboratorio,
ha stimolato la fantasia dei ricercatori. Possiamo sfruttarlo per aiutare la ca-
pacità del cervello di auto-ripararsi? Si può utilizzare l'attività fisica per man-
tenere un cervello in salute e prevenire le malattie neurodegenerative?
Cercando di rispondere a queste domande si proverà a spiegare quali pro-
spettive sta aprendo la ricerca in questo affascinante campo delle neuro-
scienze.

MERCOLEDÌ 13 MARZO, ORE 18.00 - SALA GRANDE ATTENTO ALLA TESTA: LO SPORT CHE PUO' FAR MALE

Adriano Chiò

Dipartimento di neuroscienze, Università di Torino

Diego Garbossa

Clinica Neurochirurgica, Università di Torino

Le lesioni cerebrali causate dallo sport in generale e non solo in quello agio-
nistico - professionale, comprendono sia traumi lievi sia gravi traumatismi ce-
rebrali. Gli effetti di queste lesioni, anche di lieve entità ma ripetute, si
accumulano nel tempo e possono condurre ad alterazioni del tessuto cere-
brale, che può anche manifestarsi sotto forma di disturbi cognitivi fino ad ar-
rivare in casi estremi alla demenza o ad altre gravi malattie
neurodegenerative.

GIOVEDÌ 14 MARZO ORE 18.00 - SALA GRANDE LA PERFORMANCE SPORTIVA E IL CERVELLO: LA MENTE DEI CAMPIONI

Giuseppe Vercelli

Scuola Universitaria Interfacoltà in Scienze Motorie (SUISM), Torino

Psicologo ufficiale del CONI alle Olimpiadi di Torino, Pechino, Vancouver e Londra.

Il cervello svolge un ruolo fondamentale nell'analisi e nella massimizzazione
della prestazione sportiva e in ogni attività competitiva umana.
Conoscere, allenare e utilizzare i meccanismi mentali della massima presta-
zione permette a ogni atleta e a ogni individuo impegnato nella propria sfida
personale di agire consapevolmente sui fattori psicologici fondamentali per
conseguire gli obiettivi, per prendere le giuste decisioni, per perfezionare gli
schemi motori e utilizzare al meglio le informazioni che il sistema nervoso
centrale riceve costantemente dalla periferia durante la prestazione sportiva.



LUNEDÌ 18 MARZO ORE 21.00 - SALA GIOCO IL CERVELLO IN MAGLIA ROSA

Giovanni Tredici

Dipartimento di chirurgia e medicina interdiscipli-
nare, Università di Milano Bicocca
Responsabile medico del Giro d'Italia

Dopo la vittoria di un atleta più o
meno noto in una delle grandi corse
internazionali, i giornali sportivi ri-
portano alcuni dei suoi valori di per-
formance muscolare rilevati in
laboratorio, facendo risalire il suc-
cesso a queste misurazioni con li-
velli sicuramente d'eccellenza. Ma siamo sicuri che il vincitore sia l'atleta che
nel lotto degli aspiranti alla vittoria si presentava con le migliori credenziali
di laboratorio? Spesso non è così. La vittoria in una competizione ciclistica è
un mix di doti muscolari e di capacità interpretative e tattiche della corsa che
sono strettamente legate alle funzioni cerebrali. Equilibrio emotivo, concen-
trazione, capacità di reazioni immediate e decisionali rapide sono doti fon-
damentali per vincere una corsa ciclistica a tappe, dura e impegnativa come
il Giro d'Italia e queste non sono qualità che dipendono dai muscoli degli
atleti. De resto la pratica del ciclismo sembra avere effetti benefici sulla pre-
venzione delle malattie neurodegenerative.

La Settimana del Cervello 2013 a Torino è promossa da CentroScienza
Onlus, in collaborazione con NIT Centro Interdipartimentale in Neuroscienze
dell'Università di Torino, Dottorato in Neuroscienze dell'Università di To-
rino, Regione Piemonte e Circolo dei Lettori. Le iniziative di CentroScienza
Onlus sono sostenute dalla Compagnia di San Paolo. La rassegna si svolge
nell'ambito di un progetto internazionale promosso dalla Dana Alliance for
Brain Initiatives, www.dana.org/brainweek - www.centroscienza.it. I con-
tenti del ciclo sono coordinati da Alessandro Vercelli - Università di Torino.