The Colour of Thought exhibition

By combining the fields of art and brain science, the Edmond and Lily Safra Center for Brain Sciences (ELSC) and its scientific partners have created a new and innovative approach that invites art-lovers and the community-at-large to see and experience the wonders of the brain.

The Color of Thought street exhibition, initiated and organized by the European Friends of the Hebrew University, aims to expose the general public to neuroscience by combining amazing visual representations of the brain with modern art.

Curators Angelo Bucarelli and Viviana Kasam selected various images of the brain ? created by ELSC members and colleagues from other leading brain research institutes, using scientific diagnostic and imagery technologies such as electron microscopy, modeling, optogenetics, magnetic resonance and the special Brainbow fluorescent technique ? and then matched them with parallel works by modern artists such as Klee, Miro, Dali and Kandinsky to create a unique and thought-provoking experience.

The Color of Thought? exhibition started its journey in Milan in 2011 and is now traveling throughout Europe. To date, it has been shown in Deauville, Lisbon and Paris London and Berlin are scheduled for spring 2013 and there are plans to show it in some 13 other cities by the end of 2014. In each city where it has been shown, the street exhibit has been widely advertised on billboards and public transportation, drawing much public interest and extensive media coverage.

A joint project with Europe?s leading neuroscience research centers ? including Inserm, the Grenoble Insitute of Neuroscience, ENS, ENP and the Calouste Gulbenkian Foundation ? this high-profile exhibition has become a major vehicle for the European Friends to increase awareness of, and visibility for, ELSC and its research achievements and scientific partnerships.

Similarly, the exhibit is being combined with additional European Friends? events that focus on the brain. These have included a two-day public conference entitled ?Brain.org? in Lisbon that was hosted by the Calouste Gulbenkian Foundation and which featured ELSC?s Prof. Idan Segev among the international speakers. In Paris, the French Friends of the Hebrew University?s seventh annual AFIRNE Brain Forum was entitled ?Addiction and the Brain? and was held in conjunction with the street exhibition.
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