

YEARS/ANS **CERN**

# CERN's 60th Anniversary

Sascha Schmeling, CERN  
Coordinator



- 60 years of Science for Peace
- Scientific Discoveries and the way ahead
- International Cooperation –  
Science as a motor for international dialogue
- 60 years of progress in Science and Technology
- Science Education and Training –  
Modern Science for Everyone



## Key Messages

# Events



- *July 1st*
  - Celebration of the Anniversary of the Signature of the Convention at UNESCO in Paris
- September 29th
  - Celebration of the CERN Anniversary with highest level representatives from the MS, AMS, OBS, ... at CERN
- *October 7th*
  - Celebration of the Anniversary of the First Council Session at CERN
- *November*
  - *Meeting „Science for Peace“*



# Central Celebration Events

- CERN invites its Member States to celebrate the Anniversary in their countries
- CERN offers to help with a central coordination team and with communications and exhibitions
- A coordination team will be set up in the Member States
  - Observer States
  - Associate Member States
  - Non-Member States
- Each Member State will be nominated at least one national contact by the end of 2012



## Member State Celebrations



A series of exhibitions is planned.



CERN Accelerator School



CERN Accelerator School



ICHEP 2014 with CERN Travelling Exhibition



Two confirmed exhibitions, at Athens and Thessaloniki



European School of High Energy Physics



CERN Travelling Exhibition



CERN School of Computing



Asia-Europe-Pacific School of High Energy Physics



# CERN-related Events Abroad



## Local Events

- Strong relations to the local area around the Laboratory exist
- Create a series of neighborhood events together with the local communities

## Internal Events

- Series of historical, scientific, and technological colloquia
- Modest reception for the CERNois



## Celebratory Events

## Historical Series

- 1949-1954  
The Founding Years
- 1954-1964 • The SC and the PS
  - *Maria and Giuseppe Fidecaro*
- 1964-1974 • ISR Era
  - *Leslie Camilleri, Pierre Darriulat*
- 1974-1984 • SPS Era
  - *Carlo Rubbia*
- 1984-1994 • LEP I
  - *Herwig Schopper*
- 1994-2004 • LEP II
  - *Steve Myers, Dieter Schlatter*
- 2004-2014 • LHC Era
  - *Lyn Evans, Peter Jenni*

## Scientific, Technological, and Social Series

- Accelerator Technologies
- Detector Technologies
- Information Technology
- Medical Applications
- Science and Society
- The World Wide Web
- Arts and Science



Colloquia

- Events at Geneva

- Several Inaugurations
  - Beamline for Schools
  - S'Cool Lab
  - Synchrocyclotron Exhibition
- Neighborhood Events
- Colloquia
- CERN-related Films Screenings in Cinemas

- **TED<sup>x</sup>**

x = independently organized TED event

- Events elsewhere

- Educational Events
- Arts Events



- Activities

- CERN Historical Film
- Publications
- Stamps
- Coins



Other Celebration Events and Activities

- The proposed events have been presented to the CERN Council in September or have arisen from the discussion there.
- Please note that only half of the „central events“ are confirmed by now.
- The further decisions on the remaining two as well as the available support for all other events depend on budget availability and will be taken in due course.
- Events outside CERN and the Central Events need to be financed where they happen. Only limited support can be given from CERN, mainly in terms of communications support.



„Disclaimer“

**CERN-related Events**

25 y The World Wide Web

30 y Nobel Prize for Rubbia and Van der Meer

50 y ESRO – European Space Research Organisation

ICTP – The Abdus Salam International Centre for Theoretical Physics

**Other Anniversaries for Information**

40 y  $J/\psi$  Discovery

50 y Initial publications on spontaneous symmetry breaking

Initial publications about quarks by Gell-Mann and Zweig

135 y Albert Einstein

200 y The Swiss Academy of Sciences

450 y Galileo Galilei



# Relevant Anniversaries in 2014/15

# Organisation



- Organisation of
  - Events at CERN
- Co-Organisation of
  - Events at UNESCO, UNOG, UNHQ, ...
- Coordination of
  - Events in Member States and others
  - Events in the local area



Workload

General Coordinator	Sascha Schmeling
Deputy General Coordinator	Markus Nordberg
Project Safety Officer	Yann Lechevin
Assistant	Eva Tolosa
Communication	James Gillies Marie Bugnon
Local Events Support	Iulia Pascu
Steering Committee	Maurizio Bona James Gillies Rolf Landua Markus Nordberg Sascha Schmeling Emmanuel Tsesmelis Rüdiger Voss



# Central Coordination



UNESCO Event	Angela Göhring-Crinon Yann Lechevin
Anniversary Celebration	Bernard Pellequer N.N.
First Council Session Celebration	Brigitte van der Stichelen
UN Event	N.N. N.N.
Neighbourhood Events	N.N.
Colloquia Series	Michael Doser
Yellow Report	Gian Giudice
Beamline for Schools Inauguration	N.N.
S'CoolLab Inauguration	Gerfried Wiener
SC Inauguration / EPS Ceremony	Bernard Pellequer Marco Silari
Exhibition Support	Rolf Landua
TEDx	Claudia Marcelloni de Oliveira
FAMELAB	Antonella del Rosso



# Workpackages

# Communication



# How do we proceed?

- To relay the key messages and the values of the event in an efficient way, we need to remember the central theme in all our communication tools in order to have a well known identity and a certain unity.
- To have an accurate balance between the international and local communication, we need to underline the universal values of CERN, with some degree of cultural adaptation for each country.

**One story to tell + a shared graphic design (designed by Fabienne Marcastel)**

=

A consistent and unique identity across the countries





# Stakeholders



60 years of Science for Peace

### General Message

Country

- ◆ Main events
- ◆ Website

60 ANNIVERSARY

HISTORY

DISCOVERIES

INTERNATIONAL COOPERATION

SCIENCE & TECHNOLOGY

SCIENCE & EDUCATION

PROGRAM AUDIOVISUAL TOOLS EDUCATIONAL TOOLS MEDIA

### FEATURED



25 years of the web

EXPLORE

### HIGHLIGHTS

1st Jul 14 PARIS



Opening Event

READ >

29 Sep 2014 CERN



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Official Ceremony

READ >

14 Nov 2014 CERN

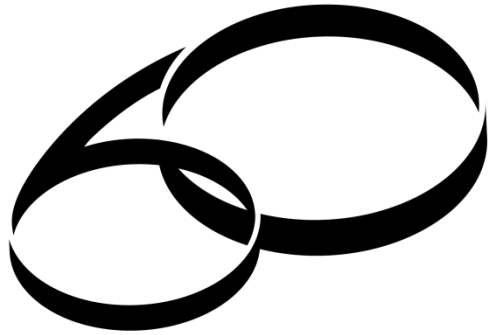


International Event

READ >



- The Design Guidelines can be found on <http://cern.ch/design-guidelines>



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**OTHER  
LOGO**



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**Design Guidelines**



- Customizations will be done by the Graphics Design Office

- Please do not make last-minute requests



# Design Guidelines



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# Branded Ideas



- Just Being Done
  - Invitations to Heads-of-State
  - Country Contacts query for planned events
- Near Future
  - Round-Table on Cultural Events
  - Presentation to ECFA (November 21<sup>st</sup>)
  - Timeline of Celebration Events
  - Final Presentation to CERN Council (December 12<sup>th</sup>)
- 2014
  - The Celebrations start



# Next Steps

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