

# Visual synergy: merging artistic expression and scientific insight

CommOCEAN 2024, Malaga, Spain

27 November 2024

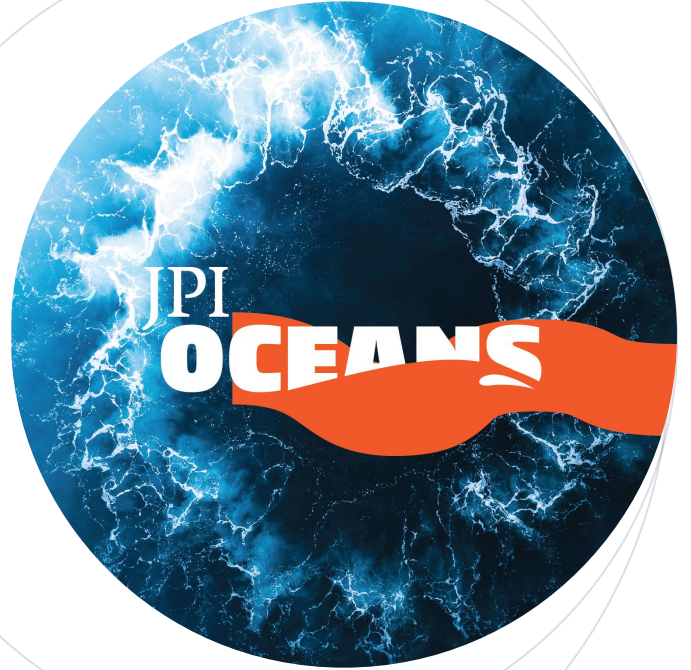
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JPI Oceans is a **pan-European intergovernmental platform** aiming to increase efficiency and impact of research and innovation. Our members are ministries and funding agencies that develop, fund and implement national research agendas.

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# JPI Oceans





The Gallery provides space for **multidisciplinary research and creation**, a place for the production and dissemination of **visual and sound arts**, actively engaged in contemporary environmental issues expressed through art.

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## Talk CEC



# Art and science intertwined

*20 Apr – 25 Jun 2023*

**JPI Oceans** contributed as an official partner with **scientific advice, explanatory texts, and guest speakers** to share insights on key topics from the marine and aquatic environment such as, carbon, climate, fishing, ocean health, the deep-sea mining.



Art credits: Life in depth by Mr X, Kafé Korse and Reves Ones, 2023

# Expert Talks

*Spring - Summer 2023*

The gallery served as the meeting place where **scientists** and **citizens** met to discuss critical **marine and maritime topics** and enjoy the artistic pieces.



Photo caption: Ann Vanreusel, Ghent University presentation on the topic "Ecological aspects of deep-sea mining"



# World Ocean Day

8 June 2023-2024

TALK C.E.C hosted a vibrant gathering of **artists, researchers, NGOs, and ocean enthusiasts**. The event was an opportunity for sharing different cultural perspectives and discovering synergies between them.





# Communication

Channel	Pros	Cons
Emails	Direct touch	Low open rate
Newsletter	High volume	Low open rates
Social media	Multiple audiences	Low engagement
Promoters	Local targeting	Low show-up rate
WOM	Direct targeting	Low show-up rate
Website	Direct targeting	Low show-up rate



- Know your audience (and your channels)
- Tailor presentations to citizens
- Visuals are key
- Use your speakers' network

## Lessons learned





**Seas & Oceans exhibition**

**Thank you for your  
attention!**

Follow us online: @jpioceans!