

Vivomotion - A Case Study

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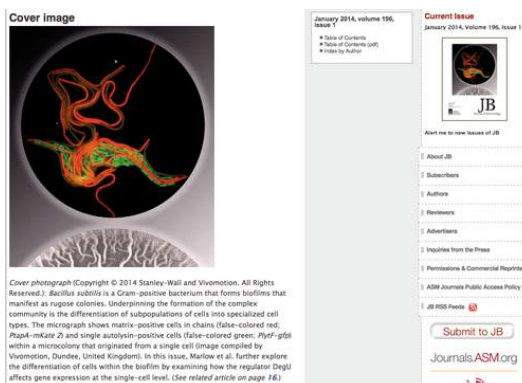


A Case Study Prof. Nicola Stanley-Wall & Prof. Cait MacPhee

Our work has featured in field-leading journals and events, as well as being utilised by academics in their presentations and exhibits. Below is the first in a series of case studies. To celebrate women in science week 2017 we have chosen to highlight work we created in collaboration with two exceptional women in science, Prof. Nicola Stanley-Wall from The University of Dundee and Prof. Cait MacPhee from The University of Edinburgh.



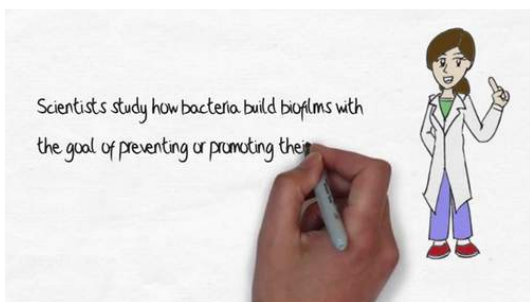
Prof. Nicola Stanley-Wall, School of Life Sciences, University of Dundee.



Cover Art
Our work featured on the cover of

Public Engagement

Prof. Stanley-Wall was selected to present at the Great British Bioscience Festival 2014 in London's Bethnel Green. We produced a 2D whiteboard animation explaining what biofilms are and their potential functions as well as marketing material for this event including postcards, roller banners and t-shirts. The event was a huge success and over 7000 people visited the festival.

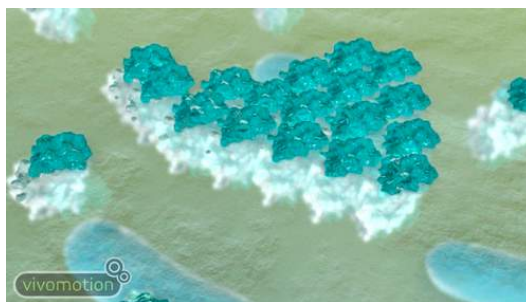


the [Journal of Bacteriology](#), January 2014, volume 196, issue 1. This artwork was a composite of images of bacteria and biofilms that Prof. Stanley-Wall had produced in her lab.



Prof. Cait MacPhee, School of Physics and Astronomy, University of Edinburgh.





We also collaborated with Dr. Adam Stokes from The University of Edinburgh to create a 3D printed model of a Biofilm that Prof. Stanley-Wall used in her public engagement exhibit.



Prof. Stanley-Wall and her collaborator Prof. Cait MacPhee from The University of Edinburgh wanted a 3D animation to illustrate how a waterproof biofilm forms. With their work they were shortlisted for the BBSRC Innovator of the Year Award 2016. They required a physical object to represent their research so we created 3D models of a Biofilm and Ice Cream that were etched into glass. Read more about their work [here](#).

These projects demonstrate how carefully designed visuals can be used to bring a depth of scientific understanding not easily achievable with text alone. Many thanks to Prof. Nicola Stanley-Wall and Prof. Cait MacPhee for working with Vivomotion. For more details on how to work with us please visit www.vivomotion.co.uk.



