

## Vivomotion

A multi-award winning science animation studio - bringing science to life.

Vivomotion ([www.vivomotion.co.uk](http://www.vivomotion.co.uk)) was founded in 2012 and has grown in Dundee - a City renowned globally for the Life Sciences and The Creative Industries. Dundee has a new focus on Design and was recognised as a UNESCO City of Design in 2014. There are many cross-sectoral collaborations happening here which have been exemplified at the now annual Dundee Design Festival (including some of our work). It is a burgeoning City and with the V&A Dundee set to open in September 2018 it is an opportune moment to be in business here. Many of our clients are local, through the University of Dundee and Ninewells Hospital but also Dundee based companies Axis-Shield and James Hutton Institute Ltd. Despite a strong local clientele we also have International clients in Europe and the US.

Having carried out an undergraduate degree in Biochemistry and a PhD in Cell Biology at Dundee I set off to the US to carry out a postdoctoral research position at UCSF. When this came to an end I returned to Dundee knowing the great reputation of the Life Sciences School and also how it had grown since I had been away. The James Black Centre had been built on to the existing Wellcome Trust Building and I managed to secure a postdoctoral position here in the laboratory of Prof. Grahame Hardie. Throughout my postdoctoral training I was interested in the visual side of the research, in particular the microscopy work, so when an opportunity arose to work with an artist, Dr. Paul Harrison, on a project called "Designs for Life" I took the chance. One of the plus sides of Dundee being a small City is that it is easy to form interdisciplinary collaborations - especially in this case as Duncan of Jordanstone College of Art and Design is located right next to The School of Life Sciences.

This collaboration led on to a change in career and I re-trained with an MSc in Animation and Visualisation from Duncan of Jordanstone. This was with a view to setting up the scientific animation company Vivomotion, allowing me to marry my interests in the arts with science. At Vivomotion we deliver a bespoke service of animations/graphics for scientific communication whether for conference talks, marketing purposes or educational purposes. Additionally we provide training workshops for academics on the visual presentation of their research. Currently we are developing interactive e-books for education.

The best thing about doing business in Dundee is the vibrant business scene and support network here. It is easy to get to know people within the business community, as Dundee is a small City, so great for networking. With the current redevelopment of the City there is great optimism and ambition with a particular global outlook. If you want to locate a business in Dundee now is the right time to do so as Dundee offers many new opportunities. Vivomotion is a member of BioDundee, a partnership for world-class life sciences and healthcare excellence in Dundee.

Dr. Mhairi Towler - Founder and CEO of Vivomotion - [mhairi@vivomotion.co.uk](mailto:mhairi@vivomotion.co.uk)