

science

# LENS

monthly

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THE MONTHLY NEWSLETTER OF SCIENCELENS LTD

science lens



*Birthday issue*

science**lens**.

**PHOTOGRAPHING**  
SCIENCE, INDUSTRY  
AND TECHNOLOGY

# From the editor



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Good day, everybody

My, how time flies! Not only are we already speeding towards the tail-end of 2011, but August also marks the first birthday of Sciencelens! It was on 3 August 2011 that Sciencelens Ltd was officially registered, and it sure has been an exciting ride for the past 12 months.

Instead of a featured article, we therefore use some space in this month's newsletter to reflect and look back on our first year of business in New Zealand.

Given that we're already firmly in the second half of 2011, and with many year-end events and awards ceremonies coming up, we also briefly discuss why it's a good idea to get a professional photographer to cover your awards function.

There are many very interesting events happening in the science communication arena this month. Have a look at the news snippets on the back page - there's sure to be something exciting and informative happening near you!

Have a great month, and a big thank-you to everyone who has taken the time and effort to comment on this newsletter over the past year.

Gerry

## Quote for the month:

*"To me, photography is an art of observation. It's about finding something interesting in an ordinary place... I've found it has little to do with the things you see and everything to do with the way you see them."*

- Elliott Erwitt

**(the) KuDo<sup>s</sup>**  
Hamilton Science Excellence Awards

**Move**  
Waikato Science  
from the lab to the  
**Limelight**

**The Kudos Awards will be held on:**  
Thursday 13th October 2011 at the Southwell Auditorium.  
Tickets on sale soon.

**Categories**

- Environmental Science
- Agricultural Science
- Science Teacher/Communicator/Educator
- Emerging Scientist
- Science Entrepreneur
- Lifetime Achievement

Thanks to our Partners:





## Acknowledging *achievement*

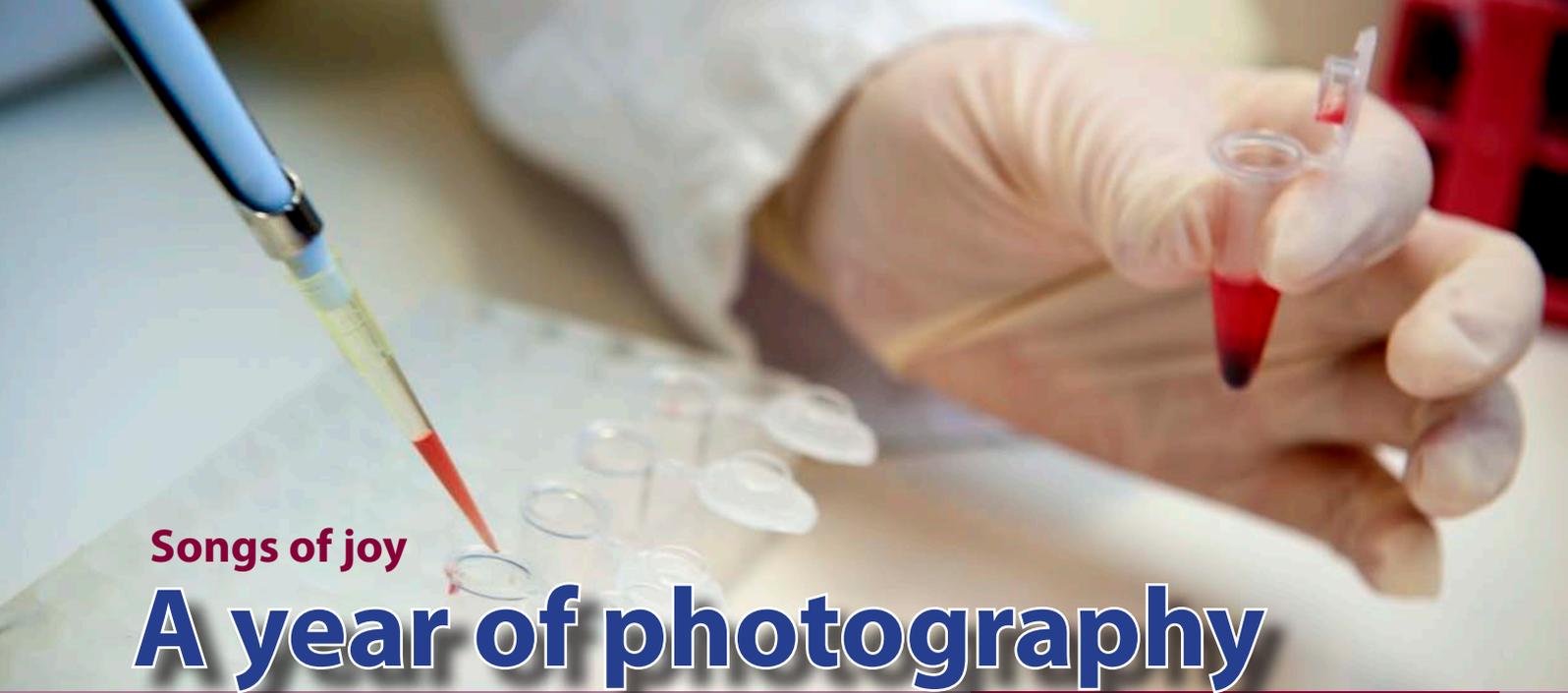
Given the photographic assignments that have recently come Sciencelens' way, and the fact that we are fast approaching the end of the year, it seems to be the time of year when companies and organisations start looking back over the past year, and acknowledging the achievements of outstanding teams and individuals.

Awards functions, whether part of an industry conference or a stand-alone event, are grand occasions, where special people and special achievements are celebrated. Having a good record of the event, including professional photographs of the winners, is essential - these photographs always prove invaluable for use in annual reports, company newsletters, websites, media releases, news articles and more.

Given the above, it really does make sense to contract a professional photographer to cover the awards, rather than risking a "do it yourself and hope for the best" approach. In addition to getting good quality photos of the winners receiving their awards, the photographer can also provide a setup and opportunity, at the event, to capture posed photos of award winners (individuals and groups) for subsequent use.

Sciencelens is experienced in awards photography, so if you have an awards event coming up, why not give us a try - contact Gerry for rates, references and samples of our work in this area.





**Songs of joy**

# A year of photography

**in New Zealand**

Its hard to believe, but this week Sciencelens celebrated its first birthday. As any parent will know, your child's first birthday is always very special. So here's to our special young company – out of its nappies and learning to stand on its own two feet – that we have been proudly and passionately nurturing for the past 12 months.

## Knowing me, knowing you

This time last year we set out on the rather daunting task of establishing our specialist science and technology photography company in New Zealand. Being a brand new environment to us, we knew no-one, and more critically, no-one knew us. Our experience and skills base – the result of photographing science and technology for more than five years in South Africa prior to moving to our new home in New Zealand – formed a solid foundation to build on, but still the challenge involved in entering the new market was immense.

Thankfully a number of wonderful people offered us opportunities early on, and from humble beginnings we've been able to build up strong, trust-based relationships with many people and organisations in the New Zealand science and technology sector, and beyond.

## You are my sunshine

My sincerest gratitude goes to all the individuals, companies and organisations we've had the pleasure of meeting and working with over the past 12 months. We currently proudly count the following institutions among our list of clients:

- » AsureQuality
- » The Cement & Concrete Association of New Zealand (CCANZ)
- » The Conference Company
- » Conferences & Events Ltd
- » Cooper Rapley Lawyers
- » Crown Minerals
- » Integrity Soils
- » The Malaghan Institute of Medical Research

- » Medicines New Zealand
- » The National Institute of Water & Atmospheric Research (NIWA)
- » New Zealand Red Cross
- » The Public Relations Institute of New Zealand (PRINZ)
- » The Riddet Institute

Its been a joy working with you and we look forward to being of service to you again in the near future.

In addition to the above list, I've had the good fortune of getting to know many more people working in the S&T space, who have become more than just "contacts". Thanks to everyone for your continued support and encouragement - it means the world to me.





## Good vibrations

Our assignments have, over the past year, taken us on an exciting journey across the North Island, from Wellington to Palmerston North to New Plymouth to Rotorua and Auckland. I quite hope the coming year might involve a few trips across Cook Strait to the beautiful South Island as well!

Our events photography offering has given us us the opportunity of photographing sporting legends, ministers, and champions of science and industry. In particular, I am proud to have had the privilege of photographing the three 'most trusted New Zealanders', Sir Ray Avery, scientist, inventor and 2010 New Zealander of the Year, Sir Peter Gluckman, Chief Science Advisor to the Prime Minister, and Sir Paul Callaghan, physicist and 2011 New Zealander of the Year.

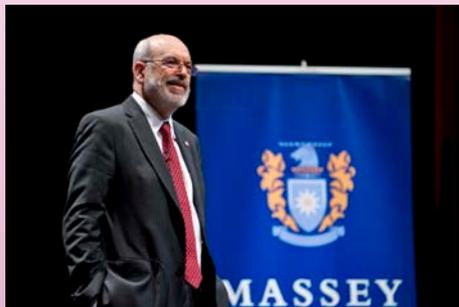
Sciencelens has been contracted to do laboratory photoshoots at a number of science institutions, including The Riddet Institute, The Malaghan Institute and AsureQuality - these opportunities are cherished, as this remains our core business. This is therefore also a key area that we hope to actively build on in the years to come.



## Talk talk

When we launched Sciencelens, the first regular communication channel we created was the monthly Sciencelens newsletter. Since its inception we've had very kind and positive feedback, and this remains our most effective means of interacting with the S&T community.

More recently we've also ventured into social media with the establishment of the Sciencelens Facebook page, a Twitter channel and the Sciencelens Blog. It is early days, but I hope that these channels can in time become active and useful tools in support of Sciencelens' mission of supporting and promoting visual science communication.



## We've only just begun...

Looking ahead, we hope to continue studying new photography techniques, staying abreast of visual communication trends, and investing in our equipment, to provide a world-class photography offering across the domains of science, industry and technology. We hope to have you along for the ride!

## Upcoming conferences:

- » 7th Australia-New Zealand Climate Change and Business Conference, 1-2 Aug 2011, Wellington
- » The 7th Annual Conference of the New Zealand Association of Clinical Research, 8-9 Aug 2011, Auckland
- » International Symposium on High Performance Concrete, 9-11 Aug 2011, Rotorua
- » Symposium on GIS/ Spatial Analyses in Fishery and Aquatic Sciences, 22-26 Aug 2011, Wellington
- » Next Generation Sequencing Conference, 23-24 Aug 2011, Palmerston North
- » Microsoft Tech.Ed NZ 2011, 24-26 Aug 2011, Auckland
- » Art & Medicine Symposium, 26 Aug 2011, Dunedin
- » Australasian Winter Conference on Brain Research 2011, 27-31 Aug 2011, Queenstown
- » The 3rd combined Australian and New Zealand Entomological Societies Conference, 28 Aug - 1 Sep 2011, Christchurch
- » Medical Sciences Congress 2011, 29-30 Aug 2011, Queenstown
- » Public Health Association Conference, 31 Aug - 2 Sep 2011, Christchurch
- » Network of Public Sector Communicators 2011 Conference, 2 Sep 2011, Wellington.

## International Year of the Forest – Photo Competition

As part of the United Nations International Year of the Forest (IYF) celebrations, the New Zealand IYF committee is holding a photo competition. This is an opportunity to capture on film those moments where forests improve New Zealand society.

Winning entries will receive either a Canon EOS 1100D Twin Lens Kit – or similar (three available), or an awesome camera accessories package. Winning photos will be displayed at the P F Olsen Forest Industries Expo, and around the forest industry for the remainder of the International Year of the Forest.

The competition is open NOW, and closes 12 noon 26th August 2011.

Get your entry form here:

<http://fi2011.co.nz/wp-content/uploads/2011/07/entryform.pdf>

## TVNZ 7 'Spotlight on Science + Innovation' in August

During August, TVNZ 7 will be focusing on science and innovation with an exciting range of programmes, both local and international. TVNZ has partnered with the Ministry of Science and Innovation for the 'Spotlight on Science + Innovation' month, and also with the Royal Society of New Zealand for a second 10-part series of 'Ever Wondered?'

'Ever Wondered?' showcases the work of New Zealand scientists and is again presented by award winning scientist Dr John Watt. The series was developed in partnership with the Royal Society of New Zealand and screens in half-hour episodes, starting Thursday 4 August at 7.05pm. To find out more visit: [www.tvnz.co.nz/ever-wondered](http://www.tvnz.co.nz/ever-wondered)

Another local highlight is 'Innovation Stories' (in partnership with the Ministry of Science and Innovation), a series of short programmes profiling New Zealand companies using innovation to grow their businesses and our economy.

More science features for the month:

- **Talk Talk** – started Tuesday 2 August 21.05
- **Doco of the week** – next programme Tuesday 9 August at 12.05
- **Bang Goes the Theory** – each Saturday at 18.30
- **Media 7** – Thursday 4 August at 21.05
- **The Court Report** – Thursday 25 August at 21.05
- **Back Benches** – Wednesday 31 August at 21.05

## Talking of Michelangelo

The Royal Society of New Zealand and the Centre for Research in National Identity at the University of Otago will be hosting a symposium entitled "Talking of Michelangelo...", discussing the ongoing status of European high culture in New Zealand Aotearoa.

This symposium seeks to address a number of questions. Are the products of European high culture still significant in the contemporary world? What is the appropriate place for them in the mix that makes up our cultural scene, and in the education and cultural policies of Aotearoa New Zealand? How does their presence – or absence – affect the collective memory?

This free event will take place at Moot Hall, Richardson Building, University of Otago, on Saturday 20 August 2011, 9am to 5pm.

## Manhire Prize e-book

The brand new Manhire Prize e-book is available as a free PDF download. Its a great read - get it at the Royal Society of New Zealand's website, at: <http://www.royalsociety.org.nz/programmes/competitions/manhire-prize/2011/>

## The Mysterious Maya – an ancient American civilisation

This is a free public lecture by **Professor Norman Hammond**, visiting lecturer for the 2011 NZ Aronui Lecture Series of the Royal Society of New Zealand in August.

- Auckland - 6.00pm, Thursday 11 Aug, Auditorium, Auckland Museum, The Domain, Parnell (sold out)
- Hamilton - 7.00pm, Friday 12 Aug, Dr John Gallagher Concert Chamber, University of Waikato Campus
- Napier - 7.30pm, Tuesday 16 Aug, Exhibition Hall, War Memorial Conference Centre, 48 Marine Parade
- Wellington - 6.00pm, Thursday 18 Aug, Illot Theatre, Wellington Town Hall (sold out)
- Nelson - 7.00pm, Friday 19 Aug, The Suter Theatre, 208 Bridge Street
- Dunedin - 6.00pm, Thursday 25 Aug, Hutton Theatre, Otago Museum, Great King Street

Book at [www.royalsociety.org.nz/events/annual/aronui-lecture/2011/](http://www.royalsociety.org.nz/events/annual/aronui-lecture/2011/)

## Creative Chemistry Cuisine, 9 August, University of Waikato

Stretched ice-cream and liquid smoke are just some of the quirky foods being made at the University of Waikato next week. Guest speaker Professor Kent Kirshenbaum of New York University is giving a free public lecture on the chemistry and physics of food. Professor Kirshenbaum's lecture will involve demos including using industrial processes to turn cheese into airy delights. He will also have samples of new confectionary that he's been working on.

The presentation, supported by the Waikato Branch of the NZ Institute of Chemistry, begins at 1pm on Tuesday 9 Aug at the University of Waikato Hamilton campus. It is free and open to the public. For more info, contact Kiriwai Mangan, 07 838 4094, or [kiriwaim@waikato.ac.nz](mailto:kiriwaim@waikato.ac.nz).

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