



# Tell the world about your science

FameLab, the international competition that gets people around the world talking science, has been creating excitement among participants and audiences in 25 countries. SAASTA is currently partnering with the British Council and Jive Media to bring FameLab to South Africa for the second year.

FameLab is open to entrants between 21 and 35 years of age working or studying in science, technology, engineering or maths and who are passionate about their science. There are exciting opportunities for NRF staff too to tell the world about your research: Take part in FameLab 2014, also known as Pop Idols for scientists!

If you think you have what it takes to enter FameLab, perhaps represent South Africa, you need to register on the FameLab SA website (<http://www.britishcouncil.org.za/education-and-society/famelab>). It's not easy, so if you're wavering, perhaps you know of other scientists working with you who'd be interested - but they have to be between the ages of 21 and 35!

FameLab exposes public audiences to the wonders of science in a rather ingenious way: Briefly, scientists and science communicators are given three minutes on stage to present an area of science in a creative and imaginative way, and one that has to connect with a general audience. Hence the comparison to Pop Idols...except this is far more challenging. Whereas anyone can sing a Beatles or Katy Perry song in Pop Idols, imagine trying to explain your science - in three minutes, before an audience of non-scientists and without any power point slides. Just using your voice and props are welcome.

FameLab SA has grown this year, with seven instead of three regional finals in the search for a national winner that will represent South Africa against other country winners in the international finals in Cheltenham in the UK later this year. Like Pop Idols, a team of qualified judges (scientists, science communicators and media celebrities) determines who goes through to the next round. Each contestant is scored individually by each judge according to set criteria; the winner for each region being the one with the highest total score.

#### You can still enter in one of the remaining regional heats:

- **Mafikeng** - Thursday 13th February at NWUniversity, Mafikeng
- **Bloemfontein** - Saturday 15th February at Bloemfontein Museum
- **Cape Town** - Saturday 22nd February at the Cape Town Science Centre, Observatory
- **Uitenhage** - Saturday 1st March at the Uitenhage Science Centre

Pre-event workshops take place at the venues for the afternoon before each event.

**Remember, it is essential to register!**

