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New ways to engage the public with quantum physics¹

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We are a few french condensed matter physicists involved in developing new routes to engage the public with our research field. We have worked with designers, graphists, artists, teachers and the public to produce original tools for outreach. In this talk, we will present some of them :

- demonstration tools such as a superconducting circus or a levitating Eiffel Tower
- futuristic videos (what life would be if room temperature superconductivity was achieved?)
- graphic animations to make quantum physics simple and appealing
- websites about quantum physics or superconductivity (www.quantummadesimple.com or www.superconductivity.eu)
- folding activities for kids to understand orbitals and superconductivity

We will also discuss the engagement of condensed matter physicists in outreach activities. Many of us find it hard to get involved : “not enough time”, “my field is too complex to be popularized”, “not good for my career”, “science museums do it better”... We will give some insight of how we could overcome this reluctance among our colleagues and get many french researchers involved in engaging the public over the past two years. All our activities and productions can be found in English at the website: www.vulgarisation.fr

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²outreach website <http://www.vulgarisation.fr>