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FEARS

LAB

Mini Manifesto



THE HOPES AND FEARS LAB IS AN ORIGINAL PROJECT BY THE KAVLI CENTRE FOR ETHICS, SCIENCE, AND THE PUBLIC AT THE UNIVERSITY OF CAMBRIDGE, UK.

IT IS DESIGNED SPECIFICALLY TO BRING DISENGAGED AND DISEMPOWERED PUBLICS INTO CONVERSATION WITH PROFESSIONAL SCIENTISTS IN A SPACE THAT IS ENGAGING AND EMPOWERING FOR EVERYONE

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WHAT IS IT?

THE HOPES AND FEARS LAB IS A POP-UP 'CONVERSATION EXPERIMENT'.

IT'S 'SCIENCE SPEED DATING'. BUT BETTER.

IT'S A PLACE WHERE EVERYONE - WHATEVER THEIR BACKGROUND (OR BACKGROUND KNOWLEDGE) - FEELS WELCOME.

A CREATIVE, CURIOUS, SPACE WHERE WE CAN SIT DOWN TOGETHER AS EQUALS TO TALK ABOUT CUTTING-EDGE SCIENCE AND ITS IMPACT ON OUR FUTURE.

THE HOPES AND FEARS LAB TESTS ASSUMPTIONS - ABOUT SCIENCE, SCIENTISTS, 'THE PUBLIC', AND THE KIND OF WORLD WE ARE BUILDING.

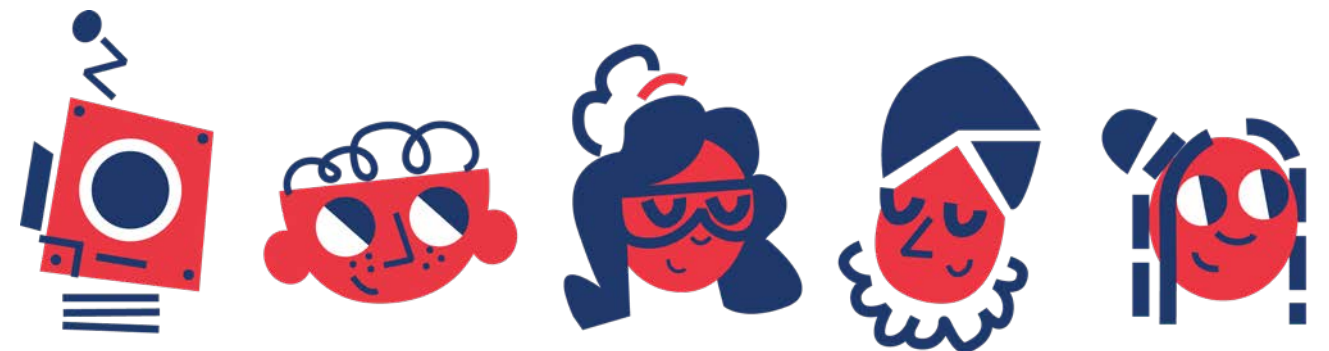
THE HOME OF 'EUREKA!' MOMENTS, OF TRUE CONNECTION AND SHARED UNDERSTANDING.

IT'S CARDBOARD. BUT COOLER.

IT'S MEANINGFUL, RESEARCH-BASED ENGAGEMENT. BUT IN BITE-SIZE.

IN OTHER WORDS, IT'S

'SERIOUS FUN!'



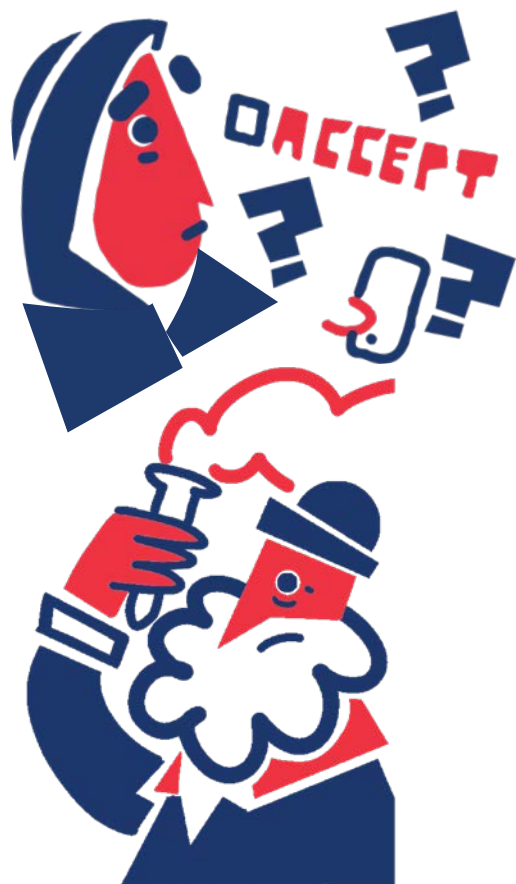
WHY DO IT?

SCIENTISTS WORKING IN DISCOVERY SCIENCE DON'T GET MANY CHANCES TO LEAVE THEIR LABS. WHEN THEY DO, IT'S OFTEN TO TALK TO OTHER SCIENTISTS. ABOUT SCIENCE.

TALKING TO THE MEDIA IS GREAT BUT WHAT IF THEY SENSATIONALIZE IT? TALKING TO THOSE OUTSIDE YOUR FIELD IS FINE BUT YOU HAVE TO SPEND SO LONG EXPLAINING STUFF FIRST!

MANY PEOPLE OUT IN THE 'REAL WORLD' (ALL OVER THE WORLD) FEEL LIKE SCIENCE IS NOT FOR THEM. TOO HARD, TOO REMOTE, TOO SCARY.

FESTIVALS, MUSEUMS, DOCUMENTARIES, OR LECTURES ARE RIGHT THERE IF YOU ARE CONFIDENT. THEY COULD BE A BIT OFF-PUTTING IF YOU AREN'T TOO SURE WHAT YOU FEEL.



BUT THERE IS ONE THING THAT DISCOVERY SCIENTISTS DO ALL THE TIME THAT EVERYONE, EVERYWHERE, IS NATURALLY GOOD AT.

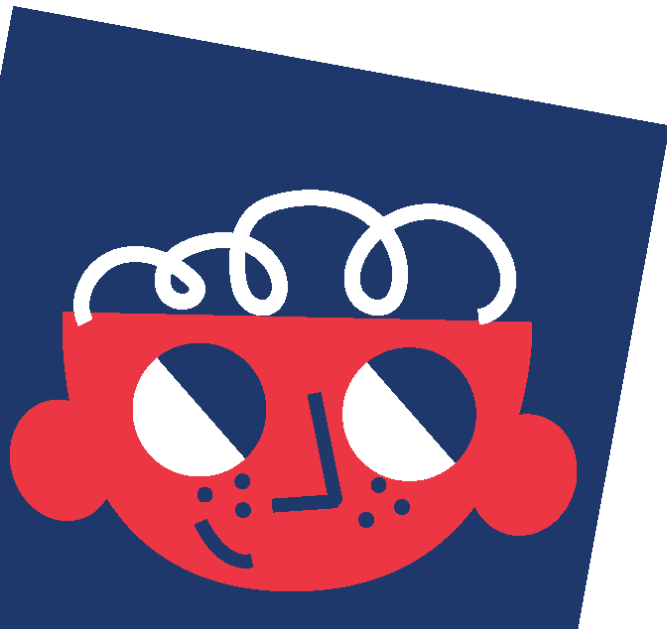
ASKING A QUESTION.

THE HOPES AND FEARS LAB IS LISTENING TO EACH OTHER, NOT LECTURING AT EACH OTHER.

IT'S LESS ABOUT WHAT WE KNOW, AND MUCH MORE ABOUT WHAT WE FEEL WHEN WE THINK ABOUT THE 'BIG STUFF' THAT IS SHAPING OUR FUTURE. BREAKTHROUGHS IN HEALTHCARE, TECHNOLOGY, AND MORE.

ARE WE EXCITED? SCARED? ANGRY? CURIOUS? SOMETHING IN BETWEEN?

THE HOPES AND FEARS LAB ALLOWS US TO EXAMINE THE WIDER IMPLICATIONS OF THAT 'BIG STUFF' FOR **THE WORLD WE ALL SHARE.** WITHOUT FEELING BOGGED DOWN AND HOPELESS.



THIS LAB **CHANGES THE STORY OF SCIENCE** AS WE TEND TO TELL IT.

SITTING AMONG OUR POP-UP CARDBOARD BOXES, THIS VERY ORDINARY, EXTRAORDINARY SPACE MOVES US SOMEWHERE NEW.

IT'S NOBODY'S HOME TURF. IT'S TOTALLY DIFFERENT FOR EVERYONE. AND IT EMPOWERS CAREER SCIENTISTS AND MEMBERS OF THE PUBLIC TO END UP SOMEWHERE INTERESTING TOGETHER.

GAINING IN TRUST, GROWING IN CONFIDENCE, GATHERING NEW IDEAS AND FRESH PERSPECTIVES.

READY TO ASK THE NEXT QUESTION.
AND THE NEXT.

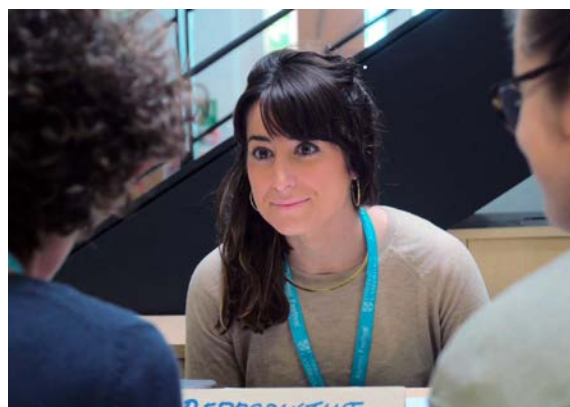
ONE BIG (SHORT) CONVERSATION AT A TIME.

WHO IS IT FOR?

THE HOPES AND FEARS LAB IS CHEERFUL, PLAYFUL, OPEN, AND FULLY ACCESSIBLE.

IT IS DESIGNED SPECIFICALLY TO BRING DISENGAGED AND DISEMPOWERED PUBLICS INTO CONVERSATION WITH PROFESSIONAL SCIENTISTS IN A SPACE THAT IS NEW AND EXCITING FOR EVERYONE. NO 'HOME TEAM' SCIENCE ADVANTAGE IN THIS LAB!

THE CONVERSATIONS IN THE LAB ARE OFTEN WIDE-RANGING AND IN-DEPTH. THEY ARE NOT 'MINI LECTURES' AND DO NOT REQUIRE ANY PRIOR KNOWLEDGE FROM THE PUBLIC PARTICIPANTS.



WE HAVE RUN THE LAB SUCCESSFULLY IN MANY DIFFERENT SETTINGS INCLUDING:

- CITY CENTRE VENUE OPEN TO ANYONE PASSING BY.
- PARTICULAR FAITH-BASED OR INTEREST-BASED COMMUNITIES.
- ECONOMICALLY DISADVANTAGED AREAS.

THE LAB IS NOT SUITABLE FOR YOUNG CHILDREN - BUT TEENS WILL FIT RIGHT IN!

(IF YOU'D LIKE TO DISCUSS CREATIVE ADD-ONS TO ENABLE AN 'ALL AGES' EXPERIENCE, WE'VE DONE THAT BEFORE TOO! WRITE TO US AT: KAVLICENTRE@EDUC.CAM.AC.UK)



WHERE COULD WE HOST ONE

THE HOPES AND FEARS LAB CAN POP UP ALMOST ANYWHERE!

BUT IT NEEDS TO BE INDOORS OR AT LEAST UNDER SHELTER
(REMEMBER ALL THAT CARDBOARD!)

YOU NEED PLENTY OF SPACE FOR A WELCOME DESK, AND FOR PARTICIPANTS TO CIRCULATE BETWEEN LAB DESKS ONCE THE LAB IS UNDERWAY.

THINGS TO THINK ABOUT WHEN SCOUTING YOUR VENUE:

- IS IT TOTALLY ACCESSIBLE FOR **EVERYONE?** PHYSICALLY, SOCIALLY AND EMOTIONALLY. NOT ALL BARRIERS ARE VISIBLE.
- IS IT A 'PRIVATE' EXPERIENCE FOR A CERTAIN GROUP OR A DROP-IN LAB OPEN TO ANYONE? IF IT'S THE LATTER, BE SOMEWHERE EYE-CATCHING AND WITH A LOT OF PASSING FOOT TRAFFIC!
- NOISE LEVELS: IF IT'S TOO CROWDED IT WILL BECOME DIFFICULT TO HEAR THE CONVERSATIONS WELL.
- LIGHTING: IT NEEDS TO FEEL BRIGHT AND INVITING.



- GOOD CLEAR SIGNAGE (IN LOTS OF DIFFERENT PLACES!)
- COULD THERE BE A SEPARATE QUIET AREA? USEFUL FOR SCIENTISTS TO TAKE BREAKS IF REQUIRED AND USEFUL FOR ANYONE WHO WOULD PREFER A LESS BUSY ENVIRONMENT.
- EASY ACCESS TO TOILETS, DRINKS AND SNACKS.
- EASY DELIVERY ACCESS FOR SET UP AND TAKE DOWN (LOTS OF CARDBOARD IS HEAVIER THAN IT LOOKS!)

AFTER THAT, THE SKY'S THE LIMIT!



GETTING STARTED



1.

THE CORRECT NAME OF THE PROJECT IS **THE HOPES AND FEARS LAB**: PLEASE USE IT IN FULL AT ALL TIMES WHEN ADVERTISING, AND CREDIT IT AS **'AN ORIGINAL PROJECT BY THE KAVLI CENTRE FOR ETHICS, SCIENCE, AND THE PUBLIC'** WHERE YOU CAN.

PLEASE ALSO CREDIT THE WORK OF OUR ARTIST TOM MCLEAN. HIS WEBSITE DETAILS ARE HERE: WWW.TOM-DRAWS.COM

2.

THINK ABOUT THE KIND OF DISCOVERY SCIENCE YOU WANT TO TALK ABOUT IN THE LAB. A RANGE OF TOPICS? OR ONE SINGLE AREA SUCH AS CLIMATE, AI, GENETIC MEDICINE, ETC.

3.

THINKING HARD ABOUT THE SCIENTISTS AND THE PUBLICS THAT YOU WANT IN THE LAB WILL THEN HELP YOU FIND AN IDEAL VENUE. BE CREATIVE AND GO WHERE YOUR TARGET AUDIENCE ALREADY IS. WE'VE HOSTED THE LAB ON DOUBLE DECKER BUSES IN A PARK AND IN COMMUNITY CENTRES. WHAT ABOUT POPPING UP IN AN EMPTY SHOP IN THE CENTRE OF TOWN? WHAT ABOUT IN A BIG TENT AT A FESTIVAL?

4.

THINK ABOUT THE KIND OF PUBLICS YOU WOULD LIKE TO ATTEND THE HOPES AND FEARS LAB. THIS EXPERIENCE IS PARTICULARLY GOOD FOR PEOPLE WHO WOULD NEVER NORMALLY GO TO A 'SCIENCE THING' (A MUSEUM/LECTURE/DEMONSTRATION/TOUR ETC) AND FEEL SCIENCE IS 'NOT FOR THEM'.

5.

THE HOPES AND FEARS LAB LOOKS, AND WORKS, BEST WHEN THE SCIENCE, THE PUBLICS, AND THE VENUE ALL MATCH OR REFLECT EACH OTHER IN SOME WAY. FOR EXAMPLE, WE PUT THE LAB ON THE DOUBLE DECKER BUSES IN THE PARK AS A WAY TO ASK 'WHERE ARE WE GOING WITH AI?' - AN EYE CATCHING WAY TO MAKE A LARGE NUMBER OF PASSERS-BY STOP AND GET CURIOUS ABOUT WHAT WAS GOING ON.

SO IF, FOR EXAMPLE, YOU WANT TO TALK ABOUT GENE EDITING OR OTHER SCIENTIFIC BREAKTHROUGHS IN THE HEALTHCARE/MEDICAL SPACE, WHY NOT ASK PERMISSION TO POP UP IN THE ENTRANCE LOBBY OF YOUR LOCAL HOSPITAL?

7.

THINK ABOUT MANAGING WAITING TIMES WITH ADDITIONAL ACTIVITIES. FOR EXAMPLE WE COMMISSIONED LOCAL COMMUNITY ARTIST HILARY COX CONDRON TO OFFER A PLACE FOR CREATIVE RESPONSES ALONGSIDE THE LAB DISCUSSIONS.

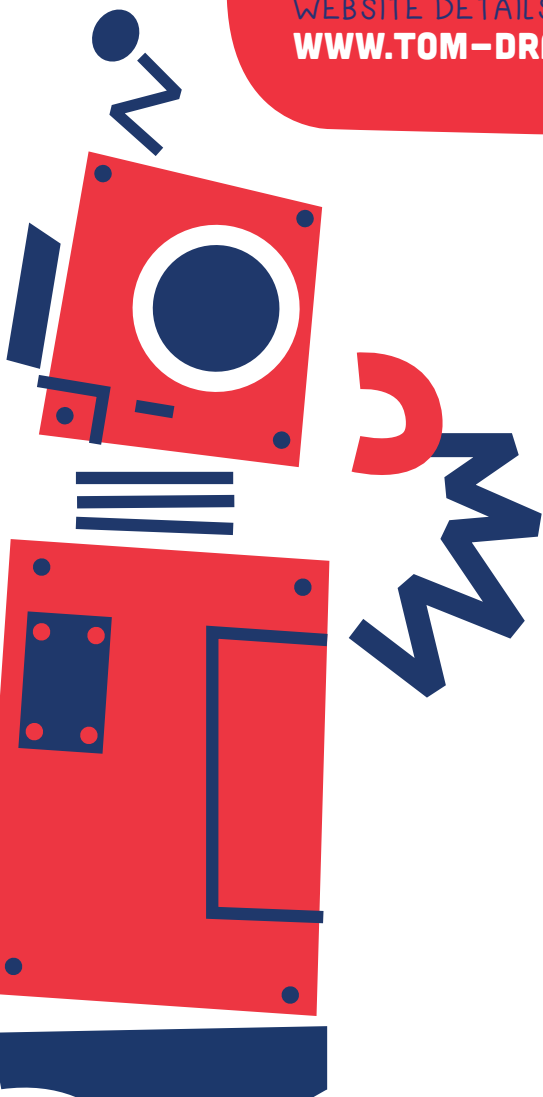
WWW.HILARYCOXCONDON.CO.UK

6.

TO RECRUIT YOUR SCIENTISTS, YOU NEED A CATCHY EMAIL, A SPRINKLING OF PERSONAL INTRODUCTIONS, AND A WAY OF SHOWING THEM WHAT YOU ARE ON ABOUT! WE'VE DONE LOTS OF THE WORK FOR YOU.

SHORT FILMS, PHOTOGRAPHS, AND ARTICLES ON THE LABS ARE ALL AVAILABLE TO SHARE AT:

WWW.KCESP.AC.UK





BRIEFING YOUR SCIENTISTS

BEFORE EACH EVENT WE ALWAYS HOST A 45 MINUTE ZOOM BRIEFING FOR OUR SCIENTISTS TO EXPLAIN THE PROJECT AND THE THINKING BEHIND SOME KEY ELEMENTS OF THE EXPERIENCE.

WE EXPLAIN TO THEM THAT THERE ARE NO SLIDES, PROPS OR LAPTOPS ALLOWED IN THE LAB WHICH IS USUALLY MET WITH A GASP OF HORROR! WE HIGHLIGHT THE IMPORTANCE OF LEADING WITH CURIOUS, OPEN QUESTIONS, AND OF LISTENING CAREFULLY TO OUR PUBLIC AUDIENCES. WE EVEN TRY OUT OUR CONVERSATION OPENERS ON EACH OTHER.




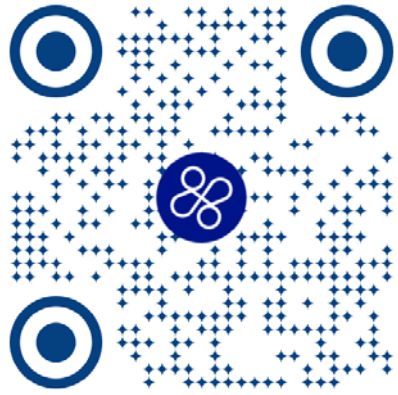
WE ALWAYS ASK OUR SCIENTISTS TO PRACTICE EXPLAINING WHAT THEY DO AND WHY IT MATTERS TO OUR 80 YEAR OLD PARENTS AND OUR TEN YEAR OLD CHILD IN 1 MINUTE OR LESS – AND THEN IN JUST A SINGLE SENTENCE (THE ‘ELEVATOR PITCH’). THIS HELPS THEM ‘TELL A STORY’ ABOUT THEIR SCIENCE IN AN ACCESSIBLE AND ENTERTAINING WAY. IF THEY ARE SHY, ENCOURAGE THEM TO AT LEAST WRITE IT DOWN, AND PERHAPS SHARE IT IN THE ZOOM CHAT.

THE ZOOM PREP SESSION IS VERY HELPFUL AND ALSO GIVES THE SCIENTISTS A CHANCE TO MEET EACH OTHER AND ASK ANY QUESTIONS (OUR MANTRA ‘THERE’S NO SUCH THING AS A STUPID QUESTION’ APPLIES TO EVERYONE!) IT ALSO MEANS THERE ARE FEWER NERVES OR DROP OUTS ON THE DAY. NO ONE NEEDS AN EMPTY LAB DESK!

NEXT STEPS...

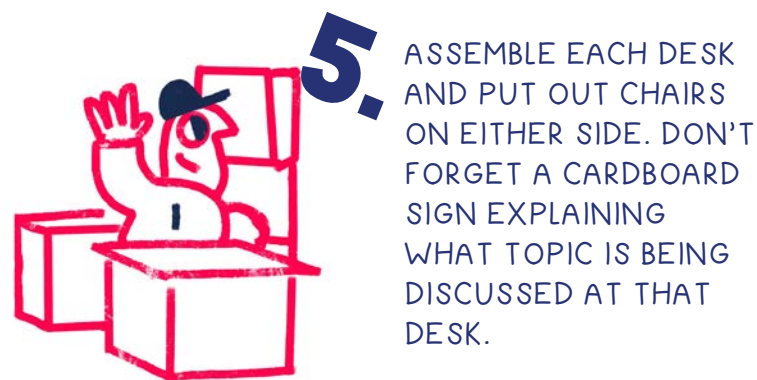
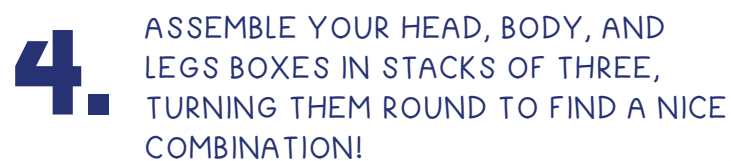
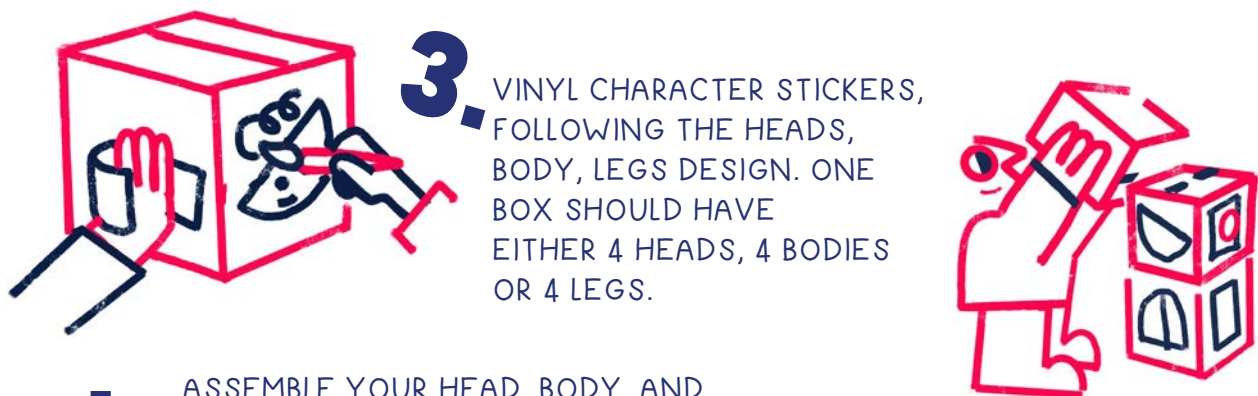
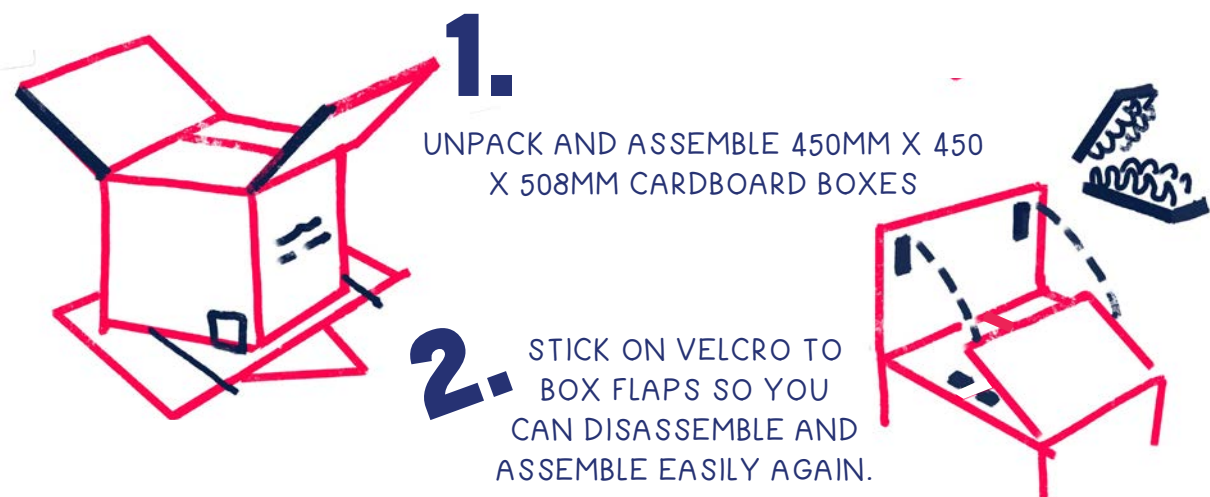
YOU'VE FOUND THE PERFECT VENUE, RECRUITED YOUR SCIENTISTS, AND ADVERTISED IT FAR AND WIDE! CONGRATULATIONS!
NOW YOU NEED TO BUILD YOUR LAB.

HERE'S A HANDY HOPES & FEARS LAB SHOPPING LIST

- ALL THE LINKS YOU NEED ARE HERE 
- CARDBOARD BOXES. WE LIKE THE DOUBLE-WALL BOXES FOR EXTRA STRENGTH. THEY NEED TO BE AT LEAST 450 X 450 X 508MM
- COMPLETE OUR FORM TO ORDER YOUR DOWNLOADABLE HOPES AND FEARS CHARACTER ELEMENTS DESIGNED BY OUR ARTIST TOM MCLEAN. THESE CAN BE PRINTED AS GIANT STICKERS TO DECORATE THE SIDES OF YOUR BOXES 
- CARDBOARD DESKS (SEE QR CODE FOR A LINK TO THE ONES WE BOUGHT) BUT YOU COULD ALSO MAKE DESKS OUT OF 2 MORE CARDBOARD BOXES AND A STURDY FLAT CARDBOARD TOP
- CARDBOARD BENCHES OR STOOLS (SEE QR CODE FOR THE ONES WE BOUGHT) BUT REGULAR CHAIRS ALSO WORK JUST FINE!
- STICKY BACK VELCRO STRIPS
- ART SUPPLIES FOR AN ALL-AGE EXPERIENCE
- 15-MINUTE SAND TIMERS
- TAKEAWAY COLLATERAL FROM THE EVENT (CONTACT TOM TO DESIGN BESPOKE POSTCARDS, POSTERS ETC.)
- PLAIN PAPER NOTEBOOKS AND PENCILS FOR EACH LAB DESK
- CARDBOARD SIGNS TO SHOW WHAT IS BEING DISCUSSED ON THIS DESK
- SIGNAGE (EVERYWHERE!): THE LAB IS OPEN. TOILETS THIS WAY. HOW DOES IT WORK? CONVERSATION STARTERS
- EVALUATION FORMS AND PENS (IF YOU ARE DOING THIS)



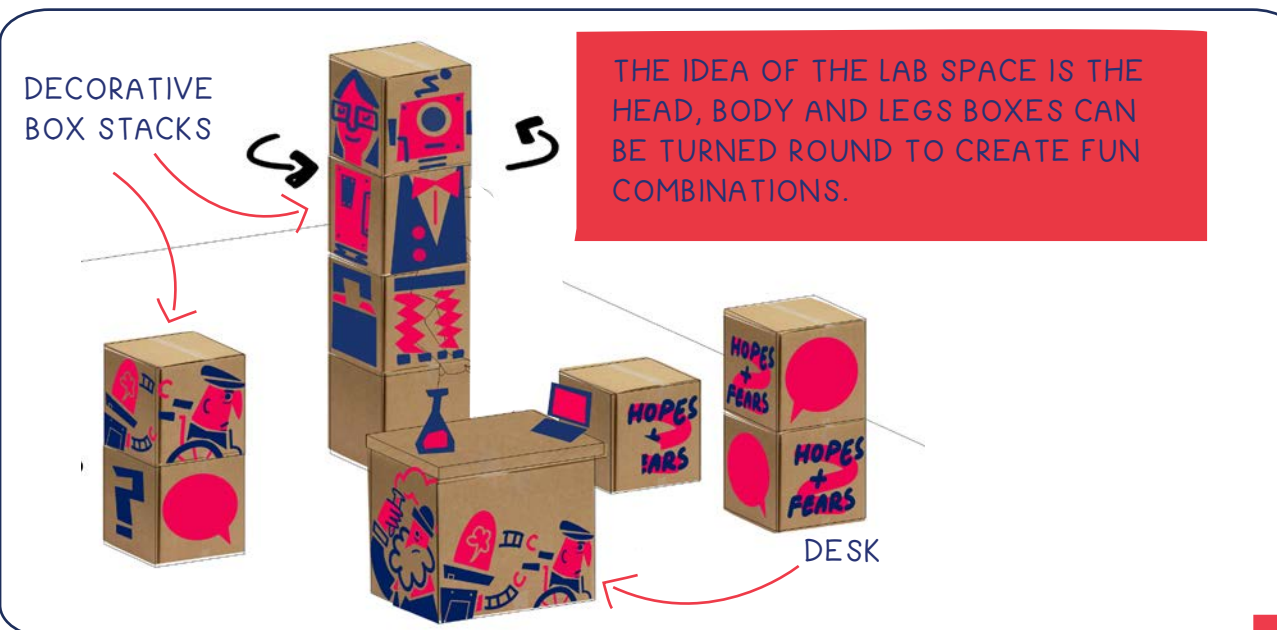
HOW TO ASSEMBLE...



BOX LAYOUTS

EXAMPLE LAYOUT

HEAD BOX				
BODY BOX				
LEGS BOX				

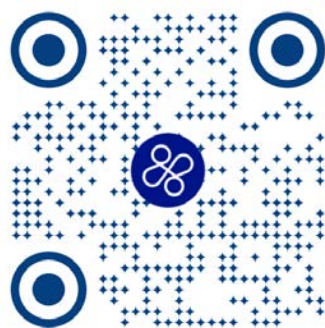


ON THE DAY:



YOUR SCIENTISTS SHOULD ARRIVE AT LEAST HALF AN HOUR BEFORE THE EVENT BEGINS TO GET A FEEL FOR THE SPACE, SETTLE IN, AND CHAT TO EACH OTHER. **WE MAKE THEM FEEL WELCOME** BY TAKING EVERYONE'S TEA/COFFEE/SOFT DRINK PREFERENCES AT THE START OF THE EVENT AND WE KEEP THEM SUPPLIED.

IF YOUR EVENT IS OVER A LUNCHTIME, MAKE SURE EVERYONE HAS A CHANCE TO EAT SOMETHING BEFOREHAND OR SCHEDULE A MEAL BREAK. (NB: NO EATING AND DRINKING AT THE LAB DESKS! REMEMBER THE CARDBOARD! ALSO, IT'S NOT A GREAT LOOK DURING AN EVENT AND GETS IN THE WAY OF THE CONVERSATIONS.)

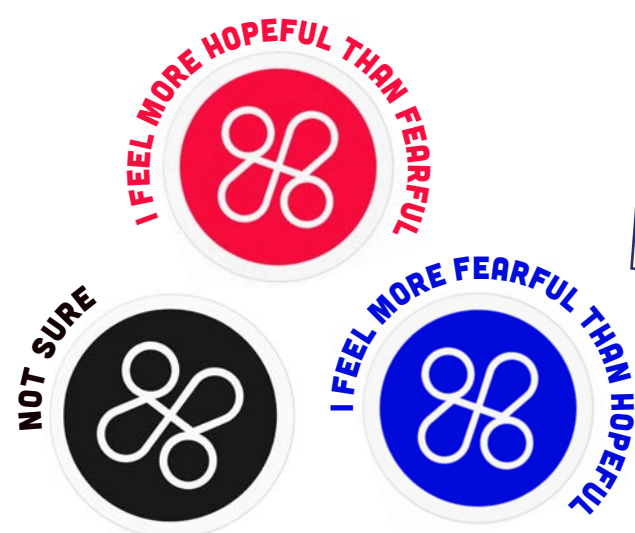


SET UP YOUR WELCOME DESK WITH AT LEAST 2 PEOPLE ON IT. WE USE BIG FREESTANDING CARDBOARD CHARACTERS TO **VISUALLY GUIDE PEOPLE** IN, BUT A STACK OF YOUR BOX CHARACTERS ALSO WORKS WELL. WE DISPLAY A BIG LIST OF THE SCIENCE TOPICS AVAILABLE THAT DAY (WHICH MATCH THE DESCRIPTIONS ON THE INDIVIDUAL LAB DESK SIGNS) AND HAVE A BIG 'CHEAT SHEET' EXPLAINING TO EVERYONE HOW THE LAB WORKS [AVAILABLE ON THE QR CODE].

IF PEOPLE ARE FEELING NERVOUS, THEY MIGHT LIKE TO BE GUIDED ALL THE WAY INTO THE SPACE AND INTRODUCED TO THEIR FIRST SCIENTIST AND SETTLED IN. SOMETIMES PEOPLE MIGHT LIKE TO STAND NEAR TO A DESK AND LISTEN TO A CONVERSATION OR TWO FIRST BEFORE SITTING DOWN THEMSELVES - REASSURE THEM THAT THIS IS FINE TOO! HAVE SEVERAL LAB HELPERS FLOATING AROUND THE EDGES OF THE LAB AT ALL TIMES, KEEPING AN EYE ON THINGS AND **READY TO ANSWER QUESTIONS.**



IF YOU ARE PHOTOGRAPHING OR FILMING YOUR LAB, MAKE SURE EVERYONE IS AWARE OF THIS AS THEY CHECK IN AT THE WELCOME DESK. IF NOT, HAVE A STICKER AVAILABLE FOR THEM TO WEAR TO INDICATE THEY ARE NOT COMFORTABLE BEING FILMED OR PHOTOGRAPHED. WE ALSO HAVE A DIFFERENT COLOURED STICKER AVAILABLE FOR ANYONE WHO WOULD LIKE TO SIGNAL THEY HAVE ADDITIONAL NEEDS.



AS YOUR SCIENTISTS AND YOUR PUBLICS CHECK IN, ASK THEM IF THEY FEEL MORE **'HOPEFUL'** OR **'FEARFUL'** RIGHT NOW ABOUT OUR SCIENTIFIC FUTURE. OR MAYBE THEY ARE **'NOT SURE'**. HAVE THREE DIFFERENT COLOURED STICKERS FOR THEM TO CHOOSE TO INDICATE THIS. EVERYONE IN THE LAB (INCLUDING PEOPLE ON THE WELCOME DESK AND THE HELPERS) SHOULD HAVE THESE STICKERS ON. THEY ARE A GOOD WAY TO TAKE THE TEMPERATURE OF THE EVENT EARLY ON, AND A VERY EASY WAY INTO ANY CONVERSATION TO GET THE BALL ROLLING.

"AH! I SEE YOU ARE FEELING PRETTY HOPEFUL ABOUT SCIENCE TODAY ... WHY IS THAT?"

AS EVERYONE LEAVES THE EVENT, ASK THEM TO CHOOSE ANOTHER STICKER - HAS THEIR HOPEFUL/FEARFUL/NOT SURE COLOUR CHANGED? HAVE THE CONVERSATIONS THEY HAVE HAD IN THE LAB SHIFTED ANYTHING FOR THEM?

IF YOU HAVE A SHORT (SHORT!!) EVALUATION QUESTIONNAIRE TO FILL IN THEN PEOPLE CAN ALSO TICK A BOX TO INDICATE THIS CHANGE. SEE QR CODE FOR EXAMPLE OF ONE OF OUR EVALUATION SHEETS.

LOOK AFTER YOUR SCIENTISTS

FOR THE WHOLE EVENT! KEEP CHECKING IN ON THEM: DOES ANYONE NEED A LOO BREAK? IS ANYONE LOOKING AS IF THEY ARE HAVING A TOUGH CONVERSATION AND MIGHT APPRECIATE YOU STEPPING IN AND GENTLY STEERING IT TO A CLOSE? IS ANYONE SITTING THERE WITH NO ONE TO TALK TO? (GO AND TALK TO THEM YOURSELF, OR BRING THEM SOMEONE FROM ANOTHER QUEUE!)

HOW ARE YOU THANKING YOUR SCIENTISTS? WE HAVE DESIGNED HOPES AND FEARS THANK YOU CARDS - AND WE INCLUDED A £50 VOUCHER FOR EVERYONE WHO TAKES PART. WE HAVE ALSO DESIGNED THESE VERY COOL PATCHES FOR OUR SCIENTISTS TO PUT ON THEIR LAB COATS, RUCKSACKS OR LAPTOP CASES, WHICH CAN BE ANOTHER SNEAKY CONVERSATION STARTER WHEN THEY ARE BACK IN THEIR WORKSPACES AND A WAY TO **ENCOURAGE OTHERS TO SIGN UP FOR THE EXPERIENCE NEXT TIME!**



HOW DID IT GO?

WE LOVE KNOWING ABOUT YOUR EXPERIENCES! PLEASE SHARE ANY COOL STUFF – PHOTOS/VIDEOS/FEEDBACK/COMMENTS – WITH US AT [KAVLICENTRE@EDUC.CAM.AC.UK](mailto:kavlicentre@educ.cam.ac.uk) HERE'S SOME OF OURS:

"I JUST WANT TO SAY FIRST OF ALL WHAT A FANTASTIC, IMPORTANT, AMAZING, EVENT YOU CREATED WITH 'HOPES AND FEARS'; LITERALLY THE ACADEMICS/SCIENTISTS I SPOKE TO GAVE ME 'HOPES AND FEARS', THOUGH MAINLY HOPES FOR THE FUTURE, WHICH IS SUCH A POSITIVE THING. I CANNOT DESCRIBE THE PRIVILEGE OF TALKING TO THOSE PEOPLE WHO GAVE UP THEIR VERY PRECIOUS TIME TO TALK TO US. I ABSOLUTELY APPRECIATED THEY ENUNCIATED ON MY LEVEL, EVEN WHEN TALKING TO AN AMAZING SCIENTIST, WHO WAS SO PASSIONATE ABOUT PHYSICS/ MATHS (I FAILED MY MATHS O LEVEL FIRST TIME!), BUT I UNDERSTOOD HIM!"

JANET, MEMBER OF THE PEOPLE'S PANEL ON AI, EXPERIENCING THE HOPES AND FEARS LAB IN LONDON

"THE HOPES AND FEARS LAB IS A BEAUTIFUL MODEL: VERY SIMPLE AND ELEGANT, AND SO SCALEABLE."

CRISTOL, FOUNDER AND CEO OF RAREGIVERS, FOR FAMILIES LIVING WITH RARE GENETIC DISEASES, WHO SAW THE PROJECT AND GOT IN TOUCH FROM THE UNITED STATES

"SCIENCE AND CREATIVITY AND ART SHOULD GO HAND IN HAND - AND THIS ATMOSPHERE THAT WE HAVE HERE IS A TESTAMENT TO THAT!"

CHALLENGER, AI SCIENTIST, PARTICIPATING AT THE HOPES AND FEARS LAB IN LONDON

"THERE ARE VERY REAL WORLD IMPLICATIONS OF THE SCIENCE AND ALL OF US CAN BE PART OF THE CONVERSATION. ALL OF US HAVE THE RIGHT TO BE PART OF THE CONVERSATION."

ANNA, SOCIAL SCIENTIST, AND DIRECTOR OF THE KAVLI CENTRE FOR ETHICS, SCIENCE, AND THE PUBLIC

"I DIDN'T THINK IT WOULD ACTUALLY BE THIS INTERACTIVE. YOU JUST MOVE TO DIFFERENT PEOPLE AND JUST REALLY PICK THEIR BRAINS. I LOVE THE FORMAT."

MERCY, EXPERIENCING THE HOPES AND FEARS LAB ON AI, ON BOARD TWO RED LONDON BUSES IN CAMBRIDGE.

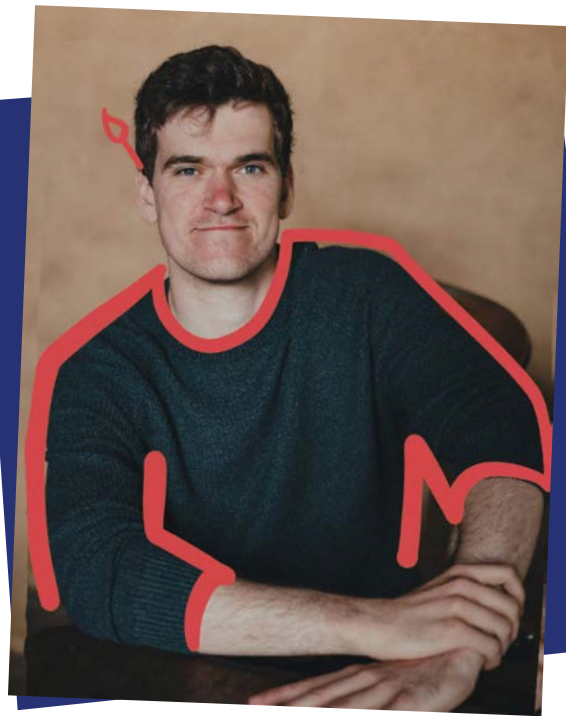
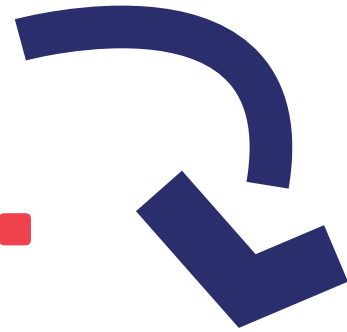
"WHEN WE WERE TOLD THAT WE WERE GOING TO BE ENTERING A LAB FULL OF CARDBOARD, I WAS REALLY UNSURE HOW THAT WAS GOING TO LOOK - I'M VERY MUCH USED TO THE WHITE LAB COATS AND CLEAN LAB BENCHES TYPE OF VIBE! BUT I THINK IT'S INCREDIBLE, AND I THINK IT REALLY HELPED TO BREAK DOWN A LOT OF BARRIERS THAT PEOPLE FEEL WHEN SPEAKING TO SCIENTISTS."

EMILY, CANCER GENETICIST, PARTICIPANT IN THE FIRST EVER HOPES AND FEAR LAB IN CAMBRIDGE

"THERE'S SOMETHING REALLY GREAT AS A SCIENTIST ABOUT TALKING ABOUT WHAT YOU DO IN UNDERSTANDABLE TERMS TO PEOPLE. AND THAT STEP BACK THAT YOU HAVE TO DO TO EXPLAIN IT TO SOMEONE ELSE SOMETIMES ALSO FUNDAMENTALLY CHANGES THE WAY YOU THINK ABOUT YOUR SCIENTIFIC QUESTIONS AND CAN OPEN MUCH MORE INTERESTING AND IMPACTFUL DIRECTIONS FOR YOU."

NEIL, PROFESSOR, PARTICIPANT IN THE AI EDITIONS OF THE HOPES AND FEARS LAB

ABOUT THE CREATORS...



HI! I'M **TOM**, THE DESIGNER AND ARTIST FOR THIS PROJECT! I LOVE USING DESIGN AS A WAY OF PROBLEM SOLVING AND THE HOPES AND FEARS LAB SETS OUT SOME GREAT PROBLEMS TO SOLVE. WE LOOKED TO MAKE A SUSTAINABLE, ACCESSIBLE INCLUSIVE SPACE AND A CARDBOARD BOX POP UP THINGY TICKED ALL THESE BOXES (SEE WHAT I DID THERE?!)

WITH OUR LAB WE CREATED SOMETHING THAT'S EASY TO TRANSPORT, DISASSEMBLE AND REASSEMBLE; IS RECYCLABLE AND OFFERS A CONTRASTING DISARMING AESTHETIC. I HOPE THIS MINI MANIFESTO HELPS YOU BEGIN YOUR OWN HOPES AND FEARS LAB CONVERSATIONS!

HI! WE'RE KCESP! WE LOVE FINDING CREATIVE WAYS TO ENABLE OPEN, THOUGHTFUL CONVERSATIONS ON THE SCIENTIFIC DEVELOPMENTS THAT ARE SHAPING OUR FUTURE. BECAUSE WE BELIEVE THAT EVERYONE HAS A RIGHT TO BE PART OF THAT DISCUSSION. AND THAT TALKING ABOUT THE ETHICAL ISSUES RAISED BY CUTTING EDGE SCIENCE WILL MAKE A POSITIVE IMPACT. NOT JUST ON SCIENCE BUT FOR SOCIETY TOO.

THE HOPES AND FEARS LAB IS AN ORIGINAL IDEA BY **CATHERINE**, OUR INNOVATION AND TRANSLATION LEAD, WHO WORKED WITH TOM TO MAKE THESE CONVERSATIONS A REALITY.

WE CAN'T WAIT TO HEAR WHERE YOU HAVE YOURS!



YOUR IDEAS...

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**KAVLI CENTRE
FOR ETHICS, SCIENCE,
AND THE PUBLIC**

UNIVERSITY OF CAMBRIDGE, UK

