

# Reality through Image

## AEIMS Congress

4th + 5th November 2011

Strasbourg - France

The Department of *Didactique visuelle* of the Art School: *École supérieure des arts décoratifs de Strasbourg* (ESADS), directed by Olivier Poncer, will organise the 23 Congress of the *Association Européenne des Illustrateurs Médicaux et Scientifiques* (AEIMS). This Congress will take place in Strasbourg (France) the 4th and 5th November 2011 at the Faculty of Medicine of the University of Strasbourg.

You will find below the Congress program and three calls for contributions:

- ▶ **CALL FOR ILLUSTRATORS:** deadline for the submission of applications **1ST OCTOBER 2011** (exhibition of medical and scientific illustrations open to the public);
- ▶ **CALL FOR PAPERS:** deadline for the submission of projects **10TH MAY 2011** (professional seminar day);
- ▶ **CALL FOR EUROPEAN SCHOOLS PROVIDING MEDICAL AND SCIENTIFIC SPECIALISATION:** deadline for the submission of audiovisual presentations **30TH JUNE 2011** (public audiovisual presentation of the different European schools).

Strasbourg is a beautiful city, resolutely contemporary, born in the Middle Age, which offers beautiful architectural and cultural testimonies of its history. It will be a great pleasure for us and our French colleagues to welcome you in our city.

For the registration to the Congress, you must visit AEIMS website and complete the form online (registration deadline: 1 October 2011):

<http://www.aeims.eu/next-congress.php>

Regarding the accommodation, we have taken options on a certain number of rooms at preferential fees in different categories hotels (until 1 June 2011). We draw your attention to the fact that it can be difficult to find a hotel room in Strasbourg a month before the Congress. Thus, you must, as far as possible, register before summer.

We gratefully thank you for the attention you may have to our invitation, and we count on your cooperation and presence.

With our best wishes,

**Olivier Poncer**

Head of the Department of *Didactique visuelle*  
at *École supérieure des arts décoratifs de Strasbourg*  
& the Editorial Team

---

For correspondence:  
[congresAEIMS.strasbourg2011@gmail.com](mailto:congresAEIMS.strasbourg2011@gmail.com)

# Reality through Image

## AEIMS Congress

4th + 5th November 2011

Strasbourg - France

1

### Introduction

The Congress will be held at the Faculty of Medicine of the University of Strasbourg, simultaneously with the *Journées d'Enseignement Médical Post-universitaire*, which traditionally gather some 500 medical doctors over the first week-end of November.

The concurrent organisation of these two events, in a same place, will provide MDs and medical illustrators with an excellent opportunity for exchanges.

The medical and scientific illustrator is both an author and a mediator. S/he establishes multiple connections between art and science, and his/her illustrations precisely question the existing relation between an expert and his/her mediator.

The main focus of the Congress "Reality to Image" will be to discuss this double function of the illustrator and these relations:

- ▶ What is the function of the drawing, which combines artistic expression and an educational tool?
- ▶ How can medical and scientific illustration conception be innovative both as concerns precision and comprehension?
- ▶ What are the relations between the use of images and the technologies used for their creation, distribution and reception?

### Program

#### Thursday 3th November 2011

Participants arrival

#### Friday 4th November 2011 - Professional Day

8:45 am Reception, registration

9am Congress Opening

**Claus Larsen:** AEIMS today.

**Pierre Kuentz:** The origins of medical illustration training in Strasbourg and the origins of AEIMS creation.

**Olivier Poncer & Yvan Freund:** Presentation of the Department of *Didactique visuelle* and of the *École supérieure des arts décoratifs de Strasbourg*.

Presentation of the two days Congress program.

10am - 1pm. **The Relevance of the Drawing.**

- a) Direct drawing as an educational tool
- b) Basic drawing as a tool for the explanation of complex informations.

**Coffee break**

- c) Medical and scientific illustration revealing the artistic vision of its author (Part 1)

1pm - 2pm **Lunch break/Bufferet**

2pm - 5pm **The Relevance of the Drawing.**

- c) Medical and scientific illustration revealing the artistic vision of its author (Part 2)

**Coffee break**

- d) Digital technologies: new practices, new markets

5pm **AEIMS General Assembly**

6:30pm **Reception at Strasbourg City Hall**

9pm **Gala Dinner**

# Reality through Image

## AEIMS Congress

4th + 5th November 2011

Strasbourg - France

2

### Saturday 5th November 2011 - Professional Morning

9am Reception, registration

9:30am - 1pm Two sessions in parallel (including a coffee break):

- ▶ Session A: Meetings: students/professionals around their Portfolios.
- ▶ Session B: illustrators/companies in the image sector. It aims to valorise the experience and know-how of the illustrators and of the corporate iconoval companies. Meetings in small groups with a prior registration on the website.

1pm - 2pm Lunch break/Buffer.

### Saturday 5th November 2011 - Public Afternoon

From 2pm, Congress is open to the public

2pm - 3pm Presentation of the Department of *Didactique visuelle*

The Department of *Didactique visuelle*, originally founded on a specialized approach to surgical and medical illustration, has evolved in its definition. Renamed "Department of *Didactique visuelle*" in September 2000, today's Department goes beyond what was its original culture: drawings and their uses, for a more global approach of information design. Henceforth it takes into account graphical and typographical dimensions, as well as the questions about the relation text/image according to the broader range of the mediums used: from photo to video, to 3D imagery...

**Round table around the exhibition project: "The thread of thought" (« Le fil de la pensée »).**

"Direct drawing", the topic for an exhibition scheduled for 2012 will be presented and discussed in order to extend avenues of reflection and solicit possible European collaborations.

3pm - 4:30pm Presentation of the invited Schools

Overview of the European schools integrating scientific and medical specialisation.

**Coffee break**

**Round Table, Exchange, Debate**

The future of these trainings, their inclusion in the Bologna process (BMD), and their attention to the evolutions of the image sector professions and market.

4:30pm - 5pm Congress Closing

2012 Congress next organizers will have the opportunity to present their project.

7pm Vernissage of the exhibition: **Anatomy of an Image**

Congress participants are invited to a cocktail at the Faculty of Medicine of Strasbourg for the opening of the exhibition. On this occasion, they will meet the medical doctors gathered for the Journées d'Enseignement Médical Post-universitaire.

This exhibition will be extended at Strasbourg Zoological Museum and will be open to the public during the months of November and December 2011. In addition, schools visits will be organized and supervised by the students of the Department of Didactique visuelle.

# Reality through Image

## AEIMS Congress

4th + 5th November 2011

Strasbourg - France

3

« Rencontre de l'image »	As part of its professional meetings cycle, <b>iconoval</b> will organize an outstanding « Rencontre de l'image » during the Congress week on a related theme
Extensions	<p>A space dedicated to Strasbourg Congress has been created on AEIMS new website. All informations about the event will be published regularly on this space. At the end of the Congress, a digital output will be conducted to set a memory of all communications, round tables, and the associated exhibition.</p> <p>(An audiovisual recording of the two days meetings will be realized and posted on AEIMS website).</p>
Tourism Program	<p>A discovery program of Strasbourg and of Alsace region will be proposed to husbands/wives and accompanying people on Saturday 5 November, and to all participants on Sunday 6 November.</p> <p>The practical arrangements will be regularly updated on the AEIMS website.</p>
Registrations	<p>Registrations for the Congress:</p> <ul style="list-style-type: none"><li>– 200 euros for professional members (including 2 lunches/buffets);</li><li>– 280 euros for non-members (including 2 lunches/buffets);</li><li>– 45 euros for Friday 4 November Gala dinner (in addition);</li><li>– 30 euros for students (including 2 lunches/buffets);</li><li>– No entry fee for the public on Saturday afternoon.</li></ul> <p>Practical arrangements concerning registrations and hotels booking are available on AEIMS website.</p>
Place	<p><b><u>University of Strasbourg: Faculty of Medicine</u></b> <b><u>Université de Strasbourg: Faculté de Médecine de Strasbourg</u></b> 4, rue Kirschleger 67085 Strasbourg 48°34'38"N – 7°44'26"E</p>

# Reality through Image

## AEIMS Congress

4th + 5th November 2011  
Strasbourg - France

4

### Scientific Committee

**The Scientific Committee will have two missions:**

- ▶ Select the papers at the end of the call for papers;
- ▶ Participate in the elaboration of the exhibition *Anatomy of an Image*.

The committee members from the art, communication, mediation, science and medical fields had been chosen for the quality of their expertise.

Olivier Poncer	<b>General Manager of the 2011 AEIMS Congress in Strasbourg</b> <b>Curator of the exhibition "Anatomy of an Image"</b> Author, Illustrator – Youth Edition. Teacher, Head of the Department of <i>Didactique visuelle</i> and Coordinator of the Communication section at the <i>École supérieure des arts décoratifs de Strasbourg</i>
Yvan Freund	<b>Medical and Scientific Illustrator</b> Yvan Freund, AEIMS Vice President for France Teacher, Head of the Medical specialisation at the Department of <i>Didactique visuelle</i> at the <i>École supérieure des arts décoratifs de Strasbourg</i>
Barbara Silhan	<b>Translator</b> Master in Contemporary History (University of Strasbourg). Master in European Politics (Institute for European Studies, Brussels)
Gabriel Micheletti	<b>Medical doctor, specialized in neurology, Artist</b>
Martial Guéron	<b>Professor of Art History, Department of Historical Sciences, University of Strasbourg</b>
Christian Bonah	<b>MD PhD</b> <b>Professor of History of Life and Health Sciences</b> Member of the <i>Institut universitaire de France</i> <i>IRIST-LESVS, EA 3424 (Laboratoire d'Epistémologie des Sciences de la Vie et de la Santé)</i> <i>DHVS (Département d'Histoire et de Philosophie des Sciences de la Vie et de la Santé)</i> University of Strasbourg: Faculty of Medicine
Valérie Chansigaud	<b>Doctor in Environmental Sciences.</b> Author of <i>Histoire de l'illustration naturaliste, éditions Delachaux et Niestlé</i>
Alain Blank	<b>Head Manager of «Blankvisual» Agency.</b> Graphic Designer, Illustrator Since 2010: <i>scientific associate at the clinique universitaire de neurochirurgie, Hôpital de l'Île, Berne</i>
Richard-Emmanuel Eastes	<b>Director of the Espace des Sciences Pierre-Gilles de Gennes (ESPCI ParisTech)</b> Professor Agrégé of Chemistry at the <i>École normale supérieure (ENS, Paris)</i> Head of <i>Éducation-Valorisation-Éthique au Département d'Etudes Cognitives (ENS)</i> Associate researcher at the <i>Institut d'Histoire et de Philosophie des Sciences et Techniques (Université Paris I)</i> Associate researcher at the <i>Laboratoire de Didactique et d'Epistémologie des Sciences (Université de Genève)</i> Director of <i>Groupe Traces (École normale supérieure)</i> President of the Association <i>Les Atomes Crochus (Paris)</i> Vice-President of the Association <i>Paris Montagne (Paris)</i>

# Reality through Image

## AEIMS Congress

4th + 5th November 2011

Strasbourg - France

5

### Call for Illustrators

#### **Deadline for the submission of applications: 1st October 2011**

The exhibition «Anatomy of an Image» will first aim to address the current state of the medical and scientific illustrators' profession in Europe for the general public. The exposed images will be selected to reveal the diversity of production contexts and creative processes.

The exhibition will include three areas:

- A "didactic" space which aims to present the detailed conception and realisation steps of a certain number of illustrations, associated with a portrait / interview of their authors;
- An "historic" space will offer some key references related to the different application fields of medical and scientific illustration ;
- A «gallery» space where, every illustrator who wishes, can expose two images with a caption including: the title, the destination, the name of the author and the year of creation.

If you wish to participate in this exhibition, you must send us via AEIMS website **TWO IMAGES** following the specified protocol **BEFORE 1ST OCTOBER 2011**.

<http://www.aeims.eu/next-congress.php>

# Reality through Image

## AEIMS Congress

4th + 5th November 2011

Strasbourg - France

6

### Call for Papers

#### **Deadline for the submission of projects: 10th May 2011**

**PARTICIPANTS ARE INVITED TO PRESENT THEIR PAPERS ON THE FOLLOWING TOPICS:**  
(beyond the answers to this framework, we will review all the proposals received).

##### **a) Direct drawing as an educational tool**

Direct drawing place and function in teaching situations: how can a drawing illustrate a topic, and how do words and pictures interrelate? How can a drawing support an oral presentation and retain the listener's focus?

##### **b) Basic drawing as a tool for the explanation of complex informations**

The explanatory drawing can be a simple sketch, between signs and typography, by the virtue of the stroke's minimalism and the effects of the presentation.

##### **c) Medical and scientific illustrations revealing the artistic vision of its author**

Medical and scientific illustration is a reproduction of an observation, but it can also be a visual interpretation of the reality. How do the illustrator's artistic point of view and his/her imagination contribute to the educational value of a message?

The following topics could be addressed:

- The case of the virus having a hypothetical form, which has not yet been confirmed visually;
- The switch from individual anatomical observations to a generic representation;
- The representation of men and women from the origins of humanity;
- The representation of extraterrestrial life.

##### **d) Digital technologies: new practices, new markets**

Technological changes imply new ways of thinking about medical and scientific communication and imply to imagine other professional techniques of illustration. We would like the illustrators to show the evolution of their techniques.

#### **PAPERS WILL BE PRESENTED IN A MAXIMUM LENGTH OF TWENTY MINUTES FOLLOWED**

(by five to ten minutes of discussion). **PRESENTERS SHOULD SEND** (via e-mail \*) a first summary of 1500 characters in French and in English, **BY 10TH MAY 2011 THE LATEST**. The Scientific Committee of the Congress will meet in May and make a selection **OF ABOUT TEN PAPERS**, and will inform the authors.

The selected authors will be requested to submit longer summaries of their papers (4000 to 6000 characters) in French and in English **BY 1ST JULY 2011**. These abstracts will be published in late October in order to make them available for the Congress participants. At the Congress, the papers will be presented in English or French without interpretation. (An audiovisual recording of the two days Congress will be posted on AEIMS website).

---

\*For correspondence:  
congresAEIMS.strasbourg2011@gmail.com

# Reality through Image

## AEIMS Congress

4th + 5th November 2011

Strasbourg - France

7

Call for European  
Schools providing  
medical and scientific  
specialisation

### **Deadline for the submission of audiovisual presentations: 30th June 2011**

We invite the various institutions providing specialized training in medical and scientific illustration to present their training in the form of an audiovisual presentation in English (six minutes length maximum – QuickTime Format H.264, 720X576 pixels, Audio 48 000 kHz). Beyond the identity of an institution, each presentation may describe situations of courses and workshops, and show the work in its context of creation, reproduction and use. We would like to focus on the pedagogical/educational structure more than on individual realisations.

The files could be sent via <http://www.dropbox.com/>

**THESE PRESENTATIONS WILL BE SCREENED DURING THE ROUND TABLE ON SATURDAY 5 NOVEMBER 2011 IN ORDER TO PRESENT AN OVERVIEW OF EUROPEAN SCHOOLS PROVIDING A SCIENTIFIC AND MEDICAL SPECIALISATION.**

Another audiovisual presentation in English (ten minutes length maximum – QuickTime format H.264, 720X576 pixels, Audio 48 000 kHz) can also be produced by every school in order to present the individual works and/or portfolios of teachers, students and young graduates.

**THESE PRESENTATIONS WILL BE PRESENTED ON A SCREEN DURING THE EXHIBITION "ANATOMY OF AN IMAGE".**