

## Our Emergent Universe



<http://www.emergentuniverse.org>, is a novel initiative in science communication developed by the Institute for Complex Adaptive Matter. It is a completely virtual, online, interactive science center that uses a combination of artistic, humanistic, and scientific elements to engage and inspire a critically important outreach audience: educated, internet-savvy 17 – 35 year olds with interests spanning a broad range of disciplines. It is targeting the world's future leaders: writers, entrepreneurs, scientists, politicians, policy makers, etc., in order to increase societal awareness and to motivate policy decision in support of key scientific research and development.

[Emergentuniverse.org](http://www.emergentuniverse.org) is unique in that it uses the concept of emergence to communicate science and technology, an approach that naturally highlights the critical role played by scientific research from a broad range of disciplines in solving the real challenges faced by our society. It has been extremely successful at engaging visitors and communicating science; In less than 5 months, with virtually no advertising, it has attracted over 10,000 visits from nearly 100 different countries to its first two wings :Emergence and Amyloids and Alzheimer's Disease.

At this time, ICAM is seeking additional financial support for the development of a third major wing, dedicated to superconductivity and superconducting technologies, that is scheduled to open in 2011 in celebration of the 100 year anniversary of the discovery of superconductivity.

The Institute for Complex Adaptive Matter (ICAM-I2CAM) is a distributed experiment-based multi-institutional partnership whose purpose is to identify major new research themes in complex adaptive matter—the search for an understanding of emergent behavior in hard, soft, and living matter.