

EGU21-16065

<https://doi.org/10.5194/egusphere-egu21-16065>

EGU General Assembly 2021

© Author(s) 2021. This work is distributed under the Creative Commons Attribution 4.0 License.



## Uniting science and art to appreciate the Earth with NatureVolve magazine

Clarissa Wright<sup>1</sup> and Robert James Wright<sup>2</sup>

<sup>1</sup>NatureVolve, Editorial, United Kingdom of Great Britain – England, Scotland, Wales (CWright91@gmx.com)

<sup>2</sup>Retired - Former research scientist at Imperial College London and Chemotechnics (UK) Ltd

Effective and engaging science communication with the wider public is a growing need worldwide, particularly regarding pressing environmental issues. As over half of the population are visual learners, it can be argued that visual arts have an important role to play in science communication (scicomm), when supplemented with clear, understandable writing. Scientists seldom have the opportunity to share their backgrounds and personal perspectives in academic publications, or to share their particular study niches outside of academia. A similar communication gap is also experienced by independent artists seeking to share their ideas and creations with a wider audience.

*NatureVolve* is a digital magazine that was launched in 2018 to bridge the gaps between science, the arts and worldwide audiences. It was founded by Clarissa Wright after her BSc and MSc studies in geology, and her previous role as an Assistant Editor at *Springer Nature*. The publication is divided into the sections: Science, Conservation, Scicomm, Art and Written Word. Diverse subjects, ideas and creations, all adhering to the common theme of nature, are artistically presented across these sections. By merging these different subjects on the one platform, the project is encouraging the fusion of (usually segregated) disciplines across the arts and the sciences. By also presenting the researchers behind the studies, and the artists behind the artwork, readers access a more personalised perspective of the subjects being shared.

*NatureVolve* occupies a unique place within both scientific and arts publishing. Articles take on a journalistic press release format or interview article, which allows greater depth to be drawn from the subject being discussed and the ideas of the interviewees. Prominent subjects highlighted are on the pressing matters of the times: including wildlife conservation, plastic pollution, marine conservation, climate change and medical science. Geology and the earth sciences have often featured in the Science section and even the Scicomm section where palaeoart is a popular topic.

The emphasis on the people behind the discipline brings out a more personalised touch to the magazine, previously not often seen in other publications. Creativity is what links the scientists and artists, exploring their thought processes, inspirations, all fuelled by an interest in the natural world its connection to human society. With high impact visual content, it is aimed to increase the awareness of science studies and creative artwork, while celebrating nature. Magazine pages are presented with a concise and colourful aesthetic with the aim of showing the art of the sciences

and the science of the arts.

As the Earth is the key theme for *NatureVolve* – encompassing the natural world, human society and the impact we have on the planet, it is hoped we can raise awareness of key global issues through science, art and the written word. The motivations and perspectives of the creative individuals and research groups involved in this quest are brought into the spotlight, to inspire others.